世界商业领袖圆桌会议
WORLD BUSINESS LEADERS ROUNDTABLE
全球化背景下的跨境电商合作
Cross-Border E-Commerce Cooperation Under Globalization
2016年9月7日・中国・厦门
September 7, 2016・Xiamen・China
近年来，在全球贸易持续低迷的背景下，跨境电子商务成为推动外贸发展的一匹黑马。在跨境电商平台、品牌商、线下连锁店/卖场、贸易商/代理商、中国电商之间，线上、线下渠道，为多个中国大型电商平台、国际物流服务商、电商平台/网店销售服务商、品牌商/零售商以及供货商搭建分销体系，多样化采购适应中国复杂的商业形势。商城汇聚全球知名品牌商品，包括家电、电脑办公、数码电子、居家用品、图书音像、健康保健等，专业高效的跨境电商服务团队及物流服务让中国新中产消费者可以足不出户，享受低价格的全球好货。

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Preface

In recent years, although global trading is in continuing downturn, cross-border e-commerce has become a dark horse in China's foreign trade market under a series of dividend policies. It has played a significant role in the steady growth of foreign trade & the stimulation of consumption, etc. It is estimated by The Ministry of Commerce of the People's Republic of China (MOFCOM) that the total volume from import and export of cross-border e-commerce will reach 6.5 trillion Yuan and 8 trillion by the end of 2016 & 2017 respectively. And the proportion of cross-border e-commerce among China's import and export will increase to 20% with an annual growth rate exceeding 30%. Therefore, it is imminent for the traditional foreign trade to be transformed, while cross-border e-commerce is expected to become one of the biggest driving forces for the rapid growth of China's foreign trade in the future.

Cross-border e-commerce industry has received continuous favorable policy by the China government to tap new opportunities in this industry, including promoting the construction of Cross-border E-commerce Pilot Zones, supporting the development of Overseas Warehouse for exporting commodities, implementing the National E-commerce Model City, major e-commerce projects, etc.

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China Council for the Promotion of International Trade

World Trade Centers Association

China Council for the Promotion of International Trade Xiamen Committee

Moderator

Taiwan Trade Center

World Trade Centers Association

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SGH Global

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China Council for the Promotion of International Trade Xiamen Committee (CCPIT Xiamen) was founded in 1988 as the executing agency for foreign trade and investment promotion in Xiamen. Over the years, CCPIT Xiamen has acted positively as the bridge and platform of foreign exchange and cooperation, having established extensive connections with more than 1,000 industrial and commercial groups from over 100 countries & regions to achieve new progress in promoting international trade, external relations, two-way investment, technological innovation and industrial upgrading.

Xiamen Chamber of International Commerce (COIC Xiamen), founded in 2003, affiliated to CCPIT Xiamen. At present, COIC Xiamen has 2,150 members, and has set up 22 overseas liaison offices in the US, Toronto, Vancouver, U.K., Germany, Russia, the Netherlands, Australia, Brazil, South Africa, Ethiopia, Zambia, The United Arab Emirates, Korea, Singapore, Malaysia, India, Thailand, Hong Kong, Macau and Taipei. Meanwhile, COIC Xiamen formally joined World Trade Centers Association last year, sharing a worldwide trade network of 750 thousand members from over 350 cities worldwide.

Witnessing the booming of cross-border e-commerce in recent years, CCPIT Xiamen has been dedicating to promoting the development of cross-border e-commerce industry. CCPIT Xiamen and COIC Xiamen hosted the World Business Leaders Roundtable for three consecutive years on the theme of cross-border e-commerce, established COIC Xiamen E-Commerce Committee, facilitated the first shipment of cross-border e-commerce transaction directly exported from Xiamen, held a series of cross-border e-commerce seminars and training programs, and organized Fujian Cross-Border E-commerce Delegation to do market research and two-way cross-border e-commerce matchmaking talks in Britain, Germany, Switzerland, America, Canada, Japan, etc.
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Xiamen Chamber of International Commerce Overseas Liaison Office Contact:

