# Alan Small to reveal new brand partnership at ChannelX World amid Temu’s global expansion challenges



The anticipation is building for the upcoming ChannelX World conference, set to take place on 8 October 2025 at Convene in London. This year’s event promises to be exceptional, with notable speakers including Alan Small, Senior Business Development Manager at Temu. In a recent interview, Alan shared his enthusiasm for ChannelX World, calling it his favourite UK conference and outlining what delegates can expect from his session. He will be offering valuable insights into selling on Temu’s platform, including strategic approaches and operational tips that businesses can leverage to tap into fast-growing online markets. Alan also teased a reveal of another brand that will join him on stage, adding to the anticipation surrounding the event.

Temu, a rapidly expanding e-commerce platform owned by China’s PDD Holdings, has stirred considerable interest in global retail circles. The company has carved a niche by offering a broad assortment of low-cost goods, particularly appealing to price-conscious consumers, especially during periods of economic uncertainty and inflation. Industry data revealed in 2023 that PDD Holdings nearly doubled its revenue to $35 billion, largely fueled by Temu and its sister platform Pinduoduo. Temu’s success in the U.S. market has been underpinned by its ability to navigate complex trade regulations, benefiting from certain tariffs exemptions that have helped maintain its competitive pricing.

However, the company faces mounting challenges amid rising global protectionism and increased scrutiny from U.S. regulators. Reports indicate that Temu has been adapting by diversifying its supply chain, sourcing products outside China, and setting up warehouses within the U.S. to mitigate the impact of potential tariff threats. Despite these efforts, the company continues to face accusations regarding its labour practices, including allegations of selling products linked to forced labour, which it has categorically denied.

Temu's rapid international growth reflects broader trends in Chinese apps and platforms leveraging advanced algorithms and vast data resources. Similar to TikTok’s rise through engaging AI-driven content, Temu utilizes aggressive marketing campaigns and China's extensive manufacturing networks to make its products widely accessible. However, the platform is not without controversy; concerns over data security, opaque financial operations, and sustainability questions have been raised by various industry observers. Despite these issues, Temu, along with Chinese peer Shein, has emerged as a major player in the holiday shopping landscape, known for their extensive offerings and attractive pricing, though often criticised for environmental and labour conditions linked to their fast-fashion and bargain goods business models.

Alan Small’s appearance at ChannelX World comes at a pivotal moment when understanding the strategies and pitfalls of platforms like Temu is crucial for retailers and brands looking to stay competitive. The conference will offer a unique opportunity for attendees to engage directly with industry leaders, gain actionable insights, and navigate the evolving digital retail landscape. As Alan indicated, he is also keen to learn from other conference participants, signalling a collaborative spirit aimed at addressing the dynamic challenges and opportunities in global e-commerce.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://channelx.world/2025/08/introducing-channelx-world-2025-speaker-alan-small-temu/), [[2]](https://channelx.world/2025/08/introducing-channelx-world-2025-speaker-alan-small-temu/)
* Paragraph 2 – [[3]](https://www.ft.com/content/fe3aaa6a-c81a-44a2-bf01-6da57fef2eaf), [[4]](https://time.com/6979930/pdd-holdings/)
* Paragraph 3 – [[4]](https://time.com/6979930/pdd-holdings/), [[5]](https://www.lemonde.fr/en/economy/article/2024/03/15/how-chinese-apps-have-conquered-the-planet_6620317_19.html)
* Paragraph 4 – [[3]](https://www.ft.com/content/fe3aaa6a-c81a-44a2-bf01-6da57fef2eaf), [[6]](https://www.ft.com/content/d4102063-3768-42d5-857e-35bf132b5b92), [[7]](https://apnews.com/article/2d551895e123dedd49fa35ec58d07634)
* Paragraph 5 – [[1]](https://channelx.world/2025/08/introducing-channelx-world-2025-speaker-alan-small-temu/), [[2]](https://channelx.world/2025/08/introducing-channelx-world-2025-speaker-alan-small-temu/)

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## Bibliography

1. <https://channelx.world/2025/08/introducing-channelx-world-2025-speaker-alan-small-temu/> - Please view link - unable to able to access data
2. <https://channelx.world/2025/08/introducing-channelx-world-2025-speaker-alan-small-temu/> - The ChannelX World conference is scheduled for 8 October 2025 in London. Alan Small, Senior Business Development Manager at Temu, discusses the event, highlighting its significance and his expectations. He shares insights into selling on Temu, what attendees can anticipate from his presentation, and hints at a brand that will co-present with him. The article includes a video interview covering these topics, aiming to provide a comprehensive overview of the conference and Temu's role in it.
3. <https://www.ft.com/content/fe3aaa6a-c81a-44a2-bf01-6da57fef2eaf> - This article examines how Temu, an e-commerce platform owned by China's PDD Holdings, is responding to rising protectionism and recent US tariff threats. Despite its rapid expansion and low-cost offerings, Temu faces challenges due to potential tariff exemptions and increased regulatory scrutiny. The company has diversified its strategies by reducing US dependency, sourcing from outside China, and establishing U.S.-based warehouses to adapt to the evolving global trade environment.
4. <https://time.com/6979930/pdd-holdings/> - PDD Holdings, operating the successful e-commerce platforms Temu and Pinduoduo, significantly contributed to nearly doubling its revenue to $35 billion in 2023. Temu has gained a strong user base in the U.S. by offering low-priced goods, benefiting from trade rules that help it avoid certain U.S. taxes. However, the company faces scrutiny, including allegations of selling products made by forced labor, which it denies.
5. <https://www.lemonde.fr/en/economy/article/2024/03/15/how-chinese-apps-have-conquered-the-planet_6620317_19.html> - Chinese applications like TikTok, Temu, and Shein have achieved global success through strategic innovation and effective use of algorithms. TikTok's engaging content and sophisticated AI algorithms have propelled its popularity. Similarly, Temu's aggressive marketing and use of China's extensive data and supply chains have made low-cost products accessible globally, appealing to consumers during economic inflation. However, challenges such as potential bans and data security concerns persist.
6. <https://www.ft.com/content/d4102063-3768-42d5-857e-35bf132b5b92> - This podcast episode discusses several key topics, including Temu, an e-commerce platform owned by PDD Holdings. Despite its rapid global expansion, Temu faces concerns due to obscure financial practices and limited disclosure about operations. The company offers goods directly from Chinese factories to consumers worldwide, mirroring Amazon's third-party marketplace. However, issues such as low employee count and financial opacity raise questions about its long-term viability.
7. <https://apnews.com/article/2d551895e123dedd49fa35ec58d07634> - Shein and Temu have become significant players in the holiday shopping season, known for their vast selections and low prices. Owned by Chinese company PDD Holdings, Temu offers colorful gadgets and accessories at irresistible prices, employing tactics like pop-up coupons to encourage impulse buying. Both companies have faced criticism over environmental and labor practices associated with their fast-fashion business models. Despite this, they continue to gain popularity, challenging Western retailers.