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Home

The Future of eCommerce

11 April 2017, Tuesday

10.00am -12.00pm

(Registration starts at 9.15am)



Guest of Honour

Dr Janil Puthuchery, Minister of State, Ministry of Communications and Information & Ministry of Education

Keynote Speaker

Mr Maximilian Bittner, Founder & CEO of the Lazada Group

Venue

Singapore Management University
Mochtar Riady Auditorium
Administration Building, Level 5
81 Victoria Street
Singapore 188065

Dress Code

The dress code for this lecture is strictly **Business Attire**.

Please note that the organisers reserve the right to *refuse admission to any participant who is not properly attired*

Registration

For invited guests, please refer to the e-invite to register.

Admission is free. The School of Law reserves the right to refuse entry to persons not authorized to attend.

Public CPD Points	1.5
Practice Area	Others
Training Category	General

Participants who wish to claim CPD Points are reminded that they must comply strictly with the Attendance Policy set out in the CPD Guidelines.

This includes signing in on arrival and signing out at the conclusion of the activity in the manner required by the organiser, and not being absent from the entire activity for more than 15 minutes.

Participants who do not comply with the Attendance Policy will not be able to obtain CPD Points for attending the activity. Please refer to www.sileCPDcentre.sg for more information.

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About the Dentons Rodyk Dialogue

The Dentons Rodyk Dialogue is a partnership between Dentons Rodyk and SMU to create a major forum for thought leaders to share ideas and views affecting Asia's legal, business, cultural and economic landscape. Ultimately, it is hoped that these conversations would influence attitudes and policies resulting in a better world for all. The Dentons Rodyk Dialogue aims to be the essential event for legal, business and academic leaders to converge in order to discuss pressing issues and world trends.

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About the Organisers

Centre for Cross-Border Commercial Law in Asia

The Centre for Cross-Border Commercial Law in Asia (CEBCLA) facilitates research in all areas of commercial law especially in the Asian context. CEBCLA aims to be the leading Asian centre of research in commercial law which is informed by a variety of research methods including doctrinal, theoretical, empirical, historical and comparative perspectives. The goal is that CEBCLA will act as the meeting point and first port of call for scholars, leading practitioners, governments and policy makers pursuing rigorous, informed and significant research in commercial law in Asia.

<http://cebcla.smu.edu.sg/>

Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading edge research with global impact and produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. It is known for its interactive and technologically-enabled pedagogy of seminar-style teaching in small class

sizes.

Home to about 10,000 students, SMU comprises six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law and School of Social Sciences, offering a wide range of bachelor's, master's and PhD degree programmes in various disciplines.

With an emphasis on generating rigorous, high impact cross-disciplinary research that addresses Asian issues of global relevance, SMU faculty collaborates with leading foreign researchers as well as partners in the business community and public sector through its research institutes and centres.

<http://www.smu.edu.sg>

Dentons Rodyk & Davidson LLP

Trusted since 1861, Dentons Rodyk is one of Singapore's largest and oldest law firms with a team of more than 200 lawyers offering clients a full suite of legal services necessary to do business locally and globally. We regularly represent a diverse clientele across a broad spectrum of industries in the following practice areas:

- Corporate
- Banking and Finance
- Intellectual Property and Technology
- Litigation and Dispute Resolution
- Arbitration
- Real Estate

Consistently ranked highly in leading publications, we pride ourselves on providing the highest quality advice to our clients while maintaining strong working relationships with key public sector agencies and leading organizations in the private sector.

Our combination with global law firm Dentons created the dominant global law firm in the Pacific Rim with more than 85 offices in the region. With more than 7300 lawyers serving more than 55 countries, the Firm offers clients the benefit of quality experience in and of the communities in which they want to do business or resolve a dispute—from Canada and the United States, across Europe, the United Kingdom, the Middle East and Africa, and throughout the Asia Pacific region.

<http://dentons.rodyk.com/>

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Programme

Time	Programme
9.30am	Registration
9.55am	Guests to be seated
10.00am	Welcome Address Mr Philip Jeyaretnam SC, Regional CEO, Dentons Rodyk
10.05am	Speech by Guest of Honour Dr Janil Puthucheary, Minister of State, Ministry of Communications and Information & Ministry of Education

10.20am	<p>Keynote Address</p> <p>Mr Maximilian Bittner, CEO, Lazada Group</p> <p>eCommerce is transforming the behavior of millions of shoppers in Southeast Asia, disrupting traditional models and creating unprecedented opportunities for businesses across borders. Lazada, as the leading eCommerce player in the region, connects more than 55,000 local and international brands and sellers with over 30 million products, to the 560 million consumers in six countries in SEA.</p> <p>While online represents only 3% of total retail in the region, there is no stopping the consumer, who is driving this evolution. By 2025, eCommerce in Southeast Asia is expected to exceed US\$88 billion.</p> <p>The rapid growth of eCommerce is defining new standards in customer experience, bridging cross-border trade, and demanding new skills. Logistics, payments, mobile penetration, and laws and policies governing eCommerce pose some of the biggest challenges and opportunities.</p> <p>Maximilian Bittner, CEO of Lazada Group, will share more about the complexities of eCommerce in Southeast Asia, a dynamic business shaped by the consumer, and shaping international trade.</p>
11.00am	<p>Legal Commentary: Legal Implications on the Future of eCommerce</p> <p>Mr Gilbert Leong, Senior Partner, Intellectual Property and Technology, Dentons Rodyk</p>
11.10am	<p>Panel Discussion</p> <p>Moderator:</p> <p>Mr Philip Jeyaretnam SC, Regional CEO, Dentons Rodyk</p> <p>Panellists:</p> <p>Dr Janil Puthuchear, Minister of State, Ministry of Communications and Information & Ministry of Education</p> <p>Mr Maximilian Bittner, CEO, Lazada Group</p> <p>Mr Gilbert Leong, Senior Partner, Intellectual Property and Technology, Dentons Rodyk</p> <p>Q & A</p>
11.40am	<p>Closing Remarks</p> <p>Professor Yeo Tiong Min SC, Dean School of Law, SMU</p>
11.45am	<p>End of Session</p> <p>Lunch Reception</p>

