

## BUSINESS CONSULTANT SELECTION CRITERIA

### Support for Ukrainian SMEs on entering Chinese market through cross-border e-commerce B2B marketplace

**Company size:** Small or medium consulting companies (usually with up to 10 staff) specializing with an excellent understanding of the Chinese domestic B2B trade marketplaces and algorithms

**Location:** preferably – China or other neighbor countries in the region;

#### Experience and requirements:

- 5+ years of operations. Successfully implemented projects with the industries for the activity
- Strong understanding of the Chinese B2B marketplace customers' requests and search algorithms, including □ selecting and implementing the right high-frequency and low-frequency search words for high-quality, relevant content promotion
- Experience (or ability to engage an expert with an experience) of working with Opencart technology
- Ability to secure proper translation from Ukrainian into Chinese
- Proven track record of successful cases of working with Ukrainian companies is preferable
- Partnership network: a company has numerous possible-to-check list of partners, including different associations/ buyers/ importers in order to secure the promotion of 1688 Trade with Ukraine brand content on various channels
- Capable to obtain payment from NGO located in Ukraine
- Has strong business contacts in private sector

With informational support: