

Alibaba Presents

Gateway '17

June 20-21 | Detroit, MI

A REVIEW OF THE AGENDA FROM OUR PAST EVENT IN DETROIT



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June 20

1:00 – 8:00 P.M.

Registration

Level 200, Hall C Concourse

5:00 – 6:30 P.M.

Keynote

Welcome and Opening Remarks

- Master of Ceremonies: [Lisa Ling](#), Executive Producer and host of “This is Life” on CNN
- [Michael Evans](#), President, Alibaba Group
- [Brian Calley](#), Lieutenant Governor, State of Michigan
- [Mike Duggan](#), Mayor, City of Detroit

Fireside Chat with Dan Gilbert: Delivering on the Vision

Most people know Dan Gilbert as the Founder and Chairman of Quicken Loans Inc., the nation’s second largest mortgage lender. Or as the majority owner of the 2016 NBA Champion Cleveland Cavaliers. But here in Detroit, Dan is known for his commitment to reinventing and revitalizing the city. In 2010 Dan moved 3,600 Michigan-based team members into Detroit’s urban core. Since then Dan’s companies have created 17,000 new jobs here in downtown Detroit, and employ more than 30,000 jobs nationwide. Dan will share insights on how to achieve the goals you set for your business.

Marcus Lemonis: How to turn your business into a thriving enterprise

Marcus Lemonis is an entrepreneur, investor, and executive advising struggling businesses in CNBC’s primetime 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 show “The Profit” and “The Partner”

June 20

5:00 – 6:30 P.M.

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 first hand and why he thinks the future is bright for the world's small businesses.

Jack Ma, Founder and Executive Chairman, Alibaba Group

Moderator: **Charlie Rose**, Executive Editor and Anchor, "Charlie Rose," PBS; Co-Anchor, "CBS This Morning"

6:30 – 8:00 P.M.

Welcome Reception

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

June 21

7:00 – 8:00 A.M.

Breakfast

Riverview Atrium

7:00 A.M. – 6:00 P.M.

Registration

Level 200, Hall C Concourse

8:30 – 10:30 A.M.

Keynote

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, CEO, UPS - 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 macro-economic forces continue to transform the state of business around the world.

[David Abney](#), CEO, UPS

June 21

8:30 – 10:30 A.M.

Keynote

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 will soon open 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. Now, as China's growing middle class looks to spend on high-quality lifestyle goods and products, and with Martha's vast amount of content and products, she is beginning to influence the world's second largest economy and helping 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

June 21

8:30 – 10:30 A.M.

Keynote

Jack Ma Keynote

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](#), Executive Chairman, Alibaba Group

10:30 – 11:00 A.M.

Coffee Break

11:00 A.M. – 12:15 P.M.

Consumer and Industry Trends in China

Breakout 1

Fashion and Apparel

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

Presenter: [Ameé Chande](#), Managing Director, Global Strategy and Operations, Alibaba Group

Panel: Industry trends

- [Roth Lai](#), Deputy Editorial Director, ELLE China
- [Leslie Tse](#), GM, International Business Development, Baozun E-Commerce
- [Deborah Weinswig](#), Managing Director, Fung Global Retail & Technology
- [Jessica Liu \(Erding\)](#), General Manager, Tmall Apparel, Alibaba Group

June 21

Breakout 2

Everyday Goods (Export)

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: [Jet Jing](#), Vice President, Alibaba Group and [Guru Gowrappan](#), Global Managing Director, Alibaba Group

Panel: Industry trends

- [Jet Jing](#), Vice President, Alibaba Group
- [Stephen Chu](#), COO, Kongming
- [Frank Lavin](#), CEO and Founder, Export Now
- [Hunter Williams](#), Partner, Oliver Wyman

Breakout 3

Fresh Food (Export)

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: [Jeff Walters](#), Partner and Managing Director, The Boston Consulting Group

Online Fresh Market: [Roland Palmer](#), Managing Director, Alibaba Group Netherlands

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, eBridge LLC
- [Darci Vetter](#), Former Chief Agricultural Negotiator, U.S. Trade Representative

June 21

Breakout 4

Finding a Quality Supplier (Sourcing)

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.

Cross-border sourcing from Alibaba's perspective: [Brian Wong](#), Vice President, Global Initiatives, Alibaba Group

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

12:15 – 12:45 P.M.

Lunch Break

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 is for businesses that already have (or are investing in), brand awareness in China and will address both wholesale and retail solutions to access the Chinese consumer, as well as options for businesses with and without operations in China. Hear from U.S. businesses on their experience entering the China market. This session is suitable for all categories except fresh food.

