

WEBINAR

NUEVAS OPORTUNIDADES EN LAS PLATAFORMAS E-COMMERCE DE MAYOR CRECIMIENTO EN EL MUNDO: PAYPAY - JAPÓN, COUPANG - REPÚBLICA DE COREA



Martes 24 de Agosto | 9:00 hrs de Chile.

Capacitación online, vía GoToWebinar

Idioma: Inglés - Coupang.

Japonés con traducción consecutiva - PayPay

PayPay Mall is an e-commerce platform that Yahoo Japan provides. It is an online shopping mall with only the best stores strictly selected by Yahoo Japan. It is committed to make online shopping as stress-free as possible. The shops are carefully selected only the safest and most secure stores and deliver high quality products to customers quickly. In addition, you can shop using PayPay (it is just like Fpay in Chile), one of the largest QR and barcode payment service in Japan.

Coupang is reimagining the commerce experience with the goal of wowing each customer from the instant they open the Coupang app to the moment an order is delivered to their door. Powered by a dynamic end-to-end e-commerce and logistics network and a culture of customer centricity, Coupang has broken tradeoffs around speed, selection, and price. Korea is home to one of the largest and fastest growing e-commerce opportunities anywhere in the world.

PROGRAMA

09:00 - 09:05: **Welcome / Palabras de bienvenida.**
Daniel Jiménez
Jefe del Departamento de e-commerce ProChile

09:05 - 09:10: **Context of the e-commerce in Japan.**
Jaime Rivera
Jefe del Departamento Económico de Tokio ProChile

09:10 – 09:50:

Sr. Sota Enomoto

Sales Representative
Yahoo Japan Corporation

- Introduction to PayPay Mall
- Who we are and What we do
- How Chilean companies can sell their products through the PayPay Mall platform
- The advantage of selling your products through PayPay Mall

09:50 – 09:55:

Context of the e-commerce in Korea

José Miguel Sepúlveda Torres
Jefe del Departamento Económico de Corea del Sur ProChile

09:55 – 10:35:

Mr. Brian Jong Yeol Lee

Director
GLOBAL SOURCING COUPANG-KOREA

- Introduction to Coupang: History, logistics and post-pandemic economic recovery
- How Chilean companies can sell their products through the Coupang platform
- Some opportunities for Chilean companies

10:35 – 10:55:

Q&A

10:55 – 11:00:

Closing remarks / Palabras de cierre

Daniel Jiménez
Jefe del Subdepartamento de e-commerce ProChile