

INDIRECT SALES & BUSINESS PARTNERS IN CHINA: HOW TO IDENTIFY, APPROACH, SELECT AND SECURE THEM

1. Agenda

MODULE 1: SALES CHANNELS

- Difference between B2B and B2C models
- The role of agents, distributors, importers and business partners
- CBEC

MODULE 2: WHERE TO FIND LISTS OF AGENTS, DISTRIBUTORS

- The role of trade associations, industrial associations (including CCPIT), chambers of commerce
- The role of trade fairs
- Which is the most suitable method when approaching partners?

MODULE 3: SELECTING AND SECURING PARTNERS

- Considerations for you and expectations of the partner
- Background check and due diligence
- Do's and don'ts
- IP protection when working with partners ~ China IP SME Helpdesk

2. About the expert

FELIM MEADE

LinkedIn profile: <https://www.linkedin.com/in/felim-meade-3264a771/>

Fields of expertise: China Business intelligence, international trade, e-commerce, FMCG

Position: Co-founder of EMERALD GREEN CONSULTING

After six years researching and selling on Chinese online platforms via Emerald Green Baby, Felim set up Emerald green consulting with another partner. He now offers all his practical experience and ongoing sales knowledge to other "China ready" companies within the EU. Not only has he the knowledge of how to sell but he is continuing to retail market and fulfill orders daily from three Chinese based online stores.

Felim also still owns and runs twelve food operations in Dublin employing over a hundred people and has 10-years work experience with Coca-Cola, Guinness and Ireland's largest retailer Dunnes stores. The core of his success in China is bringing his retail experience managing projects with Chinese partners.

While he lives in Dublin, Felim travels every eight weeks to China as well as extensively in Europe assisting companies to access the Chinese market.

Felim is a frequent speaker of the EU SME Centre for topics related to E-commerce, digital marketing and market entry strategy.