



Understanding how to Sell with e-commerce into Asia

Presented by Shiraz Engineer – Asialink Business & Jack Lu - Austrade



You are invited to attend a 2 x 2 hour interactive online session to make informed decisions on using e-commerce channels to capitalise on the growing demand from Asian consumers. At our workshop you will:

- Learn how to tap into the world's largest e-commerce market and access Asia's rapidly expanding middle-class consumer base.
- Gain a detailed overview of e-commerce platforms and opportunities for SMEs in a variety of Asian markets, with a key focus on the Association of Southeast Asian Nations (ASEAN), India and China.
- Understand supply chain models required for an e-commerce strategy
- Consider cultural needs for marketing, social media and building your brand in an Asian context

When

Module 1

Tuesday

19 October 2021

Module 2

Wednesday

20 October 2021

Time

10.00 am – 12.00 pm AWST

Where

Webinar

Register by

15 October 2021

WHY THIS MATTERS

- In 2018, e-commerce sales in the ASEAN region was estimated at 38 billion U.S. dollars and is projected to reach over 150 billion USD by 2025.
- The ASEAN region is emerging as an international growth hub for premium foods and the health and wellness industry as ASEAN GDP doubles in the next 10 years. With the region facing a critical challenge to alleviate disease and illness, opportunities abound for innovative and forward-thinking organisations to promote health.
- In 2020 Food and drinks featured in the top 5 e-commerce categories in Vietnam with Food and personal care experiencing additional growth of 19.1% during the pandemic.

PRESENTERS

Shiraz Engineer – Associate Director Strategy and Capability, Asialink Business

Shiraz has over 15 years of working in the public and private sector across Asia and Australia. He designs and delivers capability development programs to help organisations understand and sustain operations in culturally diverse markets. Shiraz has led a series of e-commerce programs for SME exporters across Australia.

Jack Lu – Senior Adviser, E-commerce, Austrade

Jack has experience in assisting Australian businesses access global e-commerce ecosystems so they can unlock new customer bases around the globe. From SME's to MNCs, e-commerce serves as a cost-effective and strategic sales channel to enter new markets and grow brand awareness.

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available
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spot today!**

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EPLearningEvents@industry.gov.au

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