



You're Invited to Join!



Training


Alibaba.com

3 DAYS TRAINING ON CROSS-BORDER E-COMMERCE - SELL TO CHINA PAKISTAN SPECIAL CLASS

6-8 JULY, 2022

Trade Development Authority of Pakistan in collaboration with Consulate General of Pakistan in Shanghai and China-SCO Institute of Economy and Trade

Undertaker: Alibaba Taobao Education

Course content:

- Marketing: Chinese market analysis, distribution and portraits of Chinese consumers;

Channels: Interpretation of general trade and cross-border e-commerce models, analysis of cross-border e-commerce platforms (Tmall Global, Global Shopping, Koala), and analysis of the gateway to China;

Logistics: Analysis of cross-border e-commerce warehousing logistics mode, interpretation of import laws and regulations;

Branding: Cross-border e-commerce brand building and marketing, overseas case study

Course duration: 6 hours/day, 3 days

Training Method: ZOOM online meeting

Link: <https://zoom.us/j/98836156916?pwd=cGZRMkd6c2pBQ1hXaGRBeHp1Wi83UT09>

Meeting ID: 988 3615 6916

Passcode: 961464



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6-8 JULY, 2022

Training Schedule:

| Date | Pakistan Time (UTC+5) | Item | Speaker | Title |
|----------|-----------------------|-------------------|--------------|--------------------------------------|
| 6-Jul-22 | 8:30-9:05 | Opening & Warm up | XIA, Xiaohan | Host from Tao Bao Education |
| | 9:05-9:15 | Welcome Remarks | | |
| | 9:15-12:00 | Lecture | Li, Bo | Tao Bao Education Certified Lecturer |
| | 12:00-13:00 | Lunch Break | | |
| | 13:00-16:00 | Lecture + Q&A | Li, Bo | Tao Bao Education Certified Lecturer |
| 7-Jul-22 | 9:00-12:00 | Lecture | Marvin, Ma | Tao Bao Education Certified Lecturer |
| | 12:00-13:00 | Lunch Break | | |
| | 13:00-16:00 | Lecture + Q&A | Marvin, Ma | Tao Bao Education Certified Lecturer |
| 8-Jul-22 | 9:00-12:00 | Lecture | Marvin, Ma | Tao Bao Education Certified Lecturer |
| | 12:00-13:00 | Lunch Break | | |
| | 13:00-16:00 | Lecture + Q&A | Zhang, Zekun | Tao Bao Education Certified Lecturer |

For Queries

Adil Mukhtar, Assistant Director E-Commerce

Email: adil.mukhtar@tdap.gov.pk | ph: 042 99230640