

Don't miss

Post-conference masterclass  
Friday 11 April 2008

Separately  
bookable

Effective on-line  
marketing strategies  
for business success

Led by

**Rosalind Tan**

Senior Sales Manager

*Yahoo! Southeast Asia, Singapore*

### Key speakers



**Sam McDonagh**  
Director  
eBay Southeast Asia,  
Singapore



**Philip Ho**  
General Manager, Singapore &  
Director of Marketing  
ZUJI APAC, Singapore



**Dong-Hoon Kim**  
Acting President  
Korean e-Business  
Association (KOEB)



**Sushil Baguant**  
Executive Vice President –  
Information Systems  
Air Mauritius



**Andrew Cooper**  
CEO  
Dstore, Australia



**Edmon Chung**  
CEO  
DotAsia Organisation  
Vice Chair  
Internet Society Hong Kong  
Chairman  
Secure Online Shopping  
Association (SOSA), Taiwan

### Companies presenting



# e-commerce asia Summit 2008

9 – 11 April 2008, Level 2, Suntec Singapore



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### Asia's only e-commerce forum

- Learn how the Internet and Broadband age is fueling the rapidly growth of e-businesses and capitalise on the opportunities in Asia
- Learn how to incorporate e-commerce as an integral part of a retail business, making a strategic move into e-commerce, with a high ROI
- Learn from top experts on how to convert site visitors into real buyers, deliver on customer transactions efficiently, retain and win customer loyalty in a market where loyalty is a challenge

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# Capitalise on the global e-Commerce growth

In today's Internet age, broadband penetration is on the rise, consumers are more internet savvy. With the increasing trend of people spending more time online, together with globalisation and modern technologies, the global e-commerce landscape is witnessing dramatic changes and growth levels. Many traditional brick and mortar retailers have now started embracing and including online retailing as part of their retail store business strategy. To stay on top of the 21st century business market, e-commerce has become a necessity and must be effectively integrated with the rest of the business. The time for you to ride on this wave of growth is now!

However, e-commerce does not seem to be taking off here in Asia, where broadband penetration rates are among the highest in the world. Why so? Is there e-commerce in Asia? Why does Asia seem so far off from the rest of the world on e-commerce success? Why are Asian shoppers hesitant in shopping online? How can retailers create that unique online experience? How can retailers attract and convert site visitors into real buyers, deliver on customer transactions efficiently, while retaining and winning customer loyalty in a market where loyalty is a challenge?

All these questions and more will be answered at **E-commerce Asia Summit 2008**. Hear straight from successful global e-retailers on the secrets behind their successes and pitfalls. e-Commerce Asia is the definitive e-commerce event in Asia, addressing key issues that will help you improve your e-business. It is the meeting place for global e-commerce minds, to discuss best practices, review strategic business models and innovations, understand the psychology of online retailing, learn how to increase consumer confidence in online shopping. In short, this is your window to discovering exciting new opportunities, expanding business revenue streams, forming winning business partnerships in the world's fastest growing economy market. It is where indigenous online retailers are created.

With the booming e-commerce market place in Asia and its huge potential, many new business opportunities and potentials have yet to be discovered. **E-commerce Asia Summit 2008** will provide you with the knowledge and enthusiasm to move your e-commerce strategy forward and your profitability upwards!

## Who should attend?

Attendees will typically be drawn from the following B2B and B2C online and offline industries and sectors:

- Pharmaceutical and cosmetic
- Clothing, apparel and accessories, and luxury goods
- Consumer electronics and telecommunications
- Book & music sellers
- Software, technology and multimedia firms
- Hypermarts, supermarts, department stores and retail chains
- Travel, hotel, leisure, spa and hospitality
- Gifts and Premium
- Banks / Insurance
- TV/radio company
- Legal firms and consultants
- Security and online payments platform providers
- Fulfilment and logistics consultants
- Hosting and IT infrastructure service providers
- Design and content management/CRM and web analytics service providers

