



CROSS-BORDER TRADE & E-COMMERCE FORUM

跨境贸易与电商论坛

Eureka Room 2, Exhibition Centre, MCEC
3.30pm-5pm, Friday 15 September 2023

MC: Mr Jason Zheng, Founder of Richlink Capital Group

主持：郑锦桥，嘉和资本集团创始人

1. Welcome by The Hon Andrew Robb AO

Chair of the ACETIE Organising Committee

Former Australian Minister for Trade and Investment

欢迎致辞：安德鲁·罗布

澳中博览会组委会主席，前澳大利亚贸易投资部长

2. Speech by Dr Lusheng Shao

Associate Professor in Management, Department of Business and Economics, University of Melbourne

邵鲁生，墨尔本大学商业与经济学院管理学副教授

2. Speech by Mr Pier Smulders

General Manager, Alibaba Group Australia and New Zealand

皮埃尔·斯姆德，阿里巴巴集团澳新公司总经理

3. Speech by Ms Vicky Li

Manager, Marketing Centre of Rongcheng Wenjian Group

General Manager, Hong Kong Rongcheng United Shipping

李蕊，荣程文健集团营销中心经理，香港荣程联合海运有限公司总经理

4. Panel Discussion

Moderator: Ms Phoebeanca Luong - Project Coordinator, Australia China Business Council

梁楷琛，澳大利亚中国工商业委员会项目协作

·Ms Kimberley Lay – Business Development Director, Lay Brothers

金伯利·黎，黎氏兄弟集团业务发展总监

·Ms Catherine Cervasio, Founder, AROMABABY Natural Skincare

凯瑟琳·科瓦绍，AROMABABY 创始人

·Mr Scott Koetsier, Head of Sales & Business Development, Nuchev Ltd

斯科特·寇沙，Nuchev 业务发展及销售总监

·Mr Leo Liu, General Manager of 4PX Express Australia

刘志刚，递四方澳洲总经理



MC: Mr Jason Zheng
Founder of Richlink Capital Group
主持：郑锦桥，嘉和资本集团创始人

Jason is the founder of Richlink Capital Group. He is a well-respected industry leader in family office and financial advisory services in Pacific region with more than 20 years' experience. Jason holds positions such as Vice Chairman of the ZVCA. He is a visiting professor of several premier universities, including Peking University, Tsinghua University in China and Macquarie University in Australia. He received his MBA from Leeds Business School in UK, and holds a qualification of CPA.



The Hon Andrew Robb AO
Chair of the ACETIE Organising Committee
Former Australian Minister for Trade and Investment
安德鲁·罗布，澳中博览会组委会主席，前澳大利亚贸易投资部长

Until his recent retirement from politics, Andrew Robb was Australia's Minister for Trade, Investment and Tourism. In this role Mr Robb negotiated Free Trade Agreements with South Korea, Japan and China, as well as the 12 country Trans Pacific Partnership (TPP) free trade agreement and the Comprehensive Strategic Partnership with Singapore. Additionally, he conducted 85 investment roundtables with 28 countries. Mr Robb is currently Chairman of The Robb Group (wealth management, corporate and investment advisory company), CBMA and CLARA Energy; a Board Member of the Kidman cattle enterprise, Mind Medicine Australia, as well as advising a range of national and international businesses. In 2003 Mr Robb was awarded the Order of the Order of Australia (AO) for his service to agriculture, politics and the community.



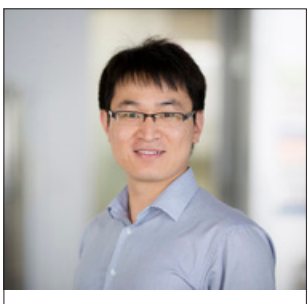
Mr Pier Smulders
General Manager, Alibaba Group Australia and New Zealand
皮埃尔·斯姆德，阿里巴巴集团澳新公司总经理

Currently serving as General Manager for the Alibaba Group in Australia and New Zealand. The Alibaba Group is a world leader in ecommerce and technology. Pier spearheads strategic development and implementation across multiple sectors, including ecommerce, retail, payments, tourism, cloud services, and wholesale exports. With a strong entrepreneurial spirit and significant experience in international growth and trade, he partners with key regional companies and governmental entities, helping them collaborate with exporters for global success. Pier has an extensive background in business and media, formerly leading Star Media, a diverse New Zealand media group. His international upbringing and work experience, coupled with his education at Eton, Brown University, and Harvard Business School, position him uniquely in fostering international partnerships in trade and commerce.



Ms Vicky Li
Manager, Marketing Centre of Rongcheng Wenjian Group
General Manager, Hong Kong Rongcheng United Shipping
李蕊，荣程文健集团营销中心经理，香港荣程联合海运有限公司总经理

Vicky Li graduated with a master's degree from Newcastle University in the United Kingdom. In 2013, she joined Rongcheng Group, the first private enterprise in Tianjin. At present, she is the manager of the marketing centre of Rongcheng Wenjian Group, the general manager of Hong Kong Rongcheng United Shipping Co., Ltd., the general manager of Tianjin Reassuring E-commerce Co., Ltd., and the general manager of (Hainan) International Trade Co., Ltd. for you.



Dr. Lusheng Shao
Associate Professor in Management, Department of Business and Economics, University of Melbourne
邵鲁生，墨尔本大学商业与经济管理学院管理学副教授

Dr Shao is an Associate Professor of Operations Management in the Department of Management and Marketing at the University of Melbourne. He is currently Director of Teaching Resources and Planning in the Department and is an academic fellow in Melbourne Business School's Center for Business Analytics and the Faculty's Center for Asian Business and Economics.

Panel Discussion



Moderator 主持
Ms Phoebeanca Luong 梁楷琛
Project Coordinator, Australia China Business Council
澳大利亚中国工商业委员会项目协作



Mr Scott Koetsier 斯科特·寇沙 Head of Sales & Business
Development, Nuchev Ltd
Nuchev 业务发展及销售总监



Ms Kimberley Lay 金伯利·黎
Business Development Director, Lay Brothers
黎氏兄弟集团业务发展总监



Ms Catherine Cervasio 凯瑟琳·科瓦绍
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Mr Leo Liu 刘志刚 General Manager of 4PX
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ACETIE 2023 Chinese Merchant Bureau

2023澳中博览会华商主席团

2023年澳中博览会隆重重启，是澳中经贸领域的一个大事件。澳洲华商在澳中经贸往来中扮演桥梁和纽带的关键角色，起着至关重要的作用。

从澳中博览会诞生以来，澳洲华商社区倾心合作，成为这个大型国际商务活动的靓丽风景之一。所以，历届澳中博览会的华商主席团都是澳中博览会的重要战略指导和支持机构。

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2023澳中博览会华商主席团

2023年澳中博览会华商主席团（排名不分先后）

苏俊希 王粤 李健民 谭德强 梁青 郑昌振 徐崇礼 周国华 张剑洋
沈水根 潘旭 赵捷豹

召集人：陈运国

千事长：李明杰 王沛

