



AUSTCHAM
SHANGHAI

A MEMBER OF AUSTCHAM GREATER CHINA



AUSTCHAM SHANGHAI E-COMMERCE BUSINESS DELEGATION **2017**



AustCham Shanghai 2017 E-Commerce Business Delegation

It is no secret that China is a complex and diverse market. An understanding of this market, including its varying demographic, economic and cultural characteristics, is crucial to any businesses success.

The AustCham Shanghai E-Commerce Business Delegation provides decision makers with on-the-ground China experience and exclusive access to knowledge and insights about China's e-commerce industry.

E-Commerce in China

Billions and millions are numbers that we often hear associated with China's e-commerce market. To bring some perspective to the enormity of online shopping in China, eMarketer have forecast that China will account for 50.7% of ecommerce sales globally in 2017 - more than the rest of the world combined.

Given China's geographical proximity to Australia, selling into China is becoming increasingly relevant for Australian companies.

Australia's clean and green reputation means our products are highly valued in China, particularly those in the food, dairy, health, wine, cosmetics, skincare, fashion and pharmaceutical industries. Chinese consumers are often reluctant to trust domestic brands and are instead willing to pay a premium for imported products.

The E-Commerce Business Delegation will give you the knowledge and the contacts necessary to take your operation to the next level in China. Whether you are starting out and want to decide if China is right for you, or you have started exporting to China but want to review your strategy, this delegation will benefit your business by building local connections.

About the E-Commerce Delegation

The 2017 delegation is a 5-day trip around the Yangtze River Delta region jam-packed with presentations, meetings with successful business leaders, as well as exclusive site visits. AustCham Shanghai's well-resourced Secretariat can also assist with arranging personal introductions and private meetings with businesses operating in China.

Delegates will meet with

- Officials from both the Australian and Chinese Governments
- Well known market leaders and experts in the fields of:
 - E-Commerce Platforms
 - Finance & Legal
 - Marketing & PR
 - Packaging, Logistics & Regulations
 - Food & Beverage
 - Health products

Delegates will be able to

- Hear from and connect with experts in various industries in China
- Attend site visits at some of China's most prominent businesses
- Gain a better understanding of distribution logistics and supply chain for e-commerce in China
- Attend presentations and roundtable discussions designed to give you a unique and valuable insight into the Chinese market
- Gain a valuable network to assist your business in China



Key Market Insights

- Online retail in China is expected to make up more than 50% of the global online retail market by 2019.
- In 2016, the China e-commerce market became the largest in the world and is projected to total AUD\$1.6 trillion in two years.
- When fully implemented, the China-Australia Free Trade Agreement will mean 95% of Australian imports enter China tariff free.
- Cross-border consumer e-commerce amounted to an estimated 259 billion RMB (AUD\$40 billion) in 2015, more than 6% of China's total consumer e-commerce.
- On 'Singles Day' in 2016, the world's largest online shopping event, total sales exceeded 120.7 billion RMB (approximately AUD\$25 billion). This was a 32% increase on 2015 figures.
- The total number of digital shoppers in China reached 408 million in 2016, a number projected to increase to 556 million by 2018.

A Look Back at the 2016 Edition

AustCham Shanghai's inaugural 'E-Commerce and Retail Business Delegation', in partnership with the Australia-China Business Council Queensland, concluded on Friday 25 November 2016.

Delegates from the education, pharmaceutical, FMCG and trade & investment sectors received invaluable insights from China Skinny, Saatchi & Saatchi and King & Wood Mallesons among others.



Delegates attended an exclusive breakfast briefing with the Honourable Jackie Trad MP (Deputy Premier of Queensland), and had the chance to visit the campus of Kaola.com - a leading e-commerce platform featuring over 100 Australian brands - situated in China's "Silicon Valley" Hangzhou.

Decision makers of different sized businesses, from SMEs to large corporations, were able to learn the latest e-commerce regulations and market developments from their engagement with the local business community.



I couldn't recommend AustCham Shanghai's delegation highly enough. For those people with a desire to break into the China market, this is the ultimate starting point as you will spend the week with people who have done it before, or have helped other people do it. After spending a year and half researching the China market, I learnt more in this one week than the entire year and half prior.

Nathan Bailey, GM at Changing Habits



Key Information

Date

Sunday 12th Nov. – Saturday 18th Nov. 2017

Cost

AUD\$ 5,888 - Package includes 6 nights of 5-star accommodation, on the ground transportation, events, all meals. Excludes airfares, visa processing, travel insurance and airport transfers.

Expression of interest

Please contact Helen Cai, Senior Business Engagement Manager to find out more about this delegation or your eligibility to take part. EOI applications close on 6th August 2017.

Helen Cai
Senior Business Engagement Manager
T: +86 (21) 6149 0600
E: helen.cai@austchamshanghai.com



Itinerary

	MORNING	AFTERNOON	EVENING
SUN	<p>Arrival</p> <p>Check into 5-star hotel (Shanghai)</p>		<p>Program Welcome Information & Logistics</p> <p>Dispelling the Myths About Doing Business in China</p> <p>Presented by CEO & Executive Director AustCham Shanghai</p>
MON	<p>Online Business in China: An Overview of E-commerce in China</p> <p>Trade Commissioner/Consul (Commercial) Shanghai, Austrade Shanghai</p> <p>Site visit</p> <p>International Supermarket, Local fruit, vegetable & wet market</p>	<p>Doing Business in China: Chinese Consumer Trends</p> <p>Presenter by a well-known Market Research firm</p> <p>Navigate Marketplaces & e-Tailers</p> <p>Presenter from a global communication & advertising agency</p>	<p>Doing Business in China: A Retail Perspective</p> <p>Presenter from a global service provider to the Retail sector</p>
TUES	<p>Meeting Local Government</p> <p>Policy Update on Shanghai Free Trade Zone & Cross-border E-Commerce</p>	<p>Doing Business in China: A Legal and IP Perspective</p> <p>Partner from a top legal firm in the APAC region</p>	<p>Doing Business in China: Marketing & PR</p> <p>Presenter from boutique PR agency</p> <p>Doing Business in China: A Restaurant Owner's Perspective</p> <p>Owner of a well-known restaurant</p>
WED	<p>Doing Business in China: Logistics</p> <p>Senior Manager from a global logistics provider</p>	<p>Individual Meetings or Targeted Site Visits</p>	<p>Panel Discussion</p> <p>Selling Online vs. Bricks and Mortar</p> <p>Moderated by General Manager of AustCham Shanghai</p>
THUR	<p>Fast train to Hangzhou</p> <p>Presentation from Campus</p> <p>See E-commerce / trade in action</p>	<p>Doing Business in China: Food & Cosmetics Import Procedure & CIQ Requirements</p> <p>Hear from a Regulatory Affairs Specialist</p> <p>Site Visit</p> <p>A Bonded Warehouse outside of Shanghai</p>	<p>Dinner and Fast train back to Shanghai</p>
FRI	<p>Key Success Factors for A Profitable & Sustainable E-commerce Launch in China</p> <p>Presenter from a well-known Chinese E-commerce brand</p>	<p>Individual Meetings or Targeted Site Visits</p>	<p>Doing Business in China: Reflection Next steps</p>
SAT	<p>Optional Sightseeing</p>	<p>Return to Australia</p>	