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WORLD TRADE CENTRE®
TORONTO



GROW YOUR BUSINESS IN ASIA THROUGH OUR E-COMMERCE TRADE MISSION

Access the potential of Asia's vast digital consumer market through our trade mission to visit the North American headquarters of the largest Asian e-commerce platforms located in California. Meet with buyers and partners who can help you enter and expand your market footprint in Asia. This is a unique opportunity for Canadian brands to tap into the world's largest e-commerce market and a rapidly growing, affluent middle class.



Sunday, May 10 -
Thursday, May 14, 2020



California,
U.S.A.



TAP & MAP Alumni: C\$2,000
Business delegate: C\$2,500

Service provider (TRBOT
Member): C\$5,000 (C\$4,000)

REGISTER AT [WTCT-ECOMMERCE2020.EVENTBRITE.CA](https://www.wtct-ecommerce2020.eventbrite.ca)

@WTC_TO



UNLOCKING THE POTENTIAL OF ASIA'S CONSUMER MARKET THROUGH E-COMMERCE

WHY WE ARE GOING

- California is home to the North American headquarters of Asian e-commerce giants such as Alibaba, Tmall, JD.com and Rakuten – the ideal gateway for Canadian companies looking to enter the Asian market through e-commerce
- Asia is the largest e-commerce market, representing 12% of retail sales -- exceeding the 8% for North America and Western Europe combined
- Asia has the world's largest internet population and has surged in the use of mobile payments, allowing e-commerce companies to target and reach consumers in the region
- Alibaba, the largest e-commerce retail in China, sold over \$30.8 billion in 24 hours during Singles' Day, nearly triple the U.S. online and offline Black Friday and Cyber Monday sales combined in 2017
- Cross-border e-commerce retail imports in China doubled to \$17 billion from 2015 to 2017 in order to satisfy the market's desire for foreign-made goods – Canadian imports rank among the most desirable for Chinese consumers

WHO SHOULD JOIN US

- Trade-ready Canadian companies with consumable or wearable products (special interest in pet and baby supplies) that are interested in capitalizing on the potential of Asia's aggressive consumer market
- Industry associations and service providers interested in connecting to and building relationships with high growth Canadian brands and Asian partners

MISSION HIGHLIGHTS

- Professionally organized meetings with large-scale buyers, distributors, category managers and go-to-market partners from the main Asian cross-border e-commerce platforms
- Site visits to key e-commerce platforms, innovation hubs, distributors and wholesalers to understand their supply chain and identify opportunities for commercialization
- Panel discussion and education about the main economic, political and technological trends from best-in-class subject matter experts and intermediaries to provide insight and help Canadian companies refine and adapt their market entry and expansion strategies for e-commerce

WHAT IS INCLUDED

- Ground transportation for the official program
- Networking events, entry fees, and meals for the official business program
- Curated business-to-business matching services

WHAT IS NOT INCLUDED

- International flights
- Accommodation
- Visa application fees (if required)
- Shipping samples (if required)

Funding options are available through CanExport to cover international market development-related activities. Please contact us for more information.

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