

You're Invited to Join!

# 3 DAYS TRAINING ON Alibaba.com 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

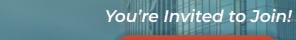
Course duration: 6 hours/day, 3 days

**Training Method: ZOOM online meeting** 

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

Meeting ID: 988 3615 6916

**Passcode: 961464** 



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## **Training Schedule:**

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

### **For Queries**

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