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# CROSS BORDER E-COMMERCE IN CHINA

GUIDO GHEDIN - CMO GLOBAL CIFNEWS / OBOR BU  
BRUGELETTE - SEPTEMBER 12, 2019



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THE FIRST CHINESE  
**SERVICE PLATFORM**  
SPECIALIZED IN  
CROSS-BORDER  
E-COMMERCE



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LaZada

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Bing

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SF EXPRESS

DHL





A stylized map showing the geographical relationship between office locations. The map features a light blue background. China is represented by an orange silhouette in the upper left, with a light orange circular highlight on its southeast coast. Europe is represented by an orange silhouette in the lower right. A network of dark blue lines connects four office locations, marked by dark blue dots. The lines form a path: from the China location, a horizontal line goes right to a dot, then a vertical line goes down to another dot, and finally a horizontal line goes right to the Europe location. The text 'BASED IN' is in dark blue, 'XIAMEN' is in orange, and 'HANGZHOU SHENZHEN' is in dark blue. The text 'INTL. OFFICES IN' is in dark blue, 'ITALY' is in orange, and 'AND SOUTH KOREA' is in dark blue.

BASED IN  
**XIAMEN**  
HANGZHOU  
SHENZHEN

INTL. OFFICES IN  
**ITALY** AND  
SOUTH KOREA











# 2000: THE TRADITIONAL MODEL



**FACTORY**



**EXPORTER**

**IMPORTER**

**DISTRIBUTOR**

**RETAILER**



**CONSUMER**





# 2010: THE E-COMMERCE ERA



FACTORY

IMPORTER

LOCAL RETAIL



RETAILER

ONLINE

*DAIGOU*



CONSUMER





# 2015: THE CROSS-BORDER E-COMMERCE ERA



**FACTORY**

**ONLINE PLATFORM  
+ THIRD PARTY**

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**CONSUMER**





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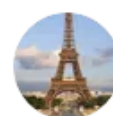
韩国馆  
South Korea



美国馆  
United States



台湾地区馆  
Taiwan



法国馆  
France



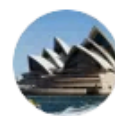
德国馆  
Germany



英国馆  
United Kingdom



泰国馆  
Thailand



澳大利亚馆  
Australia



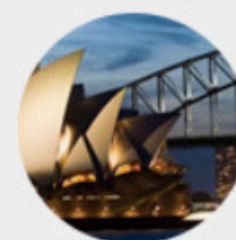
新西兰馆  
New Zealand



韩国馆 >



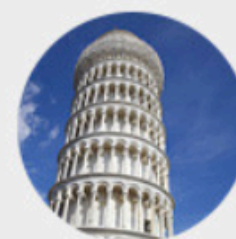
日本馆 >



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天猫国际  
TMALL.HK



JD.COM 京东



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上一小时热卖榜



美国品牌

2周改善三高眼疾 康一生叶...

三高眼疾症状：干眼症、黄斑变性、白内障、飞蚊症等，畏光/流泪/酸胀疼痛/眼花



澳大利亚品牌

澳洲纯燕麦片1KG

澳洲进口 原味低脂无糖1kg,早餐冲饮五谷脱脂纯燕麦片1kg,麦片中的顶配纯燕麦



西班牙品牌

薇昂斯净肤卸妆水500ml

MICELLE卸妆黑科技，温和速卸无残留，无酒精0添加不刺激，敏感肌任性用，旗舰店



日本品牌

第2件减30|高丝防晒喷雾90...

