



Nicosia, 17 February 2020

**TO: All Members of the Cyprus Chamber of Commerce and Industry
All Members of Cyprus China Business Association**

Dear Members,

**E – COMMERCE AND DIGITAL MARKETING IN CHINA WORKSHOP
A must for every business wishing to trade with China**

Referring to our email of January 16, 2020 announcing the E-Commerce and Digital Marketing in China Workshop due to precautionary measures the EU-SME Center, in Brussels, has replaced the speaker Mr. Liam Jazcii with Mr. LUIS GALAN, CEO and founder of the 2Open China Ecommerce.

Mr. Galan has not been in China recently and has not been in contact with people visiting China.

The workshop will take place on Thursday March 5, 2020 at Hilton Nicosia (ex Hilton Park) from 9.00-14.00.

**Participation Fee: €80 per person
€100 for non – members**

The participation fee includes VAT, coffees and lunch and should be payable:

- 1. By Check at KEBE name.**
- 2. Bank Transfer to the following Accounts**

BANK OF CYPRUS

A/C Number: 0194-12-006537

IBAN NO.: CY 16 0020 0194 000 000 12 0065 3700

BIC: BCYPCY2N

HELLENIC BANK

A/C Number: 121-01-013924-01 / BIC:

IBAN NO.: CY25005001210001210101392401

HEBACY2N

- 3. By JCC SMART to the following link:
<https://www.jccsmart.com/e-bill/32522039>**



For further information feel free to contact Ms Niovi Parisinou (China Desk, at 22889710).

Yours Sincerely

Niovi Parisinou
PR and Communications Executive.

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E – COMMERCE AND DIGITAL MARKETING IN CHINA

WORKSHOP DESCRIPTION

E-commerce and the efficient use of focused modest marketing budget have become key aspects to take into consideration for EU SMEs when developing their strategy in China. However, the lack of information on both e-commerce and marketing channels makes it difficult for businesses to make informed decisions.

Small EU businesses should be particularly aware of the rapid growth of e-commerce platforms in China which has diversified the entry modes to the country, providing them with more channels to sell to the market. Our workshop aims to provide a clear and practical view of the e-commerce environment, describe the available options for EU SMEs in China, as well as, help companies assess the potential, costs, and implications of each of the options. This workshop covers an array of practical aspects and up-to-date best practices and it is designed for any brands or merchants with an E-commerce or digital projects on the Chinese market, entrepreneurs and E-commerce practitioners.

ABOUT THE SPEAKER – LUIS S. GALAN

For almost a decade, Luis has been in charge of 2 Open, a digital marketing and E-Commerce agency with offices in China and Spain that helps foreign brands develop and boost their online sales in China through the provision of marketing and strategic consulting and transactions monitoring services. 2 Open is an official partner of Tmall Group, one of the most important online platforms in China.

Before embarking on this adventure, Luis worked for the PRISA Group and eBay in the digital and online sales areas, respectively. Luis has advised a large number international companies from a wide variety of sectors: F&B, cosmetics, maternity and baby, food supplements and footwear. He has also been a speaker at numerous seminars and training on online commerce and digital marketing, some of the most significant are "Hispanic Startups 2016" or "How to make the most of the E-Commerce Boom in China" (2019). Luis also publishes articles in several Spanish and international media.

On the educational side, Luis has an MBA from China Europe International Business School (CEIBS) and a Master in Information Technology from IE Business School. Luis speaks Spanish, English and Chinese.

PROGRAMME

E- COMMERCE AND DIGITAL MARKETING IN CHINA

TIME	AGENDA
9.00 – 09.20	Welcoming Coffee Registration and networking
09.20 – 09.30	Welcoming Address President of Cyprus – China Business Association Mr Theo Parperis
09.30- 10.00	Market Overview Market Size and Performance
10.00 – 10.45	Selling Online in China Modes of Selling Online Third-Party Platforms in China Payment Methods Logistics
10.45 – 11.00	Q&A and discussion
11.00 -11.15	Coffee Break
11.15 – 11.45	Chinese Customers Market Trends Consumer Behaviour Top Selling Products
11.45 – 12.30	Digital Marketing China Digital Trends Social Medial Landscape Adapt to the Chinese Context
12.30 – 13.00	Q&A and discussion
13.00 – 14.00	Lunch



PARTICIPATION FORM

E- COMMERCE AND DIGITAL MARKETING IN CHINA 5 March 2020

COMPANY INFORMATION

COMPANY NAME:	
TEL:	FAX:
ADDRESS:	
P.O.BOX:	POSTAL CODE:
EMAIL:	

PARTICIPANT DETAILS

NO	PARTICIPANT NAME	POSITION
1.		
2.		
3.		
4.		

I, hereby declare that I am over 18 years old. I authorize CCCI to use all the above data, with regards to my participation to the above mentioned event. I authorize the CCCI to send me questionnaires and/or other information with regards to my participation to the above mentioned event and/or other similar future events. I am aware that promotional photos and/or videos from the above event can be published in websites and/or social media. Unless you authorize the CCCI to keep your data for future communication, all information provided will be destroyed upon the conclusion of the event. In addition to the right to withdraw your consent, you also have rights to access, modify, delete, restrict or oppose the processing of your data, which you may exercise through.

Date.....

Signature.....

Please sent fax or email at: Ms. Eleftheria Xenophontos
email: freedom@ccci.org.cy or fax: 22665685. For more information call
22889880.