imedia

retail summit southeast asia

30 Sept - 2 Oct 2026

Day 1

Wednesday 30 September 2026



2026 Agenda

DAY 1 • WEDNESDAY 30 SEPTEMBER 2026

9:00am - 12:30pm • Lobby

Delegate Registration
Delegates arrive at the hotel to register and check in ahead of the afternoon formalities.

9:00am - 12:30pm • Jamboree

Welcome Lounge
Work, relax, or network ahead of the day - join us in the Jamboree room for snacks and refreshments.

12:30pm - 2:00pm • No 11

Retailers-Only Lunch | Inside the Room
A closed-door lunch for retail delegates before the main programme begins. Meet the senior retail leaders joining you from across Southeast Asia, hear how your Business Connect meetings were matched to your priorities, and get a short guide to how the next three days fit together.



Helena Stylman
Managing Director, ANZ & SEA
iMedia

12:30pm - 2:00pm • Jamboree

Networkers Briefing Light Lunch | Playbook: How to Win in 3 Meetings
Sponsors and solution providers get a straight-talking guide to maximising their 1:1 meetings. Expect insider advice on framing conversations, understanding retailer priorities, and standing out as a trusted partner.

2:00pm - 2:30pm

Refresh and Get ready
Take a few moments to unwind, get comfortable, and take care of any last-minute matters before we officially begin.

2:30pm - 2:45pm • Kebaya Ballroom

Welcome & Opening Remarks | Retail in Motion: Three Days, Five Tensions, One Question
When algorithms control discovery and platforms own the customer relationship, the open question is where the next dollar of profitable growth comes from. This opening frames the five tensions running through the summit and sets the pace for three days of commercially honest discussion.



Dr Shaun Stephen
Event Host and Official MC
iMedia



Helena Stylman
Managing Director, ANZ & SEA
iMedia

2:45pm - 3:10pm • Kebaya Ballroom

Keynote | Rented Reach: The Rising Cost of Growth You Don't Own
A decade of subsidised reach let retailers grow without owning the customer underneath the growth, and that access is now repricing. Take rates climb, visibility costs more every quarter, and retailers keep paying because the customer was never theirs to keep.

Jianggan Li puts numbers on how much of the regional customer base is rented rather than owned, what reclaiming it costs, and what to build while there is still margin to fund it. Delegates leave with a working answer to one question: what share of your revenue sits on a lease you do not control.



Jianggan Li
Founder & CEO
Momentum Works

3:10pm - 3:40pm • Kebaya Ballroom

Lightning Panel | The Investment Test: Where Would You Put Your Next $1M?
Growth in the region is getting harder and every investment now carries a trade-off someone has to own. Each panellist commits to where they would put their next $1M, names what they would stop funding to pay for it, and gives the one metric that would prove the call right. Thirty minutes, real allocations, no hedging.



Crystal Yeoh
Senior Regional Manager
ZALORA Group



Mandy Hon
Chief Marketing Officer Omni-Channel, Luxe Division
L'Oréal



Benjamin Thompson
Strategic Advisor
Kevel



Bernard Yap
Deputy Director, Ecommerce
Skechers

DAY 1 • WEDNESDAY 30 SEPTEMBER 2026

3:40pm - 4:10pm • Kebaya Foyer

Coffee Break

4:10pm - 5:15pm • Kebaya Ballroom

Business Connect Round 1 | Where partnerships begin with purpose

Meet the right people, not just more people. These three curated rounds of fifteen-minute meetings match leading retailers and solution providers based on shared priorities to spark partnerships that move from conversation to collaboration.

5:15pm - 6:30pm

Free Time

Delegates can use this time to refresh, check-in with work and explore the surroundings.

6:30pm - 9:30pm • Beach

Beachside Opening Reception | Where the Summit Meets the Sea

The summit's opening social event, set against the Penang shoreline at dusk. Cocktails, live food stations, and three hours of unhurried conversation with the most senior retail community in the region. This is where the real agenda starts.

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retail summit southeast asia

30 Sept - 2 Oct 2026

Day 2

Thursday 1 October 2026



2026 Agenda

DAY 2 • THURSDAY 1 OCTOBER 2026

6:30am - 8:45am • Jendela

Breakfast

Day 2 begins with breakfast!

8:45am - 8:50am • Kebaya Ballroom

MC Opening Remarks



Dr Shaun Stephen
Event Host and Official MC
iMedia

8:50am - 9:25am • Kebaya Ballroom

Keynote | The Algorithm Economy: When Platforms Decide What Wins

Marketplaces, super apps and social platforms now decide what gets seen, promoted and bought, and visibility is engineered by ranking systems retailers do not control. Strong products and strong brands still matter, but they matter less if the customer never sees them.

