

E-Commerce Forum

Hosts

Roundtable of Chinese American Organizations (RCAO)

Professors and Experts Federation USA

Shenzhen Chamber of Commerce USA

Chief Planners: Dr. Lianlian Lin, Alan Qi

April 23, 2024

Director Ben Liu

US-China Cross-Border E-Commerce: Trends and Strategies



- Director of Business Development at Alibaba Group Tmall Global – The Americas
- Engaged in cross-border e-commerce and China-US cross-border project operations for over a decade
- Joined top multinational corporations such as JD Group and Alibaba Group for many years
- Involved in multiple projects in the health and consumer sectors in China and the U.S. as an investor.

CEO Aaron Zhang

My E-Commerce on TikTok in U.S.



- Founder & CEO of Memo e-commerce Thailand and USA
- Memo Thailand is the top three TikTok Shop Partner in Thailand, and has served well-known brands such as JD Thailand, Xiaomi, Anta, JBL, and Lee etc.
- Memo USA operates the Jeans live stream and is the top three Womenswear live stream in TikTok USA

CEO Ye Feng

Cross Border Supply Chain Logistics for E-Commerce: Challenges and Opportunities



- Founder and CEO, Thunder International Group Inc.
- Founded in 2009, his company has emerged as a prominent international cross-border logistics enterprise.
- With the U.S. as its operational hub, the company has expanded its global footprint.
- Bachelor's Degree in Electrical and Electronic Engineering from Huazhong University of Science and Technology
- Master's Degree in Electrical Engineering from Cal Poly Pomona.