

SOCIAL MEDIA & E-COMMERCE IN CHINA 2023

**UN CORSO PER COMPRENDERE COME
OPERANO LE PRINCIPALI PIATTAFORME
DIGITALI CINESI**



**PARTECIPAZIONE ONLINE
DAL 20 OTT AL 24 NOV, 2023**

SOCIAL MEDIA & E-COMMERCE IN CHINA 2023

COORDINATOR



Andrea Fenn, ADIACENT CHINA

Andrea is CEO of Adiacent International division of Adiacent/VAR Group, the leading Italian digital group with over 2.7bn EUR in revenue. He has lived 18 years in China, whose majority he spent working with the country's evolving digital landscape.

 Presentation in Italian

COORDINATOR




Richard Bao, ASAP+

Richard Bao is the managing director for ASAP+ Milan and a senior brand strategist with more than nine years of experience working in the luxury industry consulting various clients on building brand equity in China through the lens of culture and lifestyle.

 Presentation in English

***Each lecture will feature a guest speaker with years of professional experiences in the corresponding field being discussed.**

Calendario (Italy time zone)

20 Oct 2023	
08:30-08:45	Opening speech
08:45-09:15	Intro to China Guest speaker, TBC
09:15-10:15	Intro to digital China Andrea FENN, Adiacent China 
10:30-11:30	Q&A
SECTION 1: SOCIAL MEDIA AND DIGITAL MARKETING IN CHINA	
25 Oct 2023	
08:30-09:30	China's Digital Landscape Richard BAO 
09:30-10:30	Guest speaker Guest: TBD
10:45-11:30	Q&A
27 Oct 2023	
08:30-09:30	Digital influence and influencers in China Richard BAO 
09:45-10:45	Guest speaker Guest: TBD
10:45-11:30	Q&A
3 Nov 2023	
08:30-09:30	Digital Marketing for Fashion and Luxury Brands in China Richard BAO 
09:40-10:40	Guest speaker Guest: TBD
10:50-11:30	Q&A

SOCIAL MEDIA & E-COMMERCE IN CHINA 2023

Calendario (Italy time zone)

8 Nov 2023		
08:30-09:30	Digital Innovation from China Richard BAO	
09:40:10:40	Guest speaker Guest: TBD	
10:45-11:30	Q&A	
SECTION 2: E-COMMERCE AND DIGITAL SALES IN CHINA		
10 Nov 2023		
08:30-09:30	E-commerce business strategy Andrea FENN	
09:30-10:30	Guest speaker Guest: TBD	
10:45-11:30	Q&A	
15 Nov 2023		
08:30-09:30	How to run e-commerce in China Andrea FENN	
09:30-10:30	Guest speaker Guest: TBD	
10:45-11:30	Q&A	
17 Nov 2023		
08:30-09:30	E-commerce for Beauty Brands in China Andrea FENN	
09:30-10:30	Guest speaker Guest: TBD	
10:45-11:30	Q&A	
22 Nov 2023		
08:30-09:30	New Trends of E-commerce in China Andrea FENN	
09:30-10:30	Guest speaker Guest: TBD	
10:45-11:30	Q&A	
24 Nov 2023: FINAL REMARKS		
08:45-10:30	Interactive final activity Andrea FENN and Richard BAO	
10:45-11:30	Conclusion Q&A	