



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)

California STEP

Small Business Export Program

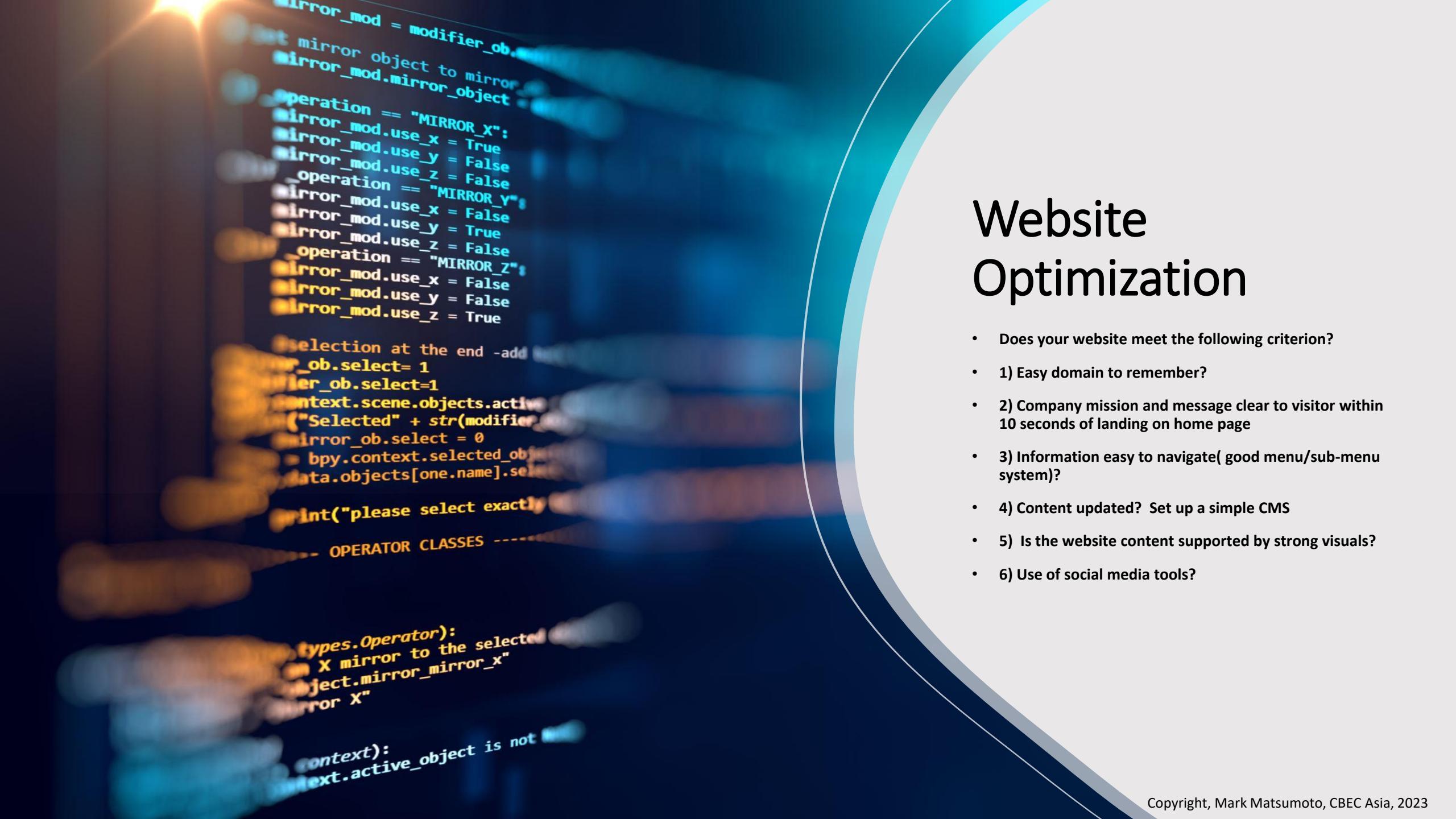


INTERNATIONAL
T R A D E
ADMINISTRATION



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?



```
mirror_mod = modifier_obj
# Set mirror object to mirror
mirror_mod.mirror_object = ob
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
ob.select= 1
mirror_ob.select=1
bpy.context.scene.objects.active = bpy.context.scene.objects.active
("Selected" + str(modifier))
mirror_ob.select = 0
bpy.context.selected_objects = bpy.context.scene.objects
data.objects[one.name].select = 1
print("please select exactly one object to mirror")

- OPERATOR CLASSES ----

@types.Operator:
def execute(self, context):
    # X mirror to the selected object.mirror_mirror_x"
    mirror X"
    ob = context.active_object
    if context:
        if context.active_object is not ob:
            ob.select = 1
            mirror_ob.select = 1
            bpy.context.scene.objects.active = bpy.context.scene.objects.active
            ("Selected" + str(modifier))
            mirror_ob.select = 0
            bpy.context.selected_objects = bpy.context.scene.objects
            data.objects[one.name].select = 1
            print("please select exactly one object to mirror")
```

Website localization-different than translation



California ETEC™
Education and Training Export Consortium

HOME ABOUT US WHO WE SERVE STUDENT RECRUITMENT SERVICES J1 VISA PROGRAMS STRATEGIC PARTNERS

Admissions Office

California ETEC was established in 2003 to exclusively promote the attraction of international students to the United States and expand the export of educational services globally. CA ETEC's unique positioning as the leading higher education consortium in the State of California, collaborative partnerships with key U.S. and foreign governments, and extensive reach in Asia provide U.S. education providers cost-effective resources to...

NEWS / EVENTS

California ETEC receives prestigious Presidential "E" Award for Export Service

California ETEC launches international student exchange and recruitment blog!

Vietnam Education Market Report 2012

California ETEC



ETEC China

美国留学网 American Education Network

网站首页 Home 美国教育 US Education 美国院校 College Application 留学规划 Study Planning 热门专业 Popular Programs 大学排名 University Rankings 奖学金 Scholarship 留美生活 Special Services

