



The 1st Asian Retail & O2O Conference and Expo 2017

Towards A New Retail Era

Date: 11th & 12th September 2017

**Venue: Berjaya Times Square Hotel
Kuala Lumpur, Malaysia**

Dominant Player

Endorsed By,



Initiated By,



Planned & Executed By,



In Associated with



Supporting Unit (Malaysia)

- ◆ Federation of Textiles and Garment General Goods Merchants Association of Malaysia
- ◆ SME Association of Malaysia
- ◆ Malaysia Foodstuff and Toys Merchants' Association
- ◆ Malaysia Dry Foodstuff Import and Export Association
- ◆ The National ICT Association of Malaysia
- ◆ Federation Sundry Goods Merchants Association of Malaysia
- ◆ Branding Association of Malaysia
- ◆ Chinese Associations from Sabah and Sarawak, and related commercial association from Malays and Indians communities



Supporting Unit (Overseas)

- ◆ Alibaba Group, China
- ◆ China Commerce Association for General Merchandise
- ◆ Guangzhou General Chamber of Commerce
- ◆ Indonesia Chinese Entrepreneur Association
- ◆ Taiwan External Trade Development Council (TAITRA)

Forum Session

- ◆ Welcoming Dinner –
 - A) Current Development of Asian General Merchandise Retail Markets
(by leaders of related association from China, Indonesia & Malaysia)

- ◆ Conference Day –
 - A) Demands and Opportunities of Asia Retail Markets
(by representatives of management team of department stores and hypermarkets)
 - B) O2O Business Concept and Opportunities
(by representatives of e-commerce platforms)
 - C) The Successful Stories of New Retail
(by those succeed entrepreneurs and platform operators)
 - D) Value Added for SMEs
(by those who willing help or offer benefits for SMEs)

- ◆ Keynote Speech in Opening Ceremony –
 - A) New Retail Concept and Opportunities – The opportunities, operation & concept of Malaysia Digital Free Trade Zone
(by representative from Alibaba Group, China who in-charge of this project)

Panel Speakers (department stores and hypermarkets)



Panel Speakers (e-commerce platform)



Panel Speakers (SMEs Partners)



Expected Participants (who should take parts)

- ◆ 1200-1500pax from Malaysia including Sabah & Sarawak
- ◆ 500-800pax overseas participants mainly from China, Indonesia, Taiwan, Philippines and Singapore
- ◆ Mostly from retail sector or related business field, especially SMEs
- ◆ Entrepreneurs who wish to join e-commerce sector

Goal and Opportunities

- ◆ Both online and offline operators or related field players are mainly targeting the market of Asean and Asia, which probably reach a 2 billion population markets.
- ◆ An effective and efficient platform for business dealing and co-operation of multi sector players.
- ◆ Almost 2,000 participants take part and highlighted by printed, digital and online medias, an effective platform for advertisement and promotion.
- ◆ Availability of development in new sector through experience and professional view sharing from panel speakers.
- ◆ A platform for exposures of products, services and concepts even though selling products or services in the expo.



Media Partners



Grab the Golden Opportunities (How to join us?)

(A) Platinum Sponsor / Partners of SMEs

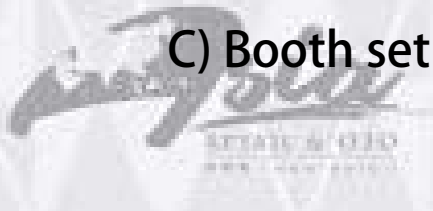
◆ Amount of sponsorship: RM50,000.00 / USD 12,500.00

◆ Entitlement of sponsor:

A) 2 representatives will be invited to attend welcoming dinner as VVIPs, and other 5 representatives will be invited to attend welcoming dinner as guests.

B) Booth setup in the hall of welcoming dinner for exhibition of products or services, products which provided can distribute to all attended guests, and have a 10 minutes session on the stage for introduction of corporate, products or services.

C) Booth setup at foyer on conference day.



Grab the Golden Opportunities (How to join us?)

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◆ Entitlement of sponsor:

D) 2 representatives will be invited to attend opening ceremony as VVIPs, one of the representative will be invited to join an appreciation certificate presentation ceremony which witnesses by guest of honour on the stage, a framed photo of ceremony will be presented after the conference as souvenir. (depends on availability and arrangement, may arrange on welcoming dinner)

E) Free entrance of conference and expo for 5 pax.

