

## Training of the EU SME Centre

### How to use WeChat to do business in China?

**Date:** 19 June 2018., 13.00

**Venue:** HCCI Headquarters, Bank Center, Platina tower II., 10<sup>th</sup> floor, room 1001  
1054 Budapest, Szabadság tér 7.

### Agenda

**12.30 – 13.00**      **Registration**

**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