全国热线：400-666-2249 我想读：高中 社区 本科 硕博 【专家强调】美国留学选校专业不再光看排名 专家解读艺术管理专业未来发展趋势

U.S. News 2013 美国大学排名

2014年美国研究生留学申请攻略

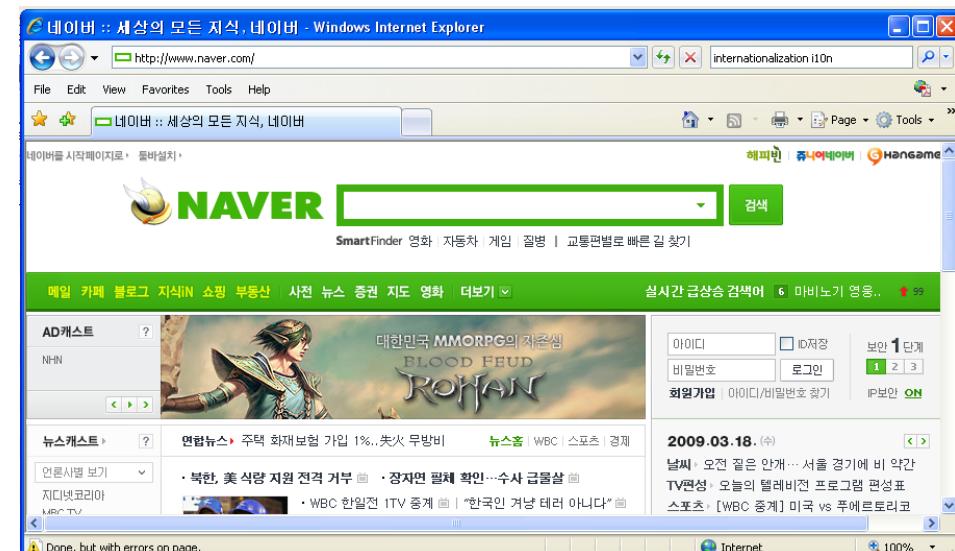
深度解析2013年美国留学热门专业

申请研究生 双录 更多>>

成功案例 更多>>

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Search Engines



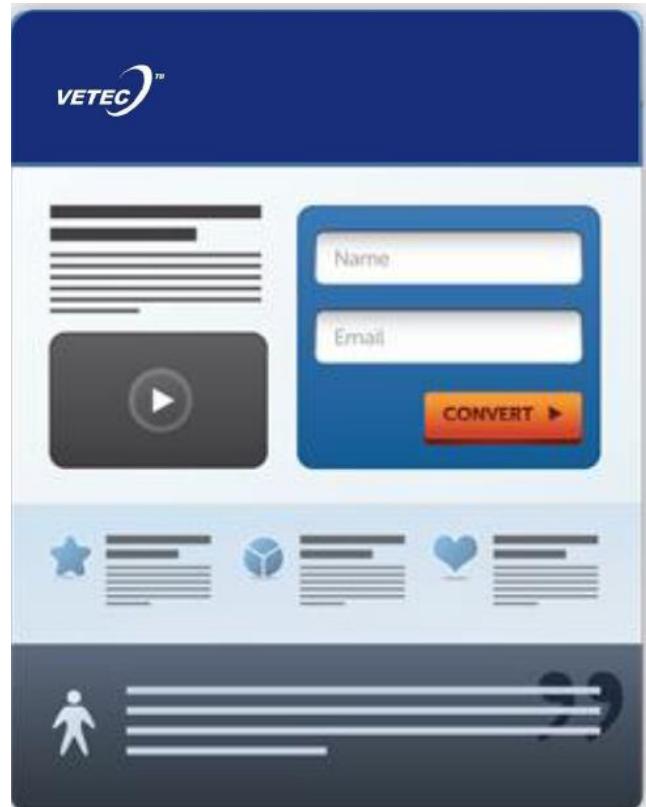
- We all know Google however... Baidu is most popular in China

