

Alibaba Presents

Gateway '17

Agenda

Times are subject to change

Tuesday, June 20

5:00–6:30 p.m. | Keynote

Master of Ceremonies: *Lisa Ling*, Executive Producer and host of "This is Life" on CNN

Welcome and Opening Remarks

Michael Evans, President, Alibaba Group

Brian Calley, Lieutenant Governor, State of Michigan

Mike Duggan, Mayor, City of Detroit

How to Turn Your Business into a Thriving Enterprise

Marcus Lemonis is an entrepreneur, investor, and executive advising struggling businesses in CNBC's prime-time reality series "The Profit." He will share lessons for fellow entrepreneurs on how to continue growing and expanding their businesses.

Marcus Lemonis, Chairman and CEO of Camping World and Good Sam Enterprises; star of CNBC's television shows "The Profit" and "The Partner"

Jack Ma in Conversation with Charlie Rose

Jack Ma's personal story sounds like the American dream. Born to modest means, Ma struggled academically, was rejected numerous times when he applied for jobs out of college and was called "crazy" by more than one person. But he had a vision that the internet could be a game-changer for small businesses and his focus on supporting them has never wavered. Hear Jack's entrepreneurship story firsthand and learn why he thinks the future is bright for the world's small businesses.

Jack Ma, Founder and Executive Chairman, Alibaba Group; moderated by: **Charlie Rose**, Executive Editor and Anchor, "Charlie Rose," PBS; Co-Anchor, "CBS This Morning"

6:30–8:00 p.m. | Welcome Reception

Enjoy a cocktail with like-minded business leaders and explore the action-packed marketplace show floor. Connect with Alibaba executives and their e-commerce, finance, sourcing and logistics partners to share ideas on how to grow your business in China.

6:30–8:30 p.m. | Gift Bag Pick-up (Registration)

Wednesday, June 21

7:00–8:30 a.m. | Breakfast (Riverview Atrium)

8:30–10:30 a.m. | Keynote

Master of Ceremonies: *Lisa Ling*, Executive Producer and host of "This is Life" on CNN

Customer Spotlight: Stadium Goods – "Stepping" into China

Learn how Stadium Goods, a small NYC-based sneaker resale shop, is growing thanks to a direct connection to China's sneakerheads.

John McPheters, Co-Founder and CEO, Stadium Goods

David Abney: Growing Global – Lessons Lived and Learned

David Abney began his career as a part-time package loader while in college. Today, he serves as CEO and Chairman of UPS and works to connect a global community in the face of ever-advancing technology, globalization and e-commerce. Hear what lessons he has to share as macroeconomic forces continue to transform the state of business around the world.

David Abney, CEO, UPS

Customer Spotlight: 100% Pure – Finding Pure Partners Around the Globe

Founded in a Napa, California, farmhouse in 2005, 100% Pure provides a natural line of personal care items made only with the highest quality ingredients. They got their start by sourcing products from around the world through Alibaba.com and are now opening an online storefront on Tmall for China's consumers.

Ric Kostick, Co-Founder and CEO, 100% Pure

Fireside Chat with Martha Stewart: Exporting the Martha Stewart Lifestyle

For more than 25 years, Martha Stewart has been America's most trusted lifestyle expert and guide. As China's growing middle class looks to spend on high-quality lifestyle goods and products, Martha Stewart is leveraging her vast amount of content and products to inspire a brand-new group of global consumers.

Martha Stewart, Founder of Martha Stewart Living Omnimedia, Chief Creative Officer, Sequential Brands Group

Customer Spotlight: Gerber – How an Iconic American Baby Food Brand Gained the Trust of Parents Worldwide

Gerber has been a trusted name in baby products for over 90 years in the U.S., and new parents in China are searching online for high-quality imported products from around the world. Learn how Gerber is extending the trust it has built in the U.S. to China, and how it is staying relevant for future generations of Chinese mothers and babies.

Bill Partyka, President and CEO, Gerber

Jack Ma: The China Opportunity

Jack Ma will discuss why now is the time for U.S. small businesses to tap into the opportunity China's connected and growing middle class presents.

