

Sourcing and Trend Seminars 產品採購及市場發展趨勢研討會



Admission is FREE!

Date: October 18-21, 2014 (Saturday – Tuesday)

Venue: Conference Rooms 201A, 201C and 204
Level 2, AsiaWorld-Expo, Hong Kong

Language: English

Saturday, October 18

Keynote session 1

Accelerating the Convergence of Mobility and Intelligence

Saturday, October 18
11:00am – 12:00pm
Room 201C, Level 2

Brent Young, Director of CTE
Sales and China Product
Marketing, **Intel China Ltd**

Mr. Brent Young will share Intel's vision on the convergence of mobility and intelligence, with an increased focus on Intel's strategy, actions and progress in engaging the China Technology Ecosystem to intercept wearables, phones, phablets, tablets, and 2-in-1s. The products will also be demonstrated.

Keynote session 2

Monetizing the Emerging Ecosystem of Telecoms and Streaming Music

Saturday, October 18
2:00pm – 3:00pm
Room 201C, Level 2

Noel Lee, Founder and CEO,
Monster Products

From the man who developed Beats by Dr. Dre® and revolutionized the world of headphones; Noel Lee shares his latest innovative thinking that sufficiently monetizes smart phone manufacturers, carriers and streaming music providers.

Monster Products (formerly Monster Cable) was founded in 1979 in San Francisco after Noel Lee monumentally changed the quality of speaker sound by researching and redesigning the cables involved. Since then, Lee and his company have successfully created and marketed products covering the car stereo, home theater, power, connectivity, mobile accessories and portable speaker arenas.

Sunday, October 19

Keynote session 3

The Inevitable Convergence of Fashion and Wearable Tech

Sunday, October 19
11:00am – 12:00pm
Room 201C, Level 2

Sonny Vu, Founder and CEO,
Misfit

Wearable devices are one of the fastest growing segments of the tech industry. In order to grow the market and for widespread adoption of these new gadgets, there is growing awareness by technology companies of the need to understand and embrace the world of fashion. As the Fashion and Tech world begin to intersect, could wearable tech ever be mainstream?

Sonny Vu, CEO and Founder of Misfit, a company that joined the wearables revolution with the technologically advanced and attractively designed fitness and sleep monitor, Misfit Shine, will share what he thinks makes a good wearable and where the future of wearable computing may be heading.

Smart China Sourcing” Series (Module 1)

The 5 Biggest Challenges in Importing from China and How to Manage Them

Sunday, October 19
1:00pm – 2:00pm
Room 204, Level 2

Renaud Anjoran, Founder and
General Manager, **Sofeast Limited**

You have heard it or you have experienced it: buying directly in China is not easy. But the good news is, most importers face the same challenges and there are solutions.

This seminar will focus on the following common challenges:

- Constantly rising prices – how to fight this trend through better negotiation, by changing suppliers, and by reducing costs related to your product and packaging.
- Substandard quality – how to reduce this risk by qualifying suitable manufacturers, by defining your quality standards, and by monitoring production closely.
- Shipment delays – how to push suppliers to ship on time with the threat of penalties, a letter of credit, a “project management” follow-up, and the management of sub-suppliers.
- Violation of IP rights – ideas to protect your designs such as: screening potential suppliers before sharing any information, using a contract, monitoring the market, and choosing the right marketing channels.
- Lack of factory improvement over time – how to recognize forward-thinking factory owners, and what the steps are to help them improve.

This is a must-attend seminar for new buyers, yet even experienced sourcing professionals will learn a few more tricks of the trade.

Sunday, October 19

Keynote session 4

What's Next for Smart Watches

Sunday, October 19

2:00pm – 3:00pm

Room 201C, Level 2

Noah Zerkin, Director,
inWatch X-Labs

The wearables maelstrom shows no signs of abating, and the smart watch is one category of wearable that is poised to see huge growth in the coming months and years, bringing a tremendous positive impact to consumers' quality of life. Visionaries, developers, designers, and the marketplace are defining what forms and functionalities a smart watch should have. And they are exploring other new technologies that are positioned to disrupt the existing wearable technology landscape, as well as the challenges that manufacturers will face in future product design. How should you navigate this new terrain to gain an edge and stand out from the increasing competition in this space?

