

Asian E-tailing Summit (亞洲電子商貿峰會)

6 December 2017

Tentative Programme (As of 21 August 2017)

Registration 09:30-10:00	
Opening Session 10:00-10:15	
Welcome Remarks by HKTDC Representative Opening Remarks by HKSAR Government Official	
Keynote Address 10:15-10:40	
Plenary Session 10:40-12:30	
The Impact of Rising Digital Consumption on the World Economy 數碼消費革新全球經濟發展	
Sales generated through e-tailing are expected to reach US\$3.6 trillion by 2019 The rapid growth of e-tailing is not only encouraging greater consumption globally, but it is also reshaping the economy. There has been intense competition between the world's e-tailing giants, who are extending their footprints through investment and merger and acquisition with regional and local e-tailers, and established brick-and-mortar retailers. As the e-tailing industry diversifies and matures, what implications will such developments have on the world economy? This plenary will examine how e-tailing has disrupted the traditional import-export paradigm; the effect of market consolidation in helping e-tailing giants grow at a rapid pace; how a new ecosystem is being crafted for e-tailing; and how this modern approach to trade is paving the way toward a more efficient coordination of supply and demand across the world economy.	
Chat Room & Networking Luncheon 12:40-14:00	
Concurrent Breakout Sessions 14:15-15:45	
Breakout Session 1	Breakout Session 2
Worldwide Procurement for Cross-border E-commerce 跨境電子商貿 環球採購新模式	The Social Commerce Movement - An Omnichannel Priority 靈活運用社交商貿掌握全渠道銷售
300 million consumers worldwide currently buy from merchants outside their own country. This number is expected to increase to nearly one billion by 2020 The value of global cross-border B2C e-commerce activities is projected to reach US\$424 billion by 2021. With consumers continuing to "shop the world" via the Internet, cross-border e-commerce strategies have enabled businesses to expand their market reach and increase their sales. However, in the fast-paced e-commerce sector, companies without an established cross-border e-commerce strategy and implementation plan will find it difficult to survive in this competitive market. This breakout session will examine how to develop cross-border e-commerce from a global perspective, covering topics such as the importance of digitalised supply-chain solutions; using big data and blockchain innovations for cross-border e-commerce; global payment solutions and online payment fraud; and reliable last-mile delivery and fulfilment.	Most retailers that currently run both online and physical stores expect to close their brick-and-mortar operations and exist solely online within the next 10 years As the online commerce sector becomes increasingly influenced by the millennial generation, social commerce has become a key growth driver for the e-tailing market. To leverage this trend, retailers will need to focus on integrating social commerce into their broader omni-channel initiatives to succeed in their Brick-n-Click model by enhancing their overall customer offerings, spanning the digital and physical worlds. This breakout session will explore how companies can capture business opportunities arising from social commerce and introduce omni-channel strategies for companies to utilise social commerce – including data management, enterprise order management, customer care, and mobile and in-store digital solutions.
Concurrent Workshops 16:00-17:30	
Hosted by Industry Key Players / Associations to present Practical Tips / Best Practices / Case Studies	

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** Note: - All programmes are subject to change without prior notice.

- Simultaneous interpretation in English and Putonghua is available for keynote address, plenary sessions and concurrent breakout sessions.