

## Pre-Event: Monday Oct 21, 2019

- 14:00 - 18:00

### **Round table with VIP Member**

Top speakers at the event will host an intimate mastermind round table with VIP ticket holder guests.

- 19:00 - 21:00

### **VIP Dinner The Night Before**

Top speakers and esteemed guests will join the night before the event officially starts to prepare and do some high quality networking.

Read more about the [mastermind session and VIP dinner here](#).

## Day 1: Tuesday Oct 22, 2019

- 08:00 - 09:00

### **Checkin and Registration**

Get your badges and all your items sorted as well as start morning networking!

- 09:00 - 9:30

### **Welcome by Michael Michelini**

Get this show on the road. Learn the format, the vision, and exciting announcements on the future of cross border business!

- 09:30 - 10:15

### **Skyrocket Your Sales by Building a Stellar Creative Team**

Emma Shermer Tamir. Adding and optimizing products is critical to any ecommerce business, especially in Amazon FBA. Knowing when to bring in specialists is vital as you scale your business. But making sure you hire the right people and know how to manage them properly will greatly impact how much time and energy you'll need to expend and what sort of results you can expect. In this session, Emma will share insights on what a business owner should look for when hiring creatives, KPIs, and strategies to scale your business with listing creation and optimization teams.

- 10:15 - 10:30

### **Tea Break**

Get to the networking and enjoy some tea and coffee together.

- 10:30- 11:15

### **Preparing For Black Friday, Cyber Monday**

Danny McMillan gets us prepared for the biggest days of e-commerce. Q4 hacks and tactics to stand out and maximize the sales!

- 11:15 - 12:00

### **Case Study: Bootstrap to Exit**

Nate Ginsberg shares his journey of bootstrapping his Amazon business up til exit!

- 12:00 - 14:00

### **Lunch**

Enjoy a quality buffet lunch together in a business setting with quiet music to connect with each other more closely.

- 14:00 - 14:45

### **Learning From Chinese Amazon Sellers**

Howard Thai, the Professor of Amazon, gives us insights what we can learn from Chinese Amazon FBA sellers.

- 14:45 - 15:30

### **Adding Products & Scaling a Print on Demand Empire**

Mike Hartman comes on stage to give insights on how he has grown thousands of SKUs in just a couple years!

- 15:30 - 15:45

### **Tea Break**

More networking. Let us make the most of it!

- 15:45 - 16:30

### **Pricing Strategies That Scale**

Paulina Masson shares real insights and data that have helped seller scale their Amazon empire!

- 16:30 - 17:15

### **Panel: Seller Sessions in Asia**

Danny McMillan hosts a panel with top sellers in Asia: Patrick Zhang,



Fourth Annual Cross Border Summit  
Oct 22-23, 2019, Guangzhou, China

Wilson Blues, Marc Roca, Rolands Petrevics!

- 17:15 - 17:45

### **Round Tables**

Let us all sit in groups of 6 to 8 per table with experts and learn from our peers.

- 17:45 - 18:00

### **Closing Remarks and Announcements**

The Cross Border Summit is a day time event and this wraps up the day with closing words and action items.

- 19:00

### **After-Event Networking Sessions**

The Cross Border Summit is over each day at 6pm. We will have evening location for networking and continued conversations.

Click the Day 02 to see the second day's agenda and schedule.

## **Day 2: Wednesday Oct 23, 2019**

- 08:00 - 09:00

### **Checkin and Registration**

Get your badges and all your items sorted as well as start morning networking!

- 09:00 - 9:30

### **Welcome Speech and Intro for the Day**

Get this show on the road. Learn the format, the vision, and exciting announcements on the future of cross border business!

- 09:30 - 10:15

### **7-Figures in 12 months in Europe**

John Cavendish, 7-figure Amazon Europe seller and founder of ecomDNA.com , shares their proprietary "7-Figures in 12 months" Amazon Europe launch strategy - a never before shared step by step plan for brands with established product lines to add 7 figures of EU revenue to their brand in the next 12 months.

- 10:15 - 10:30

### **Tea Break**

Get to the networking and enjoy some tea and coffee together.

- 10:30- 11:15

**Case Study - Rapid Growth and Sales Success**

Will Tjernlund returns to Cross Border Summit and gives us his formula for massive sales success.

- 11:15 - 12:00

**Seller Central Hacks in 2019**

Daniel Fernandez lays out straight to the point hacks to grow your Amazon business by mastering Seller Central.

- 12:00 - 14:00

**Lunch**

Enjoy a quality buffet lunch together in a business setting with quiet music to connect with each other more closely.

- 14:00 - 14:45

**Asian eCommerce Drop Shipping Growth**

Andy Li, for the first time ever, shares his company structure of 7 staffs doing FBM (dropship) with zero capital. And for the first time ever, people who are not of his inner circle will get to know this structure and how he built about 100k sales (with minimum ROI of 25 percent) a month based on this method. This strategy works in lazada, qoo10, tokepedia, shopee etc.

- 14:45 - 15:30

**Modern Day PPC Strategies & Secrets**

Davide Nicolucci shares uncommon methods and measuring strategies to get ahead with paid advertising on Amazon.

- 15:30 - 15:45

**Tea Break**

More networking. Let us make the most of it!

- 15:45 - 16:30

**Using Your Amazon Competitors To Grow Your Business**

Zack Franklin shares unique insights on how we can leverage our competitors to grow our Amazon sales!

- 16:30 - 17:15

**Panel: Protecting Your Business Growth**



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Marc Roca hosts a session with experts on protecting and growing your business margins and wealth: Mikkel Thorup, Kara Atchinson, Ino Topalovic and Jana Krekic!

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## **Post Event Workshops (additional fee)**

### **Thursday Oct 24, 2019**

- 10:00 - 13:00

#### **Workshop 1: Amazon PPC**

Davide Nicolucci will host an intimate workshop on growing your Amazon FBA sales with PPC (additional fee).

- 14:00 - 17:00

#### **Workshop 2: Mastering Seller Central**

Daniel Fernandez will give you all the insights on mastering Seller Central inside and out. (additional fee).

- **Want To Join These Workshops?**

Interested in these workshops? After purchasing your main CBS ticket, speak to your CBS rep for pricing on this.