5 - 6 February 2018
Bangkok

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Malikkhun Kotadia, Mentor, **Finlab**
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Tana Pothikamjorn, Senior Vice President and Head of Digital Banking, **Siam Commercial Bank**
Surangkana Wayuparb, CEO, **Electronic Transactions Development Agency**
Pun-Arj Chairatana, Director, **National Innovation Agency**
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Bo Kristensen, GM, **Chope**
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Oliver Woods, Director of Digital & Social Strategy, Red2digital
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Sutapa Amornvivat, Chief Executive Officer, SCB Abacus
Ton Chirathivat, Head of Customer Strategy, Central Retail Corporation
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Rumi Guho, Founder, Bowr
Bhavin Patel, Group Omnichannel Director, Kanmo Retail Group
Martin Toft Sorensen, CEO, Helpster
Dwight Willis, CEO, Dollar$martGlobal
Tauriq Brown, MD, Kyra Mode
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Christian Guswai, Founder and Managing Consultant, Grow & Prosper Consulting
Steve Landman, CEO, KIU GLOBAL
Varun Mittal, ASEAN Fintech Lead, Ernst & Young LLP
Pipatpong Poshyanonda, Senior Executive Vice President, Kasikorn Bank
Sirithida Panomwan, Assistant Governor, Bank of Thailand
Benjamin Glynn, Managing Director, SEA, Emarsys Pte Ltd
Ella Qiang, Director of partnerships, Stellar Development Foundation

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Seamless Thailand 2018 - Day One

08:50 Guest of Honour Address

09:00 Chair's Introduction

09:10 Prompt Pay: modernising the national payment system
  • Paving the way to a cashless society
  • Integrating the informal economy into the banking system
  • The benefits for companies and consumers

  Sirithida Panomwan, Assistant Governor, Bank of Thailand

09:40 Competition from abroad: Thai merchant survival in a commerce future

10:10 South East Asia perspectives on commerce innovation
  Ton Chirathivat, Head of Customer Strategy, Central Retail Corporation
  Bhavin Patel, Group Omnichannel Director, Kanmo Retail Group

10:40 Morning Break

THE CHANGING PAYMENTS LANDSCAPE

11:10 How machine learning transforms the banking industry
  • How artificial intelligence (AI) and big data applied to the banking business?
  • What are realistic expectations of the use of AI in banking?
  • What would a future bank look like with AI?

  Sutapa Amornvivat, Chief Executive Officer, SCB Abacus

11:30 Contactless payments and the creation of seamless checkout experiences
  • How to put the customer first in a multichannel world
  • Data opportunities that can drive acquisition, conversation and retention
  • Transforming the checkout process with innovative payment methods
  • How will the customer journey evolve in the coming 24-36 months?
Are mobile wallets reaching a tipping point?

• Examining the evolution of mobile wallets in Asia
• With the convergence of messaging and payments, will telcos finally tip mobile wallets in their favour?
• Enhancing the social commerce experience, expanding the digital commerce ecosystem

Martijn Van Keulen, Head of Digital Channels & User Experience, TMB Bank

Lunch Break

CROSS BORDER TRANSACTIONS

How mobile payments are disrupting banking models across Asia

Sandeep Deobhakta, Head of Retail Banking, V.P. Bank

Migrant remittances and the informal economy: opportunities and challenges

• The importance of remittances to employees in the informal economy
• How an e-wallet or bank account for payroll deposit serves as the essential vehicle for financial inclusion?
• The importance of financial education: ending the financial exclusion cycle

Dwight Willis, CEO, Dollar$martGlobal

Simplicity vs complexity: what is the right approach for cross border payments apps?

• Scale, credibility and trust: enabling more agile and customer-centric touch points
• Assessing the impact of UX design on app development
• E-Money and the challenges of the nonbank-led model

Afternoon Break

CASH HANDLING

Why cash is still king: factors limiting the growth of e-payments in Thailand

• Encouraging uptake with incentives for e-payments and loyalty schemes
• What would a Thailand without cash look like?
• What are the key factors limiting the transition?
• What can the government and private sector do to enable the change?
15:45  
**How banks can help businesses navigate the growing cashless society in Thailand**  
Worachat Luxkanalode, SVP, Head of Retail E-Business, **Bank of Ayudhya**

16:05  
**How a cashless society opens the door to lasting financial inclusion**  
- Encouraging uptake with incentives for e-payments and loyalty schemes  
- What would a Thailand without cash look like?  
- What are the key factors limiting the transition?  
- What can the government and private sector do to enable the change?