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About the Speakers

Keynote Speaker's Profile



Maximilian Bittner, Founder & CEO of the Lazada Group

He has been the driving force behind the rapid growth of Lazada. He leads a team responsible for the performance of the Group's six markets in Southeast Asia - Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam.

Bittner served as Regional Partner at Rocket Internet SE before he launched Lazada in March 2012.

He began his career at Morgan Stanley's Investment Banking division in London prior to joining McKinsey & Company's outfit in Germany.

Moderator's Profile



Philip Jeyaretnam, SC, Singapore CEO & Global Vice-Chair, Dentons Rodyk

Philip is the Singapore chief executive officer and global vice-chair at Dentons. A leading commercial litigator and international arbitration counsel in the Litigation and Dispute Resolution and the Arbitration groups, Philip was appointed as Senior Counsel in 2003 at the early age of 38 and is named in all the major legal publications as an expert in arbitration, construction law and litigation.

Philip's active international arbitration practice as counsel spans investments and projects across Asia, and he has represented clients in arbitration proceedings in Singapore, Malaysia, Hong Kong, London, Zurich and Brunei. He is particularly experienced in disputes of two kinds, namely disputes involving difficult technical issues and disputes involving complex financial structuring.

Philip has also had numerous appointments as arbitrator, particularly under SIAC and ICC Rules.

In his court practice, recent notable cases include six wins in the Court of Appeal on novel and important legal issues, namely *CRW Joint Operation v PT Perusahaan Gas Negara (Persero) TBK* [2011] 4 SLR 305, *Mano Vikrant Singh v Cargill TSF Asia Pte Ltd* [2012] 4 SLR 371, *Yong Kheng Leong v Panweld Trading Pte Ltd* [2013] 1 SLR 173, *Cupid Jewels Pte Ltd v Orchard Central Pte Ltd* [2014] 2 SLR 156, *Dynasty Line Limited v Sukanto Sia and Lee Howe Yong* [2014] SGCA 2, and *AKN v ALC* [2015] SGCA 18.

Philip was president of The Law Society of Singapore from January 2004 to December 2007, and was the founding chairman of the Society of Construction Law, Singapore. He is currently Chairman of Maxwell Chambers, the world's first integrated dispute resolution venue.

Philip is on the Public Service Commission, the constitutional body that oversees the civil service in Singapore. He is also on the Presidential Council for Minority Rights, which advises the President of Singapore under the equality provisions of the Constitution.

To read more about Philip, [click here](#).

Legal Commentator's Profile



Gilbert Leong, Senior Partner, Intellectual Property & Technology Practice Group, Dentons Rodyk

An accomplished Intellectual Property & Technology lawyer, Gilbert has represented some of the largest users of technology in Singapore in their procurement of IT systems. He has extensive experience in preparing agreements relating to software development; acquisition; information technology turnkey projects; technology consultancy services and e-commerce issues and advising on data protection matters. As a member of various think tanks, he has participated in the formulation of policies dealing with the Internet and data protection. In addition to his legal qualifications, Gilbert also holds a Certificate in Computer Programming and Information Processing from the City & Guilds of London Institute. Gilbert has authored numerous articles and given speeches on a variety of intellectual property rights, technology issues and electronic commerce.

Gilbert and his TMT practice are recognised by the following directories:

- *Chambers Asia Pacific*, Technology, Media and Telecommunications, 2011 – 2017
- *International Who's Who* of Information Technology, 2014 – 2017
- The Legal 500 Asia Pacific
- Asialaw Profiles

To read more about Gilbert, [click here](#).

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Registration

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For others, please [click here](#) to register.

****SMU School of Law reserves the right to refuse admittance to anyone, or dismiss individuals displaying inappropriate or disrespectful behaviour, without cause or explanation.***

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Location Map



SMU Campus Map

How to get here

Singapore Management University

Mochtar Riady Auditorium

Administration Building, Level 5

81 Victoria Street

Singapore 188065

Bus Service Numbers :

NTUC INCOME CENTRE

(Bras Basah Road)

106, 111, 131, 14, 14e, 16, 162, 162M, 167, 171, 175, 36, 502, 502A, 518, 518A, 551, 575, 576, 577, 578, 579, 580, 581, 7, 700, 700A, 77, 857

MRT Stations :

City Hall MRT (EW13/NS25)

Bras Basah MRT (CC2)

Bus Service Numbers :

GRAND PACIFIC HOTEL

**(formerly Allson
Hotel) (Victoria St)**

12, 175, 2, 32, 33, 51, 61, 63, 7, 80

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Contact Us

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News

S'pore seeks clarity on tech impact before it legislates *The Business Times*, p2 ☐

Legal challenges loom as online sales boom *The Straits Times*, pB4 ☐

Inaugural “The Future of E-Commerce” Dialogue held in Singapore *Xinhuanet.com*

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