

A 3D rendering of a warehouse conveyor belt system. Several cardboard boxes are positioned on the belt, which is flanked by blue metal guides. Red laser lines are projected across the scene, creating a grid pattern on the floor and highlighting the boxes. The perspective is from a low angle, looking down the length of the conveyor belt.

Global Digital Marketing: Building your brand online for Export

August 30, 2023

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CBEC Asia

CBEC Asia - Cross Border E-Commerce – Asia Project Launch

The U.S. Department of Commerce, Market Development Cooperator Program (MDCP) is providing funding to launch the Cross Border E-Commerce ASIA – CBEC- Asia project in cooperation with the Inland Empire Center for Entrepreneurship and California State Trade Expansion Program (STEP) to provide assistance to U.S. companies to place their products and succeed in export development using these channels. (www.cbecasia.com)

Goals

- 1) Provide an initial CBEC readiness assessment for interested companies
- 2) Share knowledge about how the CBEC channel works, the partners and resources needed
- 3) Leverage current partnerships with JD.com, Tmall (Lazada),Shopee, Tiki, CP Group, other marketplaces, and locally-based RETAIL partners to support emerging brands with on-boarding and market expansion in China and Southeast Asia (ASEAN)



INTERNATIONAL
TRADE
ADMINISTRATION




```
mirror_mod = modifier_ob.  
set mirror object to mirror.  
mirror_mod.mirror_object =  
operation == "MIRROR_X":  
mirror_mod.use_x = True  
mirror_mod.use_y = False  
mirror_mod.use_z = False  
operation == "MIRROR_Y":  
mirror_mod.use_x = False  
mirror_mod.use_y = True  
mirror_mod.use_z = False  
operation == "MIRROR_Z":  
mirror_mod.use_x = False  
mirror_mod.use_y = False  
mirror_mod.use_z = True  
  
selection at the end -add  
mirror_ob.select= 1  
modifier_ob.select=1  
context.scene.objects.active  
("Selected" + str(modifier_ob.  
mirror_ob.select = 0  
= bpy.context.selected_object  
data.objects[one.name].select  
  
print("please select exactly  
  
-- OPERATOR CLASSES --  
  
types.Operator):  
X mirror to the selected  
object.mirror_mirror_x"  
mirror X"  
  
context):  
context.active_object is not
```

Website Optimization

- Does your website meet the following criterion?
- 1) Easy domain to remember?
- 2) Company mission and message clear to visitor within 10 seconds of landing on home page
- 3) Information easy to navigate(good menu/sub-menu system)?
- 4) Content updated? Set up a simple CMS
- 5) Is the website content supported by strong visuals?
- 6) Use of social media tools?

