



Activities in China 2019

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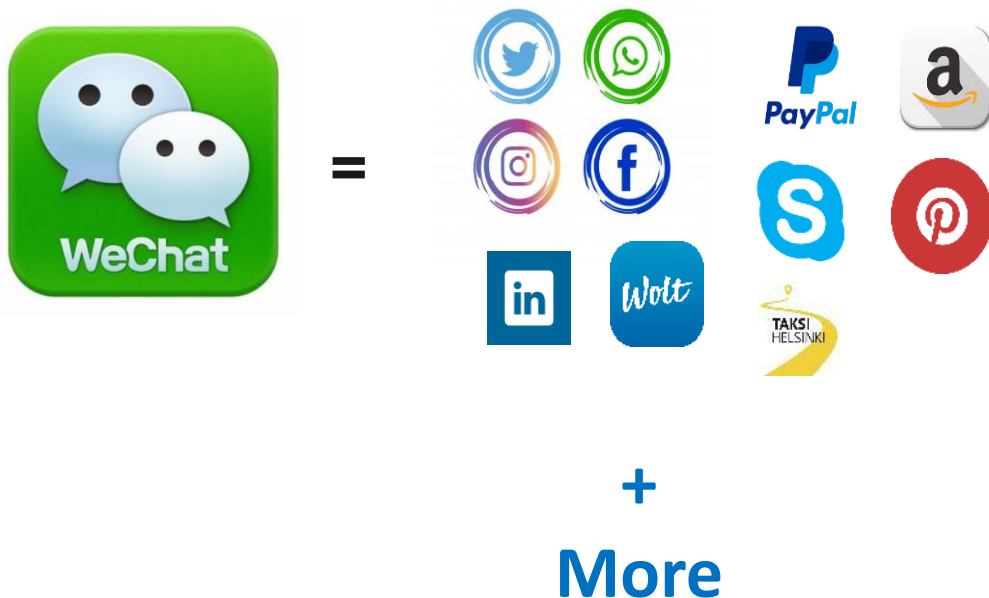


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Wechat Cross-Border E-Commerce Project

What is Wechat?



What's its significance?

- Established 5 years ago by Tecent
- Over **1 billion** users in China and overseas
- **92%** users on daily bases
- **66 minutes** on the app averagely (Facebook 50 minutes)
- **30%** users spend **4** fours a day on the app, sending over **38** billion messages

Wechat Cross-Border E-Commerce Project

- A pilot e-commerce project partly designed by Food from Finland and Emerald Green Consulting from Ireland
- Co-operated by Emerald Green Consulting and Flying Lynx Oy
- The project is aiming to provide a cost-effective and easier entry to China market through cross-border online trading Via Wechat.
- Food from Finland supports marketing and branding through its official Wechat account



Wechat Cross-Border E-Commerce Project



- **Platform :**
 - Food from Finland Wechat Official account
- **Connection to store:**
 - A one-click icon linking to market place in Wechat
- **Marketing:**
 - Wechat content marketing-4 articles per month
 - Cooperation with KOLs
 - Cooperative branding with Finnish food and beverage brands in China via Wechat
 - Offline consumer event and other Team Finland event in China
- **Cross-Border E-Commerce:**
 - Products compliant to a White-List published by CIQ
 - Lower market entry requirement on export compliance compare to General Trade

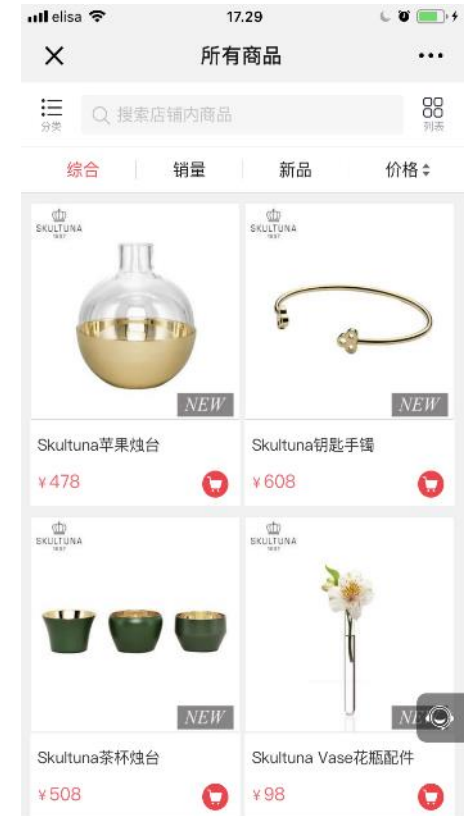
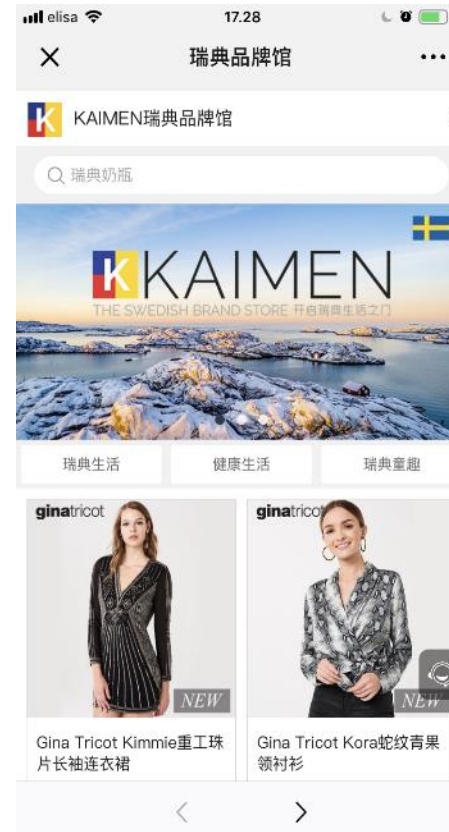
Cross-border E-commerce WeChat Shop

Two Real Cases

• Emerald Green Baby (Ireland)



• Kaimen (Denmark)



Activities in China 2019

Training and buyers meeting

- Coaching day-China
- Meet the buyer-Hong Kong, City Super

11.-12.3.
Early April

Trade Show

- HOFEX Hong Kong Trade Show
- SIAL China (Shanghai) Trade Show

7.-10.5.
14.-16.5.

Buyer meeting trip to China

Beijing, Shanghai, Shenzhen, Chengdu

12.-19.9.

Consumer campaign

- Shanghai Wine&Dine Festival
- City Super Christmas Campaign in HK

13.-15.9.
TBD





Kiitos! 谢谢!

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