

**ASIALINK
BUSINESS
ACADEMY**

DIGITAL ECONOMY SERIES



CHINA

ADVANCED LEVEL

ACCELERATE YOUR
**eCommerce
in China**



Accelerate Your eCommerce in China

As the home of technology giants: Alibaba, Baidu and Tencent, China has one of the world's fastest growing digital economies. COVID-19 has accelerated the shift to a digital marketplace, and China currently boasts the world's largest digital buyer population, with over three quarters of a billion.

As China's digital landscape continues to develop, Australian organisations that want to succeed in the Chinese eCommerce market must accelerate their expertise of the eCommerce ecosystem, including platforms, logistics, the digital landscape, and customer behaviour and preferences.

This program is for organisations wanting to expand and optimise their eCommerce business in China.

Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

Program Details

DURATION



8 hours

FORMAT

This program is available in two formats:



Online
in modular
format



Onsite
in an intensive
1 day format

PRICE



Programs are designed for groups.
Please contact us for program price.

Key takeaways



Accelerate your understanding of the eCommerce ecosystem in China including platforms, logistics, digital landscape and consumer behaviour and preferences.



Enhance your practical capability to develop your eCommerce strategy and position your business for long-term success.



Access key Chinese specialists who are critical to navigating eCommerce in China.



Improve capabilities, critical knowledge and skills to facilitate outcomes with your eCommerce partners in China.

Topics covered

1.

Doing business on Chinese eCommerce platforms

- Understand the state of play of eCommerce in China.
- Assess the different eCommerce models and their pros and cons.
- Compare and contrast the major eCommerce platforms in China.

2.

Understanding the digital and consumer landscape in China

- Understand digital and mobile consumers in China.
- Importance of product localisation - brand, price and experience.
- Digital and social media landscape in China and key trends.

3.

Masterclass on eCommerce strategies in China

- Case studies to highlight eCommerce market entry strategies into China.
- Chinese market specific considerations and available support resources.
- Introduction to key players in the Chinese eCommerce ecosystem.

4.

Understanding Chinese business culture

- Intercultural perspectives on Chinese society, context, and culture. Chinese key business cultural drivers - “the why behind the behaviour.” Practical cultural concepts that influence business interactions with Chinese stakeholders.

Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for China.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

Contact us



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