



Nicosia, 16 January 2020

**TO: All Members of the Cyprus Chamber of Commerce and Industry
All Members of Cyprus China Business Association**

Dear Members,

**E – COMMERCE AND DIGITAL MARKETING IN CHINA WORKSHOP
A must for every business wishing to trade with China**

The Cyprus-China Business Association and the Cyprus Chamber of Commerce and Industry are co organizing with the EU-SME Centre, a truly unique workshop.

The workshop will take place on Thursday March 5, 2020 at Hilton Nicosia (ex Hilton Park) from 9.00-14.00.

Mr Liam Jazcii, Business Development Advisor at the EU SME Centre will come to Cyprus to do the workshop

**Participation Fee: €80 per person
€100 for non – members**

The participation fee includes VAT, coffees and lunch and should be payable:

- 1. By Check at KEBE name.**
- 2. Bank Transfer to the following Accounts**

BANK OF CYPRUS

A/C Number: 0194-12-006537

IBAN NO.: CY 16 0020 0194 000 000 12 0065 3700

BIC: BCYPCY2N

HELLENIC BANK

A/C Number: 121-01-013924-01 / BIC:

IBAN NO.: CY25005001210001210101392401

HEBACY2N

- 3. By JCC SMART to the following link:
<https://www.jccsmart.com/e-bill/32522039>**

For further information feel free to contact Ms Niovi Parisinou (China Desk, at 22889710).

Yours Sincerely

Niovi Parisinou
PR and Communications Executive.

/EX

E – COMMERCE AND DIGITAL MARKETING IN CHINA

WORKSHOP DESCRIPTION

E-commerce and the efficient use of focused modest marketing budget have become key aspects to take into consideration for EU SMEs when developing their strategy in China. However, the lack of information on both e-commerce and marketing channels makes it difficult for businesses to make informed decisions.

Small EU businesses should be particularly aware of the rapid growth of e-commerce platforms in China which has diversified the entry modes to the country, providing them with more channels to sell to the market. Our workshop aims to provide a clear and practical view of the e-commerce environment, describe the available options for EU SMEs in China, as well as, help companies assess the potential, costs, and implications of each of the options. This workshop covers an array of practical aspects and up-to-date best practices and it is designed for any brands or merchants with an E-commerce or digital projects on the Chinese market, entrepreneurs and E-commerce practitioners.

About the speaker

- Mr Liam Jazcii is a versatile professional with six years of working experience advising European businesses on market access and business strategies in China. At the Centre, Liam handles business enquiries on market access covering all 27 member states. Liam possesses solid experience in operations and project management in the EU context as he has designed and managed large scale events and China trade missions for government organizations, trade agencies and private entities. His main fields of expertise are: market entry strategy, cross-border e-commerce, food & beverage, and marketing strategies for SMEs. Prior to joining the EU SME Centre, Liam served as the Marketing and Membership Manager at the Benelux Chamber of Commerce in China.

PROGRAMME

E- COMMERCE AND DIGITAL MARKETING IN CHINA

TIME	AGENDA
9.00 – 09.20	Welcoming Coffee Registration and networking
09.20 – 09.30	Welcoming Address President of Cyprus – China Business Association Mr Theo Parperis
09.30- 10.00	Market Overview Market Size and Performance
10.00 – 10.45	Selling Online in China Modes of Selling Online Third-Party Platforms in China Payment Methods Logistics
10.45 – 11.00	Q&A and discussion
11.00 -11.15	Coffee Break
11.15 – 11.45	Chinese Customers Market Trends Consumer Behaviour Top Selling Products
11.45 – 12.30	Digital Marketing China Digital Trends Social Medial Landscape Adapt to the Chinese Context
12.30 – 13.00	Q&A and discussion
13.00 – 14.00	Lunch



PARTICIPATION FORM

E- COMMERCE AND DIGITAL MARKETING IN CHINA

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.