Website localization-different than translation

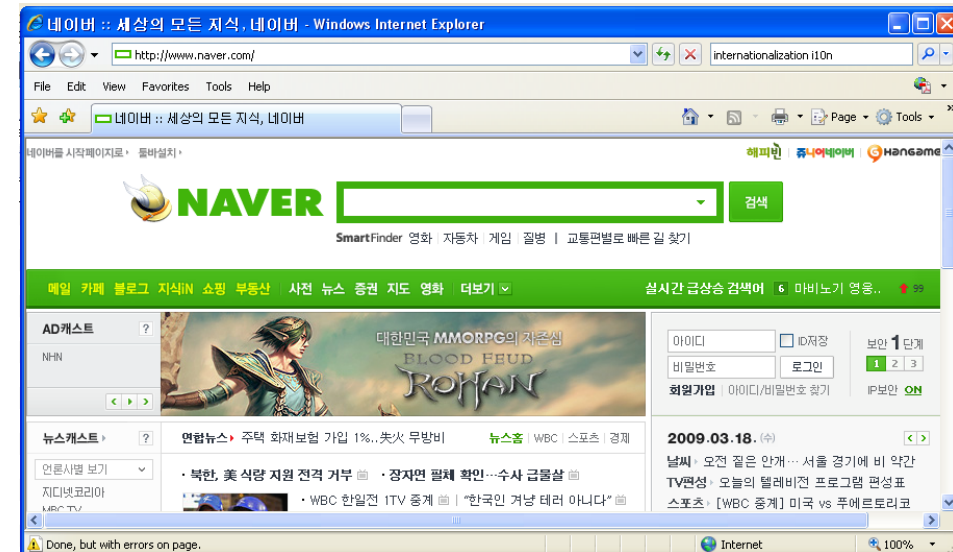


California ETEC

ETEC China



Search Engines



- We all know Google however... Baidu is most popular in China

Naver is most popular in South Korea

Yandex -Russia

Converting visitors to clients

Landing Page Key



Importance of Portability



Ordinary Procedure to Enter S.E.Asia in Traditional Offline Distribution Model



Main challenges

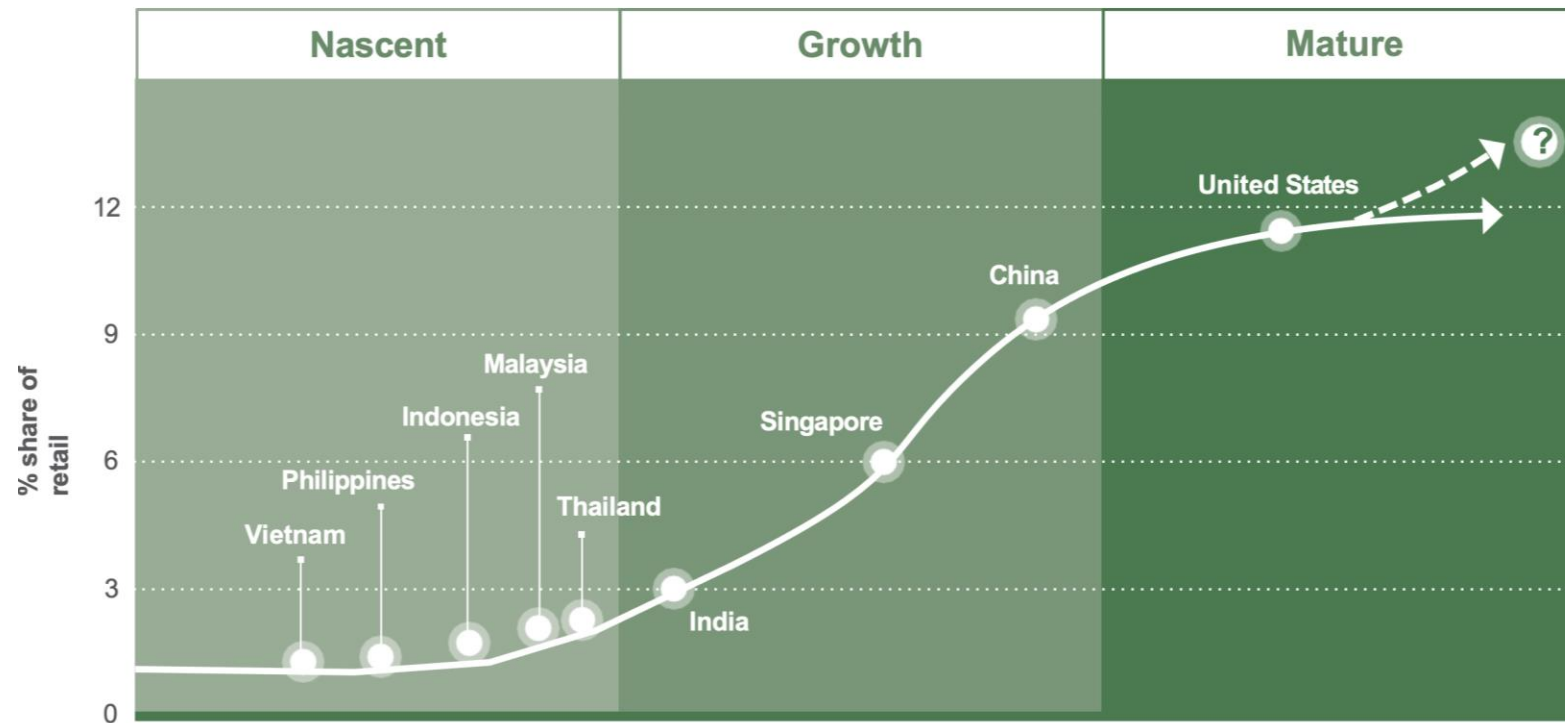
- It's **expensive** to open and maintain company in Asia;
- It's difficult to find **solid distributors** in Asia, unless you are a strong and well-known brand.
- It takes **long time** to prepare documents and receive approvals for exporting and importing goods to Asia

Cross Border E-Commerce offers another method to reach the market and bypass finding a stocking distributor, testing/approvals, and doing important analysis of the market.

