



# ACCESS CHINA SUMMIT

21 JUNE 2017  
DOCKSIDE  
SYDNEY



Sidney Song  
Chief Data Officer  
**Publicis China**  
(CN)



Alexander Mecl  
Head of International Business  
**WeChat**  
International (US)



James Hudson  
Director of Corporate Affairs  
and Marketing (ANZ)  
**Alibaba Group**



Tracy Sun  
General Manger  
Authorised Agency of  
**Weibo** in Oceania



Allen Qu  
Executive Chairman  
**Netconcepts**  
(CN)



Charles Pittar  
CEO  
**Juwai**  
(CN)



David "Kochie" Koch  
Chairman  
**Port Adelaide FC**



Lisa Ronson  
CMO  
**Tourism Australia**



Radek Sali  
Chairman  
former CEO  
**Swisse**



Nicolas Chu  
CEO  
**Sinorbis**



Access the Chinese Digital Consumer

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**08.30 Registration**

**08.55 - 09.00 Opening Comments by the Conference Chair**

**09.00 - 09.30**

**INTERNATIONAL KEYNOTE - A deep-dive into Chinese web analytics and marketing performance: data and traffic**



Understanding the effectiveness of digital marketing activity in China depends on reliable analytics. In this session, China's leading authority on website analytics will highlight the intricacies of Chinese website data, outline issues with fraud and provide actionable insights to help international companies measure the performance of their digital marketing activity.

Sidney Song, Chief Data Officer, **Publicis Media Group China**

**09.30 - 10.00**

**INTERNATIONAL KEYNOTE - How Juwai built its success through digital marketing**



Juwai.com is where Chinese consumers find international property - and the company owes much of its success to an outstanding and focused digital strategy. The site is the largest and most authoritative source for global property in Chinese, with over 2.5 million property listings spanning 89 countries, with over 18,000 current news stories, country buying guides, education and emigration articles, along with the largest Chinese social media community focused on international property.

This session will explore how Juwai built its presence, its partnership with Tencent and how it enables international real estate agents to reach their audience via Chinese social channels.

Charles Pittar, CEO, **Juwai (China)**

**10.00 - 10.30**

**KEYNOTE - Strategy first - Laying the foundations for a successful launch into the Chinese digital market**



The growth of the Chinese middle class and the increasing demand for international products that comes along with it present the opportunity of a century for global brands. Yet at the same time, the Chinese market is notoriously difficult to enter.

This presentation will draw on Sinorbis' experience in helping organisations succeed in China. It will debunk prevailing myths about Chinese digital consumers, outline the steps that will lead your brand to a unique value proposition that resonates with your target market and provide an overview of the intricacies of the Chinese digital marketing ecosystem.

Nicolas Chu, CEO and Founder, **Sinorbis**

**10.30 - 10.50 Coffee & Networking Break**

**10.50 - 11.20**

**Chinese eCommerce: How Western brands can capitalise on the growing demand for international products**

**11.20 - 11.50**

**INTERNATIONAL KEYNOTE - Using WeChat as a promotional tool for international brands**



WeChat is unlike any social media platform known in the Western world. The popular marketing and social messaging app has over 846 million monthly active users and is one of the most effective ways to reach Chinese digital consumers.

This talk will give the audience an introduction into the wonderful world of WeChat and provide an overview of the platform's key functions and features. It will also provide an understanding of WeChat user behaviour and how Western brands can leverage it as a promotional tool.

Alexander Mecl, Head of International, **WeChat (USA)**

**11.50 - 12.20**

**KEYNOTE - Developing digital marketing initiatives to attract the Chinese inbound traveller**



As global travel out of China continues to grow, understanding the behaviour of the evolving Chinese consumer is fundamental to Australia securing its share of this now critical tourism market. With almost every national tourism organisation now competing for the Chinese traveller, how do you secure cut through and ensure your destination stands out? For Tourism Australia, that's the job of Chief Marketing Officer Lisa Ronson and her team. Lisa will talk about Tourism Australia's approach to targeting China's high spending, free and independent traveller, including the growing importance of digital platforms such as Australia.cn to grow Australia's share of wallet.

Lisa Ronson, CMO, **Tourism Australia**

**12.20 - 12.50**

**KEYNOTE - The story of Swisse: conquering the Chinese market in five years**



Swisse is one of Australia's big export success stories. In only five years time, 40% of the company's sales came from China. Hong Kong-listed Biostime International acquired 100% of the company for \$1.8 billion.

This presentation will explore how the company built local partnerships to successfully expand into China. It will follow Swisse's journey from testing their Chinese product positioning and messaging in their own backyard to investing in product development to meet local demands and engaging with celebrities to create digital buzz and eCommerce success for the brand.

There was much consideration in choosing a buyer who was in line with the Swisse culture and values which was imperative in helping close out the transaction.

Radek Sali, Former CEO, **Swisse**

**12.50 - 13.30 Networking Lunch**

**13.30 - 14.00**

**KEYNOTE - Exporting Port Adelaide FC: The Power in China**



Port Adelaide FC is proudly venturing where no other Australian sporting brand has gone before. In 2017, it will host a historic first premiership season game in Shanghai with the goal to develop Australian Football in the world's most populous country.

Club Chairman David Koch (Kochie) will highlight his vision for football as an enabler for Australian businesses in China and the challenges and chances of getting from the idea to the first game.

