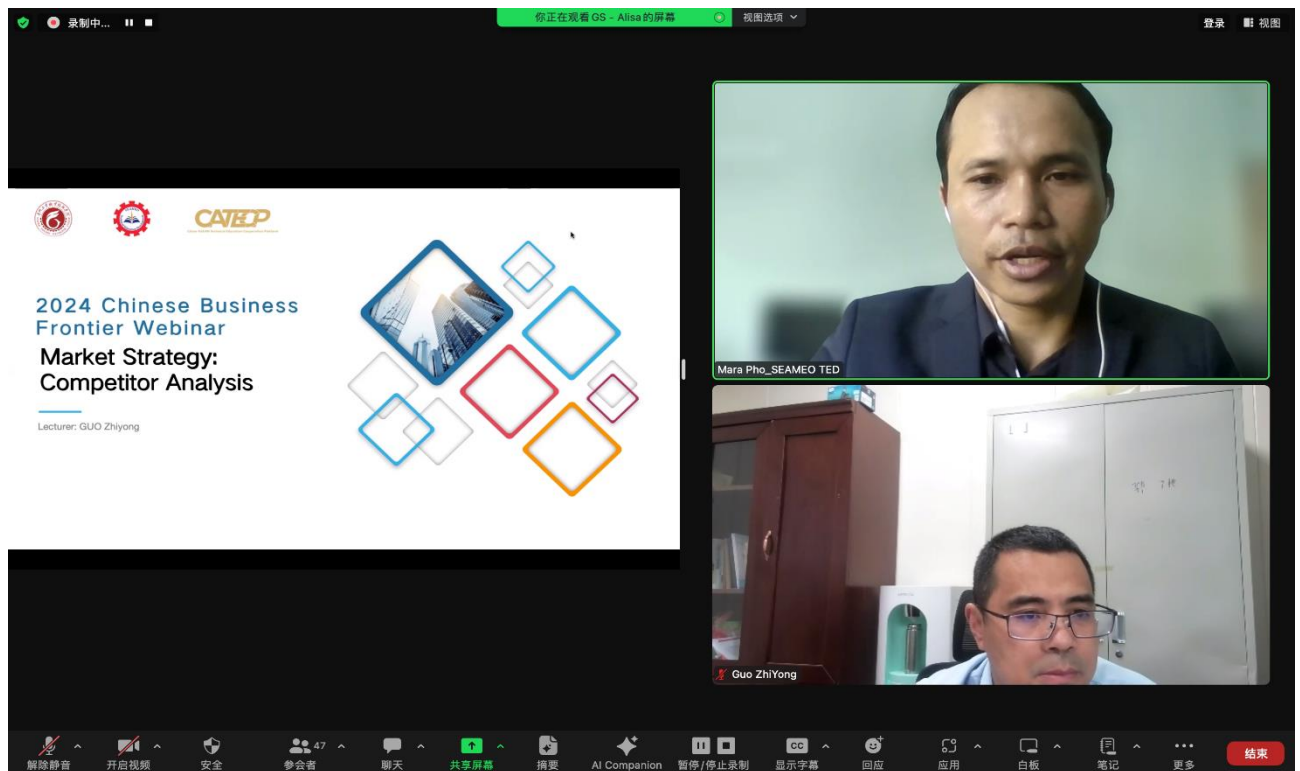


Chinese Frontier Webinar
on
Market Strategy: Competitor Analysis
28th June 2024, Time: 3:00 pm to 4:30 pm (GMT+8)

