

FUTR

RETAIL · MARKETING · COMMERCE

ASIA SUMMIT 2018

Suntec, Singapore

24th-25th October 2018

POST-SHOW REPORT

GOLD SPONSORS



HOST PARTNER



OFFICIAL MEDIA PARTNER



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ATTENDEE FEEDBACK



« FUTR gives us a good platform to talk about our message to the market, I had the opportunity to interact with people who came to our #TwitterLounge and our private lunch. In one word, I would describe the FUTR Summit as incredible. »

Managing Director SE Asia & Sr. Director Business Development - APAC, China, Australia, Twitter



« FUTR is a unique, diverse, vibrant and future-shaping event. »

CTO, Reckitt Benckiser

« It is a must to be at FUTR to understand what is going on in the innovation field together with all the retailers. It's a perfect match to be all together in the same place. »

CEO – East Asia & India, Mango



« For us, we come to FUTR to learn all about new trends and the latest of what's happening across retail. »

Director - Nike Stores | South East Asia & India, Nike



« I've been coming to FUTR since its first edition and for me it's very interesting because it has a great mix of start-ups and brands talking about innovation. It's about what's going on in different parts of the world and the perspective of brands, start-ups, consumers and about trends that are re-shaping the future of retail, marketing and commerce. »

CEO, Re-Hub



« I think FUTR is an excellent opportunity to see what's coming up next, it's great for me to widen the scope outside just the hospitality industry. »

Director of Marketing and Communications, JW Marriott Singapore South Beach



« FUTR Asia Summit was one of the best marketing & retail conferences that I have attended, I met some great people and learnt immensely from other distinguished speakers. »

Lead Data Scientist, Target



« 2018 was Meltwater's first year attending and sponsoring FUTR Asia and we got a great opportunity to speak with and in front of new companies and decision makers. Looking forward to 2019! »

Marketing Communications Manager APAC, Meltwater



« We have met really good enterprising brands and heard so much about insights from the speakers. »

Market Development Manager, Dynamic Yield



« FUTR is a melting pot of the old and the new retail and everything that is coming in the future. The kind of people FUTR attracts are top class, the world's best people come here from all over. The best ROI on my dollars invested in meeting the right audience, it's the best place to be. »

Co-Founder & CEO, Shoffr



FUTR ASIA

WRAP-UP VIDEO

THANK YOU TO EVERYONE WHO PARTICIPATED!

We would like to thank everyone who participated in FUTR Asia Summit's third edition at our new location, Suntec Singapore. Whether you attended, presented, exhibited or sponsored we appreciate your time and efforts in making the event another huge success.

We welcomed over 2,000 attendees from global brands, retailers, solution providers, agencies, investors, start-ups and media. Everyone was encouraged to immerse themselves in the conferences, exhibition and showcases packed full of exciting content. Thank you to our sponsors JW Marriott and Heineken; we enjoyed two fantastic networking functions and saw the end of the show off with some Heineken beer.

Over the 2 days we also heard from over 200+ speakers and hosted the largest number of exhibitors in any FUTR Asia show yet. We welcomed even more showcases and hosted a number of wonderful FUTR Backstage sessions including lunches, roundtables

and workshops.

With your ongoing support we hope to continue our mission of creating incredible event experiences, which break the mould and help you make connections that can truly transform your business in retail, marketing and beyond.

We always love to hear from you so please do feel free to get in touch and share your experiences, feedback and photos through our media channels:

Website: **www.futr.today**

Facebook: **@FUTRGroup**

Twitter: **@FUTRGroup**










Email: **team@futr.today**

We look forward to seeing you again at our next FUTR Summit.

FUTR Team

FUTR ASIA SUMMIT IN NUMBERS



2 Days 		3 Unique Conference Stages 		50 Exhibiting Companies		 1 FUTR Innovation Awards Ceremony	
 2028 Visitors		 200 Speakers		 Attendance from 19 countries			
12 Conference Tracks		2  networking parties		75+  media in attendance			
		Brands & Retailers 949		 495 Heineken drank			

