

The Eurasia Consortium is Proud to Present

# MASTERCLASS: BUILDING AN ECOMMERCE STRATEGY FOR CHINA



with

**CALVIN CHAN**

COO of Beijing based AdMaster: China's leading data technology company

12 September 2017 | Technology Park Malaysia, Bukit Jalil, Kuala Lumpur

## ■ The Chinese Market

Online retail sales in China reached 5.16 trillion yuan (\$752 billion) in 2016, representing a 26.2% growth from 2015 and more than double the growth rate of overall retail sales. China is the second largest economy in the World accounting for 13% of Global GDP. In terms of online purchases, however, it surpassed its close rival, the United States, in 2016 as the largest online market in the World.

The core consuming group in China is composed of 150 million people, an urban middle class, with an average income at or around 10000 USD. The Chinese government is seeking to double incomes between 2010 to 2020 which will bring several hundred more millions into this consumer class.



## ■ Chinese Consumers' Shopping Habits

When we look at the Chinese consumer compared to those from the developed markets there are quite a few differences to consider. The first is the premiumisation of the Chinese consumer. The fact that Chinese consumer are attracted to premium goods and services that may not be available beyond the tier one and two cities means they need to use ecommerce sites where the authenticity of the goods can be assured. Combine this with low delivery costs, in some cases it's less than \$5 to deliver a package, an evolving supply chain and increasingly sophisticated and trusted digital platforms optimised for mobile phone usage and we can see why Chinese consumers just love to shop online.

### Five fast facts about ecommerce in China

- By 2017 there are 713 million internet users in China and the number is growing on average by 6.25% per year. In the same year ecommerce use has grown to 467 million uses showing year on year growth of 12.9%.
- 64% of Chinese internet users have made purchases online.
- In 2016 China surpassed the US to become the largest ecommerce market in the World.
- The online Chinese shopping site Taobao controls 80 per cent of ecommerce sales in China.
- On Singles' Day in 2016, more than \$12bn was spent on shopping website Alibaba in the first 12 hours of Singles' Day. And that's just one website. By comparison ecommerce sales on cyber Monday in the US only reached \$3.45 billion across all platforms in the same year.

## Programme Aims and Goals

- Understand your target audience (TA) and tips to ensure your brand appeal to Chinese consumers
- Learn about consumer needs in your category, identify potential white space and share of voice (SOV) in the online word of mouth (iWOM) and ecommerce space
- Leverage on the fan-based economy, good content strategy and power of KOL's to maximize your brand presence and influence
- Establish best KPIs to know if your digital advertising and e-commerce strategies are working effectively
- Watch for pitfalls and digital traffic frauds to safeguard your investment
- Ensure you have a good “data connection” strategy and mechanism to guide better decisions and on-the-fly optimization



## About the Speaker Calvin Chan

Calvin Chan is Chief Operating Officer of AdMaster China's leading data technology company.

As Chief Operating Officer, Calvin is responsible for driving AdMaster's business growth for its regional offices, (Beijing, Shanghai and Guangzhou) corporate governance and thought leadership. Prior to joining AdMaster in 2012 Calvin worked in the US and China for Nielsen.

In his over 10 years of marketing data solution experience, Calvin has set himself as the most innovative and dynamic cross-media expert and co-authors the first ever book on cross-media, “Research on Cross-media Communication

Strategy”. Calvin is enlisted by Campaign for the 2014 and 2015 “Digital A-List”, which recognizes top digital marketing experts in China. And he is a frequent speaker in high-level forums like IAB Global Leadership Summit, Global Mobile International Conference (GMIC) and his opinions are always quoted by influential media including eMarketer, Campaign, AdAge, Economist and China Daily, and regularly serves as jury member for industry awards, e.g. Effie Awards Golden Mouse, ECI Awards and MMA Smarties Awards.

Calvin has been appointed as Special Advisor for the Media Integration Research Center of the Communication University of China and Big Data & Computational Advertising Engineering Center of Guangdong Province. He also serves on the Board of Advisors for AIESEC in Mainland China, a non-profit organization that promotes youth leadership and global internship programs. Calvin has a bachelor's degree in Marketing and a Master's degree in Humanities, both from The Hong Kong University of Science & Technology (HKUST).



## AdMaster

AdMaster is China's leading data technology company that uses big data to help brands measure the effectiveness of their marketing investment. It offers solutions for third-party advertising verifications, cross screen research, social and ecommerce measurement – including data obtained from computers, mobile devices and digital TV. It provides data solutions to 80% of the leading international and domestic brands in China.

## Event details

Certification by:

**The Eurasia Consortium Malaysia**

Location:

**Networking Lounge, Resource Centre, Technology Park Malaysia,  
Bukit Jalil, Kuala Lumpur, Malaysia**

Date:

**12 September 2017**

Time:

**10am-5pm**

Participant's fee:

**RM900/PAX, Include all learning materials, handouts, buffet lunch and refreshment each day of the program.**

Also, please note that this Masterclass is **Claimable under the HRDF (SBL Scheme)**. Thus all employers who are registered with the HRDF and have paid the levy for the first month of registration are eligible to apply for a training grant subject to the existing rate of financial assistance and in accordance with the HRDF's terms and conditions.

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