

EVENTX

HOSTING
VIRTUAL EVENT IN
**MAINLAND
CHINA**
IN 2022



Introduction

Business expansion across continents involves complex operational, compliance, cultural and even technological challenges. In search of market entry and business expansion solutions, business leaders often rely on established facilitators. In the Asia-Pacific market, where conglomerates and hypergrowth organizations are orchestrating grant plans to achieve regional business growth and abiding influence, hosting hybrid conventions or industry summits is a foolproof approach to bypassing undertakings and gaining access to local networks while guaranteeing certain anticipated outcomes, particularly in times of ambiguity.



For brands headquartered in the Asia Pacific region, Chinese trade fairs and exhibitions are goldmines for testing market waters. A thriving talent pool, especially in big tech, has given rise to overseas talent acquisition.

How can businesses acclimatize to China's unique ecosystem and tap into its value network and resources with virtual events? This guide offers solutions to challenges that may arise from catering to the Chinese market.

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MICE INDUSTRY TRENDS IN CHINA

Where is the Chinese MICE industry headed?

In February 2021, Chinese authorities issued a directive to propose carbon-free MICE industry best practices and encourage the recycling of materials used during conventions. Exhibition organizers are anticipated to comply and transform their strategies accordingly.

In China, the prevalence of international fairs are still at an embryonic stage. Many exhibition facilities in China are built to accommodate international events and entertain buyers from around the world. However, reports show pessimism towards the occupancy of these venues as economists have noted that China's strict lockdown measures appear to conflict with that of the West, where the concept of living with the virus has become increasingly accepted.

Hybrid exhibitions outside of China often employ an OAO (online and offline) model. The model addresses both in-person and online attendance, and also pre-exhibition audience engagement, which may shed light on how business-to-business networks in China can be synthetically bonded differently than the rest of the world.



COMPLEMENTING ONLINE EXHIBITIONS

New approaches to hosting large events

While the scale of the Chinese MICE industry continues to grow, exhibitors remain concerned: the number of high-traffic events is limited and held only in Tier 1 cities. Compared to other major cities, physical booths in China may not be as easily accessible. One common complaint among exhibitors is the remote locations and sparse traffic of more affordable events. Another common concern is that resources may end up being diverted to disinterested audiences who are difficult to engage and nurture.

The asynchronous nature of OAO exhibitions allows exhibitors to focus their resources on a more targeted group of buyers and create virtual encounters more easily before, during or after an event. The three-day Wuhan International Environmental Protection Industry Expo 2021 was held using a hybrid approach, entertaining 300 well-known enterprises domestically and abroad.



2022武汉国际环保产业博览会

The Wuhan Int'l Environmental Protection Industry Expo (WEPE 2022)

2022年9月13-15日
September 13-15, 2022

中国·武汉国际博览中心（汉阳）
Wuhan International Expo Center, China



Under the new directive of "Green exhibition", organizers are complying and run their events in both physical and virtual settings.

Why OAO?



Minimize the cost for hosting



Will not be impacted by weather conditions or natural disasters



Exposure for all industry participants



Data-rich event management



Minimize waste and pollution



Digital Expo, an event tech company from Shanghai, provides integrated digital exhibition solutions to organizers by combining virtual showrooms, livestreaming and ecommerce.



What hold back foreign entities from hosting virtual events in China?

For growing companies who have set their sights overseas, China seems like the perfect destination for expansion. But with lengthy bureaucratic procedures and an unfamiliar consumer environment, even the most robust event management tool may not be enough to help exhibitors navigate through the complex market.

In China,

48%

Percentage of foreign corporations that fail and withdraw from the country within 2 years of starting operations

3 *reasons why they fail*

- Lack of marketing and understanding towards culture
- Making poor decisions when choosing local partners
- Failing to build strong relationships with local authorities

6%

increase in FDI in 2020 to USD\$149B

100%

of foreign virtual event websites that are banned



CHALLENGES TO HOSTING VIRTUAL EVENTS IN CHINA

Challenge One: The Great Firewall of China

China has been strengthening its firewall for more than a decade, blocking access to popular global messaging apps, social media platforms, search engines, and websites deemed threatening to national security.

