

DOING BUSINESS IN CHINA E-COMMERCE WEBINAR



Global NY Division will be hosting a no-cost webinar on **Tuesday, December 7, 9-11 am EST.**

REGISTER TODAY!

Global e-commerce has become even more important in the wake of the COVID-19 pandemic. Join Global NY's China office and industry experts to hear the latest insights on how New York State businesses can export to and work with one of the world's largest markets.

Online in China, the world's largest e-commerce market:

- 989 million internet users; 986 million mobile phone subscribers
- \$4.4 trillion (USD) total 2020 e-commerce revenue in China; almost 30 % of all Chinese retail
- 2.45 billion orders in 2020 cross-border e-commerce; 105 cross-border e-commerce service zones
- 399 million live-stream e-commerce users; 20,000 multi-channel network (MCN) organizations, a newly emerged marketing model that has become the major channel to access new customers.

DOING BUSINESS IN CHINA

Tuesday, December 7, 9:00 am – 11:00 am EST

The webinar includes an overview of e-commerce in China, including: cross-border development and case studies; speaker Dora Zhu on innovations in online marketing and sales; and a discussion of ESD resources to support businesses that want to enter e-commerce in China.



Featured Guest Speaker:

**Dora Zhu – Founder. Litchi Media Douyin MCN;
Co-founder & Head of Brand Marketing, ZhiFou Art Group**

Ideas for successful marketing and branding in the new e-commerce space.

Dora Zhu has five years of brand marketing service experience, focusing on short video and live-content marketing. She founded the first multi-channel network focusing on female entertainment brokers in 2019 and incubated several key opinion leaders (KOLs) with more than 50 million fans across social media platforms, including TikTok. Her company has provided video marketing and live e-commerce services for hundreds of brands including P&G, Watsons, Kaola overseas shopping, JD and Tmall.

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