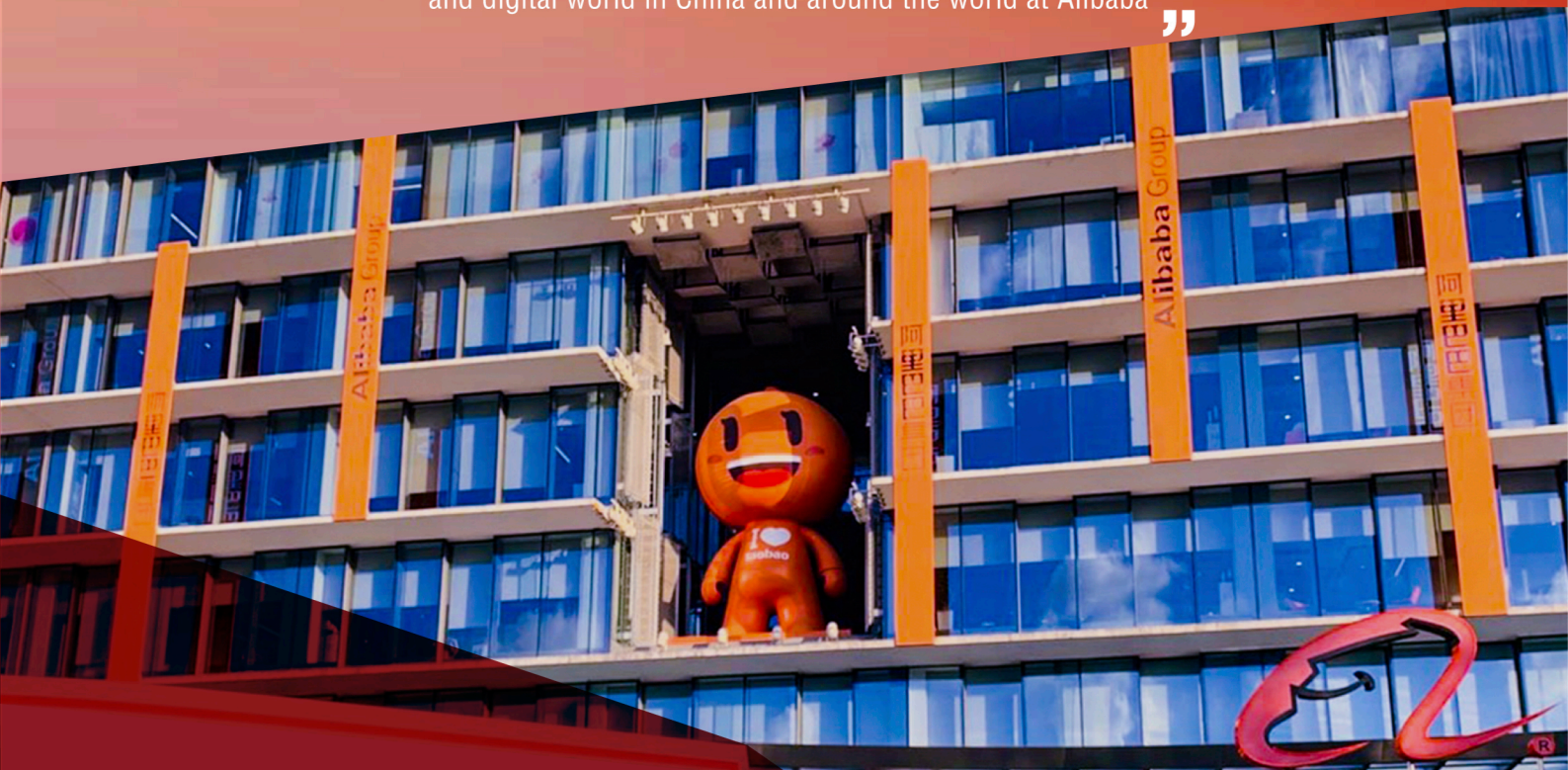


Alibaba Master CEO EXECUTIVE PROGRAM

4 / 2 0 2 0 | 26-30 APRIL 2020

@ ALIBABA HEAD QUARTER (XIXI CAMPUS), HANGZHOU CHINA

“ The best learning course that Alibaba has ever organized. In the style of working at the boss level, Jack ma is forwarded DNA to all employees. Learn the C-Level view of Thinking Planing to Executiv Styl. Alibaba is ready to update the market trends and digital world in China and around the world at Alibaba ”



