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**THIRD-PARTY EXPERTS**

**Kevin T. Carter, Founder & Chief Investment Officer*,*EMQQ & FMQQ**

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Kevin T. Carter is the Founder & Chief Investment Officer of EMQQ. While he considers himself an active “value” investor first and foremost, he has collaborated with Princeton economist and indexing legend, Dr. Burton Malkiel, for more than 20 years. Their work together began in 1999 with the development of eInvesting, a pioneer firm in fractional share brokerage that was acquired by ETRADE in 2000. In 2002 they founded Active Index Advisors, a pioneer in so-called “direct indexing” that was acquired by Natixis Asset Management in 2005. In 2006, their efforts turned to China and Emerging Markets with Dr. Malkiel’s publishing of “Investment Strategies to Exploit Economic Growth in China” and the subsequent book From Wall Street to the Great Wall. Working with Guggenheim Partners, they launched several China focused ETFs on the NYSE. Kevin launched EMQQ in 2014 after noticing how the smartphone was changing his personal consumption habits. He now lives in Lafayette, California with his wife and three children.

**Iris Chan, Partner, Digital Luxury Group**

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Iris Chan has over 12 years of marketing experience in agencies and consultancies in the North America and Asia Pacific markets, specializing in consumer behavior in the luxury category. She has worked closely with brands including Four Seasons Hotels, Richemont, Ermenegildo Zegna, DION LEE, Golden Goose, Ralph Lauren, Alexander Wang, John Hardy, L'Oréal Luxe, Laura Mercier and NuFACE. Iris holds a MSc in Luxury and Management from EMLyon Business School in France, and Bachelor degrees in Biology and in Sociology from Queen’s University in Canada.

**Man-Chung Cheung, APAC analyst, Insider Intelligence**

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Man-Chung Cheung has been with Insider Intelligence/eMarketer for 9 years and currently serves as the company’s Sr. Researcher for APAC, specializing in China and Japan. Man-Chung’s vision for Insider Intelligence’s APAC research is to provide data-backed insights on Asia-Pacific’s digital space to global audiences. His responsibilities include research and producing short-form content such as writing reports and articles. Prior to joining eMarketer, Man-Chung worked in the public sector at the New York City Economic Development Corporation (NYCEDC) at their Center for Economic Transformation (CET) as an International Project Coordinator. Man-Chung is conversant or fluent in Cantonese, English, Japanese, and Mandarin.

**Ashley Dudarenok, Founder, Chozan**

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Ashley Dudarenok is the Founder of Chozan, where she works on consulting, training and strategy sessions focused on the Chinese consumers, China's digital marketing, e-commerce and the new retail. She is a China marketing expert and has founded several additional companies including Alarice, Fire by Ashley, China Marketing Circle and aJournal. Ashley is also an Amazon bestselling author of three books: ‘Unlocking the World’s Largest E-Market: A Guide to Selling on Chinese Social Media,’ ‘Digital China: Working with Bloggers, Influencers and KOLs’ and ‘New Retail: Born in China, Going Global.’ She graduated from Chongqing University with a Bachelor in Business Administration.

**Charlie Gu, CEO & Founder, Kollective Influence**

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Charlie Gu is the CEO and Founder of Kollective Influence, a cross-border marketing agency that helps brands tell their stories in a culturally authentic voice. Charlie works on developing customized influencer and content marketing strategies for connecting brands with Chinese consumers. He is also an advisor at China Luxury Advisors. Charlie graduated from Shanghai International Studies University with a B.A. in Journalism and from the University of Southern California with an M.A. in Strategic Public Relations.

**Hendrik Laubscher, CEO and Chief Analyst, Blue Cape Ventures**

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Hendrik Laubscher is the CEO and Chief Analyst at Blue Cape Ventures, a boutique consultancy. Hendrik has a decade's worth of e-commerce experience in emerging markets and worked for some of the largest e- commerce businesses in Africa. Hendrik curates a must-read newsletter for e-commerce executives and investors, Blue Cape Ventures offers strategic and consulting services to startups and e-commerce investors (venture, PE and hedge funds) related to e-commerce, marketplaces, and cross-border e-commerce.

