

GET CONTROL OF YOUR E-BUSINESS IN CHINA

VÆKSTFABRIKKEN



Cross-border e-business in China reached 6.5 trillion RMB last year, and is expected to grow to 14 trillion RMB in 2020 according to the China Ministry of Commerce. Today, 40% of China's online consumers buy foreign goods. By 2020, half of China's digital shoppers will be buying foreign products online.

However, even though e-commerce might seem as the new, easy shortcut to the Chinese market, different companies' experiences tells us, that it is not as easy to sell products directly from Denmark to China as one would wish. Questions like choice of platform, trademark issues, customs handling, distribution channels, after sales services and how to get your money back out of China – are all issues, that you should consider before taking up e-commerce to China.

Innovation House China-Denmark invites you to our first event on e-commerce together with Bech-Bruun and DI, in order to give you at least some of the answers to your questions on doing successful e-commerce to Chinese consumers.

PLEASE SIGN UP [HERE](http://china-denmark.com/event_ebusiness/)

The event is for free. However, in case you sign up for the event and do not show up, we will have to charge you a no-show fee of DKK 250,00. Otherwise, please remember to inform us, in case you against expectations must cancel your participation after signing up.

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PROGRAM

- 14:15 Arrival of guests
- 14:30 Welcome by Søren Meisling, Partner, Bech-Bruun
- 14:35 Welcome by Karin Vith Ankerstjerne, General Manager, Innovation House China-Denmark
- 14:40 Opening speech by the Embassy of the People's Republic of China
- 14:45 **Selling online in China via domestic and/or cross-border ecommerce business models**
By Dimitry van Toorn. Dimitry is an accomplished global executive officer with an entrepreneurial spirit. Along with an Executive MBA from Montreal International School of Management, he brings over two decades of Asia Pacific work experience lifting the performance of Intertek's £2.2bn testing, inspection and certification business in the Asia Pacific region.
Dimitry started the enterCHINA initiative in 2015. enterCHINA are a series of Exclusive Events in China and overseas focusing on international retailers, brands and related stakeholders with an interest to enter the Chinese market via the online & offline business models.
- 15:35 Small break
- 15:45 **How to get your money out of China again?**
By Jakob Kristensen, Partner, Bech-Bruun
- 16:00 **Brand and sell your products on e-commerce and social media platforms in China: Leading the pace**
By Mr. Xie Deheng, Tmall Shopowner
- 16:20 **How to protect your IPR in e-commerce in China?**
By Senior Legal Consultant Su Jingjing, Bech-Bruun
- 16:40 **Business Cases: How to build up your brand online?**
By CEO Li Yan
How to sell other's brands online in China?
By CEO Luo Yanfei
- 17:00 Walk to Innovation House China-Denmark, Indiakaj 20, 2100 Copenhagen:
Small reception and tour of Innovation House
- 18:00 Goodbye

Date: Tuesday
April 18, 2017
from 14:30 pm.
Venue: **Bech-Bruun**
Langelinie Allé 35
2100 København Ø

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