

WUHAN, CHINA, October 27, 2014 /24-7PressRelease/ -- The First **International Cross-border E-commerce Forum**

(
[CBEC Forum](#)

) is scheduled to open at the Optics Valley, Wuhan, China from **November 11 to 12**

. Renowned e-commerce platforms, upstream and downstream enterprises in the cross-border e-commerce industry,

as well as global top e-commerce experts will be invited to explore the new opportunity of global e-commerce development.

In the forms of keynote speech and high-end dialogue, the forum will focus on the key issues of cross-border e-commerce, explore the trend of e-commerce globalization, share the experience of e-commerce operation and promote industrial cooperation.

"Big data" is a key feature of the Internet age. Data show that global expenditures on big data will soar from 96 billion US dollars in 2012 to 232 billion US dollars in 2016, and that the potential market of big data in China will hit 2 trillion yuan (data source: chinacpda.org). Now "big data" has grown prosperously in the international trade field, and data such as customs data, consumption habit data and social data have all become the barometers of international trade.

The overall trade volume of China's mobile shopping stood at 167.64 billion yuan in 2013, up 165.4 percent year on year, and the mobile market has become a new growth point of e-commerce enterprises (data source: iResearch). Aiming at that, cross-border e-commerce experts from across the world will, in light of actualities, analyze and predict its trend of mobility, socialization and intelligentization. Based on experts' views and their practical experience, participating foreign trade enterprises will expound how traditional foreign trade enterprises transform into cross-border e-commerce enterprises in this context.

According to a survey of and deep interviews with 572 senior executives of public organizations and private enterprises worldwide conducted by the Economist Intelligence Unit (EIU), 64 percent of respondents or interviewees thought language and cultural differences make it difficult for enterprises to gain footholds in overseas markets. This figure is up to 79 percent in China, most senior executives interviewed thought their profit and revenues will increase by 89 percent and 96 percent respectively if their cross-border communication is enhanced. Language is the first barrier to cross-border trade, how do e-commerce platforms help sellers achieve breakthroughs? What is their practical experience? How to balance cost with quality? The high-end dialogue session of this forum will invite the president of Transn, an internationally renowned e-commerce enterprise and industrial expert ranked the 1st in China, the 5th in Asia and the 27th in the world in terms of language service capacity, to explore the influence of language culture, guide foreign e-commerce enterprises in fully tapping and fast developing the Chinese market, and help Chinese sellers remove the language barrier to cross-border

e-commerce.

The forum will also deliver a high-end cruise dinner party to bring together distinguished industrial guests, get acquainted with the global cross-border e-commerce circles, build an open communication platform and create an opportunity for direct communication and deep cooperation. According to sources, all representatives of international e-commerce platforms to be invited are senior executives. These platforms ***include internationally renowned e-commerce platforms, as well as regional e-commerce platforms in North America, South America, Europe, India and Pakistan, Russia, Japan and Korea, and Southeast Asia***, such as Russia's renowned search engine platform Yandex, B2C platform Molotok and payment platform Payu, Japan's renowned B2B manufacturing platform Ipros and China's logistics giant SF Express.

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