

Location: Swissotel, Tallinn
Time: 23rd of January, 2020

Speakers



Mr. Thijs van der Toom
Exper Speaker
Managing Director, NextportChina

In 2013 Thijs co-founded NextportChina, a digital full-service agency focused on the Chinese market. Back then the company was the first of its kind in the Benelux. Now 6 years later NextportChina has grown into the go-to agency for companies that want to reach their Chinese target group. So far Thijs and his passionate team of Chinese and Dutch professionals have served over 200 European brands with building their online presence in China on platforms like WeChat, Sina Weibo, Baidu, Douyin and Xiaohongshu.

In this training course Thijs will discuss the topic of Corporate Marketing & Branding in the Chinese market. He will provide in-depth insights on what is needed to successfully build and promote your brand in China. By introducing China's digital landscape you will discover in what way the Chinese online channels differ from what we are used to in Europe.

In this interactive workshop you can expect to gain more knowledge on China's key digital marketing and (social)commerce channels and how to leverage these channels for your own brand. Thijs will provide lively case studies around companies from different industries. The goal of this training course is to provide you with the knowledge to make the right next steps when entering the Chinese market.

Systematic Export to China Corporate Marketing and Branding for the Chinese Market



Mr. Rafael Jimenez

Speaker. Course Content Creator. Facilitator. EAS Asia Information Centre, previously, at the EU SME Centre in Beijing.

Rafael joined Enterprise Estonia's Asia Information Centre in 2018 and has previously worked for years as a Business Advisor at the European Union SME Centre in Beijing, where he consulted a large number of companies and helped them to successfully do business in China. Following a career at a 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.



Ms. Johanna-Riinu Annuk

China Systematic Export program manager. Co-ordinator. Facilitator. Studied in China, job experience in China, legal and start-up scene. EAS Asia Information Centre

Johanna has been working for Enterprise Estonia for a year but joined officially this August. Previously she has done an internship at one of the top Chinese Law Firms in China, Shanghai where she worked as a legal assistant on different tasks such as reviewing of a contract manufacturing and supply agreement according to Chinese law, drafting of contract clauses based on Chinese law, presentation on Chinese labor law and compliance in China. She has also made researched the new Chinese foreign investment law. Drafted Newsletters and made translations. Besides, she has participated in two different startup programs one in Shenzhen and the other one in Toronto. Johanna has studied in China, Thailand and The Netherlands where she started to major in International Business for Asia.