

## C-store retailers spotlight NACS Convenience Summit Asia

Klaas Mantel, past attendee and Head of Global Convenience, Shell International Petroleum Company Limited (Thailand), shared his views on the state of convenience retail in Thailand during a Q&A at the 2019 NACS Show in Atlanta, Georgia, in October.



Registration is open for the NACS Convenience Summit Asia (CSA), March 3-5, 2020, in Bangkok, Thailand. The premiere event will immerse global convenience and fuel leaders in the digital transformation of Bangkok's retail market. Hear from inspiring speakers, learn from innovative case studies and join experts on guided retail tours of this bustling city. Plus, network with over 100 senior executives from more than 20 countries.

### **NACS: From Shell's perspective, what is the future of convenience retailing in Bangkok?**

Mantel: The world is truly global in terms of the trends in convenience. The next event [CSA] that is coming to Bangkok is really going to be amazing. What you'll see there is great retail; convenience retail is great and the shopping malls.

Even more interesting is what is coming next. There are two areas where those trends are playing out. One is the payments space. Chinese vendors coming down – Alipay, WeChat Pay. There's traditional credit card, debit card and a lot of local grown couponing and these wallets aligned with the local version of WhatsApp Pay. Banks are in there, so the big battleground for payments is huge in Thailand.

The other thing is “New Retail,” omni-channel. Thai consumers are in the top three worldwide of spending time online and top three for spending time in shopping malls. So, there's a whole ecosystem around omni-channel, delivery and people interacting differently with retailers. That's why Bangkok is a brilliant choice.

Jose Victor Paterno, president and CEO of Philippine Seven Corp. (7-Eleven Philippines), offered these takeaways from his past CSA experiences:

**NACS: What makes CSA unique?**

Paterno: CSA takes place each year in a host country specifically chosen for how it highlights a key area of convenience retailing innovation.

**NACS: What can CSA attendees expect in 2020?**

Paterno: CPALL, Central Group (recently profiled in the October 2019 issue of *Global Retail News* for its omnichannel offerings) and PTT (Thailand's leading petroleum and convenience retailer) will present insights on what it's like to compete in a multinational FMCG country. CEOs have told me that Thailand is “possibly the most brutally price competitive market in Asia.” You will hear what these companies are doing to stay on top.

**NACS: What are some other reasons to attend CSA?**

Paterno: There will be plenty of opportunities to build relationships with decision-makers from retailers like 24Seven, 7-Eleven, Circle K, PetroChina, Secoma, Shell and more. Sessions will cover progressive industry issues such as digital retailing, labor productivity and environmental responsibility. Retail tours curated for the diversity of their industry points of view and led by local experts will put the issues discussed during the sessions in context.