



CBEC

Cross Border
E-commerce Conclave

20 & 21 April 2024

DAY-WISE CONFERENCE PROGRAMME

Timing	Day 1 20 April	Guest/Speaker
1030 - 1115 HRS 45 min	<ul style="list-style-type: none"> ➤ Inauguration ➤ Lamp Lighting ➤ Saraswati Vandana ➤ Welcome Speech ➤ Keynote Address by Chief Guest 	<p>Chief Guest:</p> <ul style="list-style-type: none"> ➤ Mr. Santosh Kumar Sarangi, IAS, Additional Secretary & Director General Foreign Trade Government of India <p>Guest of Honour:</p> <ul style="list-style-type: none"> ➤ Mr. Dileep Baid, Chairman, Export Promotion Council for Handicrafts (EPCH) ➤ Dr. Rakesh Kumar, Chairman, India Exposition Mart Limited (IEML) ➤ Mr. R. K. Verma, Executive Director, Export Promotion Council For Handicrafts
1115- 1200 HRS 45 min	<p>Unlocking Global Markets: The Rise of Cross-Border Ecommerce</p>	<ul style="list-style-type: none"> ➤ Mr. Jitin Prashar, SVP, ExpoBazaar ➤ Ms. Meghla Bhardwaj, Founder, India Sourcing Network ➤ Mr. Anshuman Jain, Director and Country Head, BigCommerce ➤ Mr. Amar Shankar, EY India Government & Public Sector Partner ➤ Mr. Akshay Ghulati, CEO - International Shipping, Shiprocket ➤ Mr. Anmole Malik, Brands Business Development Manager, Amazon
1200 - 1300 HRS 1 HR	<p>Case Study: ExpoBazaar B2B Cross Border Ecommerce: What, Why and How?</p>	<ul style="list-style-type: none"> ➤ Mr. Jitin Prashar, SVP, ExpoBazaar ➤ Ms. Rachna Singh, VP Sourcing, ExpoBazaar ➤ Mr. Imran Khan, Vendor Partner, ExpoBazaar ➤ Mr. Aditya Agarwal, Vendor Partner, ExpoBazaar ➤ Mr. Ayush Baid, Vendor Partner, ExpoBazaar
1300 - 1400 HRS	LUNCH	
1400 - 1420 HRS 20 min	Building a Global D2C Brand from Scratch	<ul style="list-style-type: none"> ➤ Ms. Sadhana Karwal, CEO, Brand Bazooka Advertising
1420 - 1440 HRS 20 min	IP Protection When Selling Globally	<ul style="list-style-type: none"> ➤ Mr. Rishabh Dheer, Lawyer
1440 - 1500 HRS 20 min	Future of E-commerce with Artificial Intelligence	<ul style="list-style-type: none"> ➤ Mr. Heemang Parmar, Founder & CEO, EcomExperts Agency
Breakout session 1400 - 1440 HRS 40 min	Workshop: Unlock your Global Potential with Amazon Global Selling	<ul style="list-style-type: none"> ➤ Mr. Anmole Malik, Brands Business Development Manager, Amazon
1440 - 1500 HRS - 20 mins	Workshop: Go global and be a part of the \$5+ trillion dollar industry with goGLOCAL	<ul style="list-style-type: none"> ➤ Mr. Navin Mistry, Co-Founder goGlocal
1500 - 1600 HRS 1 - HR	<p>Panel Discussion: Future Trends and Innovations Shaping the Cross Border Ecommerce Landscape</p>	<p>Moderator:</p> <ul style="list-style-type: none"> ➤ Mr. Ravindra Soni, Founder, Kaiten Software <p>Panelists:</p> <ul style="list-style-type: none"> ➤ Mr. Sufal Roongta, Co-Founder, Intoglo ➤ Mr. Anupam Kumar Srivastava, Founder & MD, ENS Enterprises ➤ Mr. Pramod Kumar, Director Development Services, Osa Commerce ➤ Dr. Sunil Pandey, Director (IT&UG), Institute of Technology & Science, Ghaziabad ➤ Mr. Dinesh Baragaon, Sales Lead, Pingpong Payments
Breakout session 1500 - 1540 HRS 40 min	Workshop: BigCommerce For Beginners	Big Commerce Team
Breakout session 1540 - 1600 HRS 20 min	Importance of compliance and Quality Inspections	<ul style="list-style-type: none"> ➤ Mr. Pankaj Kumar Shrivastava, Founder / Director, P3excel And Team
1600 - 1700 HRS 1 HR	<p>Panel Discussion: Optimising Your Supply Chain for Efficient Ecommerce Exports</p>	<p>Moderator:</p> <p>Mr. Anshuman Jain, Director and Country Head, Big Commerce</p> <p>Panelist:</p> <ul style="list-style-type: none"> ➤ Mr. Hemant Singh, Regional Director, Rhenus India ➤ Ms. Kavya Bhavaraju, Manager Operational Services, OSA Commerce ➤ Mr. William Alexander, Head, Operations & Business Development India, ShipGlobal US ➤ Mohammad Ijlal Shamsi, COO, Paramount Home Collection