Important to understand the convergence among traditional offline distribution model and e-tail in Asia, particularly ASEAN Region

Evolution of e-commerce % of total retail sales

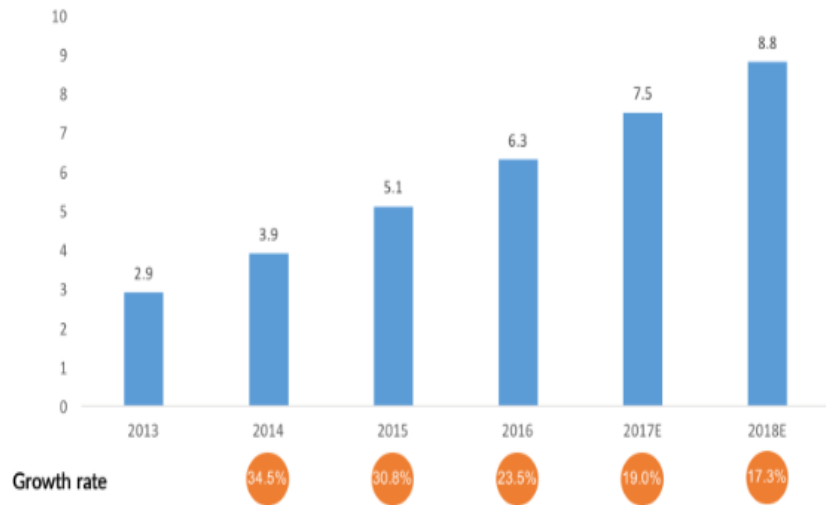
Evolution of e-commerce % of total retail in select countries



Sources: Euromonitor, Planet Retail, eMarketer, iResearch, Technavio; A.T. Kearney analysis

China Cross Border E-Commerce Essentials

Cross-border transactions in China
(trillion RMB)



