

How to Build a **Significant Sale** in China as **Inexpensive** as Possible



- Most foreign brands entering China run into a 'cul-de-sac' experience. They spend their resources and investment without much result.
- That said, the Chinese consumer market is THE most important in the World (McKinsey). Chinese consumers will nearly triple their buying power by 2030.
- By 2020, more than 300 million Chinese people will trade foreign clothing brands, home accessories, health food, beauty- and sporting goods through cross-border e-commerce platforms (CBEC).
- Small and medium-sized brands specifically will have enormous market opportunities. 2/3 of all Chinese consumers actually want to switch to new brands. They care first and foremost about the quality-price ratio and less about brand equity.

Practical Information:

Date: Wednesday May 8th
Time: 15.00-18.00 (incl.
Registration and networking

Venue: Asia house
Indiakaj 16
2100 København

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About Miktos

We are a cross-cultural team based in Chongqing and Copenhagen Specializing in helping foreign brands gain traction in the chinese SoMe and E-Commerce marked.

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Agenda – May 8th 2019

15.00	Registration & Networking
15.30	Welcome By Innovation House China-Denmark
15.45	Presentation Jacob Juul-Lou <ul style="list-style-type: none">• Psychographics of the Chinese consumer• The Chinese purchase experience: barriers, triggers and trends• Defining Chinese product USPs• Primary Platforms, WeChat and Weibo - official accounts and mini-programs• How to leverage Chinese "secondary" SoMe platforms
16.30	Break
16.40	Presentation Brenna Hart <ul style="list-style-type: none">• How to develop effective content with the Miktos-Bios Framework• Develop Chinese contextualized short videos with cross-border teams• Focus on micro-KOLs instead of expensive Chinese top influencers• Learn from different KOL case studies• How to optimize your ROI by using skilled labor outside the Chinese tier 1 cities
17.25	Q&A
17.40	Networking and Light refreshments
18.00	Event over



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6 key takeaways

- Learn how to leverage Chinese secondary social media platforms and benefit from much lower CPM values than those of primary platforms, WeChat and Weibo.
- Find out how to drive users to primary platforms, stimulate interest and strengthen product understanding with WeChat Mini Programs.
- Discover how you can implement micro-KOLs and Chinese contextualized short videos while both lowering costs and intensifying creativity.
- Understand how you can create more effective content by leveraging our 4-pillar framework of product USP's, purchase motivators, content triggers and hooks
- Find out why proper preparation and initial target group analysis is paramount before launching an e-shop
- Uncover how your budget can be minimized by working with skilled Chinese labor outside large T1 cities



Brenna Hart

CMO
Miktos



Jacob Juul-Lou

CEO
Miktos

Brenna holds a B.A. in Chinese Political Science and have lived in China for 7 years. She is a fluent mandarin speaker and have worked in the “machine room” of Chinese marketing firms assisting multiple foreign brands with social media tactics in China. Brenna has strong knowledge within the Chinese KOL industry and WeChat ecosystem

Jacob holds a M.Sc. in Engineering and a B.Sc. degree in Finance. He has previously worked with PwC, E&Y, Maersk and Deutsche Bank (mandarin level: HSK3). He has consulted several Nordic brands within Chinese consumer psychology and laid out strategies entering the Chinese CBEC market.



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