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China eCommerce Summit

# Catch The Dragon

Spring Edition in Beijing

03/03/2014 – 05/03/2014

Practical guidance for selling food and non food products  
to Chinese consumers via third party online platforms.  
(Including individual business matching sessions with major  
Chinese online platforms.

[www.tradefwd.com/CatchTheDragon](http://www.tradefwd.com/CatchTheDragon)

1. Version – 28/01/2013

## Cooperating Associations:

- German E-Commerce and Distance Selling Trade Association bvh (Germany)
- National Association of Mail Order and Distance Selling NAMO (Russia)
- Swiss Distance Selling Association VSV ASVAD (Switzerland)
- UK e-commerce association IMRG (United Kingdom)
- Association of Austrian medium and large enterprises of retail trade, Handelsverband (Austria)
- Netcomm (Italy)
- Ukrainian Direct Marketing Association UADM (Ukraine)



## More than a decade ago,

e-commerce was starting to blossom in China, the fastest growing internet economy in Asia Pacific. In spite of its increasing influence, a series of laws and regulations has been enacted by the government result in more restrictions, and thus, challenges remain for those small to medium-sized businesses who looking to do business in China.

However, a great number of them may still be enamored of the potentially tremendous market. Practical guidance for selling their quality goods or doing lucrative businesses in China is therefore much needed. That's also our objective to organize the Catch the Dragon event to help entrepreneurs gathering necessary information, as well as conducting e-commerce in China through strategic partnerships and /or third party platforms.

China's e-commerce market still has plenty of room for growth. We are proud to assist you with making this happen.

Are you ready  
to grasp any opportunity to  
**expand your business?**

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# Agenda

03/03/2014 – DAY I

NOTES

## MORNING SESSION

– Focusing on non-food goods / consumer goods

- 09:00 – 09:15 Introduction
- 09:15 – 09:45 E-Marketing (Fashion & Fashion Related Products)\*
- 09:45 – 10:15 Fulfillment by Amazon – Make money, grow fast, delight your customers (Amazon)\*
- 10:15 – 10:30 Coffee Break
- 10:30 – 11:00 Haitao – The huge opportunity for European merchants and manufacturers (DHL Global Mail)\*
- 11:00 – 11:30 Logistics Management Solutions for E-Commerce  
– The steps of take the merchandise from the arrival in the airport to the customer premises (Franco Vago)\*
- 11:30 – 12:00 Products Compliance in China – Quality systems and standards in domestic market (Intertek)\*

## LUNCH: The Bene kitchen / MIYABI

## AFTERNOON SESSION

– Focusing on platforms and retailers  
(pre-scheduled one-on-one meetings)

- 14:00 – 17:00 Business Matching Session

*\*including Q&A session*

## 04/03/2014 – DAY II

### MORNING SESSION & AFTERNOON SESSION – Focusing on supporting functionalities



09:00 – 09:45	Selling online in China (EU SME Centre)
09:45 – 10:15	E-Commerce in Europe – The challenges and opportunities (EMOTA)*
10:15 – 10:45	Coffee Break
10:45 – 11:15	China market surveillance programs. Ensure quality, reliability, and safety for end consumer. (State Administration for Industry & Commerce of the People's Republic of China – SAIC)*
11:15 – 12:00	Digital Marketing – Effective promotion for your entry into Chinese market (Digital Jungle)*

16:00 – 16:30	Introduction to the China IPR SME Helpdesk and Recommendations for IPR Protection in China (China IPR SME Helpdesk)*
16:30 – 17:00	Is your IP rights ready to enter the China market? A valuable and practical guidance for your China business (DLA Piper)*
17:00 – 17:30	Mystery Netizen – Research, crowd sourcing and promotion (Sinostrat)*

### LUNCH: Buffet



14:00 – 14:30	The Value of Baidu Media – Data discovery (Baidu)*
14:30 – 15:00	China payment solutions for online business. Receive payments domestically and international via cross-border payment gateways (Chinapay)*
15:00 – 15:30	Coffee Break
15:30 – 16:00	Online free trade zone of overseas merchants (University of International Business and Economics)*

*\*including Q&A session*

*\*including Q&A session*

## 05/03/2014 – DAY III

### MORNING SESSION

#### – Focusing on food & cosmetic products

09:00 – 09:15	Introduction
09:15 – 10:00	New challenges of CRM in the retail industry – From relationship management to customer experience management (Splio)*
10:00 – 10:30	E-Marketing for Food*
10:30 – 10:45	Coffee Break
10:45 – 11:15	We get your products ready to sell – Integrated logistics solutions to cater your specific logistics needs (Geodis Wilson)*
11:15 – 11:45	SF Best overseas direct merchandise (SF Best)*
11:45 – 12:15	China Food & Cosmetics Regulations – Quality systems and standards in domestic market (Intertek)*

### LUNCH: The Bene kitchen / MIYABI

*\*including Q&A session*

### AFTERNOON SESSION

#### – Focusing on platforms and retailers (pre-scheduled one-on-one meetings)

14:00 – 17:00 Business Matching Sessions

#### – In parallel with The Introduction of European eCommerce Landscape from cooperating associations

14:00 – 14:30	German E-Commerce and Distance Selling Trade Association, bvh (Germany)*
14:30 – 15:00	National Association of Mail Order and Distance Selling NAMO (Russia)*
15:00 – 15:30	Swiss Distance Selling Association VSV (Switzerland)*
15:30 – 16:00	UK e-commerce association IMRG (United Kingdom)*
16:00 – 16:30	Association of Austrian medium and large enterprises of retail trade, Handelsverband (Austria)*
16:30 – 17:00	Netcomm (Italy)*
17:00 – 17:30	Ukrainian Direct Marketing Association UADM (Ukraine)

*\*including Q&A session*



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## Event Location





## EVENT LOCATION

**SHERATON BEIJING DONGCHENG HOTEL**  
 36 North Third Ring Road East, Beijing, CN11 100013,  
 China Phone: (86)(10) 5798 8888

The Sheraton Beijing Dongcheng Hotel is conveniently located on Beijing's north Third Ring Road, in the heart of the city's transportation network. Just 20 minutes from Beijing Capital International Airport (PEK), we have easy access to major attractions such as the Olympic Stadium, Tiananmen Square, Financial Street, the Forbidden City, and the Great Wall.