中国·厦门

组织机构
Organization Structure

主办单位 / Hosts: 中国国际商务促进委员会
China Council for the Promotion of International Trade (CCPIT)

中国国际商会驻赞比亚联络处
The Organizing Committee of China International Fair for Investment and Trade

联合主办 / Co-Hosts: 世界贸易中心协会
World Trade Centers Association (WTCA)

承办单位 / Organizers: 中国国际贸易促进委员会厦门市委员会
China Council for the Promotion of International Trade Xiamen Committee

协办单位 / Co-Organizers: 厦门市商务局
Xiamen Bureau of Commerce

厦门国际商会
Xiamen Chamber of Commerce

厦门世界贸易中心
World Trade Center Xiamen

厦门物流科技有限公司
Xiamen Wangyi (C) Co., Ltd.

Xiamen Zhiying Lianhe E-Commerce Co., Ltd.

华商汇跨境电子商务发展协会
Hai Xiu Cross-Border E-Commerce Development Association

赞助机构 / Sponsors: 百威啤酒
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厦门友略E-commerce Co., Ltd.

Quan Hill China Limited

Xiamen Gustle Group

Xiamen Quanm E-commerce Co., Ltd.

战略媒体 / Strategic Media: 厦门日报
Xiamen Daily

CIPNEWS

EBRUN

Strait Herald
往届圆桌会议精彩瞬间
Previous World Business Leaders Roundtables

第十五届世界商业领袖圆桌会议亮点
Highlights of the 15th World Business Leaders Roundtable

世界商业领袖圆桌会议从2002年开始由中国贸促会和投促会组委会主办，厦门市贸促会承办，2014年，美国贸易投资促进会和美国贸易协会联合主办。2015年至2016年，中非贸易中心协助联合主办，至今已成功举办了15届。圆桌会议规模不断扩大，规格日益提升，已成为目前国内市场影响最广泛、最具影响力的全球性商务活动之一。

With a 14-year history, the annual World Business Leaders Roundtable (BLR) is hosted by China Council for the Promotion of International Trade (CCPIT) & the Organizing Committee of China International Fair for Investment and Trade (CIFIT) and organized by CCPIT Xiamen. The UK Trade & Investment (UKTI) and China-Britain Business Council (CBBC) successfully co-hosted the 13th BLR in 2014. The World Trade Centers Association (WTCA) co-hosted the 14th BLR and will also co-host the 15th BLR. Innovation has continuously been made to the event which has attracted widespread attention from political and business circles across the globe. As one of the most important supporting activities of CIFIT, the BLR has been gradually expanding in scale, and has become one of the best domestic and most influential platform for high-level networking among world business leaders and heads of chambers of commerce from home and abroad.

主题切合当前形势 话题紧扣行业热点
Focus on Current Economic Situation & Hot Topics

2016年，跨境电商行业迎来政策利好，鼓励商业模式创新、扶持发展出口产品“海外仓”等，为跨境电商发展创造了良好的环境。跨境电商已经成为“一带一路”倡议的驱动力，并有望成为未来中国对外贸易增长的新引擎之一。本次圆桌会议聚焦形势，以“全球化背景下的跨境电商合作”为主题。围绕“跨境电商区域化试点中心城市建设的驱动力”、“海外仓+跨境电商新商品带来源动力”、“全球化的国际贸易格局与B2C跨境电商”等热点话题展开交流和探讨，具有重要的现实意义。

