EU CBEC forum

THE EXPO AREA

BRANDS & PRODUCTS | SERVICE PROVIDERS

Are you a brand or a manufacturer?
Reserve a booth and meet key partners from China & Europe

LOGISTICS, MARKETING AND SERVICE PROVIDERS, AN EXPO TAILORED TO SUPPORT AND SUSTAIN SMES ON THEIR ROAD TO E-COMMERCE

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THE FORUM AREA

MAIN STAGE SPEECHES | WORKSHOP CLASSES

Learn from the experts: gain insights and first hand knowledge to develop your cross-border e-commerce business model

→ KEYNOTE SPEECHES WITH TOP PLAYERS FROM BOTH EUROPE & CHINA

→ PRACTICAL CLASSES AND IN-DEPTH ANALYSIS TO DEVELOP YOUR E-COMMERCE STRATEGY

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THE LAB AREA

NEW RETAIL O2O CAFÉ

LIVE STREAMING STUDIO

Expo & Forum are just half of what the EU CBEC 2020 has to offer:

- → **VISIT A REAL O2O STORE AND EXPERIENCE A NEW CONCEPT OF CONSUMER JOURNEY**
- → **ASSIST TO ON-SITE LIVE STREAMING SESSIONS WITH KOL SELLING EUROPEAN PRODUCTS FROM LGG TO CHINA!**

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THE LAB AREA

NEW RETAIL O2O CAFÉ AREA

- The Offline to Online Café will showcase how digital driven experience economies are effective in conditioning consumers' shopping habits
- Products will be available for customers to try on spot, purchase through smartphone and will be delivered directly to their doorsteps

LIVE STREAMING EXPERIENCE

- Live Streaming is the most popular way to combine influencer marketing, cross-border e-commerce and sales channels
- Selected European products totally unknown to Chinese consumers will be sold out in seconds to a huge audience through real live streaming sessions

EU CBEC forum

THE LAB AREA

DO YOU WANT TO PARTICIPATE?

→ Become Sponsor of the EU CBEC Forum (or by invitation of our partners)

→ Send your application with the materials below to info@eu-crossborderforum.com:

1. Corporate Presentation
2. Detailed presentation of the products* participating (Max. 3)
3. Products* hyperlink to webshop

*Product categories accepted: F&B, Mother & Baby, Cosmetics, Dietary Supplements, Decoration, Fashion & Mode

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NETWORKING SESSIONS

MATCHMAKING SESSIONS

Do you need help in finding “the best fit” amidst the crowd?

BECOME A SPONSOR, THE EU CBEC FORUM WILL SELECT A NUMBER OF HIGHLY POTENTIAL BUSINESS PARTNERS TO AID YOU REACH YOUR GOALS

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OVERALL PROGRAM OF BOTH DAYS

Opening & Registration
8:30 - 9:30

Keynote Speeches
10:00 - 12:00

Light Lunch
12:00 - 13:00

Workshop Classes
14:00 - 16:00

Final Speech
16:30 - 17:00

Evening Cocktail
17:00 - 18:00

Expo Area opens
9:00

Matchmaking session
14:00 - 16:00

Expo closes
18:00

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BECOME A
SPONSOR

BASE SPONSORSHIP PERKS
EXPO AREA

- Branded Thematic Area inside the EXPO for the sponsoring Association and its members. Spaces within the area can be allocated between the Sponsor's members according to its needs;

- Offline/Online visibility for Sponsor and its members;

- Call for sponsors for food & beverages served during 1 cocktail reception & 2 light lunches, together with the possibility to sponsor a Gala Dinner outside the Ariport Terminal at the end of day 1. These activities will become branded and will receive the related visibility. Categories: bakery/pastries, light energetic snacks (chocolate and the like), fresh food (vegetables), sandwiches;

