



5 - 6 February 2018
Bangkok

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

Alexander Felde, Managing Director, **Foodpanda Thailand**

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

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Oliver Woods, Director of Digital & Social Strategy, **Red2digital**
Henning Biskopsto, CEO & Founder, **Go Tasty**
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Sutapa Amornvivat, Chief Executive Officer, **SCB Abacus**
Ton Chirathivat, Head of Customer Strategy, **Central Retail Corporation**
Sandeep Deobhakta, Head of Retail Banking, **V.P. Bank**
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**
Gabriel Francesch, , **Kotoba Translation**
Christian Guswai, Founder and Managing Consultant, **Grow & Prosper Consulting**
Steve Landman, CEO, **KIU GLOBAL**
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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 Payments

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?

11:50 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**

12:20 Lunch Break**CROSS BORDER TRANSACTIONS****13:45 How mobile payments are disrupting banking models across Asia**

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

14:05 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**

14:25 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

14:55 Afternoon Break**CASH HANDLING****15:25 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**

PAYMENTS ROUNDTABLES

12:20 **Lunch Break**

TRUST & FRAUD

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, Committee 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

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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

BIG DATA & ANALYTICS

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

GROWING CATEGORIES

15:25 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**

15:45 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**

16:05 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?



Nuttapon Voonklinhom, Head of Innovation, **Central Group**



Henning Biskopsto, CEO & Founder, **Go Tasty**



Alexander Felde, Managing Director, **Foodpanda Thailand**



Pawoot Pongvitayapanu, CEO and Founder, **Tarad**

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17:30 Spotlight on Vietnam & Cambodia

18:00 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

E-COMMERCE ROUNDTABLES

12:20 Lunch Break

SOCIAL COMMERCE & MARKETPLACES

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**



Ankita 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**



Sherill Ramos Quintana, President, **Oryspa Spa Solutions Inc.**

FULFILMENT

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

MODERNISING RETAIL

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**

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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 Khammanyong, 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**

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