## Sheraton hotel's map:



北京金隅喜来登酒店  
 地址：中国北京(东城区)北三环东路 36 号 （位于环球贸易中心旁）  
 查询电话：(86)(10) 5798 8888



# Value

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# Prices

## PRICES

### The Prices include:

- Participation in the event ([www.tradefwd.com/CatchTheDragon](http://www.tradefwd.com/CatchTheDragon)) & event documents
- Business Matching (only Day I & Day III)
- Refreshments (will be provided during coffee breaks)
- Lunch

Each participant must bear the cost of arrival and departure as well as the accommodation costs, these costs are not included in the prices on below! Please find our hotel recommendation with special prices on our webpage [www.tradefwd.com/CatchTheDragon](http://www.tradefwd.com/CatchTheDragon)

### Prices for Day I, 03/03/2014

#### Focus on non-food & consumer goods

USD 488

### Prices for Day II, 04/03/2014

#### Focus on supporting functionalities

USD 388

### Prices for Day III, 05/03/2014

#### Focus on food & cosmetic products

USD 488

### Prices for Day I & II, 03/03/2014 & 04/03/2014

USD 688

### Prices for Day II & III, 04/03/2014 & 05/03/2014

USD 688

### Prices for Day I & II & III, 03/03/2014 – 05/03/2014

USD 888

## Discounts

- Make use of our early bird discount! Register before 31/12/2013 and you will get 10% early bird discount of the participation fee!
- You are a member of one of our cooperating associations\*? If yes, you will get 20 % discount of the participation fee and if you register before 31/12/2013 you will get totally 30 % discount (20% discount + 10 % early bird discount) of the participation fee!

\*our cooperating associations are:

- German E-Commerce and Distance Selling Trade Association bvH (Germany)
- National Association of Mail Order and Distance Selling NAMO (Russia)
- Swiss Distance Selling Association VSV ASVAD (Switzerland)
- UK e-commerce association IMRG (United Kingdom)
- Association of Austrian medium and large enterprises of retail trade, Handelsverband (Austria)
- Netcomm (Italy)
- Ukrainian Direct Marketing Association UADM (Ukraine)

Register now! [www.tradefwd.com/CatchTheDragon](http://www.tradefwd.com/CatchTheDragon)





# Digital Marketing for China

Our primary focus is to work with Western organizations to deepen their relationships between their brand and Chinese consumers; through quality content and strategic thinking, to drive consumer action, and to deliver value and measurable results for our clients.

With an infinite amount of information being created, curated, consumed and shared online every moment of the day, there has never been a more important time than now, to tell the right story about your brand, through the right channel at the right time. We don't limit our content distribution to a single digital channel but act to integrate a communication strategy across social media, search marketing and all other appropriate channels regardless of accessed by PC, tablet or phone.

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We are China's largest independent content focused, digital marketing Agency, boasting 120+ staff in China and around the region.

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## Hotel Recommendation



## HOTEL RECOMMENDATION

### SHERATON BEIJING DONGCHENG HOTEL

36 North Third Ring Road East, Beijing, CN11 100013,  
China Phone: (86)(10) 5798 8888

The Sheraton Beijing Dongcheng Hotel has 441 beautifully-appointed guest rooms, including 70 suites, range from 43 to 240 square meters. In addition to the celebrated „ahhh“ of the plush Sheraton Sweet Sleeper® Bed, you'll also enjoy a 42" LCD Flat Screen Television, High Speed Internet Access, and a separate bath and shower.

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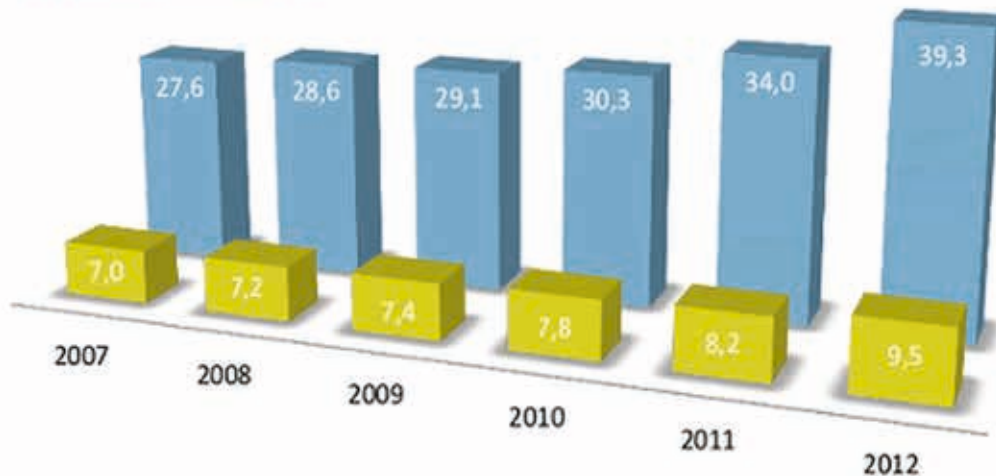






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■ Marketshare in %

■ Distance Selling Revenue in Billion €

# Company & Speaker Descriptions



## Fulfillment by Amazon Make money, grow fast, delight your customers

03/03/2014 – DAY I, 09:45 – 10:15



**Amazon China (z.cn)** is the China operation of Amazon, the world's leading e-commerce company. With Amazon's mission of „striving to be the most customer-centric company on earth“, Amazon China provides its customers with “low price, broad selection and convenience”, while promising “low-price, genuine products”. Amazon China is determined to provide the best online shopping experience to its Chinese consumers, including services such as cash on delivery.