F) 2 representatives will be invited to join a business dealing session with other VVIPs and panel speakers. (close door session and by invited only)

G) Invited as one of the panel speakers and brand awareness of corporate through this arrangement, OR special keynote speech delivery at lunch session.

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◆ Entitlement of sponsor:

H) Video recording of conference in DVD format.

I) Database of attendants.

J) 8 buntings of corporate will allocate in the hall of conference, leaflet which provided by corporate will distribute to all attendants.

K) Credit mention of corporate in all related A&P materials or media partners' advertisement of this conference and expo.

L) Advertisement of corporate in video or animation format or testimonial video of products will be showed through projector within the conference. (length of video not more than 3 minutes)

M) Introduction of corporate or products or services through the booklet of conference which distribute to all attendants by free.

Grab the Golden Opportunities (How to join us?)

(B) Co-sponsor

◆ **Amount of sponsorship: RM30,000.00 / USD 8,000.00**

◆ Entitlement of sponsor:

A) 2 representatives will be invited to attend welcoming dinner as VIPs.

B) Booth setup in the hall of welcoming dinner for exhibition of products or services, products which provided can distribute to all attended guests, and have a 10 minutes session on the stage for introduction of corporate, products or services.

C) An appreciation certificate will present in the welcoming dinner by guest of honour.

D) Booth setup at foyer on conference day.



Grab the Golden Opportunities (How to join us?)

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◆ Entitlement of sponsor:

E) 2 representatives will be invited as VIP for opening ceremony.

F) Free entrance of conference and expo for 3 pax.

G) Video recording of conference in DVD format.

H) 1 representative will be invited to join a business dealing session with other VVIPs and panel speakers. (close door session and by invited only)

I) 6 buntings of corporate will allocate in the hall of conference, leaflet which provided by corporate will distribute to all attendants.

J) Credit mention of corporate in all related A&P materials or media partners' advertisement of this conference and expo. Simple introduction of corporate will publish in the booklet of conference which distribute to all attendants.

Grab the Golden Opportunities (How to join us?)

(C) Exhibitor

◆ **Participation fee: RM6,000.00 / USD 1,500.00**

◆ Entitlement of exhibitor:

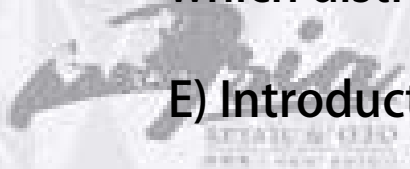
A) 2 representatives will be invited to attend welcoming dinner as guests.

B) Booth setup at expo.

C) Free entrance of conference and expo for 2 pax, including attend the opening ceremony.

D) Simple introduction and direction of booth will publish in the booklet which distribute to all attendants.

E) Introduction of exhibitors at official online platform.



Grab the Golden Opportunities (How to join us?)

(C) Exhibitor

◆ SPECIAL PROMOTION

◆ Early Bird promotion package for exhibitors

A) **RM5,000.00 / USD 1,250.00** per booth

B) **RM9,500.00 / USD 2,350.00** for 2 booths with free entrance and invitation of welcoming dinner for 4pax

* For those who submit their participation form with full payment before **1st August 2017 ONLY.**

EXHIBITOR

No	Packages & Entitlements	EXHIBITOR (RM 6,000.00 / USD 1,500.00)
1	Dinner arrangement with VIPs on September 11, 2017	●
2	Exhibition booth (10' X 10')	●
3	Conference entrance ticket	2



Grab the Golden Opportunities (How to join us?)

(D) Participant

◆ **Entrance fee: RM380.00 / USD 100.00**

A) Entrance fee per person, will offer a package with air ticket and accommodation (details will be announced)

B) Feel free to join every session of forum and expo. Communication and business deal with other participants in the conference and expo.

C) A free goodies bag or folder of conference.

D) Benefit from any offer or promotion provided by speakers or exhibitors in the conference and expo.

Grab the Golden Opportunities (How to join us?)

(D) Participant

◆ SPECIAL PROMOTION

◆ Early Bird promotion package for participants

A) **RM300.00 / USD 80.00** per pax

B) **RM2,700.00 / USD 720.00** for group participant (10 pax in a group)

* For those who submit their participation form with full payment before **1st August 2017 ONLY.**

C) **RM250.00 / USD 65.00** per pax for members from supporting unit or sponsors (at least 20 submissions, offer till 31st August 2017 with full payment ONLY)

