



# GO INTERNATIONAL

## Country Seminar China

26 September 2024



### Programme

9h00	Welcome of the participants
10h00	<b>Welcome speech</b> Ms Cindy Tereba, Director International Affairs, Luxembourg Chamber of Commerce
10h10	<b>Opening speech</b> H.E. Mr Hua Ning, Chinese Ambassador to Luxembourg
10h20	<b>Presentation of the Chinese economy and market opportunities</b> Mr ZHAO Feng, Deputy Chief Representative China Council for the Promotion of International Trade (CCPIT)
11h00	<b>Presentation: Understanding B2B Digital Marketplaces: A Spotlight on Alibaba.com</b> Ms Margherita Mistura / Mr Alberto Frescura, EU Strategic Partnership Manager, Alibaba Benelux
11h40	<b>Company testimonial : Doing business in China</b> Ms Lynn Elvinger, Member of the Executive Board, Cebi International S.A.
12h00	<b>Networking lunch</b>
13h00	<b>Pre-organised B2B meetings with the experts (CCPIT EU, Alibaba Benelux, CHINALUX)</b>
14h30	End of the event

