Wednesday, August 31

8:00 **Breakfast and registration**

8:55   **Chairman's opening remarks**
Dale Rodgers, Professor, Logistics and Supply Chain Management, **Arizona State University**

9:00 **Keynote address: The New Silk Road**
- Are today's global trade barriers much different than those of the ancient Silk Road?
- Any online business today is now an international business, with the potential to reach customers around the world. But creating a localized shopping experience for global shoppers and being compliant with international trade laws is challenging for businesses.
- From currency conversion, to customs regulations, and payments fraud, merchants need a guide to help navigate today's global trade environment, or the New Silk Road.

Jack Muhs, President & CEO, **FedEx Trade Networks**

9:30 **Keynote address: Drones, robots, what's next and how will this impact the delivery world?**
- Drones in the air – how far is this from becoming a reality?
- Drones on the ground – how does it work and which retailers can take advantage?
- Automation and robots in fulfillment – aligning strategic and execution business models to become more efficient
- Customer service robots – how are the public responding?

Allan Martinson, COO, **Starship Technologies**

10:00 **SPEED** and Networking Break

INTERNATIONAL TRACK	DOMESTIC TRACK
11:40 **Case study: Global supply chain ecosystems trends to be aware of** • Supply chain volatility – how to improve forecasting demand • Achieving truly global customer and supply networks – using regionally configured supply chains • End to end supply chain cost optimization • Risk management – ensuring risk is managed at each node of the supply chain • Disruptive technology enabling global supply chain management Nick Vyas, Executive Director, **USC Marshall Center for Global Supply Chain Management**	**11:40** **Case Study: Configuring your supply chain for inventory scalability and flexibility** • Controlling investment • Managing market & demand volatility • Getting out in front of tightening capacity Pamela Keller, Former SVP Operations, **Beachbody**
12:05 **Case study: How to deliver to your Brazilian customer when infrastructure is lacking** • Price vs. speed: Why Brazilian consumers are willing to accept longer shipping times if it's free • Developing the right balance between Correios, courier and motoboys for agile shipping • Benefits of auto-fill customs form and a DDP model Greg Dahlstrom, Director of Global Transportation, **Bodybuilding.com**	**12:05** **Case study: Decentralized fulfillment - creating regional distribution centers with showrooms as mini depots** • Structural shifts in supply chains are driving high levels of demand for DC capacity • Reducing miles and costs for increasing speed to shelf • Pool-point distribution networks to reduce brick-and-mortar costs • How do customers respond to these showroom/ depot hybrids? Vince Atkin, Director of Transportation, **Overstock.com**
12:25 **Case study: Leveraging local experience for a global presence when expanding to China** • Understanding the customer and culture along with country specific holidays (Singles Day) • Payment processing • Shipping direct-to-consumer vs. a partnership with a marketplace • Scaling to address the demand from a growing middle class market Tony Glass, Director, International Supply Chain Operations, **Under Armour**	**12:25** **Panel: Subscription revolution - what's holding it back and how big a market share can they take?** • A subscription for everything – A look into the array of products offered • From start to now – dealing with explosive growth and demand on operations • Perishables & packaging – time constraints and reducing waste • Sample enabled sales – how effective is this method? • Fragmented business model – launching on demand service to increase growth and capture the elusive consumer • Churn & retention – how to handle cancellation issues and changing policies in the subscription Jeff Brady, Director of Transportation, **Harry & David** Ryan Weldon, Co-Founder & Director of Member Experience, **Men's Style Lab** Meg Ross, Founder, **Nooky Box**
12:50 **eCommerce expansion in Japan: Cross-border shipping vs local fulfillment** • Personal imports vs commercial imports, what it means for products, what it means for customers • Product regulations, customs challenges and processes	

- Scalability, how merchandising, and catalog availability depend on fulfillment strategy