Worachat Luxkanalode, SVP, Head of Retail E-Business, **Bank of Ayudhya**  
Sandeep Deobhakta, Head of Retail Banking, **V.P. Bank**

16:35  
**Evening Break**

17:00  
**National Payment System: A case study from India**  
- The evolution of the digital payments landscape in India  
- The impacts of demonetization on payments, e-commerce and retail  
- Learnings from a National payments ecosystem

Abhishant Pant, Founder, **Cashless Journey**

17:30  
**Spotlight on Vietnam & Cambodia**

18:00  
**Evening Drinks Reception**
Seamless Thailand 2018 - Day Two

09:00 Chair's Introduction

09:10 National E-Commerce Strategy in Thailand
  Surangkana Wayuparb, CEO, Electronic Transactions Development Agency

09:40 Modernising Philippine retail for the digital age
  • The growing importance of online platforms for retailing in the Philippines
  • How will the growing omnichannel revolution affect the retail industry in the Philippines
  • Building new loyalty capabilities and strategic partnerships with winning consumers
  Jose Victor Paterno, President and CEO, 7-Eleven Philippines

10:10 How to survive in the age of disruption

12:20 Lunch Break

13:20 C2C: The importance of trust in the next frontier of mobile payments
  • Millennials: Serving the heightened expectation of the most connected and demanding consumer
  • Methods to increase consumer trust such as greater ease of use
  • Moving beyond social transactions and looking at the future of mobile payments

13:40 Biometrics and the future of front-end payment security
  • The impact of evolving consumer technology on the uptake of biometrics
  • No second chances: the critical challenge of securing biometric data
  • Overcoming the challenges of driving user adoption through consumer education

14:00 Cyber security: Safeguarding against fraudulent activity
  • Solutions to enhance security and confidentiality
  • From “pay-and-chase” to “predict and prevent” through analytics application
  • Lessons learned from other markets
  Rom Hiranpruk, Commmittee Member, Payment System Committee, Bank of Thailand
  Shoukat Bizinjo, Senior Joint Director, State Bank Of Pakistan Central Bank

14:30 Afternoon Break
**RISE OF FINTECHS**

**15:00**

The fintech driven transformation of the digital payment ecosystem

- The opportunity for fintech and banking partnerships through effective API implementation
- The challenge and opportunity of banking APIs to allow greater integration with fintech solutions
- The challenge of safeguarding consumer data in a banking API driven ecosystem

Sam Tanskul, Managing Director, **Krungsri Finnovate**

**15:20**

Creating an innovation culture

- Collaborating with others to bring in new perspectives
- Embracing and learning from failure
- Overcoming challenges: How can technology solve fundamental challenges?

Pun-Arj Chairatana, Director, **National Innovation Agency**

**15:40**

APIs and the future of fintech/financial institution in the payments sector

- Streamlining payments experiences for the consumer through 3rd party APIs
- The challenge and opportunity of banking APIs to allow greater integration with fintech solutions
- The challenge of safeguarding consumer data in a banking API driven ecosystem

Akaradej Disyadej, Managing Director, **Thai Fintech Association**

Shoukat Bizinjo, Senior Joint Director, **State Bank Of Pakistan Central Bank**

**16:10**

Evening Break

**BLOCKCHAIN**

**16:30**

Assessing the untapped business opportunities for blockchain in Mekong area

- The business and start up landscape in Thailand
- How Blockchain can fit in the Thai landscape
- Factors holding back Blockchain in Thailand and the challenges to stakeholders
- The vision for the future: regulated applications and the open innovation model

Nicole Nguyen, Head of Marketing, **Infinity Blockchain Labs**
16:50 **How will greater regulation impact Blockchain in Thailand?**

- Implementing legitimacy and credibility for virtual currencies - Combating money laundering, corruption and terrorism
- How would increase regulation affect new entrants to the virtual currency market?
- Developing products and services for greater financial inclusion in Thailand

17:10 **Is blockchain the remedy to the issues facing cross-border payments?**

- Where are things currently with cross border payments?
- How does blockchain (public or private) solve many of the problems we’re seeing?
- What needs to happen for blockchain to be more impactful in this area?
- How can regulators best support private sector blockchain innovation

Nicole Nguyen, Head of Marketing, **Infinity Blockchain Labs**

Ella Qiang, Director of partnerships, **Stellar Development Foundation**

Gabriel Francesch, **Kotoba Translation**

17:40 **End of Conference**

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Seamless E-Commerce

Seamless Thailand 2018 - Day One

08:50  Guest of Honour Address

09:00  Chair's Introduction

09:10  Prompt Pay: modernising the national payment system

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Sirithida Panomwan, Assistant Governor, Bank of Thailand

