Export Now
Digital Solutions
U.S.-China Business Council

China E-Commerce for U.S. Companies
China’s Economy

Private Consumption 2015-2020

- **U.S.**: 15 trillion USD, 12.4 trillion in 2015
- **China**: 6.5 trillion USD, 2.6 trillion in 2015
- **India**: 2.9 trillion USD, 1.3 trillion in 2015
- **Japan**: 2.8 trillion USD, 2.4 trillion in 2015
- **Germany**: 2.3 trillion USD, 1.8 trillion in 2015
- **UK**: 2.1 trillion USD, 1.8 trillion in 2015
- **France**: 1.7 trillion USD, 1.3 trillion in 2015

**Source:** Economic Intelligence Unit; The Boston Consulting Group: The New China Playbook (December 2015)
China E-Commerce

In 2016, China online sales reached **$900 billion**; online sales in the U.S. were **$400 billion**

Over 800 million active buyers online

Singles Day 2016 exceeded **$17.8 billion**; almost 2.5x Black Friday and Cyber Monday combined
International Brands in China

- ~12% of revenue and ~26% of profits come from Greater China. Top-selling sports brand in China
- Opened its first store in China in 2010 and now has over 100 stores
- China is the third-largest market behind Germany and the United States
- Nearly 1 million Buicks sold in China in 2015 (~80% of global sales)
- Starbucks China grew from 1,000 in 2013 to 2,000 in 2015; plans to open 500 new stores per year over the next five years
- Over 1,200 restaurants in 317 cities in China
- China hosts 8 of Ikea’s 10 largest stores, and Ikea’s China sales have surpassed USD 1 billion
- China is Apple’s fastest-growing market, surpassing Europe to become Apple’s second-largest market in 2015
China B2C E-Commerce

Total Online Sales

USA: 24%
China: 90%

Marketplaces

USA: 24%
China: 10%

Independent merchant sites

USA: 76%
China: 90%

SOURCE: iResearch Consulting Group (February 2016); Alibaba (Jan 2016)
International Brands on Tmall
What It Takes to Succeed

International Brand → ? → Chinese Consumer

- China Market Insight
- E-Store Strategy & Operations
- Branding + Digital Marketing
- Inbound Logistics
- Regulatory Compliance
- IT Enablement
- Order Fulfillment
- Customer Support
- Financial Settlement

Export Now
China Market Insight

- Consumer Analysis
- Category Overview
- Competitive Analysis
- Tailored Online Strategy
E-Store Strategy & Operations

- E-Commerce Strategy
- E-Store Setup + Design
- Localized Merchandising
- Operations
Brand + Digital Marketing

- Brand Development
- Omni-Channel Digital Strategy
- PR/Offline Promotions
- Data Analysis + Reporting
Inbound Logistics

- Inbound Shipments to China
- FTZ Warehousing
- Product Transportation
Regulatory Compliance

- Import Regulations
- Customs Declaration
- CIQ + Quality Testing/Inspections
- Label Designs
Order Fulfillment

- Pick, Pack + Last Mile Delivery
- Back-End Merchandise Management
- Packaging Procurement + Storage
- Delivery Inserts
- Carrier Management
Customer Support

- Multi-Channel
- Pre-Sales
- Post-Sales
- Product Returns + Feedback
- VIP + Customer Loyalty Programs
- Surge Capacity
Financial Settlement

- Complete Transparency
- China Taxes & Fees
- Localized Transactions
- Financial Settlement & Reporting
IT Enablement

- Transaction Processing
- Front/Back-End IT Integration
- Access to China Sales & Inventory
- China-Based IT Support
NFL Case Study
Founded in 2010, Export Now is the leading U.S.-based China e-Commerce solutions provider, supporting global brands in China with new market entry, brand strategy, and digital marketing.
Comfort Zone Transactions

For Sellers

- Contract with US for China execution
- English/Chinese management & account support
- Pay/receive in USD, EUR or other currencies
- Work with service providers in either US or Chinese time zone
- No need for additional legal entity in China

For Chinese Consumers

- Chinese language
- Favorite e-commerce platform(s)
  - Rating
  - Consumer protection
- Chinese-speaking CRM
- Chinese payment instrument
- Local delivery time/cost
Thank You

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