However, during the 2022 Winter Olympics, Chinese authorities allowed people to access the open internet with their credentials when connected to Wi-Fi at official venues. This allowed them to access platforms such as Instagram and Google.

Yet, during the handful of occasions that China unblocked its firewall for certain foreign visitors over the past decade, none of them were private events.

SOLUTIONS

Chinese attendees can only participate in online events that are hosted through Chinese content delivery networks, or “CDN” for short. Attending events via VPN will incur legal risks, if you are able to access a functioning VPN at all. Even though popular video conferencing platform Zoom is partially accessible in China, as of 2021, it requires users to log in in China and have their data stored in onshore data centers. Contacting Zoom’s authorized partners in China is another challenge.

When you host an event with EventX, accessibility to your event in China is guaranteed through a local network. Users will not have to take additional measures to join sessions that are hosted on the EventX platform.





CHALLENGES TO HOSTING VIRTUAL EVENTS IN CHINA

Challenge Two: Internet Content Compliance in China

Before you are legally permitted to conduct commercial activities online in China, including selling event tickets, advertising your event and processing transactions, you will need an Internet Content Provider (ICP) license. An ICP license is a state-issued registration that allows a China-based website to legally operate in the country. Having an ICP license allows you to optimize the performance of your event site so visitors from China can participate in your event in ways that they are accustomed to. An ICP license is essential if you plan to market your event to Chinese participants.

Some Chinese cloud service providers may provide value-added services, including filing ICP license applications on behalf of enterprises based overseas. However, not all individuals or businesses are eligible for ICP licenses, and those who are eligible may need to wait many months for approval. To communicate on-demand or in real-time with attendees or exhibitors in China, you would also have to acquire a B22 license.

THE ICP APPLICATION PROCESS



Another barrier is China has blocked many professional online video hosting solutions from the West. Livestreaming providers need to obtain an internet culture operating license, which is not available to foreign or foreign-invested companies. So, regardless of the nature of their content, it will not reach China.

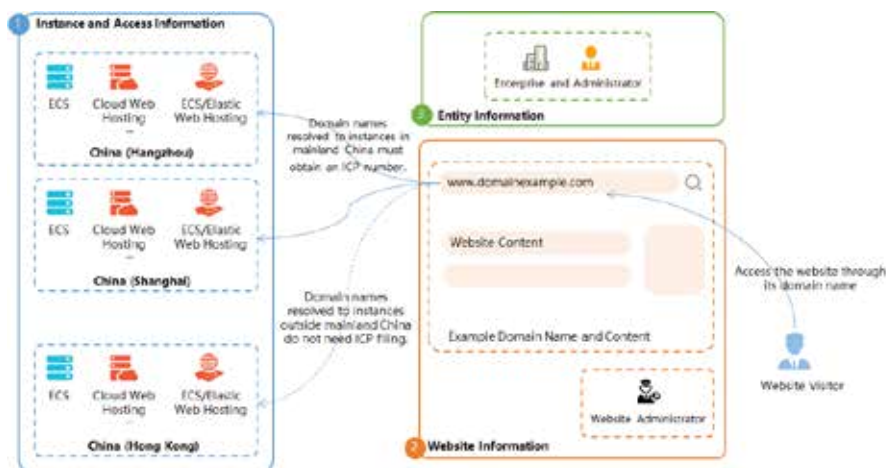
For many businesses that create and publish video content, China remains an out-of-reach market. Few companies are lucky enough to overcome the difficult process of gaining approval to deliver content in China.

Yet, video hosting remains a crucial component of virtual events in China. The nation's multiple compliance requirements get in the way of even the best technology. Should you fail to comply, your site would load at a snail's pace.

SOLUTIONS

It is impossible for event hosting platforms based outside of China to operate within the country. EventX is a Chinese-invested event software company based in Hong Kong that has valid ICP, B22 and the internet culture operating licenses. When you host webinars on EventX, whether you are livestreaming or playing pre-recorded videos, EventX ensures that your commercial content reaches Chinese audiences without a hitch.

An overview of ICP Filing system



How long does the ICP license application process take?

On average, it takes about 20 days to 1 month. The application process for an ICP commercial license takes about 60 days, or 2 months.