**Register today by calling us on +65 6322 2701, complete the registration form at the back of this brochure and fax to +65 6223 3554 or simply register online at [www.terrapinn.com/2008/ecommerce](http://www.terrapinn.com/2008/ecommerce)**



Update yourself with latest strategies

## Why you should attend?

For on-line retailers	For off-line retailers	For equipment / technology /solution providers and consultants
<ul style="list-style-type: none"> <li>• Learn best practices from the experts</li> <li>• Discuss with other Asian and global e-commerce practitioners on issues/challenges and discover strategies/solutions</li> <li>• Explore opportunities for outsourcing, collaboration and cooperation</li> <li>• Utilise legal &amp; jurisdiction protection, and beware of privacy &amp; contract obligations</li> <li>• Push for better regulatory environment</li> </ul>	<ul style="list-style-type: none"> <li>• Discover the e-commerce opportunities</li> <li>• Learn the best practices and approaches from success e-commerce practitioners</li> <li>• Learn how to enhance your portfolio with e-retailing</li> <li>• Meet the solution providers, and explore opportunities for outsourcing, collaboration and cooperation</li> <li>• Understand legal/jurisdiction protection and privacy/contract obligations</li> </ul>	<ul style="list-style-type: none"> <li>• Meet the buyers looking for the latest suites of solutions and products</li> <li>• Explore new markets and project opportunities</li> <li>• Form new partnerships and alliances</li> <li>• Develop productive business relationships and maximise your marketing spend</li> </ul>

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**8.00 Registration**

**8.50 Chairman's opening remarks**



**Anton Ravindran**  
Chairman  
**Internet Industry Association of Singapore (IIAS)**

**THE ASIAN E-COMMERCE OUTLOOK: CAPITALISING ON ASIA'S GROWING APPETITE FOR ONLINE SHOPPING**

**9.00 The Zuji story: Innovating in the online travel space – How Zuji overcame challenges to be one of the world's leading online travel retailers**



- Riding on the booming Asian broadband wave: How retailers can build a successful e-business
- Realigning Asia's strong broadband penetration to shopping online - Getting the business model right
- Understanding the slow take-up of e-commerce in Asia – How can Asia learn from the rest of the world in changing consumer behaviour and mindset



**Philip Ho**  
General Manager, Singapore & Director of Marketing  
**ZUJI APAC, Singapore**

**9.30 The transformation of e-commerce in Korea: One of Asia's fastest growing e-commerce markets**

- A look at the current status of the Korean e-commerce market
- The role of emerging technologies of e-commerce - RFID, Web 2.0 – in promoting the growth of e-commerce in Korea
- The digitalisation strategy in Korea – how e-retailers can capitalise on this



**Dong-Hoon Kim**  
Acting President  
**Korean e-Business Association (KOEB)**

**10.15 Official opening ceremony of exhibition, followed by refreshments**

**ACCELERATING E-COMMERCE DEVELOPMENTS IN ASIA**

**11.45 Achieving competitiveness through innovative e-commerce strategies: Maximising market penetration through the best mix of online and offline channels**



- Innovative E-marketing strategies – creating e-loyalty, change management, appealing look and feel of your website
- Creating a trusted transaction framework for e-booking – enhancing the consumer's confidence in e-shopping by providing a secured payment platform
- Smart sourcing and smart partnership – keys to success of your e-business portfolio



**Sushil Baguant**  
Executive Vice President – Information Systems  
**Air Mauritius**

**12.15 Developing a profitable and sustainable e-business: Where are the big bucks; what markets are promising growth and opportunities?**



- Market analysis – In creating a successful platform to build e-commerce, it is vital to understand your market and recognise the needs of your target demographic
- Business planning – Ensuring you've done your homework regarding your approach to market, call to action and how you deal with responses
- Marketing planning – How will you find the customers, reach out to them, communicate clearly, and keep them coming back?

