



**Asia-Pacific
Economic Cooperation**

2016/SMEWG42/022

Agenda: 17.4

**2015 APEC E-Commerce Forum: New Paradigm for
Cross-Border E-Commerce and Online Shopping (SME
01 2015S)**


Purpose: Information

Submitted by: Korea




**42nd Small and Medium Enterprises Working Group
Meeting
Ho Chi Minh City, Viet Nam
27–28 April, 2016**

Session IV – Reports on Completed Projects




2015 APEC E-Commerce Forum

New Paradigm for Cross-Border e-Commerce and Online Shopping



1. Overview

Title	2015 APEC E-Commerce Forum: – New Paradigm for Cross Border e-Commerce and Online Shopping
Date	26 th ~28 th Nov 2015
Venue	Ramada Plaza Jeju Hotel, Jeju
Participants	209 participants
Related Event	Asia Online Shopping Vision 2015



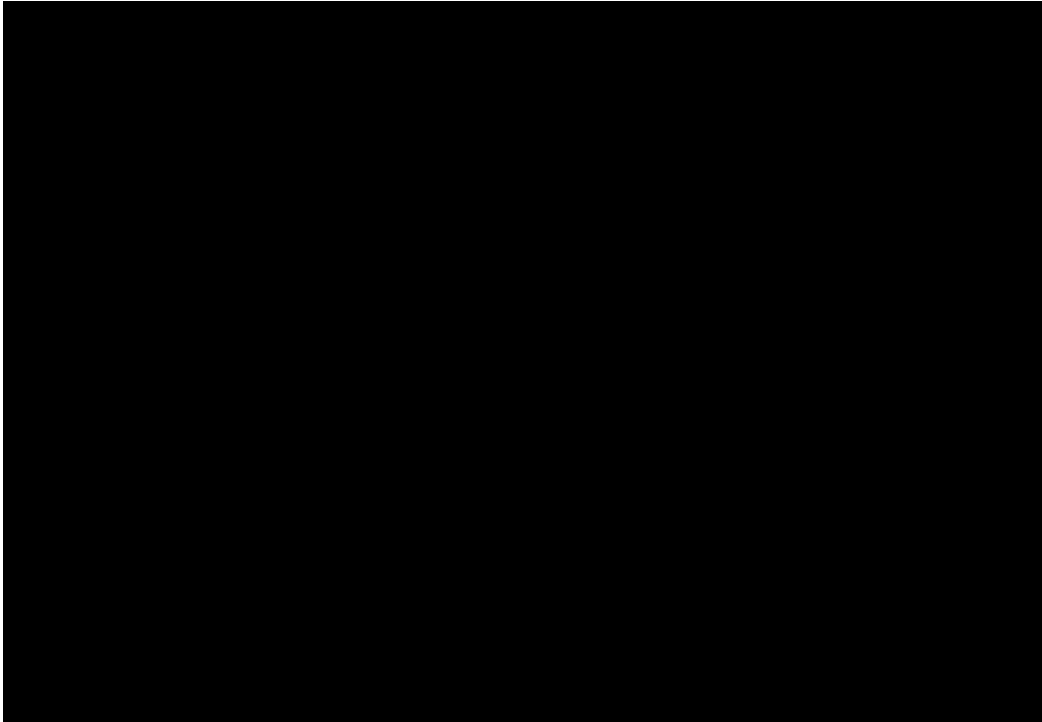
Successfully provided a place for exchange on new ideas and open discussion on the fast growing E-Commerce industry.

2. Main Programs

1 st day (11/26)	2 nd Day (11/27)								
Session 1 • Speaker: Mr. MIN SEO , Director, E-bay Korea • Topic: eBay Korea Cross-border e-commerce update	• Speaker: Kim YeCheol, Director, Shinsegae • Topic: Online Grocery Business and Supply Chain Management in South Korea • Speaker: Jason HAN, CTO, YHD.COM • Topic: The Situation and Future of China "Internet Plus"								
Session 2 • Speaker: Mr. Lim Changkuk , Legal Expert, United Nations Commission on International Trade Law • Topic: Advancement of e-commerce and harmonization of e-commerce laws	• Speaker: Ryuji Takayama, Director, Scroll 360 • Topic: Current Situation of Omni-channel Sales in Japan and Developments of Physical Distribution for Online Marketing • Speaker: Yuxin Chen, CEO, Jsharer Technology • Topic: New Era of Electronic Commerce								
Session 3 • Speaker: Mr. Liu Hui , Marketing and Business Director, Bizark E-Commerce • Topic: Changes and Challenges – how cross-border e-commerce influences Chinese traditional manufacturers	<table border="1"> <thead> <tr> <th>Session A</th> <th>Session B</th> </tr> </thead> <tbody> <tr> <td> • Speaker: Chung HaGyu, Vertical Leader, Nielsen Company Korea • Topic: Korea Digital Shopping Dynamics </td> <td> • Speaker: Zhenkun Sun, CEO, Happy Taobao Culture Communication • Topic: Hitao Korea Mall, Sino-Korea Fashion freeway </td> </tr> <tr> <td> • Speaker: Takahisa MATSUO, Director, CATALOGHOUSE • Topic: Key Points to Creating Customer Satisfaction – How to Pursue "Satisfaction after Purchase" and "Personalization" </td> <td> • Speaker: KIM SUNGMAN, lawyer, Lee & Ko • Topic: Comparative study on e-commerce laws between Korea, Japan and China </td> </tr> <tr> <td> • Speaker: Jianping Huang, President, Jayou HomeShopping • Topic: New Thinking of Multi-Media </td> <td> • Speaker: Hiroyuki MURATA, President, Murata Associates • Topic: Strategy for the Next Generation Direct Marketing in the Aging Society </td> </tr> </tbody> </table>	Session A	Session B	• Speaker: Chung HaGyu, Vertical Leader, Nielsen Company Korea • Topic: Korea Digital Shopping Dynamics	• Speaker: Zhenkun Sun, CEO, Happy Taobao Culture Communication • Topic: Hitao Korea Mall, Sino-Korea Fashion freeway	• Speaker: Takahisa MATSUO, Director, CATALOGHOUSE • Topic: Key Points to Creating Customer Satisfaction – How to Pursue "Satisfaction after Purchase" and "Personalization"	• Speaker: KIM SUNGMAN, lawyer, Lee & Ko • Topic: Comparative study on e-commerce laws between Korea, Japan and China	• Speaker: Jianping Huang, President, Jayou HomeShopping • Topic: New Thinking of Multi-Media	• Speaker: Hiroyuki MURATA, President, Murata Associates • Topic: Strategy for the Next Generation Direct Marketing in the Aging Society
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Session 4 • Speaker: Mr. Son Gun-il , Managing Director, Accenture • Topic: Omni channel marketing - Best practices and strategies	• Speaker: CHO DooYeon, Executive Director, 11st • Topic: e-Commerce Globalization								
Session 5 • Speaker: Dr. Ke-Shaw Lian , Associate Research Fellow, Taiwan Institute of Economic Research • Topic: The Innovations of Online Shopping and Logistics in Chinese Taipei									
Session 6 • Speakers: Participants from Peru, Malaysia, the Philippines, Indonesia, and Russia									

3. At the scene





Thank you!