Amazon China offers products spanning 32 categories. With more than 20 million items, Amazon China provides books, music, videos, software, consumer electronics, appliances, toys, watches, jewelries, bags, suitcases, apparel, shoes, dry food, office supplies, home decoration, baby products, sporting and outdoor products, and health and personal care items.

Currently Amazon China has 15 fulfillment centers in China. The fulfillment centers are responsible for receiving products from suppliers, storage management, order management, transferring products, product shipping and delivery, product return, quality control, etc. Amazon China has its own delivery force and Customer Service Center.

Amazon China has maintained steady, strong growth over the past few years. The size of its customer base has also grown significantly. Looking forward, Amazon China will continue to work towards a world-class online shopping site with great selection, best price, and superb customer experience.

Amazon Merchant service provides enterprises the opportunity to sell their goods on the Amazon platform. Worldwide, more than a million sellers use this Marketplace and thereby contribute to the success of Amazon. Amazon launched China Merchant business at end of Year 2010 and the Marketplace is growing aggressively in China.

Webpage: [www.amazon.cn](http://www.amazon.cn)

**Mr. Roger Zhou** is Director, FBA, of Amazon China. He has 11 years' experience in supply chain management. He joined Amazon in 2010 to lead Amazon FBA operation development and business growth in China. Before Amazon, Zhou worked at GE healthcare as Operation General Manager of Manufacturing Department.





## The Value Of Baidu Media – Data discovery

04/03/2014 – DAY II, 14:00 – 14:30



**Baidu Inc.**, the largest Chinese language search engine in the world, was initially founded in Zhongguancun, Beijing in January 2000 by Robin Li and Eric Xu, who are dedicated to provide a more simple and reliable way for people to find out information via the internet.

Baidu is also the largest and the most influential Chinese media platform. It is estimated that the average daily page views (PVs) are over six billion. China's PC-search market share by Baidu accounted for nearly 80% and it had over 69% wireless-search market share with 80 million of APP distribution capabilities. In October 2012, Baidu ranked 5th overall in the Alexa Internet rankings. Being led by Mr. Robin Li, Baidu is eager to be the largest media platform in Asia.

Webpage: [www.baidu.com](http://www.baidu.com)

**Henry Xia** is the Director of Integrated marketing Department, chief data analyst of Baidu Institute of Marketing and certified instructor of Baidu.

He was responsible for numerous clients from different industries, such as finance, tourism, e-commerce, games, education, online booking, hotel, matchmaking, health care products etc. With plenty of hands-on experience, he is currently responsible for IMS national retail industry.





## Introduction to the China IPR SME Helpdesk and Recommendations for IPR Protection in China

04/03/2014 – DAY II, 16:00 – 16:30



The **China IPR SME Helpdesk** provides free information and services in the form of jargon-free first-line confidential advice on intellectual property and related issues, plus training and online resources. It raises awareness about IPR matters in China affecting European SMEs, and helps them make informed IPR decisions.

**Helpdesk Enquiry Service – Confidential Advice:** SMEs can submit IPR enquiries directly to the Helpdesk via phone, email or in person to receive free and confidential first-line advice.

**Materials:** Industry and business-focused guides and training materials address China IPR issues by IP topic, Business focus and Industry.

**Online Services:** The multi-lingual online portal provides easy access for all EU SMEs to Helpdesk information and services, including Helpdesk guides, E-learning modules, event information, and webinar recordings.

**Training:** Arranging training events on China IPR protection and enforcement in Europe and China, such as General IPR issues, Practical business challenges, Industry specific trainings, One-to-one sessions and Webinars.

Webpage: [www.china-iprhelpdesk.eu](http://www.china-iprhelpdesk.eu)

**Valentina Salmoiraghi** holds a Master Degree in Law – International Institutions – from Bocconi University, Milan (Italy), and a Master Degree in Law from University of Barcelona. After working for one year for a leading international Law Firm in Milan she started her practice on Chinese Law in 2007 working in Beijing with an Italian Law Firm advising Italian and European companies on Chinese Foreign Direct Investments and IP matters.

She was in charge of the coordination of the law firm's China Desk and has also been appointed Chair of the SMEs Focus Group of the European Chamber of Commerce in China - Beijing Chapter – before joining the China IPR SME Helpdesk as IP Expert in August 2013.

Valentina specializes in Europe – China cross border investments including IP rights, corporate and alternative dispute resolutions for companies engaged in several industries. She focuses on IP protection, licensing and franchising, and IP enforcement.







China payment solutions for online business.  
Receive payments domestically and international via  
cross-border payment gateways

04/03/2014 – DAY II, 14:30 – 15:00



**ChinaPay** UnionPay is a Chinese bankcard association established in 2002 and operates an inter-bank transaction settlement system for interbank, cross-region and cross-border usages of bankcards issued by associate banks in China. The UnionPay brand has a recognition of over 99 % in China and has issued more bank cards than both Visa and MasterCard. ChinaPay is responsible for the Online and Mobile payments in the Group.

Webpage: [www.chinapay.com](http://www.chinapay.com)





## Haitao – The huge opportunity for European merchants and manufacturers

03/03/2014 – DAY I, 10:30 – 11:00



Deutsche Post DHL is the world's leading mail and logistics services group.

The Deutsche Post and DHL corporate brands represent a one-of-a-kind portfolio of logistics (DHL) and communications (Deutsche Post) services. The Group provides its customers with both easy to use standardized products as well as innovative and tailored solutions ranging from dialog marketing to industrial supply chains. About 475,000 employees in more than 220 countries and territories form a global network focused on service, quality and sustainability. With programs in the areas of environmental protection, disaster management and education, the Group is committed to social responsibility. In 2012, Deutsche Post DHL generated revenues of more than 55 billion euros.

DHL GLOBAL MAIL is the Group's specialist for international Business Mail, B2C Parcel, Direct Marketing, and Hybrid or fully Digital Services.