Panelists:



**Sushil Baguant**  
Executive Vice President – Information Systems  
**Air Mauritius**



**Frank Bomers**  
Co-Founder & Managing Director  
**Conference Bay Pte. Ltd., Singapore**



**Andrew Cooper**  
CEO  
**Dstore, Australia**



**Philip Ho**  
General Manager, Singapore & Director of Marketing  
**ZUJI APAC, Singapore**

Moderator:



**Mark Trudinger**  
Vice Chairman  
**Internet Industry Association of Singapore (IIAS)**

**12.45 Maximising ROI of global payment strategies**

- Comparing online payment behaviors and trends of global markets
- Payment methods alternative to credit cards: key to maximising ROI
- Managing online fraud



**Mark Fleming**  
Business Development Manager  
**Global Collect Services, The Netherlands**

**1.15 Networking luncheon and exhibition viewing**

**E-COMMERCE BUSINESS MODEL INNOVATIONS**

**2.30 The eBay story: Expanding your business online in a cost effective manner**

- Lessons learnt in selling internationally and building brand awareness in global markets
- Reaching millions of potential customers worldwide through the web
- Increasing your sales and revenue - Leveraging eBay as an export channel



**Sam McDonagh**  
Director  
**eBay Southeast Asia, Singapore**

**3.00 Waking up a sleeping industry: Introducing e-commerce in the conference industry**

- How does the conference industry currently use the Internet?
- How is e-commerce and the Internet changing this industry?
- What are the results and what can other industries learn from this?



**Arnout Mostert**  
Founder & CEO  
**Conference Bay Pte. Ltd., Singapore**

**3.30 SPEED NETWORKING**

**4.00 Afternoon refreshments and exhibition viewing**

**E-MARKETING AND WEB MANAGEMENT STRATEGIES**

**4.30 The Yahoo! story: Leveraging on digital marketing as part of multi-channel marketing to reach consumers – Aligning online and offline marketing strategies**

- Getting the most out of online advertising - helping build a closer relationship with target consumers to ultimately achieve marketing and communications objectives
- Understanding the huge shift in advertising budgets from print and traditional media to online
- Yahoo!'s best practices in successful digital marketing campaigns and the business results it helped achieved



**Rosalind Tan**  
Senior Sales Manager  
**Yahoo! Southeast Asia, Singapore**

**5.00 Utilising comparison shopping engines to maximise sales and ROI for e-commerce websites**



- Importance of landing page optimisation
- Ways in managing data feeds
- Strategies in controlling your ROI



**Timothy Chereski**  
Director  
**MyShopping.com.au, Australia**

**5.30 Close of day one conference**

**6.00 Post conference Party: Fun, Music and Drinks!**



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8.50 Chairman's opening remarks



**Edmon Chung**  
CEO

**DotAsia Organisation**  
Vice Chair

**Internet Society HK**  
Chairman

**Secure Online Shopping Association (SOSA), Taiwan**

**THE PSYCHOLOGY OF ONLINE RETAILING: UNDERSTANDING THE E-SHOPPER**

9.00 **Understanding, converting and retaining the online shopper: Practical CRM strategies for online retail**

- Identifying your most profitable customers
- Measuring their future value
- Determining future ROI on promotional expenditure



**Andrew Cooper**  
CEO

**Dstore, Australia**

9.30 **Flyadamair as the pioneer e-business in Indonesia: Creating that unique online shopping experience**

- Understanding e-commerce industry and market in Indonesia
- Why Flyadamair become the pioneer of e-commerce website in Indonesia
- Strategies to success online in Indonesian e-commerce industries: introducing e-ticket for passenger's ease



**Yundi Suherman**  
Chief Commercial Officer

**AdamAir, Indonesia**

10.00 **Moving from Bricks & Mortar to Online: Issues and challenges faced by traditional retailers**

- Dealer to MVNO – our new business model
- New consumers and new media – strategy to get us there
- Where to next – how we will continue aggressive growth



