



# IDEAS OF DIGITAL CONFERENCE 2014

November 18<sup>th</sup> Melbourne

**Australia's #1 Asian Digital Conference**  
eCommerce & Smart Hardware

Organised by



[www.idclub.org/idsc2014](http://www.idclub.org/idsc2014)

# Ideas of Digital Conference (IDSC) 2014

## Event Information

The world is going digital. Every day we see how digital technologies are driving industry disruption and creating unprecedented value. Ideas of Digital Conference (IDSC) 2014 is launched for IT professionals, digital marketers and entrepreneurs who have sensed the urgency of 'turning digital' to exchange their digital ideas and learn about the latest technology trends.

IDSC 2014 is organized by the Melbourne-based non-profit organization IDs Club, who is committed to facilitating communications and networking among Australian and Asian IT practitioners, developers, creative, designers and anyone with a digital vision. This year's conference provides a focus on China's skyrocketing e-commerce growth and the opportunities in its smart hardware sector.

IDSC 2014, including China E-commerce Conference and Smart Hardware Round Table, will be held in **Melbourne on Tuesday 18th November 2014 expecting over 300 attendees.**

### Why You Should Attend?

- Learn from over 10 high-profile speakers, most of whom are Chinese experts with dynamic e-commerce practice experience;
- Discuss latest insights from G20 Summit with Australian and Chinese insiders;
- Gain practical value through successful case studies;
- Network with over 300 Australian entrepreneurs and Chinese e-commerce service providers;
- Be inspired by some of China's latest smart hardware products during conference breaks.



# 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.

Meanwhile, Chinese netizens are more engaged in the online social environment comparing to the US and Europe, which gives brands more opportunities to connect with consumers through e-commerce platforms not only to increase sales but also to build brand awareness.

Speakers from China's leading e-commerce service providers including Taobao, Alipay and Sino-trans, will cover the most concerned topics at IDSC 2014 China E-commerce Session, including platforms, payment gateways, logistic solutions, O2O trend and e-commerce marketing. At the end of the day, delegates could walk out of the conference with a thorough understanding of China's e-commerce market, and an in-depth knowledge on how to grab this huge opportunity.

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

# Program

## IDSC 2014 – China E-commerce Conference Program

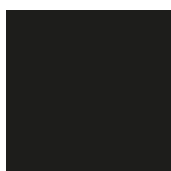
9.00am-9.30am	Delegates Registration
9.30am-9.35am	Conference Opening – Conference Chair welcome guests and introduce the morning program
9.35am-10.10am	Opening Address: Asia's Growing E-commerce Market – Opportunities & Challenges for Australian Businesses
10.10am-10.50am	Keynote Speech: Latest E-commerce Trends to Watch in China
10.50am-11.10am	Coffee Break: Networking and visit smart hardware products showcase
11.10am-11.50am	Speech: An Alibaba Story – The Taobao & Tmall Platforms
11.50am-12.30pm	Speech: Alipay, A Payment Revolution for E-commerce
12.30pm-1.00pm	Case Study: Australian Products Distributed Through Taobao Platform – Australian Citrus & Alpaca
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?
3.20pm-3.40pm	Coffee Break / Networking
3.40pm-4.15pm	Speech: E-commerce SEO & Marketing
4.15pm-4.55pm	Panel Discussion: Online to Offline (O2O) Trading in China
4.55pm-5.30pm	Closing Address: China's E-commerce Boom – Opportunities & Challenges for Australia

## Speakers



### Kee Wong

Chairman of AIIA,  
Managing Director of  
e-Centric Innovations



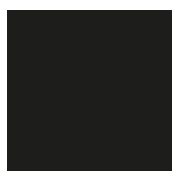
### Maggie Zhou

Senior Director,  
Taobao International  
(Australia & NZ)



### Steven Shen

Director,  
Alipay International  
Business Dpt – APAC



### Simon You

Partner,  
Australia eTrade Service



### Zo Liang

Managing Director of  
Zoyu Digital,  
President of IDs Club



### Jeanine Li

Advisor,  
Zoyu Digital



# 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.



# 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: <ul style="list-style-type: none"><li>• Xiaomi</li><li>• Baidu</li><li>• TCL</li><li>• NeuroSky</li></ul>
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: <ul style="list-style-type: none"><li>• HiWiFi</li><li>• Welomo Lomography</li><li>• Likeit iPOS</li><li>• Counect Business Terminal Sales Solutions</li><li>• Xaircraft Unmanned Aerial Vehicle</li></ul>
1.00pm-2.00pm	Networking buffet lunch / Smart hardware products showcase
2.00pm-5.00pm	Offsite company visit

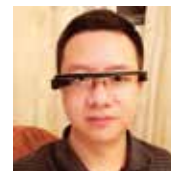
## Speakers



**Hugo Barra**  
Vice President,  
Xiaomi Global



**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

# Venue

St Kilda Town Hall  
99A Carlisle St, St Kilda, Melbourne CBD



St Kilda Town Hall is a magnificent heritage landmark that exudes timeless style, elegance and a powerful sense of old-time Melbourne. First built in 1890, it was designed by local architect William Pitt with the classical portico added in 1925. The Town Hall is located in the heart of vibrant St Kilda and sits amid 19th century gardens, which form a scenic entrance to the grand staircase.

# 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](mailto:idsc@idsclub.org) to express interest.

## Contact

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Media Partner and Press Enquiries:  
**Doris Li:** [doris.li@idsclub.org](mailto:doris.li@idsclub.org)

[www.idsclub.org/idsc2014](http://www.idsclub.org/idsc2014)





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