



**BFM**  
**ENTERPRISE**  
**ROCKS**  
RETAIL . OUTLETS . COMMERCE . KIOSKS . SHOPPING

**TUESDAY, 26 JUNE 2018**  
**CONNEXION@NEXUS,**  
**BANGSAR SOUTH**  
**BFM.MY/ROCKS**

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# ONLINE/ OFFLINE

## LET'S GET THE PARTY STARTED!

2017 may have been a rough ride for the retail industry, but the mark of a true retail rockstar is to learn from the past and gear-up for a successful year ahead! Enterprise R.O.C.K.S (Retail. Outlets. Commerce. Kiosks. Shopping) is back for an encore on 26th June 2018 - whether you're in Online or Offline, get the party started with our panels of business leaders and industry experts who will help entrepreneurs not just survive, but thrive in today's retail scene!

### WHO SHOULD ATTEND

Do you have :

A product looking to distribute

A physical shop

An e-commerce platform

Technology solutions for retailers

Or thinking about :

Setting up a retail store

Redesigning your retail experience

Exploring data marketing

# AGENDA

**8.00AM**

**Registration & Morning Refreshments**

**9.00AM**

**Welcome Speech by Malek Ali**

**9.15AM**

## **DFTZ - What's In It For You As A Retailer**

There is a lot of buzz about the Digital Free Trade Zone (DFTZ). It promised to boost Malaysia's eCommerce growth and increase the GDP contribution to RM211 billion (approximately US\$47.68 billion) by year 2020. Malaysia will serve as a regional eFulfillment centre, and also become the regional hub for SMEs, marketplaces and monobrand(s). All well and good, but what's in it for you? How can you leverage this for your business. These experts aim to shed some light.

Featured speakers :

**Chan Kok Long, iPay88**

**Joel Neoh, Fave**

**Mdm Wan Suraya Wan Mohd Radzi, MITI**

Moderator :

**Freda Liu**

**10.30AM**

## **Coffee Break & Exhibition**

**11.00AM**

## **Lessons Learned & Trends For 2018**

Yes, we've often heard entrepreneurship isn't a bed of roses. Failure OR success isn't permanent... it's a pit stop. From high highs to low lows, what can we learn from these entrepreneurs from the past year and how we can capitalise on trends in 2018 so we can move on up.

Featured speakers :

**Hui Mathews, ash be nimble**

**Fong Wai Hong, StoreHub**

**Sungkyu Chang, EY Asean Customer Leader**

Moderator :

**Tan Chung Han**

**12 NOON**

## **Grow Fast, Go Global**

It's a long way to the top, but you don't have to go at it alone. Learn how to become a global player in the retail scene by leveraging marketaccess, leadership and capability development, brand visibility and scale-up capital, so you can hit 'em with your best shot.

Featured speaker :

**Gopi Ganesalingam, MDEC**

**12.30PM**

## **Lunch & Networking**

# AGENDA

**1.30PM**

## **Endorsements / KOLs / Celebrities - Do We Need Them More Than Ever?**

With the rise of social media, influencers have opened up a new channel for brands to connect with consumers more directly, organically, and at scale. But is influencer outreach for everyone and can it guarantee long term sustainability?

Featured speakers :  
**Sarah Lian, Celebrity / Suppagood**  
**Manisha J, MTalent**  
**Jonathan Davies, GetCRAFT Malaysia**

Moderator :  
**Audrey Raj**

**2.30PM**

## **Data Analytics - Qualitative, Quantitative or Both?**

The retail sector is no stranger to data and analysis as retailers have long studied consumers' shopping patterns for trends and insights. But what's different in the digital age? The vast amount of information in an unstructured scale has become available today - the world of Big Data. To ensure the best of predictive analytics is procured, learn how to make the best use of statistical algorithms, data mining and machine-learning techniques.