Webpage: [www.cn.dhl.com/en/mail.html](http://www.cn.dhl.com/en/mail.html)

Christoph Stork is Vice President Online Solutions, DHL GLOBAL MAIL, ASPAC. Christoph graduated his Masters studies in Germany at HHL Business School in 2000. He worked in leading positions for big companies like Bertelsmann, and Payback, but also for Startups like Daily deal. His field of expertise is Ecommerce and Online Advertising. Since beginning of 2013 he is running the China business of GLOBAL MAIL and establishes solutions for overseas merchants and manufacturers for entering the booming Chinese ecommerce market.





## Digital Marketing – Effective promotion for your entry into Chinese market

04/03/2014 – DAY II, 11:15 – 12:00



We are China's largest independent content focused, digital marketing Agency, boasting 120+ staff in China and around the region. Our primary focus is to work with Western organizations to deepen their relationships between their brand and Chinese consumers; through quality content and strategic thinking, to drive consumer action, and to deliver value and measurable results for our clients.

Webpage: [www.digitaljungle.com.cn](http://www.digitaljungle.com.cn)

**Yuan Zou** is Managing Director at Digital Jungle. Before working as Managing Director of Digital Jungle, Yuan headed up the consulting practice of Publicitas Beijing. This was part of the expat assignment from the Swiss based multinational traditional media group, PubliGroupe, where Yuan served in Corporate Development at HQ in Lausanne Switzerland for 5 years.

Previous to that, Yuan had an international academic and professional career, from University in Japan, MBA in Cambridge University in England, to Accenture Consulting in the US and Deutsche Telekom in London. Yuan is fluent in French, English and Chinese.





**Is your IP rights ready to enter the China market?  
A valuable and practical guidance for your China  
business.**

**04/03/2014 – DAY II, 16:30 – 17:00**



**DLA Piper** is a global law firm with 4,200 lawyers located in more than 30 countries throughout the Americas, Asia Pacific, Europe and the Middle East, positioning it to help companies with their legal needs anywhere in the world. We provide our clients with trusted local expertise and access to seamless multi-jurisdictional legal capabilities across a full range of services and sectors.

Our offices in Bangkok, Beijing, Hong Kong, Seoul, Shanghai, Singapore and Tokyo and focus firm office in Jakarta provide coverage for clients' businesses throughout Asia. In jurisdictions where we do not have offices – such as Cambodia, India, Malaysia, Myanmar, the Philippines and Taiwan – we have extensive experience of managing projects and working with trusted local advisers to ensure that our clients' needs are met.

We pride ourselves on being friendly, approachable and responsive. We will take the time to really get to know you and your business. We will share your commitment to achieving the best outcomes for your business.

Webpage: [www.dlapiper.com](http://www.dlapiper.com)

**Stacy Yuan** is an Of Counsel in the specialist Intellectual Property and Technology Group, based in Beijing. Stacy is experienced across the full spectrum of Intellectual Property (IP), both non-contentious and contentious.

Stacy's range of experience gained during 8 years working for international law firms in Beijing, allows her to balance the global and local perspectives to gain the best results for clients, whether they be multinational or local Chinese clients.

Stacy is at the forefront of IP related litigations in China, having led many litigation cases there, including representing clients in Chinese courts on trademark infringement, administrative review and domain name dispute cases. Additionally, she has advised multinational companies on anti-counterfeiting strategies, civil and criminal actions, conducted IP audits, and negotiated trademark and patent assignments and licensing agreements in commercial transactions.





## E-commerce in Europe – The challenges and opportunities

04/03/2014 – DAY II, 09:45 – 10:15



EMOTA, The European Multi-channel and Online Trade Association, represents distance selling and e-commerce business at European level. The overall turnover in the countries where EMOTA is represented by a member is estimated to exceed € 350 billion in 2013, which accounts for more than 80% of total European e-commerce.

EMOTA's mission is to promote the interests of merchants operating via various distance sales channels and pure e-commerce players.

EMOTA is proud to serve as primary contact for the EU Commission, Members of the European Parliament and the media on e-commerce matters.

Webpage: [www.emota.eu](http://www.emota.eu)

Ms Susanne Czech has been Secretary General of EMOTA, the Brussels-based European Multi-channel and Online Trade Association, since January 2007.

Before joining EMOTA, Ms Czech directed the Single Market and International Affairs Committees at CEA, the European Insurance Federation, in Brussels, after representing, for more than eight years, the interests of the Austrian insurance industry at European and international level from her position as an international affairs manager at VVO, the Austrian Insurance Federation, in Vienna.

Ms Czech graduated from the University of Graz (Austria) as a Doctor of Law and speaks six languages.





## Selling online in China

04/03/2014 – DAY II, 09:00 – 09:45



The **EU SME Centre** is a European Union funded initiative helping SMEs get ready to do business in China. Located in Beijing, the Centre provides free practical information, confidential advice, and training in the areas of business development, legal issues, standards and HR to facilitate market access for European SMEs. The Centre also acts as a platform to facilitate coordination amongst Member State and European public and private sector service providers to SMEs.

At a glance services for EU SMEs:

- Free market studies about China's e-commerce sector and more;
- Enquiry and consultation service: free advice from our in-house experts;
- Are you ready for China? diagnostic toolkit to develop your business in China;
- Online directory of specialised service providers.

For all this and more, please visit [www.eusmecentre.org.cn](http://www.eusmecentre.org.cn) and register for free to get started.

**Chris Cheung** has spent over ten years working in mainland China. Holder of a Master's degree in Chinese and Business from the University of Leeds, an MBA from the University of Warwick and legal practice diploma from the College of Law in London, he has witnessed first-hand the fast-changing evolution of the emerging Chinese market of the last decade.

Chris has built his extensive knowledge of the Chinese market through a wide range of experiences at organizations APCO, Siemens and the China-Britain Business Council. As a China expert, Chris has already advised hundreds of SMEs using his knowledge in an extensive range of business areas. He is currently the Director of the EU SME Centre in Beijing where he leads a dynamic team of 18 in providing reliable and timely advice to EU SMEs.



