

CHINA CROSSROADS

Thursday, January 28th, 2021, 19:00 – 20:30

Risks and Opportunities in China eCommerce: Counterfeits, Chinese Partners, and Growth Hacking

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Founder and CEO of Chaoly



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Start Making Better Decisions in China

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China eCommerce is attractive, and with staggering growth figures year over year, it is the most promising and fastest-growing market in the world. It's therefore no surprise that companies want to ride this eCommerce wave. However, it is a super-competitive market at the same time, where 70% of the product launches fail to deliver the expected results. Daphne will share her in-depth eCommerce risk framework, explaining the necessary steps to mitigate the common risks. These include counterfeits, collaboration with your Chinese partners, as well as using digital experiments to create products that Chinese consumers actually like.

[Daphne Tuijn](#) is a China eCommerce and tech specialist with a strong desire to help companies formulate successful strategies to grow their eCommerce in China. Daphne loves numbers and she's passionate to help companies use data analytics in the right way. Having built both an eCommerce company as well as a tech company in China, Daphne knows what it takes to succeed in this fast-paced economy.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.