

# Smart China Sourcing Summit Agenda

(April 17 - 19, 2016)

## Day 1: Research & Product Selection

Date	Time	Topic	Speaker
17-Apr-2016	08:30 - 09:00	Registration & Continental Breakfast	
	09:00 - 09:15	Welcome / Introduction	Peter Zapf <i>Global Sources</i>
	09:15 - 10:15	Case Study 1: Launching a \$40 Kitchen Product: Every Step I Took (product will be reveal)	Manuel Becvar <i>ImportDojo</i>
	10:15 - 10:30	Coffee/Tea Break	
	10:30 - 11:15	Case Study 2: Taking Fishbone to Market	Ben Wong <i>Global Sources Direct</i>
	11:15 - 12:00	Case Study 3: Hibernate: Crowdfunding, Amazon & Branded Website Sales Story	Chris Thomas <i>Hibernate</i>
	12:00 - 13:30	Lunch & Networking	
	13:30 - 14:15	Case Study 4: Private Label Sourcing for Amazon: Lessons, Mistakes and Strategies	Ashish Monga <i>IMEX Sourcing Service</i>
	14:15 - 15:00	China Sourcing Strategies, Tips & Templates	Mike Bellamy <i>PassageMaker Sourcing Solutions</i>
	15:00 - 15:15	Coffee/Tea Break	
	15:15 - 16:00	Supplier Panel Q&A	Linda Qian - <i>Qingdao Yinlingfei Handicraft Co Ltd</i> May Chou - <i>Shenzhen WJM Silicone &amp; Plastic Electronic Co Ltd</i> Tommy Bai - <i>Jecy Tech (Shenzhen) Ltd</i> Fiona Chen - <i>Grand iPearl Electronic &amp; Technology</i> Gordon Liu - <i>Shenzhen EPQI Technology Co Ltd</i>
	16:00 - 16:45	Presenting Yourself to Exhibitors, Asking Questions, Collecting Information	Gary Huang <i>80/20 Sourcing</i>
	16:45 - 17:30	Researching Products on the Show Floor	Greg Mercer <i>Jungle Scout and Review Kick</i>

## Day 2: Sourcing, QC & Logistics

Date	Time	Topic	Speaker
18-Apr-2016	10:00 - 12:30	Walk the Shows on Your Own: Meet Exhibitors on the Show Floor	
	12:30 - 13:30	Lunch	
	13:30 - 14:15	Sourcing Panel: Q&A with Sourcing Experts	Patrick Muir - <i>Snagshout</i> Ashish Monga - <i>IMEX Sourcing Service</i> Mike Bellamy - <i>PassageMaker Sourcing Solutions</i>
	14:15 - 15:00	Common Sourcing Mistakes Made by Amazon Sellers	Sam Boyd <i>Guided Imports</i>
	15:00 - 15:15	Coffee/Tea Break	
	15:15 - 15:35	Air & Ocean shipping: How To and When To	Sam Boyd <i>Guided Imports</i>
	15:35 - 16:15	Logistics - Getting Products to Amazon: Horror Stories and Best Practices	Anthony Chen <i>Flexport</i>
	16:15 - 17:00	Quality Control: Getting the Quality you Want	Habib Rkha <i>Asia Quality Focus</i>
	17:30 - 19:00	Evening networking with light snacks	

## Day 3: Product Launch, Marketing & Scaling

Date	Time	Topic	Speaker
19-Apr-2016	10:00 - 12:30	Walk the Shows on Your Own: Meet Exhibitors on the Show Floor	
	12:30 - 13:30	Lunch	
	13:30 - 14:15	Listing on Amazon to Drive Sales	Anthony Lee <i>ZonBlast</i>
	14:15 - 15:00	Growing Sales with PPC	Danny McMillan <i>Danny McMillan</i>
	15:00 - 15:15	Coffee/Tea Break	
	15:15 - 16:00	Off Amazon Marketing to Drive Sales	Paul Johnson <i>Snagshout and Seller Labs</i>
	16:00 - 16:45	Building a Brand that Outlasts Amazon	Will Tjernlund <i>AMZ Help</i>
	16:45 - 17:15	Legal Structures to Keep More of Your Profits	Michael Michellini <i>Global From Asia</i>
	17:15 - 17:30	Wrap-up	Peter Zapf <i>Global Sources</i>

The agenda is subject to change. Please check back regularly to see the latest updates.

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