

HOW MARKETERS CAN EMBRACE FUTURE COMMERCE

eCommerce is a fast-moving game. Forward-thinking retailers and social-media companies are investing resources to maximise the potential of e-commerce in their respective platforms.

The eCommerce market in Singapore alone is expected to be worth US\$5.4 billion by 2025, according to a report by Temasek and Google released on 24 May 2016. However, Southeast Asia's online retail penetration level is 3% and representing only about \$6 billion in sales. Importantly, Southeast Asia population of more than 620 million presents a huge potential that marketers can explore. Even Global players that once stood on the side-lines are now poised to compete in Southeast Asia.

In an e-commerce market projected to be worth US\$87 billion by 2025, it is important for marketers to understand the digital customer journey and effectively engage digital consumers at every touchpoints in their online purchase lifecycle.

KEY TAKEAWAYS

- Understand how digital technologies and eCommerce have changed the ways in which brands can interact with their customers (both internal and external)
- Gain useful insights into the ways brands can understand and embrace the digital customer journey
- Learn how successful brands have incorporated digital into their overall business strategies



LIM HUI JIE

Mr. Lim Hui Jie serves as the **CEO of Digimatic Group Ltd** which specialises in digital transformation. He is a serial entrepreneur that has business and investing experience that spans across more than 11 different countries throughout Asia, and has resided in China and Hong Kong for more than two years.

WHEN

17 Jan 2017 (Tuesday),
630pm – 9pm

WHERE

MIS Executive Lounge,
51 Anson Road #03-53
Anson Centre, Singapore 079904

FEES

Non-member: \$35, MIS Member: \$20, MIS Student: Complimentary,
Public Tertiary Institution Student*: \$10

* This includes all Students from NUS, NTU, SMU, NYP, NP, SP, TP and RP only.

ORGANISED BY:

mis
Marketing Institute
of Singapore

**The National
Body for Sales
and Marketing**

PROGRAMME HIGHLIGHTS:

Registration & Networking 6.30 – 7.15pm
(Light refreshments will be provided)

Presentation Talk 7.15 – 8.45pm

Q&A 8.45 – 9.00pm



Registration for
17 Jan 2017



Registration Fees:

MIS Member: \$20
Non-Member: \$35
(Light refreshments will be provided)



Event: How Marketers Can Embrace Future Commerce

Participant(s) Information

Name	Designation	Email	Contact No.

MIS Corporate Membership No.: _____

MIS Individual Membership No.: _____

MIS Student Non Member

Address: _____ Postal Code: _____

Organisation: _____

Contact Person: _____ Contact Email: _____

Contact No.: _____ (O) _____ (HP)

You may submit your registration form via fax: 6327 9741 or email: events@mis.org.sg
Or post it to: 51 Anson Road #03-53 Anson Centre Singapore 079904 (Attn: Membership Department)
For more information, please call 6327 7581.

Method of Payment

Total Amount Payable: \$ _____ (Please make payment before the event)

Cheque No: _____ Bank Name: _____

Made payable to **Marketing Institute of Singapore**
Please indicate your **Name**, Membership No (if any), Contact Number and Event Title behind the cheque.

Credit Card: AMEX MasterCard VISA

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