This year, a series of favorable policies on the cross-border e-commerce industry encourages business model innovation and overseas warehouse establishment, creating good environment for the development of cross-border e-commerce. Cross-border e-commerce has become an important force for the "Belt and Road" initiative and is expected to become the biggest driving force for China’s foreign trade. “Cross-Border E-Commerce Cooperation Under Globalization” as the theme, the 15th BLR focuses on the current economic situation and will discuss on hot topics, including "Cross-Border E-Commerce: New Impetus for Economic Central Cities", "New Opportunities for Made in China: Overseas Warehouse + Cross-Border E-commerce", " How will B2C cross-border e-commerce change international trade structure?", etc.
**Roundtable Agenda**

**High-Level Conference with Weighty Speakers**

This year, the roundtable conference will gather more than 100 top executives and experts from the global e-commerce industry, including AliExpress, JD.com, Suning.com, and other major e-commerce companies. The conference will focus on discussing the latest trends and challenges in the global e-commerce sector, with key speakers from Alibaba Group, Amazon, and Google sharing their insights.

**Cross-Border E-commerce Matchmaking Talks**

Cross-Border E-commerce Cooperation Under Globalization

**Theme:** Cross-Border E-commerce Cooperation Under Globalization

**Time:** 9:30-12:00 AM, September 7th, 2016

**Venue:** Multi-functional Meeting Hall, 5/F, Xiamen International Conference & Exhibition Center (XICEC)

**Meeting Topic:** Global Sourcing and Procurement

**Time:** 13:30-14:00

**Venue:** Meeting Room 1, Xiamen International Conference & Exhibition Center (XICEC)
致辞领导
Addresser

卢鹏起
中国对外贸易促进委员会会长

中国对外贸易促进委员会会长卢鹏起先生于1992年加入委员会，并在1996年成为委员会的副主席。在他的领导下，中国对外贸易促进委员会在推动中国对外贸易发展方面取得了显著成就。在他的领导下，委员会成功举办了众多国际性贸易展览，促进了中国与世界各国的贸易合作。卢鹏起先生在贸易领域的丰富经验和领导能力使他成为推动中国对外贸易发展的重要领导人。

Lu Pengqi
President, China Council for the Promotion of International Trade (CCPIT)

致辞领导
Addresser

加齐·阿布纳尔
世界贸易中心协会主席

加齐·阿布纳尔是世界贸易中心协会的创始人和主席。在他的领导下，世界贸易中心协会在全球范围内推动了贸易和投资的发展。在他的指导下，世界贸易中心协会在全球范围内成功举办了众多贸易和投资促进活动，为促进国际间贸易和投资发挥了重要作用。

Ghazi Abu Nahl
Chairman, World Trade Centers Association (WTCA)

世界贸易中心协会

世界贸易中心协会成立于1970年，是一个非营利、非政府性组织，致力于推动全球贸易和投资的发展。协会在全球范围内设有超过300个贸易中心，为促进国际间贸易和投资提供了重要平台。世界贸易中心协会通过举办各种贸易和投资促进活动，为促进国际间贸易和投资发挥了重要作用。
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Zhiping Yan  Acting Chairman, China Council for the Promotion of International Trade Xiamen Committee (CCPT/Xiamen)
Xiamen Chamber of International Commerce (COIC Xiamen)

Mr. Yan Zhiping, M.A. in Economics (Xiamen University): He worked as an Assistant Editor at Journal of Fujian Normal University in 1985. He was Deputy Director of Policy Research Office of the Xiamen Municipal Committee of the CPC, and later Director & Associate Councilor and also the Deputy Director of the Xiamen Huandong Waters Project Headquarter from 2009. In 2012, he was appointed as the Vice Chairman of CCPT/Xiamen & COIC Xiamen. He is now Acting Chairman of CCPT/Xiamen & COIC Xiamen.

