



SEMINAR

How to set up a cross-border WeChat Shop

**Croatian Chamber of Economy
20 June 2018**

Agenda

12:45-13:00 Registration & Network

13:00-13:30 Background

- Cross-Border is Booming
- WeChat's Unparalleled Success in China
- Pilot Free -Trade Zones
- Consumption as the Lever to Lift China's Economy
- Reaction to the Negative Effects of Inefficient General Trade
- Making China Inspection and Quarantine (CIQ) Part of the Solution
- A More Discerning Middle Class

13:30-14:00 The Supply Chain

- The Upstream Flow of Goods to the Chinese Consumer
- The downstream Flow of Payments to the EU Shop Owner
- Returns

14.00-14:30 The Building Blocks

- The WeChat Account
- The WeChat Shop
- Consumer Payment Options
- Warehouse and Logistics Operator at the FTZ
- Foreign Gateway to China's Payment Providers

14.30-14:45 Coffee Break

14:45-15:30 The Procedure

- The Cross-Border Authorized List
- Trademark Registration
- Selecting a Pilot Free Trade Zone
- Select a Logistics Operator
- Registering the Product at China Inspection and Quarantine
- Open a WeChat Official Account
- Set up the WeChat Store
- Integrating a Payment Method with the WeChat Store
- Open a Bank Account in China
- Selecting a Payment Gateway

15:30-16:00 The Pros and Cons of a CBEC Shop in WeChat for EU SMEs

- The Missing Piece: Digital Marketing

16:00-16:30 Real Case in Action

- Baby Care Category – SME from Ireland

16:30-17.00 WeChat Shop Solution

- Costs
- Return on Investment
- Q&A