

250 Heads of eCommerce & Digital Marketing Come Together at eTail Asia 2018 in Singapore

250 Heads of eCommerce & Digital Marketing to gather 6th -- 8th March at the Sheraton Towers, Singapore

SINGAPORE, March 6, 2018 /PRNewswire/ -- Over 250 Heads of eCommerce & Digital Marketing from Asia's leading retailers, online pure plays and marketplaces are attending the 2018 edition of eTail Asia at the Sheraton Towers in Singapore, held from 6th -- 8th March. eTail Asia is where the top minds in retail meet, collaborate and learn about what's disrupting the industry today and what'll change tomorrow. Designed to build your business and your profit, we cut out the fluff and provide you with content from retail innovators in the trenches.

From our beginnings in 1999, to running 9 eTail conferences worldwide in 2018, it's fair to say we, like the retail industry, have come a long way. We started before the dot.com bubble burst, we were there when Amazon first recorded profits, when Facebook was launched, when Apple released it's first iPhone, IPO in US history... the list goes on.



The Event For Asian eCommerce & Multi-Channel Retail Innovators

"Continuing to evolve as 'THE' destination event for large, established e-retailers to share best practice, challenge convention and network among the leaders of Asian eCommerce, eTail Asia is back in 2018 in an all new avatar." ,said Gladys Caligagan. "We combine inspirational case studies from pioneers with dozens of small-group, peer-to-peer learning formats to ensure we deliver a practical roadmap to every challenge and opportunity you face."

More than 40 speakers will share behind the scenes insights on how to deliver a truly omnichannel customer experience, how to execute a revenue creation strategy in China, how to ensure every mobile visit converts and generates revenue and how to turn invention into revenue and keep your customers coming back for more.

Key speakers include:

- James Chang, Group Chief Crossborder Officer, **Lazada**
- Koen Besteman, Head of eCommerce, Southeast Asia, **IKEA**
- Elvin Too, Chief OmniChannel Officer, **FairPrice**
- Guillem Segarra, CEO, **Happy Fresh**
- Anne Jivananta, Head of SEA eCommerce, **adidas**
- Simon Topping, Head of Innovation and OmniChannel, **Sephora**
- Constantin Robertz, Managing Director, **Zalora Philippines**
- Sharon Wong, Founder & CEO, **Motherswork**
- Jonathan Ye, Head of Digital Marketing, Asia Pacific, **Huawei**
- Vittoria O'Connor, APAC Customer Loyalty & Digital Director, **The Body Shop**

Also joining eTail Asia is [Dynamic Yield](#) is a Unified Customer Engagement Platform that helps retailers optimize, personalize and contextualize the customers' digital experiences in real-time, across channels. Their keynote on getting ahead with personalization where they share success stories from around the world is one to watch out.

Another interesting panel discussing on how you can provide a consistent shopping experience led by [Salesforce](#) – their Customer Success Platform provides groundbreaking cloud services for sales, service, marketing, community, analytics, apps, the Internet of Things and artificial intelligence.

[Leanplum](#) the mobile marketing platform built for engagement will talk about how Emojis drive mobile love. Brands rely on Leanplum to help them orchestrate multi-channel campaigns — from messaging to the in-app experience — all from a single, integrated platform.

[Smartly.io](#) an agile Facebook and Instagram marketing partner for bold brands who look to automate their online advertising will also be joining eTail this year.

PR Newswire is the official news release distribution partner for eTail Asia.

Read more about what's going down at eTail Asia - <https://etailasia.wbresearch.com/>

eTail Asia is part of a series of two ecommerce conferences organized by WBR addressing markets in the Asia-Pacific. The next event Digital Travel APAC will be hosted in Singapore on 17th -- 19th April, 2018.

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About eTail Asia

eTail Asia is the most senior eCommerce event in the region designed to provide practical strategies to help you to grow your eCommerce revenue in 2018.

It is Asia's premier e-commerce event bringing together 250+ retailers.

About Worldwide Business Research (WBR)

WBR is the world's biggest large-scale conference company and part of the PLS group, one of the world's leading providers of strategic business intelligence with 16 offices worldwide. Our conference divisions consistently out-perform their industry sector competitors on the quality of the events we produce and the relationships we nurture with both delegates and sponsors.

Every year over 10,000 senior executives from Fortune 1000 companies attend over 100 annual conferences -- a true "Who's Who" of today's corporate world. From Automotive events in Bucharest to Logistics conferences in Arizona and Finance summits in Hong Kong, WBR is dedicated to exceeding the needs of its customers around the world. For more information please visit www.wbresearch.com