圆桌会议主持人
Moderator

薛成
Founder & CEO, Netconcepts China
Chairman, Global Cross-Border E-Commerce Association

Mr. Allen Qu has been awarded the Most Influential Business Person of China, E-Commerce Pioneer, China Top Ten Excellent Achievement Award, E-Commerce Expert of China, etc. Allen is the Distinguished Professor of Beijing University and also the Best Certified Distinguished Expert. In addition, he is a frequent speaker at online marketing conferences around the world, including the Harvard University. Allen provided e-marketing consultancy & service for enterprises in Mainland China, the US, Britain, Germany, Australia, New Zealand, Japan, Hong Kong, etc. receiving numerous favorable comments from professional e-marketers and customers. He is the author of “Inbound Marketing and SEO”.

帝特康赛网络技术（北京）有限公司

Netconcepts China

Netconcepts China is a comprehensive world leading search engine marketing company, mainly focusing on search engine optimization (SEO), combining with social media optimization, mobile marketing and website construction. Netconcepts China successfully provided online marketing solutions services for numerous well-known companies including ccb.com, suning.com, 9.com, zhounan.com, BaiduTime, Credit Ease, etc. As the leading SEO service provider in China, Netconcepts China founded China SEO Ranking Award, SEO University to further promote the development of online marketing. Netconcepts China independently research and develop the “Web Insights”, a domestic leading online marketing system. Netconcepts China was ranked the “Best Chinese SEO Provider” by the global authority organization — TopSEOs and one of The Most Competitive E-Commerce Service Providers in China. Founded in 2008 in Beijing, Netconcepts China has already set up subsidiaries in Shanghai, Shenzhen, Jinhua, and Sydney.
跨境电商时代的贸易新机会
Cross-border E-Commerce: Creating New Opportunities for Global Trade

梁恩辉

台商青年会长, 台湾商业发展尽快次官，台商国际青年发展学会、东南亚台商青年发展学会及东南亚台商青年会成员，致力于推动台商之 Ago 年代与购物中心发展。

梁恩辉于 2012 年当选为台商青年会长，2018 年当选为台商国际青年发展学会创会会长。梁恩辉致力于推动台商与购物中心发展。

Francis Kuo-Hsin Liang
Chairman, Taiwan Trade Center [TTC]

Mr. Francis Kuo-Hsin Liang currently serves as chairman of the Taiwan Trade Center (TTC). Since joining the government in 1978, Mr. Liang has held numerous important domestic and overseas posts, during which he has devoted his efforts fully to promoting Taiwan’s economic development and expanding international markets for Taiwanese enterprises, with his expertise in areas such as international economic law and trade negotiations. During his tenure as Vice Minister of Economic Affairs, and concurrently Chief Trade Negotiator, and later as Deputy Minister, Mr. Liang played an instrumental role in the signing of the Cross-Strait Economic Cooperation Framework Agreement (ECFA) in 2010, the Cross-Strait Investment Protection and Promotion Agreement in 2012. He also chaired the first three Regular Meetings of the Cross-Strait Economic Cooperation Conference as Chief Delegate from Taiwan in 2013, as well as actively promoted Economic and Trade relations with the United States and the European Union.

在台湾贸易中心的领导下，梁恩辉致力于推动台商与购物中心发展。

台湾贸易中心

台湾贸易中心为台湾最重要的一级贸易促进机构，以协助台湾厂商拓展对外贸易为基本任务。目前全球有超过 150 个台湾贸易中心在世界各地展开贸易促进活动，包括台北、东京、北京、上海、香港、新加坡、洛杉矶、芝加哥、伦敦、法兰克福、米兰等，以及全球各主要城市的贸易促进中心。台湾贸易中心在海外的代表处遍布全球，为全球的贸易机会提供全方位的服务。

Scott Ferguson
Chief Executive Officer, World Trade Centers Association (WTCA)

A senior executive with a concentration in building sustainable business models, Ferguson brings more than 30 years of experience in international business and the WTCA Network to the role of Chief Executive Officer. Most recently, he was President and CEO of Trade Centre Limited, an Atlanta, Georgia organization that operates the World Trade Center in Hilton Head, New Coasta.