05

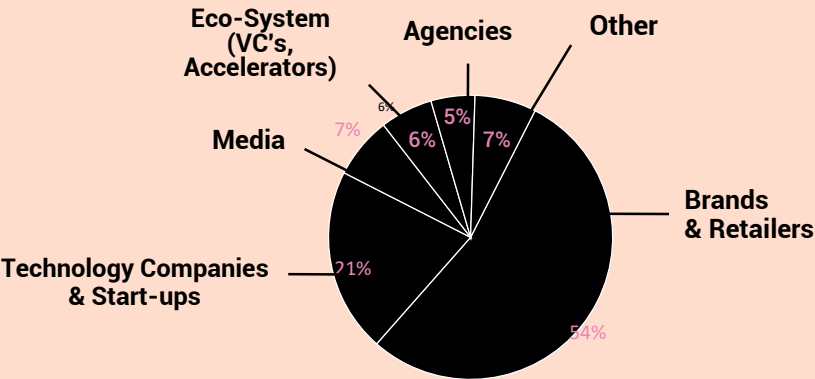
Conference Tracks

- | | | | | | |
|---|---|---|---|---|---|
| 
AI & SMART MARKETING | 
NEW-AGE ADVERTISING | 
RETAIL EVOLUTION | 
DATA & PERSONALIZATION | 
TRAVEL & HOSPITALITY | 
END-TO-END E-COMMERCE |
| 
CONSUMER GOODS | 
BREAKING CHINA & NEW MARKETS | 
FASHION & BEAUTY | 
NEXT-GEN MARKETING | 
MOBILE & SOCIAL COMMERCE | 
RETAIL START-UP INNOVATION LAB |

