

# Cross Border Summit 2019

## 第四届跨境电商国际峰会



### Pre-Event: Monday Oct 21, 2019



**14:00 – 18:00** **VIP Mastermind 大师支招 (头脑风暴)**

Round table with VIP Member  
Top speakers at the event will host an intimate mastermind round table with VIP ticket holder guests.



**19:00 – 22:00** **VIP Dinner 晚宴**

Top speakers and esteemed guests will join the night before the event officially starts to prepare and do some high quality networking.

### Day 1: Tuesday Oct 22, 2019

### Speaker 演讲嘉宾



**8:00 – 9:00** Checkin and Registration 签到

**9:00 – 9:30** Welcome by Michael Michelini and Michelle Zhou  
主办方和赞助商介绍

Michael Michelini & Michelle Zhou

**9:30 – 10:15** Skyrocket Your Sales by Building a Stellar Creative Team  
建立强大的创意团队, 使你的销售额飞速增长

Emma Schermer Tamir



**10:15 - 10:30** **Tea Break 茶歇**

**10:30- 11:15** Preparing For Black Friday, Cyber Monday  
如何备战黑色星期五和网购星期一?

Danny McMillan

**11:15 - 12:00** Case Study: Bootstrap to Exit  
案例学习: 如何出售卖家公司选择退出?

Nate Ginsberg

**12:00 – 14:00** **Lunch 午餐**

**14:00 - 14:45** Learning From Chinese Amazon Sellers  
从中国亚马逊卖家学习点干货

Howard Thai



**14:45 - 15:30** Adding Products & Scaling a Print on Demand Empire  
不断的上线新产品, 按需复制一个卖家帝国

Mike Hartman

**15:30 - 15:45** **Tea Break 茶歇**

**15:45 - 16:30** Pricing Strategies That Scale 如何制定定价策略?

Paulina Masson

**16:30 - 17:15** **Panel: Protecting Your Business Growth**  
圆桌论坛: 如何让你的生意保值并增长?

Marc Roca hosts a session with experts on protecting and growing your business margins and wealth: Ricardo Li, Kara Atchinson, Ino Topalovic and Jana Krekic!

**17:15 - 17:45** **Round Tables & Networking 小组圆桌讨论会**

Let us all sit in groups of 6 to 8 per table with experts and learn from our peers. Connect with speakers and attendees in smaller groups (huddles) and recap what we learned today with actionable advise.

**17:45 – 18:00** Closing Remarks and Announcements 闭幕总结



**19:00 – 22:00** **After Party & Networking 社交派对**


20:00 – 20:30	Fireside Chat 炉边对话:	
	During the after party, we will have some fun and sit down with secret guest and learn from him.	

## Day 2: Wednesday Oct 23, 2019

8:00 – 9:00	Checkin and Registration 签到	
9:00 - 9:30	Leveraging Media Buys and Amazon DSP 如何利用媒体和亚马逊DSP广告平台获利?	William Lee
09:30 - 10:15	7-Figures in 12 months in Europe 欧洲站12个月销售额达7位数	John Cavendish
10:15 - 10:30	Tea Break 茶歇	
10:30 - 11:15	Case Study - Rapid Growth and Sales Success 案例学习：卖家到底该如何成功销售快速增长?	Will Tjernlund
11:15 - 12:00	Seller Central Hacks in 2019 盘点2019年卖家圈子的那些儿黑科技!	Daniel Fernandez
12:00 - 13:30	Lunch 午餐	
13:30 - 14:00	Maximizing Benefits As An Expat 如何最大限度的提升收益?	Mikkel Thorup
14:00 - 14:45	Asian eCommerce Drop Shipping Growth 亚洲跨境电商Drop Shipping的增长趋势!	Andy Li
14:45 - 15:30	Modern Day PPC Strategies & Secrets 当下的PPC策略和秘密	Davide Nicolucci
15:30 - 15:45	Tea Break 茶歇	
15:45 - 16:15	Scaling in USA Retail: Walmart & Claims 如何拓展美国的零售市场：沃尔玛& Claims	
16:15 - 16:45	Using Your Amazon Competitors To Grow Your Business 如何利用你的亚马逊竞争对手增长你的业务?	Zack Franklin
16:45 - 17:15	<b>Panel: Seller Sessions in Asia</b> 圆桌论坛：聊聊亚洲跨境电商卖家们的那些事	
	Danny McMillan hosts a panel with top sellers in Asia: Patrick Zhang, Wilson Blues, Rolands Petrevics!	
17:15 - 17:45	<b>Round Tables &amp; Networking</b> 小组圆桌讨论会	
	Let us all sit in groups of 6 to 8 per table with experts and learn from our peers. Connect with speakers and attendees in smaller groups (huddles) and recap what we learned today with actionable advise.	
17:45 – 18:00	Closing Remarks and Announcements 闭幕总结	
19:00 – 22:00	<b>After Party &amp; Networking</b> 社交派对	
20:00 – 20:30	The Cross Border Summit is over each day at 6pm. We will have evening location for networking and continued conversations.	

## Post Event Workshops (additional fee): Thursday Oct 24, 2019

10:00 - 13:00	培训课Workshop 1: Amazon PPC	
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		Davide Nicolucci will host an intimate workshop on growing your Amazon FBA sales with PPC.	
	<b>14:00 - 17:00</b>	<b>培训课Workshop 2: Mastering Seller Central</b>	
		Daniel Fernandez will give you all the insights on mastering Seller Central inside and out	