

E-COMMERCE IN CHINA

Hotel "Holiday Inn Vilnius", Šeimyniškių g. 1, Vilnius

February 19th, 2020

E-commerce in China is a hot topic, and hence already widely discussed. This seminar offers the opportunity, to not only learn about e-commerce from a business point of view, but moreover find out about crucial aspects and challenges of e-commerce from the perspective of law.

Join this seminar to get valuable insights on several topics within e-commerce in China, presented by Mr. Daniel Albrecht who is an expert in this field.

8:30 – 9:00

Welcome coffee and registration

9:00 – 10:15

E-commerce platforms like Tmall and companies' strategies to succeed on it;

The drivers and impediments for cross-border e-commerce;

Brand awareness in China;

Partner selection and related questions;

Entry barriers;

Entering domestic E-commerce marketplaces;

Entering through cross-Border e-commerce - what is cross-border e-commerce?

What are the advantages of cross-border e-commerce in China?

10:15 – 10:30

Coffee break

10:30 – 11:30

What are the risks of cross-Border e-commerce?

How should you determine your market entry strategy?

What is the impact of marketplaces?

China's major e-Commerce platforms;

Logistics and shipping solutions;

Legal issues when entering the Chinese e-commerce market;

IPR Protection;

Take Down-Procedure of online shops;

Case studies

11:30 – 13:00

Q&A, informal networking

About the Expert



Daniel Albrecht is a German attorney at law and Managing Counsel of Starke. Besides Daniel works as a Guest Professor at the Global Campus of the Union of Western & Eastern Education (UWEE). He is also external expert of the EU China IPR SME Helpdesk, member of the Anti-Counterfeiting Committee of the International Trademark Association (INTA) and the European Communities Trade Mark Association (ECTA) and also member of the MARQUES Cyberspace Team.

Daniel is former member of the board of the German Chamber of Commerce in North China and former Guest Professor for civil law at the China University of Political Science and Law (CUPL) in Beijing. He published several articles about Chinese IPR and E-Commerce matters.

He specializes in corporate law, commercial law as well as trademark law and e-commerce law. His clients comprise foreign and foreign-invested companies in different areas. Before joining Starke, Daniel practiced for a well known law firm in China and the oldest foreign law firm in Japan, where he represented mostly German speaking companies in the field of corporate and IP law. His first professional encounter with China was in 2004 as a law clerk.

Participation is free of charge. Registration is due to 18th February, 2020.

[Registration link](#)

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