

Seminar Invitation:

Connecting you with global buyers via Alibaba.com

RDA Brisbane in conjunction with Chinadirect sourcing and Holding Redlich is pleased to invite you to attend **'Connecting you with global buyers via Alibaba.com'**.

This is a great opportunity to learn about the opportunities Alibaba offers for Queensland brands and exporters, and how you can take advantage of the boom in ecommerce to drive exports and connect with Chinese markets.

Ecommerce platforms can take your product to customers all over the world. Whether you're just starting out or you're an experienced e-seller wanting to boost your results, find out how you can go global.

Chinadirect sourcing is a multi-award winning company and is one of only two Australian global service partners of Alibaba.com. Alibaba is the world's largest online and mobile commerce company.

More than 507 million mobile users connect through Alibaba's China retail marketplaces each month.

Join experts from Alibaba and its Brisbane partner Lindy Chen from Chinadirect sourcing to learn how small to medium-sized businesses can access the Chinese market through the Alibaba ecosystem.

Date and time	Tuesday 5 th Dec 6:00pm-8:30pm
Location	Holding Redlich Office Level 1, 300 Queen Street, Brisbane 4000 Australia

Seminar details

6:00pm	Registration opens — light refreshments provided
6.30pm	Welcome from Regional Development Australia Brisbane
6.35pm	Welcome from Holding Redlich
6:40pm	Alibaba Group Australia and New Zealand video
6:45pm	James Hudson: Welcome and overview of Alibaba Group ecosystem - opportunities for brands and exporters
7:15pm	Lindy Chen: B2B opportunities through Alibaba.com <ul style="list-style-type: none">• Connecting you with global buyers• Why use Alibaba.com to export?• How to win and get buyers from Alibaba.com• Case study
7:45pm	Audience Q&A
8:00pm	Networking

Your presenters

James Hudson

Director of Corporate Affairs, Government Relations and Marketing, Alibaba Group (Australia and New Zealand)



Before joining Alibaba Group, James was the CEO of the Australia China Business Council's NSW Branch, supporting member companies in their trade, investment and business engagement with China. Before that, he was CSIRO's China and East Asia Adviser, guiding the organisation in its strategic partnerships and commercialisation and licensing activities with Asia.

James spent four years living, studying Chinese and working in Beijing. He speaks Mandarin and is a strong advocate for deeper relations with Asia and building Asia capability in Australia.

Lindy Chen

Managing Director, Chinadirect sourcing



ChinaDirect Sourcing was established 12 years ago by Lindy Chen, an entrepreneur with extensive knowledge of the Chinese market and a passion for international trade.

Over the last decade, the company has reached many milestones. In 2015, Lindy won the Stevie Award for Businesswoman of the Year as managing director of ChinaDirect. This award giving body is one of the most prestigious in the region.

ChinaDirect Sourcing has earned a reputation among Australian exporters for being a reliable assistance firm that can help them grow their business through exporting to China, is an Official Australian Global Service Partner for Alibaba.com and provides ecommerce setup and operation for Alibaba.com.

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