

Selling Via Cross-border E-commerce and Free Trade Zones in China

Event details

Type: Training workshop
Language: English

Event Description

Understand the buzz behind selling cross-border e-commerce in China. Get to grips with the processes involved, the pros and cons for your business, and consumer trends buying online. Learn the regulations governing CBEC and the role that the Free Trade Zones (FTZs) play. Put into practice useful tips and work out your own cross-border selling strategy for China.

This half-day workshop will focus on:

- Which products can be sold cross-border in China?
- Consumer behaviour.
- How to find the right online platform for your business.
- Price formation, collecting payments and taxes.

Tentative Agenda

08:30 – 09:00	Registration
09:00 – 09:10	Opening remarks
09:10 – 09:30	How FTZs work in China and the advantages of selling via CBEC in China?
09:30 – 09:50	Team exercise
09:50 – 10:00	Q&A
10:00 – 10:20	Which products or services are authorised to be traded via CBEC?
10:20 – 10:30	Discussion all: Why some products are NOT on the list?
10:30 – 11:00	Coffee Break
11:00 – 11:20	Understanding the process and taxes in the FTZs.
11:20 – 11:45	Team exercise: CBEC vs. general trade channels.
11:45 – 12:15	How do I find the right platform for my product? Can I have a store in WeChat and sell via CBEC? How?
12:15 – 12:20	Case studies showing the do's and don'ts of selling cross-border in China
12:20 – 12:30	Q&A + wrap up

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.



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Our team of experts provides advice and support in four areas – business development, law, standards and conformity and human resources. Collaborating with external experts worldwide, the Centre converts valuable knowledge and experience into practical business tools and services easily accessible online. From first-line advice to in-depth technical solutions, we offer services through Knowledge Centre, Advice Centre, Training Centre, SME Advocacy Platform and Hot-Desks.

The Centre is funded by the European Union and implemented by a consortium of six partners - the China-Britain Business Council, the Benelux Chamber of Commerce, the China-Italy Chamber of Commerce, the French Chamber of Commerce in China, the EUROCHAMBRES, and the European Union Chamber of Commerce in China.

To learn more about the Centre, visit website www.eusmecentre.org.cn



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