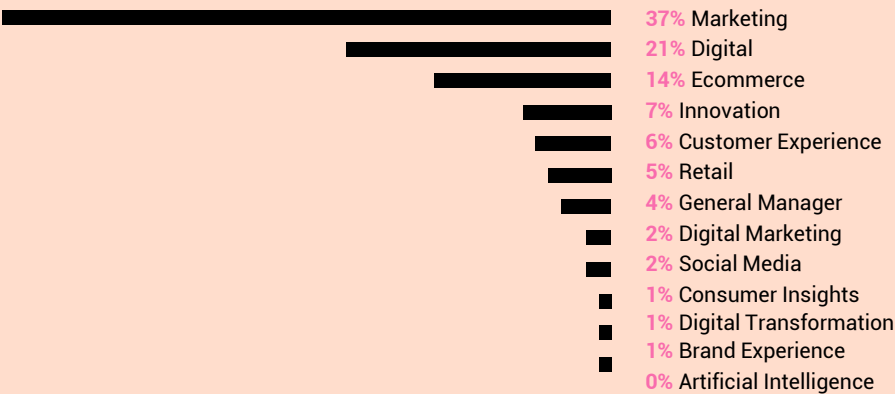
VISITOR STATISTICS: AUDIENCE BREAKDOWN

2,028 visitors over two days

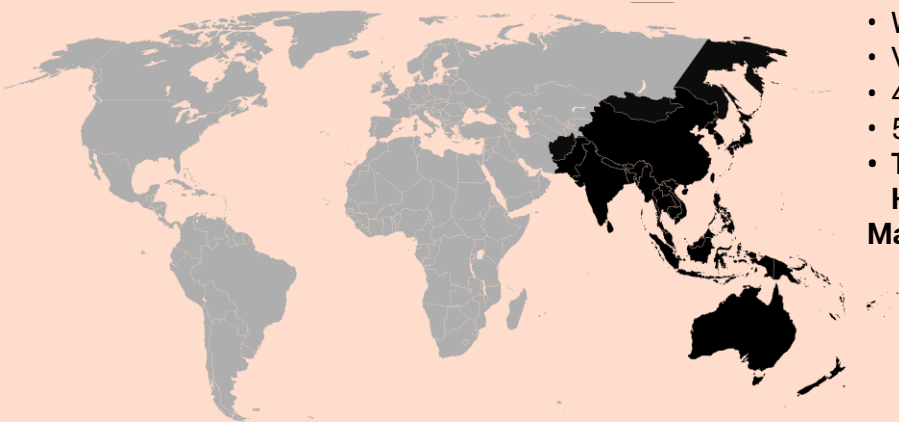
COMPANY PROFILE BREAKDOWN



BRAND/RETAILER CATEGORIES

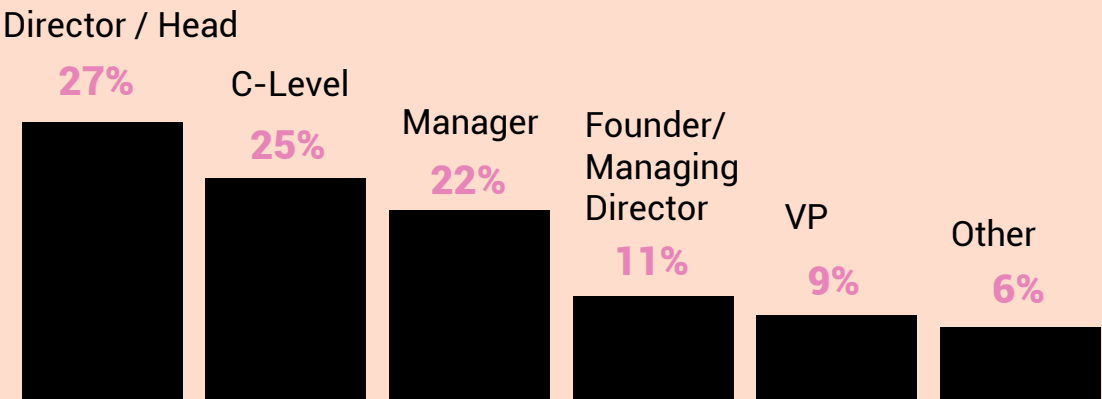


GEOGRAPHIC BREAKDOWN



- Worldwide Attendance
- Visitors from 19 countries
- 42% Singapore
- 58% Overseas
- **Top visiting countries:**
Hong Kong, Thailand, China, Malaysia, Indonesia

SENIORITY BREAKDOWN



SAMPLE ATTENDEE LIST

AccorHotels, Director of Digital Marketing - Accorhotels Asia Pacific
Adidas, Manager Campaign, Onsite & CRM
Amara Hotels and Resorts, Senior Vice President
ANZ Banking Group, Chief of Staff
ASOS, Marketing Manager APAC, Russia, MENA
Aspire Lifestyles, Regional Partnership Director
Bangchak Corporation PCL, VP -Marketing Business Unit
Beiersdorf, Regional Marketing Manager APAC
Ben & Jerry's, Head of Retail Asia & New Markets
Bukalapak, Co-Founder & President
Cafebond.com, CEO and Co-Founder
CapitaLand, Senior Vice President, Strategic Retail Alliance
Citi, Vice President - Regional Marketing
DBS Bank, Assistant Vice President
DBS Bank, Head of Innovation
EPE Packaging Thailand Co.Ltd, Managing Director
Essilor AMERA Pte Ltd, Regional Vice President, ASEAN & Korea
Facebook, Country Director - Singapore & Regional Lead - Ecomm, Travel & Finserv
Foodpanda, CEO APAC
Forever Living Products (M) Sdn. Bhd., Vice President, Asia
Fraser & Neave, Head M&A
Go-Jek, VP International Brand & Media
Grab, Group CTO
Grab, Head of Product Marketing
GYMMBOXX, CEO
Heineken, Head of B2B Ecommerce APAC
Heineken Asia Pacific Pte. Ltd., Director, Business Control
Huawei, VP of Corporate Marketing
InterContinental Hotels Group, Senior Manager, Campaign Management

Japan Airlines, VP - Products & Services Planning
Johnson & Johnson, Head of Ecommerce & new Retail Strategy
Johnson & Johnson, Vice President Marketing Asia
Johnson & Johnson, Head of Digital & Innovation - Beauty, Asia Pacific
Jollibee Foods Corporation, Global Chief Digital Officer
JW Marriott Singapore South Beach, Director of Marketing & Communications
Kayak, Head of Commercial Growth, APAC
Kayak, Head of Southeast Asia
Kellogg Company, Regional Brand & Innovation Lead - APAC & Africa
Kimberly-Clark, Sector Leader of Adult & Feminine Care - Asia Pacific
LEGO, Head Of Marketing - Emerging Asia
LEGO, Head of eCommerce B2C APAC & Expansion
Levi Strauss & Co., Regional Head of eCommerce & User Experience
Lixibox Inc., CEO
Luxottica, Marketing Director
Mango, Asia CEO
Marina Bay Sands, Executive Director, Destination Marketing
Mediacorp Pte Ltd, Vice President, Integrated Account Management
Mondelez International, Senior Director for eCommerce & Head of eCommerce - Asia Pacific, Middle East & Africa
Nestle, Head of Marketing - Asia, Oceania & Africa
Nike, Technology Director
Nu Skin, Global Head - Digital Center of Excellence, Digital Strategy, Innovation & Engagement
One Championship, Group CFO & Chairman, Greater China
P&G, Associate Director of Beauty - Digital Transformation