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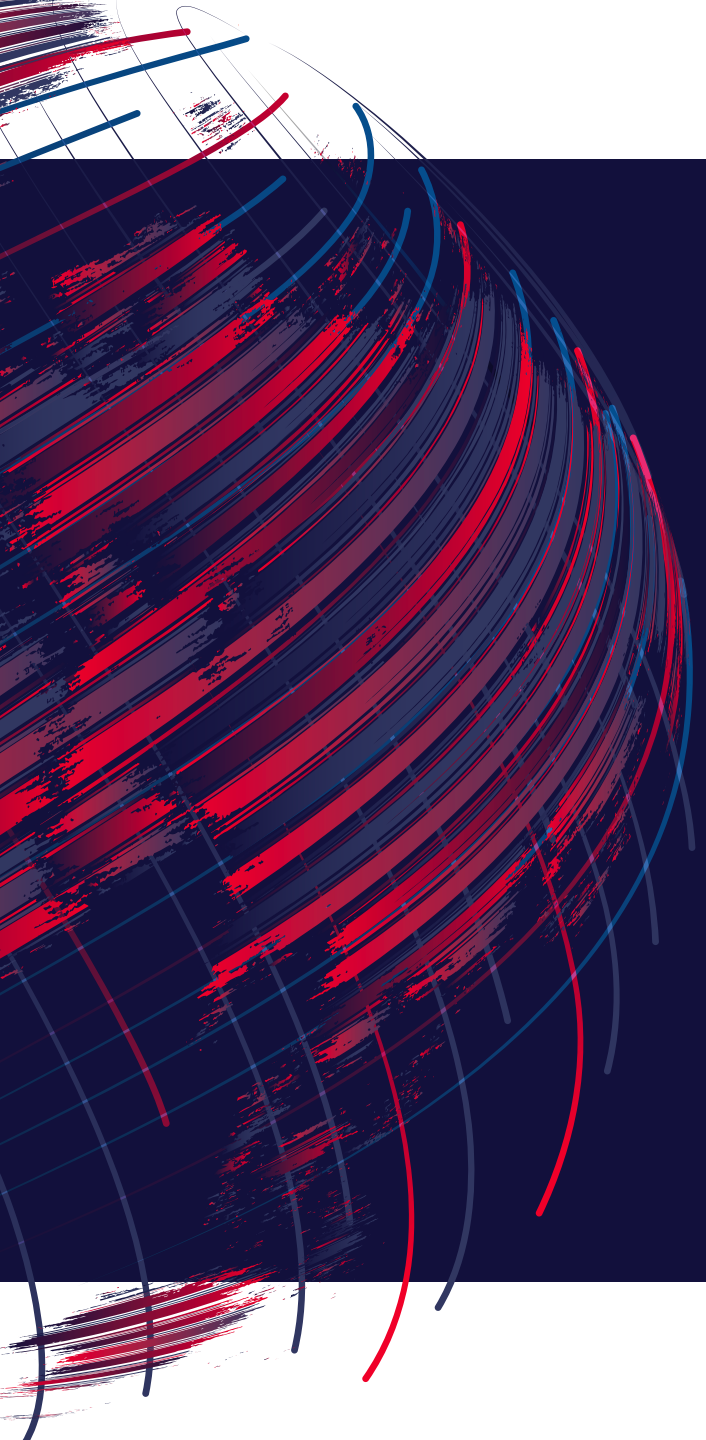

BASE SPONSORSHIP PERKS
LAB AREA & TICKETS

- → Access to stall inside O2O café under Sponsor's branding with members' products, conditions & selection by AWEx/Atlas;
- → Possibility for members to apply for a live experience with KOL, conditions and selection by AWEx/Atlas.

- → 4 Free tickets for Sponsor's Team (40% discount on any additional ticket);
- → 3 Free tickets for any Company participating to the area with a booth;

- → 20 Guaranteed early bird tickets (40% off from standard tickets) for Sponsor's members participating to the event as visitors (without a presence inside the Branded Area). Tickets issued via personalized Branded Coupon Code;

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2ND EDITION
OCTOBER 14 - 15, 2020
EU
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THANK YOU
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