

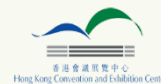
SURVIVE AND THRIVE: LEVERAGING END-TO-END E-COMMERCE SOLUTIONS

INTERNATIONAL
SOURCING SHOW 2021
國際採購匯
17/3-29/7 ONLINE
26/7-29/7 HKCEC

Organiser:



Sponsors:



Date: 17 March 2021 (Wednesday)

Time: 2pm – 3:15pm (UTC/GMT+8)

Language: English (with simultaneous interpretation in Putonghua)

Uncover the latest trends and best practices of the four core stages under e-commerce. From online store platform, cross-border logistics, to targeted digital and influencer marketing, our renowned speakers have you covered.

Whether you have just started or would like to grow your e-commerce business in Asia, join the free webinar to identify key strategies for maximizing values from end to end.

| Time | Tentative Programme | |
|-----------------|---|--------------------------------------|
| 2pm – 2:10pm | <p>Leveraging Smart Commerce Platform to Sell Better in Asia Speaker: Mr Plato Wai, General Manager Hong Kong, SHOPLINE</p> <ol style="list-style-type: none"> 1. Latest Trends in Smart Commerce in Asia 2. Consumer Behavior in the ASEAN market 3. Success E-commerce Cases | SHOPLINE |
| 2:10pm – 2:20pm | <p>Maximizing your Online Business in the Post-pandemic E-commerce Market Landscape Speaker: Mr Kevin Lam, General Manager, Kerry eCommerce, Kerry Logistics</p> <ol style="list-style-type: none"> 1. Kerry eCommerce introduction 2. Current market overview in the pandemic period 3. New trends and development 4. How to keep pace with the e-commerce wave with the right solutions | KERRY E-COMMERCE 嘉里電子商務 |
| 2:20pm – 2:30pm | <p>Digital marketing management Speaker: Mr Adrian Toy, Head of Agency, Google Customer Solutions Hong Kong</p> | Google |
| 2:30pm – 2:40pm | <p>KOL Relationship Management and Analytics in E-commerce Speaker: Mr Elijah Whaley, VP of Marketing APAC, PARKLU by Launchmetrics</p> <ol style="list-style-type: none"> 1. The analysis of 3 popular Chinese social media platforms (Xiaohongshu, Douyin and Bilibili) 2. How to choose the right platforms and utilise for e-commerce sales growth 3. The importance and potential of Key Opinion Consumer 4. Successful KOL marketing cases for e-commerce | PARKLU by LAUNCHMETRICS |
| 2:40pm – 3:15pm | <p>Panel discussion with the moderator and live Q&A Moderator: Mr Anson Bailey, Head of Consumer & Retail, ASPAC Head of Technology, Media & Telecoms, Hong Kong, KPMG China</p> | KPMG |

Mr Plato Wai 韋百濤先生
General Manager Hong Kong, SHOPLINE
SHOPLINE 香港區總經理

A veteran in the startup scene in Hong Kong, Plato has started his entrepreneurship journey since 2010. He has founded a few startups, including Wynd Co-working Space in Central, and this is also where he first met the SHOPLINE founders. Eventually he joined SHOPLINE in 2016 with an ambition to help it growing to the next level. Plato is also a columnist for online media Startupbeat and Stand News in Hong Kong. He is a Carnegie Mellon Graduate and has spent 5 years in investment banking.

韋百濤先生畢業於美國卡內基梅隆大學，曾在投資銀行工作超過 5 年，自 2010 年起開始他的創業生涯。數年間他創立過不同的初創，包括中環第一間共同工作空間 Wynd。2016 年，他加入了 SHOPLINE 的團隊，負責業務拓展和合作伙伴的事宜。2018 年，韋先生結集了多年來的創業經驗，出版了《柏拉圖自殺式創業》一書。現時亦繼續在立場新聞和 Startupbeat 中的專欄和讀者定期分享他對香港初創生態的看法。



Mr Kevin Lam 林濤豪先生
General Manager, Kerry eCommerce, Kerry Logistics
嘉里物流電子商務總經理

With more than 15 years of logistics and freight forwarding experience in the industry and Kerry Logistics, Mr Kevin Lam is currently General Manager of Kerry eCommerce, Kerry Logistics' eCommerce division. Kevin joined Kerry Logistics as a Management Trainee back in 2004, and was appointed in major positions in contract logistics, freight forwarding and corporate positions throughout his tenure, including a 10-year working experience in China as head of freight forwarding division in China. Kevin also served in the Global Management Office at Kerry Headquarters for strategic projects and investments.