Pan Pacific Hotels Group, Vice President, Brand Marketing
Pizza Hut - YUM! Brands, Senior Marketing Director - Asia
RedMart, VP Retail
Revlon, Marketing Director
Sephora Digital Pte Ltd, E-Commerce Director - SEA & AUNZ
Shiseido Asia Pacific, Director of eCommerce & CRM - Asia Pacific
Singapore Airlines, Vice President Digital Innovation
Small Luxury Hotels of the World, Vice President - Asia Pacific
Swarovski, Head of Marketing for India & SE Asia - Consumer Goods Business
Swiss-Belhotel International, Group Director E-Commerce & Distribution
Tesco Digital Ventures, Head of Marketing
The Ascott Limited, Vice President, Brand & Marketing and Digital Innovation
The Coca Cola Company, Group CTO - APAC
The Dairy Farm Group, Director - Ecommerce
Twitter, Managing Director, SEA, and Senior Director, APAC
Unilever, Vice President
Unilever, Senior Director Ecommerce and New Business Models SEAA
YouTube, Head of APAC Creator & Artist Marketing

WHO ATTENDED?



EVENT HIGHLIGHTS / CONFERENCE

We'd like to thank all our speakers, panellists and moderators for their participation.

This year we held a number of keynote sessions before splitting the conference into our 3 focused conference stages. Our keynote speakers included: Grab, Jollibee Foods Corporation, Facebook, One Championship and Johnson & Johnson

Overall we hosted 200+ Asian and international speakers to join the discussions, representing some of the biggest names in marketing, retail and commerce.

[SEE THE FULL SPEAKER LIST HERE](#)



DAY ONE: WEDNESDAY 24 TH OCTOBER 2018		
09.20	WELCOME	
09.30	DAY 1 OPENING KEYNOTE	
09.50	DAY 1 SPONSOR KEYNOTE	
10.10	KEYNOTE PANEL DISCUSSION	
10.40	MORNING NETWORKING BREAK & FUTR MEETING PROGRAMME	
	FUTR BRANDS	FUTR COMMERCE FUTR INNOVATION
11.20	NEW-AGE ADVERTISING	RETAIL EVOLUTION DATA & PERSONALIZATION
13.20	LUNCH	
14.20	TRAVEL & HOSPITALITY	END-TO-END E-COMMERCE AI & SMART MARKETING
15.20	AFTERNOON NETWORKING BREAK & FUTR MEETING PROGRAMME	
15.50	TRAVEL & HOSPITALITY	END-TO-END E-COMMERCE AI & SMART MARKETING
17.10	KEYNOTE	
17.30	DAY 1 CLOSING KEYNOTE	
18.10	END OF DAY 1	
DAY TWO: THURSDAY 25 TH OCTOBER 2018		
09.20	WELCOME	
09.30	DAY 2 OPENING KEYNOTE	
09.50	KEYNOTE PANEL DISCUSSION	
10.30	MORNING NETWORKING BREAK & FUTR MEETING PROGRAMME	
	FUTR BRANDS	FUTR COMMERCE FUTR INNOVATION
11.20	CONSUMER GOODS	BREAKING CHINA NEXT-GEN MARKETING
13.00	LUNCH	
14.00	FASHION & BEAUTY	MOBILE & SOCIAL COMMERCE RETAIL START-UP INNOVATION LAB
16.20	CLOSING KEYNOTE PANEL	
17.00		
17.20	FUTR CLOSING PARTY	
20.00	END OF DAY 2	

EVENT HIGHLIGHTS / SHOWCASES

At FUTR Asia we believe the best way to explore the future of commerce is to immerse yourself in it. We'd like to thank all our showcase sponsors who helped to bring different areas of our content to life this year in Singapore:

1. Twitter

#TwitterLounge

2. Dentsu Aegis Network

Serving up bites in the form of both food and knowledge

3. Zendesk

Feature wall

4. Meltwater

Speciality coffee and tasty pastries

5. Johnson & Johnson

Startup Launchpad Program

6. Mondelez International

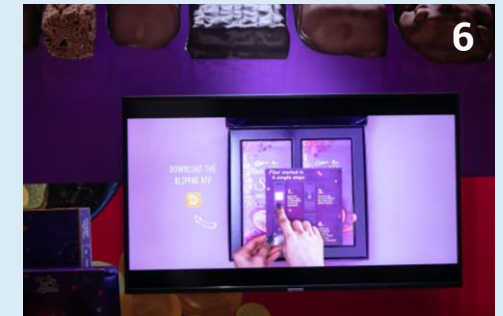
Product Personalization Showcase

7. CNBC

Get Media Savvy

8. WebSpiders

Dedicated FUTR Alexa



EVENT HIGHLIGHTS / EXHIBITION

Over 50 exhibiting companies and start-ups spanning across technology, retail, marketing, e-commerce, media, content, advertising, mobile, AR, VR, AI, data and digital joined us in Singapore.



