

June 20 - 21, 2017  
Detroit, MI | Cobo Center

Alibaba Presents  
**Gateway 17**

## June 20

1:00 – 5:00 P.M.

### Registration

5:00 – 6:00 P.M.

### Opening Keynotes

- Alibaba Founder Jack Ma will be interviewed by Charlie Rose. Yet-to-be announced special guests will be sure to entertain, inform and inspire.

6:00 – 7:00 P.M.

### Cocktails and Networking

- Enjoy cocktails and networking with like-minded business leaders and explore the action-packed expo marketplace. Engage with Alibaba executives and their partners in e-commerce, finance, sourcing and logistics to discover how they can help you grow your business in China.

## June 21

8:30 – 11:00 A.M.

### Opening Keynotes

- Inspirational presentations from top CEOs and experts including Jack Ma and David Abney, CEO of UPS. Additional speakers to be announced.

11:15 A.M. – 12:30 P.M.

### China Consumer and Industry Trends by Product Category

- Everything you need to know about the China retail and e-commerce landscape specific to the categories of fashion & apparel, fast moving consumer goods, and fresh products. You will learn about:
  - Consumer trends by category
  - Consumer behavior and expectations
  - The ins and outs of exporting to China
  - Overview of the business solutions Alibaba and its partners can offer

1:00 P.M. – 4:30 P.M.

### The Right Business Solution For You

- Whether you are interested in selling directly to consumers, building your brand or finding a distributor, you will learn about Alibaba's marketplaces and solutions and how we can help you succeed. You will learn:

- The specific solutions Alibaba offers and if they are right for you
- How to tap into Alibaba's ecosystem of partners for marketing, payments, and logistics
- How to find the right partners or distributors
- How to work with Alibaba to protect your IP
- How small businesses and brands like yours are growing their businesses in China
- For entrepreneurs or resellers interested in finding a partner in China to start or grow your business, there is a dedicated track for you. You will learn:
  - How you can bring your entrepreneurial dreams to life with the right partner
  - How trade assurance can protect you
  - How entrepreneurs like you have built and grown businesses with Alibaba.com

### **Partner Sessions**

- Select partners will host sessions on topics relevant to small business growth.

**4:30 – 6:00 P.M.**

### **Closing Ceremony and Reception**

## **All Day**

### **One-on-One Matchmaking Opportunities**

- Select businesses ready to engage with specific experts will be given dedicated slots for action-oriented meetings.

### **Marketplace Expo**

- Throughout the day, the dynamic marketplace offers countless opportunities to meet with experts, learn about the China opportunity, and connect with potential partners and service providers. Surprise elements including giveaways and contests throughout the event are not to be missed.