

Seminar on E-Commerce in China

Park Inn by Radisson Meriton Conference & Spa Hotel Tallinn (Toompuiestee 27)

June 15, 2017

Program

8:45-9:00 Registration

9:00-9:10 Introduction by Liisi Karindi, Head of Asia Information Centre, EAS

9:10-10:20 Presentation on e-commerce landscape in China by Rafael Jimenez

- Overall overview of e-commerce in China
- Advantages of using e-commerce platforms to sell in China
- Major E-commerce platforms and their pros and cons
- Chinese online consumers' shopping behaviors

10:20-10:40 Coffee Break & Networking

10:40-11:50 Presentation on e-commerce specifics and requirements in China by Rafael Jimenez

- Government regulations
- Pricing schemes
- Payment options
- Logistics
- Marketing

11:50-12:10 Case Study by Felim Meade: Emerald Green Baby and WeChat

12:10-12:30 Networking

In the afternoon (starting from 14:00), **upon registration only**: One-on-one consultations with experts Rafael Jimenez and Felim Meade.

Please register for the seminar as well as for the individual consultation sessions at kai.kreos@eas.ee until June 8, 2016.

Both the seminar and consultations will be held **in English**.

The seminar is financed from the European Regional Development Fund.

For further information, contact Kai Kreos (kai.kreos@eas.ee).

Experts:

Rafael Jimenez: Business Development Advisor, EU SME Centre



With more than six years' hands-on experience in managing business in China, Rafael offers advice for European SMEs in developing practical market entry strategies in the country.

Following a career at senior level within the F&B and ICT industry, he arrived in China in 2009 as Director of a Spanish F&B company involved in the restaurant and trade business. He helped the company set up a Wholly Foreign Owned Enterprise (WFOE) in China, ran operations for three years and led a team of more than 100 employees. More recently, he was Shanghai Office

Director at a Management Consultancy Firm. Born in Spain, Rafael holds a bachelor of Physics and has three sons.

Felim Meade: an entrepreneur



Felim has spent 10 years working in FMCG companies such as Guinness, Coca Cola and Ireland's largest supermarket chain Dunnes Stores. For the last 12 years Felim has ran a restaurant hospitality business with 14 operations employing nearly 100 people in the greater Dublin area.

After a trade visit to China nearly 4 years ago, Felim saw the opportunity in establishing an export business to China. 3 years ago Emerald Green Baby was born – a B2C operation focused on marketing and selling directly to the end consumer and fulfilling orders from its depot in Shanghai.

The company is currently selling on three Chinese platforms with another seven coming on stream this year. Their product portfolio consists of Irish produced goods in the mother, baby, health and beauty categories. Their aim is to be the one stop Chinese shop for all Irish products sold online in China. Living in Dublin, Ireland, Felim is married and has two kids.