



Free Seminar- Guests Welcome

Date: Wednesday July 26th
Seminar: 10:00 – 12:00
Venue: NYC Event Spaces,
4 West 43rd St, New York, NY 10036

RSVP: Xavier@ShopEPG.com or 727.828.9755

The panel of speakers for the morning are all highly seasoned in the retail and consumer sector each with 20+ years experience entering and doing business in China. They will share their views and expertise on China Retail Market Entry and expanding your business in China.



Seminar Invitation

CHINA MARKET ENTRY – E-COMMERCE STRATEGIES TO ENTER AND EXPAND IN CHINA

You are invited to a seminar on China market entry focusing on the strategies for entry and how to expand your business in China. This is a great seminar for multi-channel consumer brands; both online and offline as well as individuals or funds that invest in the consumer sector.

Introduction - Keith Holloway

CEO, Director Ecom Products Group

Mark Schaub

Senior Partner, King and Wood Mallesons

Topic:

- > Chinese Consumer & E-commerce Market
- > China Structures & IP Protection
- > Why use E-commerce to Expand
- > Investing in E-commerce in China

Grant McCarthy

China Services Marketing Group /Baidu International

Topic:

- > Using E-commerce as an Entry into China
- > Using WeChat & Social Media to Build Your Brand
- > How to Search, Connect & Communicate with Consumers in China
- > E-commerce Sales Channels Available
- > Cross Boarder and Local Fulfilment Options

Andrew Waters

Chairman, Ecom Products Group & China Retail Group

Topic:

- > E-commerce as a low cost, reduced risk strategy in China
- > Case Studies of Brands Entering China.

Q&A Session: Moderated by Keith Holloway



ABOUT THE SPEAKERS

Mark Schaub

Mark Schaub specializes in foreign direct investment, M&A, compliance, intellectual property, and private equity investment in China. He has advised on foreign investment projects in major sectors including retail, power, media, internet, renewable energy, transportation, automotive, and manufacturing. Transaction sizes have varied from USD140,000 to over USD1.5 billion. He is familiar with China issues faced by companies of all sizes as well as issues Chinese companies face on their overseas acquisitions. Mark has been a lead counsel for clients in acquisitions, M&A projects, IP/technology licensing, compliance, restructuring, fraud investigations, distribution, as well as day-to-day corporate advice. His consumer clients include many European, USA and Australian brand owners.

Mark joined King & Wood Mallesons in 2000. He was the first foreign lawyer to join King & Wood Mallesons China. Prior to this, he worked in well-known German and American law firms in their Shanghai offices. Mark has consistently been awarded Asia Law's "Lawyer of the Year" for corporate work in 2003, 2004 (also for M&A), 2005, 2006 and 2010. He is also a member of the global firm's leadership for consumer sector. He has lived and worked in Shanghai since 1993 and speaks English, German, and Mandarin. In addition to his work as legal counsel, Mark has been appointed as a director to joint ventures and WFOEs including retail. In 2007 Mark's first book, "China: the Art of Law – Chronicling deals, disasters, greed, stupidity and occasional success in China" was published by CCH and became one of CCH's best-selling titles. In 2010 he also wrote "Foreign Investment in China: Entry, Operation and Exit Strategies" for CCH.

King & Wood Mallesons is a leading law firm in China, providing comprehensive legal solutions to multinational and Chinese clients across a broad range of cross-border and domestic transactions. One of the first partnership law firms in China, King & Wood was established in 1993 by a group of lawyers committed to creating a superlative legal practice and developing modern legal principles in China. Today, King & Wood Mallesons (PRC), headquartered in Beijing with offices in Shanghai, Shenzhen, Chengdu, Guangzhou, Chongqing, Hangzhou, Tianjin, Suzhou, Qingdao, Ji'nan, Hong Kong, Tokyo, Silicon Valley and New York, is one of the largest law firms in China. With over 1200 lawyers, patent attorneys, and legal professionals, we provide comprehensive legal services to meet the diverse needs of our clients worldwide.



Grant McCarthy

Grant spent nine years with Yahoo Inc. in Australia and throughout Asia Pacific, developing various regional business units across disciplines such as online media, ecommerce, online communications services and strategic market entry planning initiatives. His career then spanned across the technology profession, working with multi-national and Fortune 500 corporates in their digital media, social media and community development programs. For the past five years, he has worked on helping expand Western brands into the Asia Pacific market through developing tailored cross border and in-market business solutions. He has worked extensively with Baidu Advertising and Tencent marketing service platform providers to enable large scale search, video and programmatic campaigns in China. The clients have been focused primarily in the retail, travel, consumer products and fashion sectors and have achieved significant results in expanding awareness and sales of these customer's products. Grant has also been across strategic market entry advisory projects including cross border M&A and Joint Venture initiatives for Western firms seeking to embed their products and services through strategic distribution and product acquisition strategies.

China Services Marketing Group understands how to navigate the rules and regulations in China. Being the "China experts", they understand how best to provide end-to-end market expansion services for the client. We will help consult, create and implement your China strategy while providing a high-level of transparency and support. www.CSMarketingGroup.com



Andrew Waters

Andrew has over 20 years' experience in investing and building businesses in China, with a recent focus in the consumer finance, retail and logistics sectors. In addition to this, Andrew also has over 20 years' education and working experience in the Banking & Finance and the Securities industry. He is considered a well-established investment banker and has held senior positions during his career, and has managed a number of high profile investments like Smartpass – China's largest non-bank-owned consumer prepaid card programme and CNL Hurry Top - one of China's top 20-ranked logistics firms that has serviced 38 of the fortune 500 companies.

E-com Products Group (EPG) is a retail e-commerce sale and service company, focusing on driving sales and channels strategies for international retailers. EPG also has a logistics and fulfilment arm, **China Retail Group** focuses on retail logistics, distribution/trading and B2C. EPG's newest acquisition, **International Brands Directs (IBD)** is a US, UK and China focused e-tailing platform, launched in June 2015. IBD drives Chinese travellers to international shopping destinations and retail stores, increasing in-store traffic as well as allowing Chinese retailers to buy international brands offshore or brands that are not available in China. IBD also allows retailers to sell directly to Chinese consumers without establishing themselves in China or holding stock in China. EPG works with and supports many leading retail consultants in the US, UK, Europe and Australia for market entry.

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