Timing	Day 2 21 April	Guest/Speaker
1000 – 1100 HRS 1 HR	Seminar - Market Access: Promoting policies that enhance market access for businesses seeking to expand their cross-border e-commerce activities.	Moderator: ➤ Mr. Preetam Mohan Singh, Associate Partner, KPMG Panelists: ➤ Mr. Md. Moin Afaque, Deputy Director General Foreign Trade, Government of India ➤ Mr. Dileep Baid, Chairman, Export Promotion Council for Handicrafts ➤ Mr. Rajesh Rawat, Addl. Executive Director, Export Promotion Council for Handicrafts ➤ Mr. Mukesh Gupta, Director, India Exposition Mart Ltd. ➤ Mr. Varun Parihar, Vice President & Head Corp Affairs, Shiprocket
1100 – 1120 HRS 20 min	From Local Artisans to Global Consumers: Unleashing India's Handmade Charm on Etsy	➤ Mr. Rohit Chaudhary, Founder, Woodberry Global
1120 - 1140 HRS 20 mins	Dominate Globally with Amazon Ads	➤ Mr. Sammy Akhtar, Founder, Regro Media
1140 - 1200 HRS 20 mins	Tea break	
1200 - 1300 HRS 1 - HR	Panel Discussion: Customer Choices: Do They Change in E-tail v/s Retail	Moderator: ➤ Mr. Sanjay Nagi, Founder and MD, Market Insight Consultants Panelists: ➤ Mr. Rogier Uivel, Director, PW Markets - TICA ➤ Dr. Madhab Chakraborty, Packaging Expert ➤ Mr. Ayush Baid, Founder, Ellementry ➤ Mr. Sushant Sharma, Founder, Fig Living
Breakout session 1200 - 1300 HRS 1 - HR	Workshop: Shopify For Beginners	➤ Ms. Sushma Sharma, Mr. Abhilash Kotnala, Mr. Anupam Kumar Srivastava, ENS Enterprises (Shopify Partner)
1320 - 1420 HRS - 1 HR	Lunch	
1420 - 1440 HRS - 20 mins	How to Use Amazon and Walmart Data to Improve Sales & Profitability	➤ Mr. Karthick Selvaraj, Product Manager, Kwick Metrics
1440 - 1500 HRS - 20 mins	All You Need To Know About GS1 Barcodes	➤ Mr. Subrato Dey - DGM- Industry Engagement - GS1 India
1500 - 1600 HRS - 1 HR	Panel Discussion How To Succeed in Cross Border Ecommerce	Moderator: ➤ Ms. Meghla Bhardwaj, Founder, India Sourcing Network Panelists: ➤ Mr. Arun Parashar, Head of Quality Compliance, Azemtry Global Sourcing LLP ➤ Mr. Sameer Deolalikar, Founder and MD, Fyaril, Sweden ➤ Ms. Geeta Singh, SLP Manager, Amazon ➤ Mr. Harbinder Singh, Programme Director, eNurture
1600 - 1620 HRS - 20 mins	Summary: Key Takeaways & Action Items	➤ Ms. Meghla Bhardwaj, Founder, India Sourcing Network ➤ Mr. Jitin Prashar, SVP, ExpoBazaar

— Conclave Partners —



— Organized By —



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