

Selling Cross-Border Directly from Estonia to the Chinese Consumers with a WeChat Shop: A real demo session

Speakers



Mr. Felim Meade.

Broad experience in cross-border selling in China. Felim is a co-founder of successful Irish company Emerald Green Baby, specialized in selling baby care products. Emerald Green provides also professional services in developing WeChat cross-border shops. Most recently, they implemented Finland's WeChat shop. With years of experience in the Chinese market, Mr. Meade also runs in Dublin other businesses in the hospitality sector. A frequent speaker in China's E-Commerce ecosystem, he was part of Ireland's delegation at the China International Import Expo. Emerald Green partners with EU SME Centre in Beijing for cross-border activities. He holds a Master Degree in History from Trinity College.



Mr. Rafael Jimenez.

Almost a decade of China experience, Rafael joined Enterprise Estonia in July 2018. Previously he was the Business Advisor for European Union companies at the EU SME Centre that the EU has in Beijing. Among many other reports, he's the author of the report How to Set-Up a Cross-Border WeChat Shop. Rafael leads the group Understanding China, with over 300 members from all EU member states, and senior executives of EU companies in China. Has three sons and holds an MSc in Physics.