Leading product specialist Noah Zerkin will share insights into the key features and applications that can be integrated to make compelling wearable technology products that address consumer needs and desires, overcoming the long-standing barriers to mass-market acceptance.

Discover what should factor into your plans for a strategic move in this sector!

"eCommerce Academy" ***(Module 1)***

Online Marketing Strategies for Revenue Growth and Profitability

Sunday, October 19

3:00pm – 4:00pm

Room 204, Level 2

Roger Butterworth, Partner,
SixT6 Limited

Companies run by Roger Butterworth have sold more than \$1 billion of electronics product online to customers in over 120 different countries. In this presentation he explains why you should be selling online right now, what works and what does not when you come to market your business online, and how you can take advantage of new technology and services to make bigger profits in just a few weeks.

Monday, October 20

Keynote session 5

The New Era in Mobility

Monday, October 20

11:00am – 12:00pm

Room 201A, Level 2

Alex Chung, General Manager,
Lenovo Hong Kong and Macao

Mobility is a global consumer & corporate trend providing people with on-the-go benefit through their mobile devices. The increasing demands on enterprise mobility have created new challenges in security and risk management for corporations and IT managers.

This keynote presentation will give you an insider's look into how Lenovo provides an array of different notebooks, tablets, smartphones and convertibles for enterprises to develop a strategy that embodies the right balance of security mobile device management and compatibility across different operation systems and devices.

Keynote session 6

The End of Copycat China

Monday, October 20

2:00pm – 3:00pm

Room 201A, Level 2

Shaun Rein, Managing Director,
China Market Research Group

China is known as a copycat nation where companies are better at imitation than innovation. But that is changing. Shaun Rein will look at the rise of innovation in China and what that means for manufacturers and brands. As China moves from a manufacturer of low-cost goods to an economy based on services and consumption, Chinese firms are quickly moving up the value stream and focusing on innovation. Rein will look at the megatrends changing China and how these trends create opportunities and challenges for global importers.



Get your FREE eBook “*End of Copycat China: The Rise of Creativity, Innovation and Individualism in Asia*” by Shaun Rein when you attend his keynote.

"eCommerce Academy" **(Module 2)**

How Smart Social Media will Increase Your eCommerce Business

Monday, October 20

3:00pm – 4:00pm

Room 204, Level 2

Robert Sim, Head of Business Development Asia,
Unified Inbox

As today's business's operations become more digital in nature, interacting with your target customers by participating in discussions online is becoming one of the key communication channels for an ecommerce company. Leaders of ecommerce companies understand the power of social networks to boost sales where people can come across new sellers and products anywhere at any time. Social media expert Robert Sim will go through the essential steps to creating various social media platforms and strategies for general sales for your ecommerce business. Contents include:

- What social media is about
- How to create various social media platforms using your personal devices
- How to enrich your customer base and generate more sales through social media
- How to handle the tons of information received online
- Best practices for making the correct business decision with the help of social media marketing

Tuesday, October 21

Keynote session 7

Leading Innovations in Memory and Display Technology for Mobile Devices

Tuesday, October 21
11:00am – 12:00pm
Room 201A, Level 2

Nam Hyung Kim, Director,
Arete Research

In the battleground of the fast emerging mobile device segment, differentiation will be of paramount importance, which poses more challenges than ever for vendors as they try to create competitive advantages for their products.

Based on on-going research, Arete Research director Nam Hyung Kim will look at the megatrends shaping the future development of memory and display technology and how to overcome barriers to mass-market acceptance.

This one-hour session covers key findings and answers to critical questions like:

- How does the mobile world (vs. computer world) impact key components such as display and memory?
- Google and Apple are dominating the mobile space – what are the implications for the industry?
- What are the key challenges and opportunities in the mobile and component industries?
- What's the next big thing in the memory and display space that people need to watch?

This is the session that will help you navigate the fast-changing mobile memory and display markets!

"Smart China Sourcing" Series (Module 2)

Best Practices for Professional Buyers: Lessons Learned Servicing Leading Supply Chains like Apple and Wal-Mart in China

Tuesday, October 21
2:00pm – 3:00pm
Room 204, Level 2

Mike Bellamy, Chairman, **China Sourcing Information Center**

- Worried about losing money? Learn how to avoid scams that target large and small buyers.
- Purchase Orders and Contracts. Avoid common mistakes, implement best practices.
- Effective Project Management. Are you sure that what you order will ship on time and at the agreed price?

