



# eShop Talk Asia

**Monday, 24 April 2017**

[eShop Talk Asia](#) conference and exhibition is taking place on 22-24 May 2017 at the Hyatt Regency Hong Kong. The event will attract Asia's leading retailers to learn about the fast-changing movements in the e-commerce industry in Asia. With the rising Chinese middle class with higher disposable incomes, there is an increasing demand for quality guaranteed products, creating a brand-new cross-border market. With new opportunities coming out every day, it is important more than ever to stay ahead of the competition in Asia.

On 22 May, eShop Talk Asia will host pre-conference workshops on "The Nuts And Bolts Of Building An e-Shop" and "Marketing and Brand Building for your e-Shop in China".

Following the pre-conference workshops on 23-24 May, there will be a 2 day conference covering a range of topics including Crossborder e-Commerce, Crossborder Partnerships and Collaborations, e-Commerce into China, Customer Experience, Future Technologies, Digital Marketing and O2O.

With speakers from **Mei.com - Alibaba Group, Zalora, Woolworths, Hong Kong - Shenzhen Qianhai Authority, Hong Kong Federation of E-Commerce**, and many more, this conference is not to be missed!

eShop Talk will provide a platform for retailers, e-tailers, online marketplaces, supply chain management, payment companies and more to network and gain new opportunities within the Greater China region.

CMO Asia friends and members enjoy a **10% discount** on the registration fee. To receive the offer, contact us on:

- Email: [info@beaconevents.com](mailto:info@beaconevents.com)
- Phone: +852 2219 0111
- [Register online](#)

Quote promo code **BH956CMO**.

For more information, visit our website and download the brochure <http://eshoptalkasia.com/>

## **ABOUT BEACON EVENTS**

Beacon is a major conference and exhibition organizer, producing first class international events that meet the challenges facing major business sectors today. Beacon's focus is on large-scale, must-attend events that are independently researched and tailored to deliver unbiased and focused market information. From Finance & Investment, Telecoms, , Technology and Commerce, Biotechnology & Life Science, Legal & Compliance, to Gaming events, we deliver the critical business information which enables success.

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