



第十届中国跨境电商峰会2019

10th China Cross-Border Ecommerce Summit 2019

第五届全球零售电商峰会中国峰会2019

5th Global E-Retailing China Summit 2019

2019年11月6日 | 上海圣诺亚皇冠假日酒店三楼大宴会厅
Nov 6th, 2019 | Grand Ballroom, 3rd Floor, Crowne Plaza Shanghai Noah Square

会议亮点 / Event Highlights

- 500+ 高层参会代表 / High Level Participants
- 100+ 海外代表 / Foreign Delegates
- 100+ 品牌电商 / 零售电商 / Brands Ecommerce Unit / E-Retailers
- 80+ 跨境电商玩家 / Cross-Border Ecommerce Players
- 50+ 互联网 DTC 品牌 / 外贸独立站 / Internet Born Direct to Customer Brands / Independent Foreign Trade Websites
- 30+ 社交电商平台 / Social Commerce Platforms
- 25+ 国际知名专家和行业领袖 / World-Renowned Experts and Industry Leaders as Speakers
- 20+ 电商服务企业 / Ecommerce Service Companies
- 15+ 热点国家覆盖 / Key Countries Coverage

Why Should Attend

- Catching up with the current trend of the global ecommerce market and seizing the opportunities in emerging markets
- Hearing in-depth interpretation of latest cross-border ecommerce policies and regulations in China
- Learning from the industry leaders about how to conduct cross-border ecommerce in global markets
- The evolution path to new retail and Intelligent retail
- Expanding your products line by global sourcing and optimizing your supply chain
- 1-on-1 meeting with decision makers of eCommerce giants from both local and abroad
- Networking with 500+ high level executives from leading ecommerce companies from 10+ Countries
- Showcasing your products and service in front of your most valuable clients
- Improving your brands awareness by our media partners' massive reporting of this event

为什么要参加本次峰会

- 掌握全球电商市场脉搏，抓住新兴市场机遇
- 聆听中国跨境电商最新政策法规的深度解读
- 学习行业领先企业如何在全球市场开展跨境电子商务
- 新零售与智能零售的进化之路
- 开拓全球货源和优化供应链体系
- 当场与国内外知名电商的决策者进行 1 对 1 的洽谈
- 高效人脉拓展：一次性结识来自 10 多个国家超过 500 位电商行业的公司高层
- 在您最有价值的目标客户面前展示产品和演示解决方案
- 通过本次活动媒体的广泛采访和报道提升在业界的知名度

行业颁奖和 VIP 晚宴 / Award Ceremony and VIP Banquet

主办方 / Organized By:



Cover Media
全球文化传媒

连续举办十届，
成为在中国最具声誉和最具
国际性的跨境电商系列峰会

Coming to its 10th Edition, This Event Series
Becomes the Most Reputable and Most
Internationalized Cross Border Ecommerce
Summit in China



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2018 年全球零售电商销售额为 28420 亿美元，与 2017 年同比增长 23.4%，预计 2019 年电商销售额将突破 3 万亿美元；2018 年电商销售额在全球零售总额的占比为 11.9%，比 2017 年增长了 16.7%。预计 2019 年全球在线购物人数将突破 19 亿人，线上购物将在全球进一步普及。新技术推进着零售变革，人工智能和 VR/AR 等新技术带来了智慧零售，同时移动社交的普及推动了社交电商的兴起，短视频，网红直播等新型手段为零售注入了新的活力，“新零售”的时代背景下，社交电商，品牌电商和零售商如何真正打通全渠道的闭环，逐步从单纯的电商渠道、线上线下融合，进化到以客户为中心的全渠道运营；通过大数据同时充分挖掘用户在各个场景中的消费行为，实现贯通消费者生命周期的品销全链路。