Muliadi Jeo gets inside the mechanics: how products are ranked, recommended and surfaced, when visibility must be paid for, and how to protect margin while paying. Delegates leave knowing which visibility levers they still hold and which they are renting.



Muliadi Jeo
Founder and Director
ICUBE

9:25am - 9:40am • Kebaya Ballroom

Retail Case Study | Your Most Expensive Customer Is the One You Have to Keep Buying Back

Building the infrastructure to recognise customers, learn from them and grow their value. Retailers keep paying to reach customers they already have. AEON is shifting from rented reach to owned customer intelligence, connecting identity, data and activation across an ecosystem to change the economics of growth.



Ngai Yuen Low
Managing Director
AEON360

9:40am - 10:10am • Kebaya Ballroom

Panel | Control Points: Where Retailers Can Still Shape the Sale

In Southeast Asia, a customer can discover a product on social, compare it on a marketplace and buy it in store. What makes the next purchase yours?

Leaders from AEON360, POP MART and OnTheList explore the decisions that give retailers a stronger hold on the sale and the customer relationship. From pricing and assortment to membership and the buying experience, where is control worth the investment, and where can a partner deliver more value?

Drawing on contrasting business models, the panel examines what protects margin, earns repeat purchase and needs to change from one SEA market to another. Expect concrete examples and trade-offs, with practical decisions to test in your own business.



Ngai Yuen Low
Managing Director
AEON360



Deepak Sharma
Regional CEO / Managing Director — Luxury & Premium Fashion, Asia-Pacific
OnTheList



Jeremy Lee
Head of Middle East and South Asia
POP MART



Thanawat Malabuppha
CEO & Co-Founder of Priceza and Honorary President Thailand eCommerce Association
Thailand eCommerce Association; Priceza

10:10am - 10:25am • Kebaya Ballroom

Retail Partner Case Study | Agentic Commerce is Here: How Retailers Can Prepare for the New Shopping Era

The session will cover how retailers can and are leapfrogging legacy constraints to enter the Agentic Commerce Era, where AI agents act on behalf of both shoppers and retailers. We'll show how Shopping Agents and the Universal Commerce Protocol (UCP) an open standard that keeps retailers as merchant of record are collapsing discovery-to-checkout into a single moment, and how autonomous agents are already reshaping marketing creativity, transforming store operations and driving productivity & resiliency in supply chains. Grounded in real global and apac deployments, we'll cover what has already changed for retailers in the region, and where Agents go next.



Emmanuel Pillai
GTM Lead, Retail Industry, JAPAC
Google Cloud

DAY 2 • THURSDAY 1 OCTOBER 2026

10:25am – 11:00am • Kebaya Foyer

Morning Tea, Coffee & Networking
Take a break and refuel with morning tea.

11:00am – 12:00pm • Kebaya Ballroom

Business Connect Round 2 | Where partnerships begin with purpose
Meet the right people, not just more people. These three curated rounds of fifteen-minute meetings match leading retailers and solution providers based on shared priorities to spark partnerships that move from conversation to collaboration.

12:00pm – 12:25pm • Kebaya Ballroom

Social Commerce Take Rate: The Real Benchmarks — and the Levers That Move Them
The social commerce cost stack is real, but it isn't one number — and it isn't fixed. TikTok's Teresa Widodo shares current benchmark costs across these category groups — FMCG, Fashion & Retail, and Electronics & Lifestyle — plus the platform tools now built to optimise total profitability, not just ad ROI, across fees, commissions and coupons.

Teresa will cover how the sharpest sellers flex margin through the campaign calendar, and the two questions that actually decide how fast to grow on the channel: how much of social's real contribution is hidden in halo conversion elsewhere, and at what point scale economics justify a lower margin. A practical framework brands can apply to their own numbers.



Teresa Widodo
Head of Brand Partnerships, Commerce
TikTok

12:25pm – 12:50pm • Kebaya Ballroom

One Region, Many Playbooks: Scaling Performance Across SEA
A regional strategy can work in Singapore and fall apart in Indonesia, Vietnam or Thailand, because the platform mix, payment behaviour, logistics, media costs, platform algorithms and customer expectations all change at the border. In this fireside chat, Vivian Ma, Director of Digital, APAC at TransPerfect, speaks with Todd Martin, Asia Pacific Performance Marketing Lead, about what it takes to scale performance marketing across SEA without assuming one playbook will transfer market to market. The conversation will explore where regional strategy can create consistency, where local teams need room to adapt, and how brands can connect paid media, organic visibility, marketplace dynamics, search behaviour, creative, offers and post-click experience into a performance engine that is both scalable and locally effective. For anyone carrying a regional roadmap or growth target, this session will offer a sharper view on whether an underperforming market has a media efficiency problem, a channel mix problem, a customer journey problem, or a strategy that needs to flex more by market.



