



# REZA

Retail & E-Commerce Summit Asia

# PERAYAN

Ramping up the spike of Indonesia's ecommerce growth

SEPTEMBER 6-7, 2023 | 8:00 - 17:00 WIB

PULLMAN JAKARTA CENTRAL PARK, INDONESIA





# 5TH RETAIL & ECOMMERCE SUMMIT ASIA

RAMPING UP THE SPIKE OF INDONESIA'S ECOMMERCE GROWTH

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## OVERVIEW

Indonesia's e-commerce market is currently prospering. The country became the ninth largest e-commerce sector in the world. Its e-commerce adoption rose since the restrictions and is envisioned to continue its growth because of consumers aiming to continue shopping virtually.

According to a study, 30 million Indonesians are currently transacting online, creating a market of at least \$8 billion. Market drivers are supporting that growth as it is also stated that the market could grow to \$40 billion in the next five years. Global investors' focus on Indonesia has quickened that expansion, providing the funds needed to attract new consumers to their platforms. Simultaneously, challenges cannot be completely avoided. Many parts of Indonesia are still difficult to reach and the internet can be patchy in rural areas. In spite of the advancement being made by digital payments, universal systems are still evolving since there are still consumers who prefer cash-on-delivery over e-payments.

As we ascend and address the issues the country is currently facing, the 5th Retail and Ecommerce Summit Asia produced by rockbird media is set to gather experts from reputable brands across Indonesia to discuss timely and trends in the industry.

## WHO SHOULD ATTEND?

C-levels, VPs, Heads of:



## WHAT'S IN IT FOR YOU?

- Expose you with advanced retail and e-commerce techniques and strategies by adopting best methods to grow and connect with various industries.
- Engage with phenomenal retail pioneers and revolutionaries
- Learn more about the industry's milieus and access to the retail and e-commerce products and services that will benefit your business growth.
- Build long-lasting partnerships and long-term opportunities

### FOR CONTENT:

NELLA KU  
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## 2023 SPEAKERS



**WASUDEWAN**  
Chief Executive Officer  
99 Group



**SEIRA MEUTIA**  
Chief Executive Officer  
Wiyasa TFA



**ALAM AKBAR**  
Chief Executive Officer  
KASUAL



**CINDY OZZIE**  
Startup Founder  
CMO & Impact Advisor



**DESWARA "ADEZ" AULIA**  
Founder  
Immersiva.id



**SUGIYANTO WIBAWA**  
Business Development  
Director  
Kawan Lama Retail Indonesia



**ANDRE BINARTO**  
Associate Vice President of  
Marketing  
AlloFresh



**EVAN JANULI**  
VP Brand & Marketing  
ASTRO



**ANDITA RASYID**  
VP marketing and Innovation  
Lemonilo



**MAYANK SINGH**  
Chief Digital Officer &  
Vice President -  
Marketing, Digital Business  
& IT Domino's Pizza Indonesia