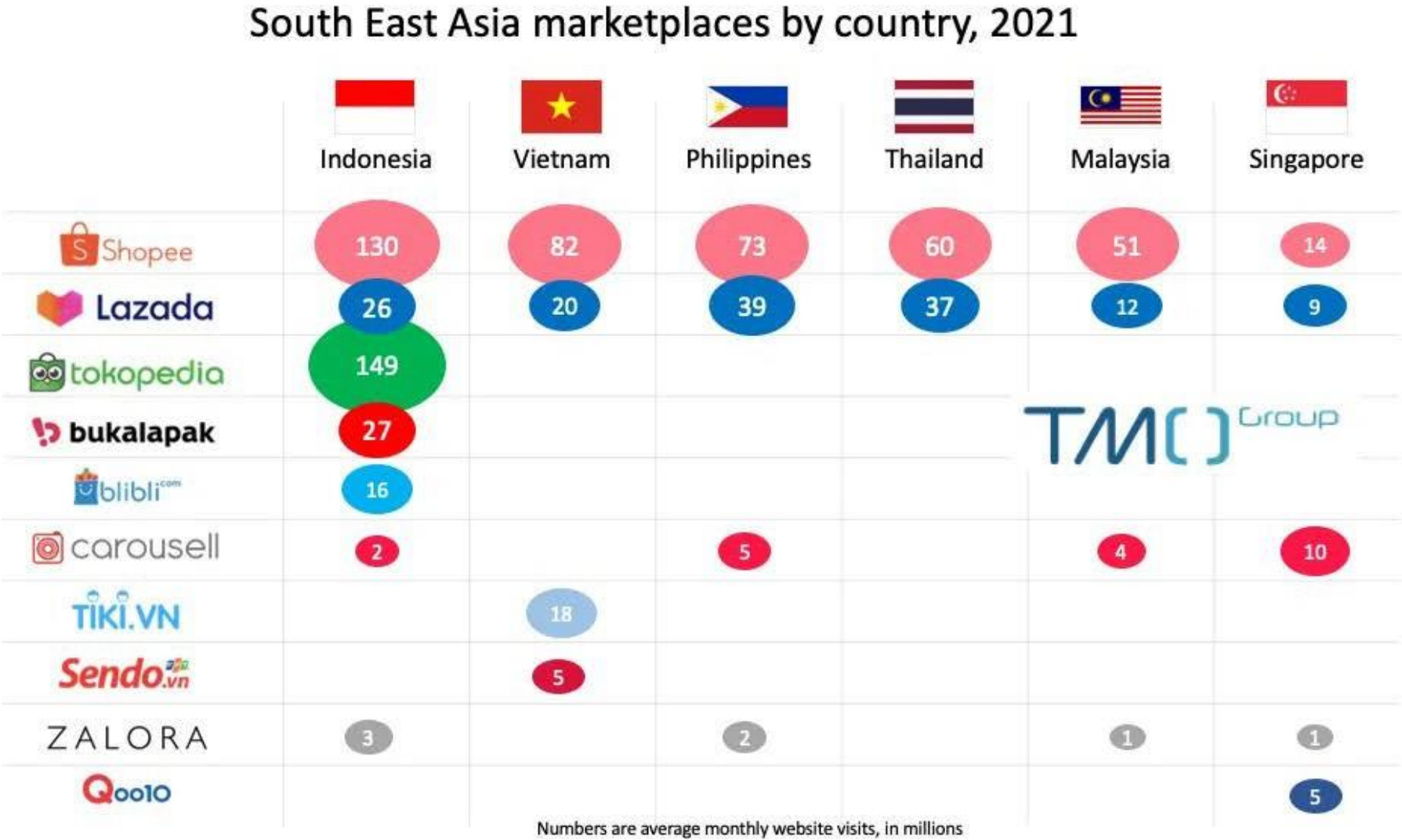
Why do users choose cross-border
e-commerce (top 4 reasons)

Reason	Percentage
Quality	57.7%
Quality-price ratio	34.4%
More brands to pick from	30.9%
Guaranteed authenticity	30.2%

Source: iiMedia Research, WalktheChat

\$200 Billion and growing fast!

Top SEA eCommerce Platforms (by Total Desktop + Mobile Visit Count)