09:40  Competition from abroad: Thai merchant survival in a commerce future

10:10  South East Asia perspectives on commerce innovation

Ton Chirathivat, Head of Customer Strategy, Central Retail Corporation
Bhavin Patel, Group Omnichannel Director, Kanmo Retail Group

10:40  Morning Break

CUSTOMER SERVICE & EXPERIENCE

11:10  How vertical commerce is improving the customer experience

- Vertical commerce: disrupting traditional retail
- Is simplicity key when it comes to customer service?
- Offering the personal touch in customer support

Jeremy Fichet, Group CEO, Orami

11:30  Building customer loyalty through end-to-end e-commerce experiences

- Data-driven personalization: building loyalty by knowing your customers.
- Customer support and a great & easy shopping experience
- Developing customer loyalty programs and rewards

Benjamin Glynn, Managing Director, SEA, Emarsys Pte Ltd
11:50 Creating seamless customer experiences in an omnichannel world

• How to put the customer first in a multichannel world
• Data opportunities that can drive acquisition, conversation and retention
• Moving from transaction to customer engagement
• How will the customer journey evolve in the coming 24-36 months?

Voravudh Varikarn, Senior Vice President, Online Business, C Distribution (Thailand) Co., Ltd.

Pipatpong Poshyanonda, Senior Executive Vice President, Kasikorn Bank

Bo Kristensen, GM, Chope

Marie Ramlie, Executive Vice President and Head of Retail Products, ING Group, TMB Bank Public Company Limited

12:20 Lunch Break

13:45 Putting data at the heart of product development and strategic planning

• Harnessing the complexity and volume of e-commerce data
• From data to campaigns and campaigns to execution
• Ensuring a focus on frontline engagement and capabilities

Tana Pothikamjorn, Senior Vice President and Head of Digital Banking, Siam Commercial Bank

14:05 Machine learning in demand forecasting and pricing for e-commerce

• Data mining for more accurate demand forecasting
• Picking up key trends and insights from transactional data
• Optimising costs and time efficiency in distribution channels through predictive analytics using Big data.

Justin Dickerson, General Manager, DataRobot

14:25 Overcoming trust issues with consumers while maximising the use of their data

Personalised pricing strategies based on individual data profiles - the end of the ‘standard’ price
IOT: more channels to sell through, more data collected on individuals
Joint development of trusted intermediaries to provide security and reassurance

Martin Toft Sorensen, CEO, Helpster

Arnab Ganguly, Group Head of Digital and Analytics, Kanmo Retail Group

14:55 Afternoon Break
Leveraging e-commerce to create new growth options

- Disrupting and capturing market shares from strong, well-established brands
- Using mobile applications for a seamless customer purchase experience
- Using analytical tools to provide customers with personalized offers, pricing, recommendations and product pre-selections

Pascal Martin, CEO, Delishop

The rise of local, on-demand food delivery

- What lies ahead for food delivery services?
- Changing people's perceptions about home delivery
- Disrupting the traditional delivery model

Alexander Felde, Managing Director, Foodpanda Thailand

Inflection point: scaling e-commerce in Thailand

- Launching and scaling an e-commerce business in a traditional bricks and mortar retail market
- Overcoming challenges from infrastructure to regulations
- Reaching your customers through better understanding of customer data
- What is the full growth potential for e-commerce in Thailand?

Nuttaporn Voonklinhom, Head of Innovation, Central Group
Henning Biskopsto, CEO & Founder, Go Tasty
Alexander Felde, Managing Director, Foodpanda Thailand
Pawoot Pongvitayapanu, CEO and Founder, Tarad

Evening Break

National Payment System: A case study from India

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Abhishant Pant, Founder, Cashless Journey

Spotlight on Vietnam & Cambodia

Evening Drinks Reception
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   - The growing importance of online platforms for retailing in the Philippines
   - How will the growing omnichannel revolution affect the retail industry in the Philippines
   - Building new loyalty capabilities and strategic partnerships with winning consumers

   Jose Victor Paterno, President and CEO, 7-Eleven Philippines

10:10 How to survive in the age of disruption

12:20 Lunch Break

13:20 Chat apps and the rise of social commerce
   - The future of conversational commerce and chat apps in Thailand, moving beyond non-scalability issues
   - Challenges in building conversational commerce
   - The role of chat apps as an integrated part of the wider customer journey