在跨境电子商务方面，全球化趋势、消费升级、电商法和跨境电商系列新政出台将进一步推动中国跨境电商交易规模持续增长。在一带一路的背景下，中国跨境电商主营的“中国制造”在全球范围内仍具有相对优势，也得到海外消费者的认可。在进口电商方面，海外优质商品凭借品牌优势及不俗的产品质量正通过跨境电商的形式抢滩中国市场。随着 5G 时代的来临，人工智能、大数据、物联网、虚拟现实、智慧零售等新技术新模式在跨境电商领域将会迎来更多的应用场景，然而，跨境电商领域同质化竞争加剧，优质流量价格趋高，如何面向不同文化、经济背景的消费者提供差异化的产品，在竞争中立于不败之地，成为了跨境电商行业内玩家共同关心的话题。

在这样的背景下，我们迎来了第五届全球零售电商中国峰会 2019 暨第十届中国跨境电商峰会暨展览 2019 的召开。本次峰会将再一次吸引超过 500 位来自 20 多个国家的高层代表出席，不仅包括全球知名品牌电商、零售电商、跨境电商，社交电商，互联网 DTC 品牌，更有来自智慧新零售，VR 新零售为代表的零售科技等创新公司；以及电商支付，物流，数字营销，短视频等服务类公司；覆盖了全产业链。本次峰会期间，我们将为展商和赞助商安排 1 对 1 项目洽谈，为跨境电商行业产业链各类领军企业一个展示品牌并进行行业内合作及招商的机会，同期还有一个小型展览。通过此次活动，您可加深对全球零售电商市场及中国跨境电商市场的了解，获取相关政策和国内外行业信息，在未来快速演化的全球零售市场竞争中占得先机！

Global retailing e-commerce reached 2.842 trillion USD in 2018, a year-on-year rise of 23.4%, it is expected the number will break the threshold of 3 trillion USD in 2019; global retailing e-commerce in 2018 is accounting for 11.9% of global retailing total, an increase of 16.7% over 2017. Global online shopping customers will hit 1.9 billion in 2019, online shopping will gain more traction across the world. New techniques disrupted retailing landscape, AI and VR/AR give rise to smart retailing, widespread use of mobile social devices bring about booming of social e-commerce; short video, online celebrity broadcasting and other innovative means gather momentum for retailing. Under the background of new retailing, social e-commerce, brands e-commerce unit and retailers are striving to achieve closed loop of multi-channel, evolve gradually from pure e-commerce channel, online/offline integration to customer-oriented multi-channel operation, fully exploit consumer activities under various scenarios by big data, achieve full link sales through whole life cycle.

In terms of cross border e-commerce, China cross border e-commerce keeps expanding thanks to globalization tendency, consumption upgrading and Law of E-commerce and other policy incentives. Under the background of One Belt One Road Initiative, mainstream Made-in-China products highlighted in cross border e-commerce continue to enjoy relative advantages globally and found popularity by overseas customers. For import e-commerce, overseas quality goods, by virtue of branding influence and superior quality, are making inroads into Chinese market through e-commerce. With the advent of 5G era, AI, big data, IOT, VR/AR, smart retailing as well as other new techniques and business modes look set to find more application scenarios in cross border e-commerce. However, with ever more fierce competition among similar SKUs and increasingly expensive quality trafficking, how to provide differentiated products to consumers with diversified cultural and economic background, and gain a strong footing in the race become the topic of common concern for players in cross border e-commerce arena.

Under this background, the 5th Global E-Retailing China Summit 2019 & 10th China Cross-Border E-Commerce Summit 2019 is to be held in Shanghai on November 6, 2019. This event will gather more than 500 delegates from over 20 countries and regions around the globe, they are from global renowned brand owners, e-retailers, cross border e-commerce, social commerce, internet DTC brands, and retailing innovative start-ups featuring smart and new retailing and VR retailing, and from payment, logistics, digital marketing, short video and etc., covering the whole industrial chain. During the event, we will offer exhibitors and sponsors 1+1 discussion opportunities, provide good opportunities to display brands and conduct cooperation for various firms in the form of a mini-exhibition. Through this event, you can gain deep insight into global retailing e-commerce and Chinese cross border e-commerce market, acquire relevant policies and latest information, install your company in a pole position ahead of your peers!