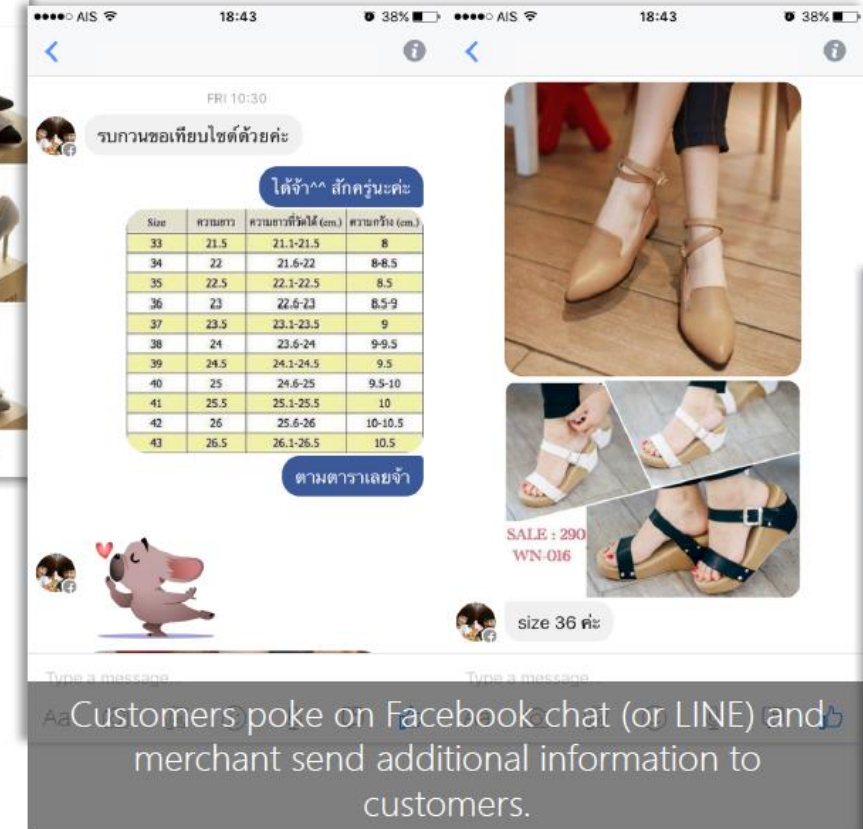
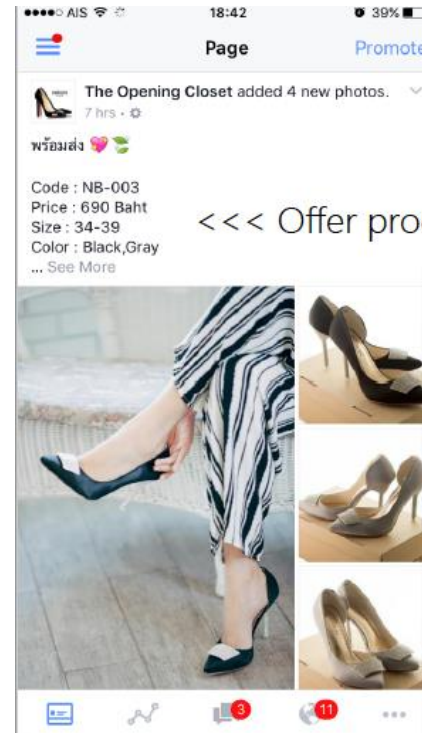
Source: SimilarWeb 2022, TMO Group 2022

Cross Border E-Commerce Concerns

- Platform Fakes Rampant on leading marketplaces- Bukalapak, Lazada, Tokopedia
 - Parallel exported products are commonly sold on leading marketplaces
 - Trademark squatters
- Some controls in-place
 - Following the lead of Alibaba, Lazada and Shoppe providing more responsive policing of fake goods on platform
 - Only legal trademark holder in foreign market can register goods for sale

Implications and Challenges of Rising Social Commerce in ASEAN Region

What is Chat-Commerce



>>>
Merchant send account number
for money transfer

Livestream - An Important Marketing Method for Online Retail in China and S.E. Asia

Asia

In 2019, Livestream transaction volume was 64 billion USD, takes 4.5% of online shopping and grew 200% compare 2018