Naver is most popular in South Korea

Yandex -Russia

Converting visitors to clients

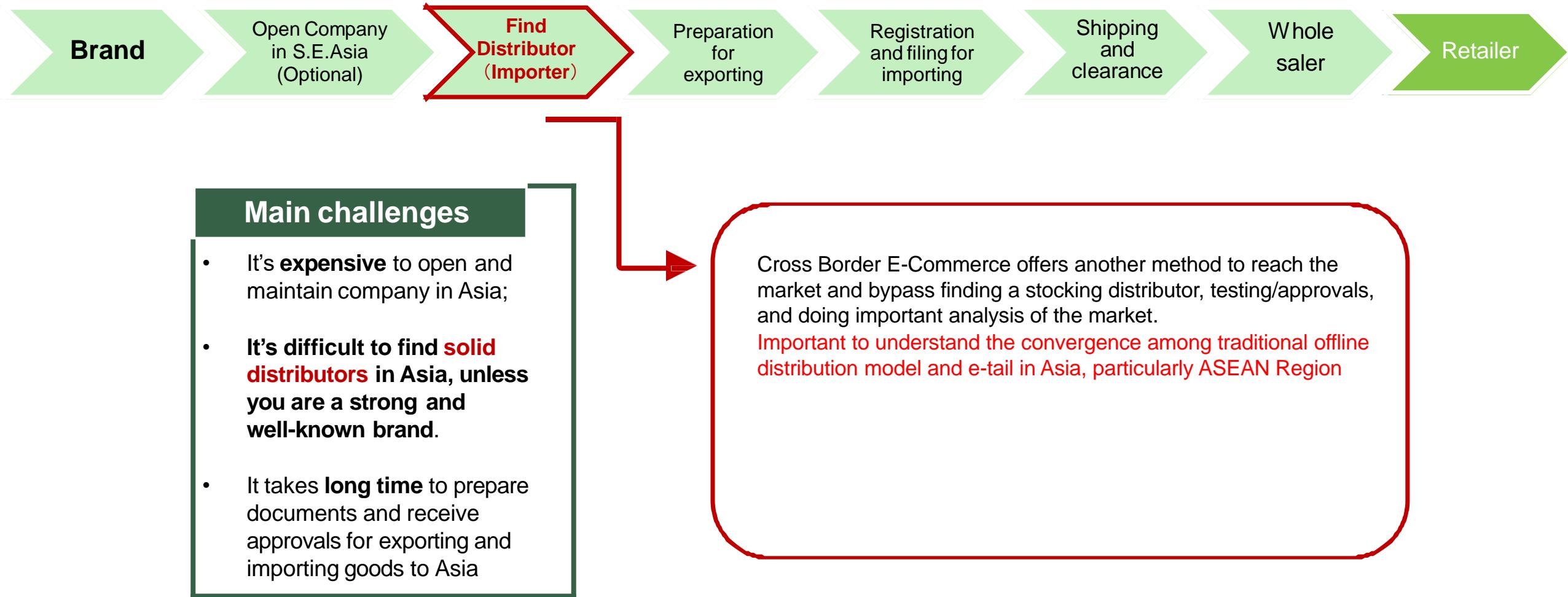
Landing Page Key



Importance of Portability

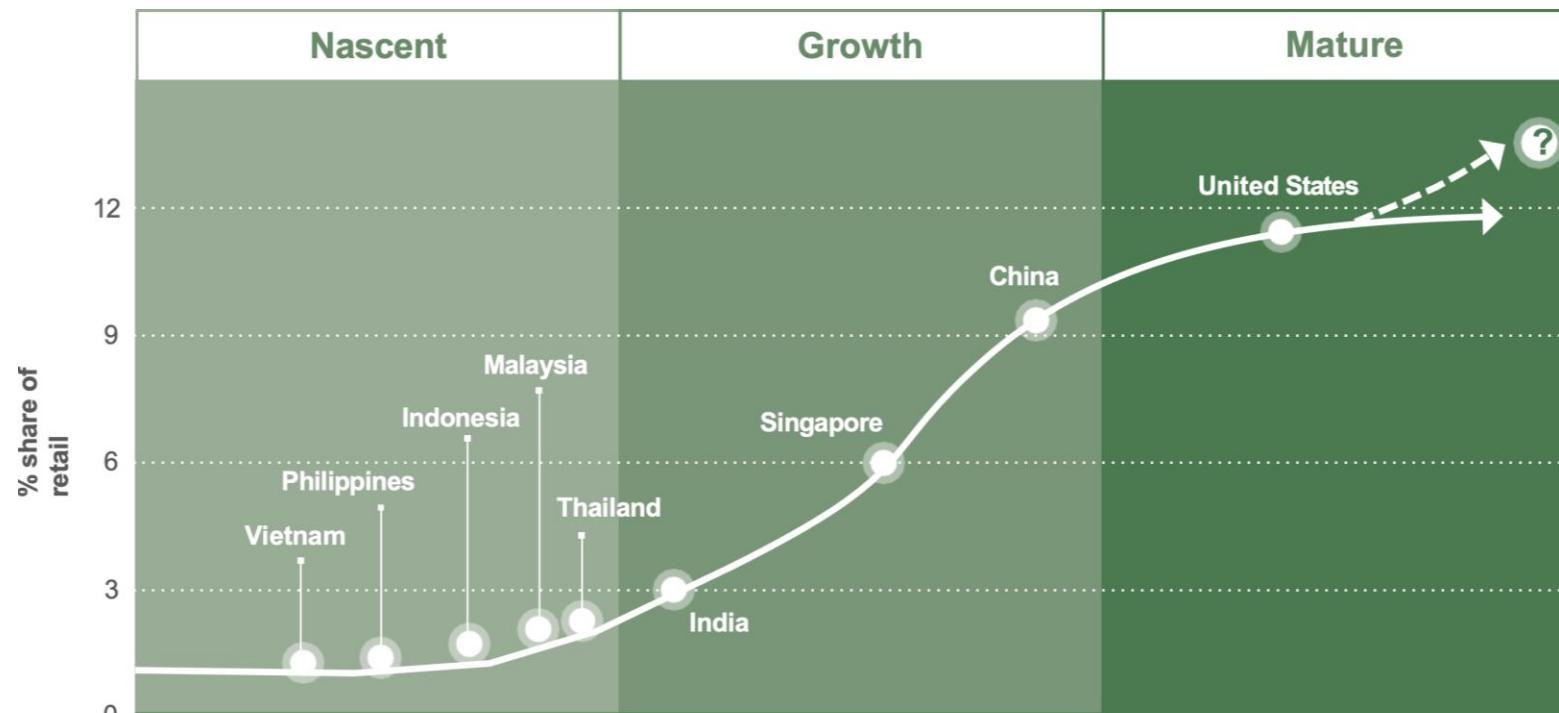