EVENT HIGHLIGHTS / NETWORKING

Speaker & VIP Party, Sponsored by JW Marriott



After the first day we welcomed all our speakers and VIPs to join us for a wonderful evening reception at the Fish Pool at the NCO Club. We had some wonderful drinks and Canapés as well as Singapore's first mermaid!



FUTR Closing Party, Sponsored by Heineken



We'd like to say a huge thank you to Heineken who sponsored our closing party. Everyone who attended was invited to join us to close the show within our fantastic exhibition space.

EVENT HIGHLIGHTS / PRIVATE ROUNDTABLES



Private Brunch: What a
Successful Ecommerce
Strategy Looks Like for the
Rising Cent Generation

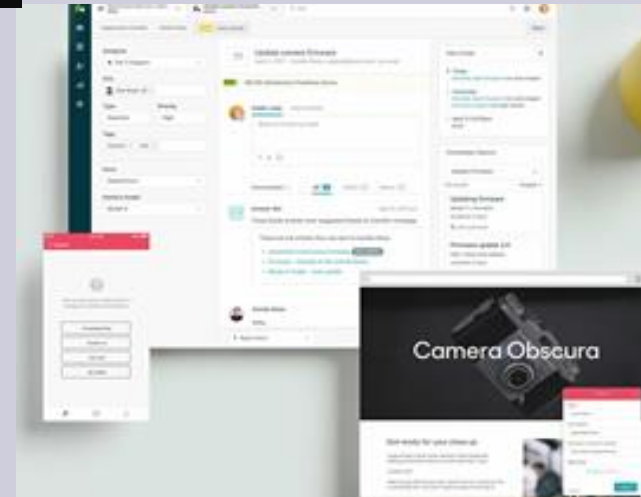


Private Lunch:

Transform shopper experience with unified commerce



Private Roundtable Discussion: Be The
Company Your Customers Want You To Be



Open Workshop: Next-Gen CX is
actually within your grasp today



Private Breakfast: The Future
of Brand Commerce in APAC



#TwitterPowerLunch:
The Power of Purpose



MEDIA ATTENDANCE & COVERAGE

OFFICIAL MEDIA PARTNER 

75+ media in attendance including:

The Washington Post
Mediacorp
Edipresse Media
TechTrade Asia
The Drum
Forbes Asia
HotTopics.ht
Spark
Her World

Web In Travel
POPSPOKEN
Fintech News
Singapore
BBC World News
Marketing magazine
CNN
Wired
Independent
TechCrunch

Rosette Media
Mumbrella
Singapore Tatler
SPH
epicure
WARC
SPH Pacom
Doyenne.sg
Fortune Times
Magazine

MediaBUZZ
FastJobs
Active Age
Hong Kong Trade
Development Council
Singapore Tatler
Nikkei
CNBC
New York Times

PRESS COVERAGE

FUTR INNOVATION AWARD

Brand authenticity, trust, convenience, experiential, on-demand, mobile, online and personalised digital interactions are all values held dearly by today's customers. FUTR Asia Summits showcase disruptive retailers, innovative brand campaigns, unique startups and solutions that are bringing the future of retail, marketing and commerce to life.

The FUTR Innovation Awards were launched to celebrate the companies within our eco-system that are adapting, evolving and innovating to cater for the demands of today's consumer.

Congratulations to all our winners and highly commended entries.

