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## Speakers & Background



**Noah Herschman**, Chief Operating Officer, DHgate

Noah carries 30 years of experience in retail, out of which more than 15 years related to e-commerce. He served in senior management positions in world class e-commerce operations including Amazon, eBay, Groupon, Staples and Tweeter, etc.



**Philip Yen**, General Manager, Digital Global Center, MasterCard

Philip is experienced in digital POI standards. He enables new mobile device interactions between merchants and consumers via different technologies. He also manage approval of EMV and digital devices. Philip is also responsible for emerging payments in the APMEA region, including eCommerce, mobile, DayPass, transit, P2P, InControl and bill payments.



**Carl Hemus**, VP, Global Key Accounts, DHL eCommerce

Carl is a member of the Regional Senior Management Team for DHL Global Asia Pacific, responsible for driving the strategic development of some of Global Mail's largest accounts. He has 20 years experience in the freight and logistics industry, across a number of companies and roles.

His experience in DHL have brought him ever closer to the e-commerce industry and its developments are ever more relevant to the emerging mail markets, especially in Asia Pacific.



**Ezriel Rappoport**, Chief Operating Officer, Malion Holdings

Ezriel is a co-owner, responsible for purchasing and marketing at a leading USA-based wholesaler and retailer in the online home electronics and durable consumer goods areas. Additionally, he is a consultant to major suppliers and online platforms about emerging trends that are shaping the consumer goods industry. He is often invited as a speaker at conferences, where he discusses the ever changing dynamics of online platforms. He was born in Europe, and attended schools in Switzerland, France, Australia and the USA.



**Joe Zhang**, General Manager, eCargo Limited

eCargo, a subsidiary of Cargo Services Far East Ltd, are specialists in providing retailers with a full end-to-end eCommerce solution for entering into new markets. eCargo enables international merchant to China and Chinese manufacturers to go abroad with 4 functions, which are Fulfillment, eMarketing, eCommerce IT and eSupport. Joe is also the Consultant for Lightinthebox, which is the leading cross-border B2C company based in China and listed in NASDAQ with annual turnover US\$300 million. Over 20 thousands parcels/packets are delivered to over 100 countries on a daily basis. Joe worked for DX.com before, also known as Dealextrime. He was the owner of BGS Global Ltd, which was an eBay seller, and was acquired by DX.com in 2007.



**Priscilla Dorresteijn**, Export Advisor for Google China's Large Customer Services Team in Beijing

Priscilla grew up in the Netherlands, and obtained her master degrees from Leiden University (Netherlands) and University of Leuven (Belgium). In 2006, she joined Google's European Headquarters in Dublin, where she worked for 5 years before making the move to China. As Export Advisor, she helps Chinese businesses with their international and multilingual expansion strategy.



**KF Cheng**, Senior Director, International Business Development

KF is a practitioner in Knowledge Management, with an engineering and computing background. KF has experience in different industries including consumer electronics, computer, software engineering, printing & packaging, etc. He is also the ABAC China Staffer participating with Diane Wang in the APEC Business Advisory Council, particularly in the SMMEEWG.



**Tom Chen**, Sales Director, Shenzhen Value in Action Technology

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Tom and his team started cross-border e-commerce trading in 2005 on the DHgate platform. Shenzhen was his foundation with product sourcing in electronic products, now over 60,000 SKUs. He has been selling to more than 1 million customers over 97 countries in the world. Now he has more than 1,500 B2B partners worldwide, and has established joint warehouses in the US, Germany, England, Australia, etc.

