



**AUSTCHAM**  
SHANGHAI

A MEMBER OF AUSTCHAM GREATER CHINA

# **AUSTCHAM SHANGHAI 2016 E-COMMERCE & RETAIL DELEGATION**

**Supported by  
Australia-China Business Council - Queensland Branch**

Selling Australian products in China

Join the 5 day hosted delegation in the retail hubs of Shanghai and Hangzhou

Meet with industry leaders and experts

Visit some of China's most prominent businesses

Build a valuable network on the ground in China



Australia China Business Council  
澳大利亚中国工商业委员会

# E-COMMERCE & RETAIL IN CHINA

AustCham Shanghai's 5 day 'E-Commerce and Retail Business Delegation' will give you the insights needed to take full advantage of China's rapidly growing market. Australian brands are highly valued in China, particularly those in the food, dairy, health products, 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. Australia's clean and green reputation means our products are in high demand. Given China's geographical proximity to Australia, selling into China is becoming increasingly easier for Australian companies looking to capitalise on the opportunity, be it via the major e-commerce online platforms or through a retail presence in some of China's 39 first and second tier cities.

The 'E-Commerce and Retail 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 for you, or you have started exporting to China but want to review your strategy and gain latest insight, this delegation will benefit your business by building local connections.

## THE 2016 DELEGATION

Austcham Shanghai has extensive experience facilitating high-level business and government delegations to China.

### You will meet

- 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

## What you will do

- 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

*Through AustCham Shanghai's vast network of contacts we can arrange personal introductions and private meetings with businesses you would like to meet while in China.*

## KEY MARKET INSIGHTS

- The Chinese e-commerce sector grew by 50% in 2015 to reach sales of half a trillion Australian dollars
- The Chinese middle class is growing rapidly, from its base of 14% it is expected to comprise half of the total population by 2022
- When fully implemented, the China-Australia Free Trade Agreement will mean 95% of Australian imports enter China tariff free
- On 'Singles Day' in 2015, the world's largest online shopping event, total sales exceeded 91.2 billion yuan (approx. AUD\$19B). This was a 60% increase on 2014
- In 2015, 688m Chinese accessed the internet using smartphones. The government aims to connect 1.2 billion people to mobile internet by 2020

## ABOUT AUSTCHAM SHANGHAI

The Australian Chamber of Commerce Shanghai is the peak body for Australian business in China. As a membership based not for profit organisation, AustCham Shanghai represents more than 400 businesses providing support, education, advocacy and business services. AustCham Shanghai is a bridge between Australian and Chinese businesses and not for profit organisations, facilitating connectivity and promoting bilateral trade. AustCham Shanghai has witnessed first-hand the e-commerce revolution from China's commercial capital of Shanghai and is well placed to explain the marketplace and assist Australian operations expand into China.

# ABOUT AUSTRALIA-CHINA BUSINESS COUNCIL (ACBC)

ACBC is a not-for-profit, member based organisation founded in 1973 to actively promote two-way trade, investment, economic cooperation and understanding between the business communities of Australia and China, with branches throughout Australia and over 900 member companies. ACBC's network provides a unique platform for business development, up-to-date information sharing and business opportunities to support lasting commercial engagement with China. ACBC also has a formal cooperation MOU with AustchamShanghai.

## PROGRAM INFORMATION

**Dates:** 20 November – 25 November 2016

**Cost:** A\$5,888

**Package includes:** 6 nights of 5-star accommodation, on the ground transportation, events, all meals. Excluding airfares, visa processing and travel insurance

**Itinerary:** Please turn over for a draft itinerary

## FOR BOOKINGS AND ENQUIRIES PLEASE CONTACT

### **UDO DORING CEO AND EXECUTIVE OFFICER**

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### **WEN GU SENIOR BUSINESS ENGAGEMENT MANAGER**

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LIMITED PLACES ARE AVAILABLE - REGISTRATION AND DEPOSIT BY 23<sup>RD</sup> SEPTEMBER 2016 FULL PAYMENT TO BE MADE BY 14<sup>TH</sup> OCTOBER 2016

	<b>Morning</b>		<b>Afternoon</b>	<b>Evening Followed by dinner</b>
<b>Sunday Arrive Shanghai</b> 20 <sup>th</sup> Nov. 2016	<b>Arrival</b> Check into Shanghai Hotel			<b>Program Welcome Information and Logistics</b>  <b>Dispelling the Myths About Doing Business in China</b>
<b>Monday Shanghai</b> 21 <sup>st</sup> Nov. 2016	<b>Breakfast at Hotel</b>	<b>Doing Business in China: A Legal and IP Perspective</b>	<b>Online Business in China: An Overview of E-commerce in China</b>	<b>Doing Business in China: A Financial Perspective</b>
<b>Tuesday Shanghai</b> 22 <sup>nd</sup> Nov. 2016	<b>Breakfast at Hotel</b>	<b>Doing Business in China: Marketing &amp; PR</b>	<b>Online Business in China: Logistics &amp; Site Visit</b>	<b>Doing Business in China: A Restaurant Owner's Perspective</b>
<b>Wednesday Shanghai</b> 23 <sup>rd</sup> Nov. 2016	<b>Breakfast at Hotel</b>	<b>Business Site Visits</b> Shanghai Urban Planning Exhibition Centre, Shanghai Markets, Healthcare product retail stores and supermarkets	<b>Meeting local Government E-Commerce Policy Briefing</b>  <b>Site Visit</b> Free Trade Zone/Retail Stores	<b>Case Study Selling Online in China</b>
<b>Thursday Hangzhou</b> 24 <sup>th</sup> Nov. 2016	<b>Breakfast at Hotel</b>	<b>Fast train to Hangzhou</b> (train takes 1 hr) <b>Doing Business in China: Food Regulations &amp; Labelling</b>	<b>Site Visit</b> Bonded warehouse/ Alibaba  Sightseeing West-lake	Fast train back to Shanghai
<b>Friday Shanghai</b> 25 <sup>th</sup> Nov. 2016	<b>Breakfast at Hotel</b>	<b>Meeting Austrade A Government Perspective</b>  <b>Presentation from Well-known E-Commerce Platform</b>	<b>Targeted meetings</b>	<b>Doing Business in China: Reflection Next steps</b>
<b>Saturday Return to Australia</b> 26 <sup>th</sup> Nov. 2016	<b>Optional Sightseeing</b>		Return to Australia	