

U.S. COMMERCIAL SERVICE

# DISCOVER GLOBAL MARKETS

BUSINESS FORUM SERIES **2015**

## E-COMMERCE STRATEGIES

DALLAS/FT. WORTH, TX • OCTOBER 8-9



Connecting to international customers via digital innovation, social media and mobile marketing

*Gaylord Texan Resort and Conference Center  
Grapevine, Texas | October 7-9, 2015*

### **Wednesday, October 7, 2015**

**12:30pm – 5:00pm** - Pre-Registration (*Mustang Room foyer*)

**1:20pm – 5:00pm** - Concurrent Appointments with U.S. Commercial Diplomats and Specialists (*Mustang Room 2&4*)

**3:00pm - 5:00pm** - Ask the Experts Roundtables (*Mustang Room 6*)

**5:30pm - 7:30 pm** - Networking Reception (*Mission Plaza*)

### **Thursday, October 8, 2015**

**7:00am-5:00 pm** - Registration (*Texas Ballroom Foyer*)

**7:00am** - Continental Breakfast and Networking (*Texas Ballroom Exhibition Foyer*)

**8:00am – Welcome Remarks** (*Texas Ballroom A*)

- Eric Nielsen, Director, Southwest Region, U.S. Commercial Service
- Diane Divin, Chair, North Texas District Export Council
- Betsy Price, Mayor of Fort Worth
- Mike Rawlings, Mayor of Dallas
- Arun Kumar, Assistant Secretary for Global Markets and Director General, U.S. Commercial Service

**8:30am - Plenary Keynote: Why E-Commerce? State of the International Online Marketplace** (*Texas Ballroom A*)

- Torsten Waack van Wasen, Managing Director, Alvarez & Marsal

**9:00am - Plenary Session: Crafting an E-Commerce Strategy** (*Texas Ballroom A*) *Optimize your international outreach using e-commerce. Hear from companies that are recognized as successfully e-commerce businesses. What is the best strategy for your company to deploy? How will take your international sales to the next level using e-commerce? How do you optimize your website for international sales?*

- **Moderator:** Brad Pierce, President, Restaurant Equipment World
- Brenda Schlender, Director Global eCommerce, Mary Kay Inc.

- Jamin Dick, Senior Vice President, Supply Chain, Global Ecommerce, Pitney Bowes
- Jordan Weinstein, Managing Director, Channel Advisor
- Patrick Hoss, Sr. Vice President, Voyage One

**9:00am – 5:00 pm – U.S. Commercial Diplomat and Business-to-Business Meetings** (Texas Ballroom C)

**10:15am - Networking Break** (Texas Ballroom Exhibition Foyer)

**10:45am - Concurrent Sessions**

(1) **PRODUCTS: Supply Chain Logistics and Fulfillment** (Mustang Room 6) *Learn about meeting your customers' fulfillment expectations. Understand differences between using distributors, selling direct or using a fulfillment center. How do these various channels co-exist?*

- **Moderator:** David Hinderliter, Logistics Manager, Intel
- Brian Bourke, VP Marketing, Seko Logistics
- Klaus Brisch, Managing Partner, Bridgehouse Law
- Alan Amling, VP, Global Logistics & Distribution Marketing, UPS
- Mike Marracino, Sr. Vice President of Sales & GM, CIARA Technologies

(2) **SERVICES: How to sell your services Online** (Mustang Room 4) *Learn how to optimize and localize your website. This panel discussion will showcase representatives in the tourism and education sectors on how they use online presence and more to sell their services. Also, hear examples on how your company can reach out to sell to service companies in the medical sector.*

- **Moderator:** J. Felipe Garcia, Executive Vice President of Community Affairs, Visit Tucson
- Pieter Vermeulen, Director Int'l Recruitment, University of North Texas
- Justin Seibert, President, Direct Online Marketing

(3) **European Delegation Roundtable** (Mustang Room 2) *Come and meet with the European experts to ask your questions on the best strategies for your company to enter Europe.*

**12:15pm – Luncheon and Conversation with a Successful Global Ecommerce Exporter** (Texas Ballroom A)

- **Moderator:** Rick Bartl, Director, Marketing, FedEx
- Srinivasan, CEO, eShipGlobal

**1:30pm – Networking with Exhibitors** (Texas Ballroom Exhibition Foyer)

**2:00pm -Plenary Session: Mechanisms of Online Selling: Taking Payments and Protecting Customer Data** (Texas Ballroom A) *Hear presentations from leaders in the international e-payment sector and inquire about what your company should do to become more competitive. Learn what to consider when receiving international online payments. What are the regulatory and cost issues? How do you arrange for various payment mechanisms such as credit and debit cards, interbank transfers, and mobile payments? What are the currency exchange, customs and tax considerations? How do you ensure that payments are secure and that client information is protected? What are the future trends of e-payment?*

- **Moderator:** Alasdair Rambaud, SVP Merchant Services, Cardinal Commerce
- Britta Eriksson, President and CEO, EuroVat
- Lisa Hrabosky, Director, Global Core Payments, PayPal
- Ali Aidi, Vice President, LAC E-Commerce & Authentication, MasterCard

- Andrew Sokol, General Manager Emerging Markets, Escrow.com

### **3:15pm – Networking Break** *(Texas Ballroom Exhibition Foyer)*

### **3:45pm - Plenary Session: International Trends and Best Practices for Digital Marketing** *(Texas Ballroom A)*

*This session will provide an overview of international digital marketing trends, focusing on Social Media and Mobile Marketing. Learn about the best social media platforms to engage international customers, with special considerations on reaching the mobile customer and how move them to your e-commerce site. Finally learn how to bring it all together - determine the right strategies and platforms for your international marketing campaign.*