Kevin holds a Bachelor of Social Science degree in City University of Hong Kong and completed a Master degree of Science in eBusiness Management in Chinese University of Hong Kong.

Kevin 擁有超過 15 年物流及貨代行業經驗，目前在嘉里物流聯網擔任嘉里電子商務總經理。Kevin 於 2004 年加入嘉里物流擔任管理培訓生，在任職期間，他被任命為合同物流、貨運代理和公司職位的主要職位，包括在上海工作 10 年，作為中國貨運代理部門負責人。他還擔任過嘉里物流全球總部兼任環球管理總經理，負責戰略項目和投資項目。

Kevin 擁有香港城市大學社會科學學士學位，並在香港中文大學完成電子商務管理理學碩士學位。



Mr Adrian Toy 蔡漢俊先生
Head of Agency, Google Customer Solutions

Adrian is a strategic leader in digital transformation and is focused on helping customers drive business growth. He has rich experience working with brands across Asian countries in retail, hospitality, healthcare, CPG and financial services sectors.

Adrian has held various marketing and digital leadership roles in APAC at both the agency and client side for companies including GE, J&J, Universal McCann, PUMA. He was most recently the Vice President Digital for Melco Resorts and Entertainment where he drove digitisation of the consumer experience and ecommerce.

He is also a certified Six Sigma Black Belt where he is experienced in continuous improvement through developing and promoting ideas that are proven to provide impact.



Mr Elijah Whaley 伊萊先生
VP of Marketing APAC, PARKLU by Launchmetrics
PARKLU by Launchmetrics 亞太地區市場總監

Elijah Whaley is a content producer, marketer, and passionate advocate for influencer marketing innovation in China. Elijah endeavors to create market value for brands through experiential branding, customer-focused marketing, and compelling communication.

Until its acquisition by Launchmetrics in 2020, Elijah Whaley was the Chief Marketing Officer of PARKLU. PARKLU curates China's most effective KOLs into a single database, layering on top comprehensive real-time campaign-tracking and analytics technology.

Elijah is now the VP of Marketing APAC at Launchmetrics. Launchmetrics is the leading Brand Performance Cloud for the Fashion, Luxury & Beauty (FLB) industries around the world.

Elijah is also the Cofounder of one of China's top ranking beauty influencer brands, Melilim Fu.



Mr Anson Bailey 利安生 先生

Head of Consumer & Retail, ASPAC

Head of Technology, Media & Telecoms, Hong Kong KPMG China

畢馬威中國 消費品零售行業亞太區主管 信息技術、媒體和電信業香港主管

Anson joined KPMG in Hong Kong in 1999 and is currently a Partner based in the Hong Kong office heading up the Consumer & Retail Practice in the ASPAC region. He is part of the KPMG Global Consumer & Retail Steering Group as well as being a member of the Global Technology Innovation Centre and the Cluster Leader for the Technology, Media & Telecoms Practice based in Hong Kong.

Anson has been active in driving a number of thought leadership reports and executive briefings for senior executives covering innovation and consumers in China and across Asia. He has worked with many corporates to understand the complex markets we live in and current levels of disruption being seen with recent reports including Global Mobile Payments, Consumers & Convergence, Mobilizing Innovation:

The Changing Landscape of Disruptive Technologies, The Rise of the Digital Multi-tasker, Be a Smarter Start-up, MNCs in

China, Made in China 2025, China's Connected Consumers, Global Connected Consumers, Connecting Hong Kong – Perspectives on our future as a smart city, Connected Cities – insights across the ASPAC region and The Changing Face of Commerce series.

Today, he not only mentors the next generation of go-to-market professionals at KPMG but continues to work with a growing number of C-level executives as a trusted advisor in providing the best in client innovation whilst acting as the Lead Partner for a number of strategic accounts in both the consumer and technology arena across the Asia Pacific region. He is a frequent speaker at conferences and events around the globe and has completed his Executive Masters in Technology & Innovation with the Poly University as well as the MIT Executive Leadership & Innovation Program.

