

Nielsen to present at retail seminar in April during CBME South East Asia 2017 to focus on the shifts in consumer behaviour in an omni-channel environment.

Singapore, March 2017 - The 3rd edition of Children, Baby and Maternity Expo (CBME) South East Asia and Nielsen have teamed up to feature seminar sessions during the event which will be held from 25-27 April at the Sands Expo and Convention Centre, Hall C. The series of free-to-attend seminar aims at helping retailers in the region to learn from industry experts on how to increase profitability in these challenging times through understanding of their shoppers, learning about useful in-store solutions that utilize joint data assets and the latest industry tools and methodologies to optimise sales conversion.

Attendees can expect to gain in-depth knowledge on recent trends shaping consumer behaviour across the region, and ways by which retailers can effectively drive retail sales by converting walk-in shoppers to actual buyers, looking beyond footfall. Presenting at the seminar will be Thomas Greysson, Director, Retail Consulting Analytics & sales Effectiveness (Nielsen), and Joan Koh, Managing Director (Nielsen Singapore and Malaysia).

“Retail experience is changing and today’s shoppers are more sophisticated and demanding of retailers. They are incorporating digital touch points along the entire path-to-purchase, from reviewing online at home to using smartphones as personal shopping assistance in the store. Therefore, it is important to understand the shifting consumers’ behaviour and the needs in an Omni-channel environment, and the growing trends to retailing effectively in South-East Asia”, Joan Koh, Managing Director (Nielsen Singapore and Malaysia).

Thomas Greysson is a passionate and devoted practitioner of driving collaborative opportunities across the retailer and supplier spectrum - currently heading up Retail Consulting Analytics and Sales Effectiveness at Nielsen Singapore. He specialises in supporting consumer goods professionals in delivering a step-change in organisational capability, increased category performance through actionable insights, and strategies which deliver a positive return on investment. With over 20 years’ of experience Thomas has worked with leading consumer goods companies across Europe, Middle East and Asia-Pacific including Unilever, Tesco, Lion, Carrefour, Coles, Dairy Farmers, Wella, Schweppes and many others.

Joan Koh is the Managing Director of Nielsen Singapore and Malaysia, leading the entire portfolio of the Company’s business including Retail Measurement, Consumer Insights, Media, Innovation and Marketing Effectiveness. She has close to 20 years of experience in the information and insights industry, assuming roles across various industry verticals – FMCG, Financial Services and Retailers.

The seminar sessions are free-to-attend for all participants and the seminar programme and registration is available on the event website www.cbmesea.com/seminar-program/, and includes both individual and group registration. The organisers have extended special privileges from groups of 4 or more including reserved seating, access to seminar presentations, and opportunity to take advantage of the business matching programme. For more information visit www.cbmesea.com



CHILDREN-BABY-MATERNITY EXPO

SOUTH EAST ASIA



UBM

Children Baby Maternity Industry Expo (CBME South East Asia) is the only annual B2B trade show in the region specifically for children, baby and maternity products. It gives related industry players such as manufacturers, suppliers, retailers and distributors a unique experience and opportunity to network, exchange ideas and learn.

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Notes to Editors

About Children Baby Maternity Industry Expo (CBME South East Asia)
(www.cbmesea.com)

Children Baby Maternity Industry Expo (CBME South East Asia) is the first trade exhibition catered exclusively to host professionals in baby, children and maternity products industry. This is the perfect venue for you to meet buyers, manufacturers, distributors and suppliers in the industry.

Date: 25-27 April 2017 (Tuesday – Thursday)

Time: 10.00am – 6.00pm (Tues & Wed)
10.00am – 3.00pm (Thurs)

Venue: Marina Bay Sands
Expo & Convention Centre (Singapore)
Hall C

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