**Chris Cheung**



## Logistics Management solutions for E-commerce The steps of take the merchandise from the arrival in the airport to the customer premises.

03/03/2014 – DAY I, 11:00 – 11:30



**Franco Vago Group** is an international freight forwarding and logistics company headquartered in Italy, with business locations across Europe as well as in China, the US and elsewhere around the world. Franco Vago has firmly established itself as a leader in apparel-related forwarding and logistics business by serving major fashion brands and other companies.

FRANCO VAGO is IATA member since 1981; FIATA member since 1997; ENAC certificated agent. In China, it is class A and NVOCC licensed forwarder.

After years of operating tailor-made fashion warehouses in Europe, USA and Hong Kong, we turned the experience and know-how to design and develop Franco Vago Logistics Centre in Shanghai which maintains the same premium features in managing high value merchandise.

**Franco Vago China** offers an integrated “end to end” solutions for fashion logistics which directly manage services such as international transportation, custom brokerage (inclusive CITES) and CIQ process,

import trading agency, logistics warehousing, Chinese labeling, domestic deliveries and reverse logistics.

In addition, Franco Vago warehouse in Shanghai is holding the license (nr. 002), released from CIQ Shanghai in 2011 for the „Labeling correction function“ after importation. We have developed a labeling system to design and print labels in order to be able to apply any customized labels, such as washing care, CIT tags and pricing information following the most updated official GB standard.

Webpage: [www.francovago.com](http://www.francovago.com)

**Paolo Traisci** is the Senior Sales Manager. He has helped to develop the fashion logistics business of Franco Vago clients in China by understanding their needs and making sure they will get the level of service they deserve. He is well aware of the unforgiving requirements and standards of the apparel/fashion industry because he was a client before working for a 3PL.





## We get your products ready to sell – Integrated logistics solutions to cater your specific logistics needs

05/03/2014 – DAY III, 10:45 – 11:15



With a global network, **Geodis Wilson** is one of the world's largest freight management companies. It has revenues of 1.6 billion euros and more than 5,500 employees working in 34 countries around the world. Within-depth knowledge of several markets including cosmetics healthcare, lifestyle and fashion, high-tech, pharmaceuticals, and automotive products, Geodis Wilson offers integrated supply chain solutions to the customers to solve their supply chain challenges worldwide.

Webpage: [www.geodiswilson.com](http://www.geodiswilson.com)

Stationed in China since 1999, **Benjamin Loh** is a veteran in the Chinese Logistics market. He served in various senior positions and he is very conversant in supply chain solutions, warehouse, road transportation, freight forwarding, and express logistics operations. His career activities had seen him in senior positions in international logistics companies building new sales and business sectors in growing and start-up organizations.

Benjamin brings with him years of experience in sales, business development, operations management and project implementation. He has extensive experience in handling large logistics accounts and leading sales organization to achieve growth.



## Products Compliance in China – Quality systems and standards in domestic market

03/03/2014 – DAY I, 11:30 – 12:00

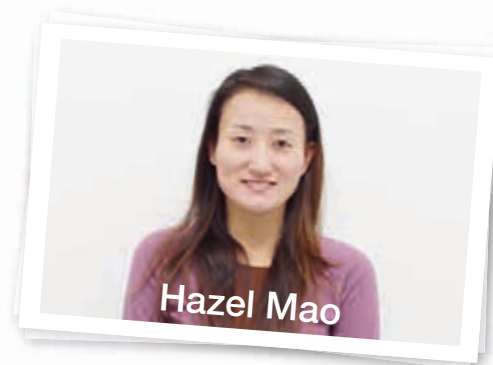


Intertek Group plc is the industry leader in inspection, product testing and certification. With a history of over 130 years, it is headquartered in London with over 36,000 people in 1,000 locations in over 100 countries. Intertek provides services in various fields covering aerospace & automotive, softlines, toys & hardlines, energy, food & agriculture, IT & telecom, etc., to help customers improve performance, gain efficiencies in manufacturing and logistics, overcome market constraints, and reduce risks. Intertek is listed on the London Stock Exchange and is a constituent of the FTSE 100 Index.

In 1989, Intertek China started in Shenzhen as the first international TIC third party. Now it has over 9,000 people, 100 labs & offices in more than 30 cities, ensuring customers to meet quality, health, environmental, safety, and social accountability standards for virtually any market.

Webpage: [www.intertek.com](http://www.intertek.com)

**Ms Hazel Mao**, Business Development Manager, China Domestic Market Service, graduated from Donghua University (formerly China Textile University). She majored in Dyeing and Finishing Engineering and has 11 years experience in the technical and quality management of textile testing. For the latest 5 years, She has been instrumental in the implementation of a series of quality solutions and projects to help international brands meet the unique challenges of compliance for the China market.



## China Food & Cosmetics Regulations – Quality systems and standards in domestic market

05/03/2014 – DAY III, 11:45 – 12:15



Intertek Group plc is the industry leader in inspection, product testing and certification. With a history of over 130 years, it is headquartered in London with over 36,000 people in 1,000 locations in over 100 countries. Intertek provides services in various fields covering aerospace & automotive, softlines, toys & hardlines, energy, food & agriculture, IT & telecom, etc., to help customers improve performance, gain efficiencies in manufacturing and logistics, overcome market constraints, and reduce risks. Intertek is listed on the London Stock Exchange and is a constituent of the FTSE 100 Index.

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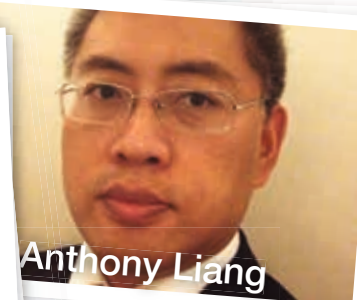
Webpage: [www.intertek.com](http://www.intertek.com)

Speaker 1: **Mr. Ray Li**, Senior Consultant, Regulatory Services, has rich experience in regulatory consulting for cosmetics and other chemicals. He has been actively participating in the drafting of important chemical safety reports including the first REACH report in China. His papers are published in several authoritative domestic magazines. As a well-recognized expert, Ray has given numerous training for thousands of people in Shenzhen, Shanghai, Xiamen, Guangzhou and etc.

