



HOW TO START AN ONLINE BUSINESS IN CHINA

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Selling and buying online is the hottest topic in China for consumers and business. Join this workshop to explore the opportunities of selling online into one of the largest and fastest growing E-commerce markets in the world.

WORKSHOP PACKAGE

- A full-day workshop run by an experienced trainer
- All the training material including a set of hard copies of the EU SME Centre Starter Kit

Price: 350 EUR/person

OUTLINE

- Module 1:** Overview of China's E-Commerce Market in Comparison to Europe
- Module 2:** Market Access Requirements – Intellectual Property Protection, Product Compliance, Logistics and Customs
- Module 3:** Payment Options and Consumer Preferences
- Module 4:** Digital Marketing in China
- Module 5:** Case Studies and Best Practice
- Module 6:** Step-By-Step Guidance to Opening an Online Shop in China

WHY ATTEND?

- Gain insights into Chinese online consumers' shopping behaviours
- Learn how to set up a shop on the major E-commerce platforms in China and payment methods available
- Develop an effective and practical digital marketing plan in China





An Initiative Implemented
with the Financial Support
of the European Union

ABOUT EU SME CENTRE TRAINING WORKSHOPS

The EU SME Centre's training workshops provide you practical insights and step-by-step approaches on how to do business in China, delivered by our industry experts.

During the workshops, you will enjoy a well-balanced course combining business theories with practical examples. You will also have the chance to participate in interactive exercises to improve your business skills and understanding of the Chinese market.

WHO TO CONTACT

To learn more about this workshop or the other trainings the EU SME Centre offers, please contact:

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ABOUT THE EU SME CENTRE

The EU SME Centre in Beijing provides a comprehensive range of hands-on support services to European small and medium-sized enterprises (SMEs), getting them ready to do business in China.

IMPLEMENTED BY

