
2013 Forum Chair Persons and Working group Coordinator

Shanghai

Chair	Mr. Benoit Lismonde, <i>Asia Europe Trade Co.</i>
Business Manager	Ms. Bettina Buck (January – June 2013) Ms. Tiantian Qi (from July 2013 onwards)

	Shanghai
Number of member companies	160
Number of individuals receiving email notices	321
Number of Forum meetings held	4
Average number of attendees	25

Introduction and Forum

The Retail & Distribution Forum (RDF) was created in 2008. It is the successor of the Working Group called Trade and Distribution. Due to China's WTO membership and lack of issues to lobby, Trade & Distribution Working Group was altered to RDF. The RDF consists of European and foreign companies involved in manufacturing, retailing, and distribution in China. The Forum has fostered ties with various organizations and government bodies in the European Union, China and elsewhere.

Forum Meetings in 2013

Shanghai : 30 January, 12 March, 5 July, 17 Oct

Forum Activities in detail:

30 Jan	Evolution of retail trends and e-commerce in Shanghai and the Yangtze River Delta, recent trends and developments of the retail sector, focusing mainly on e-commerce and how retailers find new ways to adapt to changing consumers' behavior.
12 Mar	Presentation on " <i>Update on Recent Chinese Consumer Trends</i> " by Mr. Jason Ding, Senior Partner from Roland Berger Strategy Consultants.
5 Jul	Market Insight, Market Review, How to start e-commerce in China, A Practical example: My Super Company would like to sell shoes on line.
17 Oct	Centre on Sustainable Production and Consumption (CSCP) teamed up with the China Sustainable Retail Roundtable (CSRR), the European Chamber of Commerce in China (EUCCC), and the China Dream (JUCCCE). With a project supports pilot cities to embark on a low-carbon, resource-efficient and climate change resilient development path. Retail and consumption is an important part of this with members joined event and bring back value to cooperation further in this area.

For any further information about the Retail & Distribution Forum or the European Chamber in general, please do not hesitate to contact retail&distribution@european-chamber.com.cn.