Vivian Ma
Director of Digital, APAC
TransPerfect



Todd Martin
Performance Marketing Lead, Asia Pacific
HP, Inc

12:50pm – 2:00pm • Jendela

Networking Lunch

2:00pm – 5:00pm **Networking Activities**

Mixology Masterclass
Brought to you by

Batik Painting Workshop
Brought to you by

5:00pm – 6:45pm

Free Time

6:45pm – 9:30pm • Kebaya Ballroom

Gala Dinner & Keynote

Beyond the Bowl: Building a Brand People Come Back To

SaladStop! grew from a Singapore family idea into a regional brand in a category where repeat purchase, food cost, labour and delivery margins forgive nothing. Over dinner, Adrien Desbaillets tells the story of building a brand people come back to without marketplace dependency or discount-led growth. He walks through what the company protected as it scaled, where it took real risks, and how a values-led model survives when cheaper and faster is always one tap away. A founder-led story about building loyalty the hard way: through product, trust, consistency and belief.



Adrien Desbaillets
Chief Executive Officer
SaladStop!

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retail summit southeast asia

30 Sept - 2 Oct 2026

Day 3

Friday 2 October 2026



2026 Agenda

DAY 3 • FRIDAY 2 OCTOBER 2026

6:30am - 9:00am • Jendela

Breakfast

Day 3 begins with breakfast!

9:00am - 9:10am • Kebaya Ballroom

MC Opening Remarks



Dr Shaun Stephen
Event Host and Official MC
iMedia

9:10am - 9:35am • Kebaya Ballroom

Keynote | Shock resistant, for now

In a year where geopolitical shocks are still yet to be fully felt, how are the global and regional macro forces impacting consumers in the AP region... a macro to micro approach, leveraging the Mastercard spending data for domestic and cross border consumers, online and offline. How well are mass consumers faring vs. affluent?



David Mann
Chief Economist - Asia Pacific
Mastercard

9:35am - 10:00am • Kebaya Ballroom

Keynote Conversation | People Powering Transformation: Building the Organisation Retail Now Demands

Retail transformation is often framed around technology, AI and new channels. But at scale, the equally important question is organisational: how do leaders shape the business so transformation can take hold?

In this facilitated conversation, Panchalee Weeratammawat, Chief People Officer at Central Retail, will examine what it takes to lead complex transformation across large, multi-market organisations. Drawing on her experience across retail and other major industries in Asia, Panchalee will explore how leaders simplify structures, clarify roles, strengthen collaboration across business units and prepare teams for the next phase of AI-enabled retail.

The discussion will look at how retailers balance growth with margin pressure, where automation and centralisation can create efficiency, and where human judgement, culture and leadership remain essential. It will also explore the realities of leading change at scale: creating alignment, bringing teams with you, learning from what does not go to plan, and maintaining trust while making difficult commercial decisions.

A practical C-suite conversation on the operating model behind transformation, and the people required to deliver it.



Panchalee Weeratammawat
Chief People Officer
Central Retail Corporation



Petteri Murto
Vice President APAC
Sennheiser

10:00am - 10:15am • Kebaya Ballroom

Retail Media: What the Network Actually Returned

Retail media is becoming one of the most attractive new revenue opportunities for retailers in Southeast Asia, but the market is still uneven. Some retailers have strong loyalty, app, store and transaction data. Others are still working through fragmented systems, limited supplier maturity and the risk of adding too much commercial noise to the customer experience.

This discussion looks at what it really takes to turn retail media from an idea into a credible business. What inventory can a retailer actually sell? What do brands and advertisers need before they invest? What technology, data and sales capability has to be built? And how do you prove the activity drove incremental sales, rather than simply taking credit for purchases that would have happened anyway?

A practical look at the costs, trade-offs and returns behind retail media in Southeast Asia: one operator, one commercial model, and one honest view of what the network actually returned.



Kartika Guerrero
SVP, Media
Indosat Ooredoo Hutchison



Matthew Cheng
CEO / Co-Founder
Footfall Asia

10:15am - 10:40am • Kebaya Ballroom

Is Your Payment Stack Supporting Growth or Multiplying Complexity?

A brand expanding across borders can quickly hit unseen friction in payments, even when its domestic operations run smoothly. Consumer payment preferences differ widely across Southeast Asia, while local settlement rules, foreign exchange costs and regional processing requirements directly impact margins and add operational overhead that brands often underestimate during market entry.

This session explores how payment architecture shapes cross-border scalability: which local payment methods lift checkout conversion, where settlement and currency expenses erode profitability, and how brands can unify online and offline payment flows as they launch into new markets.