Featured speakers :  
**Anabelle Co-Martinent, La Juiceria**  
**Sheikh Manzoor Ghani, SAS Institute Sdn Bhd**  
**Ganesh Kumar Bangah, Commerce.Asia**

Moderator :  
**Freda Liu**

**3.15PM**

## **5 Things Every Retail Brand Wished They Knew About e-Commerce**

From his time at AirAsia, Uber, and now Maxis, Senthil will share his perspectives on how to grow through e-commerce and disrupt traditional retail. He will also address hot topics like:

Market Place vs Build your own webstore?  
How to justify e-commerce investment and ad spend?  
Will my online sales cannibalise offline store revenue?

Featured speaker :  
**Senthil Balan, Maxis Berhad**

**3.30PM**

## **Raising The Bar**

Nope, successful businesses don't happen magically. However, you can get assistance. For the last five years, MaGIC or the Malaysian Global & Innovation Centre has been empowering entrepreneurs with the spirit of entrepreneurship, creativity and innovation. Find out their plans for 2018 and how you can get some magic of your own.

Featured speaker :  
**Ashran Dato' Ghazi, MaGIC**

Moderator :  
**Freda Liu**

**4.00PM**

## **Tea Break & Networking**

**5.00PM**

## **End**

# SPEAKERS



**SARAH LIAN**  
*SUPPAGOOD*

Sarah Lian is an award-winning international actress, regional television host and founder of a boutique artiste management agency, Suppagood. Following an illustrious career in both North America and Asia, she now seeks to develop, foster and represent a diverse range of talented individuals given her strong insight to branding personalities.

**ANABELLE CO-  
MARTINENT**  
*LA JUICERIA*

Anabelle founded La Juiceria in 2013. As the Founder and Managing Director for La Juiceria Sdn Bhd, she oversees the expansion, business development strategies, marketing and operations for La Juiceria Cold-Pressed Detox bars, Goodness Greens café, and La Juiceria Superfoods cafes. To date, La Juiceria has 12 outlets around the Klang Valley and continues to expand. She recently launched a new brand called Super Saigon in 2017 which currently has 2 outlets.



**JOEL NEOH**  
*FAVE*

Joel Neoh is one of Asia's most recognised and successful young entrepreneurs. With a passion for democratising technology to enhance the lives of millions of consumers across Asia, Joel is the Founder of Fave, an Online-to-offline (O2O) local commerce platform. Under his leadership, Fave has grown to be one of the top mobile commerce platforms in Southeast Asia, and has also acquired the Groupon businesses in Indonesia, Malaysia and Singapore.



# SPEAKERS

## GOPI GANESALINGAM

*MDEC*

Gopi joined MDEC in 2015 as the Vice President of Enterprise Development, a new division that focuses on developing Malaysian tech companies into regional and global players. An accomplished business strategist, he has more than 27 years of experience in various diverse industries across the Asia Pacific region. Gopi has held key industry positions before founding one of Malaysia's first cloud computing consulting and system integrated companies, Lava Protocols, which went on to partner with companies like Salesforce.com and Google in the ASEAN region.



## HUI MATHIEWS

*ASH BE NIMBLE*

Hui founded ash be nimble in March 2014 with a mission to make fitness accessible via affordable sportswear below RM100. Starting from a humble beginning, the brand grew into one of the most recognised homegrown active wear brands in Malaysia. At the end of 2017, Hui decided to close the apparel business and focus on transforming it into a blog of real, relatable fitness stories. Hui has more than 10 years of experience in corporate consulting and innovation, and now leads the eCommerce Business Development & Analytics team at a large telco.



## SUNGKYU CHANG

*EY ASEAN CUSTOMER LEADER*

Sungkyu Chang is a partner in Ernst & Young Advisory Services Sdn. Bhd. and the EY Asean Customer Leader. He is also the leader for Digital Customer Experience at EY's Asia-Pacific Advisory Centre. He specializes in marketing, sales and service transformation across different industries. His areas of expertise include operational strategies and implementation of digital, customer and information experiences. His current focus areas are in the areas of experience design, customer analytics and omnichannel realisation. He builds and delivers programmes in the areas of customer strategy, digital enablement, CRM, e-Commerce, mobile and social engagement.



