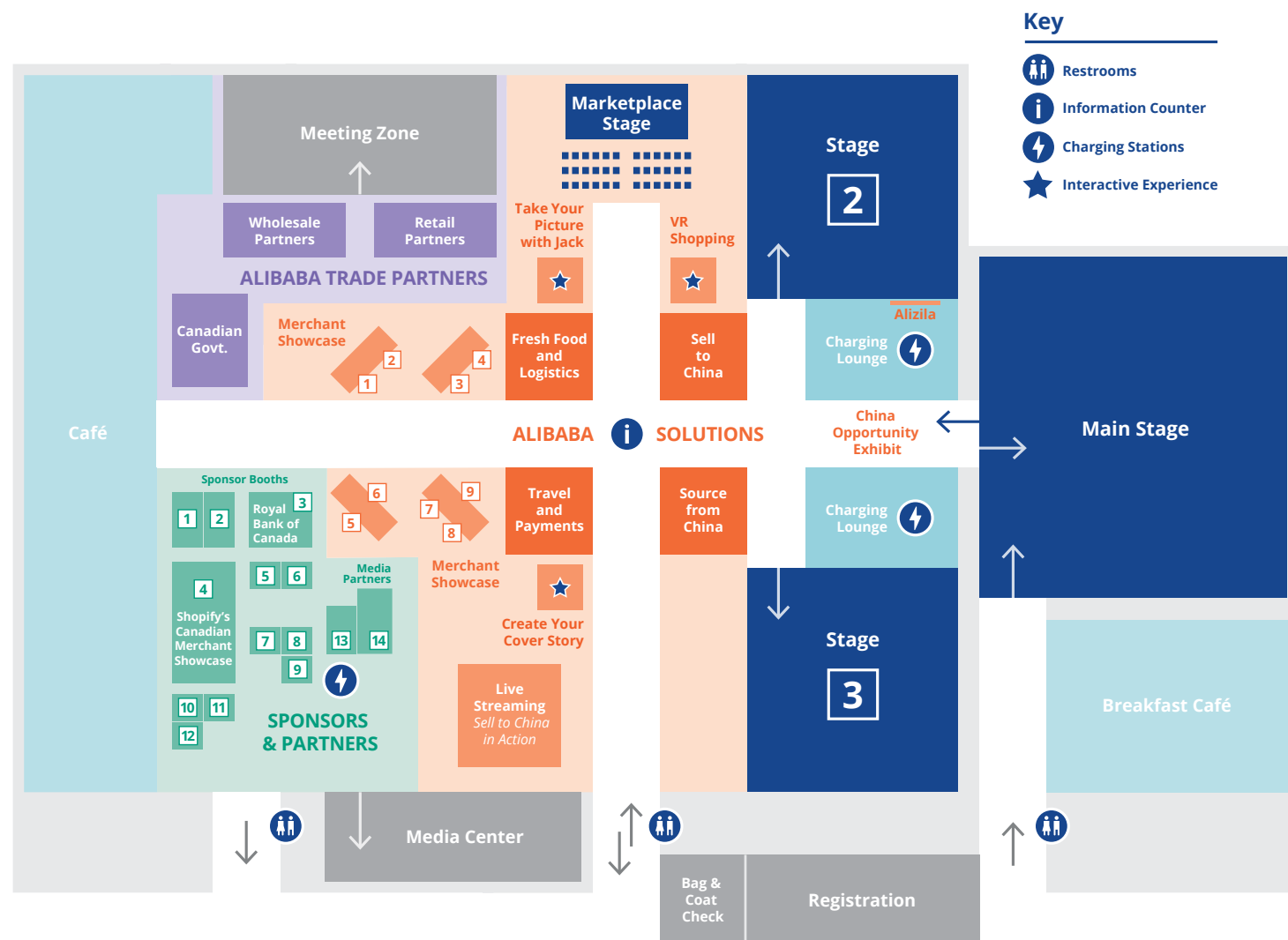


Marketplace Map



Agenda at a Glance

| | |
|------------------------------|------------------------------|
| 7:00–8:30 a.m. | Breakfast |
| 8:30–11:15 a.m. | Keynote Presentation |
| 11:15–11:45 a.m. | Coffee Break |
| 11:45 a.m.–12:45 p.m. | Breakout Sessions |
| 12:45–1:30 p.m. | Lunch Break |
| 1:30–4:00 p.m. | Breakout Sessions |
| 4:00–4:30 p.m. | Coffee Break |
| 4:00–5:30 p.m. | Sponsor Presentations |
| 5:30–7:30 p.m. | Closing Reception |

*The Marketplace Expo is open from 11:15 a.m.–7:30 p.m.

