



China E-commerce Trade Mission 2025

Linyi & Beijing, China

11-15 November, 2025

**Unlock China's booming e-commerce market:
connect with the right partners and build meaningful
commercial relationships**



01 Who should attend

For manufacturers and brand owners seeking to expand their footprint in China's E-commerce sector through direct engagement and strategic insight.

02 Why this program



Organized by China and Beyond, with strategic support from the Export Council of Australia and the China Council for the Promotion of International Trade, the China E-commerce Trade Mission 2025 is a hands-on program designed to equip businesses with the essential tools and insights to succeed in China's dynamic E-commerce landscape.

- **Critical Contacts** – Meet KOLs, MCNs, livestreaming operators, and retailers.
- **Sales-Driven** – Practical, results-focused program designed for outcomes.
- **Hands-On Knowledge** – Gain insider insights into China's e-commerce system.

03 Why Linyi & Beijing

LINYI

- North China's top livestreaming and KOL hub
- Lowest B2C shipping rates via local government subsidy
- Home to thousands of social commerce operators

BEIJING

- Headquarters of JD.com, China's largest e-commerce platform
- Operational base for leading e-commerce firms
- Direct access to industry bodies and regulators
- China's largest consumer retail market for imported goods



04 Program support

This program is proudly delivered by China and Beyond with the support of strategic partners - the Export Council of Australia (ECA) and the China Council for the Promotion of International Trade (CCPIT) — the peak industry bodies for trade and export in Australia and China. Delegates will gain privileged access to influential government and business networks curated by CCPIT.

MISSION *Itinerary*

Pre-mission briefings (15 days before the trip): Delegates will be equipped with cultural insights, pitching tips, and essential market guidance for a smooth and successful journey.

DAY 01
TUESDAY
11 NOV

Linyi Arrival & Welcome

Morning: High-speed train from Shanghai to Linyi, the largest livestreaming and KOL hub in North China.

Evening: Official Welcome Dinner hosted by the Linyi E-commerce Association & Municipal Government.

- Network with government leaders, e-commerce executives, and livestreaming entrepreneurs.
- First opportunity to connect with industry insiders who drive China's online retail growth.

DAY 02
WEDNESDAY
12 NOV

Business Partner Meetings in Linyi

Morning: China–Australia Cross-Border E-Commerce Cooperation Meeting

- Meet with MCN companies, Key Opinion Leaders, livestreaming operators, online retailers, and digital marketing agencies.
- Gain direct insights into partnership models and collaboration opportunities.

Afternoon: Visit to China's largest livestreaming base.

- Experience livestream commerce firsthand, explore sales studios, and meet operators behind some of China's most successful online campaigns.

DAY 03
THURSDAY
13 NOV

Transition & High-level Networking

Morning: High-speed express train from Linyi to Beijing.

Afternoon: Visit the China Council for the Promotion of International Trade (CCPIT) for introductions and market insights: Receive updates on regulations, government support programs, and trade facilitation opportunities.

Evening: Welcome-to-Beijing Networking Dinner co-hosted by CCPIT with senior executives and business leaders.



MISSION *Itinerary*

DAY 04
FRIDAY
14 NOV

Beijing Industry Deep Dive

Morning:

- Visit the headquarters of JD.com, China's largest B2C e-commerce marketplace. Learn about JD's ecosystem, cross-border models, and opportunities for foreign brands.
- Visit leading social media and livestreaming sales platforms, understanding how influencer commerce drives millions in sales daily.

Afternoon: Exclusive visit to the operator of the Australia Pavilion on JD.com.

- See how Australian brands are showcased and sold to millions of Chinese consumers.

DAY 05
SATURDAY
15 NOV

Training & Strategy Building

Morning: Comprehensive Training Workshop (half-day) covering:

- Overview of China's e-commerce landscape, growth models, and emerging trends.
- Navigating regulations and compliance essentials.
- Winning strategies for B2B and B2C channels.
- Best practices for KOL engagement and livestreaming campaigns.
- Logistics, payments, and cross-border operations.
- Consolidation of key learnings and strategic insights.

Afternoon: Flexible schedule for retail field visits or one-on-one business meetings with contacts made during the mission. This marks the conclusion of the official trade delegation program.

Evening: Participants may either depart Beijing on direct flights back to Australia or continue with their own extended travel or business arrangements.

Post-Mission Coaching

Receive two personalised 30-minute sessions with China & Beyond's experts—delivered in person or online—to sharpen your China strategy and receive tailored advice.



Key Takeaways & Program Fee

The program is packed with valuable sessions, networking opportunities, and insights into the dynamic e-commerce landscape between Australia and China.

What you will gain from the program

- Direct access to China's most influential e-commerce platforms and players,
- Strategic connections with MCNs, KOLs, importers, and retailers.
- Practical knowledge of platforms, compliance, and logistics.
- Actionable strategies for B2B/B2C sales growth.
- Post-trip coaching to refine your China market entry plan.

