



Inaugural **Cross-Border E-Commerce (Import) Conference & Exhibition China 2014** May 22-23, Shanghai

The **FIRST&ONLY** Cross-Border Online Shopping Summit to be held in China

“Gold Rush in the Booming Market of China Overseas Online Shopping”

Event Highlights:

- 1000+ Visitors of Professional Buyers
- 250+ High Level Participants
- 50+ Online Forum and Medias on Overseas Online Shopping
- 30+ Eminent Speakers from Global Leading E-commerce Operators
- 25+ Cross-Border E-commerce Platform Demo Shows
- 1 Conference + 1 Mini Exhibition
- Pre Arranged One-on-One Business Meeting

Why Should Attend?

(For Cross-border Online Shopping Platforms, Overseas Online Retailers, Retail Brand Owners)

- Hearing in-depth interpretation of policies and regulations on import e-commerce industry from government authority and industry expert.
- Taking advantages of the investment preferential policies from leading E-commerce industry park in China
- Understanding the needs of Chinese online shoppers by analyzing the Chinese overseas online shopping market trends
- Improving your brands awareness by our media partner's massive reporting of this event
- Interacting directly with your Chinese customers by setting up a booth and showcasing your e-commerce platform
- Meeting with in-charge persons of 50+ leading online forums and rebates websites in China, and finding out some promotion solutions
- On-site discussing with leading Chinese online shopping platforms and developing corporation relationship with them for China market penetration.

Why Should Attend?

(For International Logistics & Warehousing, Cross-border Online Payment, E-commerce Platform Promotion and IT Solution Providers)

- Building Connections with C-level executives of global leading cross-border E-commerce operators
- Exhibiting and Showcasing your products and solutions in front of your most valuable target customers
- Building your unique brands by showing up in this First & Only cross-border online shopping summit in China
- Generating plenty of new customers which will rise up in next 5 golden years of cross-borders e-commerce market.

Co-located with: Cross-Border E-Commerce(Export) Conference & Exhibition China 2014



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Dear Friends,

Over the recent years, an increasing number of consumers switched their focus to overseas purchasing, the genuine products, including luxurious brands, mother and infant related items, cosmetics, trendy clothes and electronic products, enjoy widespread popularity among Chinese consumers due to their superior quality and novel designs, especially for young people who tend to be willing to try and accept new things, they have gradually cast their attention to overseas e-commerce shops, the amount spent by Chinese people in overseas e-shops is on a steady rise, in 2010,2011,2012,2013 it was 2 billion US dollars, 4.4billion US dollars,7.9 billion US dollars, 12.4 billion US dollars. in 2014, it is expected to hit 20 billion US dollars, with a overseas e-shopping population of 20 million, for the global e-commerce platforms, China is now becoming the largest and most potential e-shopping market in the world.

However, under the hot overseas e-shopping spree, a reality is revealed that there are no dominate players in the import e-commerce area up to now, with the Do-It-Yourself overseas e-shoppers (In Chinese, Haitaozu) or buyers acting as agent for consumers vying for overseas items found everywhere in China, huge development space and vast business opportunities lie ahead in this field, e-commerce operators with business acumen have realized that with the policy and various incentives given by Chinese government as well as capital inflows into this industry, in a not far future, the industry will take on a new look, the e-shops engaged in import business, whether based in China or abroad, together with DIY e-shoppers and buying agents, will become an important channel of import e-commerce.

Under this background, the Inaugural Cross-border E-Commerce (Import) Conference & Exhibition China 2014 will be launched in Shanghai China. This event will gathering more than 250 high-level participants from overseas various multi-brands e-commerce platforms, on-line retailers, well-known retail brands owners as well as leading Chinese e-commerce import platforms, main-stream vertical on-line retailers, payment services providers, international logistics & transshipment & warehousing service providers, e-commerce IT solutions providers. Furthermore, we will invite 1000+ professional visitors, including in-charge person of large overseas e-shopping online forum and rebates websites, overseas purchasing agents. This event will offer an ideal networking platform for exchanges and communication where you can learn polices and latest e-shopping development of various counties, explore Chinese overseas e-shopping client base, seek business opportunities and discuss future trend with your peers, last but not least, you can keep a leading edge over others in future competition!

We are looking forward to seeing you in Shanghai, China

Organizing Committee of Inaugural Cross-border E-Commerce (Import) Conference & Exhibition China 2014

WHO SHOULD ATTEND?