**PAZ PERKASA**  
Chief Product Officer  
Moladin



**BAYU INDRAWAN**  
Director  
Center of Waste Management  
Indonesia



**RAVI SHANKAR**  
Ex Country Head  
Lenskart



**JASON EDWARD WUYSANG**  
General Manager Digital Experience  
EIGER



**INDERPREET SINGH**  
E-commerce Director - APAC  
Bata Group

## PAST AND 2023 SPEAKERS

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## DAY 1

September 6, 2023

8:00 - 9:00	REGISTRATION
9:00 - 9:30	OPENING KEYNOTE Ecommerce as the fashion arbiter of Indonesia
9:30 - 10:15	BREAKOUT SESSIONS
	CUSTOMER LOYALTY & REWARDS A Strengthened Customer Engagement through Gamification to Maintain Customer Loyalty
	CUSTOMER DATA Setting Up a Good Consumer Data Strategy to Make Better Decisions Title TBC
	Shopify Plus CLTV Realizing the Importance of CLTV and How to Increase Conversions Title TBC
	Clevertap MOBILE MARKETING Reaching Large Audiences through Building Push Notification Strategies Title TBC
10:20 - 10:45	Vinculum
	1-1 MEETINGS / NETWORKING / BREAK
10:45 - 11:15	KEYNOTE PRESENTATION Where is Indonesia in the Rise of Digital Financial Services/Digital Payments?
11:15 - 12:00	PANEL DISCUSSION Improving Brand Awareness Using Media Strategy Panel members: Seira Meutia, WIYASA   Standie Nagadi, ZALORA GROUP   Andita Rasyid, Lemonilo
12:00 - 13:00	GAMIFICATION NETWORKING LUNCH
13:00 - 13:30	FIRESIDE CHAT Omnichannel 2023: The Current State of Marketing Campaigns Panel members: Mayank Singh, Domino's   Evan Januli, ASTRO
13:30 - 14:15	BREAKOUT SESSIONS
	B2C GROWTH Revamping your B2C Plan Through Social Commerce
	O2O Forming Good O2O Commerce Functions to Achieve Consumers' Repurchase Intention
	SOCIAL MEDIA PLATFORMS Scaling the Potential of Social Media for an Increased Product Purchase
	SEAMLESS SHOPPING EXPERIENCE From Discovery to Purchase: Elevating your brand's strategy Ravi Shankar, ex Country Head, Lenskart
14:15 - 14:40	1-1 MEETINGS / NETWORKING / BREAK
14:45 - 15:05	KEYNOTE PRESENTATION Establishing strong waste management strategy for a sustainable business Bayu Indrawan, Center of Waste Management Indonesia
15:10 - 15:35	1-1 MEETINGS / NETWORKING / BREAK
15:30 - 15:45	GAMIFICATION
15:45 - 16:30	CLOSING PANEL The Archipelago Adversity: Addressing Retail Challenges in Rural Areas Panel members: Sugiyanto Wibawa, Kawan Lama Retail   Sukiwan, Superbank
16:30-ONWARDS	NETWORKING

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## DAY 2

September 7, 2023

8:00 - 9:00	REGISTRATION
9:00 - 9:30	<b>OPENING KEYNOTE</b> Aiming for market growth with ecommerce competitive landscape
9:30 - 10:30	<b>BREAKOUT SESSIONS</b>
	<b>SMART WAREHOUSES</b> Optimizing product movement from storage to shipment by automating smart warehouses
	<b>LAST MILE</b> Administering Last Mile Technology to Elude Inefficiency
	<b>AUTOMATION</b> The Potential of Self-service Automation to Enhance Customer Convenience
	<b>QUICK COMMERCE</b> Ensuring On-time Deliveries and Fulfilling Hundreds of On-demand Orders
10:35 - 11:00	1-1 MEETINGS / NETWORKING / BREAK
11:00 - 11:30	<b>INNOVATOR'S SPOTLIGHT</b> Vinculum
11:30 - 12:15	<b>RAPID FIRE</b> The Supremacy of Implementing a Customer Centric Mindset Panel members: Wasudewan, 99 Group   Jayson Edward Wuysang, EIGER   Cindy Ozzie, Startup Founder
12:15 - 13:15	<b>NETWORKING LUNCH</b>
13:15 - 13:45	<b>SPOTLIGHT PRESENTATION</b> Transformed Product Development for Customer Satisfaction Praz Perkasa, Moladin
13:45 - 14:15	<b>GAMIFICATION</b>
14:15 - 15:15	<b>BREAKOUT SESSIONS</b>
	<b>LIFESTYLE IMPROVEMENT</b> Adapting New Gen's Consumer Behavior for Improved Community Building
	<b>INFLUENCER MARKETING</b> Solidifying Brand Presence through Influencers to Strengthen Engagement with Customers Andre Binarto, Allofresh
	<b>LIVE SELLING</b> Creating Interactive Shopping Experience with Live Selling Strategy
	<b>PERSONALIZATION</b> The AI Powered E-commerce for a Personalized Shopping Experience Alam Akbar, Kasual.id
15:15 - 16:00	<b>CLOSING PANEL</b> Metaverse: The Future of Ecommerce Panel Chairperson: Deswara "Adez" Aulia, Immersiva.id
16:00 -ONWARDS	EVENT FINALE DRINKS & CONVERSATION