# SPEAKERS

## MANISHA J MTALENT

Established MTalent Asia in 2015. She was a participant of Khazanah Nasional's Project Brainchild, finalist for 1337 Ventures Alpha Startups, WIEF's Young Leaders Network - MOCAfellows and listed as one of CLEO Magazine's Hot Shots of 2015. MTalent has worked with talents such as Miss Universe Malaysia 2013 Carey Ng, International Comedian Kavin Jay, AIM nominees Kyoto Protocol, Q Sound, CIMB, KL Fashion Week and U Mobile, and audiences for festivals in Asia, America and Europe.



## CHAN KOK LONG IPAY88

Chan, the Founder and Executive Director of iPay88 Holding Sdn. Bhd, an NTT Data company and a Malaysian-based leading provider of online payment service solutions in ASEAN. With over 25 years experience, he is an advocate in the field of digital payment solutions, in line with Bank Negara's effort towards a 'Cashless Society' in Malaysia. He is also the Chancellor and E-Commerce Malaysia Deputy Chair for PIKOM - the National ICT Association of Malaysia. He was a Top Nominee for the 2016 EY Entrepreneur of the Year.

## SHEIKH MANZOOOR GHANI SAS INSTITUTE

Sheikh is the Executive Director of Operations, leading the government and commercial sectors in SAS Malaysia. With over 23 years of experience in the IT industry, he is focused on enabling customers on their analytics adoption across various industries. He is a seasoned professional with practical experience and solid understanding of business management applications, including market analysis, sales and marketing, team building and quality assurance.



# SPEAKERS

## GANESH KUMAR BANGAH *COMMERCE.ASIA*

Ganesh is the Founder and Executive Chairman of Commerce.Asia; a venture builder that invests, mentors and accelerates commerce technology enablers in South East Asia. Commerce.Asia is the first and exclusive licensee of the Silicon Valley based GrowthX Accelerator and Academy in South East Asia. He is also currently the Chairman of the National ICT Association of Malaysia ("PIKOM") and the Chair of E-Commerce Malaysia, a Chapter of PIKOM.



## FONG WAI HONG *STOREHUB*

Fong Wai Hong the Co-founder at StoreHub, a beautiful, cloud based store management system for SMEs. Hong was named Australia's Best Young Entrepreneur by StartupSmart and amongst Melbourne's top 100 most influential people by The Age Newspaper in 2011. Wai Hong has since spent 1.5 years living in Shanghai where he studied Mandarin and eventually returned to Malaysia in 2013 where he founded StoreHub.



## ASHRAN DATO' GHAZI *MAGIC*

Ashran is the CEO of the Malaysian Global Innovation & Creativity Centre (MaGIC), an agency mandate with driving creativity, innovation and entrepreneurship development in Malaysia. Before MaGIC, Ashran has led many organisations including; Chairman, New Entrepreneurs Foundation (myNEF); Chairman, myHarapan; President, Malaysian Association of Bumiputera ICT Industry & Entrepreneurs (NEF); and Deputy Chairman, Global Innovation & Entrepreneurship Foundation. In addition, he also served as an Advisory Board Member to Malaysian SME Development Academy (MASMED) as well as a Board Member for SME Corp.



# SPEAKERS



**MDM WAN SURAYA  
WAN MOHD RADZI**  
*MITI*

Mrs. Wan Suraya is currently serving as the Deputy Secretary General (Strategy & Monitoring) in the Ministry of International Trade and Industry (MITI). She has accumulated a wealth of experience covering international trade, investment and industry, spanning 24 years of service with MITI. In her present capacity, she oversees implementation of the national eCommerce agenda, including the Digital Free Trade Zone (DFTZ) initiative. She has spoken at various local and international events and seminars, particularly on doing Business in Malaysia and the Digital Economy.

**SENTHIL BALAN**  
*MAXIS BERHAD*

Senthil currently the Head of Business Development team at Maxis building solutions for the Malaysian SME Retail Market. Prior to Maxis, he served as the Director of Business Development for Uber in South East Asia. Just before that, he spent a number of years at AirAsia Group holding senior roles including Commercial Director & Regional Director of Route Planning.



