



**5/12/2018**

**Hong Kong Convention and Exhibition Centre**

香港會議展覽中心

[www.asianetailingsummit.com](http://www.asianetailingsummit.com)

Organiser 主辦機構



Concurrent Events 同期舉行活動



創新及知識產權周活動系列  
An Event of



# Highlights of AES 2017

## 「亞洲電子商貿峰會」2017 亮點

Close to 接近 **1,200**

e-tailing professionals and business leaders from 名電子商貿專才及商界領袖來自

**33** countries and regions 個國家及地區

**20+**

internationally renowned speakers 名國際知名的演講嘉賓

Close to 接近 **400**

media clippings 份媒體報導

Close to 接近 **90%**

of respondents indicated their keen interest to attend the next AES 受訪者表示有意參與下屆峰會



## Asian E-tailing Summit

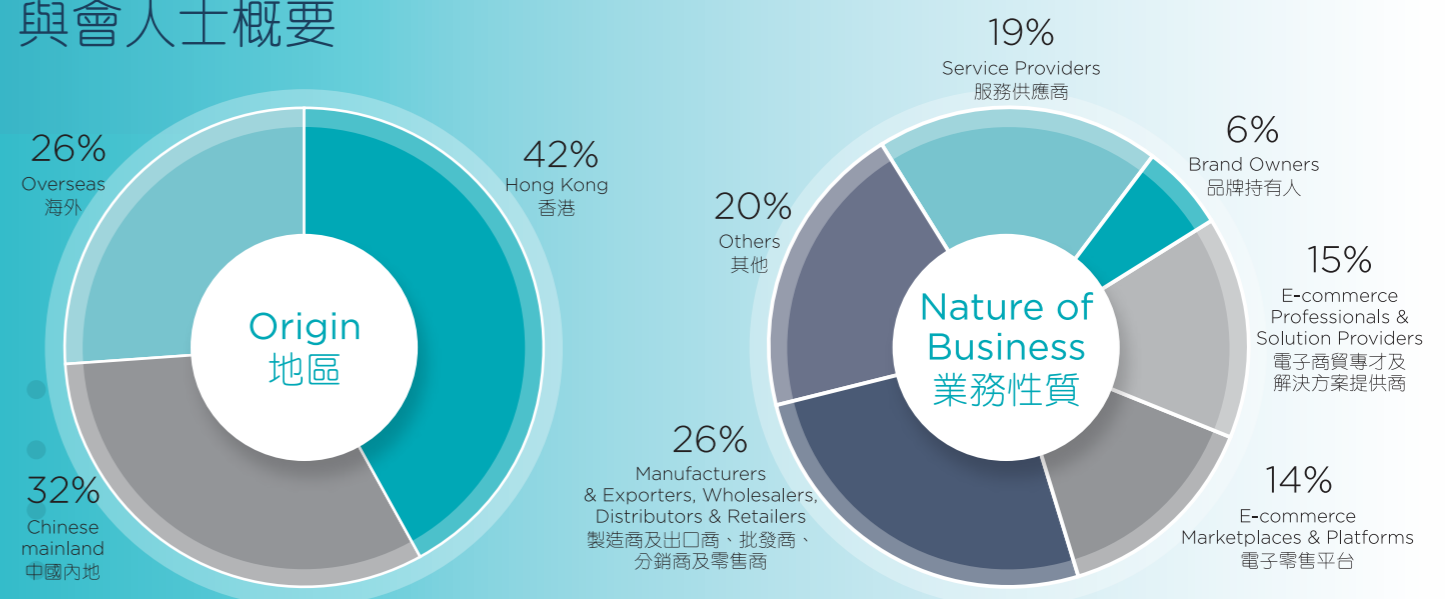
### 「亞洲電子商貿峰會」

The Asian E-tailing Summit (AES) is a one-stop platform for business professionals to network with renowned online retail experts, and obtain the latest sourcing trends and market intelligence, success cases and best practices of e-tailing.

「亞洲電子商貿峰會」旨在提供一站式的服務平台，聯繫與會者和電子商貿專才，並探討電子商貿的最新採購模式及發展趨勢，討論電子商貿的成功案例和商業方案，發掘內地以及亞洲各地的商機。

## Who Will You Meet?

### 與會人士概要



\* Reference figures based on last's attendance 以上為去年出席率的參考數字

# Prominent Speakers at the last AES

## 去屆「亞洲電子商貿峰會」星級講者



Being at the Asian E-tailing Summit has been a great and enriching experience, allowed me to meet peers, competitors, suppliers and service providers.  
亞洲電子商貿峰會讓我有機會與電子商貿同伴、競爭對手、供應商及服務提供商見面，是一次豐富多彩的經驗。

Mr Giulio Xiloyannis  
ZALORA

Gathering top-notch speakers from the fast-growing e-tailing business around the world, you will discover the trends, innovations, opportunities and challenges that are revolutionising the industry at AES.

「亞洲電子商貿峰會」匯聚世界一流的講者及行業領導，助你掌握電子商貿的最新趨勢、創新機遇及挑戰。



Mr Benoit Lavaud  
Bluebell Group



Mr Christopher Kung  
Macy's China Ltd.