参会代表来自：

- 相关政府部门及行业协会
- 纯线上电商
- 线下实体店面零售商
- 海外品牌商及代理分销商
- 中国外贸加工制造企业
- 传统 B2B 进出口贸易公司
- 进出口跨境电商平台
- 进出口电商平台大卖家
- 第三方电商代运营公司
- 跨境电商供应链公司
- 跨境外汇支付解决方案提供商
- 各国国家邮政系统运营商，航空货运公司，海运公司
- 清关服务公司
- 国际快递及商业物流公司
- 海外仓服务提供商
- 电商多语言解决方案提供商
- 电商 ERP 软件公司
- 电商服务器托管
- 数字营销解决方案：SEO/ 社会化媒体等
- 电商市场进入咨询公司
- 电商产业园区
- 风险投资公司

Participants come from:

- Government Authority & Industrial Association
- eCommerce Pure Players (Import & Export)
- Bricks and Mortar Retailers
- Foreign Brand Owners and Distributors
- Chinese Manufactures and Exporter
- B2B Trading Companies
- eCommerce Platform (Import & Export)
- Big Seller on Ecommerce Platform (Import & Export)
- Third Party eCommerce Operators
- eCommerce Supply Chain Solution provider
- eCommerce Payment Solution Providers
- National Postal Operators, Air Cargo, Sea Cargo
- Custom Clearance Solution Providers
- International Courier, Commercial Logistics Company
- Overseas Warehousing Service Providers
- eCommerce Multi-language Solution Provider
- eCommerce ERP Software Company
- eCommerce Cloud Hosting Service Providers
- Digital Marketing Service Provider: SEO/Social Media marketing,
- eCommerce Market Entry Consulting Companies
- eCommerce Industrial Park
- PE/VC



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- 0800-0900 现场签到 | Onsite Registration
- 0920-0930 大会主持人开场 | Opening Remark by Conference Moderator
于涌源, 首席执行官, Tradeany | Yongyuan Yu, CEO, Tradeany
娜思佳, 中国代表, 俄罗斯电子商务协会 | Anastasia Kovaleva, China Representative, NAMO
- 0930-0940 领导致开幕辞 | Welcome Remark by Shanghai Municipal Government Officials
- 0940-0950 eCommerce Eco-System in Shanghai Mid-ring Business Area
电商全生态体系—国家电商示范基地上海中环商贸区
- 0950-1000 中国零售电商 2019-2020 展望 | China Retail E-commerce Market Prospect 2019-2020
李鸣涛, 院长, 中国国际电子商务中心研究院
Mingtao Li, Dean of Research Institute, China International Ecommerce Center (CIECC)
- 1000-1010 ‘一带一路’与中欧跨境贸易 | The Belt and Road Initiative (BRI) and Sino-European Cross-Border Trading
汤兵勇, 主席, 中国跨境电子商务应用联盟
Bingyong Tang, Chairman, China Cross-Border Ecommerce Application Alliance (CCEAA)
- 1010-1020 国际消费城市视角下的‘上海购物’特色承载区品牌建设
Brand Building of the ‘Shanghai Shopping’ Special Carrier Area with the International Perspective
劳帼龄, 电子商务研究中心主任, 上海财经大学
Guoling Lao, Director of Ecommerce Research Center, Shanghai University of Finance and Economics
- 1020-1040 演讲题目待定 | Speech Topic to be Confirmed
- 1040-1100 零售电商社交化趋势 | Social Trends of Retail Ecommerce
Facebook
- 1100-1120 重新构想跨境支付
Reimagining Cross-Border Payments
Tristan Chiappini, 副总裁及亚太区合作主管, PPRO
Tristan Chiappini, VP & Head of Partnership APAC, PPRO
- 1120-1140 库存电商 S2B2C 模式 - 赋能品牌商和代购
Stock Ecommerce S2B2C Model- Empowering Brands and Daigou Shoppers
冷静, 首席执行官, 爱库存
Jing Leng, CEO, Aikucun.com
- 1140-1200 微软智能云服务支持全渠道零售行业数字化转型
Supporting Omni Channel Retailing Industry Digital Transformation By Microsoft Azure
刘建晔, 资深云架构师, 微软
Mike Liu, Senior Cloud Architect, Microsoft
- 1200-1230 圆桌讨论: 新零售的未来: 短视频和网红直播赋能电商社交生态
Round Table Panel Discussion: Social Commerce and Internet Celebrity Live Broadcasting
主持人: 王霆, 创始人, 骑鲸客文化传播
- 1230-1240 中国零售电商与跨境电商 2019 年度颁奖
China E-Retailing and Cross-Border Ecommerce Annual Awarding Ceremony 2019
颁奖嘉宾 | Awards Presenting Guests:
汤兵勇, 主席, 中国跨境电子商务应用联盟
Bingyong Tang, Chairman, China Cross-Border Ecommerce Alliance (CCEAA)
李鸣涛, 院长, 中国国际电子商务中心研究院
Mingtao Li, Dean, China International Ecommerce Center (CIECC)



