



2nd November 27, Shanghai Cross-Border E-Commerce (Import) Conference & Exhibition China 2014

Gold Rush in the Booming Market of China Overseas Online Shopping

November 27, 2014, Thursday | Shanghai Convention & Exhibition Center of International Sourcing, China

0800 Registration and Morning Coffee

0855 Opening Remark by Conference Chairman

Yongyuan Yu, Senior Expert of Cross-border eCommerce
Chief Operation Officer, Bird System

Global E-Commerce Market Outlook and China Market Opportunities

0900 Policy Updates on Cross-Border E-Commerce Customs Clearance

Min Shi, Director, Passengers and Mails Department, Shanghai Customs

0930 Cross-Border eCommerce Pilot City—Zhengzhou Case Sharing

This speech will address issues such as policies and incentives, innovative business modes, the ways to clear obstacles and to promote healthy development of cross-border e-commerce.

Ping Xu, General Manager,

Henan Province Import Products Bonded Logistics Center

Solving the Cross-Border eCommerce Puzzles

1000 Overcome the Obstacle of Cross-Border eCommerce Supply Chain

Jinling Li, Marketing Director, Top Ideal SCM

1030 Coffee Break & Networking

1100 Total Logistics Solution for Cross-Border eCommerce Import

Steven Li, SVP, 4PX

1130 PayEase E-Commerce Cross-Border Payment Solution

Kino Kwok, General Manager, PayEase

1200 Current Status and Future Outlook of eCommerce Cross-Border Payment

Jin-Kit Koh, VP of Business Development, APAC, Payvision

1230 Buffet lunch

Gold Rush on China's Booming Cross-Border E-Commerce Import Market

1400 Analysis on Business Model of Cross-Border eCommerce import, Investment Opportunities and Future Industry Competition Pattern

- What are the main business models for cross-border ecommerce import industry: Overseas shopping service, discount sales on own stock, or overseas brands platform service?
- Frameworks of current cross-border ecommerce import market in China and future trends.

Hao Xiong, VP Investment, Legend Capital

1430 The Rise of Digital Commerce in China and the Challenges and opportunities for global brands

Darryl Su, Regional Sales Director, Demandware Greater China

1500 Panel Discussion : Cross-Border eCommerce Import Platforms

This forum will bring together mainstream Chinese import e-platforms, including the official platforms in pilot cities, import portals of large comprehensive e-business, dedicated import e-platforms, to discuss the cross-border e-commerce business mode, and how they cooperate with overseas brands and agents, and the way they respectively deal with the issues of logistics, customs clearance and after-sale service and etc..

Panelists:

Xuejun Fu, Chairman, wgy.com

Jacky Huang, VP, yhd.com

Zhixiang Xie, General Manager, goldant.com.cn

Xing Zhao, CEO, tiantian8.com

Guohua Zhang, Deputy General Manager,

Zhejiang Province Materials Industry Group eCommerce Co., Limited

1545 Coffee Break & Networking

China eCommerce Market Winning Strategies for Foreign Companies

1600 How to Carry on Omni-channel Retailing Strategy in China

- Impact on traditional retailing industry in digital era
- Digital Marketing: Social Media, Search, Mobile Marketing and more
- Online 2 Offline (O2O) Commerce Strategy
- Successful case studies

Patrick Deloy, Founder & CEO, Bluecom

1630 Fast-evolving Global Cross-Border eCommerce Market

- Official release of global cross-border ecommerce report 2014
- Official release of Chinese cross-border import/export market 2014
- Opportunities and challenges of global cross-border e-commerce
- Market outlook for 2015 global cross-border e-commerce
- Creation of global cross-border e-commerce community, achieve the goal of Buy globally, and sell globally

Rolf Visser, Chairman, Cross-Border E-Commerce Community (CBEC)

1700 Panel Discussion: Cross Border to China for International Brands and Retailers

This forum will gather retail brands in various countries, including traditional brick and mortar retailers and pure eCommerce pure players, some of which have been in Chinese market for many years while others are just embarking on aggressive business plans, they will share their understanding about China's e-commerce and market expansion strategies.

- New discoveries from the 10,000 analysis of Chinese e-buyers
- Uniqueness of China's eCommerce market, consumer shopping habit, retailing models and more
- How to formulate your brand's e-commerce strategy in China market?
- The successful cases to be learnt from as well as failures and traps to be avoided

Panelists: Ron Wardle, China CEO, ExportNow

Scott Williams, VP, American Chamber of Commerce, Shanghai

Paul Yao, CEO, TradeFWD

Wei Wang, Marketing Director, China ASOS

Doron Kalinko, CEO, Smartbuyglasses.com

1800 End of the Conference

1830 China Cross-border eCommerce Industry Leaders Award Ceremony and VIP Banquet