

AI ++ AND THE FUTURE OF GLOBAL TRAVEL

Executive Dialogue at Alibaba Group Headquarters, Hangzhou

May 29th 2026

09:00 | ARRIVING CAMPUS Area A

No. 969 Wenyi West Road (intersection of Gaojiao Road), Yuhang District, Hangzhou

09:00 – 10:30 | Welcome and Ecosystem Orientation

Pavillion 9 visit and Group Photo

An immersive introduction to Alibaba's evolution from startup to global technology leader. This session provides a first-hand look at the company's integrated ecosystem—spanning AI, commerce, cloud, payments, and logistics—and sets the context for the day ahead.

10:15 – 10:30 | Transition to C Area - VIP Auditorium + Installation

10:30 - 10:40 | Opening & Participant Framing

Rajan Datar, BBC Journalist & Broadcaster

Opening remarks and framing of the day, followed by brief participant reflections to surface expectations and key questions.

10:40 - 10:55 | Executive Welcome

Alibaba Group Leadership

A senior leadership perspective on Alibaba's strategic vision and the role of AI in shaping the future of global commerce and travel.

10:55- 11:45 | Session 1: [Infrastructure and Deployment]

Inside Alibaba's Digital Ecosystem : AI, Infrastructure and Global Scale

Dr. Pei Shen, Vice-President of International Business & GM, Global Customer, Partner & Field Enablement, Alibaba Cloud Intelligence Group

In conversation with **Gilbert Réveillon**, CEO Digital Transformation, Quantum Tech & Quantum AI, FinTech, Web3, DeFi, Tokenization Chevalier de l'Ordre National du Mérite – Knight of French National Merite Order (June 2022)

An inside look at how Alibaba integrates cloud, commerce, AI, logistics and consumer intelligence into a unified operating ecosystem at global scale.

Followed by participant reflections.

11:45- 12:45 | Session 2: [Governance and Operating philosophy]

Innovation at Speed: AI Governance, Scale and the Chinese Technology Model

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Hongyu FU, Director of the AI Governance Center and Alibaba Research Institute (AliResearch) & Member of Data Governance Working Group of United Nations Commission on Science and Technology for Development.

An examination of how innovation operates at speed and scale within China's technology ecosystem. This session explores AI governance, data frameworks, and policy environments—and what they enable, constrain, and accelerate.

Interactive exchange focused on implications for international markets.

12:45- 14:00 | Working Lunch

Direct Access: Alibaba Business Units

14:00- 14:50 | Session 3: [distribution systems]

Platform Intelligence: How AI Actually Drives Travel Distribution

Dr. Alex CHEN , Chief Technology Officer of FLIGGY (Travel Platform of Alibaba Group)

A practical breakdown of how one of the world's largest travel platforms operates through AI. This session examines live data loops, pricing logic, and real-time decision systems shaping discovery, personalization, and conversion at scale.

Moderated exchange with global operators on how these systems compare to current distribution models.

14:50- 15:30 | Session 4: [payments and identity]

Smart Travel: Payments, Identity and Connected Cross-border Journey

Wu Jingtong, Head of AI, Ant International

An exploration of how Alipay+ transforms cross-border tourism by connecting global wallets, AI-powered tools, and destination marketing – turning fragmented visitor journeys into a smart, resilient, and fully integrated travel ecosystem.

Discussion on structural gaps and opportunities in international markets.

15:30- 15:45 | Spotlight: Qwen Glasses, A new version for cultural tourism (Live Demo)

Jianing LI, Marketing Director of AI Device Business, Qwen, Alibaba Token Hub Business Group

Tracy XUE, Product Manager of AI Device Business, Qwen, Alibaba Token Hub Business Group

15:45- 16:00 | Break

16:00- 16:50 | Session 5: [digital influence]

The Chinese Digital Consumer: Ecosystem Trust, Influence and Conversion

Frank Ludwin Schaefer, International Government Affairs for Middle East, Central Asia, Central and Eastern Europe (CEE), Germany, Austria, Türkiye and Egypt (Bocconi report) and Roy WANG, Head of Business Development, Tmall Luxury Pavilion.

A deep dive into how Chinese consumers engage with brands across platforms—from discovery through to purchase and long-term loyalty—connecting content, commerce, community, and data into a unified ecosystem.

Moderated exchange on how this challenges existing global assumptions.

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16:50— 17:40 | Session 6: [strategic translation]

Executive Reflections- What Changes on Monday? Executive Responses from Global Leaders

A structured, interactive discussion translating the day's insights into practical application.

Focus areas include:

- What will you do differently?
- What will you stop doing?
- What barriers exist?
- Where is China's model not transferable?

17:40— 18:00 | Closing session [wrap-up]

Alibaba Group Leadership / Fliggy / GRN

A synthesis of key insights from the day and reflections on the future of global travel in an AI-driven world.

18:20 | Departure from Alibaba Campus

18:40 to 19:00 | FLYZOO (the Future Hotel) visit and Dinner

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