



Press Contacts

Celest Lim
Adobe
+65 6511 9959
celim@adobe.com

Jamie Tan/Emelyne Sng
Text100 for Adobe
+65 6603 9000
Adobesg@text100.com.sg

Save the Date: Adobe to Empower Digital Experiences for Businesses in Southeast Asia at Adobe Experience Forum 2017

Leading brands and industry experts to discuss powering customer experiences through digital technologies

SINGAPORE, 5 July 2017 — Adobe Experience Forum 2017, the leading industry conference for digital experience and business transformation, is set to return to Singapore on 25 July, paving the way for brands to transform into *Experience Businesses* to cater for the changing needs of consumers today.

Industry leaders from brands including **DBS Bank, StarHub, Tourism Australia, and Discovery Networks Asia-Pacific**, will take the stage to discuss how they develop and deliver standout customer experiences in a world with ever increasing competitive pressures, consumer expectations, new emerging technologies and customer touch points.

“The rapid growth and adoption of digital technology in Southeast Asia have put us at the forefront of a transformative shift in customer expectations. Today, digital transformation is already at the center of every boardroom discussion, and only businesses that are laser-focused on delivering exceptional *customer experiences* – by combining data, design and customer intelligence into their business model – are the ones that will truly stand out from competition,” said V.R. Srivatsan, Managing Director, Adobe Southeast Asia.

“Adobe recently announced Adobe Experience Cloud, made up of Adobe Marketing Cloud, Adobe Analytics Cloud, and the new Adobe Advertising Cloud. These, combined with Adobe Creative Cloud and Adobe Document Cloud, provide a complete platform for brands to become *Experience Businesses*,” Sri added.

Adobe Experience Forum Singapore will take place on 25 July at the Grand Hyatt Singapore, and is expected to draw over 500 industry leaders, digital marketers, publishers, advertisers, content managers and business executives from the region. This year, the Adobe Experience Forum will also be held for the very first time, in Thailand on 12 July at the InterContinental Bangkok, and in Malaysia on 8 August at the Le Méridien Kuala Lumpur. Adobe powers 91 trillion transactions annually across the globe – more than any other company in the space – for major brands across industry verticals including some of Southeast Asia’s leading financial services, telecom, retail, and travel & hospitality companies.

Conference Highlights

- Joining Adobe speakers on the main stage will be Pearlyn Phau, Managing Director & Deputy Group Head of Consumer Banking Group & Wealth Management at DBS Bank, Howie Lau, CMO at StarHub, and John O’Sullivan, Managing Director & CEO at Tourism Australia.
- Three tracks will offer six breakout sessions with Adobe experts and top brands across industries including financial services, media & entertainment, travel & hospitality, and consumer electronics. The tracks will focus on key marketing and advertising technology areas including cross-channel marketing, customer experience, data-driven marketing, and programmatic advertising. See agenda [here](#).
- Don’t miss “Sneaks” hosted by local comedian Chua Enlai before the end of the day, offering an exclusive sneak-peak at innovations in development at Adobe.
- For registrations and more information about the conference, visit the Adobe Experience Forum website: <http://bit.ly/experience2017SIN>
- Follow Adobe Experience Forum updates on [Twitter](#) and [SEA Facebook](#) with #AdobeXF.

Event Details

Adobe Experience Forum Singapore

- Date: Tuesday, 25 July 2017
- Location: Grand Hyatt Singapore – 10 Scotts Road, Singapore 228211.
- Website: <http://bit.ly/experience2017SIN>

Adobe Experience Forum Thailand

- Date: Wednesday, 12 July 2017
- Location: InterContinental Bangkok – 973 Phloen Chit Rd, Khwaeng Lumpini, Khet Pathum Wan, Krung Thep Maha Nakhon 10330, Thailand.
- Website: <http://bit.ly/experience2017THA>

Adobe Experience Forum Malaysia

- Date: Tuesday, 8 August 2017
- Location: Le Méridien Kuala Lumpur – 2 Jalan Stesen Sentral, Kuala Lumpur Sentral, Kuala Lumpur, 50470, Malaysia.
- Website: <http://bit.ly/experience2017MAL>

About Adobe Experience Cloud

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform integrating with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei’s machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, a robust partner ecosystem delivering an unmatched expertise on experience delivery.

About Adobe

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com/sea.

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