Ordinary Procedure to Enter S.E.Asia in Traditional Offline Distribution Model



Evolution of e-commerce % of total retail sales

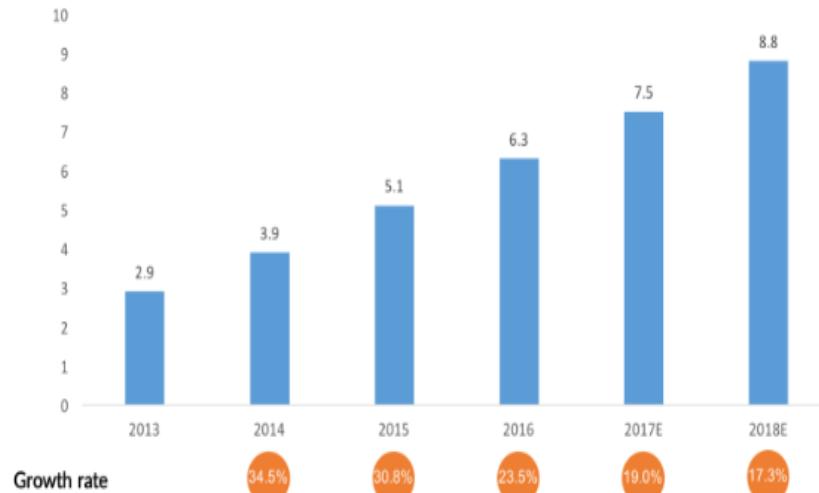
Evolution of e-commerce % of total retail in select countries



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)

