

ONLINE ACCESS TO CHINA



WHAT DOES IT TAKE AND WHERE DO I START?

Get online presence in China through cross border e-commerce platforms. Start testing, get knowledge and sell your products.

Don't miss the opportunity to sell your products on the largest e-commerce market. First, get online presence. Secondly, start testing your products and gain knowledge about the chinese market and its consumers. Thirdly, start to drive sales. See examples of how marketing is done on store and brand level.

Before you think of going to China to sell your products through cross border e-commerce it all starts with getting a trademark. This is needed to sell your products on cross border platforms. During the event AWA will guide you through the steps in gaining an international trademark as well as a Chinese trademark. The Chinese trademark is to protect your brand in China.

Listen to why the skin care brand Raunsborg has chosen to start online sales in China and learn about the journey they have been on for the last couple of years.

Programme 8 May 2019

- 10:00** Registration & Coffee
- 10:15** Welcome by Arne Andersson, Nordic eCommerce Advisor, PostNord
- 10:20** E-commerce export opportunities, Arne Andersson, Nordic eCommerce Advisor, PostNord
- 10:50** How to protect your brand in China?, Tina Ravn, Senior Associate, Solicitor, Magnusson, Denmark Lawfirm
- 11:20** Online access to China, Claus Madsen, VP Business Relations, Ehubnordic
- 11:50** Questions and networking
- 12:10** Online Marketing in China, Deheng Xie, E-Commerce Consultant, DEXI Trading
- 12:40** **Case:** Raunsborg – Why starting online sales to China?, CEO, Charlotte Dinnie Jensen Raunsborg ApS
- 13:00** Questions and networking

Location

PostNord, Terminalvägen 24, 171 73 Solna

Target group

CEO, E-commerce Manager, Head of Sales, Sales Manager, Marketing Manager and Export Manage

Price

Free. No show fee is SEK 250 excluding tax

Sign up

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