



Module 3

Roundtable 3

Presentation + roundtable discussion



Roundtable 1 Where to start

26 May
12-1 pm AEST

Roundtable 2 The Art of building relationships in Asia

28 May
12-1 pm AEST

Roundtable 3 Selling wine online in Asia

3 June
12-1 pm AEST

As a program participant, you can attend 1, 2 or all 3 roundtables



Jack Lu

Senior e-Commerce
Advisor
Austrade

Roundtable 3 - Selling wine online in Asia

3 June

Jack at this roundtable will provide attendees with an overview of the e-commerce opportunities in Asia. His talk will also cover:

- Common business models for selling wine online
- Key online players in Asia
- The regulatory requirements for selling online
- Market opportunities for e-commerce in Asia
- Overview of selling wine online in Asia

Partners

MinterEllison



Jack Lu, Senior e-Commerce Advisor, Austrade

Jack Lu is senior e-Commerce advisor from Austrade. After joining Austrade, Jack has been working with key global online marketplaces and very keen in developing global cross border e-Commerce ecosystem for Australian exporters. This will help Australian companies get started in exporting and brands of all sizes to use online channels to reach customers overseas they may not be able to through traditional bricks and mortar.