

Brands & Commerce in China

February 28, 2020
LIAA 2nd floor Conference hall
Address: Riga, Perses street 2

The aim of the seminar is to inform Latvian entrepreneurs about existing opportunities and proved methods of reaching Chinese consumers through brand localization, deep cultural awareness and a tailored business plan.

Program

13.30 – 14.00

Coffee and networking

14.00 – 14.15

Brief introduction about China market

Speaker: Agnese Sturmane

14.15 – 15.15

Brands & Commerce in China

1. Real cases on China market entry
2. Tools for building a China plan
3. Biggest consumer trends & existing market gaps

Speaker: Lina Bartuseviciute

15.15 – 16.45

Q&A sessions

16.45 – 17.00

Coffee and networking

Speakers:

Agnese Sturmane - Economic Counsellor (Southern China) of LIAA Representative Office in China

Lina Bartuseviciute - Managing Director of LITAO

Working language: English
Participation is free of charge.

Contact information:

Agnija Tračuma

Project manager, Export promotion division
Investment and Development Agency of Latvia

Phone: + 371 67039409

E-mail: agnija.tracuma@liaa.gov.lv

