

Organised by:



PPK Malaysia
Malaysia Shopping Malls Association

Strategic Partner:



Guest of Honour
YB Tuan Gobind Singh Deo
Minister of Digital

2025 RETAILTECH+

AI, Automation & Digital Transformation

Shaping the Future of Retail

Date: Thursday, 9 Oct 2025

Time: 8am - 6pm

Place: M World Hotel, Bandar Utama, Petaling Jaya

Sponsored by:

Gold:

Silver:

Bronze:



Shaping the Future of Retail

The Future of Retail Forum was born out of the joint vision of 3 associations namely Malaysian Retailers Association (MRA), Malaysia Shopping Malls Association (PPK Malaysia) & Small and Medium Enterprises Association Malaysia (SAMENTA) to create a platform that shapes the future of retail through innovation, digitalisation, automation, and artificial intelligence whilst empowering retail businesses to thrive in a what is a dynamic and constantly evolving industry.

Rebranded this year as RetailTech+ 2025, our sophomore event this year seeks to continue what we started last year, by driving the advancement of the retail industry through:

- Showcasing cutting-edge technologies and innovations happening within the retail industry.
- Facilitating knowledge exchange through expert-led discussions by leading retail technology first and retail experts.
- Empowering retailers to adapt, grow, and succeed in a rapidly changing landscape.

Who should be there?

- Company Chairman/Presidents of retail companies
- CEOs/SVPs/VPs/COOs/General Managers of retail companies
- Directors/Senior Managers/Managers of retail companies
- Senior Executives of retailers, manufacturers, distributors and suppliers

Whether you're looking to identify the next big trend in retail technology or to stay ahead of the curve, come connect with the people who are redefining retail technology scene.

Join us and learn from the industry's most respected experts and analysts as they uncover what's next and help you reshape the future of retail.



Conference Programme

8:00 – 8:45 AM	Registration & Networking Breakfast <ul style="list-style-type: none">• Light refreshments & coffee• Visit innovation booths & networking
8:45 – 9:15 AM	Welcome Address <ul style="list-style-type: none">• Welcome Address by MRA, PPK & SAMENTA Chair• Guest of Honour Address - YB Tuan Gobind Singh Deo, Minister of Digital
9:15 – 9:45 AM	Keynote 1: Harnessing AI for Retail Transformation <ul style="list-style-type: none">• Dr. Wendy Chin - SEA Consumer Industries Vertical Strategist, Intel
9:45 – 10:15 AM	Keynote 2: From Insight to Impact: Data as Your AI Advantage <ul style="list-style-type: none">• Ms. Tan Mei Yan - Senior Partner Solutions Sales Manager, Microsoft
10.15 – 10.30AM	Morning Tea Time Break
10:30 – 11:15 AM	Panel Discussion 1: Green Tech in Malls <ul style="list-style-type: none">• Panel discussion by Malaysia Shopping Malls Association (PPK Malaysia) - IR YL Lum - Moderator
11:15 – 11:45 AM	Keynote 3: Embracing AI-Powered Digital Transformation <ul style="list-style-type: none">• Mr. Richard Im - Head of Product Engineering, Celcom Digi
11:45 – 12:15 PM	Keynote 4: Designing Retail Spaces of the Future <ul style="list-style-type: none">• Ms. Pamy Wong - Director of Design, Visata Creative
12:15 – 12:45 PM	Keynote 5: Measuring Digital ROI: Frameworks for Cost-Benefit Analysis in Tech <ul style="list-style-type: none">• Mr. Azwan Ahimmat - Principal Consultant and Founder, FORA Advisory Sdn Bhd

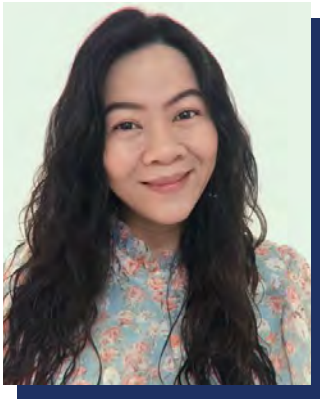
Conference Programme (continue)