Jack Ma, Founder and Executive Chairman, Alibaba Group

10:30–11:00 a.m. | Coffee Break

11:00 a.m.–6:00 p.m. | Gift Bag Pick-up (Registration)

Breakout Sessions (Wednesday, June 21)

11:00 a.m. – 12:15 p.m.

Consumer and Industry Trends in China

BREAKOUT 1 | Fashion & Apparel

Learn about what is driving the world's fastest-growing fashion market. Alibaba and industry experts will share data and insights on the Chinese consumer and the industry. **This session is relevant for any business looking to reach the Chinese fashion consumer.**

Presenters:

Amee Chande,
Managing Director of Global
Strategy and Operations,
Alibaba Group

Panel: Industry Trends

Roth Lai, Deputy Editorial Director, ELLE China

Jessica Liu (Erding), General Manager,
Tmall Apparel, Alibaba Group

Leslie Tse, GM, International Business Development,
Baozun e-Commerce

Deborah Weinswig, Managing Director,
Fung Global Retail & Technology

BREAKOUT 2 | Everyday Goods

Alibaba and industry experts will share data and insights on consumer preferences, industry trends and opportunities for American products in China. **This session is relevant for any business interested in exporting non-perishable goods (beauty, health, baby, packaged food and drink, electronics, home, etc.) to China.**

Presenters:

Guru Gowrappan,
Global Managing Director,
Alibaba Group

Jet Jing, Vice President,
Alibaba Group

Panel: Industry Trends

Stephen Chu, COO, Kongming

Jet Jing, Vice President, Alibaba Group

Frank Lavin, CEO and Founder, Export Now

Hunter Williams, Partner, Oliver Wyman

BREAKOUT 3 | Fresh Food

Learn about the opportunity for U.S. fresh food producers to export to China using e-commerce. This session will include a data-driven overview of China's imported fresh food market and practical information on the rapidly changing regulatory landscape governing U.S.-China agricultural trade. **This session is for all businesses interested in exporting fresh food to China.**

Industry Overview Presenter:

Jeff Walters, Partner and
Managing Director, The Boston
Consulting Group

Panel: Current Developments in U.S.-China Agriculture Exports

Moderated by **Eric Pelletier**, Vice President,
Head of International Government Relations,
Alibaba Group

Jae Chun, Vice President and General Manager,
Driscoll's China

Keith Schneller, Principal Consultant,
eBride LLC

Darci Vetter, Former Chief Agricultural Negotiator,
U.S. Trade Representative

Online Fresh Food Market Presenter:

Roland Palmer, Managing
Director, Netherlands,
Alibaba Group

BREAKOUT 4 | Finding a Quality Supplier

This session explores the vibrant landscape of cross-border B2B trade to include an overview of patterns and volume of trade as well as trends in the global supplier landscape. A panel of industry experts will discuss how they are using cross-border sourcing to turn their ideas into reality. **This session is for any business interested in B2B trade and its potential to enable entrepreneurship.**

Global Sourcing Trends and Forecasts:

Thomas Travis, Managing
Partner, Sandler, Travis &
Rosenberg, P.A.

Panel: Product Innovation from Idea to Reality

John Caplan, Founder and CEO, OpenSky

John Vaskis, Head of Hardware, Technology, and
Design Outreach, Indiegogo

Steve Koenig, Senior Director of Market Research,
Consumer Technology Association

Cross-Border Sourcing from Alibaba's Perspective:

Brian Wong, Vice President,
Global Initiatives,
Alibaba Group

Breakout Sessions (Wednesday, June 21)

12:45 – 2:45 p.m.

Find the Right Business Solution for You

BREAKOUT 1 | Already Have Some Brand Awareness in China? Learn How to Sell to China (Tmall/Tmall Global)

This session explores different channels to access the China market for businesses that already have (or are investing in) brand awareness in China. It addresses both wholesale and retail solutions and is relevant for businesses with and without operations in China. Hear also from a U.S. business and from a panel of experts who will share their own experience and offer practical tips. **This session is suitable for all categories except fresh food.**

Presenter:

Amee Chande,
Managing Director of Global
Strategy and Operations,
Alibaba Group

Panel: Enabling Services and Functions

Dan Dougherty, Senior Director, Global IP,
Alibaba Group

Alvin Liu, General Manager, Tmall Global,
Alibaba Group

Tanner Tan, Partner, Magic Panda

Michael A. Zakkour, Vice President, China/
APAC & Global E-Commerce Practices,
Tompkins International

