

Online Training Introducing E-commerce and Export Promotion to Women Entrepreneurs in Mongolia April 2021

Objectives:	
Goal:	<i>Support women entrepreneurs in Mongolia to initiate cooperation activities with Chinese and German women entrepreneurs while enhancing their basic knowledge on e-commerce and business promotion structures.</i>
Method:	<i>Online Workshop and Follow-Up Activities (online, if possible exchange visits)</i>
Language:	<i>English and Chinese with Mongolian simultaneous translation</i>

28 April 2021		
Online platform TBD		
Day I		
14:00 – 14:15	Signing in	
14:15 – 14:30	Welcome Remarks and Introduction to Training Day I	Florian Miß, Project Director GIZ SRECA
14:30 – 15:00	<i>E-commerce & digital marketing in China</i> Presentation <ul style="list-style-type: none"> Key development and trend about women entrepreneurs in China; The new trend of online marketing – live show sales and its techniques 	Mr. Hao Jianbin, Director, Research Centre, Aliresearch; focal point for gender equality in Aliresearch
15:00 – 15:15	Q&A session	Participants
15:15 – 15:45	<i>Entering New Markets in Fashion/Cashmere</i> Presentation <ul style="list-style-type: none"> Market access information for online and offline trade from Mongolia 	Ms. Sakia Axt, Fashion Expert, PR- and marketing Consultant
15:45 – 16:00	Q&A session	Participants
16:00 – 16:15	Tea Break	
16:15 – 16:45	<i>E-commerce on the showcase of German kids label “plui plui”</i> Presentation <ul style="list-style-type: none"> Business promotion structures for women entrepreneurs in the fashion sector 	Ms. Wiebke von Ahn, Founder and CEO Pluiplui

16:45 – 17:00	Q&A session	Participants
17:00 – 17:30	<p>Marketing and logistics approaches for E-commerce in China</p> <p>Presentation</p> <ul style="list-style-type: none"> • Introduction of effective e-commerce platforms in China • Product specific marketing strategies (in terms of product quality, pricing and sales strategies) • Chinese logistics for e-commerce 	Ms. Li Lin, Associate Professor, Xidian University, China
17:45 – 18:00	Wrap up and closing of the day	All / GIZ SRECA

29 April 2021		
Day II		
Online platform TBD		
Day II		
14:00 – 14:15	Signing in	
14:15 – 14:30	Reflection Day I and Introduction to Training Day II	GIZ SRECA
14:30 – 15:00	<p>Strategic networking</p> <p>Presentation</p> <ul style="list-style-type: none"> • Online matchmaking possibilities for Mongolian women entrepreneurs 	Ms. Susanne Westphal, Founder and CEO of Institut für Arbeitslust
15:00 – 15:15	Q&A session	Participants
15:15 – 15:45	<p>E-commerce and organic products in China</p> <p>Presentation</p> <ul style="list-style-type: none"> • Digital marketing techniques for organic products in China (key category: food products) • Zheng Gu's Gift card marketing strategy and its relations with e-commerce <p>Zheng Gu's online marketing solution: e.g. utilising Wechat platforms</p>	Ms. Zhang Tingting, Entrepreneur, Zheng Gu Agricultural Development Corporation, China
15:45 – 16:00	Q&A session	Participants
16:00 – 16:15	Tea Break	Participants
16:15 – 16:45	<p>Organic products and organic cosmetics</p> <p>Entering the EU Market: The Pathway for a Successful Product Launch</p> <p>Presentation</p> <ul style="list-style-type: none"> • Business partnership development for effective e-commerce 	Ms. Almaz Andezion, Founder and CEO of B&A cosmetics
16:45 – 17:00	Q&A session	Participants

17:00 – 17:30	<i>E-commerce and agri-products in China</i> Presentation <ul style="list-style-type: none"> Starting up an e-business in China: Ms. Song’s experience Running as a rural e-business: Qi Xian Ying’s insights Digital marketing techniques for agri-products in China (key category: fruit products) Utilising trendy marketing solutions for higher sales: case sharing 	Ms. Song Haiman, Entrepreneur, Qi Xian Ying Agricultural Corporation, Hainan, China
17:30 – 17:45	Q&A session	Participants
17:45 – 18:00	Wrap up and closing remarks	All / GIZ SRECA

Background information	
Sponsor	German Federal Ministry for Economic Cooperation and Development (BMZ)
Organiser	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH “Support of Regional Economic Cooperation in Asia (SRECA)”. www.connecting-asia.org
Language	The meeting will be conducted in Mongolian, Chinese and English.
Contact	Ms. Zolzaya Sambuunjam, expert, SRECA Mongolia, sambuunjam.zolzaya@giz.de Ms. Junyu Huo, technical advisor, SRECA China junyu.huo@giz.de