Based on his 15 years in China, sourcing veteran Mike Bellamy will offer practical and affordable supply chain management strategies that buyers both large and small can easily implement to improve their business performance and save time, money and headaches.

Issues relating to quality control and intellectual property raised in earlier seminars will be expanded upon at an advanced level. The seminar will feature a Q&A so that audience-specific issues can be addressed.

Conference speakers 演講嘉賓



Brent Young

Saturday, October 18

11:00am – 12:00pm

Keynote session 1

**Accelerating the Convergence
of Mobility and Intelligence**



Brent Young is Director of CTE Sales and China Product Marketing at Intel China. Brent is responsible for product planning, leading strategy and product development for the Intel China Technical ecosystem and product marketing.

Brent has been working at Intel for more than seven years, with several years as an open source software strategic planner in the Intel Software and Service Group. Brent was also the technical assistant to Tom Kilroy, executive vice president and general manager of Intel's Sales and Marketing Group.

Prior to joining Intel, Brent worked as a software engineer in Silicon Valley, responsible for product promotion for start-up enterprises.

Brent graduated from Cornell University with bachelor's and master's degrees in computer science and also received a bachelor's degree in business administration from Northwestern University.



Noel Lee

Saturday, October 18

2:00pm – 3:00pm

Keynote session 2

**Monetizing the Emerging
Ecosystem of Telecoms and
Streaming Music**



Noel Lee: A Lifetime of Innovation “Because the Music Matters”

“Head Monster” **Noel Lee**, founder of Monster Cable (now simply Monster™), is a 1971 graduate of Cal Poly College of Engineering and a former design engineer at Lawrence-Livermore Laboratory. Throughout his life, he has striven to bring together his two passions, music and technology. He had a theory that a new kind of cable could dramatically improve the way music sounded and started experimenting. He discovered wires of different constructions produced different degrees of audio performance. Noel tinkered until he'd developed the world's first true high performance speaker cable which led to the founding of Monster Cable in 1979.

Today, Monster cables are the reference standard in recording studios, production houses and live performances around the world. Noel's work in the garage had literally created an entire new industry. Noel's Monster has gone on to reinvent power management and protection, the innovative Monster Power products have changed the way people think about that category as well.

Noel's “Monsterous” attitude, his desire to think outside the box and commitment to lead, never follow, has always led to product innovations. His new mission is to reinvent headphone sound, and giving them the capability to reproduce the full range and dynamics of music. He went on to establish Monster as the clear world leader in advanced, sonically superior headphones, all of which feature the company's Pure Monster Sound.™ Noel is currently in the process of introducing a new line of headphones geared for every type of lifestyle and fashion sense. In many ways, Noel's new mission to achieve phenomenal headphone sound has brought him full circle – he's still tinkering to find the perfect sound.

Conference speakers 演講嘉賓



Sonny Vu

Sunday, October 19
11:00am – 12:00pm

Keynote session 3

**The Inevitable Convergence of
Fashion and Wearable Tech**



Sonny Vu is the founder of Misfit Wearables, makers of highly wearable computing products, including Shine, an elegant activity monitor (Red Dot, GOOD, A' Design Awards). He's also the founder of AgaMatrix, makers of the world's first iPhone-connected hardware medical device (Red Dot, GOOD Design Awards). Sonny built AgaMatrix from a two-person startup to shipping 15-plus FDA-cleared medical device products, 1 billion-plus biosensors and 3 million-plus glucose meters for diabetics.

He worked at Microsoft Research on machine learning and linguistic technologies, studied math (BS, UIUC) and linguistics (PhD, MIT) under Noam Chomsky. He also knows some interesting languages and is a patron of great product design. Sonny is longing to make 10x solutions to humanity's greatest problems.



Renaud Anjoran

Sunday, October 19
1:00pm – 2:00pm

"Smart China Sourcing"
Series (Module 1)

**The 5 Biggest Challenges in
Importing from China and How
to Manage Them**

Renaud Anjoran is the founder and general manager at Sofeast, a quality assurance company based in Foshan, China. He and his team have been helping foreign buyers audit Chinese manufacturers and inspect the quality of their products since 2007.

