

# **E-commerce and Live Streaming Sales in China**

Hilton Reykjavík Nordica, 8 May at 9:30

## **Launching Ceremony of Iceland-China Live Streaming Week**

- 9:30 Address by H.E. Mr. He Rulong, Ambassador of China to Iceland
- 9:40 Address by Mr. Ingvi Már Pálsson, Director General, Ministry of Culture and Business Affairs
- 9:50 Official opening of the first Iceland-China Live Streaming Week

## **Iceland-China E-Commerce Cooperation Seminar**

- 10:00 Address:  
Mr. Pétur Óskarsson, CEO of Business Iceland
- 10:05 Policy introduction of China's cross-border E-Commerce:  
Mr. Dai Ke, Commercial Councillor, Embassy of China in Iceland
- 10:20 Douyin EC global introduction and operation:  
Ms. Jude Zhu, Head of Seller Operations, Douyin E-commerce
- 10:40 E-Commerce experience in China:  
Mr. David Tong Li, Chairman of Ísmoli Marketing Group
- 10:55 E-Commerce experience in China:  
Ms. Angela Zhu, Asia Regional Managing Director, Össur
- 11:10 Q&A

Moderator Mr. Árni Alvar Arason, Director at Business Iceland