



## Department for International Trade



### An SME's guide to exporting to China

#### September SME China Webinar Series

##### Retail and food and drink

This September, CBBC and DIT continue to deliver a series of webinars about entering to China that you care most about from initial entry to expansion, from e-commerce to general trade, and to other useful knowledge and insights such as intellectual property right protection and online supermarket market.

To start this September, **eCargo**, a China-based, full-service distributor and trader spanning both online and offline channels, will be presenting a two part webinar sessions on the **9th Sep** and **16th Sep** on Sales and Trading in China – focusing on helping SMEs cut through the opaqueness of the market and understand the options they have when entering China. They will show you the brand's potential journey from market entry through to nationwide distribution.

On the **22<sup>nd</sup> September**, the **Intellectual Property Office's** China team will run another webinar for UK businesses and rights owners. Guest speakers will provide practical tips on how best to protect and enforce your IP in China's online and offline marketplaces.

Lastly, in the final week of September, guest speaker from **the silk initiative** will be talking about online supermarkets in China, its the key trends and opportunities on the **28th September**.

#### Registration link:

<https://www.events.great.gov.uk/website/5544/>

#### Agenda

##### >09 September

>10:00 – 10:45 UK time  
/17:00-17:45 China time

**China market entry -  
cross-border ecommerce  
trade**

##### >16 September

>10:00 – 10:45 UK time  
/17:00-17:45 China time

**Expanding from e-  
commerce to brick-and-  
mortar**

##### >22 September

>10:00 – 11:00 UK time  
/17:00-18:00 China time

**Top Tips for SMEs:  
Protect and Enforce IP in  
China's Online and  
Offline Markets**

##### >28 September

>10:00 – 11:00 UK time  
/17:00-18:00 China time

**What you need to know  
about online  
supermarkets in China**



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