



## MEDIA RELEASE

### REDEFINING THE FUTURE OF ASIA'S LAST MILE INDUSTRY IN 2018: EMBRACING TECHNOLOGY, EMPOWERING LOCALISATION

**Singapore, 22 February 2018** –Last Mile Fulfilment Asia 2018, the region's premier retail, eCommerce, parcel and logistics trade show, will be back for its 4<sup>th</sup> edition at Singapore EXPO Hall 4 from 15 – 16 March 2018, where the community will focus on re-defining the way in which the fulfilment chain delivers value through technology and localisation of solutions.

Set against the backdrop of global technological disruption, the rate of technological adoption will differentiate the most forward-looking organisations from the rest. Companies with technical solutions localised and personalised to suit varied needs of different geographical markets will set themselves apart from the competition.

Themed "**Go Global. Deliver Local**", the fourth edition of LMFAsia will showcase technological innovations as the cornerstone to fortify local presence whilst establishing foundation for regional and global expansion plans.

"LMFAsia's drive to accelerate the regional development of the fulfilment industry has led us to zoom in on what Last Mile growth means for businesses, end users and the community. Last Mile Fulfilment is no longer merely about having easy access to markets; rather, it involves embracing technological disruption and how the localisation of global industry practices help in penetrating the Asia market. This is clearly reflected through specially curated elements of our programme, including discussions on ASEAN Single Window and the Demo Zone in our exhibition that address critical industry needs." said Adrian Sng, General Manager of SingEx Exhibitions.

#### **The Industry, Its Potential for Growth and Future Challenges**

2018 will be a year of metamorphosis for Asia's last mile industry. While challenges lurk ahead, exciting new possibilities also promise the sector unprecedented growth, if industry players can leverage on the opportunities and introduce positive changes to the system.

The growth of the online economy in Asia, particularly Southeast Asia, has exceeded expectations – Google and Temasek projected the digital market to grow more than six fold to USD 200 billion by 2025<sup>1</sup>. However, the landscape in the region remains heterogeneous and fragmented, making it difficult for global brands to ride on the

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<sup>1</sup> [Google and Temasek, 2016](#)



rich opportunities presented by the staggering growth in domestic and cross-border eCommerce. For instance, challenges in infrastructure, payment systems, and cross-border regulations continue to plague retailers in developing parts of Asia like Vietnam, Philippines and Indonesia. The key in last mile service lies in the mastery of localisation strategies – businesses that fail to understand the unique characteristics and needs of each market will not be able to deliver quality last mile service, and will eventually lose out to the rising competition.

While business objectives (consistent and high quality service, cost savings, seamless and positive user experiences) will continue to define how the industry reacts to disruptive changes, LMFAsia seeks to connect last mile practitioners to discuss problems and solutions, and examine how global solutions and technologies can be scaled and tailored to market needs through **glocalisation**. The thought leadership platform will feature cutting edge technology, facilitate in-depth discussion of industry trends, challenges and opportunities, and allow businesses to explore opportunities for collaboration.

Mr Lee Eng Keat, Executive Director, Logistics, Singapore Economic Development Board (EDB), also a member of the LMFAsia International Advisory Panel, comments “eCommerce and the logistics industry have seen robust growth in recent years, and remain areas I am deeply passionate about. It is exciting to witness the growing opportunities for the sector not only within Singapore, but across the region as well. SingEx Exhibitions, with its global networks, resources and expertise in organising quality events, is well-placed to ensure that LMFAsia continues to address the needs of and deliver value to the industry in the region.”

