

Digital Marketing Insights in China: Exploring Trends and AI's Influence

Thursday, 16 November 2023, 10:00 - 11:00hrs CET, Online via MS Teams (60 Min)

Agenda

- 10:00 hrs **Welcome Remarks**
- Louisa de Fallois, Regional Manager Greater China & Mongolia, OAV – German Asia-Pacific Business Association*
- 10:05 hrs **Overview of Chinas Current Marketing Landscape**
- Sishi Xie, Analyst, Sinolytics*
- 10:20 hrs **Digital Marketing Trends & AI Applications**
- Moonie Zhu, Co-Founder and Managing Director, eTOC*
- Nicole Schlenz, Business Development Manager, eTOC*
- 10:50 hrs **Q&A Session**
- With all of the above speakers and the audience*
- 11:00 hrs **End of Event**

Moderation: Louisa de Fallois, Regional Manager Greater China & Mongolia, OAV – German Asia-Pacific Business Association

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