CHALLENGES TO HOSTING VIRTUAL EVENTS IN CHINA

Challenge Three: The Dogmatic Technological Landscape

China has a unique social media, messaging and ecommerce ecosystem. Aside from having an impenetrable firewall, China's ever-changing digital culture renders attempts at introducing foreign influences futile. China is huge and its market is complicated in that consumers are often wary of buying from unknown brands. In a B2B setting, Western approaches may fall flat if marketers do not adapt.

Your event landing page is as important as your localized website, and you should also leverage the functions of WeChat, a multi-purpose platform, to connect with your attendees ahead of the event. Most established B2B companies have official accounts on WeChat, where they can host mini versions of their websites and communicate with their followers via their weekly posts.

SOLUTIONS

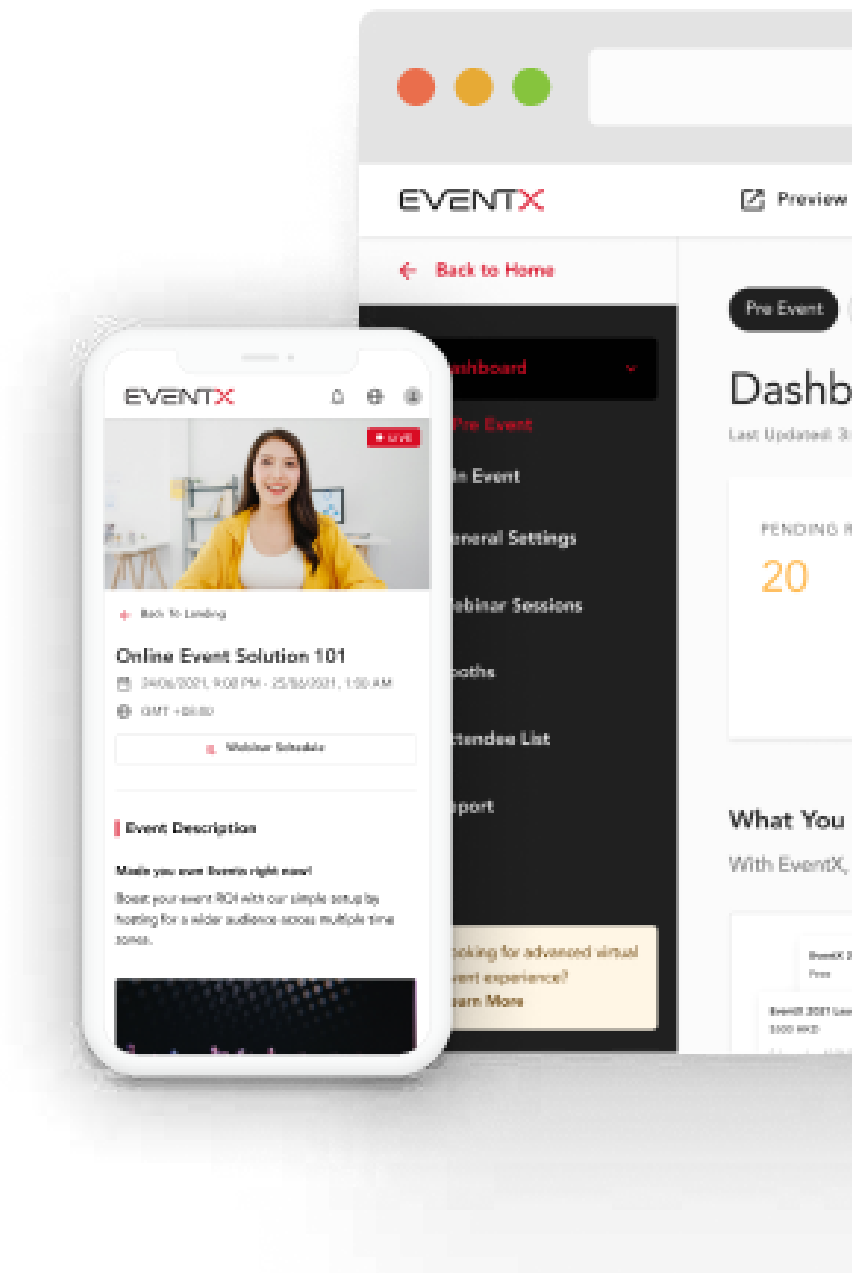
Analyze your China marketing journey and choose your technology wisely. For events that target Chinese audiences, it is wise to have localized versions of your marketing materials. If you think your brand is not ready for large-scale lead generation or social media marketing campaigns, text messages and email are good tools to communicate with your registrants. EventX's RSVP function enables event organizers to send text messages and email through Chinese networks.