Taobao Village



FlyZoo Hotel



Certificate



Alibaba Data Screen



Successful Story / Alumni



Testimonial



MR. THANAKORN CHARLEE

Chief Operating Officer, MFEC Public Company Limited

“ If anyone wants to sell products in China. I think this trip helps open the door to the world to see ways and means (TeC) very well. If anyone wants to learn how to make e-Commerce to apply to themselves, then will learn from successful buyers before, Is that how much knowledge can be collected and how can it be used? But that should be said is Caring after returning. Such as establishing a relationship and expanding networking, opening up great opportunities, many things are called the best value, it can't really evaluate. TeC knows deeply. And most importantly, do it with pure heart. ”



MR. PIRATTAPONG KITTIWEERAPAK

Successor, Volttech Trading

“ For this program, it is a good opportunity for me to be a part. The speaker is an expert and reputable on the topic. If i have a chance in the future, I will come back here again. ”



MR. PAIRAT SA-ARDJIT

Assistant Director of Sales Department, Tobacco Authority of Thailand

“ I am happy with the course. The knowledge is practical and will be useful for my business. I will definitely return to this course again in the future. ”

Testimonial



MR. MITTHI CHIRANANDHA

Marketing Director Tao kae noi

“ The most impressed is the suggestions they can give us some ideas. The information is very insightful. We don't know many things but our teachers know everything. Alibaba has large data which they can utilize it very well. We have learned about Alibaba people and system. We know more understanding about e-commerce system and adapt to manage the gap between opportunities and how we can grow businesses in China.

”

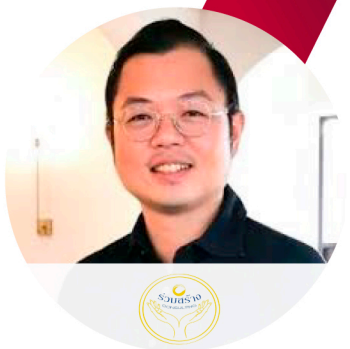


MR. SUPAKIT KULCHARTVIJIT

Chief Executive Officer, Superkit and marketing co.,ltd

“ I really like it because this program is beyond my expectations. The lecturer has skills and experience. They can answer ours clearly. Nowaday chinese digital technology is growing very fast. I want to know how they can do this thing. I can use this knowledge to adapt my business and teach my employees.

”



MR. THIRIYAPONG ASAWADEEKUL

Founder, Ruamsang Consulting

“ This course is very beneficial for me because they provide practical ideas in terms of how to do chinese marketing, Chinese business and e-commerce. It helps me alot to give ideas to do e-commerce with chinese people about ideas, What they like, How to do things with them. And the most important is how to grow business together with Alibaba.

”

Overview

Because China is one of the countries to watch in terms of current business. From a population of 1.386 billion people, while Thailand has a population of only 69.04 million people, from the population of China that is more than 20 times that of Thailand. China has also passed the import-export value. During January-March 2018, the value of trade between Thailand and China was 20,707 million US dollars, an increase of 13.8 percent. From the same period of last year In such amount China imported from Thailand worth 10,545 million US dollars Increased 9.2 percent from the same period last year China exports to Thailand worth 10,162 million US dollars, an increase of 19.0 percent over the same period of last year. Thai entrepreneurs need to have many potential enhancements. Including the development of digital personnel, which TeC wants to help drive and develop digital skills.

TeC recognizes the importance and focuses on personnel development. By the management level or the leader in the organization which is very important. TeC therefore cooperated with business partners both Thai and Chinese. In order to develop and offer Alibaba Executive Program courses that have been approved by reliable organizations and also as the Authorized Trainer of Alibaba that will introduce executives to know how to trade and access the e-Business trade of hands Career like China, which Alibaba is considered a successful global e-commerce giant. How to succeed in Alibaba? Both creating a corporate culture Creating a variety of platforms that meet the needs of many entrepreneurs Retail integration with E-business, online marketing creation and internet branding. Alibaba Executive Program is an exclusive course for executives and entrepreneurs. That will delve into the success of a 4-day global E-Commerce business.