全身防护，抵御骄阳，轻盈无感，日本防晒市场连续5年销量第一，方便携带，随时



美国品牌

Meta膳食纤维香橙味114次

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今日限时购

每日上新

国家馆

海外旗舰店

工厂店

品质奶粉

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礼品卡

## 新人专享 天天低价

RAY面膜**49**元/盒



## 美妆新人会场

贝德玛粉水**29.9**元起



## 母婴新人会场

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保护关节

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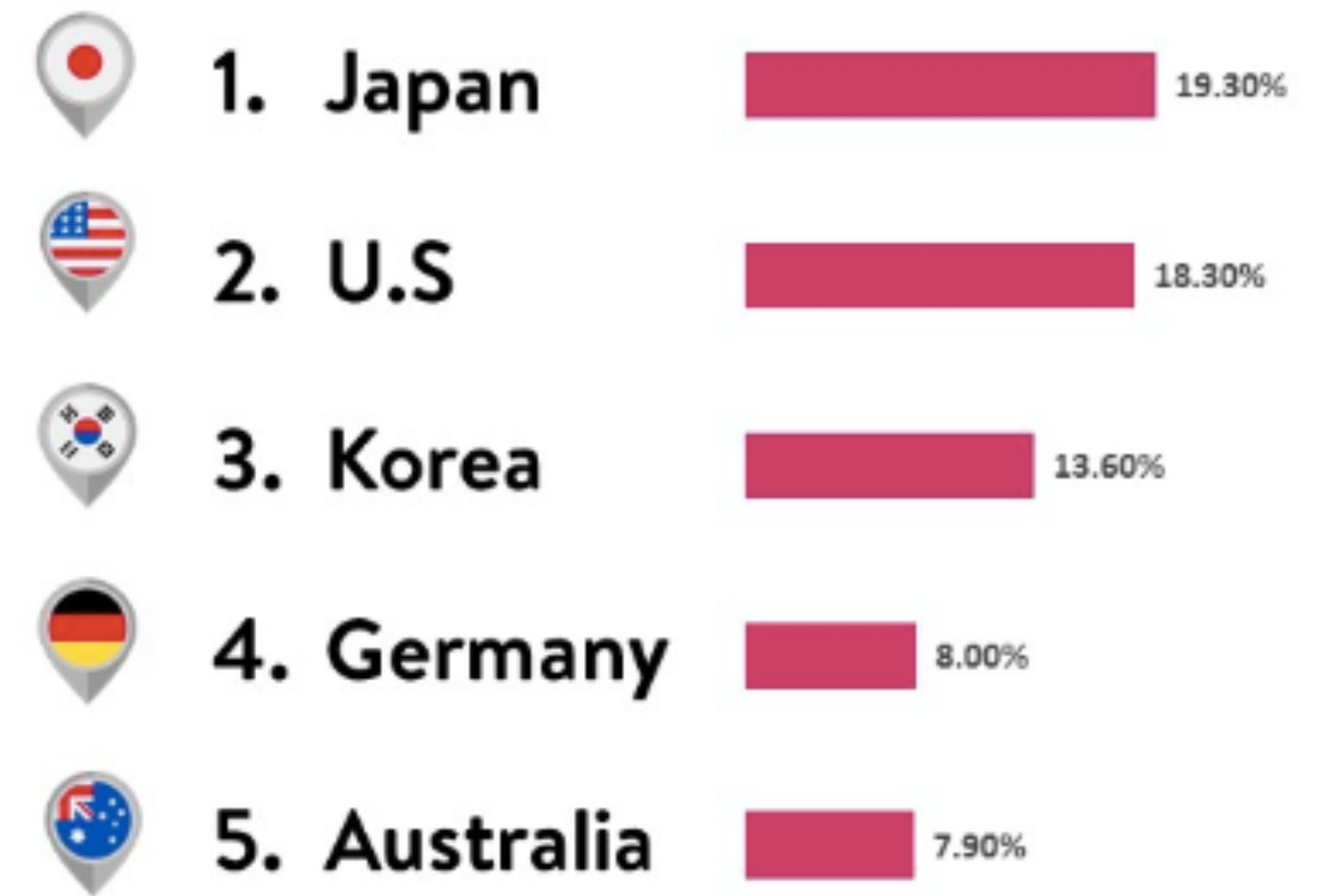


纯正海外直邮





which countries'  
products are  
most popular?









#### 4.MARVIS牙膏膏体的不同







EU  
CBEC  
forum

20  
19

EU CROSS-BORDER  
E-COMMERCE  
FORUM

DECEMBER 11/12-2019  
LIEGE AIRPORT

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CROSS-BORDER  
THROUGH THE BRI







## **WHO IS COMING?**

A TOP-NOTCH INDUSTRY EVENT  
TO UNLOCK THE OPPORTUNITIES OF CROSS-BORDER WITH CHINA



**MICHEL KEMPENEERS**  
COO OVERSEAS  
**AWEX**



**KEN ZHAO**  
VP GLOBAL / CEO  
**OBOR BU / CIFNEWS**



**LOCKE LIU**  
COO  
**CIFNEWS 雨果网**



**JAMES SONG**  
SENIOR DIRECTOR  
**ALIBABA GROUP**



**WERNER RENS**  
COUNSELLOR GENERAL/  
HEAD OF MARKETING  
**BELGIAN CUSTOMS AND EXCISES**





# THANK YOU | 谢谢

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