

Chinese Commerce & Culture

With ongoing opportunities and challenges of doing business here and in the Asia Pacific region, the core of your business success is GUANXI or relationships – establishing, building and maintaining them.



Date: **Wednesday, 27 March 2019**

Time: **5.30pm for 6pm start till 7.30pm**

Location: **WACCC's Conference Room**
(1304 Hay Street, West Perth)

Speaker: **Ms Bena Andriani**
Founder & Owner of Teassential Tea Store

Ticket: **Member - Free of Charge**
Non-Member - \$20 (incl. GST)
Light refreshments will be served.



A BREWING SUCCESS

Founding and setting up a business comes with an air of achievement and excitement. Challenges follow and maintaining the success of your business comes with a commitment to your product, the support of clients and building sound connections.

Our speaker, Bena Andriani, founded Teassential Tea Store (located at the State Buildings) in 2015. Her West Australian owned and operated store was “born out of a passion for exquisite tea and love of beautiful design”. The business and beautiful teas have gone onto gain solid success.

Key to Bena’s “brewing success”, has been networking and the need to establish good connections with growers, wholesalers, customers, traditional and social media. A testament to Bena’s success came when in 2018, she entered the Golden Leaf awards in 7 categories and collected awards in all 7 categories including a Gold for Best Tea House WA and Australia wide.

On the night Bena will share here insights on the importance of media and social network connections to reach her target market to achieve a “brewing success”. The night will also mark the 10th anniversary of Guanxi and the launch of the programme for 2019. Join us for Bena’s insights, to build on your connections and enjoy some celebration cake.

Register by Monday, 25 March 2019.

**Refreshment
Sponsors:**



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Please forward your completed Booking Form to: The WA Chinese Chamber of Commerce Inc. - JiaLin ANG

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