12:45 – 2:00 PM	Networking Lunch & Expo Walkthrough <ul style="list-style-type: none">• Lunch• Visit innovation booths & networking
2:00 – 2:45 PM	Panel Discussion 2: Retail SME's Fight for Survival <ul style="list-style-type: none">• Panel discussion by Small and Medium Enterprises Association Malaysia (SAMENTA) - Timothy Liew - Moderator
2:45 – 3:30 PM	Panel Discussion 3: Retail Innovations to Watch <ul style="list-style-type: none">• Panel discussion moderated by MoonStone Advisers Sdn Bhd - Danny Leong - Moderator
3:30 – 4:00 PM	Keynote 6: Leveraging AI to drive the future store! <ul style="list-style-type: none">• Mr. Anson Bailey, Head of Consumer & Retail, Asia Pacific, KPMG, Hong Kong
4:00 – 4:15 PM	Afternoon Tea Time Break
4:15 – 5:15 PM	ThinkTank Sessions (Concurrent) <ul style="list-style-type: none">• Session 1: AI-Powered Retail Decisions<ul style="list-style-type: none">◦ Customer behavior, forecasting & predictive analytics• Session 2: Smart Retail Design<ul style="list-style-type: none">◦ Integrating spatial tech with customer flow & design aesthetics
5:15 – 6:00 PM	Panel Discussion 4: Disrupting the Future of Retail Payments <ul style="list-style-type: none">• Spotlight on retail payment solutions & challenges in the industry - Timothy Liew - Moderator
6:00 – 6:15 PM	<ul style="list-style-type: none">• Acknowledgements and Closing remarks

Meet Our KeyNote Speakers



Dr. Wendy Chin - SEA Consumer Industries Vertical Strategist, Intel



Dr. Wendy Chin is a seasoned technologist and strategist at Intel, where she leads AI-driven transformation initiatives across the retail and consumer industries in Southeast Asia. She holds a Ph.D. in Electrical & Electronic Engineering with a focus on computer vision and AI.

Since joining Intel in 2014, Wendy has played a pivotal role in enabling intelligent edge computing solutions, from autonomous technologies to predictive analytics in retail environments. Her work spans strategic ecosystem engagement, startup collaborations, and future-ready retail innovations such as vision checkout and AI-assisted kiosks.

Wendy has authored over 40 technical publications and holds 15+ patents (issued and pending) in domains including retail AI and robotics.



Microsoft

Ms. Tan Mei Yan - Senior Partner Solutions Sales Manager, Microsoft ASEAN



Tan Mei Yan is Senior Partner Solutions Sales Manager at Microsoft ASEAN, where she co-creates with partners to help customers solve business challenges through technology. With expertise in IaaS, PaaS, and SaaS platforms, she drives solution innovation, competency building, and technology adoption aligned with business outcomes.

A lifelong learner and former award-winning technical trainer, Mei Yan holds an MBA and is passionate about community engagement, women empowerment, and digital education. She initiated Microsoft Malaysia's Student Accelerator pilot program and actively contributes to Women @ Microsoft. Beyond work, she enjoys trekking, camping, and sharing her travel experiences through writing.



Mr. Richard Im - Head of Product Engineering , Celcom-Digi



Richard Im is Head of Product Engineering at Celcom-Digi for Cloud, Cybersecurity, IoT, and 5G/AI, overseeing product development, go-to-market, presales, customer engagement, and managed services for enterprise clients. With over 25 years of ICT industry experience, he has led strategic portfolios spanning B2B e-commerce platforms, IoT ecosystems, and Cloud XaaS solutions.

Previously Group Head of Product Marketing and Sales Support at Axiata Enterprise, Richard focused on ICT portfolio leadership, vertical insights, partnerships, and project sales. Holding an Executive MBA from AGSM and a Bachelor of Engineering from UNSW, he is an active contributor to digital transformation and next-generation digital services.

Meet Our KeyNote Speakers



Anson Bailey - Head of Consumer & Retail, Asia Pacific, KPMG in China



Anson is a Partner at KPMG Hong Kong, leading the Consumer & Retail Practice across Asia Pacific and serving on the KPMG Global Consumer & Retail Leadership team. Since joining KPMG in 1999, he has become a trusted advisor to C-level executives, driving innovation and strategy for leading consumer and tech clients in the region.

