

ABOUT THE SPEAKER: E-COMMERCE, DIGITAL MARKETING, AND WECHAT



Name: Luis S. Galán

Position: CEO and founder of 2Open China Ecommerce

Website: www.2open.biz

Areas of expertise: E-Commerce, Chinese E-Commerce platforms (Taobao, Tmall and jd.com) and European E-Commerce platform, AliExpress. Chinese digital marketing and business intelligence.

For almost a decade, Luis has been in charge of 2 Open, a digital marketing and E-Commerce agency with offices in China and Spain that helps foreign brands develop and boost their online sales in China through the provision of marketing and strategic consulting and transactions monitoring services. 2 Open is an official partner of Tmall Group, one of the most important online platforms in China.

Before embarking on this adventure, Luis worked for the PRISA Group and eBay in the digital and online sales areas, respectively. Luis has advised a large number international companies from a wide variety of sectors. He has also been a speaker at numerous seminars and training on online commerce and digital marketing, some of the most significant are “Hispanic Startups 2016” or “How to make the most of the E-Commerce Boom in China” (2019). Luis also publishes articles in several Spanish and international media.

On the educational side, Luis has an MBA from China Europe International Business School (CEIBS) and a Master in Information Technology from IE Business School. Luis speaks Spanish, English and Chinese.

Luis has collaborated with the EU SME Centre on several training workshops, both face-to-face and online, with an extremely positive feedback from the audience and the organizer.

ABOUT THE SPEAKER: TRADE FAIRS IN CHINA



Name: Bart Horsten

Position: Managing Director Horsten Int.

Websites:

www.horsten.be

www.mychinaweb.com

Areas of expertise:

China Project management, strategic advice, feasibility studies, market research, partner selection, online marketing, wechat, China workshops and seminars, and China trade fairs.

Bart Horsten is a China entrepreneur and consultant since 1998, focusing on start-up and early development projects in and with China. As a managing director at Horsten International, he is one of the most experienced and broadly skilled China consultants in the Benelux, contributing his China expertise and extensive network to many European companies entering the Chinese market. Over the past 2 decades.

Bart has assisted dozens of companies in their China market entry strategy by evaluating and choosing international trade fairs and exhibitions in China, designing the layout of the stand and marketing materials and even providing Chinese-speaking staff to support each company's sales team.

Bart is a frequent speaker at China seminars and workshops and guest lecturer at universities and management schools. He has also written several articles including "[Six Considerations Towards a Successful Trade Show in China](#)"

More information and many project references can be found at the websites and in his LinkedIn profile: <https://be.linkedin.com/in/bart-horsten-263021b>.

ABOUT THE SPEAKER: TRADE FAIRS AND INTELLECTUAL PROPERTY

Michał Kłaczyński ~ Legal Counsel



Michał has over fifteen years of experience in international business law, both transactions and regulatory matters, including assistance in Chinese business and IP related matters. His experience includes assisting companies establishing business in China, advising on foreign direct investment regulations and negotiating joint venture agreements. Michał has also advised on various aspects of Chinese copyright law, trade secrets, trademarks, as well as on negotiating licensing, manufacturing and distribution agreements related to operations in China.

He graduated from Harvard Law School (LL.M.) and Jagiellonian University (Poland), and studied at Sichuan United University (Chengdu, China).