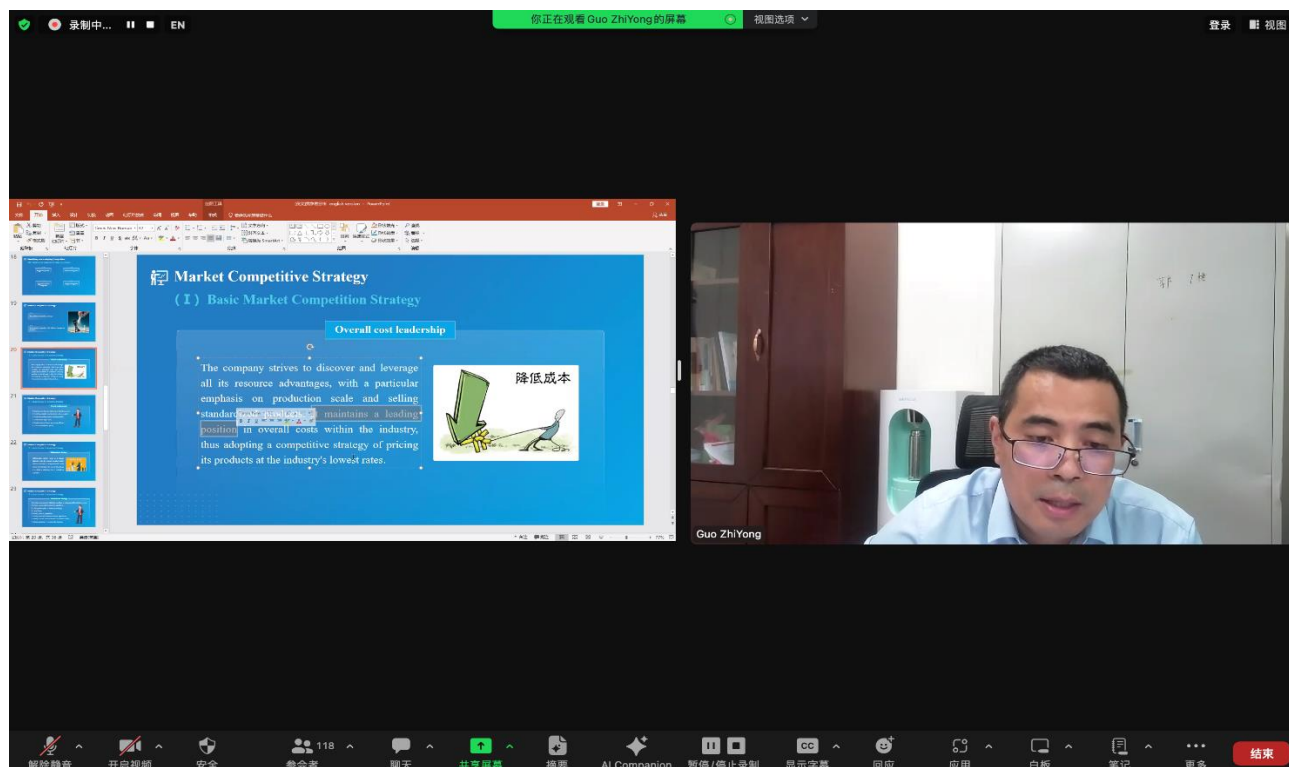
Southeast Asian Ministers of Education Organization Regional Centre for Technical Education Development (SEAMEO TED) together with Guizhou Industry Polytechnic College and Go Study Global Education, China co-organized the Chinese Frontier Webinar on “**Market Strategy: Competitor Analysis**,” attended by over 118 participants from 12 countries consisting of Cambodia, Vietnam, Myanmar, Indonesia, the Philippines, Pakistan, Uganda, Malaysia, India, the Gambia, Sri Lanka, and Serbia. The webinar was held from 3:00 pm to 4:30 pm (GMT+8) on the afternoon of the 28th of June, 2024, to share knowledge and expertise on the landscape of Market Strategy: Competitor Analysis by **Mr. GUO Zhiyong**, an experienced lecturer from Guizhou Industry Polytechnic College.



(Welcome remarks and opening sessions)

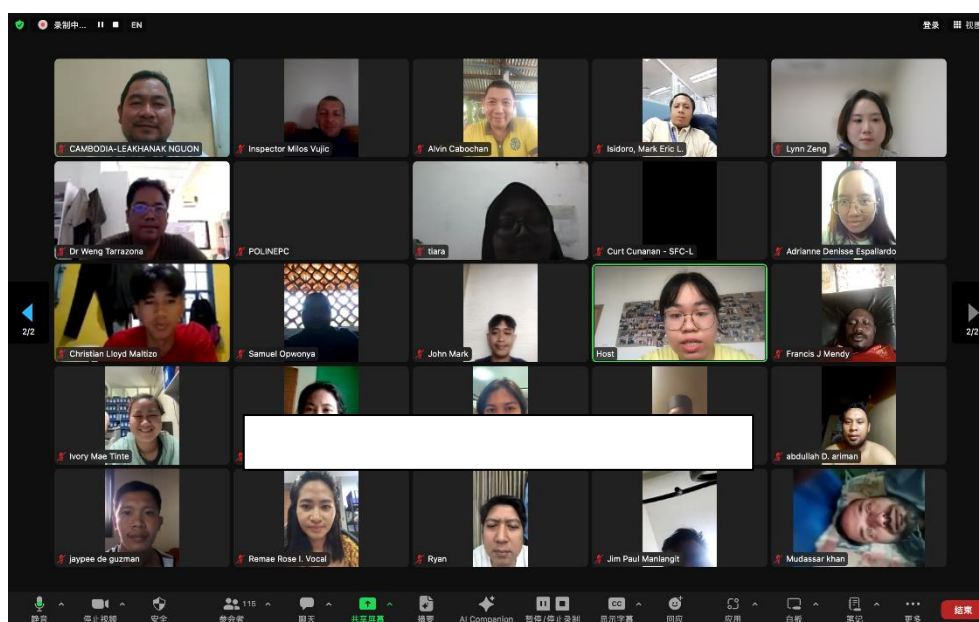
During the live lecture, a lecturer, Mr. GUO Zhiyong, gave him a self-introduction and welcomed all participants from 12 countries, stressing the significance of the webinar topic and the current status of today's market economy. Competition is ubiquitous, both within industries and across industries, encompassing both direct and indirect competition. Whether in domestic or international markets, businesses face competition from various sources. Participants learned more about competitor analysis, how to conduct competitor research, and how to gain an advantage in market competition.

The interaction and communication as parts of the Q&A session were encouraged in terms of answering participants' questions, concerns, or comments.



(Lecturer's Explanation on Basic Market Competition Strategy)

In conclusion, this webinar provided participants with the intricacies of competitor analysis, applying acquired techniques to analyze and resolve challenges encountered in real-world enterprises and exploring effective strategies for business marketing. Participants were actively involved and enjoyed the webinar by raising the questions in the chat box and answering questions asked by the specialist. Upon completing the webinar, the participants will get a completion certificate for their official use.



(Photo Session at the End of the Webinar)