



China eCommerce Virtual Product Pitch

Business-to-Business Product Pitch Session

China's eCommerce market is developing into a highly sophisticated and popular platform for consumers, accounting for 7.8 percent of China's total retail sales of consumer goods this year. To take advantage of these opportunities, the U.S. Department of Commerce is organizing the first ever "virtual" product pitch session connecting U.S. companies with leading Chinese eCommerce platforms.

Rapidly Expanding eCommerce Market

- China represents 20% of the world's internet users (560 million users), 45% of users making purchases online
- China's eCommerce market is expected to grow at a rate of 48% annually
- By 2014, the eCommerce market will be valued at \$175 billion
- Online revenue from China's "Singles' Day" 24 hour sale generated \$5.9 billion in sales. This amounts to more than Black Friday and Cyber Monday combined and is a 54% increase compared to the \$3.2 billion generated in 2012

Benefits

- **Opportunity** - Tap into the rapidly growing eCommerce industry
- **Efficiency** - Pitch in 5 minutes or less
- **Immediate feedback** - Receive input from decision makers who understand product trends and success factors
- **Cost saving** - No travel necessary
- **Convenience** - Connect from your office (webcam & internet connection required)
- **Customized** - China IP Consultation provided *in advance* of Pitch



For More Information:

Megan Schildgen
Commercial Officer
Chicago U.S. Export Assistance Center
T 312.353.4798 | megan.schildgen@trade.gov

Your Products



VIDEO CALL
arranged by

U.S. Commercial Service

To these Chinese eCommerce Platforms*



Actual Chinese eCommerce Platforms (TBD)*

**Apply Now, Space is Limited to
six U.S. Companies**

www.export.gov/china/virtualpitch/

Date: March 20th, 2014

Venue: Your home or office computer

Deadline: February 5th, 2014

Application Requirements:

- Company must be registered and headquartered in the U.S., producing "Made in America" consumer goods.
- Must have existing sales in the U.S.
- Export experience preferred

Cost:

- \$300 participation fee

Application form: <http://1.usa.gov/19XuecU>