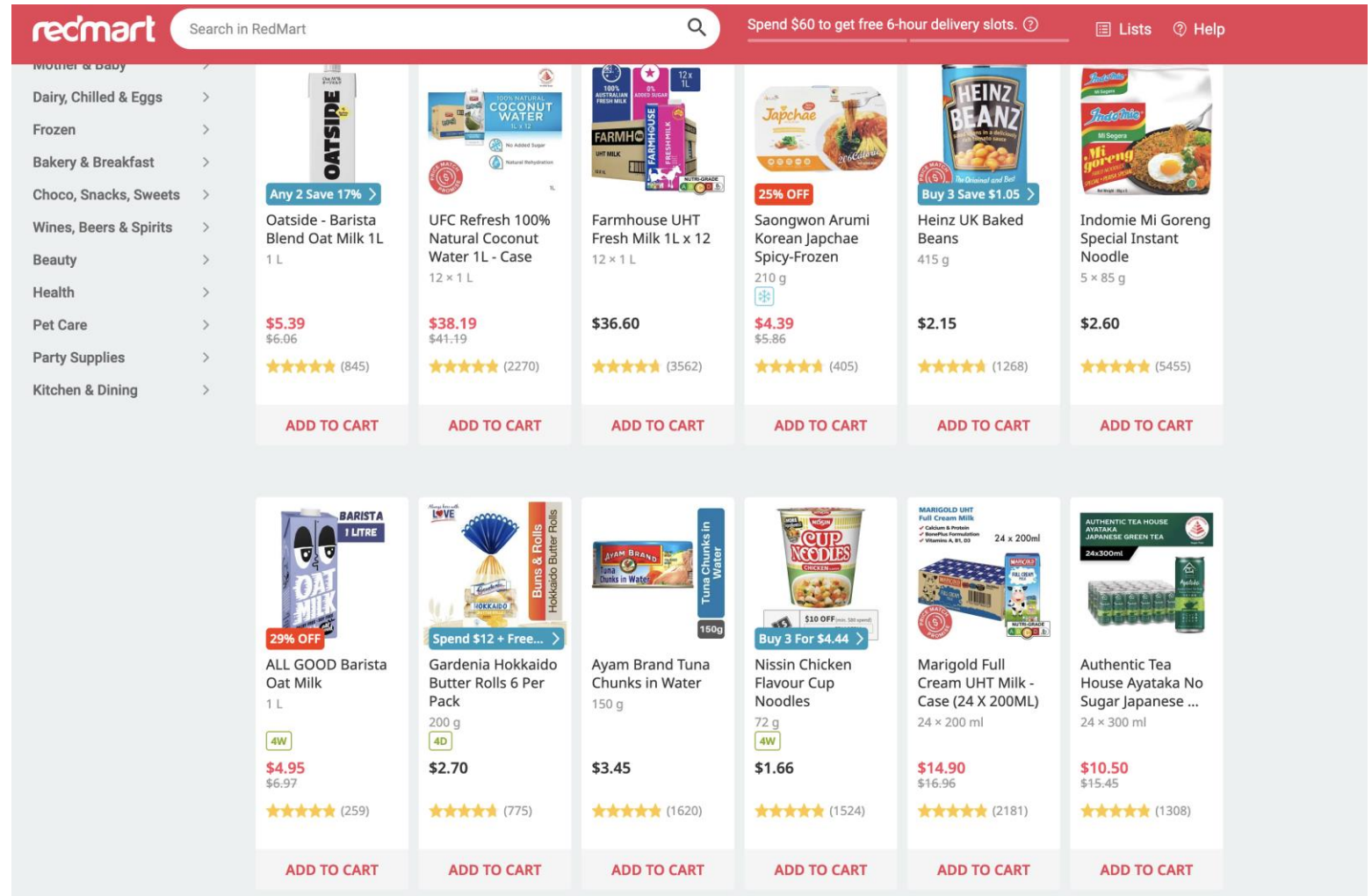
It is expected that 10.5% of online shopping will happen through livestreaming and the number of buyers will exceed 20.3% by



Category for livestreams (by volume and acceptance):
Fashion & Apparel
Cosmetics, Food, and
Lifestyle products



Redmart (Lazada) a B2BC Model for Food Products



Looking to open the door to major retailers in Southeast Asia

CBEC Asia is working with a multi-billion-dollar retailer in southeast Asia to introduce U.S. brands and products. The initial focus will be in the convenience store platform

To have your products shared with category buyers. Please complete the following form

[www.cbecasia.com/
020conviencestore](http://www.cbecasia.com/020conviencestore)

CBEC Asia – New Service Launch – March 2023

- Convenience store operator
 - FMCG – snacks, confectionary, ready-to-eat, personal care, beverage, health products
 - Convenience store and single serve
 - Fit into price category
- Time Frame
 - On-boarding can take 9 to 12 months – review, selection, integration
- Submit your details for consideration
www.cbecasia.com/020conviencestore

• CBEC ASIA Value Proposition- 5 years in the making

- Free Cross Border E-Commerce Training and Consulting
- Readiness Assessment and Cross Border E-Commerce Launch Checklist
- Digital Asset Protection- Access resources to help secure registration in China and ASEAN Markets
- On-Boarding Facilitation and Support with leading Cross Border E-Commerce Platforms in China and ASEAN
- Digital Marketing Resources and opportunities to participate in group social media campaigns
- O2O Opportunities; Major Retail Product Evaluation and Review



www.cbecasia.com