Course Highlights

- Alibaba Executive Program is a course approved by Alibaba Business School.
- Ready to receive an official "certificate" certified by Alibaba Business School
- Courses designed and developed by Alibaba Business School, which has more than 10 years of experience in e-commerce business with e-commerce business operators in China
- Enhance knowledge skills in the area of Marketing trends and e-commerce
- Understand planning And establish e-commerce business strategies from certified teachers by Taobao University
- Learning is integrated Study visit Discussion And real-world learning

Course Objectives

- To allow participants to understand the latest business and trends in the matter of the internet and online market era 4.0
- Insights into business concepts for the new retail business (New Retail), data or large data management (Big Data), Marketing 4.0 (New Marketing), borderless trading methods (Cross-Border) including the concept of online commerce (e-Commerce) which can be applied to various businesses.
- To study, learn the framework of ideas and management about online businesses
- To study, understand and adapt to the e-commerce business in management and understanding of team or organization creation
- To achieve digital transformation goals, online branding and the creation of information marketing and brands that are beyond the factors and impacts on the market and organization
- To increase the potential of business strategy, management and brand building as well as creating ideas for managing business in the digital age

Who Should Attend

- Business Owners and CEO who interest to do cross-border trade through e-commerce
- C-Suite level that involve in strategic planning
- Cross-border business entrepreneurs
- Retail business operators

Honorable Speakers



Yi Bo (伊波)

- Taobao University certified lecturer, University Teacher, General Manager of e-Commerce at Yiyundao, Mentor of Sichuan Province E-commerce Talent Training Base, Master of Engineering, Senior E-commerce Teacher.
- University professor and software engineer.
- 11 years of software development experience and once worked on the national 863 Program software project;
- 9 years of experience in the e-commerce industry.
- Has built a mother-to-child E-commerce platform called "Beloved Mother-to-Child Network".
- Has given lectures to a total of 5,000 people for e-commerce practitioners at all levels, and has trained nearly 1,000 college students to start businesses online.
- Helped dozens of traditional enterprises in their e-commerce transformation.
- Expertise in online brand operation and data analysis.
- Has trained staff from numerous enterprises, including L'Oreal, Armani Beauty, Helena Rubinstein, YSL, Lancome, Kiehl's, Yue Sai, Skin Ceuticals, Deli, BD Medical, etc.



Tian Ye

- Taobao University certified lecturer
- Independent director of Yinman
- 2013, 2014, 2015, 2016 Winner of Taobao University's highest award "Chuncansiyu" in 2013,2014,2015.
- Has been invited to give lectures to staff in dozens of large enterprises, including Inter\ Dell\ Nikel Unilever\ By-health, etc



Yang WenYa Mr. Agent

- Certified lecturer at Taobao University
- Distinguished expert and lecturer at CIECC, Ministry of Commerce.
- Experienced e-commerce specialist, specialized in e-business management, new retail strategy, e-commerce operation and content marketing.
- Winner of Chun Can Si Yu Award and Lu Ban Award, the highest prizes of Taobao University.
- Expert judge and Outstanding Instructor Winner of the 1st and 2nd China Electronic Commerce Lecturer Contests.
- Distinguished lecturer of Peking University, SJTU, SISU MBA, HZNU
- Invited to give lessons numerous times at the Global CEO classes in South Korea, Singapore, Malaysia and Thailand by Alibaba.
- Advisor and lecturer at China Yin-Yang and Five-Element Research Center.

Course Modules

1. Alibaba's Economy and New Retail Experiences

- o Enhancing the overall understanding and business direction of major companies like Alibaba
- o Access to corporate management guidelines, Corporate Culture and Alibaba's Core Values
- o Access to Alimama, a marketing platform and learn new retail businesses of Taobao Collection and Hema

2. Sharing Insight "Survival Principle of Electronic Commerce - Thinking Decides the Way Out"

- o Enhance understanding in the e-commerce business environment in China
- o Principles for successful development of guidelines with new retail business ideas
- o How to use Big Data, Cross Border Trade Concepts and New Marketing

3. Sharing Insight "Internet Business Operations"

- o Revealing practical tips for running a successful online business.
- o Study the concept of online operation
- o Understand the steps and skills of working online

4. Sharing Insight "Internet Branding and Planning"

- o Insights into branding and online marketing in the digital age
- o Study of product planning, trading strategy through online world
- o Access to principles and methods of placement of content or brand content

(The program will be conducted in Mandarin with English translation simultaneously)

