IDEAS OF DIGITAL CONFERENCE 2014

November 21st Melbourne

Sponsorship Packages

Australia's Major Digital Conference With An Asia Perspective

Shape Your E-trade Strategy With China

Organised by

www.idsclub.org/idsc2014

Ideas of Digital Conference (IDSC) 2014
Event Information

With Alibaba's recent IPO roadshow making 'China e-commerce' into the global spotlight, Ideas of Digital Conference (IDSC) 2014 is launched this year by Melbourne-based non-profit organisation IDs Club, offering insights on the opportunities brought by China's e-commerce boom and practical advices to help Australian businesses refine their e-exporting strategy to China. IDSC 2014 will also discuss the impact of G20 on Sino-Australian relations especially for the ICT industry and cross border e-commerce practice.

IDSC 2014, including China E-commerce Conference and Smart Hardware Round Table, will expect over 300 attendees from Australia, China, Singapore, Malaysia and India. It also serves as a communication and networking opportunities for traders and entrepreneurs with a digital vision.

Time: 9.30am-5.30pm, Friday
Venue: The Courtyard, State Library of Victoria

Event Highlights

- Over 10 senior speakers, most of whom are Chinese experts with dynamic e-commerce practice experience;

- Latest insights from G20 Summit and how it is going to influence the e-commerce industry;

- Firsthand information on the newly launched Taobao Australian E-trade Channel and the e-exporting opportunities for Australian businesses

- Successful case studies and practical guide on how to operate online stores on Taobao and Tmall

- Networking opportunity with over 300 Australian entrepreneurs and Chinese e-commerce service providers;

- Preview of latest smart hardware products showcased by China's dominant digital companies.

www.idsclub.org/idsc2014

IDSC 2014 – China E-commerce Conference

China is currently experiencing huge growth in e-commerce. The country's total e-commerce users reached 300 million in 2013, which counted half of China's total online population. It is estimated that e-commerce in China will be worth US$540 billion by 2015, and by 2020 worth more than e-commerce in the U.S., the UK, Japan, Germany and France combined. This has offered a new choice for overseas enterprises to expand into Chinese market more quickly with a reduced cost.

The rapid growth of China's e-commerce has brought great opportunities for overseas businesses, especially for the F&B sector, as imported food and agriculture products are in increasing demand in China. Over half of the Chinese consumers reported a loss of confidence in domestic foods, and over one-quarter said they would buy more imported foods to replace domestic products. This certainly is good news for Australia, a country reputable for its quality food.

Speakers from China's leading e-commerce service providers including Alibaba, Taobao, Alipay and Sinotrans, are going to cover the most popular and relevant topics at IDSC 2014 China E-commerce Session, including platforms, payment gateways, logistic solutions, O2O trend and e-commerce marketing. Through speeches, case studies and discussions, it offers delegates a comprehensive understanding of China's e-commerce market as well as practical knowledge on how to grab this huge opportunity.IDSC 2014 China E-commerce Conference will also announce the launch of Taobao Australian E-trade Channel, a centralized platform established by China's largest online marketplace Taobao to source authentic Australian products and sell to Chinese individual consumers. The new platform will offer a cost-effective solution for Australian exporters to expand into China market.

The Conference provides a unique opportunity for delegates to connect with Chinese e-commerce solution providers as well as businesses with a same China focus. Delegates will also have the chance to network with a group of digital practitioners from China during breaks and be inspired by some of China's latest smart hardware products.

Who Should Attend?

