



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

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

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 Mrs Petra Van Bouwelen, International Business Development Manager Voka Mechelen-Kempen CCI and Mr Bernard Dewit, Chairman, Belgian-Chinese Chamber of Commerce (BCECC)
- 09h45:** Legislation, operational, commercial and financial aspects of CBEC
By Mr Felim Meade, CEO Green Emerald Consulting
- 10h45:** Marketing and branding when using Cross Border e-Commerce
By Mrs Olivia Plotnick, WeChat & China Marketing Specialist | Vice President, IPWS | Social Media Strategy & Content
- 11h45:** Testimonials
By Mr Jef De Meutter, CEO of the company dmlights
By Mr Bart Horsten, CEO of Horsten International with a flagship store on Tmall Global, Alibaba's cross-border e-commerce platform, the first and only Belgian webshop dedicated at selling food and beverage brands directly to Chinese customers under the name THE BELGIAN STORE.
- 12h15:** Q & A
Moderation by Mrs Petra Van Bouwelen, International Business Development Manager, Voka Mechelen-Kempen Chamber of Commerce & Industry
- 12h30:** End of day 1 – Closing by Mr Bernard Dewit, Chairman of the Belgian-Chinese Chamber of Commerce



DAY 2: (VIRTUAL) PRESENTATION ABOUT HAINAN – 09h30 – 12h00

09h30: Welcome by BCECC and introduction of the speakers

By Mr Bernard Dewit, Chairman of the Belgian-Chinese Chamber of Commerce (BCECC)

09h40: Welcome speech

By Mr Gong Qijun, Vice General of Hainan Provincial Bureau of International Economic Development (IEDB)

09h50: The business climate in Hainan region (post corona climate, 14th five year plan and its consequences to foreign companies)

By Mrs Eva Verstraelen, Economic Representative – Guangzhou for Flanders Investment & Trade

10h15: Presentation about the beneficial policies of Hainan Free Trade Port & Hainan Free Trade Zone and introduction of the next edition of the China International Consumer Products Expo

By Ms Huang Cui, General Representative in Beijing of Hainan Provincial Bureau of International Economic Development

10h50: Virtual tour of Hainan

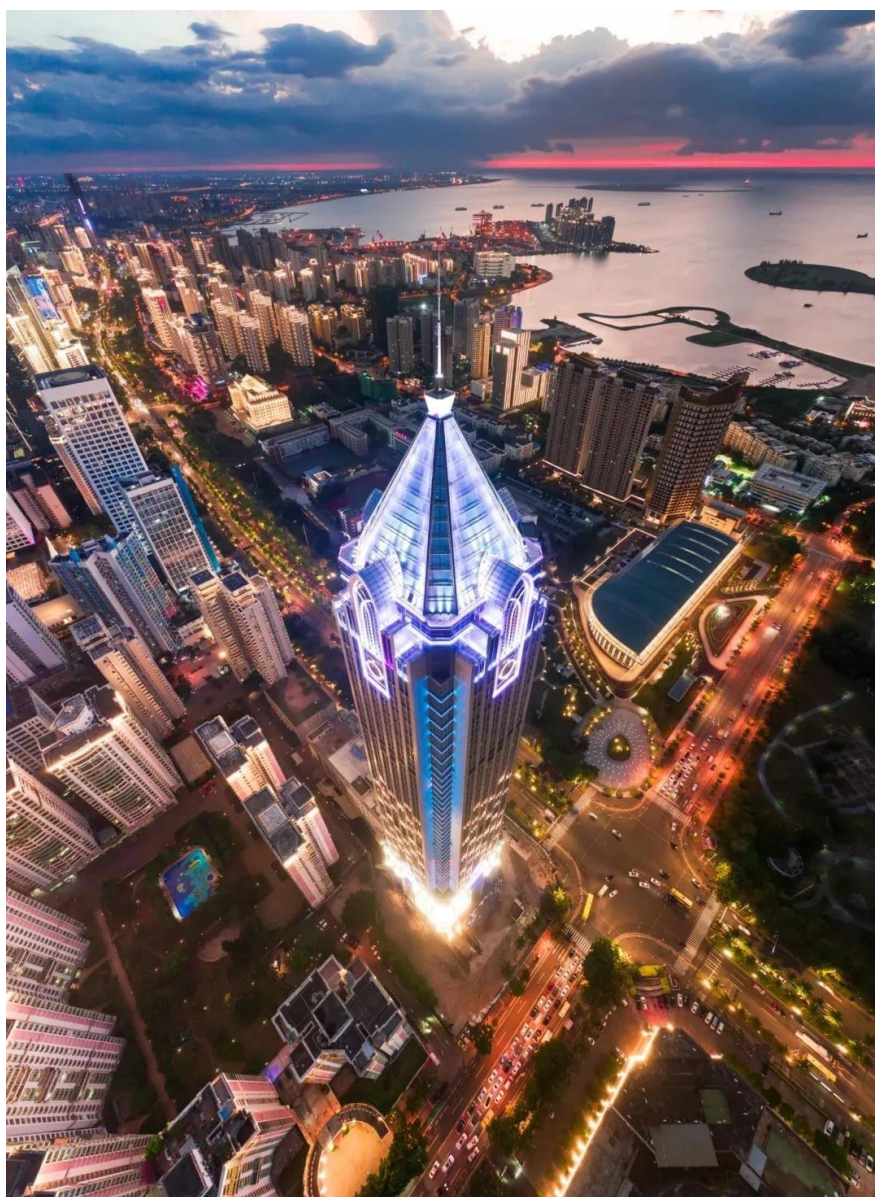
By BCECC

11h00: Q&A

Moderation by Mrs Petra Van Bouwelen, International Business Development Manager, Voka Mechelen-Kempen Chamber of Commerce & Industry

11h20: End of day 2 – Closing remarks

By Mr Bernard Dewit, Chairman of the Belgian-Chinese Chamber of Commerce



DAY 3: MATCHMAKING - 08h00 – 11h40

Four B2B contacts per participant in the morning from 08 – 12 AM in cooperation with Hainan Provincial Bureau of International Economic Development (IEDB):

- ➔ Digital meetings one on one via Break out rooms – if you need help go to the main room for assistance
- ➔ Each meeting takes 40 minutes
- ➔ 20 minutes break in between appointments: you can stay in the break out room or go to the main room
- ➔ Interpreters are provided at request for Port Authority Zeebrugge, Kuraci and Brewery Dilewyns

TIME TABLE DAY 3

Short intro by Chen Si, Manager of the Belgian-Chinese Chamber of Commerce (BCECC)

We wish you fruitful B2B meetings and we hope this virtual mission enables you to discover Hainan and start or expand your business there.

- **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 day 3**



PRACTICALS

- Digital tool used: you receive our ZOOM links each day before.
- Language spoken: English (with interpreters if you requested one)

Questions or assistance needed? Contact the organizers:

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