Reid Wegner, Merchant Development Manager, **Rakuten**

Pooja Agarwal, VP, Operations, **BirchBox**
Austin Heap, Co Founder & CEO, **Potbox**

| 1:15 | **Networking Lunch** |

INTERNATIONAL TRACK	**DOMESTIC TRACK**

2:45 Case study: The rise of eCommerce in Australia
- How social media has enabled new Australian businesses to start, leverage the iconic Aussie lifestyle & immediately gain a global audience/consumer base using video and content marketing to provide an immersive customer experience
- Expectations of Australian consumers and scaling to offer same-day delivery in major metro cities
- Changing tax laws in Australia signaled to come in July 2017 to change the way consumer personal products are imported and taxed in Australia

Alexander Babich, Director**, Kulani Kinis**
Dani Atkins, Co-Founder**, Kulani Kinis**

3:10 Case study: Understanding Russian eCommerce - how to effectively sell and market to over 80 million people
- Importing products vs. fulfilling in-country.
- Search marketing – understanding how consumers find information, Yandex or Google, PPC, SEO, language preferences.
- Integrating localized payment systems and working with payment providers in Russia. Adapting to consumers who prefer COD in an online world.
- Customer service – translations for chat and email, aligning with time differences.

Maria Blacher, Head of Customer Service, **GiftBasketsOverseas.com**

2:45 Case Study: Defining White Glove Services – Should there be industry standards and definitions?
- Are customers confused – can we make it easier and simpler to understand
- Will the industry want to adopt standards – what are the positives and negatives
- What if any should be next steps?

Larry Ellis, Director, Warehouse Services**, BuildDirect**

3:10 Case study: Challenges of the last mile delivery in serving e-commerce business
- Consumer convenience and cost reduction have led to the emergence of multiple delivery models.
- Alternatives to home delivery: "click and collect" and smart lockers
- How the last mile holds the key to the consumer experience.

Arnaud Deshais, VP/Head of Supply Chain & Quality Assurance, **RedBubble**

| 3:35 | **Networking Break** |

| 4:10 | Roundtable Session (choose one to attend) – session will be held in the exhibition room |

TABLE 1 - Cross Border Compliance: Adhering to local regulations regarding exchange rates, taxes, customs and shipping
Anthony Zanontian, Co-Founder**, Anthony's Goods** and **Alex Avakian,** Co-Founder**, Anthony's Goods**

TABLE 2 - White Glove: Unpacking best practices for a satisfied customer
Omar Devlin, Head of Supply Chain & Logistics, **Enjoy.com**

TABLE 3 - Alternative Delivery Models: Cost reduction with flexible shipping options such as BOPIS, curbside, lockers & more
Emily Fan, Head of Operations, **Madison Reed**

TABLE 4 - Expanding Final Mile: Reducing bulk shipping to streamline delivery and lower costs
Mike Carlos, Manager, Supply Chain Strategy & Operations**, BuildDirect**

TABLE 5 - Regional carriers: Taking advantage of local resources to keep up with global demand
Mark Magill, VP Business Development, **OnTrac**

| 4:50 | **Keynote Address: Harnessing the Potential of Cloud Communications in Logistics & mCommerce** |

- Current state of communication in logistics is high fragmented - leading to unsatisfied customers and higher costs to run business
- Mobile is the key to staying connected to your customers and managing your supply chain
- Mobile messaging and voice APIs can be used to:
  - Increase brand awareness and customer loyalty
  - Rollout effective marketing campaigns
  - Communicate with new or existing customers in real time, on a global scale

Charlotte Fors, Vice President, **Nexmo**

| 5:20 | **Keynote address: 2016 - The year of the connected customer revolution** |

- Evolving and developing the ability to maintain and foster 1-to-1 customer relationships
- Real time, accurate product location and availability
- Data mining for customer preference on shipping cost/method
- Snapchat, Facebook Messenger, SMS, Twitter, Instagram engagement

David Tull, Customer Engagement Manager, **JackThreads**

| 5:50 | **Chairman's closing remarks** |

Dale Rodgers, Professor, Logistics and Supply Chain Management, **Arizona State University**

| 5:55 | **Drinks Reception in the Garden on the Bay** |