

HOME & LIVING

E-COMMERCE WITH ALIBABA



Chinese consumers are demanding beautiful homes - and that's where Danish design companies come in. Danish-Chinese Business Forum is hosting this inspiring afternoon with Alibaba - the world's largest retailer - to help you market your products in China.

Alibaba is the foremost expert in Chinese consumers, and at this event, they'll teach you how to use online platforms to get your products sold in China. The team will address challenges commonly faced by Danish companies and help you get ready to use e-commerce to target Chinese consumers. We will also hear from DCBF member Fossflakes about their experiences with e-commerce in China.

When you sign up, you can choose to schedule a 1-on-1 "Getting Started" session with Alibaba directly following the event.

The event is kindly hosted by Gorrissen Federspiel in their beautiful offices facing Tivoli Gardens.

You can click the pictures below to learn more about the featured speakers.

Practical information:

Date: Tuesday 24 April 2018

Time: 13:30 - 16:45

Venue:

Gorrissen Federspiel

Axeltorv 2

1609 København K

[SIGN UP HERE](#)



David Lloyd
Managing Director
Alibaba



Leah Zhang
Senior Manager
Alibaba



Joop Geelan
Homes Category Leader Europe
Alibaba



Adam Foss
CEO
Fossflakes



Gorrissen Federspiel

AGENDA

Home and Living: e-commerce with Alibaba

13.30 Registration and Networking

13.45 Welcome

- Line Langelund, Project Leader, Danish-Chinese Business Forum
- Michael Meyer, Partner, Gorrissen Federspiel

14.00 Successful B2C e-commerce in practice

- Adam Foss, CEO, Fossflakes

14.30 Break

14.40 How to market your products in China with Alibaba

- David Lloyd, Managing Director, Alibaba
- Leah Zhang, International Business Development Senior Manager, Alibaba
- Joop Geelan, Homes Category Leader Europe, Alibaba

16.45 Networking and Snacks

and

Optional 1-on-1 "Getting Started" sessions with Alibaba (sign up in advance)