**JONATHAN DAVIS**  
*GETCRAFT MALAYSIA*

Jonathan has spent the last 6 years in Asia working with leading brands and agencies providing marketing services and training hundreds of marketers. He has been on the frontlines as technology has upended our marketing models. He is a passionate believer in utilising the power of creative talent to drive success for brands and agencies.



# ADMISSION

Please complete this form and email to [дания@bfm.my](mailto:дания@bfm.my) or fax to **+603-7629 7113** for manual processing.

## REGISTRATION FEES PER DELEGATE (Please tick only one box)

REGULAR TICKET : RM 200 / TICKET

GROUP TICKET : RM160 / TICKET  
(4 pax & more)

Ticket prices are **INCLUSIVE** of 6%GST | Each delegate must complete a separate registration form | Tickets are **NON-REFUNDABLE**

## DELEGATE INFORMATION (Please type or write in block letters)

FULL NAME : \_\_\_\_\_ MOBILE : \_\_\_\_\_

IC NUMBER : \_\_\_\_\_ EMAIL : \_\_\_\_\_

COMPANY : \_\_\_\_\_ DESIGNATION : \_\_\_\_\_

SIGNATURE : \_\_\_\_\_ DATE : \_\_\_\_\_

## METHODS OF PAYMENT (Please tick only one box)

BANK TRANSFER

CHEQUE

- Full payment is required prior to the event. • Confirmation of participation will only be made **AFTER** full payment is made prior to the event.
- We reserve the right to refuse admission if payment is not received on time.

## ADMISSION DETAILS

BFM ENTERPRISE R.O.C.K.S 2018

DATE : 26 June 2018 (Tuesday)

TIME : 9.00 am – 5.00 pm (Registration starts at 8.00 am)

VENUE : Grand Ballroom, Level 3A, Connexion@Nexus, Bangsar South, No. 7, Jalan Kerinchi, 59200 Kuala Lumpur.

Fee includes admission to the Enterprise ROCKS 2018 event, access to materials and meals provided at the event. Fee does not include any travel expenses local or international, accommodation and other incidentals.

### FOR ENQUIRIES & GROUP REGISTRATION

Please contact Ms. Dania Amani

Tel : +6013-3801610 Fax : +603-7629 7113

Email : [дания@bfm.my](mailto:дания@bfm.my)

Delegates may wish to note that all payments received are processed by BFM Media Sdn Bhd.

## TERMS & CONDITIONS

- 1. Payment Terms:** Following completion and return of the registration form, full payment is required within 7 working days from receipt of invoice. We reserve the right to refuse admission if payment is not received on time. Payment must be made in Malaysian Ringgit.
- 2. Cancellation / Substitution:** Provided the total fee has been paid, substitutions are allowed 10 working days before Enterprise ROCKS 2018 commences. Otherwise, all bookings carry a 100% cancellation liability immediately after a completed registration form has been received by BFM Media Sdn Bhd. By completing this registration form, the delegate agrees that in case of dispute or cancellation of this contract, BFM Media Sdn Bhd will not be able to mitigate its losses for any less than 100% of the total contract value. If for any reason beyond its control, BFM Media Sdn Bhd decides to cancel or postpone the event, it will not be responsible for covering airfare, hotel or any other travel costs incurred by the Client.
- 3. Copyright etc:** All intellectual property rights in all materials produced or distributed by BFM Media Sdn Bhd in connection with this event is expressly reserved and any unauthorised duplication, publication or distribution is prohibited.
- 4. Important note:** While every reasonable effort will be made to adhere to the advertised package, BFM Media Sdn Bhd reserves the right to change event dates, sites or location or alter the content and timing of the programme or the speakers without penalty and in such situations, no refunds shall be made. In the event that BFM Media Sdn Bhd permanently cancels the event for any reason whatsoever (including, but not limited to any force majeure occurrence), the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to one year to be used at other products or services of BFM Media Sdn Bhd.
- 5. Governing law:** This Agreement shall be governed and construed in accordance with the law of Malaysia and the parties submit to the exclusive jurisdiction of the Malaysian Courts. However, only BFM Media Sdn Bhd is entitled to waive this right and submit to the jurisdiction of the courts in where the Client's office is located.