**Andrew Lane**  
Head of Online Sales  
**Crazy Johns, Australia**

10.30 **Morning refreshment and exhibition viewing**

**BUILDING E-CONSUMER CONFIDENCE – PROVIDING A SECURED E-COMMERCE ENVIRONMENT**

11.15 **China insight: E-commerce developments and market trends in China**

- Review of the E-commerce market in China
- The role of Alipay
- Effective e-commerce solutions – creating a secured payment environment where the e-shopper feels confident to buy online

Senior Officer  
**Alipay, China**

11.45 **Leveraging on Web 2.0 in the Gulf region**

- What is Web 2.0 and how e-businesses can learn from it?
- How can e-retailers profit from Web 2.0?
- User generated content – what this means to traditional e-commerce practitioners



**Ronaldo Mouchawar**  
CEO  
**Souq.com, UAE**

12.15 **Networking luncheon and exhibition viewing**

**LEGISLATIONS AND REGULATIONS – PROTECTING YOUR E-BUSINESS AND CUSTOMERS**

1.30 **Handling e-privacy issues across APEC jurisdictions**

- What is privacy and what are the privacy issues in an online context?
- What is the current state of play on privacy issues in APEC?
- How should an enterprise deal with e-privacy issues?



**Toh See Kiat**  
Director and Chairman  
**Goodwins Law Corporation**  
Chairman  
**CommerceNet Singapore Limited (CNSG)**

2.00 **Current development of e-commerce legal issues and threats – Aligning the legal infrastructure in Asia with growth and expansions**

- The status of e-commerce today in the business environment and where the law has adapted
- What are the greatest threats to a successful e-business and why these need to be addressed?
- What solutions are available and what can be done?

**Associate Professor Harry SK Tan**  
Director, Centre for Asia Pacific Technology Law & Policy  
**Nanyang Business School, Nanyang Technological University, Singapore**

**FUTURE TRENDS IN E-COMMERCE IN ASIA**

2.30 **Globalisation of SMEs & e-commerce**

- Globalisation for SMEs of today
- The revolution of e-commerce in the world
- SMEs & e-commerce a perfect couple?



**Bryan Teh**  
Executive Director  
**The Association of Small & Medium Enterprises (ASME), Singapore**

3.00 **Afternoon refreshments and exhibition viewing**

3.45 **'Unwire the City' – Critical success factors for wireless e-commerce**

- What is the measurement of success?
- What are the five factors to success?
- What are the future trends to look out for?



**Billy Yeung**  
Founder and Managing Director  
**Y5ZONE, Hong Kong**

4.15 **What are some future trends to expect in Asia's e-commerce market and where are the opportunities?**



- Examining e-commerce trends in different sectors
- What are the possible business implications to look out for?
- Are there similar business opportunities for B2B and B2C markets?

Panellists:



**Timothy Chereski**  
Director  
**MyShopping.com.au, Australia**



**Ronaldo Mouchawar**  
CEO  
**Souq.com, UAE**



**Billy Yeung**  
Founder and Managing Director  
**Y5ZONE, Hong Kong**

Moderator:



**Edmon Chung**  
CEO  
**DotAsia Organisation**  
Vice Chair  
**Internet Society Hong Kong**  
Chairman  
**Secure Online Shopping Association (SOSA), Taiwan**

**ROUND TABLE DISCUSSION SESSIONS**

4.45 **Round table 1: Online retailing versus off-line retailing – competition or complementary?**



**Round table 2: How can you build consumer confidence and trust in online retailing?**

**Round table 3: Leveraging on on-line marketing strategies to attract and retain consumers – Creating that unique online experience**

**Round table 4: Customer satisfaction is key! Meeting rising customer expectations month to month**

5.45 **Closing remarks & close of conference**

Friday 11 April 2008

10:00am – 3:00pm

*(This will be a participatory event, combining presentations, discussions, and small group sessions)*

## Effective on-line marketing strategies for business success



Led by  
**Rosalind Tan**  
Senior Sales Manager  
**Yahoo! Southeast Asia, Singapore**

### Objectives & Agenda

All around the world, there has been a huge shift in advertising budgets from print and traditional media to online. With people spending more and more time on the internet, online advertising can help build a closer relationship between a company and their target consumers to ultimately achieve their marketing and communications objectives. Equip yourself with some best practices in successful digital marketing campaign through this masterclass to help you develop a successful and profitable e-business here in Asia.