   Julien Chalte, Head of E-commerce, LINE Thailand

13:40 How to engage your audience effectively through social channels: marketing, technology and management
   - Building a powerful online image to attract new clients
   - Helping brands target buyers in a more interpersonal and holistic fashion
   - Aligning website design and interface with retail metrics for top customer service and merchandising
14:00 Mobile first: why the future for Thailand is social and mobile commerce

- Advantages and challenges for the development of m-commerce in Thailand
- The power of sign-ups: creative ways to encourage customer account creation
- Contextual data and the power of real-time site personalisation
- The growth of social commerce

Sam Coizet, Co-Founder, Kinkao
Caspar Bo, Founder & CEO, Chilindo Company Limited
Samir Cherro, Co-founder & CEO, GoWabi
Michael Cluzel, Co-Founder and CEO, Eatigo

CROSS BORDER COMMERCE

14:30 Afternoon Break

15:00 Exploring the opportunities for Thailand's merchants across the border

Ankiti Bose, Co Founder and CEO, Zilingo

15:20 Accelerating the cross border e-commerce economy through better logistic capabilities

- Understanding cross border shopper demographics and market differentiators
- One size fits all: does a cross border strategy trumps localised approaches?
- Understanding government regulation to ensure cross border trade is successful

Pulsiya Varithikullapong, Interim Country Manager, Ezbuy

15:40 A guide to overcoming the challenges of cultural nuances when expanding into local markets

- Why have many international brands failed to successfully launch in Asia?
- Similarly, why have so many Asian brands failed in Western market?
- What can retailers do to grasp cultural nuance without burning too much money?
- How can a retailer localise its product selection?
- How can local partnerships help to achieve a deep level of cultural understanding?

Mameaw Sapprasert, Associate Director, 500 Startups
Thanawat Malabuppha, Chief Executive Officer and Co Founder, Priceza Co., Ltd
Gerald Lim, Director of Digital Business, Minor International Public Co
16:30 Click & collect and O2O: how to remain relevant in the age of customer first

- Is click and collect the saviour of retail?
- Why click & collect is the future for convenience shopping
- Challenges presented by click & collect
- How will O2O customer trends impact core retail investment decision making?
- How to combine offline and online in an efficient way

Tejinder Singh, Chief Operating Officer, Arvind Internet Ltd

16:50 The challenge of cash management in a rural setting

- Physical security solutions to overcome the risk of cash management in rural locations
- How can logistics providers better leverage financial technology to overcome the cash challenge?
- Collaboration between merchant, logistics partner and bank to drive the adoption of e-payments

Sven Verveart, Founder, Kingaru Sleep

17:10 The effect of e-commerce on the future of logistics

- Overcoming challenges in infrastructure, rural locations and cash on delivery
- The need for speed: customer expectations for instant delivery
- What does the future of delivery look like for Thai shoppers?

Mameaw Sapprasert, Associate Director, 500 Startups
David Jou, Founder, Pomelo Fashion
Rumi Guho, Founder, Bowr

17:40 End of Conference
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Seamless Retail

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   Bhavin Patel, Group Omnichannel Director, Kanmo Retail Group

10:40  Morning Break

CONVENIENCE FORMATS

11:10  Assessing the popularity of convenience store formats
   • Changes in shopping patterns
   • Growing importance of convenience for the rising middle class
   • The rising demand for premium categories and products, on-the-go eating solutions and ready-made meals

11:30  The future of rural convenience retail
   • Ability to cater to local needs
   • Providing easily-accessible and profitable “click and collect” offering
   • An opportunity for convenience players to partner with e-commerce players?
11:50 Urbanisation: the key reason for the growth in convenience formats

- The rising demand for premium categories and products, on-the-go eating solutions and ready-made meals
- Growing importance of convenience for the rising middle class
- Increased purchasing in lower- and middle-class consumers
- Growth in prioritising convenience over price.

Bounthay Khammanyvong, Country Manager, Honestbee

12:20 Lunch Break

OMNICHANNEL RETAILING

13:45 Growing omnichannel retail through online-to-offline streamlining and optimisation

Why creating collaborative, accessible online shopping environments is the next step for e-commerce

- Offering an ‘anytime/anywhere’ shopping strategy
- Four key ways to deliver seamless online & offline experiences

14:05 Are Pop Up shops the future of retail?