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## 2023 SPONSORS

### GOLD



**CleverTap** is the modern, integrated retention cloud that empowers digital consumer brands to increase customer retention and lifetime value. CleverTap drives contextual individualization with the help of a unified and deep data layer, AI/ML-powered insights, and automation enabling brands to offer hyper-personalized and delightful experiences to their customers. 1,200+ customers in 60+ countries and 10,000+ apps, including Gojek, ShopX, Canon, Mercedes Benz, Electronic Arts, TED, Jio, Premier League, TD Bank, Carousell, Papa John's, and Tesco, trust CleverTap to achieve their retention and engagement goals, growing their long-term revenue. Backed by leading venture capital firms, including Sequoia, Tiger Global Management, and Accel, the company is headquartered in Mountain View, California, with offices in Mumbai, Singapore, Sofia, São Paulo, Bogota, Amsterdam, Jakarta, and Dubai. For more information, visit [clevertap.com](https://clevertap.com)



**VTEX** (NYSE: VTEX) is the global enterprise digital commerce platform where forward-thinking CIOs and CTOs smarten up their investments. The composable and complete solution helps brands and retailers modernize their stack and reduce maintenance costs, by migrating from legacy platforms, connecting their entire value chains, simplifying commerce architectures, turning inventory and fulfillment into their strengths, and allowing them to explore new ways to engage customers.

As a leader in digital commerce platforms, VTEX is trusted by more than 2,600 customers, including Carrefour, Colgate, Motorola, Sony, Stanley Black & Decker, and Whirlpool, having over 3,400 active online stores across 38 countries. For more information, visit [www.vtex.com](https://www.vtex.com).

### SILVER



Sell Anywhere, Faster.

Vinculum is a SaaS omnichannel software company enabling

- Brands to Sell on multiple marketplaces,
- Brands and Retailers to go Omni-channel
- Brands to set up marketplaces
- Brands and Retailers to go Direct to consumer (D to C)
- Brands to scale internationally using an uberized ecosystem network of brand distributors

Our customers include D2C brands like Aegte, Love Earth, Aachho, Clovia, Myglamm, Sugar Cosmetics, Shaze, Bewakoof, Sesa.ID etc, traditional brands like P & G, Jockey, Fossil, Bata, Harman Electronics, Titan, Skechers, Body Shop, EigerIndo, etc, marketplaces like Nykaa, Swiggy, Logistics companies like Shadowfax, DHL, Yusen etc. We are backed by Accel Partners and IvyCap Ventures.

## MEDIA PARTNERS



Coinspeaker



AI TIME JOURNAL

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# TESTIMONIALS

The event itself is well executed and it was quite interactive

- *Blibli*

All looks good and it is very pleasure to enhance the networking and meet many people in the same retail sector industry

- *PT. Matahari Dept. Store*

Very well organized and follow up thoroughly from pre to post event

- *SUNterra Indonesia*

I think that the event is very organized, and I met a lot of very interesting people. We had some very interesting sharing and I am very satisfied.

- *Levi's Indonesia*

The event was well-crafted and I'd go to Rockbird Media events again in the future

- *Coca-Cola Beverages Philippines*

It is informative where we get the chance to learn about the omnichannel in retail and e-commerce, much knowing about strategy and sustainability, solutions for the current challenges in the market. updates about what is trending n the market, what challenges and best ideal solutions.

- *HMR Retail & Trading*

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