Since 2012, Renaud has also helped manufacturers and trading companies improve their processes for higher productivity, shorter lead times, and better quality.

In 2005 and 2006, Renaud worked for a French importer's Hong Kong branch. He participated in purchasing campaigns and trading activity.

He received an MS in International Business from Bordeaux Business School and an MBA from Wake Forest University. He is also a certified ISO 9001 lead auditor and a certified LEAN consultant.

He writes practical advice for importers several times a week on the *Quality Inspection Tips* blog (www.QualityInspection.org).



Noah Zerkín

**Sunday, October 19
2:00pm – 3:00pm**

Keynote session 4

What's Next for Smart Watches



Noah Zerkín is a longtime creative technologist with a focus on embedded platforms, inertial sensors, spatial data representation, novel interfaces, and wearable computing systems. Among other things, he has engineered massive behavioral lighting installations for a successful music video and the SONOS Gallery, invented patented virtual reality interface technology, built high-frequency acceleration loggers for Johns Hopkins researchers studying treatment-resistant tuberculosis in Peru, and constructed flight simulators for NASA-funded neurophysiology research at Mount Sinai School of Medicine in Manhattan. He has been a smart watch consumer since purchasing a Fossil Wrist PDA, and an early adopter of myriad wearable technologies since.

Noah is currently working with inWatch on upcoming wearable technology product concepts for mainstream consumer and professional markets.



Roger Butterworth

**Sunday, October 19
3:00pm – 4:00pm**

***"eCommerce Academy"
(Module 1)***

**Online Marketing Strategies
for Revenue Growth and
Profitability**

Roger Butterworth has been selling electronics online since 1995. He was one of the founders of the Expansys group of companies and as CEO of that business he oversaw its growth through online marketing from a start-up to a publicly listed business with turnover in excess of \$100 million per year.

Since 2010, Roger has been working with Chinese and Asian businesses to help them develop their own online brands and sell their products directly to end users in western countries, transacting over \$50 million in that time. Roger firmly believes that the future of the majority of businesses currently operating as trading companies, OEM or ODM manufacturers and smaller brand resellers will involve a move to direct sales through the internet if they want to grow and prosper.

Conference speakers 演講嘉賓



Alex Chung

Monday, October 20

11:00am – 12:00pm

Keynote session 5

The New Era in Mobility



Alex Chung is the General Manager of Lenovo Hong Kong and Macau, leading the company to further strengthen its leadership for its PC business, and extend into a PC+ leader for continued growth in the two markets. In his role, Alex is responsible for devising strategic directions for the company, managing sales & marketing operations, and overseeing customer relations and channel development with a focus on the Hong Kong and Macau markets.

With two decades of experience in the technology and consumer electronics sectors, Alex has a proven track record in sales and marketing, channel distribution, business development, and retail business management across AV & digital imaging, IT business, mobile phone business, pocket-size smart-connected devices and home appliances.

Prior to joining Lenovo, Alex held various management positions in sales and marketing as well as business development at the Shun Hing Group, Samsung Electronics and Sony Corporation. His most recent position before Lenovo was Member of the Board and General Manager (Group Marketing) of Shun Hing Group, where he was responsible for formulating the Group's marketing strategies, and expanding business opportunities by setting up new businesses and launching new brands in Hong Kong. During his tenure with Samsung Electronics HK Co. Ltd., he was the Chief Operating Officer, where he successfully achieved the leading position for the company's smartphone and LCD TV businesses.

Alex holds an Executive Master's Degree in Business Administration from the Richard Ivey School of Business, the University of Western Ontario and a Bachelor Degree in Business Administration (Hons) - Marketing from the Hong Kong Baptist University. He is currently a Councilor of the Hong Kong Information Technology Federation, a fellow member of the Chartered Institute of Marketing (UK) and a Chartered Marketer. He also serves as an advisory committee member of the School of Business at Hong Kong Baptist University. Alex is married with a son and a daughter.