PROGRAM

DAY 1

14:55 - 19:35 Flight to Hangzhou (Air China, CA734)

DAY 2

09:30 - 10:00 Explore visitor center of Alibaba Group's Xixi campus
10:00 - 11:00 Understand Alibaba Group's core business-with live data screen
11:00 - 12:00 Organization and Culture of Alibaba Group
 • Corporate culture and core values, organizational and development system, etc. of Alibaba Group
12:00 - 13:00 Lunch Break
13:30 - 14:30 Access to Alibaba's service platform - Alimama (marketing platform)
14:30 - 15:30 Sharing of outstanding operating agencies (with marketing expertise)
15:30 - 16:30 Experience new retail-Taobao collection&Hema
17:00 - 20:00 Sightseeing in Hangzhou

DAY 3

09:00 - 12:00 Rules for Surviving in E-commerce - Result is Decided by Thinking
 • The history and ecology of E-business in China, E-business environment in China;
12:00 - 13:00 Lunch Break
13:00 - 17:00 Rules for Surviving in E-commerce - Result is Decided by Thinking
 • Internet strategic layout;
 • E-business way of thinking (new retail thinking, big data thinking, cross-border thinking and new marketing thinking)
17:30 - 20:00 Sightseeing in Hangzhou

DAY 4

09:00 -12:00

Internet Brands/Product Planning

- Positioning of Internet brands;

12:00 -13:00

Lunch Break

13:00 -17:30

Internet Brands/Product Planning

- Contents of Internet brands;
- Marketing of Internet brands;

DAY 5

09:00 -12:00

Practical Internet Business Operations

- What is Internet business operation;
- On-line operation ideas;

12:00 -13:00

Lunch Break

13:00 -17:30

Practical Internet Business Operations

- Steps and skills of practical on-line operation.

22:50 -02:20

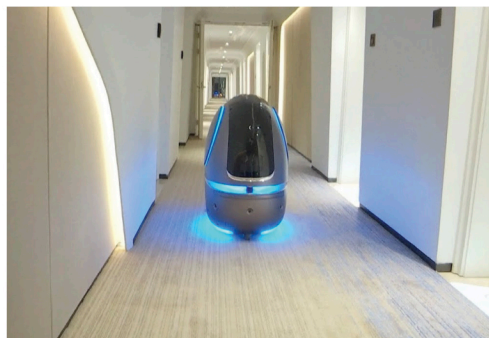
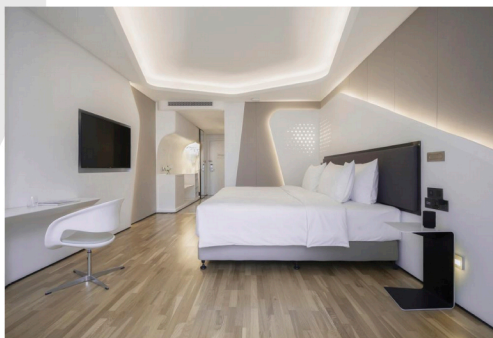
Flight to Bangkok (Air China, CA715)

Program may change as appropriate

Accommodation

FlyZoo Hotel

Flyzoo Hotel, which is Chinese ecommerce and media giant Alibaba Group's first future hotel, opened today in Qinchengli, a shopping center owned by Alibaba, in Hangzhou, Zhejiang Province.



As the first hotel with a full panorama and large-scale use of artificial intelligence (AI) in the world, Flyzoo Hotel provides customers service through its intelligent experience and facilities.

Real Experience Visit



**Freshhema (Hema Xiansheng)
Hema Supermarket**
by Alibaba Owner



Start-up ecosystem
Dream Town Internet Village
IIa: Artificial Intelligence Town

	Regular Price	Special Rate for TeC Clients Alumni
Alibaba Executive Program Tution Fee (Excluded Air Ticket & China Visa)	185,000	181,000
Alibaba Executive Program Tution Fee (Included Economy Class Air Ticket & China Visa)	199,000	195,000
Alibaba Executive Program Tution Fee (Included Business Class Air Ticket & China Visa)	220,000	216,000

Remarks:

- 1) The price is excluded VAT 7%
- 2) The price is included 4 nights accomodation, meals, course materials and local transportation accordingly to program
- 3) Company can claim a 200% corporate tax deduction as staff training and education costs

Alibaba Executive Program Alumni



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More information



Add Line