

## About the Speaker

### **Felim Meade**

WeChat Expert of the  
EU SME Centre, China

Co-Founder of  
Emerald Green Consulting, Ireland



For the last 4 years Felim's entire focus has been on establishing an export business from Ireland to China. The retail export business (Emerlad Green Baby) has allowed him to forge not only a strong working knowledge of the Chinese market but grow an extensive network of Chinese contact. While based in Dublin, Ireland Felim's whole focus is the domestic Chinese market and our local Chinese logistic oppression is based in Shanghai.

After 4 years Felim was building up his Cross-Border E-Commerce retail presence in China, he is now in a unique position to bring practicable experience to other European companies who wish to access China.

Felim also still owns and runs 12 food operations in Dublin employing over 100 people and has 10 years work experience Coca Cola, Guinness and Irelands largest retailer Dunnes stores. The core of his success in China is bringing his retail experience managing projects with Chinese partners.

While he lives in Dublin, Felim travels every 8 weeks to China as well as extensively in Europe assisting companies access the Chinese market.