

China's Internet Giants for the 3rd consecutive Year at China Connect

China Connect (www.chinaconnect.fr) is the largest gathering of experts on Chinese consumer trends, marketing, digital and mobile, in Europe.

The participation of China's leading digital players is confirmed for this 3rd edition, with **Youku-Tudou**, online TV leaders, and **Sina Weibo**, n°1 micro-blogging platform. And for the 1st time, **Meilishuo**, a Fashion Social Shopping Network, and **Yihaodian**, one of the leading e-commerce grocer (Walmart)

The quality of the Speakers, and diversity of companies already registered (Chanel, Chopard, Aéroports de Paris, Coty, LVMH, PPR, Hennessy, Parrot, Waterman, Hachette, Yves Rocher, Datawords, Legrand...), confirm the uniqueness of the event in Europe

China Connect objective is to gather China's internet, Marketing, Digital and Mobile professionals in China, with Western brands, in order to share, case studies and perspectives, consumer insights, social marketing, e-commerce, mobile and storytelling in China

On the 3rd edition Agenda, March 28-29, an objective: better decypher the outcomes, stakes and opportunities of online/offline Chinese Consumers engagement, as the country middle class is booming. The latter, a key growth driver, also lives in more remote and less accessible regions, Inland China, making easier the massive and fast e-commerce expansion

For **Leo Liang Senior Director of National Business Development chez Youku-Tudou**: *"What makes ChinaConnect special is to connect Chinese digital experts with European peers. I look forward to more inspirations about video marketing in China."*

Angie Au-Yeung, National E-commerce manager Lee Jeans, VF China «China Connect brings local happenings and insights to our European counterparts and provides a good opportunity for knowledge exchange among industry players from different markets. I'm looking forward to sharing my two cents and bringing home great learnings and maybe some questions as well as solutions in return. »

Normandy Madden, VP APAC Thoughtful Media Group: *"China has never been more important for European marketers and digital media is clearly the way to reach them effectively and efficiently. The speakers at China Connect will provide enormous insights into how to build European brands in China."*

2013 Theme : «**Leveraging Chinese Consumer Engagement Across Tiers**»

Agenda: <http://www.chinaconnect.fr/china-marketing-digital-conference/>

They will speak :

- Yueping WANG, Public Relations Manager **SOPEXA** (China)
- Arnaud PIGNOL, Delegate Director, **INTER-RHONE** (France)
- Leo LIANG, Senior Director of National Business Development **YOUKU-TUDOU**
- Eric ROTH, Partner **McKinsey & Company** (China)
- Nathalie REMY, Principal **McKinsey & Company** (France)
- Ken HONG, General Manager Marketing Strategy **SINA WEIBO**
- Yueping WANG, Public Relations Manager **SOPEXA** (China)
- Florent BONDOUX, Head of Strategy & Intelligence **Digital Luxury Group** (Suisse)
- Jean Hsiao WENHEIM Chief International Executive **a-PEER Synergy Culture&Technology**
- Dan XU, Vice-President **MEILISHUO.COM** (Fashion Social Shopping network) (China)
- Simon TAM, Head of Wine **CHRISTIE'S** (China)
- Brian BUCHWALD, Ceo & Co-Founder **BOMODA** (Fashion Newsletter for the Chinese) (USA)
- Angie AU-YEUNG, Digital Marketing Manager **LEE JEANS / VF ASIA LTD** (China)
- Sirena LIU, Présidente **FILMWORKS CHINA Entertainment Marketing** (China)
- Vincent DIGONNET, President APAC **RAZORFISH-DIGITAS** (China)
- Laurent MALAVEILLE, Executive Director – Digital, CRM, E-commerce **CLARINS GROUP**
- Mykim CHIKLI, COO **ZENITHOPTIMEDIA** (China)
- ANDREW CANTER, **BRANDED CONTENT MARKETING ASSOCIATION** (UK)
- Laurence Lim DALLY, CEO **CHERRY BLOSSOMS** (Hong Kong)
- Lili Yu, Director of Wireless Business **YIHAODIAN (Walmart)** (China)
- Alexis de GFMINI. CFO **A2G Créations** (France)

- **TWITTER:** @ChinaconnectEU - **FACEBOOK:** <https://www.facebook.com/ChinaConnect>

CHINA CONNECT gathers Luxury, Cosmetics, Fashion, as well as Consumer Goods, Automotive, Media, Communication players...