Shaun Rein

**Monday, October 20
2:00pm – 3:00pm**

Keynote session 6

The End of Copycat China



Shaun Rein is the founder and managing director of the China Market Research Group (CMR), the world's leading strategic market intelligence firm focused on China. He works with Fortune 500 and leading Chinese companies, private equity firms, SMEs, and hedge funds.

He is the author of the international best-seller *The End of Cheap China*, as well as the upcoming book *The End of Copycat China: the Rise of Creativity, Innovation and Individualism in Asia* (due out October 2014).

Rein is often featured in the *Wall Street Journal*, *Fortune*, and the *Financial Times*. His op-eds have appeared in the *New York Times*, and he frequently appears on MSNBC, CNBC, Bloomberg, the BBC, and CNN. Rein formerly taught executive education classes for the London Business School. He previously was a weekly columnist for CNBC and *Forbes* and also used to write a regular column for *Bloomberg BusinessWeek*.



Robert Sim

**Monday, October 20
3:00pm – 4:00pm**

**"eCommerce Academy"
(Module 2)**

**How Smart Social Media will
Increase Your eCommerce
Business**

Robert Sim has worked for more than 30 years in the information industry, from programming with minicomputers to managing telecommunications systems, as well as developing and maintaining information systems in integrated environments consisting of client/servers, local and wide area networks and cloud computing.

With wide-ranging consultative skills in systems analysis, planning and designing information systems strategies for financial institutions, government bodies and large corporations, his areas of expertise include systems, applications, cloud networks, security management and social media from East to West.

Robert has pursued an illustrious career in business strategies and market development in the Asia Pacific territories. He has a particular interest in better modeling and managing the costs, benefit and compliance of Social Media in business.

ISC2, of which Robert Sim is a member as a Certified Information Systems Security Professional (CISSP), Safe and Secure Online Trainer (SSO), is a professional body of security specialists responsible for protecting business and personal information assets in major organizations such as banks, charities, law firms, utilities and other corporations.

Conference speakers 演講嘉賓



Nam Hyung Kim

Tuesday, October 21

11:00am – 12:00pm

Keynote session 7

**Leading Innovations in
Memory and Display
Technology for Mobile Devices**



Nam Hyung Kim joined Arete Asia in 2009 and is based in the firm's Hong Kong office. Nam covers global memory and display sectors at Arete. Prior to Arete, Nam spent nine years for iSuppli and led iSuppli's memory research team to become one of the highest respected research groups in the industry. He became iSuppli's first chief analyst in its history. Before iSuppli, Nam was a product engineer in technical marketing and sales at Hynix Semiconductor and served as logistics manager for the IBM and Sun Microsystems Worldwide accounts. Nam earned his MBA at Carnegie Mellon University.



Mike Bellamy

Tuesday, October 21

2:00pm – 3:00pm

***"Smart China Sourcing" Series
(Module 2)***

**Best Practices for Professional
Buyers: Lessons Learned
Servicing Leading Supply Chains
like Apple and Wal-Mart in China**

Mike Bellamy moved to Asia in 1993 and has served as a China business advisor to both Fortune 500 companies and small businesses.

Recognized as an expert on China sourcing, Mike has been interviewed by the *Financial Times*, *Wall Street Journal*, Bloomberg, CNBC and CNN. He is a featured presenter on China business issues at seminars, trade shows and corporate events across the globe. Mike is the author of the essential reference guide to China sourcing and blogs at www.ChinaSourcingInfo.org.

In 2002, Mike founded a boutique sourcing agency, PassageMaker Sourcing Solutions (www.PSSchina.com), which provides sourcing and supply chain management services to international clients who wish to outsource some or all of their import/export departments.

Mike is a board member at Asia Quality Focus (a leading inspection agency) and Chibridge Law Firm. He is also volunteers at the not-for-profit China Sourcing Information Center and China Sourcing Service Center.

Mike received a double degree in Diplomacy and Economics in Washington DC at American University and went on to gain an International MBA from the University of South Carolina, which included a year of full-time graduate level courses in China.

Before building a career in China, Mike spent two years as a Rotary Foundation Ambassadorial Scholar studying Japanese factory management in Tokyo and Osaka. Later he studied the Chinese language in north-east China and Beijing. Mike reads, writes and speaks Chinese. Originally from western New York state near Buffalo, Mike is currently based in Shenzhen with his wife and daughters.