- ※ Relevant government authority
- ※ Industrial association
- ※ Overseas multi brands e-commerce platforms
- ※ Overseas on-line retailers
- ※ Overseas off-line retailers
- ※ Overseas retail brands owners
- ※ Chinese comprehensive e-commerce platform
- ※ Chinese vertical e-commerce platform
- ※ Chinese import e-commerce platform
- ※ Online Overseas shopping forum
- ※ Online Rebates website
- ※ Overseas products purchasing agents
- ※ Third-party payment solution providers
- ※ Credit card issuers
- ※ Online payment security providers
- ※ International direct mailing service providers
- ※ International transshipment service providers
- ※ International warehousing service providers
- ※ E-commercial industrial park
- ※ E-commercial IT solution providers
- ※ On-line shops design & promotion
- ※ Shopping carts software
- ※ Consulting companies
- ※ PE/VC

Cross Border E-commerce (Import) Platform Demo Show:

1: You will have 15 minutes speaking slot to show your e-commerce platform in the conference.

2: In the exhibition hall, there will be a large screen; you can use PPT /Video/Demo to show your cross border E-commerce platform in this screen to your highly targeted partners and buyers in China;

For detail sponsorship package, please contact Terry Pei, event director at +86-21-68536050 or email terry.pei@ptp-international.com

Mini Exhibition Show

A mini exhibition show will be co-located with this event, it will attract more than 1000 visitors to this event, we will invite the visitors by on-one-one Invitation as well as media's marketing to professional visitors, including in-charge person of large overseas e-shopping forum websites, on-line rebates websites, overseas purchasing agents. ou can show your products and services to your target customer by setting up a booth. For exhibitor package, please contact Terry Pei, event director at +86-21-68536050 or send Email to terry.pei@ptp-international.com



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Day One (May 22nd, 2014, Thursday)

0800 Registration and Morning Coffee

0855 Opening Remark by Conference Chairman

In-depth Analysis of Fast Growing Overseas E-Shopping Market of China

0900 Overview of Global e-commerce market: Regulatory landscape, market figures and prospects

Wijnand Jongen, Chair of the Executive Committee
Member of the Board, Ecommerce Europe

0930 What every foreign company needs to know about China e-commerce

Frank Lavin, Former United States Deputy Secretary of Commerce
Former U.S. Ambassador to the Republic of Singapore
Chairman & Founder, ExportNow

Demo Shows of Cross Border E-commerce Platforms

1000-1045 Demo shows of China import e-commerce platforms

This session will display major China import e-commerce platform, The demo shows will include platform introduction, market positioning, business models, and strategies of co-operation with overseas retailers and brand owners

1000 Platform show case one: www.culigo.com

Steven Yang, Founder, Chairman & CEO, CULIGO

1015 Platform show case two: www.yifangshop.com

Zhan Yongming, Co-founder, Yifan Shop

1045 Platform show case three: www.tiantian8.us

Zhao Xin, Founder, Tiantian Haitao

1100-1115 Coffee Break & Networking

1115 Key Business Drivers & Opportunities in Cross-Border E-Commerce

- Cross Border Ecommerce Perspective: Market versus Operational Readiness;
- Key Business Drivers for Profitable Cross-Border Ecommerce;
- China: Purchasing and Buying Preferences;
- How Cross-Border Ecommerce Community (CBEC) is organized;
- How CBEC can help Merchants worldwide with their challenges to sell cross-border.

Rolf Visser, Founder, CBEC (Cross-Border Ecommerce Community)

1145 Building Integrated logistics platform for "Sunshine" overseas online shopping

Hao Wenning, Chairman, Sinotrans eCommerce

Vice General Manager, Sinotrans Air Transportation Development

1215 A research of Top 500 Chinese largest e-commerce companies

- Internet Retailer introduction
- China 500 introduction
- Other IR research products introduction
- Trends found from China 500 Guide research
- Chinese Vs. U.S e-retail comparison

Frank Tong, Senior Editor, Internet Retailer Magazine

1245-1400 Buffet Lunch

China E-Commerce Market Access Strategies and Promotion Methods

1400 Panel discussion: Latest policies and industry development (inbound side) on Major Cross-Border eCommerce pilot cities

Panelists comes from related government organization, ecommerce platforms, industry companies from Shanghai, Hangzhou, Ningbo, Zhengzhou

Moderator: Pan Wei, Senior Analyst, Analysys International

Panelists

Qian Changsheng, Chairman, Q.City (Hangzhou)

Zhang Guohua, General Manager, ictm.tmall.com (Ningbo).