During his tenure at WTCA, Ferguson achieved national and international recognition for his ability to innovate and foster organizational growth, most notably with the development of the largest convention center in Eastern Canada, the Halifax Convention Centre. He was also the lead in developing an operational model for WTCA Halifax with an emphasis on membership growth, events, and the delivery of trade education services.

Scott is credited with securing many corporate partnerships to support revenue generation for the WTCA Halifax operations, including a 10-year naming rights partnership, and substantial funding from three levels of government to construct the region’s premier convention facility.

With an MBA from Saint Mary’s University, Scott holds a Bachelor of Arts (Economics) from Acadia University and an ICD.D designation from the Canadian Institute of Corporate Directors. He has been a guest speaker on business strategy at regional and international events.

在台湾贸易中心的领导下，梁恩辉致力于推动台商与购物中心发展。
The Construction of the Competitiveness of Cross-Border E-Commerce

Phil Teng Vice President, Amazon Global Logistics China

Mr. Phil Teng, Vice President of Amazon Global Logistics China, has been working in logistics industry as Sales Management for the past 20 years in Mainland China and Taiwan. He is professional in the international freight forwarding, logistics supply chain, domestic transportation, warehousing, as well as B2B E-commerce logistics. Before joining Amazon, Mr. Teng was Director, Field Sales, DHL Global Forwarding (China) Co., Ltd., responsible for Mainland China and Hong Kong sales management. Transferred to China on 2001, Mr. Phil Teng has ever worked in Beijing, Xian and Shanghai. Catching up with China's logistics growth trend, Mr. Teng is not only familiar in each city but also in charge of each region's business growth and account management. Currently, Mr. Teng is currently the Guest Professor in International Trade Institute (ITI), Taiwan Trade Center (TTC), Ministry of Economy. His major courses include "China Logistics & Supply Chain", "Sales Skills" and "Sale Management".

探討跨境電商競爭力的構建

亞馬遜中國

亞馬遜中國跨境電商，由亞馬遜全球貿易和亞馬遜全球貿易沙特亞馬遜站組，與亞馬遜全球貿易和亞馬遜全球貿易中國區組，於2014年3月進入中國市場。作為亞馬遜全球貿易的全球核心，亞馬遜中國致力於為全球消費者提供優質的電商服務。亞馬遜中國通過亞馬遜全球貿易和亞馬遜全球貿易中國區組的強強聯動，為全球消費者提供優質的電商服務。亞馬遜中國致力於為全球消費者提供優質的電商服務。

亚马逊中国

跨境电商平台由亚马逊全球贸易和亚马逊全球贸易沙特亚马逊站组成，亚马逊中国是亚马逊全球贸易的全球核心，亚马逊中国致力于为全球消费者提供优质的电商服务。亚马逊中国通过亚马逊全球贸易和亚马逊全球贸易中国区组的强强联动，为全球消费者提供优质的电商服务。亚马逊中国致力于为全球消费者提供优质的电商服务。
新常态下的B2B跨-border电子商务

Chinese Companies Entering the Russian Market: Wins And Fails

任建
阿里巴巴集团跨境贸易事业部总经理

Mr. Ren is now in charge of Alibaba International in Alibaba Group. Before joining Alibaba, he has worked in Huawei for over a decade, and served as several important positions including CEO in Huawei subsidiaries overseas, regional vice chairman, etc. Mr. Ren has profound business background with international vision and management experience.

阿里巴巴集团

Alibaba Group

Alibaba Group was founded by 18 people led by Jack Ma in 1999 in Hangzhou. In the past 17 years, Alibaba Group operates several successful leading online and mobile platforms, covering retail, wholesale and cloud computing. Alibaba provides technology and services to billions of consumers, merchants, third-party service providers and other partners, helping them carry out business activities in Alibaba ecosystems and enjoy the benefits of growth.