**Frank Lavin, CEO of ExportNow, Contributor, ExportNow; Forbes, Freelance**

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Frank Lavin is the Chairman & Chief Executive Officer of ExportNow. He has 30 years of experience helping companies succeed in China, through leadership roles in banking, marketing, and diplomacy. In government, Frank served as Ambassador to Singapore and Undersecretary of Commerce for International Trade. In the latter role, he was lead trade negotiator for both China and India and was the senior policy official, responsible for commercial policy, export promotion and trade negotiations. Frank is also a regular contributor to Forbes.

**Pablo Mauron, Partner and Managing Director China, Digital Luxury Group**

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Pablo Mauron is a Partner and the Managing Director China of

DLG (Digital Luxury Group). He is based in Shanghai, where he

leads a team in successfully managing social media, ecommerce

and CRM projects for major luxury brands. Working

with both international brand headquarters, regional, and local

teams, DLG China develops strategies and executes marketing

activities that localise the global values of luxury brands to

resonate with the nuances of the local market and consumers.

**David Roth, CEO, The Store – WPP EMEA**

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David Roth is the CEO, The Store – WPP Europe, Middle East, Africa & Asia Chairman of BrandZ and BAV Group. David started his career at the House of Commons, working for a member of the UK Parliament and went on to join Bates Dorland, becoming the main board director for strategy, Managing Director of the consulting and digital divisions and CEO of the worldwide retail and technology centre of

excellence. David joined Kingfisher’s B&Q plc, where he was on the management team that led B&Q’s international expansion to Eastern Europe and Asia, including China where he lived in Shanghai for a period of time. David is an acknowledged expert in Branding and Consumer change in China as well as a leading authority on digital and Artificial Intelligence in retail. He is also an author, the creator and narrator of a documentary film on Alibaba and a global broadcaster and lecturer on BBC, CCTV China, CNBC, Davos The World Economic Forum, Yale, CKGSB and Cambridge Universities. David is also a board member of China-Britain Business Council.

**Deborah Weinswig, Founder and CEO, Coresight Research**

A person posing for the camera

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Deborah Weinswig is a Global Retail Analyst and a Specialist in Retail Innovation and Technology. As Founder and CEO of Coresight Research (formerly Managing Director of Fung Global Retail and Technology, the think tank for the Fung Group), she is responsible for building the team's research capabilities and providing insights into the disruptive technologies that are reshaping today's global retail landscape.

**Stacey Widlitz, Founder, SW Retail Advisors**

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Stacey Widlitz is the Founder, President and Chief International Store Hunter of SW Retail Advisors, a global advisory firm, with offices in London and NYC, that provides independent research to the apparel, footwear, athleisure, luxury and beauty sectors as well as discounters and department stores. Stacey launched SW Retail Advisors in 2011 after noticing white space in the global Equity Research Retail Market. Prior to SW Retail Advisors, she was an Associate VP at UBS Investment Bank and a Managing Director, Equity Analyst at Pali Capital, working on the retail team at both firms. Stacey is a respected female powerhouse who, after just three years working as a CNBC contributor, took on the role of CNBC’s first ever external Retail Analyst. With over 20 years of retail industry experience, she helped Co-Found DealmakeHers, a network consisting of top female dealmakers in the retail industry. Stacey graduated from Tulane University with a BA in Political Science and from New York University’s Stern School of Business with an MBA in Finance.

**Michael Zakkour, Founder, Five New Digital**

A picture containing person, person, necktie, wall

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Michael Zakkour has more than 20 years of experience in eCommerce and understands the Chinese consumer as he lived and worked in China for 17 years. He is a regular guest on BBC, CNN, NPR, NBC and has appeared in The Wall Street Journal, Forbes, WWD, MSNBC, NYSE and countless other print, digital, web and broadcast outlets. An acclaimed and sought after professional speaker and lecturer, Michael has spoken at hundreds of industry and corporate conferences and events as well as at Yale, UPENN, NYU, Kellogg, Columbia, BWG/eComm Advisors Conferences, The China Institute and others.