

## HALF-DAY E-COMMERCE SEMINAR

# SELLING TO CHINA'S ONLINE CONSUMERS: MEET THE MARKETPLACES



## HEAR FROM CHINA'S LEADING E-COMMERCE MARKETPLACES ON HOW TO SELL TO MORE THAN 300 MILLION ONLINE SHOPPERS.

### ABOUT THIS EVENT

Online retail sales in China grew by close to 50 per cent to reach half a trillion Australian dollars in 2014. Rising consumer incomes, trouble-free import procedures and convenient access to high quality goods is driving greater numbers of Chinese consumers online to purchase imported products, such as food, wine, healthcare and beauty products.

Selling products in China does not require a company to establish a Chinese-language website: online marketplaces can purchase goods directly from Australian exporters and manage inventory, orders, product listing, customer service and delivery.

Additionally, pilot 'cross-border' import policies allow certain imported products to be purchased online tax-free and exempt from a number of product requirements that have traditionally proven difficult for SMEs.

Austrade will shortly release the publication *e-Commerce in China: A Guide for Australian Business*, a free 50+ page practical primer for Australian SMEs, explaining China's e-commerce marketplaces and how business can sell through them.

In tandem with the release of the guide, Austrade is pleased to bring four leading online companies to Australia for the first time—Alibaba, JD.com,

### Important information

#### Melbourne

Date: Monday 29 June  
Time: 8.30am to 2.00pm  
Venue: International Chamber  
House, Level 5, 121  
Exhibition Street, Melbourne

#### Sydney

Date: Wednesday 1 July  
Time: 8.30am to 2.00pm  
Venue: MLC Centre, Level 47, 19  
Martin Place Sydney

#### Gold Coast

Date: Friday 3 July  
Time: 8.30am to 2.00pm  
Venue: Gold Coast Arts Centre  
135 Bundall Road, Surfers  
Paradise

Cost: Free (places limited)

### Who should attend?

Manufacturers, brand owners and industry associations responsible for:

- food and beverage
- health and beauty
- children and maternity product;
- other consumer goods

Apply now at [www.austrade.gov.au/CEC2015](http://www.austrade.gov.au/CEC2015)

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Yihaodian and VIP.com — to explain the online retail opportunities and pathways first hand and to network with manufacturers, brand owners and industry associations. This event promises to be the premier event for Australian companies looking to move into online retailing in China.

### WHY YOU SHOULD ATTEND

- Understand the costs, benefits and pathways for exporters to sell online to China's 300+ million consumers
- Learn how to legally sell tax-free and also access legitimate exemptions from China's domestic product standards through the mechanism of 'cross-border' e-commerce
- Hear advice and case studies from leading practitioners in the field
- Network with purchasing representatives and category managers from Alibaba, JD.com, Yihaodian and VIP.com
- Discover how Austrade services and national promotions in China can help drive new business and e-commerce traffic.

### SPEAKERS

- Maggie Zhou, Director, International B2C Division, **Alibaba**
- Tony Liu, Director, **JD Worldwide**
- Chris Guo, Vice President – Vendor Services, **Yihaodian**
- Hillary Wang, Director Overseas Business, **VIP.com**
- Federal and state ministerial representation
- Plus experts in cross-border policy, consolidation, market research, storefront management, social media, product design and branding.

### LIMITED PLACES - REGISTER NOW

Don't miss your chance to get the latest information.

Register online at [www.austrade.gov.au/CEC2015](http://www.austrade.gov.au/CEC2015)

### IMPORTANT INFORMATION

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Review further information on anti-bribery at <http://www.austrade.gov.au/Export/About-Exporting/Legal-issues/Bribery-of-foreign-public-officials>

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