

## MSMEs Export Enhancement Programme:

# Unlock **China Opportunities** through Cross-Border E-Commerce

### Why Join This Programme ?

- Access to China's Expanding Middle-Class Market
- Leverage Cross-Border E-Commerce Platforms
- Increase Brand Recognition
- Improve revenue with Bonded Warehouses



### Programme Highlights

- Cross-Border E-Commerce Strategies for China
- Workshops on Little Red Book Marketing
- Workshops on China Consumer Market Capacity Building
- Access to Alibaba's Ecosystem for Business Expansion

 Jios Consulting Sdn Bhd

✉ [jeff.leong@jiosgroup.com](mailto:jeff.leong@jiosgroup.com)

☎ +60 11-1191 8733 (Jeff)

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Supported by: SME Corp. Malaysia  
Open to All Malaysian SMEs (T&C applied)

## Are you ready to expand your business into the world's largest consumer market?

The Cross-Border E-Commerce Course is your gateway to entering China booming E-Commerce sector. This course will equip you with the essential skills to leverage digital platforms like Alibaba and Taobao, helping you to seamlessly connect with millions of China's consumer without needing a huge investment.

## Why this programme ?

### Tap into a Trillion-Dollar Market

- Gain direct access to one of the largest E-Commerce markets in the world, with an annual spending power of over 44 trillion RMB in 2022 (Cross-Border E-Commerce).

### Efficient & Cost-Effective Strategies

- Understand how Cross-Border E-Commerce can help you expand globally without hefty investment. Learn about the benefits of using bonded warehouses to store goods and reduce upfront costs.

### Marketing through China's Popular Platforms

- Utilize platforms like Little Red Book (Xiaohongshu) and Taobao Live to increase your brand awareness, engage consumers via live streaming, and sell directly to China's customer.



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## Our Commitment to You

By joining this programme, you will gain practical knowledge and actionable strategies to confidently expand into the China market. Don't miss this opportunity to take your business global!

## Programme Highlights:

### Cross-Border E-Commerce Strategy for China

- Master the best practices for entering and expanding in the China E-Commerce market, including marketing tactics, distribution, and logistics.

### Digital Marketing & AI Integration

- Learn how to implement advanced technologies like **Alibaba's AI-powered systems** to optimize your digital marketing efforts and scale quickly.

### Cross-Border Logistics

- Get an in-depth understanding of logistics management, including how to use **bonded warehouses** and **Cross-Border payment systems**.



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## Empower Your SME to Go Global

Expand your horizons and tap into one of the world's largest consumer markets.

### Additional Benefits:

#### Networking Opportunities

- Connect with fellow business owners, E-Commerce experts, and service providers who can help you expand your business.

#### Hands-On Workshops

- Hands-on workshops focusing on content marketing, E-Commerce strategies, live-streaming strategies, product packaging and operation of cross-border platforms.

#### Exclusive Insights

- Gain insights from industry leaders with over 15 years of experience in E-Commerce and Cross-Border trade (Cross Border E-Commerce).



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## Your Gateway to Global Success

Empower your business to reach new heights. Join us and embark on the journey to conquer the China market!

### Who Should Attend?

- SME Owners aiming to venture into China market.
- Export Managers and Business Development Executives.
- Brand owners aiming to expand globally.
- Local entrepreneurs aiming to attract China's consumers.

### How to Register

-  Email: Send your details to [jeff.leong@jiosgroup.com](mailto:jeff.leong@jiosgroup.com)
-  Phone: Call us at +60 11-1191 8733 (Jeff)