Anson has authored numerous thought leadership reports on digital disruption, consumer trends, and smart city development, shaping industry dialogue across Asia Pacific. A frequent global speaker, he holds an Executive Masters in Innovation & Technology from PolyU and completed MIT's Executive Leadership & Innovation Program.



Ms. Pamy Wong - Director of Design, Visata Creative



Pamy Wong is a seasoned retail design leader with over 20 years of experience and a BA (Hons.) in Interior Architecture. As Founder and CEO of Visata Creative, she has transformed the firm from a startup into an award-winning design powerhouse, shaping retail environments across Malaysia and Asia.

Her portfolio spans restaurants, supermarkets, and large-scale malls, where she combines spatial innovation with customer engagement strategies. A trusted fit-out consultant for shopping malls, Pamy leverages her expertise to balance aesthetics with profitability. Guided by her belief that "great retail spaces enhance experience while driving profitability," she continues redefining the retail landscape.



Mr. Azwan Ahimmat - Principal Consultant and Founder, FORA Advisory



Azwan Ahimmat is Principal Consultant and Founder of FORA Advisory Sdn Bhd, a Kuala Lumpur-based firm helping Malaysian SMEs embrace digitalisation end-to-end. With 18 years of cross-industry experience, including 12 years at MYDIN, he has led corporate transformation, introduced IoT-enabled property systems reducing errors by 40% and costs by 15%, and managed eight hypermarket developments.

His award-winning marketing campaigns earned recognition from the Malaysia Marketing Excellence Awards and the Asia Pacific Retailers Association. A PROSCI-certified Change Practitioner, Azwan combines project management and human-centred design to deliver ROI, workforce efficiency, and ESG-aligned digital strategies.

More Speakers to Come... Stay Tuned

Registration link: <https://bit.ly/RETECH25>

The Conference is approved and fully claimable by HRD Corp. for your application.

No Siri Kursus: **10001596307**

Tajuk Kursus: **Retail Tech 2025: Shaping the Future of Retail**

- Please register at Registration Link, latest by 20 September 2025
- For those who do not intent to apply for HRD Corp grant, you may register your participants using the Registration link, and will be invoiced accordingly by PPK.
- Please be informed that we will be applying for CPD hours from the Board of Valuers, Appraisers, Estate Agents and Property Managers (BOVAEP).

Conference Fee

Single Association Member	RM 700 per pax
Group Association Members (min. 3 pax from the same company)	RM 600 per pax
Single Supporting Association Member	RM 800 per pax
Group Supporting Association Member (min. 3 pax from the same company)	RM 700 per pax
Single Non Member	RM 900 per pax
Group Non Member (min. 3 pax from the same company)	RM 800 per pax

This fee includes the following:

- Full participation in the conference
- All conference presentation materials
- Welcome refreshments, morning and afternoon refreshments and lunch
- Price above are not inclusive of SST

**Register
Here**



Payment Details

Company Name	Persatuan Pengurusan Kompleks Malaysia (PPK)
Bank Name	CIMB Bank
Registration Number	355984
Account Number	8002636850

Important Notes:

1. The organizer reserves the right to cancel the programme, change the date, time and venue if circumstances are beyond its control. PROGRAMME SUBJECT TO CHANGE AT THE ORGANISERS' DISCRETION.
2. Cancellation Policy: We regret we are unable to accept any cancellations once delegates have been registered. However, if delegate(s) unable to attend, a replacement may be arranged and notified to us, before 25 September 2025.

For any enquiry and further information, please contact:

Persatuan Pengurusan Kompleks Malaysia (PPKM) / Malaysia Shopping Malls Association
A608, 6th Floor, Block A (Lobby No. 2), No 1, Jalan SS 20/27, Damansara Intan, 47400 Petaling Jaya, Selangor, Malaysia

T: 603 - 7727 6202, 603 - 7727 6232

E: secretariat@ppkm.org.my