



CHINA

INTRODUCTION TO
**eCommerce
in China**



Introduction to eCommerce in China

China contributed more than half of the world's retail eCommerce sales in 2021, with a sales value that surpassed the sum of Europe and the United States. China has the largest digital buyer population in the world, with over 780 million individuals.

As China's digital landscape grows and evolves, organisations seeking to succeed in China must develop the critical capabilities required to navigate that landscape.

This program is for businesses interested in understanding the eCommerce ecosystem in China and what it takes to establish an eCommerce presence there.

Who should attend?

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

Program Details

DURATION



2 hours

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



Raise your level of understanding of the rapidly evolving eCommerce ecosystem and platforms in China.



Understand what it means to navigate and stand out in this fast-paced digital landscape.



Gain practical insights and tips to inform your eCommerce strategy for China.

Topics covered

1. **Navigate the Chinese eCommerce ecosystem.**
2. **Understand the state of play of eCommerce in China.**
3. **Compare and contrast the major eCommerce platforms in China.**
4. **Understand the digital landscape and mobile consumers in China.**

The Asialink Business Academy offers a comprehensive series of programs that build practical skills and connections to grow your business in Asia.

To view our more in-depth programs please visit:

 academy.asialinkbusiness.com.au

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.

This is a Credly certified Asialink Business Academy Program

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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