

# Virtual trade mission to Hainan - China

*Soon the largest special economic zone in China!*

24 – 25 – 26<sup>th</sup> of March 2021



Virtual trade  
mission to Hainan  
in China

24 – 25 – 26th March 2021

Voka  
Kamer van  
Koophandel  
Mechelen-  
Kempen

BELGIAN-CHINESE  
CHAMBER OF COMMERCE  
比中经贸委员会

Hainan Province is set to become **the largest special economic zone in China** and an **important node on the Maritime Silk Road**, as part of the Belt and Road Initiative. Since the island is located in the South of China, it is strategically well placed to strengthen the integration with other ASEAN countries.

China has released its Masterplan to transform Hainan island into its **first Free Trade Port in June 2020**. Back in the 1980s, the island was designated a special economic zone. In 2018, Chinese President Xi Jinping announced the decision to turn it into a Free Trade Zone (FTZ). The overall goal is to liberalize the cross-border flows of trade, people and investment create a major international market which is easily accessible for foreign companies. In order to achieve this, Hainan will adopt special policies, such as lower import duties, lower company taxes, favourable personal income taxes and less strict visa requirements for tourists and businesspeople.

In this context, the **China International Consumer Products Expo or Hainan Expo** will be held from **7 to 10 May 2021**. The expo highlights the island's and China's opening-up to the world and aims to offer new business opportunities to foreign companies. The theme of the first Hainan Expo is 'Hainan, a pioneer of opening-up in China', which shows China's commitment to develop the expo into an international tourism and consumption center. The exhibition area is 100.000 square meters and is divided into 2 parts: a Country & Region Exhibition and an Industries & Products Exhibition. Hence European companies are invited to set their own booth at the expo. This virtual trade mission gives you the opportunity to get in touch with the organizing staff of the expo.

1. Interested in discovering more about the Hainan region and the opportunities of Hainan Expo for boosting your international business?
2. You need information about cross border e-commerce and how to market your products in China?
3. You want to meet Chinese business partners?

Voka Mechelen-Kempen Chamber of Commerce & Industry (CCI) and the Belgian-Chinese Chamber of Commerce (BCECC) are happy to invite you to a 3-day virtual trade mission with a very diverse and valuable

## DAY 1: WEBINAR ABOUT CROSS BORDER E-COMMERCE – 09h30 – 12h00

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China is not only the **second largest economy in the world**, but at the same time the number 1 e-commerce market worldwide. China holds more than **500 million online buyers, and their e-commerce market is twice as big as the European one**. Currently, more than 74% of the Chinese population owns a smartphone and online shopping on mobile phones through social media apps such as Wechat is very popular.

When discussing cross-border e-commerce, we are referring to an international sale between 2 countries on an online shopping platform, such as Kaola or Alibaba Group in the case of China. **The Chinese demand for foreign products has been increasing each year, and still has a lot of growth potential on the long-term**. China's retail imports of cross-border e-commerce reached over 88 billion USD in 2019, which was already a 20% increase compared to 2018.

The cross-border e-commerce market in China is booming particularly in sectors selling products such as cosmetics, baby products, food & beverage, fashion and jewellery. Chinese buyers are interested mainly in the originality and high quality of foreign products.

There are specific preferential policies in place for foreign companies who want to sell certain goods online, such as **preferential duty rates and operating your business in China without a license**. This means there are plenty of opportunities for European companies in terms of online retail, as well as brand visibility on the Chinese e-commerce market.

- 09h30:** Welcome by Voka and BCECC with full outline of the Virtual Trade Mission concept and introduction of the speakers of today  
By Petra Van Bouwelen, International Business Development Manager Voka Mechelen-Kempen CCI and Bernard Dewit, Chairman, Belgian-Chinese Chamber of Commerce (BCECC)
- 09h45:** Legislation, operational, commercial and financial aspects of CBEC  
By Felim Meade, CEO Green Emerald Consulting
- 10h45:** Marketing and branding when using Cross Border e-Commerce  
By Olivia Plotnick, WeChat & China Marketing Specialist | Vice President, IPWS | Social Media Strategy & Content
- 11h45:** Testimonial  
by Mr. Jef Demeutter of the company DMlights
- 12h00:** Q & A
- 12h15:** End of the webinar

## DAY 2: (VIRTUAL) PRESENTATION ABOUT HAINAN – 09H30 – 12h00

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- 09h30:** Welcome by BCECC and Voka and introduction of speakers of today  
By Bernard Dewit, Chairman, Belgian-Chinese Chamber of Commerce (BCECC) and Petra Van Bouwelen, International Business Development Manager, Voka Mechelen-Kempen CCI.
- 09h40:** Welcome speech  
By Hainan Provincial Bureau of International Economic Development (IEDB)
- 09h50:** Testimony about the business in Hainan region  
By a representative of Flanders Investment & Trade in China
- 10h00:** Presentation on the beneficial policies of Hainan Free Trade Port  
By Hainan Provincial Bureau of International Economic Development (IEDB)
- 10h30:** Introduction of China International Consumer Products Expo  
By CMEC International Exhibition Co., Ltd
- 11h00:** Virtual tour of the Hainan Free Trade Port and Hainan Expo
- 11h20:** Testimonials
- 11h50:** Q&A

## DAY 3: MATCHMAKING - 08h00 – 12h00

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- Four B2B contacts per participant in the morning from 08 – 12 AM
- Based on the profile and needs of the participant communicated to Voka and BCECC via an intake form
- Digital meetings one on one
- Each meeting takes 40 minutes
- 20 minutes break in between appointments
- In cooperation with Hainan Provincial Bureau of International Economic Development (IEDB) and Hainan Expo
- Time table:

**08h00: B2B meeting 1**

08h40 – 09h00: break

**09h00: B2B meeting 2**

09h40 – 10h00: break

**10h00: B2B meeting 3**

10h40 – 11h00: break

**11h00: B2B meeting 4**

11h40: End of the matchmaking

## PRACTICALS & PRICES

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- Open to all sectors and all types of companies interested to export to China or wanting to expand there
- Hainan expo is focused on consumer goods
- Digital tool used: ZOOM
- Language spoken: English

### Participation fee:

- 295 EUR excl. VAT per person for members of Voka and / or BCECC
- 395 EUR excl. VAT per person for non-members

The fee covers the participation for the 3 days (you cannot subscribe for one day only)

### Registration online:

1. Via the website of BCECC: soon the mission will be announced [here](#) !
2. Via the website of Voka: soon the mission will be announced [here](#) !

### Or send us an e-mail:

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## A COOPERATION OF:

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