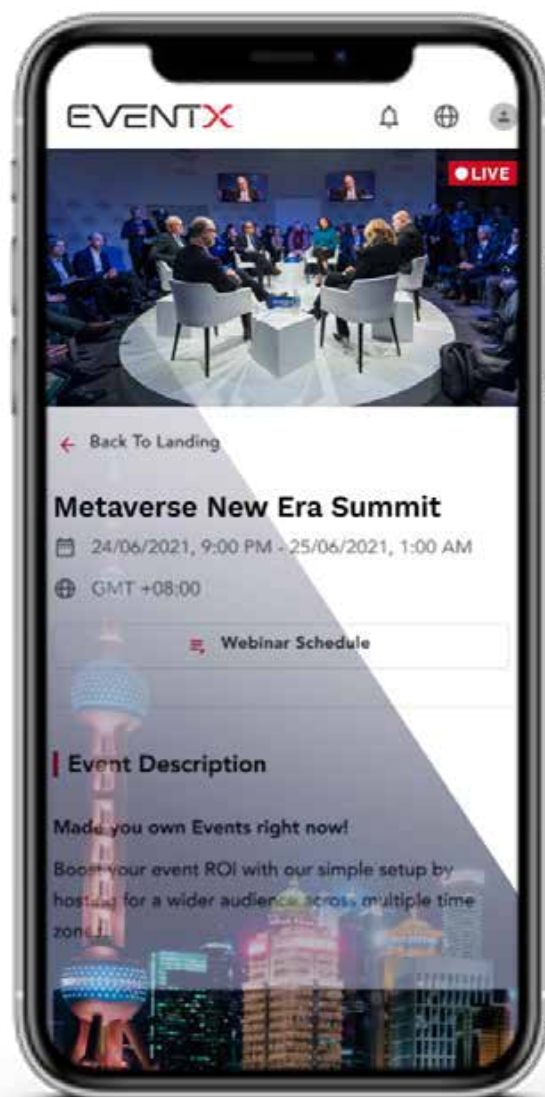
About **EventX** and What We Can Do for You

EventX, formerly known as Eventxtra Limited, has years of experience with event management. As virtual event management pioneers, we have helped more than 20,000 customers plan and execute events.

Our professional team is well-versed in organizing a multitude of virtual, hybrid and physical events that address your needs every step of your way. Whether you are looking to host your company's business webinar, your school's online exhibition or your project's latest hybrid event experience, we are here to assist in every way possible.



EventX is your one-stop solution to events in 2022 and beyond. We make event content management simple with auto-generated event registration pages that do not require any coding, inbuilt custom registration forms, attractive speaker profiles to boost registration numbers, and efficient and easy content editing for registration pages and webinar content. We help maximize RSVP and attendance through automated email journeys – from invitations, confirmations and reminders, to thank-you emails with customizable email templates and the integration of popular payment gateway Stripe for ticketing. Our event attendance report and event conversion funnel report also help you make the most of every registration. Your needs are our priority, which is why we offer live chat support for all events and



appoint a dedicated account manager for every enterprise client.

With audiences craving social interaction during hybrid events, EventX also provides key optimizers that upgrade your event experience. With our built-in interactive tools, reach out to your audience and understand your community better through polls, Q&A sessions and live chat functions. Initiate conversations with the help of on-screen emojis.

Looking to engage a global audience? We have served clients from 102 cities (and counting), and are equipped to support your search for international event support. In China, for example, we will ensure that your events will not require a virtual private network, saving you much time and effort and allowing you to maximize the benefits of virtual events. Combined with 1080p-HD video and

audio quality and stable network connection, we guarantee top-notch event experiences. Your audience will be able to join your event with just a few clicks, reducing friction and increasing the number of attendees.



*EventX,
your professional
virtual event
buddy.*



EVENTX