



Mr. Michael Zakkour
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Mr. Michael Zakkour is Vice President of the China/Asia Pacific and Global E-Commerce practices at Tompkins International, a consulting firm. He has more than 20 years of experience in international market and consumer strategy and consulting, primarily in China and Asia, and 15 years of global e-commerce and digital technologies experience. Prior to joining Tompkins, Mr. Zakkour was the Managing Director of China BrightStar, LLC, a leading China business strategy consulting firm, and Vice President at Beijing Gong Mei, a Chinese manufacturing conglomerate.

Mr. Zakkour is the co-author of *China's Super Consumers: What 1 Billion Customers Want and How to Sell it to Them* (Wiley, 2014) and a contributor at Forbes and Beijing Review. His articles and commentaries on Chinese consumers, business and culture, e-commerce, supply chains, and global e-commerce have appeared in The Economist, The Wall Street Journal, NPR, Harvard Business Review, BBC, NBC, CNN, and other media outlets. He is a regular speaker and panelist at China, e-commerce and consumer focused conferences and events.

Mr. Zakkour has not testified before the Commission.

Questions for Panelist

1. Assess trends with Chinese consumers' consumption patterns and the market potential of China's consumer market. How are demographic, social, and technological trends shaping China's consumer economy?
2. Describe the current status of China's e-commerce sector. What technologies and business models are driving China's e-commerce boom? What are key similarities and differences between e-commerce models in China relative to that in the United States? Compare and contrast U.S. and Chinese e-commerce companies' capabilities and pace of innovation.
3. Describe the Chinese government's role in e-commerce development and China's regulatory regime for e-commerce.
4. What regulatory and market structure barriers do U.S. e-commerce companies face in China? How have U.S. e-commerce companies fared in the Chinese market?
5. Describe the potential of China's e-commerce market for U.S. retailers and brands. What marketplace options are available to foreign firms looking sell to Chinese consumers? What are the biggest challenges for foreign companies engaging in cross-border e-commerce? How far do recent Chinese government initiatives such as pilot zones for cross-border e-commerce and pilot free trade zones go towards improving access for foreign companies?
6. The Commission is mandated to make policy recommendations to Congress based on its hearings and other research. What are your recommendations for congressional action related to the topic of your testimony?