

# CHINA CROSSROADS

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## The Year Ahead in Ecommerce: How the New Digital Trends Will Impact Brands in China

**German Torrado**

Managing Director  
Genetsis G-Commerce

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Boxing Cat Sinan Mansions | 519 Fuxing Zhong Lu  
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RSVP to Frank Tsai at [editor@shanghai-review.org](mailto:editor@shanghai-review.org)



Recent years have seen dizzying, unforeseen changes in China ecommerce, and the year ahead will be spent adapting to them. The scene is in constant fluctuation in terms of platform evolution, regulations, consumer habits, and technologies. Chinese consumers are buying online in new ways, and brands have leapt from trend to trend trying to keep up. Over the last few years, platforms have become more complex, marketing more expensive, and customers profiles more sophisticated. Brands now need to shift from discount and opportunity tactics to strategies more driven by brand value. China's digital ecosystem has never changed more rapidly, and this talk will discuss which of these changes will last, and how brands need to adapt.

German Torrado is Managing Director of Genetsis G-Commerce. In 1995, at the age of 20, German Torrado founded the first Spanish Internet Service Provider, Arrakis, which reached a market share of 15% in Spain, his home country. Three years later it was sold to British Telecom (BT) for \$11.7M USD, with a monthly growth of 18% per month and 300 employees. German moved to China in 2006 to work in the digital space where he led a WPP owned agency specialized in branded e-commerce, among other projects and activities such as bringing international brands to China. In 2017, he created his own digital agency, mixing advertising and tech, developing the first Saas Analytics Software for the Chinese digital ecosystem 'G-Data' and securing a first-round investment of \$2.34 million USD. German lives and works in Shanghai, as Managing Director and Co-Founder of Genetsis e-commerce, successfully bringing client brands to China as an agency and innovating the digital space for all brands present in China, with in-depth analytics and AI-driven, actionable insights with G-Data.

***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](mailto:editor@shanghai-review.org).*