8:30–11:15 a.m. | Keynote Program

Master of Ceremonies
Michele Romanow, "Dragon" CBC's Dragons' Den; Co-Founder, Clearbanc

Welcome and Opening Remarks
Michael Evans, President of Alibaba
His Worship John Tory, Mayor of Toronto
The Honourable Kathleen Wynne, Premier of Ontario
The Honourable Bardish Chagger, Minister of Small Business and Tourism and Leader of the Government in the House of Commons, Canada

Keynote Speech
Jack Ma, Founder and Executive Chairman, Alibaba Group

Fireside Chat
The Right Honourable Justin Trudeau, Prime Minister, Canada
Jack Ma, Founder and Executive Chairman, Alibaba Group
Michele Romanow, Master of Ceremonies

Keynote Speech
The Right Honourable Justin Trudeau, Prime Minister, Canada

Customer Spotlights
Laurent Potdevin, CEO, lululemon
Husayn Remtulla, President and CEO, Viva Naturals
Ezra Cipes, CEO, Summerhill Pyramid Winery

Visit the Marketplace Expo

11:15 a.m. – 7:30 p.m.

The Gateway '17 marketplace is filled with valuable learning and networking opportunities.

- Visit the **Alibaba Solutions booths** to learn about the various business solutions available to you.
- Meet with Alibaba business development teams as well as **Alibaba Trade Partners** who can help you start selling to China.
- Meet with our exhibiting **Sponsors and Partners** and **Canadian Government Associations**.
- Meet with Canadian brands who are already selling to China through Alibaba in the **Merchant Showcase**.
- Attend presentations** from Alibaba and other Gateway '17 sponsors on the Marketplace Stage.

Sponsors & Partners

| | | | | |
|-------------------------------------|------------------------------------|---------------------------------------|---|--------------------------------|
| EDWARD 1 Edward Enterprise Int'l | Ontario 2 Ontario Government | RBC 3 Royal Bank of Canada | shopify 4 Shopify's Canadian Merchant Showcase | futurpreneur 5 Futurpreneur |
| Motion Pay 6 Motion Pay | KUEHNE + NAGEL 7 Kuehne + Nagel | calgary 8 Calgary Economic Council | eApeiron 9 eApeiron | FundThrough 10 FundThrough |
| 方圖支付 11 OTT Pay | KVB 12 KVB KUNLUN Canada | BNN 13 Business News Network | NATIONAL POST 14 National Post | |

Merchant Showcase

- | | | |
|------------------|---------------|------------------------------|
| 1. Viva Naturals | 4. Clearwater | 7. Citadelle |
| 2. Jamieson | 5. Arc'teryx | 8. Summerhill Pyramid Winery |
| 3. SunRype | 6. Aldo | 9. Ocean Spray |

Breakout Sessions

11:45 a.m.–12:45 p.m.

Consumer and Industry Trends in China

Main Stage

Exporting everyday goods to China

Alibaba Group will share data and insights on consumer preferences, industry trends and opportunities for Canadian products in China.

🔗 This session is relevant to those interested in exporting nonperishable goods (packaged foods, fashion, beauty, home, electronics, etc.) to China.

Presenter:

Ameé Chande,
Managing Director, Global Strategy and Operations, Alibaba Group

Stage 2

Exporting fresh food to China

Learn about the opportunity for Canadian fresh food producers to export to China using e-commerce. This session will include a data-driven overview of China's imported fresh food market including both consumer preferences and online behavior.

🔗 This session is for all businesses or organizations interested in exporting fresh food to China.

Presenter:

Roland Palmer,
Managing Director, Netherlands, Alibaba Group

Stage 3

China's outbound tourists

China has become one of Canada's largest sources of foreign tourists. Chinese visitors contribute over \$1 billion annually to Canada's economy. Learn how China's outbound tourism market is changing, what services and experiences Chinese consumers are looking for, and how the digital landscape is creating new opportunities for businesses in Canada.