James Zhao, Director of Import Logistics,
Cainiao Network

Merchant Testimonial:

Sam Wolf, Founder &
Chief Wellness Spreader,
LuckyVitamin

BREAKOUT 2 | Looking to Establish Your Brand in China? Find a Wholesale Distributor for Your Products (Taobao Global)

This session is ideal for businesses with lower brand awareness in China and looking for a simpler, lower-risk approach to export to China. Learn about Alibaba's wholesale solution, including how to find wholesalers and what they are looking for. Hear from an American entrepreneur and her wholesaler about her experience accessing the China market. **This session is suitable for all categories except fresh food.**

Presenter and Moderator:

Pier Smulders, Director,
Business Development,
New Zealand, Alibaba Group

Panel: Enabling Services and Functions

Matthew Bassiur, Vice President, Head of
Global IP Enforcement, Alibaba Group

Anna Lee, Business Development Manager,
Taobao Global, Alibaba Group

Gloria Tao, Brand Development Director,
Yifei Brand Management Corp.

Liya Wu, Founder and CEO, Shopshops

Merchant/Agent Testimonial:

Veronica Pedersen,
CEO, Timeless Skin Care

Jianguo Zhong,
Timeless Skin Care's
Taobao Global Agent

Sponsor Message: How UPS Services Can Help Small Businesses Export to China

Bill Seward, President, U.S. International,
UPS Corporate

12:15–12:45 p.m. | Lunch Break

Sponsor Presentations

ALIBABA STAGE

12:15–12:45 p.m.

Empowering Innovation
with the USPTO

Speakers:

Conrad Wong
China and Enforcement Teams, Office
of Policy and International Affairs

Christal Sheppard
Director, Midwest Regional Office,
U.S. Patent and Trademark Office

MARKETPLACE STAGE

12:15–12:45 p.m.

A Glimpse into
Goldman Sachs
10,000 Small Businesses

Speakers:

Representatives from Goldman
Sachs Foundation, Initiative for
a Competitive Inner City and
10,000 Small Businesses Alumni

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Breakout Sessions (Wednesday, June 21)

3:15–5:15 p.m.

Find the Right Business Solution for You

BREAKOUT 1 | Already Have Some Brand Awareness in China? Learn How to Sell to China (Tmall/Tmall Global)

Repeat session.

New for this session:

Merchant Testimonial: *Jon Azrielant, Director of Marketing, Jewelry.com*

BREAKOUT 2 | Looking to Establish Your Brand in China? Find a Wholesale Distributor for Your Products (Taobao Global)

Repeat session.

New for this session:

Sponsor Message: Bringing Chinese Consumers to Your U.S. Business
Marc Gardner, Founder, President, and CEO, North American Bancard Holdings, LLC

BREAKOUT 3 | Alibaba.com 101. Learn How Cross-Border B2B Trade Can Work for You

Learn the basics of business-to-business trade using Alibaba's oldest and most established trade platform. This session will provide an overview of how the platform works and what features exist for both buyers and sellers in the U.S. Also hear directly from buyers and sellers from both the U.S. and China who have used the platform to grow their business. **This session is relevant for businesses of all sizes interested in B2B importing and exporting. No prior experience required.**

Presenter:

Sunny Chhabra, Online Marketing Manager, Alibaba.com, Alibaba Group

Panel: Merchant Success Stories

AJ Forsythe, Co-Founder & CEO, iCracked
Joe Revell, Founder & CEO, Garçon Wines
Abingdon Welch, CEO, The Abingdon Co.

Panel: Buying From the Suppliers' Perspective

Rain So, Founder and CEO, Rainso (GZ) Health Care Products Ltd.
Eddy Yang, Founder and CEO, Guangzhou Bomeirui Stationery Ltd.

Sponsor Message: How HSBC is driving innovation in the offshore RMB market

Debra Lodge, Managing Director, Global Markets China Solutions Americas, HSBC

Networking Reception

Enjoy drinks and appetizers prior to departure.

5:15–6:00 p.m.