### About Your Masterclass Leader

**Rosalind Tan**, Senior Sales Manager  
**Yahoo! Southeast Asia, Singapore**

Ms. Rosalind Tan is Senior Sales Manager, Yahoo! Southeast Asia. She leads a team of sales managers in developing tailor-made solutions to help clients including Nokia, Sony Ericsson, Samsung, Motorola, Dell, Sharp, ING, SIA, HSBC, DBS and others maximize online marketing and advertising campaigns targeting national, regional and worldwide internet users. Additionally, Ms. Tan manages Yahoo!'s reseller relationships in Singapore, Malaysia, Philippines, Vietnam, Thailand and Indonesia.

Previously, Ms. Tan worked with ZDNet Asia and CNET Asia with its regional launch and expansion in Asia. She has also worked with Engage Asia, a provider of online advertising solutions for marketers.

Ms. Tan holds a Bachelor of Commerce double major in Economics and Marketing from the University of Canberra in Australia. She is currently based in Singapore and has lived in Hong Kong, Malaysia, Thailand as well. She is a lover of the great outdoors.

**Register for the masterclass today!**  
**Call our customer service at +65 6322 2701,**  
**complete the form at the back of**  
**this brochure and fax to +65 6223 3554,**  
**or simply register online at**  
**[www.terrappinn.com/2008/ecommerce](http://www.terrappinn.com/2008/ecommerce)**

*Note: Registration for workshop starts at 9:00 am. The workshop will commence at 10:00am and end at 3:00pm. Refreshment and lunch will be served at appropriate times.*



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## Be part of the Asian e-commerce arena Meet potential clients and partners at

### Why sponsor E-commerce Asia Summit 2008?

E-commerce Asia Summit 2008 is Asia's only conference featuring senior level executive speakers from the buyer community globally and showcasing the world's best case studies, lending a valued platform for industry experts to network and do business all under one roof!

Co-located with Asia's most established smart card and payments event – **Cards Asia**, together with **Retail Solutions World Asia**, will be your most comprehensive e-commerce marketing platform.

### WHY E-commerce Asia Summit 2008?

- Asia's definite and leading, senior level executive forum
- Showcase of the industry's market leaders, exchange of knowledge, expertise, business, etc. all under one roof

### FACTS about Sponsorship – WHY SPONSOR?

- Demonstrate thought leadership and make a business case for investment
- Keep your brand at the forefront of your potential customers
- Announce new partnerships
- Raise market awareness of your new solution or product
- Network and get onto new customers' shortlist
- Develop and reinforce key relationships
- Be ahead of your competitors
- Generate new business leads and sales opportunities into new markets
- Discuss new product developments
- Gain media exposure

If you have a solution or a product to offer to the e-commerce buyer community, E-commerce Asia Summit 2008 will be your best valued platform to showcase and do business with your best business prospects.

Speaking and exhibiting opportunities are limited and available on a first-come basis. If Asia is your key market, then you should not be missing out on the best that we have to offer you at the region's key event.