Presenter: [Ameé Chande](#), Managing Director, Global Strategy and Operations, Alibaba Group

Merchant testimonial: [Sam Wolf](#), Founder & Chief Wellness Spreader at LuckyVitamin

Panel: Enabling services and functions

- [Alvin Liu](#), General Manager, Tmall Global
- [James Zhao](#), Director, Import Logistics, Cainiao Network
- [Dan Dougherty](#), Senior Director, Global IP, Alibaba Group
- [Tanner Tan](#), Partner, Magic Panda
- [Michael A. Zakkour](#), Vice President China/APAC & Global E-Commerce Practices, Tompkins International

June 21

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 & Moderator [Pier Smulders](#), Director of Business Development, Alibaba Group New Zealand

Merchant/Agent Testimonial:

- [Veronica Pedersen](#), CEO, Timeless Skin Care
- [Jianguo Zhong](#), Timeless Skin Care's Taobao Global agent

Panel: Enabling services and functions

- [Anna Lee](#), Business Development Manager, Taobao Global
- [Matthew Bassiur](#), VP, Head of Global IP Enforcement, Alibaba Group
- [Gloria Tao](#), Brand Development Director, Yifei Brand Management Corp
- [Liyia Wu](#), Founder and CEO, Shopshops

Sponsor Presentation: How UPS services can help small businesses export to China

- [William J. Seward](#), President U.S. International, UPS Corporate

June 21

Breakout 3

Fresh Food Exports: How to go from an American farm to a 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 are building a brand and selling to China's online consumers. This session is for all businesses interested in exporting fresh food to China.

Presenter & Moderator: [John O'Loughlen](#), Director, Business Development, Australia and New Zealand, Alibaba Group

Panelists:

- [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:

- [Keith Hu](#), Director of International Operations, Northwest Cherry Growers
- [Rebecca Lyons](#), International Marketing Director, Washington Apple Commission

June 21

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 U.S. and China, who have used the platform to grow their business. This session is relevant for businesses of all sizes using Alibaba.com to import or export. It assumes a working knowledge of the Alibaba.com platform. Those new to the platform may consider attending the 2nd session.

Presenter: [Brian Wong](#), Vice President of Global Initiatives, Alibaba Group

Moderator: [Sunny Chhabra](#), Online Marketing Manager, Alibaba.com

Customer Stories Panel:

- [Chelsea Abingdon Welch](#), CEO, The Abingdon Co.
- [AJ Forsythe](#), Co-Founder & CEO, iCracked
- [Joe Revell](#), Founder & CEO, Garcon Wine

Buying from suppliers' perspective panel:

- [Eddy Yang](#), Founder and CEO, Guangzhou Bomeirui Stationery Ltd.
- [Rain So](#), Founder and CEO, Rainso (GZ) Health Care Product Ltd.

Sponsor Presentation: Growing your business with omnichannel sourcing and selling

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

June 21

2:45 – 3:15 P.M.

Coffee Break

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)

Note: This is a repeat of the earlier session of the same name.

Presenter: [Ameé Chande](#), Managing Director, Global Strategy and Operations, Alibaba Group

Merchant testimonial: [Jon Azrielant](#), Director of Marketing, Jewelry.com

Panel: Enabling services and functions

- [Alvin Liu](#), General Manager, Tmall Global
- [James Zhao](#), Director of Import Logistics, Cainiao Network
- [Dan Dougherty](#), Senior Director, Global IP, Alibaba Group
- [Tanner Tan](#), Partner, Magic Panda
- [Michael A. Zakkour](#), Vice President China/APAC & Global E-Commerce Practices, Tompkins International

June 21

Breakout 2

Looking to establish your brand in China? Find a wholesale distributor for your products (Taobao Global)

Note: This is a repeat of the earlier session of the same name.

Presenter & Moderator [Pier Smulders](#), Director of Business Development, Alibaba Group New Zealand

Merchant/Agent Testimonial:

- [Veronica Pedersen](#), CEO, Timeless Skin Care
- [Jianguo Zhong](#), Timeless Skin Care's Taobao Global agent

Panel: Enabling services and functions

- [Anna Lee](#), Business Development Manager, Taobao Global
- [Matthew Bassiur](#), VP, Head of Global IP Enforcement, Alibaba Group
- [Gloria Tao](#), Brand Development Director, Yifei Brand Management Corp
- [Liyia Wu](#), Founder and CEO, Shopshops

Sponsor Presentation: Bringing Chinese consumers to your US business

- [Marc Gardner](#), Founder, President, and CEO, North American Bancard Holdin

June 21

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. We'll provide an overview of how the platform works and what features exist for both buyers and sellers in the U.S. 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 is required.