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- 1240-1400 自助午餐
Buffet Lunch
- 1400-1420 助力中国跨境卖家致胜全球市场
Help Cross-Border Sellers in China to Win the Global Market
林文奎, 大中华区销售总经理, eBay
Vincent Lin, GM of Great China Sales, eBay
- 1420-1440 跨境电商黑科技: 应用大数据及机器学习为消费者对接海量海外商品与实时折扣
Black Magic of Cross-Border Ecommerce: Implementing Big Data and Machine Learning to Match Numerous Overseas Products and Realtime Discount with Local Consumers
- 1440-1500 跨境电商之赢在物流
Win in Cross-Border Ecommerce Battlefield by Premium Logistics Service
- 1500-1540 俄罗斯跨境电商领袖圆桌讨论
Russian Cross-Border Ecommerce Leaders' Round Table Discussion
主持人: 哪思佳, 中国代表, 俄罗斯电子商务协会 | Moderator: Anastasia Kovaleva, China Representative, NAMO
- 1540-1600 通过平台 Lazada, Shopee, JD 和 Tiki 等开拓东南亚电商 (跨境电商及国内电商) 市场
South East Asia Ecommerce(Cross-Border or Domestic eCommerce) on Marketplace like Lazada, Shopee, JD, Tiki
Richi Yung, CEO of Bridges Global, Founding Chairman of The Asian General Chamber of New Retail
翁卓贤, Bridges Gobal 首席执行官, 亚洲新零售总会创会主席
- 1600-1620 把握快速增长的南美跨境电商市场的机遇
Grasping the Fast-Growing South America Ecommerce Market Opportunity
- 1620-1640 一带一路跨境数字贸易发展 | The Belt and Road & Cross-Border Digital Trading Development
Li Li, Director of Research Institute, DHgate,
李丽, 研究院总监, 敦煌网
- 1640-1700 DTC 品牌兴起, 跨境出口独立站卖家如何将品牌和流量玩到极致
The Emerging of DTC (Direct To Customer) Brands, How Should Independent Foreign Trade Website Build Brands and Attract Traffic
- 1700-1720 微信小程序最佳应用实践 2019
Best Practices for Killer Wechat Mini Programs in 2019
Clement Ledormeur, General Manager, 31TEN
- 1720-1740 全渠道电商与应用人工智能进行产品全球化营销
Omnichannel Ecommerce and Use of Artificial Intelligence to Globalise Products
Shayak Mazumder, CEO, Eunimart
- 1800 会议结束 | Closing Remarks