

**ECARGO AND CHINA SKINNY TO PARTNER ON  
CHINA MARKET ENTRY EDUCATION PROGRAM**

**April 17, 2019 (Shanghai):** Acting on an identified gap in China market entry education offerings, ASX listed online to offline (O2O) solutions provider, eCargo Holdings Limited (ASX:ECG) ("ECG") and China Skinny, a China strategy agency, have partnered to create tailored insights and on the ground execution workshops for brands entering and operating in China.

Despite constantly changing policies, market fluctuations and a multiple of ways to navigate online/offline sales and marketing efforts – the influx of international products and brands continues to grow. Utilising China Skinny's unsurpassed consumer insights and recommendations, along with ECG's sales and marketing executional capabilities, each tailor made program will benefit boards, senior management, trade organizations, agencies and brand owners.

Workshops will encompass the following key areas, utilising real world case studies and examples to offer the best possible advisory and strategic outcomes.

- Deep understanding of market and consumer trends driving the China market.
- Detailed analysis of platforms, retailers, social selling and online to offline (O2O) strategies – how to leverage these for your business.
- Marketing channel engagement strategies and ongoing management.
- Focused market, positioning and brand promotion analysis.
- Focused sales and marketing structure, recommendations and execution strategies.

The workshops will be held as a short format, half day and full day packages.

The ongoing partnership will promote a holistic means of business engagement for both businesses. Utilising and building on the knowledge, analysis and knowhow of China Skinny, coupled with the executional broad online to offline capabilities of eCargo.

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**About eCargo Holdings Limited**

eCargo Holdings Limited is an ASX-listed company specialising in sales and marketing strategy, execution and distribution in China. With a broad range of capabilities across; logistics and fulfillment, eCommerce management and operations, Online to Offline (O2O) distribution and wholesale, as well as strategic advice.

**About China Skinny**

China Skinny remains China's premier research and strategy agency. Utilizing deep knowledge and context gained from delivering hundreds of varied projects, coupled with historical and holistic context of the market overall. Regularly quoted by more than 200 global media outlets, while still maintaining a boutique approach to international businesses of all shapes and sizes. China Skinny understands the finer details, ensuring recommendations are based on delivering results rather than theoretical guesswork.