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To find out more, please contact Sophia Ku  
at 65 6322 2720 or [sophia.ku@terrapinn.com](mailto:sophia.ku@terrapinn.com)

**EXPERIENCE E-Commerce Asia Summit 2008 today!**



Sharing



Knowledge

### Hotel accommodation

Hotel	Category	Distance to venue	Room Rate (Single/Twin)
<b>Official Hotel</b>			
Swissotel The Stamford	★★★★★	10 mins walk	S\$ 290++
<b>Supporting Hotels</b>			
Pan Pacific Singapore	★★★★★	5 mins walk	S\$ 360++
Marina Mandarin	★★★★★	5 mins walk	S\$ 340++
Raffles The Plaza (North Tower)	★★★★★	10 mins walk	S\$ 320++
Rendezvous Hotel	★★★★	30 mins walk	S\$ 270++
City Bayview Hotel	★★★	20 mins walk	S\$ 195++ (single) S\$ 210++ (twin)

- Rates are subject to 10% service charge and 7% goods & service tax
- 1-way shuttle transfer (2 trips in the morning) will be provided by Swissotel The Stamford, hotel to Suntec, during conference days. The transfer schedule will be given upon guests check in.

Special rates have been negotiated for conference attendees. Please make your bookings directly with our official travel agent, Orient Explorer to take advantage of the special rates. Please indicate that you are attending Terrapinn's **E-commerce Asia Summit 2008**. Please make your bookings early as rooms are limited!

**For further information, please contact: Orient Explorer (S) Pte Ltd**

12 Aljunied Road, #05-02 SCN Centre, Singapore 389801

Tel: (65) 6339 8687 Fax: (65) 6339 9536 / 6339 3731

Email: [mail@orient-explorer.com](mailto:mail@orient-explorer.com)

Contact Person: Ms Vivian Chen/Ms. Karin Chua/Ms. Wendy Wang

# a. E-commerce Asia Summit 2008!



**New connections**



**Networking**

## Cards Asia Party



Celebrating our 13th Cards Asia Party in the most fashionable style with a specially designed Gaelic theme - get ready to own 8 different international draft beers at Durty Nelly's Irish Pub!

Brought to you by the Cards Asia Team, we would like to invite all our sponsors, exhibitors and conference delegates to an evening of good fun, drinks and food. Here's your opportunity to meet more people and business associates from around the region at the Cards Asia Party.

### Don't miss out!

Date: **9th April 2008**

Venue: **Durty Nelly's Irish Pub, Marina Square**

Time: **6pm to 9pm**



## About our sponsor



**GlobalCollect** is the leading Payment Service Provider of local payment solutions for international businesses with expertise in electronic payment methods for Customer Non-Present (CNP) businesses. Globalcollect is more than a payment service provider and offers a full service. While most providers limit their payment services to a technical link with payment acquirers, GlobalCollect provides a complete service which includes the contractual and technical connections to local payment processors worldwide, bank account network management, payment matching, reporting and finally the fund remittance. Our online payment platform offers the largest range of local payment methods and currencies in over 200 countries including all major credit and debit cards, direct debits, bank transfers, real-time bank transfers, eWallets, cash at outlets, prepaid methods, checks, and invoices.

Media partners:



## Response Form

Fax to +65 6271 8057

YES! Please contact me to discuss sponsorship opportunities at E-commerce Asia Summit 2008

Name: .....

Job Title: .....

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Main Line of Business: .....

Address: .....

Postal code: ..... Country: .....

Tel: .....

Fax: .....

Email: .....

Website: .....

Registration form



9 - 11 April 2008, Suntec Singapore

**4 easy ways to register**

**Phone:** (65) 6322 2701  
**Fax:** (65) 6223 3554  
**On-line:** www.terrapinn.com/2008/ecommerce  
**Post:** Terrapinn Pte Ltd  
 1 Harbourfront Place, #18-01  
 Harbourfront Tower 1, Singapore 098633  
**Biz Reg No.:** 198902388R

**Delegate fees**

Package	Dates	Book before 15 January 2008	Book between 16 Jan – 12 Feb 2008	Book between 13 Feb – 11 Mar 2008	Book after 12 March 2008
<input type="checkbox"/> <b>3 day pass</b> (2 day conference + 1 day post masterclass)	9 - 11 April 2008	S\$3,795	S\$3,895	S\$3,995	S\$4,095
<input type="checkbox"/> <b>2 day pass</b>	9 - 10 April 2008	S\$2,795	S\$2,895	S\$2,995	S\$3,095
<input type="checkbox"/> <b>1 day masterclass</b>	11 April 2008	S\$1,695	S\$1,695	S\$1,695	S\$1,695

\* The registration fee includes lunch, refreshments and full conference documentation. The fee does not include hotel accommodation.  
 Payment terms are 7 days. Delegates may be refused admission if payment is not received prior to the conference.  
 \* 7% GST is applicable to local delegates only \* Please note that only one discount scheme applies.