South East Asia marketplaces by country, 2021



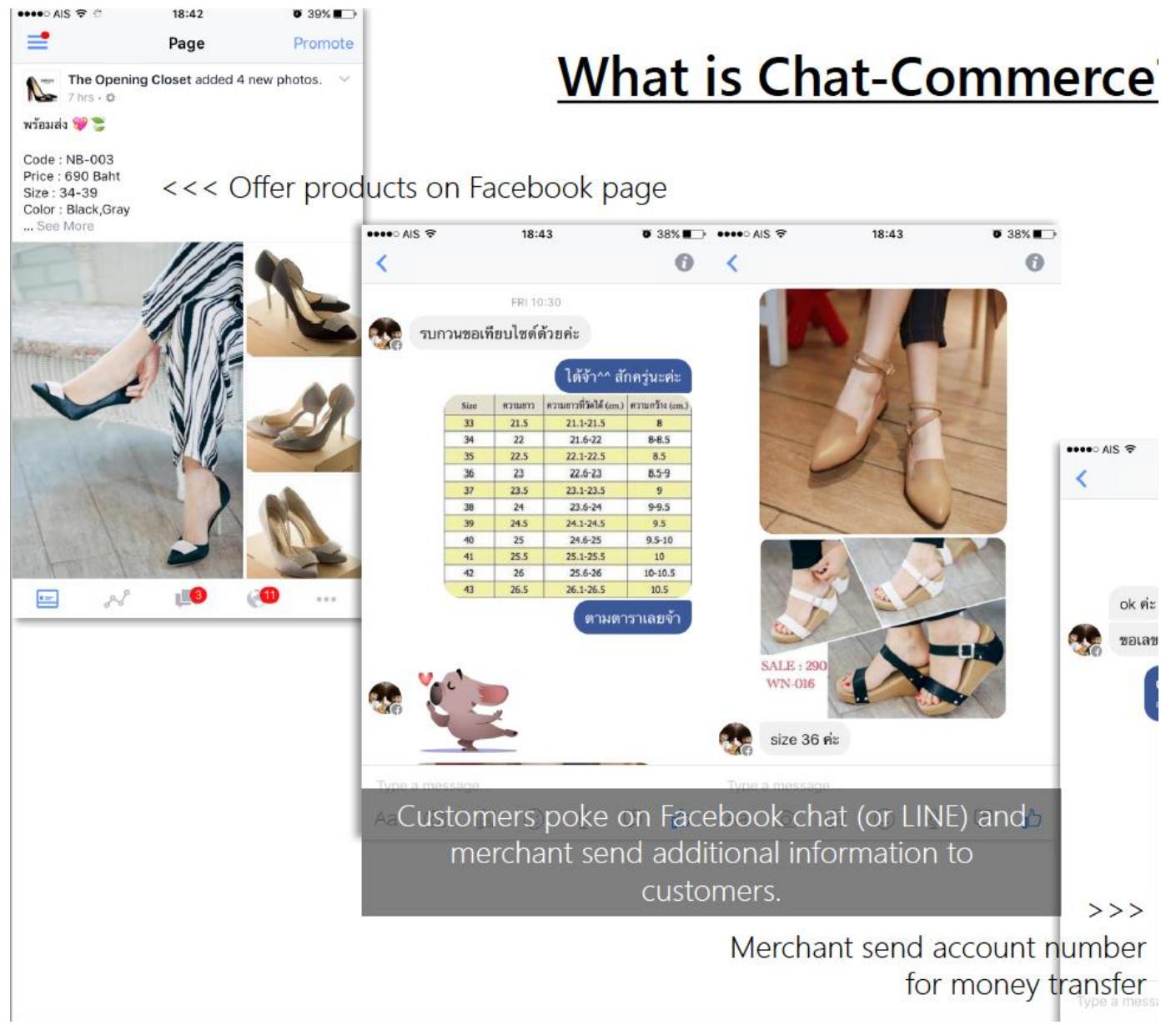
TMO Group

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



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

redmart Search in RedMart

Spend \$60 to get free 6-hour delivery slots. [?](#)

Lists [?](#) Help

Mother & Baby	Oatside - Barista Blend Oat Milk 1L	UFC Refresh 100% Natural Coconut Water 1L - Case	Farmhouse UHT Fresh Milk 1L x 12	Saengwon Arumi Korean Japchae Spicy-Frozen 210 g	Heinz UK Baked Beans 415 g	Indomie Mi Goreng Special Instant Noodle 5 x 85 g
Dairy, Chilled & Eggs	Any 2 Save 17% > 1 L	\$38.19 \$41.19 (2270)	\$36.60	\$4.39 \$5.86 (3562)	\$2.15	\$2.60
Frozen	Oatside - Barista Blend Oat Milk 1L	UFC Refresh 100% Natural Coconut Water 1L - Case	Farmhouse UHT Fresh Milk 1L x 12	Saengwon Arumi Korean Japchae Spicy-Frozen 210 g	Heinz UK Baked Beans 415 g	Indomie Mi Goreng Special Instant Noodle 5 x 85 g
Bakery & Breakfast	1 L	12 x 1 L	12 x 1 L			
Choco, Snacks, Sweets						
Wines, Beers & Spirits						
Beauty						
Health						
Pet Care	\$5.39 \$6.06	\$38.19 \$41.19 (2270)	\$36.60	\$4.39 \$5.86 (3562)	\$2.15	\$2.60
