

Zahra Meigoli

Entrepreneur | Cross-Border Trade | International Communication

+86 152 6799 7237

Zahrameigoli@gmail.com



PROFILE

Iranian entrepreneur with experience connecting market demand in Iran and among Iranians abroad with business and sourcing opportunities in China. Founder and Managing Director of ChinaShops, with a strong focus on business strategy, market development, content-led customer acquisition, opportunity discovery and cross-cultural communication.

BUSINESS EXPERIENCE

Founder & Managing Director — ChinaShops

2023–Present | Iran-focused operations

- Lead overall business direction, growth strategy and market development for ChinaShops.
- Build content and customer acquisition systems around China sourcing, trade opportunities and product discovery.
- Connect Iranian market demand with China-side sourcing and trading partners.
- Develop future international expansion opportunities beyond the Iranian market.
- Oversee brand communication, social media strategy and audience growth.

Social Security Organization of Iran

Administrative / Insurance Services Staff 2019 – 2023

DIGITAL REACH

250K+

ChinaShops followers

20K+

Personal lifestyle audience

270K+

Total audience reach

EDUCATION

Associate Degree in Accounting

University of Applied Science and Technology, Iran

Business Coaching Program dr rabbani

Completed in 2021 in www.rabani.org

LANGUAGES

Persian

Native

English

Fluent

Chinese

Beginner

CORE STRENGTHS

Cross-Cultural Communication

International Business Development

Social Media Strategy

Opportunity Discovery

Collaborative Project Building

Market Development

International Communication & Recognition

Selected appointments, speaking engagements and media recognition

APPOINTMENTS & RECOGNITION

Golden Jinhua International Communication Ambassador

Jinhua International Communication Center / Union | Oct 25, 2024 – Oct 24, 2026

Friendship Ambassador

Yiwu “Belt and Road” International Communication Center | Apr 25, 2025 – Apr 25, 2026

Global Communication Ambassador for Chinese Culture

Zhejiang International Communication Center | Appointed Aug 2025

SELECTED SPEAKING ENGAGEMENTS

Invited Speaker — “Charming and Lovable China” Launch Event

Zhejiang International Studies University | May 2026

Shared her entrepreneurial journey in Yiwu and perspectives on China through the lens of a foreign entrepreneur as part of the “China Loved by Foreigners” series.

Speaker — Founding / Opening Ceremony of Jinhua International Communication Center

Jinhua, Zhejiang

Participated as an international communication speaker, contributing a foreign entrepreneur’s perspective on China, business and cross-cultural exchange.

MEDIA

Featured on CCTV-2 — Economic Half Hour

June 2026

Featured in a segment focused on China’s economic vitality and Yiwu’s international business community.

Content Creator — Yiwu International Communication Center

- Produced 30+ videos introducing Chinese culture, local life, and Yiwu to international audiences.
- Contributed to cross-cultural communication by presenting China through a foreign creator’s perspective.

WHY GO GLOBAL

Interested in building international teams that combine different skills, cultures and perspectives. Strongly motivated by collaborative execution and by turning cross border ideas into scalable projects. Particularly interested in how Chinese companies can communicate, localize and build trust in overseas markets.

FOCUS AREAS

Chinese Brands Going Global

Localization

Overseas Market Development

Cross-Cultural Storytelling

International Teamwork

Trust Building