



Inaugural **November 28, 2014** **Cross-Border E-Commerce (Export)** Conference & Exhibition China 2014

November 28, 2014, Friday | Shanghai Convention & Exhibition Center of International Sourcing, China

0800 **Registration and Morning Coffee**

0855 **Opening Remark by Conference Chairman**
Carsten Kraus, CEO & Founder FACT-Finder

Future Trends of Cross-Border eCommerce Export Market

0900 **Panel discussion: Big Picture -Where are cross-border e-commerce heading?**

- How to success in EU& US Market
- Data analysis on cross-border e-commerce export market, which country will become new blue ocean ?
- Future tendency: cross-border e-commerce retail export development trend: mobilization, localization and diversification.

Moderator:

Rolf Visser, Chairman, **Cross-Border eCommerce Community**

Panelists:

Richard Li, VP eCommerce Service, SF Express

Jacco Bouw, CEO, Webpower

Marcel Rakowski, General Manager, RLG China

Jin-Kit Koh, VP Business Development APAC, Payvision

Peter Pronk, CEO, Beijing 1421 Consulting Group

0950 **Technology Innovation in Cross Border eCommerce**
Chunjing Mao, Director of eCommerce Strategy Greater China, IBM

1020 **How to reach target consumers in target countries and increase conversion?**

- Current status and future trends of global payment
- Cross-border payment solution in a global and local manner

Yang Geng, Senior Sales Executive, APAC Skrill

1050 **Coffee Break & Networking**

Solving the Cross-Border E-Commerce Puzzles

1100 **Focus Your Business with Managed Cloud**

As cloud adoption enters the mass market, more customers are looking for a trusted partner with specialised expertise to help manage their cloud. Gerhard will discuss how Managed Cloud helps ecommerce businesses focus on what makes you successful, by helping you tap into the power of the cloud without the pain of recruiting experts in dozens of complex technologies.

Gerhard Pretorius, Lead Cloud Architect, Rackspace

1130 **International Expansion – Helping Your Business Grow Internationally**
Sean Haung, Head of Retail, China, WorldPay

1200 **Achieving better customer experience by efficient deliveries**
Tom Forbes, Vice President, International, Meta Pack

1230 **New Trends of Cross-border e-commerce logistics and Overseas Warehouse**

- International e-commerce logistics solutions
- How can overseas warehouses help domestic exporters slash logistics cost?

Steven Li, SVP, 4PX

1245 **Buffet Lunch**

1400 **Seizing European Ecommerce Market Opportunities**

- Understanding the European ecommerce landscape
- Choosing the right mix of online distribution channels
- Most successful European marketplaces
- Mastering Google Shopping
- Efficient retargeting campaigns
- Increasing product visibility and ROI on an international scale
- Common errors to avoid in cross border ecommerce

Jeremie Peiro, CEO & Co-Founder, Lengow

Cross-Border to Russia

1430 **Keys to success in Russia eCommerce market**

David Tsai, GM, Greater China, Yandex

Anna Kuzmina, Deputy Commercial Director, Yandex.Money

1500 **Cross-Border eCommerce Payment in Russia**

Victoria Pryakhina, Head of eCommerce Retail, QIWI Group

1530 **Key findings of the first-ever research of China-to-Russia**

Cross-Border E-Commerce:

Adrien Henni, Chief Editor, East-West Digital News

1550 **Panel discussion: What Chinese merchants need to understand for Cross-Border eCommerce to Russia**

Moderator: Kino Kwok, General Manager, PayEase

Panelists:

Igor Subow, Head of the Postal Logistics Committee

National Association of Mail Order and Distance Selling (NAMO)

Adrien Henni, Co-founder and CEO, East-West Digital News

Artem Pereslavyev, Commercial Director Parcels & Express, Russian Post

Yuri Popolitov, Development Director, Shopotam.ru

Konstantin Yakunin, CEO, Express RMS

1630 **Coffee Break & Networking**

Big Seller Case Studies

1640 **Experience Sharing and Case Study by Power Seller**

Jacky Lu, Founder, Ningbo Tianmishikong Trade Co.,Ltd

Cross-Border to Other Emerging Market

1700 **Cross-Border to Spain**

Luis S. Galan, CEO, ZOPEN

1730 **Multichannel Shopping and Last Mile Choices**

Ian Arnold, Head of International Commercial, Startrack International, A division of Australia Post

Peter Giufre, Managing Director, UBI Logistics Australia

1800 **End of the conference**