

#DELIVERTOCHINA

How Your Business Can Sell Directly to

Chinese Customers Online

**REVISED FOR
2016**

TERRITORY MADE

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DON'T GET LEFT OUT of the Chinese demand for Australian products and services.

PUT YOURSELF on the map for Chinese consumers.

UNIQUE OPPORTUNITY to learn from on-the-ground China experience from internationally recognised marketing experts China Blue Print and China Skinny.

LEARN FROM the experience of NT based businesses which use the web to boost service and product sales to China.

LEARN WHAT is possible at this not-to-be-missed practical hands-on event.

LEARN HOW to use e-commerce and the Australian China Free Trade Agreement to export services and premium low volume goods to China.

HIGH QUALITY AND UNIQUE presentations give NT businesses a unique advantage.

Program (*Darwin program only)

- **Nadja Rauscher** - China's most relevant ecommerce platforms ; Cross-border commerce; WeChat shopping; Online Payment Systems in China; CHAFTA and considerations for setting up a brand in China.
- **Nadja Rauscher** - Challenges for new brands; Chinese customer journey and its relevance to ecommerce; Distributors/Supply Chains; Most important factors to cover when launching in China; Estimated budget for a low-cost entry.
- **Lisa Goodhand***, CEO, China Blueprint – Introduce and explain the China e-commerce environment and building an e-commerce website for tourism.
- **Stephen Kong***, CEO Iron Pharmacy Group – His experience of exporting products to China with e-commerce generated orders.
- **NAB** - Enabling payment platforms for Chinese customers
- **TOLL** - Practical export logistics.

KEYNOTE SPEAKER

Nadja Rauscher, Marketing Manager, China Skinny (Shanghai based), (<http://www.chinaskinny.com>)



Nadja Rauscher explains how branding programs are developed in China and workshop the steps required to make a start in this area.

WHO SHOULD ATTEND

- Small business owners operating in tourism, agricultural, horticultural, real estate, investment attraction and service sectors
- Industry association representatives
- Representatives responsible for administering business support and development programs
- Conference organizers
- Advertising and marketing staff

WHEN & WHERE & COST

ALICE SPRINGS (shorter program)

10 May 2016 (Tuesday)

8:30 am - 12:30pm

Central Australia Development Office, Todd Mall

Cost: \$30 for ACBC member & \$35 for non-members

DARWIN

11 May 2016 (Wednesday)

8:30 am - 12:30pm

Territory Conference Room, Ground Floor, Northern Australia Development Office

Cost: \$35 for ACBC member & \$45 for non-members