- Business owners, CEOs and directors looking for e-commerce solutions
- Marketing and e-commerce managers
- F&B exporters
- Bank sector
- Logistics providers
- Managers from traditional retail
- E-commerce & digital marketing consultants
- Online store owners
- Developers of e-commerce applications

IDEAS OF
DIGITAL
CONFERENCE 2014

Program
IDSC 2014 – China E-commerce Conference Program

9.00am-9.30am	Delegates Registration
9.30am-9.35am	Conference Opening – Conference Chair welcome guests and introduce the morning program Conference Chair: Jon Yeo, Licensee and Curator of TEDxMelbourne
9.35am-10.10am	Opening Address: China's E-commerce Boom and Latest Trends to Watch
10.10am-10.50am	Keynote Speech: An Alibaba Story – The Taobao & Tmall Platforms Speaker: Maggie Zhou, Senior Director, Taobao International (Australia & NZ)
10.50am-11.10am	Coffee Break: Networking and visit smart hardware products showcase
11.10am-11.50am	Speech: Alipay, A Payment Revolution for E-commerce Speaker: Steven Shen, Director, Alipay International Business Dpt - APAC
11.50am-12.30pm	Speech: Keys to Your China E-commerce Strategy Speaker: Shiyan Gui, Chief Director, Wuhan Taobao Business Institute
12.30pm-1.00pm	Case Study: Australian Products Distributed Through Taobao Platform – Australian Citrus & Alpaca Speaker: Simon You, Partner, Australia eTrade Service
1.00pm-2.00pm	Networking buffet lunch / Visit smart hardware products showcase
2.00pm-2.40pm	Speech: A Critical Role of Logistics in E-commerce
2.40pm-3.20pm	Panel Discussion: What influence is G20 going to bring to e-commerce? Moderator: Jon Yeo, Licensee and Curator of TEDxMelbourne Panellist: Zo Liang, Managing Director of Zoyu Digital, President of IDs Club Panellist: Wenning Hao, Deputy General Manager, Sinotrans
3.20pm-3.40pm	Coffee Break / Networking
3.40pm-4.15pm	Speech: E-commerce SEO & Marketing Speaker: Jeanine Li, Advisor of Zoyu Digital, Founder of Taobao Juhuasuan & Taobao Zhitongche
4.15pm-4.55pm	Speech: Online to Offline (O2O) Trading in China Speaker: Richard Li, VP of International E-commerce Department, S.F.
4.55pm-5.30pm	Closing Address: Asia's Growing E-commerce Market – Opportunities & Challenges for Australian Businesse Speaker: Kee Wong, Chairman of AIIA, Managing Director of e-Centric Innovationss

IDEAS OF
DIGITAL
CONFERENCE 2014

IDSC 2014 – China Smart Hardware Round Table

Chinese smart hardware industry experienced viral growth in 2013, while a spate of new smart hardware mushroomed and both internet giants and startups swarmed into the sector. As a consequence, China's smart hardware industry has become the established production base of the world, based on multiple authoritative analysis reports. Development has been focused on mobile phone, embedded system and so on in recent years, which drives demand as well as innovation.

IDSC 2014 China Smart Hardware Round Table brings a group of guests from some of China's dominant technology companies, including Xiaomi, Baidu and TCL, to share insights on China's growing smart hardware sector which has been drawing much attention in recent years. The Round Table is designed to facilitate communications and exchange of ideas between Australian and Chinese smart hardware developers and manufacturers.

The Round Table is exclusive to selected guests and by invitation only. However, all the delegates at IDSC 2014 will have the opportunity to review the latest smart products displayed by Chinese smart hardware makers.

IDEAS OF
DIGITAL
CONFERENCE 2014

Program

IDSC 2014 – China Smart Hardware Round Table Program

|	
8.45am-9.00am	Delegates Registration
9.00am-9.05am	Opening – Chair of Round Table welcome guests and introduce the program
9.05am-10.50am	Round Table Discussion and Product Showcase (Session One) Participating companies include: • Xiaomi • Baidu • TCL • NeuroSky
10.50am-11.10am	Coffee Break: networking and smart hardware products showcase
11.10am-1.00pm	Round Table Discussion and Product Showcase (Session Two) Participating companies include: • HiWiFi • Welomo Lomography • Likeit iPOS • Counect Business Terminal Sales Solutions • Xaircraft Unmanned Aerial Vehicle
1.00pm-2.00pm	Networking buffet lunch / Smart hardware products showcase
2.00pm-5.00pm	Offsite company visit

Speakers

ThomasTing
CEO
SAMMITR Pty Ltd

Thomas Wang
Manager,
Security Labs at
Baidu Inc.
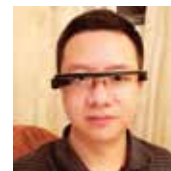
Wenjin Xiong
Director of
Smart Hardware,
TCL Corporation

Tony Zhang
GM,
NeuroSky Inc.