BREAKOUT 3 | Fresh Food Exports: How to Go from American Farm to Chinese Table

This session is ideal for producers, wholesalers and associations interested in exporting fresh food to China. Learn about Alibaba's wholesale solutions and hear from one of China's largest and most established fresh food wholesalers. An American farmer and his industry association will explain how they're building a brand and selling to China's online consumers. **This session is for all businesses interested in exporting fresh food to China.**

Presenter:

John O'Lughlen, Director, Business Development, Australia and New Zealand, Alibaba Group

Panelists: Logistics

Nicolas Chen, Supply Chain Operation Specialist, Tmall Fresh, Alibaba Group

Ren Chen, Director of Strategic Sourcing and Key Accounts, Yiguo E-Commerce Co. Ltd

Jack Connelly, Purchaser, Tmall Fresh, Alibaba Group

Merchants/Agent Testimonial:

Keith Hu, Director of International Operations, Northwest Cherry Growers

Rebecca Lyons, International Marketing Director, Washington Apple Commission

BREAKOUT 4 | Participating in Cross-Border B2B Trade? Alibaba.com is for You

Learn about new developments and overall direction for Alibaba.com, Alibaba's oldest and most established B2B trade platform. We'll provide an overview of new features and you will hear directly from some of the buyers and sellers from both the U.S. and China who have used the platform to grow their businesses. **This session is relevant for businesses of all sizes using Alibaba.com to import or export. It assumes working knowledge of the Alibaba.com platform. Those new to the platform may consider attending the second session.**

Presenter:

Brian Wong, Vice President, Global Initiatives, Alibaba Group

Panel: Merchant Success Stories

AJ Forsythe, Co-Founder & CEO, iCracked
Joe Revell, Founder & CEO, Garçon Wines
Abingdon Welch, CEO, The Abingdon Co.

Moderator:

Sunny Chhabra, Online Marketing Manager, Alibaba.com, Alibaba Group

Panel: Buying From the Suppliers' Perspective

Rain So, Founder and CEO, Rainso (GZ) Health Care Products Ltd.
Eddy Yang, Founder and CEO, Guangzhou Bomeirui Stationery Ltd.

Sponsor Message: 'Omnichannel' Sourcing and 'Omnichannel' Selling

Niko Downie, Head of Business Development & Product Partnerships, Shopify

12:45–1:15 p.m.

Jewel of the East: How a Jewelry Seller Found Success in China

Speaker:

Sean Finnegan, Manager, Client Services, ChannelAdvisor

1:20–1:50 p.m.

Reaching Consumers in China with Confidence, Quickly and Safely

Speaker:

Paul Barbir, Vice President, CyberSource, a Visa company

1:55–2:15 p.m.

eApeiron Solutions – Protection for your Brand

Speaker:

Cristina Fernandez, Executive Vice President and Chief Operating Officer, eApeiron

2:20–2:40 p.m.

Addressing the Evolving Needs of Chinese Customers

Speaker:

Lokesh Ohri, Senior Manager, Deloitte Digital

2:50–3:10 p.m.

China's Super Consumers + Cross-Border Commerce

Speaker:

Michael Zakkour, Vice President China/APAC Market and Global E-commerce Strategy, Tompkins International

3:15–3:35 p.m.