Speaker 2: **Mr. Anthony Liang** is APAC Program Manager Food, Operations Manager of Food Services. With Bachelor Degree of Food Engineering and Master Degree of Food Safety, Anthony is an experienced CCAA & IRCA registered QMS/FSMS Lead auditor, BRC registered auditor & ATP, FSMS/GGAP tutor, IFS registered auditor. He establishes his reputation in the industry with profound technical knowledge and rich practice in auditing and training.



Ray Li



Anthony Liang



## SF BEST overseas direct merchandise

05/03/2014 – DAY III, 11:15 – 11:45



Presented by SF Express, **SF Best** is the online food shopping store featuring global high-end quality food, including fresh produce, maternal & infant food, drinks & beverage, nutrition & health care, snacks, biscuits, staple/non-staple food, reconstituted drinks, and other food supplies. We have more than ten thousand varieties of foods, among which 70% are imported foods.

Adhering to the service concept and logistical advantages of SF Express, SF Best focuses on shortening the logistics supply chain, reducing the distribution processes to provide our customers with quality, delicious and „good value for money“ products. Meanwhile, SF Best has got the importer and exporter qualification, focusing on the direct purchase from both overseas and local markets. All the direct purchase products support tracing of the whole production process.

With respect to product storage, SF Best has three comprehensive warehousing centers in East China, South China and North China respectively. Each warehousing center is equipped with professional temperature controlled warehouses to fulfill the storage demands of all kinds of products. Furthermore, with the global leading Warehouse

Management System (WMS), SF Best is able to handle customers' orders efficiently, providing a solid foundation for product handling.

Webpage: [www.sfbest.com](http://www.sfbest.com)

**Milly Su** joined the overseas direct merchandising department of SF E-Commerce Co., Ltd, Beijing. She was the first staff of the department and is responsible for overseas direct merchandise in SF BEST. She bears witness to the development of SF BEST.





Sinostrat  
Solutions



## Mystery Netizen – Research, crowd sourcing and promotion

04/03/2014 – DAY II, 17:00 – 17:30



Founded in 2010, **Sinostrat Solutions** is a Marketing & Web Development agency dedicated to consumer and market research through innovative technologies.

Sinostrat, pioneer in collaborative marketing, launched in early 2012, the first collaborative marketing platform with fun & immersive missions called Mystery Netizen. Mystery Netizen was born from the initiative to provide the necessary tools for marketers to involve online advocates in every step of the brand development from insights to buzz.

At Sinostrat Solutions, we also provide a variety of services to handle internet projects for SME's and MNC's company, including web marketing, online insight, benchmarking, intelligence, data mining with an added value of sensory & emotional expertise.

Webpage: [www.sinostrat.com](http://www.sinostrat.com)

**Aurelien Schlumberger**, Co-founder & CTO of Sinostrat Solutions, and lead developer of the Mystery Netizen platform. Aurelien shares responsibility for all major management functions of the firm as well as the Marketing and research operations.

Aurelien holds an instrumental role in associating web technologies with online consumer insights and online market research, striving for creating innovation that would serve brands to further understand their online eco-system.





## New challenges of CRM in the retail industry – From relationship management to customer experience management

05/03/2014 – DAY III, 09:15 – 10:00



One of the precursors of the Multichannel Marketing since its creation in the year 2000, **SPLIO** has moved forward towards the Social CRM, whilst acting on the new promising markets as well.

SPLIO products and services provide marketers with a range of tools and features to optimize their campaign management and e-marketing strategies.

Today, SPLIO's expertise is available in 6 countries and 15 areas. Everyday, more than 250 clients are using Emailforge platform for email and SMS campaigns, sending more than 800 million emails and 30 million SMS per month.

Webpage: [www.spliolist.com](http://www.spliolist.com)

**Olivier Boisdard** graduated from University Paris V Rene Descartes. With 8 years of experience as a digital marketer in Europe, Brazil and China. He focuses on Multichannel Campaign Management technology and the revolution of Customer Experience Management in China. Olivier Boisdard is the General Manager of SPLIO Group in the Asia-Pacific region.





China market surveillance programs. Ensure quality, reliability, and safety for end consumer.

04/03/2014 – DAY II, 10:45 – 11:15



The **STATE ADMINISTRATION FOR INDUSTRY AND COMMERCE (SAIC)** of the People's Republic of China is the competent authority of ministerial level directly under the State Council in charge of market supervision/regulation and related law enforcement through administrative means. With creating a regulated and harmonized market environment of fairness, justice and faithfulness for the coordinated socioeconomic development as its objective, SAIC functions in maintaining market order and protecting the legitimate rights and interests of business and consumer by carrying out regulations in the field of enterprise registration, competition, Consumer protection, trademark protection and combating economic illegalities.

SAIC also takes charge in business coordination among local Administrations for Industry and Commerce (AICs) at/below provincial level nationwide, and gives relevant guidance thereof.

Webpage: [www.saic.gov.cn](http://www.saic.gov.cn)

## Online free trade zone of overseas merchants

04/03/2014 – DAY II, 15:30 – 16:00



The **University of International Business and Economics (UIBE)**, founded in 1951, is a multi-disciplinary and national key university with economics, management, law and literature as its core academic areas of expertise. Since its foundation, the university has been steadfast in living up to its motto of “Erudition, Honesty, Endeavor and Perfection” through constant diligence and innovation.