The core question: is your payment stack built to grow alongside your business, or does every new market launch bring extra layers of cost, operational burden and unnecessary complexity?



Will Tong
VP
PingPong Payments

DAY 3 • FRIDAY 2 OCTOBER 2026

10:40am - 11:05am • Kebaya Ballroom

When the Product Is a Programme: Retention Without the Discount

Most retention in this region is bought. Take the voucher away and the repeat purchase goes with it, which means nothing was holding the customer in the first place.

DMD Skin Sciences sells a course of treatment rather than only a product. Customers managing acne and pigmentation follow a supervised protocol over months, which means the next purchase is scheduled by the treatment rather than prompted by a discount. Retention becomes a function of whether the programme works, not whether the offer lands.

Ena Louise Quitain, COO of DMD Skin Sciences, sets out how that relationship was built across clinic, ecommerce and marketplaces, what had to change operationally as demand grew, and where the model strains under volume.

The room then takes the same question to its own businesses: if the discount disappeared tomorrow, what would still bring the customer back?



Ena Louise Quitain
Chief Operations Officer
DMD Skin Sciences

DMD SKIN SCIENCES™

11:05am - 11:40am • Kebaya Foyer

Morning Tea, Coffee & Networking

Take a break and refuel with morning tea.

adyen

11:40am - 12:15pm • Kebaya Ballroom

Innovation Roundtables

Candid Conversations: Closed-Door Roundtables

Small, closed-door tables built around the summit's core challenges. A facilitator frames a live problem, then steps back — the value is what the room shares honestly: what's been tried, what broke, what they'd do differently, and what they're quietly worried about. Choose the table that matches your most pressing problem.

Retailers Only | Retail Innovation Roundtables

Dotdigital

The Repeat Purchase Problem: What's Fixing It (Where Should AI Come In?)

intel.

One Brand, Many Markets: Making Localisation Scalable with AI at the Edge

GSOT
ORDER MANAGEMENT. SIMPLIFIED.

The Quick Commerce Question

How Do You Know It's Actually Working? Using Advanced Data & Analytics to Measure and Maximise ROI

SAMSUNG

From Footfall to Action: Making the Physical Store Measurable

Priceza

The Cost of Being Found: Marketplace Search, Affiliate and Paid Visibility Economics

kevel

Why Retailers Build When They Could Buy From You

icube

Building for the Algorithm Economy: What Retailers Actually Need From Your Product

bloomreach

Personalisation vs. Permission: How Do You Scale Customer Experience Across SEA?

12:15pm - 12:40pm • Kebaya Ballroom

Headline Interview | What I'd Do Differently: The Calls That Shaped the Last Two Years

Most retail leaders keep their real trade-offs behind closed doors. In a candid on-stage interview, one of the region's most significant operators walks through the calls that shaped their last two years: the growth bet that paid off, the one that did not, and where platform dependency became a strategic question.



Andrew Khoo
Chairman and Chief Executive Officer
The MUI Group

The MUI Group



Push Sharma
Founder
Haldy

haldy

DAY 3 • FRIDAY 2 OCTOBER 2026

12:40pm – 1:10pm • Kebaya Ballroom

Keynote | What Still Scales: SEA Retail After Easy Growth

Southeast Asian retail has not run out of growth. It has run out of easy growth.

Over three days, this summit has examined what the last decade's growth model now costs: rising take rates, paid visibility, margin lost between the order and the doorstep, and customers who were never fully owned. The closing question is the one every leader takes home: if the old playbook no longer pays, where does the next phase of profitable growth come from?

Roshan Raj Behera answers with a market-level view of where SEA retail can still scale. He separates the growth pools that remain attractive from the ones becoming overcrowded: quick commerce and retailer-led O2O, value and discount formats, lower-tier cities, stores as a growth engine rather than a cost base, and partnerships that extend reach without handing over the customer. He is equally direct on where growth is being bought rather than earned, and where cross-border entrants have made price a contest many local retailers cannot win on price alone.

The summit closes on one decision framework for the year ahead: what to own, what to rent, where to partner, and what to stop funding. Delegates leave knowing where their next dollar of profitable growth sits, and which growth they should be prepared to walk away from.



Roshan Raj Behera
Consumer Internet Consultant

1:10pm – 1:20pm • Kebaya Ballroom

Closing Remarks & Ultimate Networker Prize

Be crowned the Ultimate networker and win a fabulous prize! This prestigious title will be awarded to one outstanding individual who has demonstrated exceptional networking skills using our iMedia app during the event by collecting Ultimate networking points.

1:20pm – 2:30pm • Jendela

Networking Lunch & Wildcard Connect

Extended lunch and a final round of wildcard 1:1 meetings, the last structured connection point of the summit.