



Plenary 1: International Sourcing Outlook

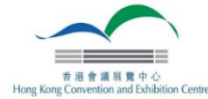
Date: 17 March 2021 (Wed)

Time: 10:30am – 12:30pm

Organiser:



Sponsors:



What's the latest sourcing trend in the post-pandemic world? How to refine your business strategies to cope with the pandemic? In this plenary session, heavyweight business leaders from Hong Kong, mainland China and Asia with global exposure will answer these questions by sharing trends and changes in sourcing, responses from different markets, market outlook, and insights on how enterprises could refine their strategies to combat challenges in the new era.

Programme:

10:30am-10:45am	Introductory Remarks by Panel Chair Mr Benson Ng, Hong Kong Business Consulting Leader, EY
10:45am-10:55am	Presentation Mr Devin Dai, Director, Category Management, Alibaba.com
10:55am-11:05am	Presentation Mr Shinya Hisanaga, Director of Buying & Logistics, AEON Stores (HK) Ltd.
11:05am-11:15am	Presentation: Mr Flavien Serra, Founder, DTL Sourcing
11:15am-11:25am	Presentation: Ms Fione Tan, Co-founder, 28mall, Malaysia
11:25am-12:00nn	Panel Discussion 1 moderated by Mr Benson Ng: <ul style="list-style-type: none"> - Mr Devin Dai, Director, Category Management, Alibaba.com - Mr Shinya Hisanaga, Director of Buying & Logistics, AEON Stores (HK) Ltd. - Mr Flavien Serra, Founder, DTL Sourcing - Ms Fione Tan, Co-founder, 28mall
12:00nn-12:30pm	Panel Discussion 2 moderated by Mr Benson Ng: <ul style="list-style-type: none"> - Ms Iris Wong, Director, Exhibitions Market Development, HKTDC - Ms Kaman Tsang, Assistant Director of Business Development, AsiaWorld-Expo Management Limited - Ms Veronica To, Director – Marketing & Business Planning, Hong Kong Convention and Exhibition Centre (Management) Limited

Speakers:



Mr Benson Ng, Hong Kong Business Consulting Leader, EY

Benson leads EY's Hong Kong Business Consulting which specialises in business transformation, innovation, and supply chain. Benson will share trends in sourcing, data and findings, offering intelligence for enterprises to combat challenges arising. As the Panel Chair, he will also interact with speakers to unveil their wisdom for businesses to stay ahead of the ever-changing sourcing ecosystem.



Mr Devin Dai, Director, Category Management, Alibaba.com

With 18 years of Global supply chain and sourcing experiences across various industries, Devin is Head of Alibaba B2B marketplace operation including domestic (1688.com) and overseas (Alibaba.com). Devin will share his insights into digitalisation trends of global supply chain in the pandemic era.



Mr Shinya Hisanaga, Director of Buying & Logistics, AEON Stores (HK) Ltd.

As head of the Buying Division of AEON HK, which is a leading retail chain in HK, Mr Hisanaga will share his insights into the merchandising trend and products that are in strong demand, as well as outlook for Asian consumer trends, buying behaviour and patterns.



Mr Flavien Serra, Founder, DTL Sourcing

Leveraging a deep network of 500 trusted manufacturers in mainland China, DTL specialised in sourcing in Asia and partnered with over 100 companies across Europe, America and Asia to serve their sourcing needs. Given his vast experience, Mr Serra will share his views on global supply chain, logistics and customised manufacturing.



Ms Fione Tan, Co-founder, 28mall, Malaysia

28mall is a B2C e-Commerce platform offering over 500 international brands targeting mainland China and ASEAN. Ms Tan was featured as Internet Business expert at World Economic Forum. In this session, she will reveal her expertise in the sourcing market as well as observations on the consumer market.