### **LMFAsia 2018 Conference and Exhibition – Exciting Conversations; Facilitating Changes**

The **LMFAsia Conference** is Asia’s leading thought leadership platform designed to converge the perspectives of eCommerce players and retailers with those of parcel delivery and logistics companies. More than 100 speakers and industry experts will be sharing insights through keynote presentations, panel discussions and interactive sessions during the conference. Some interesting topics which will be covered include:

1. Driving Retail Efficiency through Analytics
2. Retail 360 – Harmonising Customer Touch Points and Fulfilment
3. Globalisation 4.0 – Going Cross-Border: Logistical and Payments Challenges
4. IoT technologies in Retail and Logistics
5. Warehouse Overhaul – Smart Automation
6. Fulfilment in the Future: Autonomous and Smart Vehicles for Economic and Environmental Efficiency

Singapore, as the ASEAN chair this year, will also lead a panel discussion surrounding the establishment of the ASEAN Single Window (ASW), focusing on how the initiative can promote economic integration among member states and



accelerate the growth of the region's last mile industry by facilitating faster custom clearance and release of shipment, and cut down on paperwork and delays through digitalisation.

The session, moderated by International Enterprise (IE) Singapore, will involve the following knowledge leaders: Loo Leong Seng, Chief Technology Officer & Senior Vice President of GeTS Global, Singapore, Janette Toral, eCommerce Advocate and Digital Influencer of DigitalFilipino, Philippines as well as SiswadhiPranoto, Chief Executive Officer of PT Global Trade Logistics Network (GTLN), Indonesia and key representatives from Malaysia and Vietnam.

Panellists representing different countries in ASEAN will lend insights to the challenges facing practitioners in their country and how they might impede the country's readiness for the ASW initiative. The session also seeks to answer the million dollar question: *How far away are we from predictable and transparent cross-border trade procedures and regulations, and will the ASW eventually get the commitment of all ASEAN member states?*

The conference will see participation from leaders in the ecosystem such as EDB Singapore, International Enterprise (IE) Singapore, Info-communications and Media Development Authority (IMDA), Google, Shell, The Luxasia Group, Lazada Group, Parcel Perform, Mekong Fulfilment Consortium, Her Velvet Vase, Del Monte Foods and TokiChoi.

The **exhibition component of LMFAsia 2018** will focus on addressing challenges faced by retailers and eCommerce companies by showcasing the latest globalised end-to-end logistics and parcel-delivery solutions, products and technologies. The 2-day exhibition will see participation of over 100 leading companies and rising start-ups in the region specialised in payment solutions, data management, fleet management, delivery, courier, 3PLs, supply chain management, transportation, warehousing, and storage.

### **New at LMFAsia 2018: Demo Zone, Marketplace, Seminars & Workshop**

Through the gathering of deep insights from the Last Mile community in Asia, LMFAsia will introduce new elements to the show this year in order to make the show more relevant and customer-focused that allows for a more enriching and immersive experience.

Visitors can look forward to the **Demo Zone** which will feature the latest warehousing solutions and materials-handling equipment and allow for hands-on learning. The **B2B2C Retail and Marketplace** will engage traditional offline businesses and retailers, new brand owners, eCommerce and marketplace operators looking to expand regionally in Singapore, Malaysia, Indonesia, Thailand, Philippines, Vietnam and China such as Ralali, 65Drones, Dropee, 13ruses, ShoJJ, LEVerne, SoapHaven and Vietnam Diamond. The platform will allow participating companies the opportunity to place their products on shelves overseas, or sell them through



online marketplaces in the region. An **interactive Workshop** covering “The Future of Blockchain Applications for Digitalised Logistics” will also engage keen delegates and trade visitors.

Additionally, trade visitors can register for **free eCommerce Seminars** on diverse topics ranging from marketing and social tools to product offerings suitability and new Asian markets operations.

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### **About SingEx Exhibitions**

SingEx Exhibitions is a subsidiary of SingEx Holdings, and is wholly owned by Singapore’s investment company, Temasek Holdings. The company harnesses insights and its strategic networks to organise and manage a series of trade exhibitions and conferences in various industries, including automotive, environment, eCommerce and logistics, technology, healthcare and lifestyle. These events aim to connect businesses in Asia and globally, and facilitate business matching with opportunities and knowledge sharing.

For more information, log on to [www.singex.com](http://www.singex.com)

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