Program fee

- AUD 8,950 + GST (per person)
- AUD 5,820 + GST (each additional participant from the same business)

What's Included:

- Trade mission activities, briefing, training & 2 coaching sessions.
- 4–5 star hotel accommodation (check in on 11 Nov and check out on 15 Nov, individual rooms).
- All group meals (breakfast, lunch, and dinner) from 11 to 15 November.
- Local transport and high-speed train (Linyi to Beijing) for scheduled group activities.

Not Included:

- International flights and transport to Linyi (note: Linyi is directly accessible by high-speed train from Shanghai and Qingdao, both of which have direct flights from Australia).
- Visa and travel insurance.
- Personal expenses.

Please note: Currently, Australian ordinary passport holders can **visit China visa-free for up to 30 days** until the 31st December 2025, making travel for this delegation even easier.

Secure your place now – limited places available.

Registration deadline: **5:00pm, 3 October 2025 (or earlier if places are filled).**



REGISTRATION FORM

Business Information

Company Name:

ABN:

Company Website:

Address:

Participant Details (Please list all participants):

Participant 1

Full name:

Position:

Email:

Phone:

Participant 2

Full name:

Position:

Email:

Phone:

Authorised signatory of the Company:

By signing and submitting this Registration Form, I confirm my participation in the Australia–China E-Commerce Mission 2025. I acknowledge that I have read, understood, and accepted the Terms and Conditions of the program in full.

Name:

Position/Title:

Signature:

Date:

Please complete and return this form to service@cnbeyond.com.au

Registration deadline: **5:00pm, 3 October 2025 (or earlier if places are filled).**



Terms and Conditions

1.Registration and Payment

- Registration is confirmed only upon receipt of a completed Registration Form and full payment of the program fee.
- Program fee is paid within 7 days from the date of invoice. Full payment must be received by 30 September 2025 to secure participation.

2.Cancellations and Refunds

- Cancellations received in writing before 30 September 2025 will receive a 50% refund.
- No refunds will be issued for cancellations received after this date, unless the organisers cancel the delegation due to major unforeseen events (e.g., government restrictions, natural disasters, force majeure). In such cases, a full refund of program fees will be provided.
- No refunds will be provided for change of mind, change of personal circumstances, or failure to obtain required travel documents. Please note: currently, Australian ordinary passport holders can visit China visa-free for up to 30 days till the 31th December 2025,

3..Substitutions

- Substitutions of participants are permitted without additional charge, except for the China domestic train ticket and booking cost, which must be paid by the substituting participant.
- The same train ticket for substitute participants cannot be guaranteed. Written notice of substitution must be received at least 15 days prior to departure.

4.Program Amendments

- The organisers reserve the right to amend the program itinerary at any time due to unforeseen circumstances, including but not limited to changes in meeting schedules, venue availability, or travel restrictions. Such amendments will not entitle participants to a refund.

5.Minimum Numbers

- The organisers reserve the right to cancel or postpone the program if minimum participant numbers are not met on the 5 October, 2025. In such cases, a full refund will be provided.

Terms and Conditions

6. Participant Responsibilities

- Participants are responsible for arranging their own visas, travel insurance, and any personal expenses not specifically included in the program.
- Participants are responsible for their own punctuality and conduct during all program activities.
- Participants must comply with local laws, regulations, and cultural practices in China.

7. Liability

- The organisers are not liable for any loss, damage, injury, accident, delay, or expense incurred by participants as a result of attending the program.
- The organisers are not responsible for any business loss, commercial outcome, or damage to participants' businesses resulting from the program. Participants are solely responsible for conducting their own commercial due diligence and seeking independent commercial advice.

8. Force Majeure

- The organisers accept no responsibility for any loss, injury, or additional expenses arising from delays or changes in travel arrangements, illness, weather conditions, industrial action, war, natural disasters, or any other circumstances beyond their control. However, the organisers will make reasonable efforts to assist participants in managing such situations should they arise.

9. Media and Confidentiality

- The organisers may take photos, videos, or recordings during the program. By registering, participants consent to their use for marketing and reporting purposes, unless written notice of objection is provided.
- Participants must respect the confidentiality of information shared by other participants or hosts during the program.

10. Code of Conduct

- By submitting this form, participants agree to comply with the program guidelines and conduct themselves in a professional manner throughout the mission. The organisers reserve the right to remove participants who behave in a way that disrupts or damages the program.

11. Governing Law

- These Terms and Conditions are governed by the laws of New South Wales, Australia. Any disputes arising under or in connection with the program shall be subject to the exclusive jurisdiction of the courts of New South Wales.

Contact Us for More Information

China and Beyond service@cnbeyond.com

Tel: 02 9481 9417

www.cnbeyond.com.au

Address: Level 2, 25 Ryde Road, Pymble. NSW 2073