🔗 This session is for all businesses or organizations involved in serving Chinese tourists and nationals in Canada.

Presenter:

Sébastien Badault,
Managing Director, France, Alibaba Group

Breakout Sessions

1:30–4:00 p.m.

Find the Right Business Solution for You

Main Stage

Exporting to China

This session will address both wholesale and retail solutions to access the Chinese consumer market. It is relevant for businesses that have or are investing in building brand awareness in China, as well as those who are looking for a low-risk wholesale distributor solution.

🔗 This session is relevant for all businesses interested in exporting to China except for those in the fresh food category.

Presenters:

Ameé Chande, Managing Director, Global Strategy and Operations, Alibaba Group
Pier Smulders, Director, Business Development, New Zealand, Alibaba Group

Accessing China Panelists:

Jerry Chen, CEO, Sinova Wholesaler
Aaron Ke, Founder, Shanghai Rich Industry

Alibaba Panelists:

Matthew Bassiur, Head of Global IP Enforcement, Alibaba Group
Lynn Dong, Head of Tmall Global International Business Development, Alibaba Group
Leslie Xuan, Strategic Account Leader, Cainiao Global, Alibaba Group

Merchant Panelists:

Adam Ketcheson, Global VP for Marketing and B2C, Arc'teryx
Shane Sondermann, Marketing & Business Development Manager, SunRype

Stage 2

Exporting fresh food to China

This session will cover Alibaba's solutions for businesses looking to export fresh food to China. It will also include practical information on the regulatory landscape governing Canada-China agricultural trade.

🔗 This session is for producers, wholesalers and associations interested in exporting fresh food to China.

Presenters:

Jack Connelly, Key Account Manager, Tmall Fresh, Alibaba Group
John O'Loughlin, Director, Business Development, Australia & New Zealand, Alibaba Group

Logistics Panelists:

Xu Jing, Sourcing Director, Yiguo E-Commerce
Annette Young, Director, ExFresh

Fresh Export Regulations Panelists:

Fred Gorrell, Assistant Deputy Minister, Market and Industry Services Branch, Agriculture and Agri-Food Canada
Martin Lavoie, President & CEO, Canada Pork International
Arvin Wang, Director, Sinova Group Companies

Merchant Panelists:

Garry Chen, Co-Founder, Daguang E-Commerce Ltd.
Don Holdsworth, Vice President Global Marketing, Clearwater

Stage 3

Travel and payment solutions

This session will cover Alibaba's online platform for travel and accommodation packages for Chinese consumers, as well as payment and mobile discovery solutions for offline businesses looking to cater to Chinese locals and visitors.

🔗 This session is for businesses in the tourism industry as well as companies looking to attract Chinese visitors to their brick-and-mortar stores, restaurants or attractions.

Presenters:

Souheil Badran, President and General Manager, Alipay North America
Li Wang, Head of International Markets, Fliggy

Merchant Presenter:

Timothy Liu, Senior Director of Commercial Strategy, Air Canada

Merchant Panelists:

Roxanne Tsui, Founder & Managing Partner, Sensu Communications
Nathan Xu, Co-Founder, BabyenRoute
Yuki Zhao, Marketing Director, HZ Food

Lunch 12:45–1:30 p.m.

Marketplace Stage

12:45–1:30 p.m.

Alibaba.com 101: Sourcing from China

Presenter:

Sunny Chhabra,
Marketing Manager, Alibaba Group

4:00–4:25 p.m.

Going global together

Presenter:

Lisa Lansdowne-Higgins,
Vice President, Business Deposits & Treasury Solutions, Royal Bank of Canada

4:55–5:10 p.m.

Alibaba.com 101: Sourcing from China

Presenter:

Sunny Chhabra,
Marketing Manager, Alibaba Group

5:15–5:30 p.m.

Going abroad: Protecting your IP in China

Presenter:

Darlene Carreau,
Director General, Business Services Branch, Canadian Intellectual Property Office

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👤 All speaker bios available on gateway17.com

📡 Subscribe to Alibaba's corporate news hub Alizila.com for Gateway '17 coverage

Closing Reception

5:30–7:30 p.m.

Enjoy food, drinks and entertainment with your fellow Gateway '17 attendees