Webpage: [www.uibe.cn](http://www.uibe.cn)

The **Institute of E-Commerce of UIBE** was established on 9 November, 2010. It seeks to advance and apply the expertise through research, consultancy and education. We have done many valuable and in-depth studies and researches across e-commerce credit management, the standards of e-commerce, as well as e-commerce business models in cooperation with industries, local government and international academics, providing support and consulting services for government and different industries.

Efforts have been paid off under community’s concern and support, which effectively contribute a lot to the society. We shoulder the mission entrusted by the electronic era nowadays, and will actively involve in

exploring the development of e-commerce, continually cultivating the climate for learning and striving to be a more pragmatic and innovative institute in China.

Webpage: [eb.uibe.edu.cn](http://eb.uibe.edu.cn)

**Dr. Andy Lee** is presently the professor of UIBE, assistant dean at the Shenzhen Institute of UIBE and the officer of International Center for Electronic Commerce. He was worked in various senior engineering and engineering management roles in LSI Logic, Amdahl, Silicon Graphics, and HP. In 1997, he founded Internet Image, Inc. to develop Java-based Internet deployment technology. Later in 1999, Internet Image was merged with Interware. Dr. Lee returned to China in early 2000 to continue his career in the area of e-commerce, and became the Director of E-Commerce Center of the Chinese Software Institute, Academy of Sciences. He subsequently founded Chinatex International Software Co., Ltd. And received his PhD in Electrical Engineering from Stanford University.



# WHAT IF YOUR CUSTOMERS WERE YOUR MARKETERS?



Mystery Netizen, is a fun and immersive online platform where your customers get to discover and engage with your brand, Their mission is to provide valuable feedback and advocate for you.

- ✓ Drive community loyalty
- ✓ Increase advocacy
- ✓ Generate customer reviews
- ✓ Collect insights in real time
- ✓ Ideate with your fans
- ✓ Improve Social Sharing



👍 [www.mysterynetizen.com](http://www.mysterynetizen.com)

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to: [info@sinostrat.com](mailto:info@sinostrat.com)

## Platform Descriptions





**Amazon China (z.cn)** is the China operation of Amazon, the world's leading e-commerce company. With Amazon's mission of „striving to be the most customer-centric company on earth“, Amazon China provides its customers with „low price, broad selection and convenience“, while promising „low-price, genuine products“. Amazon China is determined to provide the best online shopping experience to its Chinese consumers, including services such as cash on delivery.

Amazon China offers products spanning 32 categories. With more than 20 million items, Amazon China provides books, music, videos, software, consumer electronics, appliances, toys, watches, jewelries, bags, suitcases, apparel, shoes, dry food, office supplies, home decoration, baby products, sporting and outdoor products, and health and personal care items. Currently Amazon China has 15 fulfillment centers in China. The fulfillment centers are responsible for receiving products from suppliers, storage management, order management, transferring products, product shipping and delivery, product return, quality control, etc.

Amazon China has maintained steady, strong growth over the past few years. The size of its customer base has also grown significantly. Amazon China will continue to work towards a world-class online shopping site with great selection, best price, and superb customer experience.

Webpage: [www.amazon.cn](http://www.amazon.cn)



As one of the most important part of ChinaPay services, **ChinaPay eMall** was launched in April 2011. It differentiates with the traditional C2C eMall. ChinaPay eMall is the first online B2B2C mall with focus on the middle high level consumers in China. It has selected famous brand merchants; Oversea Pavilions; ChinaPay's brand guaranty and third party product quality control ensure Union Pay card holders have great online shopping experiences.

Webpage: [www.emall.chinapay.com](http://www.emall.chinapay.com)





**GLAMOUR SALES** was founded by several highly experienced international senior executives with long term Asian experience working for international companies specialized respectively in Luxury Goods, Beauty, Event & PR together with the financial support from large international private equity funds.

GLAMOUR SALES was launched in Japan in 2009 and in China in 2010. Today, with over 160 employees in China alone, and a growing portfolio of more than 400 trusted brands, GLAMOUR SALES has become one of the leading professional multi-brand online retailers selling branded premium & luxury designer goods such as Apparels, Fashion Accessories (leather goods, watches, and shoes), Beauty & Cosmetics products and Lifestyle Services in the e-commerce China market landscape.

In March 2012, NEIMAN MARCUS GROUP Inc., the renowned US Luxury Retail Chain, announced a non-controlling strategic investment in GLAMOUR SALES Holdings to fuel the growth of GLAMOUR SALES existing and successful flash sales business in Asia.

Webpage: [www.glamour-sales.com/cn](http://www.glamour-sales.com/cn)



**JD.COM** was formed in 1998, and is China's largest online retailer, growing 3 times faster than the industry average. It has over 100 million registered users, and 10 thousand suppliers. The average daily page views (PVs) are over 200 million, the average daily unique visitors (UVs) are over 15 million, and the number of orders per day is over 1 million. The number of registered users has been growing at a high speed. By 2012 we have over 80 million registered users, up to now the number has reached 100 million, and both the percentage of active users and the customers' annual average spending are higher than the industry average.

What is more, JD.COM has built a self-owned fulfillment system consisting of 6 fulfillment centers, over 1000 delivery sites and 300 self-pickup sites, covering more than 1000 districts and counties. It also built the "Asia's No.1" modern warehousing & fulfillment facilities in Shanghai, Beijing, Guangzhou, Wuhan and other cities. JD.COM has stable system covering the company's entire value chain, to comprehensively improve user experience by building and optimizing an open platform on an ongoing basis. In September 2012, JD.COM was named "the Most Admired Company" for the year 2012 by the Fortune magazine.

Webpage: [www.jd.com](http://www.jd.com)



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Webpage: [www.sfbest.com](http://www.sfbest.com)



深圳网商虚拟产业园  
Shenzhen E-Merchant Virtual Park



In support of municipal government, especially the Economy, Trade and Information Commission, the **Shenzhen E-Merchant Virtual Industrial Park (Virtual Park)** has an initial success. Since its establishment, the park has successfully introduced nearly 4,000 e-commerce businesses and network operators by significantly reducing the companies' start-up costs and streamline their e-commerce operations work. At the same time, the park gets good social and economic benefits by providing a variety of services.

