

# PRESENTATIONS

## Managing your China E-Commerce Ecosystem

*Interactive Workshop and Networking*

June 28<sup>th</sup> 2016, Heritage Hotel, Auckland  
June 30<sup>th</sup> 2016, Peppers Clearwater Resort, Christchurch

**Mark Tanner - Managing Director, China Skinny** | Topic: Consumer Trends / Behaviour

**Livia Wang - Managing Director, Access CN** | Topic: How to reach & engage the Customer

**Ophenia Liang, Co-Founder and CEO, Digital Crew** | Topic: Social Media & Search Engine Optimisation

**John O'Loghlen - Business Development Director Australia and New Zealand, Alibaba Group** | Topic: How does a NZ SME partner with Alibaba - The World's largest E-Commerce Company

**Scott Li - NZTE China e-commerce Programme Leader & Echo Tan - NZTE Business Manager Shanghai** | Topic: Business Models

**Glen Murphy - NZTE Regional Director for Greater China** | Topic: Data Driven Success

**Alex Qian - Business Development Director, Legee and NZTE Beachhead Advisor** | Topic: Operational Realities

### Consumer Trends/Behaviour (Mark Tanner, Managing Director of China Skinny)

Mark is the Founder and Managing Director of Shanghai-based China Skinny, one of China's best-known marketing, research and digital agencies. China Skinny's clients include Colgate, Intercontinental Hotels Group, Fonterra, Sydney Airport, House of Fraser, ANZ and Westpac Banks. He brings perspective from marketing roles in China, North America, Europe, New Zealand and Africa where he has worked since the 90s. Mark regularly provides views and commentary about Chinese consumers in media such as Bloomberg and Reuters and on television in China and abroad. He is a regular keynote speaker at events from Shanghai to Sydney and Hong Kong to Helsinki.

Mark will lead the workshop on consumer trends and behaviour, the customer journey, and creating compelling customer experiences. He will guide you through the digital landscape, look into how to define your target consumers, and how to develop a product and brand value proposition. Mark will also look into how the consumers research for products and brands and where they seek and obtain their information.

### How to Reach & Engage the Customer (Livia Wang, Managing Director, Access CN)

Livia is an experienced Chinese marketing expert. She is the Founder and CEO of Access CN, the premier professional Chinese marketing agency in Australia. She is currently consulting for David Jones, Westfield's Sydney, Sanofi, and Opera Australia, to name a few.

Livia's workshop will focus on how to reach and engage with customers – building a strategy and using locally based Chinese and travellers to build your brand. She will explain why sales are not immediately forthcoming when selling online in China, despite the huge market size, and why selling to large traders or distributors directly will not always be successful. She will also give her solution on how to boost brand awareness, who best to deal with at each stage of the process, and why recently arrived Chinese immigrants and travellers are important.

#### **Social Media & Search Engine Optimisation (Ophenia Liang, Co-Founder and CEO, Digital Crew)**

Ophenia is a seasoned Chinese digital marketing expert. She works extensively with Australasian and Chinese companies on establishing effective digital marketing strategies.

Ophenia will run a workshop on social media and search engine optimisation – building engagement and driving sales. She will lead a discussion on the pros and cons of what motivates the consumer to purchase, how to stay forefront of the consumer's mind, and how to encourage regular repeat purchases. Ophenia will also give insights into activating and operating WeChat and WeiBo, using Key Opinion Leaders (KOL's) and search engine optimisation.

#### **Business Models (Scott Li, NZTE China E-Commerce Programme Leader and Echo Tan, NZTE Business Manager Shanghai)**

Scott has recently joined our NZTE China team as E-Commerce Programme Leader and brings with him a wealth of knowledge from his career in the digital world with stints at Microsoft, Tyco, Life Technologies, and most recently as E-Commerce Director at AIA Insurance.

Echo is a Business Development Manager with NZTE Shanghai, who has successfully developed business for New Zealand exporters across several sectors and worked on numerous trade projects. Over the last few years she has been building relationships with leading online market spaces such as Alibaba and Yihaodian, TaoBao Partners, online data management agencies, and digital and public relations agencies. Echo has also been monitoring and evaluating the impact of regulatory changes for cross-border E-Commerce.

Scott and Echo will run through business models for success in China E-Commerce and will discuss strategies for navigating the (changing and challenging) regulatory environment. In this workshop they will review cross border versus domestic models and discuss import duties and regulatory approvals. They will also look briefly at the role of marketplaces and TP agencies and discuss online and offline opportunities. This workshop will also cover the strategies for managing the changing regulatory environment and dealing with the often differing implementation rulings at different ports of entry.

#### **Data Driven Success (Glen Murphy, NZTE Regional Director for Greater China)**

Glen oversees key relationships across the Greater China region and is responsible for the operations of NZTE's offices in mainland China, Hong Kong and Taiwan. Glen, who has been a New Zealand Beachheads Adviser since August 2012, moved to China in early 2003 as Managing Director of The Nielsen Company where he led the team providing information and advisory services to consumer marketing and retailing companies. He moved to Hong Kong in 2009 where he ran The Nielsen Company's key client service teams across Asia, Pacific, India, Middle East and Africa.

Glen will present a workshop with focus on data-driven business decision making – how to find, interpret, and use data strategically. This will include an overview of the options for purchasing data and achieving data driven business decision-making. Using recent research Glen will demonstrate key data points including purchase frequency, basket values, locations, time of day etc. Glen will illustrate how to use the available data for forecasting revenues and margins and for building a better understanding of the competitive landscape.