David Koch (Kochie), Chairman, **Port Adelaide FC**

14.05 - 14.55

**PANEL DISCUSSION**

**Using digital marketing to attract Chinese inbound consumers**

In 2015, China was Australia's second largest inbound market for visitor arrivals and the largest market for total expenditure and visitor nights. This panel will discuss:

- The buyer journey of the inbound Chinese consumers
- Streamlining conversion paths
- Effectively managing consumer demand
- Trends and growth sectors

**Panelists:**  
 Lisa Ronson, CMO, **Tourism Australia**  
 Robert Ravens, Managing Director, **Bridestowe Lavender Estate**

**Moderator:** Dandan Cheng, COO, **Sinorbis**

**PANEL DISCUSSION**

**eCommerce O2O: How to sell successfully to the Chinese digital consumer**

The Chinese eCommerce landscape is booming and full of promise for Western businesses looking to sell to Chinese consumers. However, the road to eCommerce success is long and complex. This panel will discuss:

- How to gradually launch an eCommerce presence
- Overcoming challenges in logistics and infrastructure
- Leveraging O2O dynamics
- Managing successful multi touch point campaigns

**Panelists:**  
 James Hudson, Director of Corporate Affairs and Marketing Australia and New Zealand, **Alibaba Group**  
 Peter Osborne, Managing Director Asia, **Blackmores**  
 Justin Hall, Managing Director, **Vogels**

**Moderator:** Paul Waller, Head of Investment Strategy, **MediaCom China**

15.00 - 15.30

**TRACK A - Partner Case Study**

**TRACK B - Partner Case Study**

15.30 - 15.50

**Coffee & Networking Break**

15.50 - 16.20

**TRACK A**

**CASE STUDY - Integrating digital channels with offline marketing activities to attract Chinese students**

UNSW manages Australia's number 1 official university WeChat account and has used digital marketing channels to significantly increase their brand identity in the market.

This session will explore their integrated digital strategy from their website development to WeChat, as well as leveraging events to further drive digital engagement and applications.

Xueting Zheng, Senior Marketing & Communications Specialist (Greater China), **UNSW**

**TRACK B**

**Developing an effective channel strategy for China**

A comprehensive China market strategy requires an understanding of all available on- and offline channels.

This session will provide an overview of available channels and their fit for various market segments and businesses and feature case study examples.

Sara Cheng, Senior Manager, China Practice, **Australian Business Chamber**

16.25 - 16.55

**Brand Australia: Why local agricultural and food manufacturers need a united, single brand message for China**

Australian businesses currently export 150 different brands – with even more brand messages – to China. As a result, Australian producers are competing against each other and in the process, running the risk of confusing Chinese consumers.

Contrast that with New Zealand, where exporters have worked tirelessly to build a unified brand message, evoking quality and consistency in the minds of Chinese consumers.

This session explores whether a similar approach might be a viable proposition in Australia.

Cathryn Carver, Executive General Manager of Corporate & Specialised Banking, **NAB** & Deputy Chair, **ASA100**

**Developing effective search marketing strategies in China**

Chinese search engines are fundamentally different from their Western counterparts, but they are no less vital to digital marketing success.

Learn how you can increase your brand's visibility on all major Chinese search engines such as Baidu, 360, Sogou and Shenma from a pioneer of the Chinese search marketing industry.

Allen Qu, Chairman, **Netconcepts China**

17.00 - 17.30

**Using Weibo as part of your China digital marketing mix**

Sina Weibo is a microblogging site most commonly compared to Twitter and boasts over 261 million active monthly users.

This presentation will explain Weibo's unique features and strategies to include is a part of your brand's Chinese digital marketing mix.

Tracy Sun, General Manager, Authorised Agency of **Weibo** in Oceania

**Case study: The digital marketing challenges and opportunities for small businesses in China**

Bridestowe Lavender Estate has been widely recognised for its efforts to attract Chinese inbound travellers to Tasmania's north-east.

Having won the initial award for innovation in the Australia-China Achievement Awards, the company is increasingly turning to digital to foster further growth. This session will provide an understanding of how SMEs can manage and conquer the Chinese digital ecosystem.

Robert Ravens, Managing Director, **Bridestowe Lavender Estate**

17.30

**Drinks Reception**

# Access The Chinese Digital Consumer



**ACCESS  
CHINA**  
SUMMIT

21 JUNE 2017 - DOCKSIDE SYDNEY

Do you know how to effectively reach and engage the 780 million Chinese digital consumers? What about the 1.2 million Chinese tourists that come to Australia each year? Or the 900,000+ Australians with Chinese ancestry?

It's complicated. But that's why we designed the Access China Summit; to answer all your questions and provide you with the knowledge and network required for success in this lucrative market.

Learn from the key players in the digital landscape including Alibaba, WeChat, Weibo, Baidu, Sogou, 360, Shenma and more.

Hear case studies from Australian and NZ success stories including Tourism Australia, Swisse, Vogels, Port Adelaide FC, Blackmores, UNSW and Bridestowe Lavender Estate.

So, to add international marketing knowledge to your skill set, join us at Access China Summit on June 21st.



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## HOW TO REGISTER

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Phone: (02) 8228 6900

Email: [jenny@ashtonmedia.com.au](mailto:jenny@ashtonmedia.com.au)

## REGISTRATION FEES

1 Delegate		<b>\$850</b> + GST
5 Delegates	(Includes 1 Free)	<b>\$3,400</b> + GST
10 Delegates	(Includes 3 Free)	<b>\$5,950</b> + GST

All registrations incur a 3% booking fee