



Nicosia, 7 January 2020

**TO: ALL MEMBERS
AND MEMBERS OF THE CYPRUS-CHINA BUSINESS ASSOCIATION**

**FREE WORKSHOP - 20 JANUARY 2020
«BREAK INTO THE CHINESE MARKET WITH WeChat»**

Dear member,

The Cyprus-China Business Association and the Cyprus Chamber of Commerce invite you to join **«Break into the Chinese Market with WeChat»**, a 3-hour free workshop on how to effectively use WeChat as a marketing and business development tool. Tap into the 1 billion WeChat users, understand how to grow and market your business in China, and learn how to build and maintain stronger ties with your Chinese partners.

Some key practical takeaways include:

- Elevated readiness in doing business with China
- Effective sales and business development strategies through WeChat
- Enhanced understanding of the Chinese business culture and the role of social media

The 3 hour workshop will take place on Monday, 20/1/2020 at 14.00, KEBE Building 2nd Floor, Nicosia.

Requirement: Install WeChat

Participants are expected to carry a Smartphone with an active WeChat account they can use during the event.

Please note that there are only 20 available spots for this event.

To register please fill and return the enclosed participation form.

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Section	Title	Topics Covered	Activity/Practice
1	Marketing Fundamentals	<ul style="list-style-type: none"> ➤ WeChat and its role in the Chinese society ➤ Introduction to Ecommerce, Regulation & Market Research in China ➤ How are foreign brands leveraging WeChat? 	<ul style="list-style-type: none"> ✓ Presentation & Group Discussion
2	WeChat Digital Marketing 101	<ul style="list-style-type: none"> ➤ WeChat Marketing for the power user ➤ Moments/Banner/KOL Advertising ➤ Make the most of the three types of WeChat official accounts ➤ Sales & Content on WeChat 	<ul style="list-style-type: none"> ✓ Presentation ✓ Individual & Group Exercises
3	Persuasion & Sales for a Chinese audience	<ul style="list-style-type: none"> ➤ Understanding Culture and developing intercultural sensitivity ➤ Communicating & Persuading Across cultures ➤ Effective Networking, Persuasion & Sales 	<ul style="list-style-type: none"> ✓ Introduction to The Culture Map (Erin Meyer) ✓ Case study simulation ✓ Role-playing & Group Activities

Facilitator Profile: Mr Petros Djakouris

With more than four years of working with Chinese corporates and technology startups in Beijing, Petros has developed a unique experience in the fields of marketing, corporate training and technology. He has facilitated and designed various corporate training and team building sessions for companies such as VW, Lean in China, Ventum Consulting, Pirelli, and Genowledge in Self and Shared Awareness, Effective Communication, Intercultural Communication, Design Thinking, and Digitalization. Petros is also the Co-founder of BeHive, a skills training platform that helps young professionals become better communicators. Through bilingual WeChat marketing and offline activities, they have so far built an online community of 15,000+ members, have trained more than 6,000 participants and regularly work with LinkedIn and the best universities of China.



PARTICIPATION FORM
FREE WORKSHOP
«BREAK INTO THE CHINESE MARKET WITH WECHAT»
 20 JANUARY 2020

COMPANY INFORMATION

COMPANY NAME:	
TEL:	FAX:
ADDRESS:	
P.O.BOX:	POSTAL CODE:
EMAIL:	

PARTICIPANT DETAILS

NO	PARTICIPANT NAME	POSITION
1.		
2.		
3.		
4.		

I, hereby declare that I am over 18 years old. I authorize CCCI to use all the above data, with regards to my participation to the above mentioned event. I authorize the CCCI to send me questionnaires and/or other information with regards to my participation to the above mentioned event and/or other similar future events. I am aware that promotional photos and/or videos from the above event can be published in websites and/or social media. Unless you authorize the CCCI to keep your data for future communication, all information provided will be destroyed upon the conclusion of the event. In addition to the right to withdraw your consent, you also have rights to access, modify, delete, restrict or oppose the processing of your data, which you may exercise through

Date.....

Signature.....

Please sent fax or email at: Ms. Eleftheria Xenophontos email: freedom@ccci.org.cy or fax: 22665685. For more information call **22889880**.

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