

新零售的力量

淘宝大学香港超级公开课

E-commerce is rapidly evolving into 'New Retail.' The boundary between offline and online commerce will disappear. As Jack Ma points out, "New Retail will bring about a restructuring of the global supply chain and change the complexion of globalization from the domain of big companies to small businesses."

- But What's "New Retail"?
- Is there any successful practical case of "New Retail" in 2017?
- How do technologies benefit retail development?
- What's the secrets behind 2017 Tmall Double 11 Day?

Top managers from Alibaba Group, Bain & Company, Yintai, etc. invite you to attend the "Power of New Retail - Mega Public Course of Taobao University" forum event on 16 December 2017 to uncover all these secrets. This event is a forum that brings together a select group of top managers of Alibaba Group, its business partners, entrepreneurs and students (as designated by Alibaba Group) to exchange business ideas and knowledge about the "New Retail" model. This event will also allow participants and audience members to engage in interactive Q&A sessions about the "New Retail" model."

Time: 1:30pm – 6:30pm on 16th Dec 2017

Location: AsiaWorld-Expo Hall2, Hong Kong

Guest Speakers



The Power of New Retail
Wang Shuai
Member of Alibaba "Five New" executive committee
Dean, Taobao University



Embrace Retail revolution
Mr Stephen Liang
Assistant Executive Director, Hong Kong Trade Development Council (HKTDC)



The New Retail Evolution of Tmall Double 11 Day
Jing Jie
Vice-President, Alibaba Group
Director, Tmall FMCG (Fast-Moving Consumer Goods) Group



How Technologies Change Retail Environment
Fang Yu
Partner, Alibaba Group
Technical Director, Tmall New Retail Technology



Alibaba's New 'Uni-Marketing' in New Retail Era
Peng Liqi
Vice-President, Alibaba Group



The Value of Big Data behind Double 11 Day
Mo Fei
Head, Shengyi Canmou (Big Data Application of Alibaba Group)



Brand Revolution under New Retail
Hang Weiwen
Managing Director of Greater China Practice, Bain & Company, inc



How Offline Retail do for New Retail Revolution (Case of Intime Retail)
Chen Xiaodong
CEO, Intime Retail Group Co Ltd



Multidimensional Conversation: New Retail Methodology
Mr. Thomson Cheng
Chairman of Hong Kong Retail Management Association
President, Walton Brown
Vice-Chairman, MyMM



The Future of New Retail Supply Chain
Lin Zhiying
Supply Chain Management Expert, Retail and Consumer Goods



Suofeiya: Witness the Power of New Retail
Mr. William Qian
Deputy Director, Marketing Center of Suofeiya Group



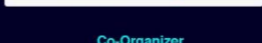
Multidimensional Conversation: New Retail Methodology
Professor Haipeng SHEN
Associate Dean of Faculty Business and Economics, The University of Hong Kong



Multidimensional Conversation: New Retail Methodology
Professor Mantian HU
Assistant Professor, Department of Marketing, The Chinese University of Hong Kong

Other Guests, Coming Soon

Event Owner



Co-Organizer



Event Partner