B2B is an important part of Alibaba Group's strategic system, representing the interests of SMEs. The turnover of Chinese cross-border e-commerce had reached $5.4 billion by the end of 2015, increased by 28.6% compared with the same period of last year. Today, Alibaba operates cross-border e-commerce throughout the US, India, Britain, Hong Kong, Australia, Brazil, Russia, Canada, etc. Alibaba.com has become the world's largest cross-border B2B e-commerce platform.

安娜·库兹米娜
首席商务官，Yandex Money

Anna Kuzmina is now the Chief Commercial Officer at Yandex Money, who is in charge of Yandex Money's international business development, in particular expansion into foreign markets. Having worked for some of Russia's largest e-commerce companies, including Mail.ru Group and Xanol, she has a strong expertise in online payments for digital goods, retail, and gaming. Anna frequently delivers talks at e-commerce events worldwide, shaping global awareness of current trends in e-commerce and payments. She is often asked to contribute to Russian and foreign e-commerce research reports. Anna is particularly knowledgeable about the Russian-Chinese cross-border e-commerce market; she is both a Chinese-speaking expert, as well as a hands-on manager who has been building bridges between the two e-commerce markets for over a decade.

Yandex支付

Yandex支付是俄罗斯最大的电子支付服务提供商。Yandex支付是俄罗斯搜索引擎巨头Yandex（包括达达平台：Yandex）的附属公司，由国际支付公司AEP（前身为美国公司American Express）开发并运营。Yandex支付的注册用户超过2亿，遍布全球200多个国家和地区，其中大多数用户来自俄罗斯和中国。Yandex支付在全球范围内拥有超过70,000家商店和实体店接受Yandex支付。
Victor Xia  
Head of Business Development, PayPal China

As the Business Development Director of PayPal China, Victor leads PayPal China Acquisition Team, defines regional development strategies, provides customized payment solutions to merchants with deep CBT industry insight, supports to drive the growth of China e-Commerce business. Victor has nearly 20-year experience in High-Tech and Payment industry, prior to PayPal, he served in IBM China as various business leader roles.

PayPal

PayPal (Lightning Network) is a global payment option for online and in-store purchases, enabling businesses to accept payments from customers around the world. PayPal provides businesses with a suite of tools and services to help them grow their business online and offline. PayPal’s global network has over 200 million active accounts, allowing businesses to reach customers in over 200 countries and regions. PayPal offers payment solutions to merchants in a variety of industries, enabling businesses to accept payments in multiple ways, including payments through PayPal’s mobile app, website, or through integration with third-party platforms.

PayPal has over 100 million active accounts across 200 countries, enabling businesses to accept payments from customers around the world. PayPal’s global network has over 200 million active accounts, allowing businesses to reach customers in over 200 countries and regions. PayPal offers payment solutions to merchants in a variety of industries, enabling businesses to accept payments in multiple ways, including payments through PayPal’s mobile app, website, or through integration with third-party platforms.

Amer International Group

Amer International Group (AIG) is a high-tech industry group, which mainly focuses on the whole industry chain of new metal and non-metal materials with over 15,000 staff. Located in Shenzhen, the group also set up regional headquarters in Beijing, Shanghai, Los Angeles, Geneva and Singapore, etc. Amer has established more than 10 industrial parks such as Shenzhen Precision New Materials Industrial Park, and has built three research and development centers in Switzerland, the US and Singapore. Amer owns areas of over 10,000 square kilometers industrial development parks, over 100 square kilometers industrial development parks, 10,000 square kilometers mining area, and 10,000 square kilometers mining area worldwide. We also have 100 thousands square kilometers mining areas with exploration right, the total value of the demonstrated mineral reserves is over 10 billion RMB. Amer reached a turnover of over 300 billion RMB, ranked 247th among the Fortune Global 500 for the first time in 2018. Amer was ranked the 109th place among the Fortune Global 500 with a turnover of $47 billion.

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主办单位：中国国际贸易促进委员会
中国中国国际投资贸易洽谈会委员会
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