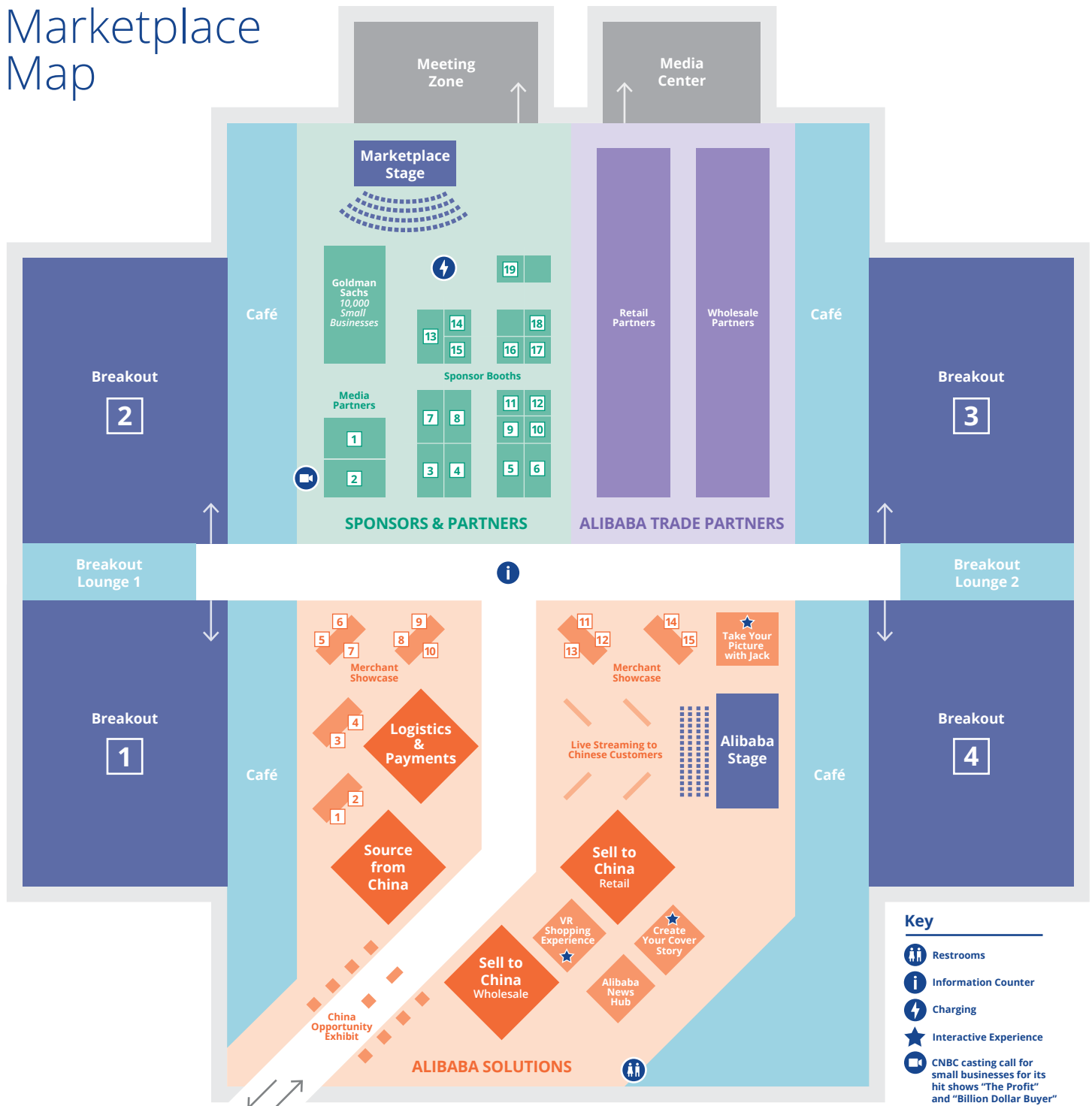
Marketplace Playbook – 5 Things Retailers Need to Know

Speaker:

Jonathan Kapplow, Senior Vice President, Consumer & Merchant Solutions, Pitney Bowes

2:45–3:15 p.m. | Coffee Break

Marketplace Map



Sponsors & Partners

1 Crain's Media	2 CNBC	3 UPS	4 North American Bancard	5 HSBC	6 Department of Commerce	7 Shopify	8 Visa	9 ChannelAdvisor	10 Michigan Economic Development Corporation
11 Pitney Bowes	12 MI Chamber of Commerce	13 Goldman Sachs 10,000 Small Businesses	14 eApeiron Solutions	15 Tompkins International	16 Deloitte Digital	17 MI Department of Agriculture	18 Detroit Economic Growth Corp.	19 adSage Corporation	Charging Station Sponsor GS1

Merchant Showcase

1. iCracked	3. Panda Planner	5. Hsu Ginseng	7. Ocean Spray	9. Mondavi	11. 100% Pure	13. Jewelry.com	15. Timeless Skin Care
2. Abingdon	4. Slice	6. LuckyVitamin	8. Northwest Cherry Growers	10. Gerber	12. Real Techniques	14. Stadium Goods	