- **LOCATION:** Elysées Biarritz, 22-24 rue Quentin Bauchart - 75008 Paris

Sopexa Group, Partner

Medias Partners: New York Times Global, PRNewswire, Jing Daily, Thoughtful China...

- KEY FIGURES SUR LE MARKETING & LE DIGITAL EN CHINE

- **Internet Population** : almost 600M – Penetration : +40% (vs 78% US, 61% Europe)
- **E-commerce:** 242M online shoppers – 1st worldwide market in 2013 with sales forecast : \$265Billion (vs \$230B for the US) 68% buy Apparel/Accessories, 39% House Equipement, tech-digital products, 30% cosmetics – Tmall (Alibaba Group) leading B2C with 54% market share. +60% du traffic from 2nd tier cities and beyond
- **Mobile:** +1Billion users, almost 400M internet mobile users - 12% of online sales –WeChat (Tencent) app launched in 2011: +300M users
- **Online Video** : ¼ des internautes visitent Youku-Tudou chaque jour, 100M de videos vues via Youku Mobile
- **Growth** +60% of urban population between 2005 and 2025 - 242 cities will exceed ¼ du PNB by2025. 650 cities of +1M inhabitants. + 600M Chinese will belong to the middle class by 2020

- CHINA CONNECT at a glance

- September 2010: Publication of a «Brand Content: Special China» on offremedia.com
- 16-17 June 2011: 1^{ère} éd of the conference (<http://www.chinaconnect.fr/china-connect-2011/>)
- **Best Of 2011:** <https://vimeo.com/25762268>
- 8 November 2011: Launch of **China Connect InTheCity***
- 21-22 March 2012 : 2nd Ed of China Connect (<http://www.chinaconnect.fr/china-connect-2012/>)
- **Best Of 2012:** <https://vimeo.com/40541344>
- Among the Speakers: China's Internet leaders Tencent, Tmall (Alibaba), Youku-Tudou, Sina Weibo, Jiebang..., Top Consulting/Marketing/Communication Chinese expert: McKinsey, CIC, Ogilvy, GroupM, MEC, ZenithOptimedia etc.
- 2 Days, 20 keynotes/panels en anglais
- Env.150 attendees, companies include PPR, LVMH, Peugeot, Groupe Seb, Axa, Coty, Lacoste, Chanel, Aéroports de Paris, Chanel, Gucci, Datawords, Legrand, Chopard, Hachette, Parrot, Hennessy, Clarins, JaegerLeCoultre etc.
- More : <http://www.chinaconnect.fr/participating-companies/>
- In the media: Les Echos, France Inter, RFI, Stratégies, <http://www.chinaconnect.fr/press/>

- **CHINA CONNECT**, it's also 2 Premium Day or Evening a Year: **China Connect InTheCity***

- 8 NOVEMBER 2011: Beauty Academy" by Sephora China, <http://www.chinaconnect.fr/inthecity2011/>
- 8 OCTOBER 2012 : Tom Doctoroff, CEO APAC J.Walter Thomson (WPP) for « What Chinese Want » <http://www.chinaconnect.fr/inthecity2012/>
- 27 JUNE 2013 : Exclusive - **To Be Announced at China Connect 2013**

- **CHINA CONNECT Testimonials 2011/2012** (<http://www.chinaconnect.fr/about/>)

« Excellent topics and speakers, and great participation from the attendees. A must-attend event for global companies who want to succeed in China »

Linda TAN, Consumer Insights Director **Zenith Optimedia (China)**

« For the 1st time ever China Connect offered the great opportunity to meet with real experts of China
Cécile TINCHANT, Social Media and Multimedia Manager, **Jaeger-LeCoultre (Switzerland)**

- **Laure de Carayon**, Fondatrice/Organisatrice : <http://www.chinaconnect.fr/lauredecarayon/>