**How to Set Up a Cross-Border Shop in WeChat**

EU SME Centre and China-Britain Business Council are pleased to invite our members to attend a half-day training workshop on ***how to set up a cross-boarder shop in WeChat***.

Selling directly to Chinese consumers is high on the wishlist of the EU SMEs. However, this has been hindered by the harsh reality of finding a competent importer or distributor, and the high costs of setting up a subsidiary in China. Certain alternatives, such as listing the products in well-known Chinese e-commerce platforms, reveal as too expensive or cumbersome for the small and medium European enterprises.

The EU SMEs need to know how to reach out directly to the Chinese consumers, and this training satisfies the need. After attending this training, participants will be able to grasp how to set up a cross-border shop in WeChat, the related costs, the return on investment, and how to operate on such cross-border shops.

**Date*:***Wednesday, 18 May 2018

**Time:** 08:45-11:30

**Venue:** The Shanghai British Centre

**Address:** 17F Garden Square, 968 West Beijing Road, Shanghai

***The training workshop is by invitation only and is free of charge. Places are limited and first come first served. Please fill in and return the registration form below to reserve your place.***

For enquiry, please email Anna Zhou at [anna.zhou@cbbc.org.cn](mailto:anna.zhou@cbbc.org.cn), or call 021-3100 7900 ext 113.

**Agenda**

08:45-09:00 Registration & Networking

09:00-09:10 Background

09:10-09:40 The Supply Chain

• The Upstream Flow of Goods to the Chinese Consumer

• The downstream Flow of Payments to the EU Shop Owner

• Returns

09:40-10:10 The Building Blocks

• The WeChat Account

• The WeChat Shop

• Consumer Payment Options

• Warehouse and Logistics Operator at the FTZ

• Foreign Gateway to China’s Payment Providers

10:10-10:20 Coffee Break

10:20-11:00 The Procedure

• The Cross-Border Authorized List

• Trademark Registration

• Selecting a Pilot Free Trade Zone

• Select a Logistics Operator

• Registering the Product at China Inspection and Quarantine

• Open a WeChat Official Account

• Set up the WeChat Store

• Integrating a Payment Method with the WeChat Store

• Open a Bank Account in China

• Selecting a Payment Gateway

11:00 -11:10 The Pros and Cons of a CBEC Shop in WeChat for EU SMEs

• The Missing Piece: Digital Marketing

11:10 -11:20 Real Cases in Action

• Baby Care Category – SME from Ireland

• Lifestyle – SME from Denmark

11:20 -11:30 WeChat Shop Solution

• Costs

• Return on Investment

• Q&A

**About CBBC**

The China-Britain Business Council helps British and Chinese businesses and organisations work together in China, the UK and third markets around the world. With over 60 years of experience and experts in 11 UK offices and 15 Chinese locations, CBBC operate alongside the British Chamber of Commerce in China to support companies of all sizes and sectors, whether they are new entrants or established operators, to realise the full potential of what remains one of the fastest-growing market in the world. As an independent organisation, CBBC offers trusted, impartial advice while maintaining close partnerships with the UK and Chinese governments. Website: <www.cbbc.org>

**About EU SME Centre**

The EU SME Centre is a European Union initiative that 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.

The EU SME Centre’s 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. To know more about the Centre, please take a look at: [www.eusmecentre.org.cn](http://www.eusmecentre.org.cn).

**Speaker Profile**



**Rafael Jimenez**

**Business Development Advisor, EU SME Centre**

With more than nine years’ hands-on experience in managing business in China, Rafael offers advice for European SMEs in developing practical market entry strategies in the country.

Following a career at senior level within the F&B and ICT industry, he arrived in China in 2009 as Director of a Spanish F&B company involved in the restaurant and trade business. He helped the company set up a Wholly Foreign Owned Enterprise (WFOE) in China, ran operations for three years and led a team of more than 100 employees. More recently he was Shanghai Office Director at a Management Consultancy Firm.

**Registration Form**

Please fill in your info and return the form below to [anna.zhou@cbbc.org.cn](mailto:anna.zhou@cbbc.org.cn) by ***9 May***.

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| --- | --- | --- | --- | --- | --- |
|  | **Full name** | **Company name** | **Job title** | **Email address** | **Mobile number** |
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