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Cross Border
E-commerce Conclave

20 & 21 April 2024

CROSS BORDER E-COMMERCE CONCLAVE



Conclave Partners



ABOUT CROSS BORDER E-COMMERCE CONCLAVE

The E-commerce industry has experienced remarkable growth in recent years, emerging as a focal point of interest for investors and traders alike. This dynamic sector has unlocked vast opportunities for business expansion, seamlessly bringing together manufacturers, industrialists, sellers, retailers, and buyers on a single platform. The global impact of E-commerce is undeniable, weaving a web of connectivity between service providers and consumers across borders. All this sector need is tremendous networking and that is what cross border e-commerce convention is all about. The Cross-Border E-commerce Convention plays a pivotal role in fostering this unprecedented growth, emphasizing the crucial need for extensive networking to propel the industry forward.

WHAT AWAITS YOU AT THE CONVENTION?

Forge fresh connections, cultivate your network, and engage with leading sellers and industry experts.

Find top-tier service providers at the Market! Whether you seek assistance in global exporting or the finest software solutions to streamline your e-commerce endeavours, our meticulously curated roster of validated providers could be the catalysts for scaling faster and more profitably.

Learn, connect and expand your business globally by gaining insights and nuances of the industry by connecting with experts, sellers, and providers from around the globe.

Bringing investors to showcase promising e-commerce industries and the start-ups related to the industry in India those striving to establish or seeking international expansion and recognition.



ANTICIPATED BENEFITS

- Position India as a sourcing hub and drive sourcing from India in B2B format.
- Enhance Broad Based Distribution (BBD) using e-commerce.
- Drive e-commerce principles into global labour markets and position India.
- Each EPC to derive cross border e-commerce for own sector with focus on MSME.

CONSOLIDATED DISCUSSION ON CHALLENGES TO OVERCOME



**Data and
cyber security**



**Identity
verification**



**Captivating the
perfect customer**



**Customer
experience**



**Loyalty in
customer**



**Ratio of visitors to
paying customers**



**Competitor and
competition analysis**



**Shipping and
pricing (logistics)**



**Refund Policies
and product Returns**



**Technology evolution
and selection**



**Localization
across borders**



**Omnichannel
need of brands**



**Data
Privacy**



**Store
Agility**



**Evolving customer needs in
context of customer diversity**



ASPECTS TO BE TOUCHED UPON

To evolve infrastructure and easing of logistics can drive growth of cross border e-commerce. Technology and human skills are constantly evolving. For cross border e-commerce, there are certain dimensions to be explored such as:



- » **INBOUND LOGISTICS**
- » **OPERATIONS**
- » **OUTBOUND LOGISTICS**
- » **MARKETING & SALES**
- » **SERVICES**
- » **PROCUREMENT**
- » **TECHNOLOGICAL DEVELOPMENT**
- » **HUMAN RESOURCES MANAGEMENT**
- » **INFRASTRUCTURE**

DAY-WISE CONFERENCE PROGRAMME

Day 1 - 20 April 2024, Saturday

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 goGlobal
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

*Subject to change based on panelist confirmation.

DAY-WISE CONFERENCE PROGRAMME

Day 2 - 21 April 2024, Sunday

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. Ankit Arora, Sr. Manager, GS1
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, Fyaryl, 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

Exhibitor Profile

- » Large cross-border e-commerce firms
- » Tech Platforms
- » Logistics companies and freight forwarders
- » Payment Gateways
- » Warehousing companies
- » Content writing companies
- » E-commerce support industry Including :
 - Designers
 - Barcode companies
 - Cataloguing companies
 - Insurance companies

Visitor Profile

- » E-commerce Entrepreneurs
- » Supply Chain and Logistics Experts
- » Government Representatives
- » Investors and Venture Capitalists
- » Legal and Regulatory Professionals
- » Digital Marketing Professionals
- » International Trade and Export Managers
- » Technology and Payment Solution Providers
- » Entrepreneurial Startups
- » Educational Institutions



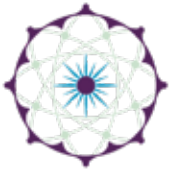
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OPTIMUM SOURCING DESTINATION
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