**Operational Realities (Alex Qian, Business Development Director, Leqee and NZTE Beachhead Advisor)**

Alex is Business Development Director of Leqee, a leading E-Commerce service provider and partner in China specialising in providing integrated solutions for E-Commerce and digital marketing for international brands. Alex has held senior business development roles in China and New Zealand for past ten years. Previously Alex has worked for over eight years in customer business development for Procter & Gamble (P&G) in China. During his time at P&G, Alex has worked across different sales roles and developed sustainable business in different channels. He has strong FMCG channel management, strategic planning and development of go-to-market strategy in China.

Alex will present and explain some of the operational realities, including a look into the various channels and platforms and an overview of strategies for pricing and localising your products. This will include guidelines of understanding and evaluating the different options available, building a Customer Relationship Management system, and implementing pricing strategies. He will also discuss how to drive traffic to your sites and how to build online communities. Alex will also outline strategies for localising products, packaging, formats, etc.





# MANAGING YOUR CHINA ECOMMERCE ECOSYSTEM

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Insights-based | marketing, research & digital

MARK TANNER, MANAGING DIRECTOR  
**CHINA SKINNY**

AUCKLAND & CHRISTCHURCH | 28 & 30 JUNE 2016

# China's Faltering Economy?

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**GDP**  
6.9%↑

  
11.3%↑

  
37%↑

  
123%↑



# China's Fragmented Retail Segment

China's  
Top-100  
Retailers



8%



eCommerce



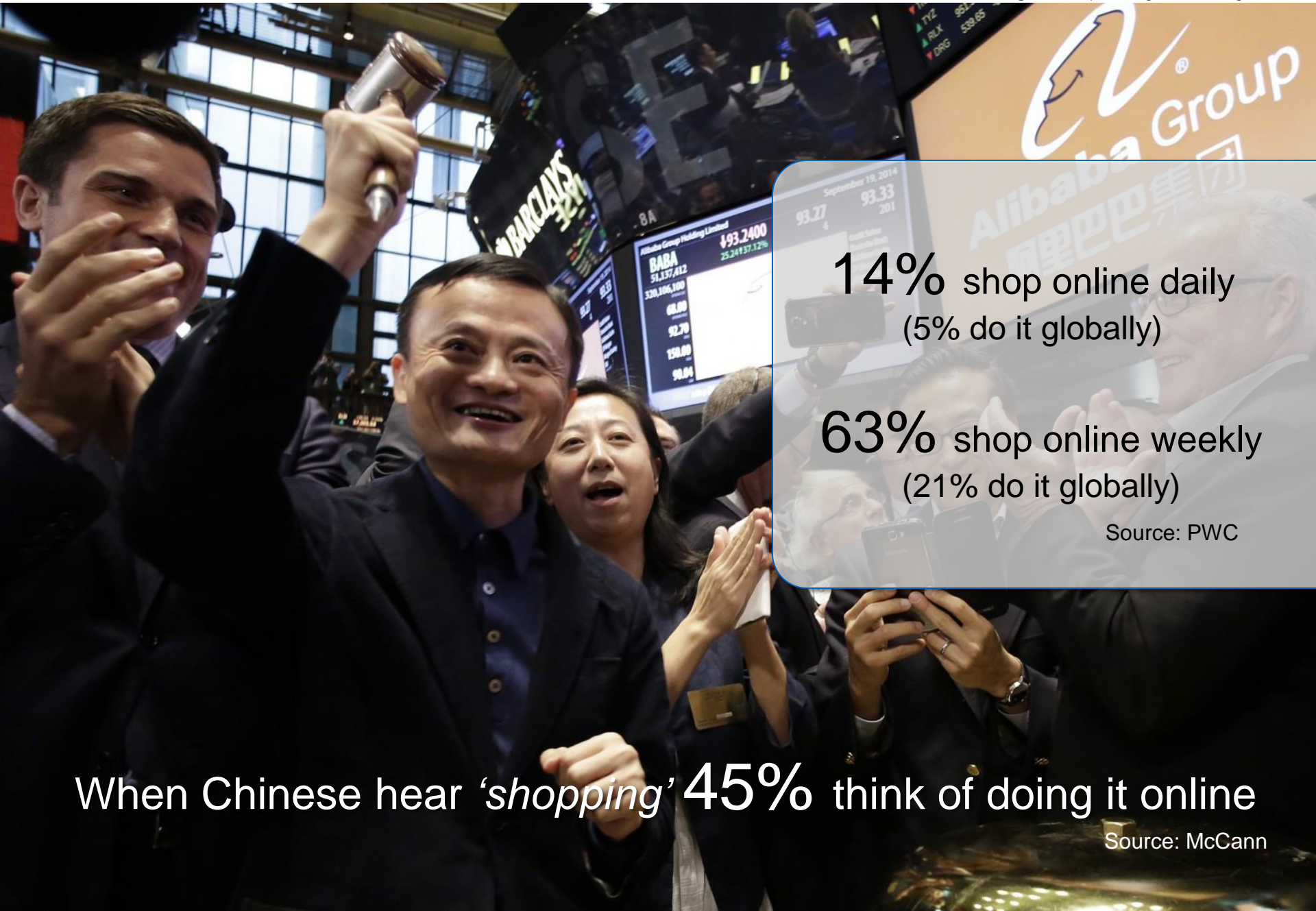
16%





# Offline versus Online Shopping Habits





14% shop online daily  
(5% do it globally)

63% shop online weekly  
(21% do it globally)

Source: PWC

When Chinese hear '*shopping*' 45% think of doing it online

Source: McCann



Online Shoppers are significantly more satisfied with customer service than offline shoppers



# 10 million



