

**LEF NETWORK TO CHINA ONLINE TRAINING AGENDA
(MODULE 4)**

DIGITAL MARKETING, E-COMMERCE AND SOCIAL MEDIA IN CHINA

Speaker: Luis Galan / CEO of 2 Open

9:00 – 9:15	Welcoming speech by LEF Network and intro of the EU SME Centre
9:15 – 10:30	<p>Introduction to Digital Marketing, Social Media and E-Commerce in China</p> <ul style="list-style-type: none"> – Overview of China’s relevant digital marketing and e-commerce platforms – Analysis of relevant e-commerce channels in China – Comparison between E-Commerce and Cross border E-Commerce – Case studies of how companies successfully adapted to China’s digital environment
10:30 – 10:40	Q&A
10:40 – 10:45	Break
10:45 – 12:15	<p>Zoom in on Digital Marketing, Social Media and E-Commerce in China’s Wood Sector</p> <ul style="list-style-type: none"> – Introduction to Digital Marketing and E-Commerce for companies operating in China’s wood sector (e.g. furniture, floor or interior decoration companies) – Introduction to furniture/floor/interior decoration companies that overcame challenges and/or successfully adapted to China’s digital environment – Analysis of processes/procedures the companies discussed went through
12:15 – 12:30	Q&A

PREPARATION AND EXHIBITION OF TRADE FAIRS IN CHINA.

Speakers: Bart Horsten CEO of Horsten International and Michał Kłaczyński (China IPR SME Helpdesk)

14:00 – 14:30	<p>Preparing for Trade Fairs in China</p> <p>Overview of the trade fair landscape in China –Why exhibiting in China?</p>
14:30 – 15:45	<p>How to prepare for Trade Fairs in China</p> <ul style="list-style-type: none"> – What to do in preparation for a trade fair in China? – Which fair should I choose to attend if I operate in the wood sector? – Review of main trade fairs in China in the furniture sector – Practical tips for attending and exhibiting in a trade fair in China – How to make your follow-up successful? – Case studies in the wood sector
15:45 – 15:55	Q&A

15:55 – 16:00	Break
16:00 – 16:45	How to Protect Your Intellectual Property when exhibiting at Trade Fairs? – Key protection measures SMEs can take before attending trade fairs in China – Study Cases
16:45 – 17:00	Q&A and final remarks