

Alibaba Presents

Gateway '17

June 20–21, 2017

Detroit, MI | Cobo Center



Chinese consumers want American brands and we want to remove the barriers that stop U.S. businesses from reaching millions of new customers.

Jack Ma
Founder | Executive Chairman
Alibaba Group

A photograph of Jack Ma, the founder and executive chairman of Alibaba Group, speaking on a stage. He is wearing a white button-down shirt and khaki pants, and is pointing towards the audience. Behind him is a large, glowing orange Alibaba logo and the word "Alibaba" in a similar color. The background is dark, and the lighting is focused on Jack Ma.

Alibaba Group

Our Mission

Support US business growth by opening up the China opportunity.

What to Expect?

- Insights from experts about what Chinese consumers are looking to buy, how they buy these goods and services on how to market to them
- Case Studies from American businesses who have experience using Alibaba's platform to expand their business into China
- Networking opportunities and the chance to make connections with international trade specialists, solutions and service providers, suppliers, and potential partners
- Clear understanding of Alibaba's unique and global ecosystem, which includes e-commerce, logistics services, big data and more solutions to enable your success



Who will you meet?

Over 1,000 highly motivated and qualified business owners focused on growing their business by tapping into the e-commerce enabled China opportunity.

Digitally savvy **brand-owners** interested in entering the Chinese market by selling directly China's consumers

Brand-owners who want to sell products through agents or distributors into the Chinese market

Farmers or agricultural associations who want to learn how to sell fresh food or agricultural products through online platforms to China

Entrepreneurs who want to grow their business by accessing the China opportunity

Those who just want to learn about the Chinese market to inform future growth plans

Key industry verticals:

B2B

Fashion & Apparel

Everyday Goods

(FMCG, home/ electronics/ cosmetics/ baby/ mother /health)

Fresh Food & Packaged Goods

The Opportunity

Become part of the Alibaba Group ecosystem and help U.S. entrepreneurs, small-business owners, brands and farmers tap into the e-commerce enabled Chinese economy.



• <https://www.census.gov/foreign-trade/balance/c5700.html>

Agenda Overview

8:30a–10:30a

Keynote

Category verticals will go to either Tmall or Taobao Global breakout sessions

Vertical Sessions

- Industry trends and overview “China Connection”
- Consumer insights
- Selecting the right business solution

11:15a–12:30p

Business Solutions Overview

- How each BU works, logistics, payments, IPR and panel discussion
- Q&A & Case Studies

1:00p–2:30p

Business Solutions Overview

- Repeat of previous session

3:00p–4:30p

Repeat sessions

Theater 1	Fashion/Apparel	<u>Tmall</u> Big Brands	<u>Tmall</u> Big Brands
Theater 2	FMCG (beauty, home/electronics, everyday goods, food, baby)	<u>Taobao</u> Global	<u>Taobao</u> Global
Theater 3	For those not going to second breakout they will match make or walk the Marketplace Expo		
Theater 4	Fresh	<u>Tmall</u> Fresh	Match Making/MOU Signing
Theater 5	B2B T/P + B2B	<u>Alibaba.com</u>	Match Making for .com

Marketplace (All day)	China Opportunity	Alibaba Ecosystem	Partner Booths	Case Studies	Lunch + Networking	Matchmaking
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