

PROGRAMME

- 08.15 **Registration opens**
- 09.00 **Welcome** | **Mike Arand** - China Business Advisor, NZTE
- 09.10 **What is the outlook for China e-commerce and digital for 2019 and beyond?**
Overview of the complex China digital market landscape; notable changes in regulatory and consumer behaviour, and their impacts for brand owners; how to build a strong digital strategy for China | **Sheng Pang** - CEO, Juplus
- 09.40 **What are the latest Chinese perceptions of New Zealand?**
What qualities define us? What makes us difficult to do business with? How do Chinese see themselves in the world?
Nathan Farmer - Partner, Big Picture Research (Auckland only)
Rebecca Smith - Director, NZ Story (Christchurch only)
- 10.00 **Activating SEM/SEO**
Activating search engine marketing (SEM) and search engine optimisation (SEO) through various platforms, developing strategies for increased visibility, and optimising searches to stay ahead of the competition | **Lu Jin** - Senior Sales Manager, Westwin
- 11.00 **Morning tea**
- 11.15 **Working with KOLs**
How to allocate budgets (by content creation and by buy media, by matrix), holistic KOL marketing; introduction to Douyin & Little Red Book's KOL marketing, with case studies; how to measure ROI
Elijah Whaley - Chief Marketing Officer, PARKLU.com
- 12.15 **Informal networking lunch**
- 13.30 **Panel 1: How New Zealand SMEs can succeed in China's digital space**
Karen Murrell - Managing Director, Karen Murrell
Fiona Hyland - Brand Director, Lifestream
Haiyun Chen - Director, Metcash Export
Angela Xiang - Head of Greater China, Manuka Health (Auckland only)
Stuart Macintosh - GM, Pic's Peanut Butter (Christchurch only)
Moderator: Damon Paling - Trade Commissioner Shanghai, NZTE
- 14.45 **Afternoon tea**
- 15.00 **Panel 2: Leveraging Australia's cross-border e-commerce network**
Tim Brown - Head of Business Development, Health More Australia
Jiahua (Joshua) Zhou - Founder and Managing Director, AuMake
Shaun Rutherford - Export Manager, Blackmores
Ada Wang - Head of Business Development, Sinorbis
Moderator: Jocelyn Honour - Global Practice, Lead - eCommerce, NZTE
- 16.00 **Closing remarks** | **Mike Arand** - China Business Advisor, NZTE
- 16.05 **Informal drinks with our network partners**
Alibaba, AuMake, Health Element, Health More, Juplus, Metcash, NZ Story and the FernMark Programme, PARKLU.com, Payplus, Sinorbis, UniChem Export, UMS, Westwin
Auckland only: JD.com, Kaola, NZ Healthcare Group, TradeMonster