- **Moderator:** Rob Howe, Director of Strategic Insights, Splash Media
- Simon Hjorth, Managing Director, AdPeople
- Derek Edmond, Managing Partner, Ko-Marketing
- Sean Duffy, Founder, Duffy Agency

### **5:30pm – 7:30 pm - Networking Reception** *(Texan Station)*

## **Day Two: Friday, October 9, 2015**

### **7:00 am- Continental Breakfast and Networking** *(Texas Ballroom Exhibition Foyer)*

### **8:00 am – Opening Remarks and Keynote** *(Texas Ballroom A)*

- Robert Tibbs, CEO, Forbes Digital Commerce

**8:30 am – Plenary Session: E-Commerce Opportunities in Europe** *(Texas Ballroom A)* *This panel will discuss the status of e-commerce in Europe and emerging opportunities and challenges as the region continues to experience expanding demand for e-commerce. Discussions include key issues relating to e-commerce infrastructure, payment, fulfillment, and business and consumer behavior In Europe. Where are the trends in e-commerce for the region? Finally the panel will address commercial opportunities in the region.*

**Introduction** - Dale Wright, Sr. Commercial Officer, U.S. Embassy Budapest, Hungary

- **Moderator:** Ted Dean, Deputy Assistant Secretary for Services, International Trade Administration, U.S. Dept. of Commerce
- Jan Paul Olijslager, Sr. Manager Supply Chain Solutions, Holland International Distribution Council (HIDC) *(The Netherlands)*
- Robert Kiewik, Director Sales, Bleckmann *(The Netherlands)*
- Torsten Waackvan Wasen, Managing Director, Alvarez & Marsal
- Olof Kallgren, Market Information Director, Direct Link (Postnord)

### **9:00am – 3:30 pm – U.S. Commercial Diplomat and Business-to-Business Meetings** *(Texas Ballroom C)*

### **9:45am Networking Break** *-(Texas Ballroom Exhibition Foyer)*

### **10:15 am – Concurrent Sessions**

- 1) E-Commerce Opportunities in Western Hemisphere** *(Texas Ballroom A)* *This panel will discuss the status of e-commerce in Western Hemisphere, and emerging opportunities and challenges as the region continues to experience expanding demand for e-commerce. Discussions include key issues relating to e-commerce infrastructure, payment, fulfillment, and business and consumer behavior.*

*Where are the trends in e-commerce for the region? Finally the panel will address commercial opportunities in the region.*

- **Moderator:** Adrienne Braumiller, Partner, Braumiller Law Group PLLC.
- Ludovino Lopes, President, Camara E-net, (Brazil)
- Warren Anthony, VP of Customer Experience, FCV Interactive (Canada)
- Phillip Poland, Director, Customs and Regulatory Affairs, DHL
- Teresa Verthein, Commercial Specialist, U.S. Embassy Mexico City, Mexico

**2) E-Commerce Opportunities in Middle East and Africa** (San Antonio Room) *This panel will discuss the status of e-commerce in the Middle East and Africa, and emerging opportunities and challenges as the region continues to experience expanding demand for e-commerce. Discussions include key issues relating to e-commerce infrastructure, payment, fulfillment, and business and consumer behavior in the Middle East and Africa. Where are the trends in e-commerce for the region? Finally the panel will address commercial opportunities in the region.*

- **Moderator:** Regina Hill Onyeibe, Africa Liaison, City of Dallas - Office of International Business & Protocol
- Ambrose Thomas, Commercial Assistant, U.S. Embassy Lagos, Nigeria
- Brad Pierce, President, Restaurant Equipment World
- Alex Hoffman, EVP, Global Product & Emerging Channels, Moneygram

### **11:30 am- Luncheon and Presentation of Export Achievement Certificate** (Texas Ballroom A)

**1:00 pm – Plenary Session: E-Commerce Opportunities in Asia regions** (Texas Ballroom A) *This panel will discuss the status of e-commerce in the Asia, and emerging opportunities and challenges as the region continues to experience expanding demand for e-commerce. Discussions include key issues relating to e-commerce infrastructure, payment, fulfillment, and business and consumer behavior in Asia. Where are the trends in e-commerce for the region? Finally the panel will address commercial opportunities in the region.*

- **Moderator:** Chuck Pfluger, President, 5<sup>th</sup> Dimension
- Roland Oberdorfer, Chief Architect, SingPost eCommerce (Singapore)
- Carl Hartmann, CEO, Temando, (Australia)
- Pramodh Lakshminarayan, Manager, Strategic Brand Alliances, Flipkart (India)
- Reid Wegner, Merchant Development Manager, Rakuten Japan

**2:15 pm – Plenary Session: E-Commerce Opportunities in China** (Texas Ballroom A) *This panel will discuss the status of e-commerce in China, and emerging opportunities and challenges as China continues to experience expanding demand for e-commerce. Discussions include key issues relating to e-commerce infrastructure, payment, fulfillment, and business and consumer behavior in China. Where are the trends in e-commerce for China? Finally the panel will address commercial opportunities in China.*

- **Moderator:** Brenda Hall, CEO, Bridge 360
- Thomas Cook, Managing Director, Blue Tiger International
- Terri Tyminski, Commercial Officer, U.S. Consulate Shanghai, China
- Ernie Diaz, Publisher, China Digital Review
- Dennis Zhang, CEO, Voyage One

### **3:30pm - Conference Adjourns**