

ALIEXPO MAIN STAGE

10:00-11:20am | Opening Ceremony

Patrick Mayoh Chief Executive Officer, Australia China Business Council

1:00-4:30pm | Alibaba Business Matchings (Invitation Only)

Alibaba Supported by Austrade

5:30-7:00pm | AliExpo Opening VIP Cocktail Party (Invitation Only)

David Gulasi CEO and Founder of Metasurge, Top KOL 萌叔大卫老师



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ALIEXPO THEATRE

AliExpo Business Conference:

11:30-11:35am | Opening

Emcee: David Gulasi CEO and Founder of Metasurge, Top KOL 萌叔大卫老师

11:35-11:50pm | ANZ Food & Beverage Trends: Fresh Insights and Innovative Export Solutions

Steve Zhen Head of Category, F&B, Home & Furniture, and Electronics, Tmall Global, Taobao & Tmall Group

11:50-12:05pm | Exploring Contemporary Cross-Border Trade Dynamics in Health and Wellness

James Sung Head of Category, Health and Wellness and Pet Wellness, Taobao & Tmall Group

12:05-12:20pm | Breaking Barriers: The Latest Trends and Profitable Prospects in China's Skincare, Mother and Baby Market

Keiko Li Head of Category, Beauty and Skincare and Mother and Baby, Taobao & Tmall Group

12:20-12:30pm | Exploring Global Success: Nig Nutritional's Journey with Alibaba

Ling Lu Sales Manager, China, Nig Nutritionals Ltd

12:30-12:45pm | Fireside Chat: Global Wholesaling with Alibaba.com - How can Australia and New Zealand Businesses Gain Access to International Buyers

Will Zhao Chief Executive Officer, Yaru Ventures

Alvin Wang Chief Executive Officer, Sky Distribution

Moderator: Kit Yau Head of Marketing, Alibaba Australia and New Zealand

12:45-1:05pm | Panel Discussion: Global Commerce Mastery: Unlocking Cross-Border and Wholesale Opportunities for Australia and New Zealand Merchants

Jade Angelopoulos Marketing Manager, Schibello Coffee

Ling Lu Sales Manager, China, Nig Nutritionals Ltd

Will Zhao Chief Executive Officer, Yaru Ventures

Alvin Wang Chief Executive Officer, Sky Distribution

Moderator: Jonathan Cox China CEO, Roolife

1:05-1:45pm | Break

Check-in for Afternoon Session: 1:15-1:40pm

1:45-1:50pm | Afternoon Opening

Emcee: David Gulasi CEO and Founder of Metasurge, Top KOL 萌叔大卫老师

1:50-2:05pm | Path to Success in with Freshippo: Australia and New Zealand Brand's Guide to China retail in 2024

Melody Jia General Manager, Freshippo Global GO and Exportation

2:05-2:20pm | Unlocking Business Opportunities in Australia Local Market: Discover Profitable Categories and Growth Opportunities

Alfy Zhang Country Manager, Australia and New Zealand, AliExpress

2:20-2:40pm | Explore your Local to Local Business Opportunity: Learn Effective Supply Chain Strategies and Successful Business Models for Australia Businesses + Q&A

May Wang AliExpress Business Partner Management

2:40-3:20pm | New Sourcing Strategies: Optimising Imports from China Hear from a Panel of Business Owners Making Smart Buying Decisions + Q&A Panellists:

Oscar Langoulant Founder of WeAssist

Rocky Yan Founder of Party Best Buy

Percy Hung CEO and Co-founder at Choco Up

Moderator: Jim Vrondas Head of Commercial, WorldFirst

3:20-3:45pm | Understanding Southeast Asia Markets, 2024 Trends and How We Can Equip For the Journey + Q&A

Neo Tze Siang Chief Business Officer, Synagie, Official Partner of LAZADA

3:45-3:55pm | Crafting a Robust Online Presence: Strategies for Marketing Success in Southeast Asia

Christie Ding Head of Client Solutions, Brand Catalyser

3:55-4:00pm | Closing

Emcee: David Gulasi CEO and Founder of Metasurge, Top KOL 萌叔大卫老师



Win Over \$3,000 in Prizes
at AliExpo's Brand Showcase!

行业大佬分享垂直知识SPEECH
场场有惊喜礼品，价值高达3000刀!

ALIEXPO MAIN STAGE

11:00-11:30am | **Special Performance**


NSW Brands Showcase - Supported by Investment NSW:

 **11:30-12:00pm | DU'IT Functional Skincare - Australia No.1 Hand and Foot Brand** 📍 (39)
Join for a chance to win \$500 worth of DU'IT products
Rui Wang & Claire Wang DU'IT (Orbis)

 **12:00-12:30pm | Homart Group 2024 New Brands Reveal** 📍 (109, 110)
The first 100 guests get a gift, and three lucky winners will receive \$300 worth of Homart products
Ann Wang Marketing Director
Benjamin Liu Global Sales Manager, Homart Group

 **12:30-1:00pm | AUNEW & GMP Pharmaceuticals Group Tasting Experience** 📍 (113)
Experience a free tasting party of Vmore Freeze-dried probiotic yogurt supplement and enter our draw to win a prize valued at over \$300
Linda Ye Director, AUNEW GMP Pharmaceuticals Group

 **1:00-1:30pm | PharmaCare - Empower Your Family Health with Nature's Way** 📍 (93, 95)
A few lucky participants will win bags of PharmaCare products valued at \$150 each
Airing Wang General Manager, International
Stella Xu Senior Brand Manager, International

 **1:30-2:00pm | Vivien Rose - Wellness Refined: Vivien Rose Wine and Wellness** 📍 (112)
\$500 voucher for eligible winner of anyone reposting of Vivien rose booth (#112) of the day and tag #vivienrose with a line of findings of the brand
Vivien Rose Founder

2:00-2:30pm | Swisse and Daigou 📍 (SFP 2)
Mr. Bob Chen CEO of 5Z Group

2:30-3:00pm | Unlocking Opportunities: Sanofi's Roadmap for Expansion in Southeast Asia 📍 (SFP 3)
Ashley Mcmilan AMEA Export-Geo Expansion Lead
Phillip Wen GSX CEO

3:00-3:30pm | Kaneka Ubiquinol™ Alibaba Champion Ingredient 2023-2024
- **Unlock the Power Inside** 📍 (FP 8)
Stephanie Berglin Naturopath and Health Educator

 **3:30-4:00pm | Scientific Green Beauty: Antipodes journey and innovative vision** 📍 (62)
First 50 guests will get an Antipodes Hero Product Trial Set
Elizabeth Barbalich Founder & CEO

 **4:00pm | Join us at Main Stage for the exhilarating Qantas Big Prize Travel Coupon Draw, your chance to win the ultimate travel experience awaits!**

ALIEXPO THEATRE

11:00-11:30am | **Special Performance**

 **11:30-12:30pm | 中 Taobao Live-streaming Workshop 淘宝直播 全球主播招募大会 澳洲站**
参加Workshop有机会获得等值澳币500元礼品卡

12:30-1:00pm | Kaneka Ubiquinol™ Alibaba Champion Ingredient 2023-2024
- **Unlock the Power Inside** 📍 (FP 8)
Stephanie Berglin Naturopath and Health Educator

1:00-1:30pm | Team Global Express | Caring for your freight needs locally and Globally
Taeressa Fawthrop Chief Consumer Officer
Mario Philippou Chief Transformation Officer, Team Global Express

2:00-2:30pm | Blackmores | Brand Speech, New Product launce 📍 (FP 3)
Vicky Ming General Manager, Export & Market Development