**Corporate groups. Yes, I want to send a team and save even more.**

Delegates	Package	Normal Price	Group Price	Savings
<input type="checkbox"/> 3	3-day pass	SGD 12,285	SGD 11,056	<b>SGD 1,229</b>
<input type="checkbox"/> 6	3-day pass	SGD 24,570	SGD 19,656	<b>SGD 4,914</b>
<input type="checkbox"/> 8	3-day pass	SGD 32,760	SGD 24,570	<b>SGD 8,190</b>

**Don't forget to register for the masterclass**

\*\* Corporate booking prices cannot be used in conjunction with any other promotional prices

**Attendees Details**

	Mr/Mrs/Ms	Full Name	Job Title	Telephone	Email
1					
2					
3					

**Company Details**

Signatory must be authorised to sign on behalf of contracting organisation

Name: .....

Job title: .....

Authorising Signature: .....

Email: .....

Organisation name: .....

Industry: .....

Address: .....

Postcode: ..... Country: .....

Tel: ..... Fax: .....

**Method of payment**

Registration is ONLY confirmed on receipt of payment. Please quote **141351**, your company name and delegate(s) name(s).

Bank Transfer     Crossed cheque payable to Terrapinn Pte Ltd  
 Mastercard     Visa     American Express     JCB     Please invoice me

Cardholder's Name: .....

Card Number: .....

Cardholder's Signature: .....

Expiry Date: .....

**Bank Transfers:** Payment by bank transfer must quote the delegate name and reference above. Transfers should be made to Standard Chartered Bank, 6 Battery Road, Singapore 049909  
**Account name: Terrapinn Pte Ltd, Account No. 01-008-9045-8**  
 Payment terms are 7 days and must be received before the conference date in order to guarantee your place. Unpaid registrations will be billed 50% of the registration fee if you do not attend the event. You will, however, be given access to our online contact system and a copy of the conference documentation will be sent to you.

**Venue and hotel accommodation**

**Venue:** Suntec Singapore  
 1 Raffles Boulevard, Suntec City, Singapore 039593  
 Tel: (65) 6337 2888 / 6825 2179, Fax: (65) 6825 2222

**Hotel Accommodation:** The conference fee does not include hotel accommodation. For special rates, please make our bookings directly with Orient Explorer and state that you are attending Terrapinn's **E-commerce Asia Summit 2008**. Please book early to avoid disappointment

**Data protection**

Terrapinn [Limited] (or its agents) may contact you by mail, phone or email about products and services offered by Terrapinn and its group companies, which Terrapinn believes may be of interest to you, or about relevant products and services offered by reputable third parties. Terrapinn may also disclose your contact details to such third parties to enable them to contact you directly. Certain entities to which Terrapinn discloses your contact details are located in territories overseas which have fewer legal safeguards to protect personal data. [By returning this form to us,] you agree to our processing of your personal information in this way.  
 Please tick the appropriate box if you do not wish to receive such information  
 the Terrapinn group; or  reputable third parties.

**Cancellation and transfer**

Should you be unable to attend, a substitute is welcome at no extra charge. Alternatively, you may choose to credit the full value of your registration towards a future Terrapinn event. A 50% refund and the course documentation will be provided for cancellations received in writing up to 14 days before the event date. The company regrets that no refunds will be made for cancellations received less than 2 weeks prior to the conference. A complete set of course documentation will, however, be sent to you. Terrapinn reserves the right to cancel or alter the content and timing of the program or the identity of speakers for reasons beyond its control.

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