Paopanga Siddhigu, Co Founder, Fitcraze

14:25 Redefining the retail store in today’s omnichannel economy

- The future of the retail store in the O2O driven environment
- Integrating social strategies into an O2O approach to commerce
- Technology innovations to improve customer experience in the retail store

Tejinder Singh, Chief Operating Officer, Arvind Internet Ltd
Paopanga Siddhigu, Co Founder, Fitcraze
Gerald Lim, Director of Digital Business, Minor International Public Co
Charnchai Mahantakhun, Managing Director, Jaguar Land Rover Thailand

14:55 Afternoon Break
15:25

**Winning in retail in a mobile first Thailand**

- Navigating the omni-channel revolution and its impact on the retail industry.
- How to catch up with your customers by creating thumb-stopping, personalized cross-device experiences, on the move.
- Facebook marketplace and the growth of P2P commerce

John Wagner, Managing Director, Thailand, **Facebook**

15:45

**Customer Service in Retail: how to develop your sale staff to stay competitive in the age of e-commerce**

- Creating value by integrating offline retail with social media, online, and mobile selling channels.
- Leading the way through in-store customer experience.
- Using technology and customer data to create the right pricing and offers strategy.
- Driving higher perceived value with multiple pricing strategies.

Akarin Phureesitr, Executive Vice President, **Central FamilyMart**

16:05

**How to enrich merchandising attributes and re-imagine stores as consumer magnets**

- How companies are using technology to enhance the customer experience.
- How data-driven marketing is a key priority for retailers and the ways in which retailers are adopting a more data-driven approach.
- How offline retailers can successfully contend with online price-comparison being so easy.

Gen Lehn, Regional Business Development Director, **INDO+SUISSE**

Charnchai Mahantakhun, Managing Director, **Jaguar Land Rover Thailand**

16:35

**Evening Break**

17:00

**National Payment System: A case study from India**

- The evolution of the digital payments landscape in India.
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Abhishant Pant, Founder, **Cashless Journey**

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**Spotlight on Vietnam & Cambodia**

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   Jose Victor Paterno, President and CEO, 7-Eleven Philippines

10:10 How to survive in the age of disruption

RETAIL ROUNDTABLES

12:20 Lunch Break

THE FUTURE OF MALLS

13:20 Combining retail and lifestyle: are destination malls the future?
   • Why is retail still growing despite the rise of e-commerce services?
   • Meeting the customer need for unique, personal, physical retail experiences
   • Providing a one-stop shop for retail and entertainment that can't be achieved through online shopping

13:40 The future of the mall in the age of m-commerce

14:00 The critical role of the luxury market in the future of retail
   Gen Lehn, Regional Business Development Director, INDO+SUISSE

14:30 Afternoon Break
MERCHANDISING

15:00 Driving higher perceived value with multiple pricing strategies
- What are underlying needs and variables that customers are willing to pay for?
- Commonalities and differences between market segments that affect customer willingness to pay
- Balancing short term profitability with long term sustainability through pricing strategies

15:20 Best practice retail optimisation for in-store marketing and merchandising
- Are next generation store experiences effectively capturing engagement and changing shopping patterns?
- What pricing tactics can retailers use to influence consumer purchases?
- How beacon and geofencing enhances the consumer journey experience?

15:40 Product pricing in omni-channel retail: What retailers need to do to maintain pricing power and keep customers spending
- Should you price yourself equal to your competitors? If so, how do you track what they charge?
- Should online and offline prices be the same?
- Can brick & mortar stores adopt dynamic pricing? If so, how?

Arnab Ganguly, Group Head of Digital and Analytics, Kanmo Retail Group

SUPPLY CHAIN

16:30 Retail distributors in Thailand: redefining the business model
- Assessing the longevity of new business models facing modern retailers
- Maintaining a holistic approach to change: ensuring an internal workflow cohesion and alignment
- How can retailers continue to compete effectively without opening themselves to too much risk?

Bounthay Khammanyvong, Country Manager, Honestbee

16:50 Evaluating 3PL strategies to reduce lead times, improve reliability and enhance visibility
- Revising order cycles/lead time quantities by improving forecasting
- Centralising your inventory: reducing the value of SKU counts
- Reduce variability of demand and supply by aligning metrics

Carlos Francais, Country Operations Manager, Lazada Thailand
17:10 The enduring role of cash: How retailers can make cash registers as seamless as possible

- Just how important is cash?
- What forms of cash will continue to be important?
- How much can cash handling be automated?

Roes Decil Anggana, Sales Operation Group Head, Pertamina Retail

17:40 End of Conference

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