



# TRADING 2021:

KEY DATES FOR THE E-COMMERCE DIARY



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It's fair to say that 2020 was a year none of us could have predicted. The pandemic came along and lit a fuse underneath e-commerce's already-upwards trajectory, nudging a whole new audience of buyers online. All of which means, the demand for online shopping is thriving like never before.

So, how can your business make the most of these lucrative new opportunities? By staying informed.

We've put together a handy calendar full of the key e-commerce conferences and exhibitions that you can attend in 2021 to discover the insights that will help your business grow. As you may expect, many of these events will be held online this year amidst ongoing Covid restrictions, but that just means it will be easier for you to attend more of them!

You can log on to view webinars, sign up to receive updates via email, follow the events' live feeds on social media, and reach out to the keynote speakers to ask if they'll send you their slides. And remember, it's always worth registering to get as much free information as you can.

We've also noted the leading global online shopping days your e-commerce business should prepare for in the coming months.

So, diaries at the ready, these are the key dates you should know.

## JANUARY

Blue Monday

**18 January**

According to psychology boffins, this is the most depressing day of the year. Perhaps a good time to send your customers a discount code as a little morale boost?



## CommerceNext Marketing Summit Series: Online **January 20, January 27 & February 3**

Held over three days, the series will feature live-streamed keynotes from industry leaders and roundtable discussions to help retailers and direct-to-consumer brands get 2021 off to a great start.



# FEBRUARY



## Valentine's Day **14 February**

Love is in the air – so capitalize on it! Drop your customers an [email](#) to let them know you have the perfect gift for their loved one. Adding a discount code will incentivize them to buy.

# MARCH

## 2021 2nd International Conference on e-commerce and Internet Technology: Hangzhou, China **5 – 7 March**

The conference brings together innovative academics and experts to share ideas, research and developmental activities in e-commerce and internet technology.





## Commerce Week: Online 8 – 12 March

Commerce Week is a virtual event that “brings together all the topics that move retailers and manufacturers now and in the future.” Featuring masterclasses, roundtables and expert interviews, covering topics such as social media marketing, SEO performance, and logistics.

## White Day: Japan 14 March

Observed in Japan and some other East Asian markets, White Day is the time when men who have received gifts from women on Valentine’s Day repay the gesture. White presents are given, such as white chocolate or clothes, or jewelry and other items of sentimental value.



## Alibaba Ecosystem Expo: Melbourne, Australia 19 – 20 March

The bi-annual trade show is Alibaba Group’s flagship event program in Australia, connecting local brands and small businesses from Australia and New Zealand to the growing market in China. The event is set to attract thousands of buyers from the Alibaba ecosystem and across the Chinese community. As it stands, it’s still going ahead, but will be very much dependent on Australia’s Covid situation nearer the time.



# APRIL



## Easter

**2-4 April (Gregorian Calendar)**

**30 April -2 May (Julian Calendar)**

Online spending tends to enjoy a lift ahead of the Easter holidays so be sure to have your online shop in order, ready for those wishing to buy Easter gifts.

## Earth Day

**22 April**

April 22 marks the anniversary of the environmental movement founded in 1970. If this day is important to your business, let your customers know about it and the eco-friendly practices you promote, whether that's using sustainable packaging, or committing to reduce your emissions.



# MAY

## E-commerce Berlin Expo 2021: Germany

**27 May**

This B2B expo and conference brings together leaders in the e-commerce industry to share their expertise with e-commerce service providers. Over 8,000 visitors and 200 exhibitors are expected this year.



# JUNE

## Ignite London 2021: Online June; exact date(s) TBC

Packed full of learning and development opportunities, Ignite London 2021 will feature a carefully curated agenda of keynote speakers, plus over 70 interactive sessions, led by B2B's biggest names.



## ECOM20/20 Africa: Online 22 June

If you sell and ship to Africa, ECOM20/20 is for you. A virtual event for 2021, it will address logistics and fulfillment, how to develop a digital strategy, online security, payment solutions and more.

# JULY

## Amazon Prime Day TBC

Now, this is more of a prediction than a confirmed fact, but we reckon Prime Day (actually two days) will move back to its traditional July spot, having moved to October in 2020 due to the pandemic. Last year, over a million different deals were offered, with an average household spend of nearly US\$100.



# AUGUST

## iMedia Online Retail Summit: Gold Coast, Australia 9 – 11 August

A unique environment where e-commerce meets business networking, thought-leadership presentations, one-to-one meetings and interactive roundtable discussions. Held in conjunction with 200 selected senior digital product, transformation and marketing professionals from Australia's leading Enterprise retail brands.



## DMEXCO 2021 - Digital Marketing Exposition & Conference: Cologne, Germany & online 7 – 8 September

Europe's leading trade show for digital marketing & tech, DMEXCO merges two concepts together – an expo and a conference. This makes it the ideal setting not just for international speakers to share their industry insights, but also for companies wanting to showcase themselves. The strong digital platform developed for the 2020 edition will mean both online and in-person attendees will be welcome this year, with opportunities for networking, discussion, and lead generation.



# SEPTEMBER



## ECOMMERCE EXPO: London, UK 29 – 30 September

Following on from March's virtual event, the physical version will (hopefully) see thousands of e-commerce and marketing professionals come together for a festival of B2B and B2C e-commerce insights.



# OCTOBER



## Savant eCommerce Barcelona 2021 5 – 6 October

The Savant eCommerce conference has been traveling around Europe for the last few years. This year, Barcelona will host the two-day get together of 120+ senior e-commerce executives from leading retailers and innovative start-ups, packed with valuable content and networking opportunities.

## ECOMMERCE EXPO ASIA: Singapore 20 – 21 October

Two days of discussion, knowledge sharing, and networking – covering topics as far-reaching as customer experience, mobile commerce, cross-border commerce, e-commerce trade strategy, supply chain management, omni-channel retail, and last-mile delivery.



# NOVEMBER



## Singles' Day: China 11 November

China's Singles' Day is, quite simply, the biggest online shopping day in the world. Perhaps time to start thinking about shipping to China?



## The Future of Commerce in India: Online 24 – 25 November

Payments, banking and e-commerce leaders from across India share expertise across a series of live panel debates and presentations. Join in live from wherever you are, or watch the sessions on-demand.



## Black Friday: Global 26 November

Continuing the busy festive shopping season is Black Friday. The previously US-focused sales day has now evolved into a global phenomenon. Ignore this at your peril.

## Cyber Monday: Global 29 November

Cyber Monday 2020 was the largest online shopping day in US history – achieving US\$10.8 billion in sales. There's no sign of it slowing down in 2021, so make sure you're ready to deliver on all those orders.



# DECEMBER

## Harbolnas: Indonesia 12 December

A national online shopping day, started in 2012 to educate the Indonesian public about the ease of online shopping. Harbolnas 2019 saw over US\$644 million in sales. Great news if you sell to Indonesia, and a prompt to consider it if you don't.



## I'M READY TO MAKE THE MOST OF 2021'S EVENTS. WHAT NEXT?

Take advantage of our business expertise by opening an account with DHL Express. [Visit our website](#) and we'll be delighted to help.