Recently, Shenzhen E-merchant Virtual Industrial Park and the biggest business service company, IBC, work together to study how to use our various services, as well as the 'CEPA', to greatly reduce the costs for foreign medium, small and micro enterprises to enter the Chinese market. And the park aim at leading foreign companies to become China's consumers' choices through e-commerce sales channels. According to the result of intensive research, Shenzhen Virtual Industrial Park will provide services for foreign enterprises to enter Chinese market, and it just cost about 10,000 USD and two months, the foreign companies can carry out their actual sales activities.

Webpage: [www.ca-sme.cn](http://www.ca-sme.cn)

天猫 TMALL.COM



**Tmall.com** – China's leading B2C shopping destination for quality, brand-name goods

Tmall.com is an online shopping landmark in China dedicated to providing an excellent shopping experience.

It was launched by Taobao in April 2008 to complement its consumer-to-consumer (C2C) marketplace and became an independent platform in June 2011. An open business-to-consumer (B2C) platform, Tmall.com has established itself as the destination for quality, brand-name goods catering to increasingly sophisticated Chinese consumers. It is the most visited B2C online retail website in China according to Alexa.

As of March 2013, more than 70,000 international and Chinese brands have established retail storefronts on Tmall.com, and among those brands are UNIQLO, L'Oréal, adidas, P&G, Unilever, Gap, Ray-Ban, Nike and Levi's. Tmall.com offers several product verticals with customized customer services, including Consumer Electronics mall; Book mall; Home Furnishing mall; Designer Footwear mall; and Beauty mall. Tmall.com and Taobao Marketplace set a record for highest single-day transaction volume during a special promotion on November 11, 2013, facilitating the sales of goods totaling more than RMB35 billion on the day. For the year ended March 31, 2013, the combined gross merchandise volume (GMV) of the two platforms exceeded RMB1 trillion.

Tmall.com is a business within Alibaba Group.

Webpage: [www.tmall.com](http://www.tmall.com)



**Yihaodian** is a B2C e-commerce website that provides people with a platform to shop groceries online.

Customers can enjoy more convenience, cost-saving and time-saving one-stop online shopping experiences that buy goods from all around the world, such as food and beverage, wine, imported food, imported milk, cosmetics, personal care products, clothing, footwear, kitchen utensils, baby products, digital products, home appliances, health care products, accessories and jewelries, bags, sporting goods and much more.

Yihaodian emphasizes on "Integrity", we have some strict control measures conducted by professionals in place to abide by the relevant laws and regulations and ensure quality supplier selection, as well as storage management. Compared with traditional retail industry, Yihaodian has competitive advantage to achieve the cost reduction of 3-5 %, through the efficient supply chain management, cost-saving procurement, warehousing and after services etc. Customers can both take advantage of it to buy goods at a lower and more reasonable price. Yihaodian established its operations centers in Beijing, Shanghai, Guangzhou, Wuhan, Chengdu, Quanzhou and Jinan and also established self-distribution logistics system in more than 40 cities, which can enhance the liquidity and reduce the cost and delivery time. We also provide enquiry services, cash on delivery and formal invoice to ensure hassle-free returns. Yihaodian currently has over 47 million registered users. The estimated website traffic has reached nearly 20 million per day.

Webpage: [www.yhd.com](http://www.yhd.com)





深圳网商虚拟产业园  
Shenzhen E-Merchant Virtual Park



Shenzhen E-Merchant Virtual Park construction is designed to integrate the Electronic commerce credit City major project results, taking electronic commerce business registration based on legal, operating in good faith for the purpose, to provide one-stop service for the network, reduce network operating costs, improve the market competitiveness of business. The e-Merchant Virtual Park as the first to network as a virtual industrial park clear service groups, with e-commerce business model for regional electronic commerce proposes to explore new industrial development path and mode of government services.



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About  
tradeFWD



## tradeFWD Limited

tradeFWD is a young and innovative B2B e-commerce company. Its mobile application tradesqr instantly connects business people around the world and simplifies your daily business.

Headquartered in Hong Kong, with satellite offices around the globe, tradeFWD constantly develops new features for the tradesqr mobile application and organizes regular business events and study trips for companies and associations.

Small and medium enterprises and multinationals rely on our solutions catered to their individual business needs. Download the trade<sup>2</sup> mobile application now, learn more about our upcoming exciting services and experience the new way of doing business!

## tradesqr – Your daily business tool!

Be connected quick and easy with your existing business partners or search for new contacts. Visit the profile of other companies, have a look at their products and services or make direct inquiries.



The tradesqr App will revolutionize the B2B world –  
download our App now (via the QR code). Be a part of it!  
The tradesqr Individual membership is complimentary!

## Contact Details

If you want to register to our Catch The Dragon event in March 2014, you want to have more information about the trip or you have further questions please feel free to contact us.

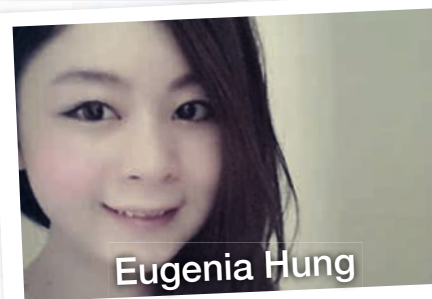
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Our webpage: [www.tradefwd.com](http://www.tradefwd.com)



Eugenia Hung



Jan Gutknecht





# Advertising Prices



## ADVERTISING PRICES

Share your message and post an advertisement in our Catch The Dragon booklet!

The booklet will be distributed to all participants, all participating associations, companies and speakers. It will be distributed on all of our other previous events. And in addition, the booklet is available for download on our microsite [www.tradefwd.com/catchTheDragon](http://www.tradefwd.com/catchTheDragon).

For booking please contact Eugenia Hung or Jan Gutknecht. You will find their contact details on page 77.

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