Presenter: [Sunny Chhabra](#), Online Marketing Manager, Alibaba.com

Panel: Customer Success Stories

- [Chelsea Abingdon Welch](#), CEO, The Abingdon Co.
- [AJ Forsythe](#), Co-Founder & CEO, iCracked
- [Joe Revell](#), Founder & CEO, Garcon Wine

Panel: Buying from suppliers' perspective

- [Eddy Yang](#), Founder and CEO, Guangzhou Bomeirui Stationery Ltd.
- [Rain So](#), Founder and CEO, Rainso (GZ) Health Care Product Ltd.

Sponsor Presentation: Rise of the RMB to become a global currency and what you should consider for your business

- [Debra Lodge](#), Managing Director, Global Markets China Solutions Americas, HSBC

5:15 – 6:00 P.M.

Networking Reception

Enjoy drinks and appetizers before departing the event.

Featured Speakers



Jack Ma

Executive Chairman,
Alibaba Group



Charlie Rose

Anchor and Executive Editor



David Abney

UPS Chairman and CEO



Martha Stewart

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



Marcus Lemonis

Chairman and CEO of
Camping World and Good
Sam Enterprises, and star of
CNBC's television show *The
Profit and The Partner*



Lisa Ling

Executive Producer and host
of *This is Life* on CNN



Brian Calley

Lieutenant Governor,
State of Michigan



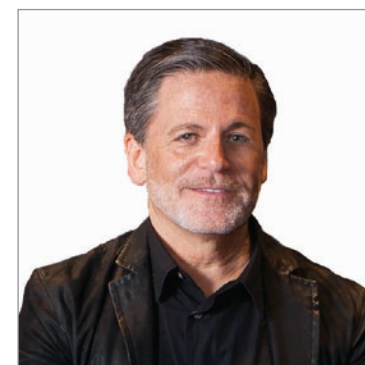
Mike Duggan

Mayor, City of Detroit



Michael Evans

President, Alibaba Group



Dan Gilbert

Founder and Chairman,
Quicken Loans and
Rock Ventures

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Jewelry.com

John Caplan

Founder and CEO, OpenSky

Ren Chen

Director of Strategic Sourcing
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Yiguo E-Commerce Co. Ltd

Stephen Chu

COO, Kongming Inc.

Jae Chun

Vice President and General
Manager, Driscoll's China

AJ Forsythe

Co-Founder & CEO, iCracked

Keith Hu

Director of International
Operations, Northwest
Cherry Growers

Steve Koenig

Senior Director, Market
Research, Consumer
Technology Association

Ric Kostick

Co-Founder and CEO,
100% Pure

Roth Lai

Deputy Editorial Director,
ELLE China

Frank Lavin

CEO & Founder, Export Now

Rebecca Lyons

International Marketing Director,
Washington Apple Commission

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Co-Founder and CEO,
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Veronica Pedersen

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Rain So

Founder & CEO, Rainso (GZ)
Health Care Product Ltd

Tanner Tan

Partner, Magic Panda

Gloria Tao

Brand Development Director,
Yifei Brand Management Corp

Thomas Travis

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

Leslie Tse

GM of International Business
Development, Baozun E-Commerce

John Vaskis

Head of Hardware, Technology
& Design, Indiegogo

Darci Vetter

Former Chief Agricultural
Negotiator, U.S. Trade
Representative

Jeff Walters

Partner and Managing Director,
The Boston Consulting Group

Deborah Weinswig

Managing Director, Fung Global
Retail & Technology

Abingdon Welch

CEO, The Abingdon Co.

Hunter Williams

Partner, Oliver Wyman

Sam Wolf

Founder & Chief Wellness
Spreader at LuckyVitamin

Liyia Wu

Founder & CEO, Shopshops

Eddy Yang

Founder and CEO, Guangzhou
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Timeless Skin Care's Taobao
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Sunny Chhabra

Manager, Alibaba.com, Alibaba Group

Jack Connelly

Purchaser, Tmall Fresh, Alibaba Group

Dan Dougherty

Senior Director, Global IP, Alibaba Group

K. Guru Gowrappan

Global Managing Director, Alibaba Group

Jet Jing

Vice President, Alibaba Group

Anna Lee

Business Development Manager, Taobao Global, Alibaba Group

Alvin Liu

General Manager, Tmall Global, Alibaba Group

Jessica Liu (ErDing)

General Manager, Tmall Apparel, Alibaba Group

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