



Boost Your Digital Marketing & E-Commerce Strategies to Reach the Chinese

- Understanding the eCommerce market is the first step to a successful implementation in China. Who are the players? Which are Chinese Internet users behaviours when shopping online? Why digital strategies are necessarily different in China vs the rest of the world? What are the budgets to forecast to develop your eCommerce business in China? How to manage eCommerce transactions locally?

Objectives

- Understand and evaluate China's eCommerce and digital marketing **key players, stakes and latest opportunities and challenges**
- Master the various **practical and economic aspects** of eCommerce and Digital Marketing through real life examples and case studies,
- **Effectively help you plan** your social e-commerce and digital marketing strategies to successfully enter the Chinese market

Who should attend

- Marketing Manager / Export Manager / Digital manager / Product Manager
- Chief Marketing Officer / Chief Digital Officer / Retail Manager
- Any brands or merchants with an eCommerce or Digital project on the Chinese market, as well as Entrepreneurs or ecommerce practitioners

PROGRAMME

08:30-12:30 : Understanding the eCommerce ecosystem in China

- Market Insights
- Overview of the main players : Tmall / JD / PinDuoDuo / ...
- Cross Border eCommerce
- Why does the Chinese consumer buy online?

14:00-18:00 : Generating Traffic and Sales for eCommerce in China

- Traffic & Sales Generation for eCommerce
- Online Advertising market
- Website and Search
- Short Videos and Livestreaming phenomenon
- Social Commerce

1. You can choose either half a day (on the morning or on the afternoon) or full day.
2. The training will be either in French or in English – depending on attendee's profile.

Trainers

Cyril Drouin, is the Chief eCommerce Officer for Greater China at Publicis Commerce
Laure de Carayon, Founder & Ceo of China Connect

Where: Espace Hamelin, 17, rue de l'Amiral Hamelin, 75 116 Paris (Metros: Léna, Boissière)

Duration: 08:30-18:00

Contact: Laure de Carayon / contact@chinaconnect.fr, +33 (0) 6 8424 4557 (Francia)

Register Now: <http://paris.chinaconnectforum.com/register-for-the-training/>