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How Startups Should Approach Branding in China - An Overview of the Local Social Media Landscape

When it comes to breaking into the Chinese market, China might as well be a different planet for startup marketers. With an entirely different media and digital landscape, you really need to know what the major platforms are and how they operate to brand your product or company successfully.

In this illuminating session, SPRG Beijing's Arthur R. Hagopian, and Silk Road Group's Lior Varona, shared their insights about how brands - from giants like Google to Israeli tech companies - are cracking the Chinese media challenge.

SPEAKERS

Arthur R. Hagopian
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Founder & CEO of Silk Road
Group