Mr Giulio Xiloyannis  
ZALORA



Mr Dai Feng Jun  
Hong Kong Suning Commerce Co., Ltd.  
香港蘇寧雲商有限公司



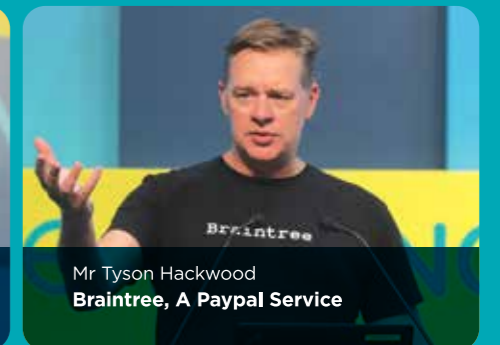
Mr Yang Tao  
Killimall International Ltd.



Mr Lawrence Cheng  
DHL Express (HK) Ltd.  
敦豪國際速遞(香港)有限公司



Ms Innie Wong  
Nespresso



Mr Tyson Hackwood  
Braintree, A Paypal Service



Mr Simon Tarring  
Sephora Digital SEA Pte. Ltd.



Mr Lester Owencroft  
Gartner Hong Kong



Mr Kiril Popov  
Fung Global Retail and Technology  
香港馮氏全球零售及科技研究



Mr Tony Lau  
Fung Omni Services  
馮氏全渠道



Mr Anson Bailey  
KPMG  
畢馬威會計師事務所



Ms Juliette Gimenez  
Goxip



Mr Michio Takahashi  
E-Commerce Company, Rakuten  
樂天電子商貿企業



Ms Jenny Hui  
eBay



Mr William Ip  
Paypal



Mr Rex Cheuk  
Tmall Global  
天貓國際



Mr Kai Tang  
Magento



Mr Bobby Liu  
Chow Tai Fook Jewellery Group Ltd.  
周大福珠寶集團有限公司



We are here at the inaugural Asian E-tailing Summit because it's the right time at the right place. I think moving forward, we are going to see the next wave of entrepreneurs and e-tailing businesses.  
於此時此刻舉辦首屆亞洲電子商貿峰會確實是個明智的決定。我們將看到新一輪企業家及電子商貿的出現。

Mr Anson Bailey  
KPMG 畢馬威會計師事務所



I see the quality of speakers here whose sharing are so interesting. At this pace, the Asian E-tailing Summit will become the best platform for the e-tailing business.  
這裡匯聚世界一流的講者作生動的分享。我相信亞洲電子商貿峰會將成為發展電子商貿業務的最佳平台。

Mr Byungho Park  
KAIST College of Business, Korea

# 2018 Event at a Glance

## 2018主題內容



### Summit 峰會

To dive into e-tailing trends and focus on best in class solutions for industry players with various breakouts and workshops  
透過主題論壇及不同形式的研討會與工作坊，讓與會者互相交流意見，並探討電子商貿的最新趨勢及商業方案

### BELT and ROAD 一帶一路

The **Belt and Road** Initiative:  
How the World's Biggest Infrastructure Project Drives Cross-Border E-commerce  
「一帶一路」倡議：全球最大的基建項目如何帶動跨境商貿



How **Big Data** Stimulates Social Commerce and Improves Customer Engagement  
大數據如何促進社交商務和提昇客戶參與及忠誠度



How this **Dynamic Online Retailing Ecosystem** Fuels Business Growth and Builds Brands  
網上零售平台蓬勃生態如何促進業務發展及建立品牌



How **AI and Machine Learning** Create E-tailing Innovation  
人工智能和機械學習如何創新網上零售模式

### Networking Cocktail Reception 交流活動

To expand enterprises' connections with potential partners from around the world  
匯聚來自世界各地的講者及電子商貿專才，讓與會者建立聯繫網絡及物色商貿夥伴，進一步擴充業務



### Exhibition 展覽

To acquire innovative business solutions and look for partnership opportunities under HKTDC SmartBiz Expo  
香港貿發局創智營商博覽將展示最新商業創新方案及應用科技，協助與會者捕捉及開拓新商機



### Roundtable Meeting 圓桌會議

To gather cross-border e-commerce experts to strengthen regional co-operation  
匯聚跨境電子商貿專才，加強區域合作



### Award Presentation 電子商貿大獎頒獎典禮

To recognise and award the finest minds in the e-tailing industry and create networking opportunities  
表揚和嘉許電子商貿優秀理念及人才，鼓勵業界以不同途徑提升業務，促進業務發展及提供交流機會



## Sponsorship Opportunities 贊助計劃

The Asian E-tailing Summit is an ideal platform to increase your brand visibility, identify potential customers and expand your business network. Contact us to arrange a tailored sponsorship package that suits your business needs.

亞洲電子商務峰會是貴公司提高品牌知名度、尋找客戶和拓展商貿網絡的理想平台。為配合不同企業需要，我們可為貴公司制定專屬的贊助方案。

## Register NOW! 立即報名!

Register on or before 31 Oct 2018 to enjoy 30% Early Bird Discount:  
USD 84 / HKD 660 (Standard Fee: USD 120 / HKD 940)

於2018年10月31日或之前報名，可享7折提早報名優惠：  
美金84/港幣660 (正價: 美金120/港幣940)

## Contact Us 聯絡我們

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香港灣仔港灣道1號會展廣場辦公大樓38樓

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Website 網址 : [www.asianetailingsummit.com](http://www.asianetailingsummit.com)