

EU  
CBEC  
forum

20  
19

EU CROSS-BORDER  
E-COMMERCE  
FORUM

DECEMBER 11/12-2019  
LIEGE AIRPORT

PROGRAM / 19

DAY 1/  
DEC11

1:00 pm

REGISTRATION

2:00 pm

FORUM

5:00 pm

COCKTAIL RECEPTION

DAY 2/  
DEC12

8:00 am

REGISTRATION

9:00 am

FORUM

10:30 am

NETWORKING BREAK

11:00 pm

FORUM

1:00 pm

BUSINESS LUNCH

2:30 pm

FORUM

5:45 pm

CLOSING SPEECH

EU 20  
CBEC 19  
forum

EU CROSS-BORDER  
E-COMMERCE  
FORUM

DECEMBER 11/12-2019  
LIEGE AIRPORT

DAY 1  
DEC 11

AGENDA / DAY 1

2:00 pm – 2:15 pm

**OPENING SPEECH**

Michel Kempeneers - Awex  
Ken Zhao - Cifnews

2:15 pm – 2:40 pm

**LIVESTREAMING:**

**A new e-commerce trend in China**

Wang Haichen - Atlas Hiseas

2:40 pm – 3:10 pm

**TRADE AGREEMENTS, DIGITAL SINGLE MARKET, BREXIT ISSUE:**

**What's new in EU for e-commerce players?**

Jasmin Battista - European Commission

3:10 pm – 3:30 pm

**DIGITAL B2B:**

**A close-up on the current situation of European e-commerce  
in the B2B industry**

Ingo Schloo - Zentrada

3:30 pm – 4:15 pm

**DOOR TO EUROPE:**

**What are the key points in Cainiao European Strategy?**

Moderator: Franck Toussaint - Wallonia Export Investment Agency

Derek Sun & David Bu - Cainiao

Bert Selis - Liege Airport

4:15 pm – 5:00 pm

**SUCCESS STORIES IN CROSS-BORDER E-COMMERCE:**

**A kaleidoscope of experiences from cross-border players**

Moderator: Claudia Vernotti - ChinaEU

Giulio Finzi - Netcomm

Allen Yao - D1M

Jessica Radicchi - Timex Group

5:30 pm – 7:00 pm

**COCKTAIL RECEPTION**

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DAY 2  
DEC12

AGENDA / DAY 2

9:00 am – 9:30 am

**ALIBABA AND ITS EWTP PROJECT**

James Song - Alibaba Group

09:30 am – 10:30 am

**SILK ROAD 2.0:**

**What can EU Associations and their Chinese counterparts do for 21st century Explorers?**

Moderator: Franck Toussaint - Wallonia Export Investment Agency

Chen Weijing - Hangzhou Cross-border Association

Ma Zili - Xiamen Free Trade Zone

Martin Gross-Albenhausen - German E-commerce Association BevH

Bernard Piette - Logistics in Wallonia

10:30 am – 11:00 am

**NETWORKING BREAK**

11:00 am – 11:45 am

**MARKETPLACES:**

**The best ambassadors for new Chinese Brands**

Moderator: Guido Ghedin - Cifnews

Anastasia Kovaleva - Vivatao

Leila Fan - Cdiscount

Kuan Huang - Real.de

11:45 am – 12:30 pm

**EU-CHINA CROSS-BORDER E-COMMERCE  
LOGISTICS DEVELOPMENT TRENDS**

Aaron Yuan - Hongyuan Group

Jan Van Roey - Landmark Global / Bpost

12:30 pm – 1:00 pm

**CROSS-BORDER INNOVATIONS:**

**Latest news and trends about tech in China**

Michel Cui - Alibaba Cloud Europe

1:00 pm – 2:30 pm

**LUNCH & NETWORKING BREAK**

2:30 pm – 3:00 pm

**WANT TO BE AN EFFECTIVE MARKETER IN CHINA?**

**Ask Tmall Global**

Jennifer Wang - Tmall Global

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AGENDA / DAY 2

3:00 pm – 3:40 pm

**AUTOMATION AND DIGITAL SOLUTIONS FOR LOGISTICS:**

**What are the latest innovations?**

Moderator: Cinzia Pasquale - 4SUCCESS2EU  
Bram Jan Streefland - ViaEurope  
Pierre-Yves Minarro - Scallog

3:40 pm – 4:10 pm

**CROSS-BORDER FROM A LEGAL PERSPECTIVE:**

**3 main challenges for retailers**

Moderator: Guido Ghedin - Cifnews  
Werner Rens - Belgian Customs  
Jean-Claude Semucyo - Belgium SPF Finances

4:10 pm – 4:30 pm

**LAST MILE DELIVERY AND TRACKING:**

**What do consumers expect?**

Michael Darchambeau - URBANTZ

4:30 pm – 5:00 pm

**TRUST, THE KEY CURRENCY FOR CROSS-BORDER TRADE:**

**Can Europe act as guarantor to foster cross-border  
business partnerships?**

Moderator: Sofie Geeroms - BeCommerce  
Robert de Jongh - PostNL  
Tim Fransen - Worldline

5:00 pm – 5:45 pm

**CONNECT WITH CHINA:**

**Best practices to log in to the world 1st e-commerce market**

Moderator: Guido Ghedin - Cifnews  
Angelo Zhou - OBOR Consulting  
Bart Horsten - Horsten International  
Betty Touzeau - Paris2Beijing

5:45 pm – 6:00 pm

**CLOSING SPEECH**

Michel Kempeneers - Awex  
Ken Zhao - Cifnews