RETAIL REINVENTED

sponsored by Zendesk

WINNER

dentsu
ÆGIS
network

HIGHLY COMMENDED

AICHAT PTE LTD

KILLER CAMPAIGN

WINNER

DDB[•]**mudra**group

HIGHLY COMMENDED

LUKE JANICH

BEST RETAIL SOLUTION

WINNER

Shuga

HIGHLY COMMENDED

CRESCODATA

FUTR INSPIRING PARTNERSHIPS

WINNER

 **DBS**

HIGHLY COMMENDED

SCREEA

FUTR BRAND OF THE YEAR

WINNER

Grab

HIGHLY COMMENDED

DDB MUDRA GROUP

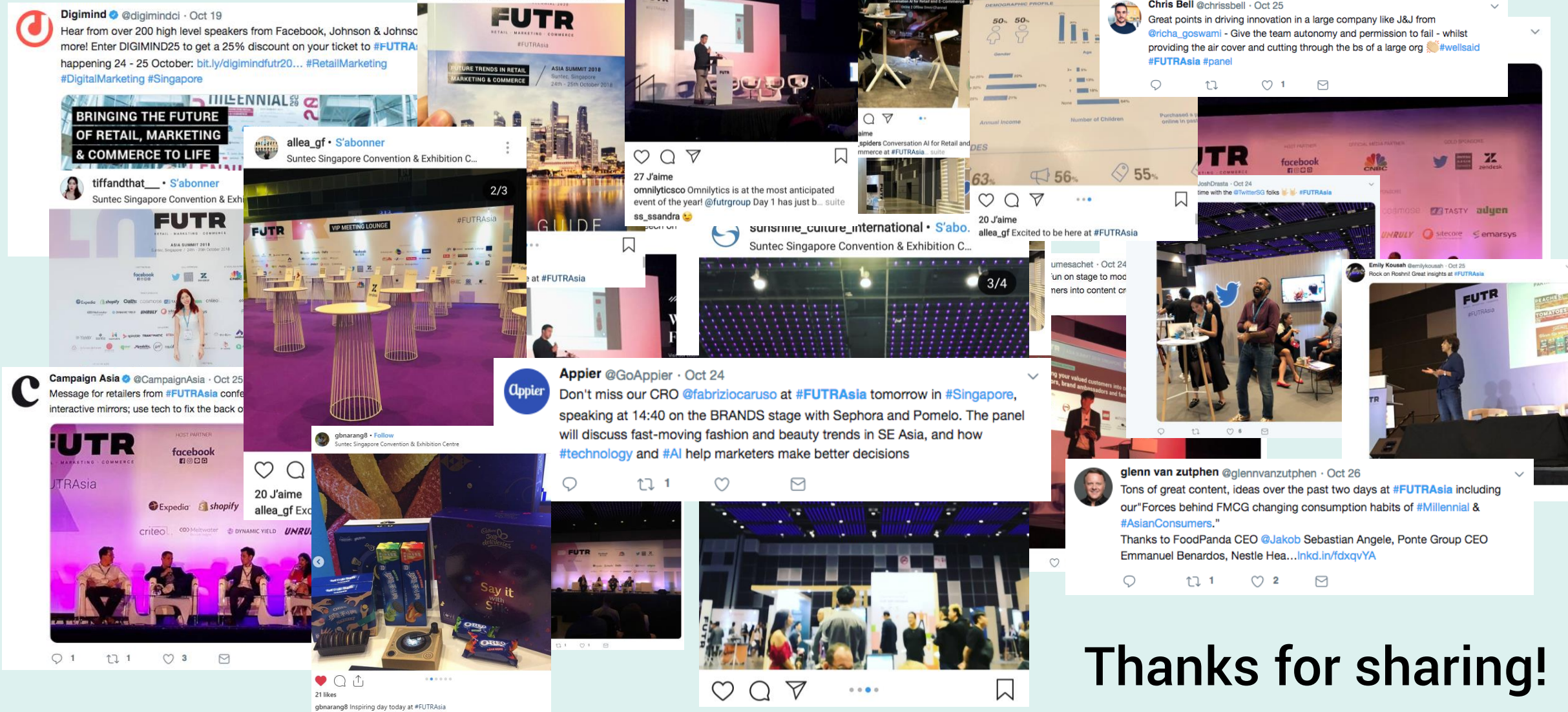
PHOTO GALLERY

[SEE ALL PHOTOS HERE](#)



SOCIAL STREAM

#FUTRAsia



Thanks for sharing!

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The Washington Post



RETAILINASIA

WARC



NEXCHANGE

The Drum

TECHINASIA

INTERLAGE

The New York Times

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BETTER STORIES



BANGKOK ENTREPRENEURS

sharing economy association
singapore

INSEAD
The Business School
for the World®



COFFEE PARTNER



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FUTR GLOBAL SERIES

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FUTR^{LD}

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24 - 25 APRIL 2019

Business Design Centre, London



FUTR^{SIN}

RETAIL · MARKETING · COMMERCE

16 -17 OCTOBER 2019

Suntec, Singapore

