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

***Date: Friday, 20 April 2018***

***Time: 08:45-13:00***

***Venue: The British Business Centre***

***Address: Room 1001, China Life Tower, 16 Chaoyangmenwai Daijie, Beijing***

EU SME Centre and China-Britain Business Council are pleased to invite our members to attend a half day workshop with the theme of ***how to set up a cross-boarder shop in wechat***.

Selling directly to Chinese consumers is very high on the wish list of the EU SMEs. This has been hindered by the harsh reality of finding a competent importer or distributor, or 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 directly to the Chinese consumers. This training satisfies the need. After attending this training, participants will grasp how to set up a cross-border shops on WeChat, its cost, the return on investment, and how to operate such cross-border shop.

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

For enquiry, please email jia.wang@cbbc.org.cn, or call 010-8525 1111 ext 371.

**Registration Form**

Please fill in and return the form below to jia.wang@cbbc.org.cn by 6 April.

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|  | **Full name** | **Company name** | **Job title** | **Email address** | **Mobile number** |
| 1 |  |  |  |  |  |
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