

**ASIALINK  
BUSINESS  
ACADEMY**

DIGITAL ECONOMY SERIES



**CHINA**

FOUNDATION LEVEL

INTRODUCTION TO  
**eCommerce for  
Health and Nutritional  
Supplements in China**



# eCommerce for Health and Nutritional Supplements in China

China has a long history of prioritising preventative health and well-being. With an increasingly ageing population the Chinese Health and Nutritional Supplements (HNS) eCommerce industry provides a significant opportunity for Australian businesses. The worldwide pandemic has transformed the wellness retail market, and more conventional companies are transitioning to eCommerce. Last year, Chinese cross-border eCommerce increased 18.6% year-over-year to AUD411 billion.

This program is designed for businesses interested in exploring the HNS eCommerce ecosystem in China and what it takes to build an eCommerce presence there.

## Who should attend?

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

## Program Details

### DURATION



2 x 2-hour program

### FORMAT



This program is designed for the busy professional and is available as a facilitator-led online program.

### PRICE



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

## Key takeaways



**Accelerate your understanding of China's eCommerce platforms**, consumer preferences and digital landscape focused on the HNS sector.



**Build export capability to succeed** in China's HNS eCommerce market.



**Gain access to key Chinese experts** essential for navigating HNS eCommerce in China.



**Enhance your competencies, knowledge, and capabilities** to support results with your HNS eCommerce partners in China.

## Topics covered

1.

### Doing business on Chinese eCommerce platforms focused on Health and Nutritional Supplements (HNS)

- Understand the major eCommerce platforms focused on HNS in China.
- Compare and contrast the major eCommerce platforms that focus on HNS in China.
- Build an understanding of the regulatory environment.
- Case study featuring key insights and lessons learned from companies entering China's HNS sector.

2.

### Understanding the digital and consumer landscape for HNS in China

- Consumer trends and preferences for HNS in China.
- Digital trends and social media strategies for HNS in China.
- Undertaking product localisation for your HNS category product - brand, price and experience.
- Panel discussion with key stakeholders involved in China's eCommerce HNS sector.

## 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

 [academy.asialinkbusiness.com.au](http://academy.asialinkbusiness.com.au)

 [academy@asialinkbusiness.com.au](mailto:academy@asialinkbusiness.com.au)



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