Senior Executive, Kuajingtong.com (Shanghai)

Song Mingjie, General Manager, Baoshuiguoji.com (Zhengzhou)

Senior Executive, Chongqing Information Industry Investment Promotion Center

Yang Xuehai, General Manager, WTD China (Guanzhou)

1500 Case Study: How we help overseas brands achieve success in China eCommerce market

Shaoming Yang, CEO, Baipinhui

1530 Coffee Break & Networking

1600 Global Case Study: Foreign companies expand into the

China market - How we have taken our success from Western markets and localized a great cross platform strategy for china

Doron Kalinko, Co-Founder and CEO, SmartBuyGlasses

1630 Omni channel retailing: Web, mobile, in-store, contact centre

Senior Executive, Salesupply

1700 Panel discussion : How to realize Chinese online market penetration for overseas brands and merchants

- What is the ideal e-commerce platform in China to corporate with
- Will the offline stores performance be adversely affected if the Chinese e-commerce business is launched by an overseas retail brand?
- Omni-channel e-commerce platform management
- Dealing with Channel conflict in China when selling online

Panelists:

Luis S. Galan Lozano, CEO, 2 Open

Paul Yao, CEO, TradeFWD

Jeff Nobbs, CEO, Extrabux

Rune Sølvssteen, Partner, Defacto Partners

Burghardt Groeber, VP Greater China, Hybris

1800 End of Day One



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Day Two (May 23rd , 2014 Friday)

0800 Registration and Morning Coffee

0850 Opening Remark by Conference Chairman

Strategies of Chinese Market Access for Overseas Brands in Various Vertical Market

0900 Strategies for Chinese market access for US brands

- How American Chamber help US brands access China market
- Opportunities for US imported food and beverage

Scott Williams, VP, American Chamber of Commerce, Shanghai

0930 Global Fashion E-commerce: Xiu's Experiences of Helping Overseas Companies Expand in China

- The situation of how global players get to China
- The future of cross-border fashion e-commerce
- Xiu's experiences in helping global e-commerce expand in China: eBay: Blue Nile

George Ji, CEO , Xiu

1000 Strategies for mother and infant brands e-commerce development in China.

Kevin Zhang, Technical and Operation Director Bay Line E-Commerce

1020 Coffee Break & Networking

1040 Strategies for cosmetic / skin care brands e-commerce development in China.

- e-commerce development in China
- e-commerce development for cosmetic brands in China
- Perspectives from brands, retailer platforms, and consumers
- Implications for brands

Arthur Chang, Chairman, Hangzhou UCO Cosmetics Ltd

Cross-border Online Payment

1100 Opportunities offered to third party payment solution providers by cross-border payment

- Foreign currency payment legalized-bright prospect ahead
- Blue sea looming as transnational payment license awarded to third party payment solution providers
- Customer concerns

Senior Executive, PayEase

1130 Cross-region challenges - from the perspective of a technical gateway provider

Falk Schubert, Senior Business Development Manager
PAY.ON

1200 Consumer Rights and prospect of cross-border online payment

- The issues and concerns of Chinese consumer on crossborder Internet shopping
- The issues and concerns of consumer outside of China has on crossborder Internet Shopping at Chinese merchant sites
- The key factors affecting crossborder Internet shopping
- The development trend of crossborder eCommerce

Jin-Kit Koh,VP Business Development, APAC Payvision

1230-1400 Buffet Lunch

International Logistics and warehousing

1400 How we help UK / US / Western retailers access the Chinese market and the logistics challenges we have overcome

Ed Turner, CIO, wnDirect

Lac Tran, Head of Digital, Web2Asia

1430 How to cater for demands of Chinese overseas e-shoppers for international logistics services providers?

- How to join forces with overseas e-shops to tap the potential Chinese overseas e-shopping market
- To offer better services to Chinese e-shoppers in a bid to ensure customer loyalty
- How to develop group purchasing business for transshipment services providers

Hassan Mikail, Global Director of E-Commerce, Aramex

1515 One stop Cross border eCommerce service platform

Shi Mingfei, General Manager, eFreight(Beijing)Co.,Ltd

1545 Coffee Break & Networking

1600 eCommerce User Experience Trends

Tiago doc Luz ,VP Europe,VTEX

1615 Supply Chain Solution of Cross Border eCommerce

Li Jinling, Marketing Director, Top Ideal SCM

Improve eCommerce user experience and performance by IT solutions

1645 Website performance and customer experience monitoring

Arthur Hamon Gaujal, APAC Director, IP-Label

1715 How to take advantage of mobile internet: overseas e-shopping APP for import e-shops

- Is there any need for e-shops to get involved in mobile internet to develop cell phone overseas e-shopping APP?
- How to utilizing overseas e-shopping APP to obtain mobile users
- The role of customer stability and loyalty offered by overseas e-shopping APP

Speaker to be confirmed

1745 Closing remarks from the Chair