

Household Electric Appliance Dealer Business Meeting 2010

Organizers

Modern Household Appliance Magazine

Koelnmesse

Date & Venue

19 October 2010, 13:30-17:00

Shunde Exhibition Center, Conference Room A

Secretary-general

Mr. Guozhong Feng Tel: +86-139 1042 3790

OPENING REMARKS

Channel Evolution: Challenges and Opportunities for China's Household Electric Appliance Industry

Mr. Jiaozhi Fu, Chief-editor, Modern Household Appliance Magazine; Director, China National Information Center on Technology and Economy of Electric Appliance

KEYNOTE SPEECHES

- Opportunities of the Household Electric Appliance "Trade-in" Policy**
Mr. Gang Chen, Vice Secretary General, China Household Electrical Appliances Association
- Opportunities in the Kitchen & Bath Appliances Industry**
Mr. Jixiang Li, President, CMM (GfK Group)
- Retail Marketing Guidelines for Household Electric Appliance Agents**
Mr. Shihua Jiang, Vice Chief-editor, Modern Household Appliance Magazine; Researcher, China National Information Center on Technology and Economy of Electric Appliance (Publisher of Modern Household Appliance Magazine)
- Input and Output Analysis of Dealer Information System**
Mr. Guoqing Liu, President, CAISHEN Technology Co., Ltd.; Director, CAISHEN Modern Household Appliance Business School
- Distributor Network Development and Retention**
Mr. Yue Ma, Industry Expert
- Team Building and Successful Retail Marketing**
- Opportunities of Agents in the Era of E-Commerce**
- Channel and Scientific Management**
- China Household Electric Appliance Dealers Development Report**
Mr. Shaolei Zhou, Marketing Director, Modern Household Appliance Magazine
- Launch of the *China Household Electric Appliance Retailer Practice Course***
Mr. Xiaowei Lian, Head of Editing Dept., Modern Household Appliance Magazine; Researcher, China National Information Center on Technology and Economy of Electric Appliance

CLOSING

Development and Business Opportunities

Mr. Jiaozhi Fu, Chief-editor, Modern Household Appliance Magazine; Director, China National Information Center on Technology and Economy of Electric Appliance

Modern Household Appliance Magazine
August, 2010