Party Supplies	★★★★★ (845)	★★★★★ (2270)	★★★★★ (3562)	★★★★★ (405)	★★★★★ (1268)	★★★★★ (5455)
Kitchen & Dining						
	ADD TO CART	ADD TO CART	ADD TO CART	ADD TO CART	ADD TO CART	ADD TO CART

ALL GOOD Barista Oat Milk 1L	Gardenia Hokkaido Butter Rolls 6 Per Pack	Ayam Brand Tuna Chunks in Water 150 g	Nissin Chicken Flavour Cup Noodles 72 g	MARIGOLD UHT Full Cream Milk 24 x 200ml	Authentic Tea House Ayataka No Sugar Japanese ... 24 x 300 ml
29% OFF \$4.95 \$6.97 (259)	Spend \$12 + Free... > 200 g \$2.70	150 g \$3.45	72 g \$1.66	24 x 200ml \$14.90 \$16.96 (1524)	24 x 300 ml \$10.50 \$15.45 (2181)
ALL GOOD Barista Oat Milk 1L	Gardenia Hokkaido Butter Rolls 6 Per Pack	Ayam Brand Tuna Chunks in Water 150 g	Nissin Chicken Flavour Cup Noodles 72 g	MARIGOLD UHT Full Cream Milk 24 x 200ml	Authentic Tea House Ayataka No Sugar Japanese ... 24 x 300 ml
4W	4D	4W	4W	4W	4W
ADD TO CART	ADD TO CART	ADD TO CART	ADD TO CART	ADD TO CART	ADD TO CART

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/
020conveniencestore](http://www.cbecasia.com/020conveniencestore)

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/020conveniencestore

• 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