



HOW TO SELL YOUR FOOD & BEVERAGE PRODUCTS ONLINE IN CHINA

Discover existing channels and new ways of selling your food & beverage (F&B) products to Chinese consumers through emerging E-commerce platforms. Join this workshop to learn the best practices and learn how to do it yourself.

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: An Overview of E-Commerce in China for F&B products

- Advantages of using E-commerce platforms to sell F&B products in China
- Major E-commerce platforms for F&B products
- Main players in the market
- Chinese online consumers' shopping behaviours

Module 2: E-Commerce Specifics and Requirements in China

- Pricing schemes
- Payment options
- Government regulations
- Logistics

Module 3: Best Practices for Selling F&B Products Online

- Case Studies in the market

Module 4: Develop Your Own E-commerce Strategy

- Using E-commerce to win more Chinese consumers

WHY ATTEND?

- Learn the advantages of selling F&B products online in China
- Gain insights into Chinese online consumers' preferences when buying F&B products
- Learn how to set up a shop on the major E-commerce platforms in China and the requirements in place





An Initiative Implemented
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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.

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