



Keynote
February 11th. 2019
16:00 - 18: Hrs
Taipei CoSpace



Nelson Farfan

WHY and HOW to enter Europe...

by a world-class Strategist and Marketer...

為什麼以及如何進入歐洲 由世界級的戰略家和營銷人員.....

Outline:

- The potential for Taiwan in Europe, Taiwan's unique advantage vs other Asian Countries
- Fundamentals BEFORE entering Europe and must have's in terms of presentation of any Taiwanese products or services
- Best case practice of a successful Taiwanese Star-up - How to double sales and beat competition, how win the price war with sustainable ROI
- How to conquer the hearts of consumers with smart and practicable tools that you can use daily

大綱:

- 台灣在歐洲的潛力，台灣與其他亞洲國家的獨特優勢
- 基礎知識在進入歐洲之前必須具有任何台灣產品或服務的介紹
- 一個成功的台灣明星的最佳案例實踐 - 如何加倍銷售和擊敗競爭，如何通過可持續投資回報贏得價格戰
- 如何用日常使用的智能和實用工具征服消費者的心

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