Bo Shen
CEO, Codoon

Chuyun Wang
CEO, HiWiFi

IDEAS OF
DIGITAL
CONFERENCE 2014

Registration

IDSC 2014 Melbourne China E-commerce Conference
(incl. buffet lunch)

$195 (incl.GST.)

IDSC 2014 Melbourne China Smart Hardware Round Table By invitation only.
Contact **idsc@idsclub.org** to express interest.

Expected Attendance: 300

Venue

The Courtyard, State Library of Victoria,
328 Swanston Street, Melbourne 3000

The State Library of Victoria is one of Melbourne's pre-eminent cultural institutions. It is an iconic Melbourne landmark recognised for its heritage architecture, reveals much about its fascinating history. The Courtyard, located in the library's northwest corner combines a rich heritage with a modern touch.

www.idsclub.org/idsc2014

Sponsor Return

✓ Branding

- Logo exposure on all marketing materials, including website, e-newsletters, brochures, flyers and event info doc.

✓ Database

- Database of all the attendees (expected of 300)

✓ Media exposure

- Ads banner on event website
- Sponsor to be mentioned on all of organizer's social media platforms, including Facebook, Twitter, Linkedin, Weibo and Wechat
- Sponsor to be mentioned in mainstream media press release
- Media interview to be pitched for Sponsor

✓ Speaking Opportunity

- Speaking opportunities at IDSC Melbourne and Sydney – organizer will work with Sponsor to confirm topic and key messages

✓ Event Exposure

- Logo inclusion on all the materials at the Conference, including event banners, program, handouts,
- Display tables at IDSC Melbourne and Sydney
- Sponsor banner display in the conference rooms
- Marketing materials (flyers, coupons or brochures) included in delegate bags
- Sponsor promo video to be played on loop at the Conference during breaks

✓ Tickets

- Certain amount of complimentary tickets to the Conference
- Discount for purchasing extra tickets

✓ Add-on Values

- Invitations to other IDs Club seminars and networking events for one year

www.idsclub.org/idsc2014

IDEAS OF
DIGITAL
CONFERENCE 2014

Sponsorship Packages

	Naming Sponsor $50,000	Principal Sponsor $20,000	Event Sponsor $10,000	Display Package $3,000	Corporate Partner $1,000
Exclusivity (no other sponsor from the same industry)	✔	✗	✗	✗	✗
Logo inclusion on marketing materials	✔	✔	✔	✔	✗
Database	✔ With contact details	✔ Without contact detail	✗	✗	✗
Website ads banner	✔	✔	✔	✗	✗
Social media exposure	✔	✔	✔	✗	✗
Media exposure	✔	✔	✗	✗	✗
Media interview pitch	✔	✗	✗	✗	✗
Speaking opportunity	✔	✔	✔	✗	✗
Logo inclusion at event	✔	✔	✔	✗	✗
Display table at event	✔	✔	✔	✔	✗
Banner display at event	✔	✔	✗	✗	✗
Delegate bag inserts	✔	✔	✔	✔	✔
Promo video inclusion	✔	✔	✗	✗	✗
Complimentary tickets	50	30	20	10	6
Ticket discount	30% off	20% off	20% off	15% off	15% off
Invitation to IDs Club events	6	4	3	2	2

Contact

Zo Liang, President of IDs Club

T: +61 433 880 888

E: zo.liang@idsclub.org

www.idsclub.org/idsc2014

IDEAS OF
DIGITAL
CONFERENCE 2014

We are non-profit.
We need your support!

Contact: Zo Liang

President of IDs Club
zo.liang@idsclub.org

Organised by

www.idsclub.org/idsc2014