

Esportare >>> in Digitale

PROMOS
ITALIA
BE GLOBAL

sace

FOCUS CINA

Lo scenario digitale in Cina per l'export italiano

Giulio Finzi



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500+ connections

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民共和国万岁



世界人民大团结

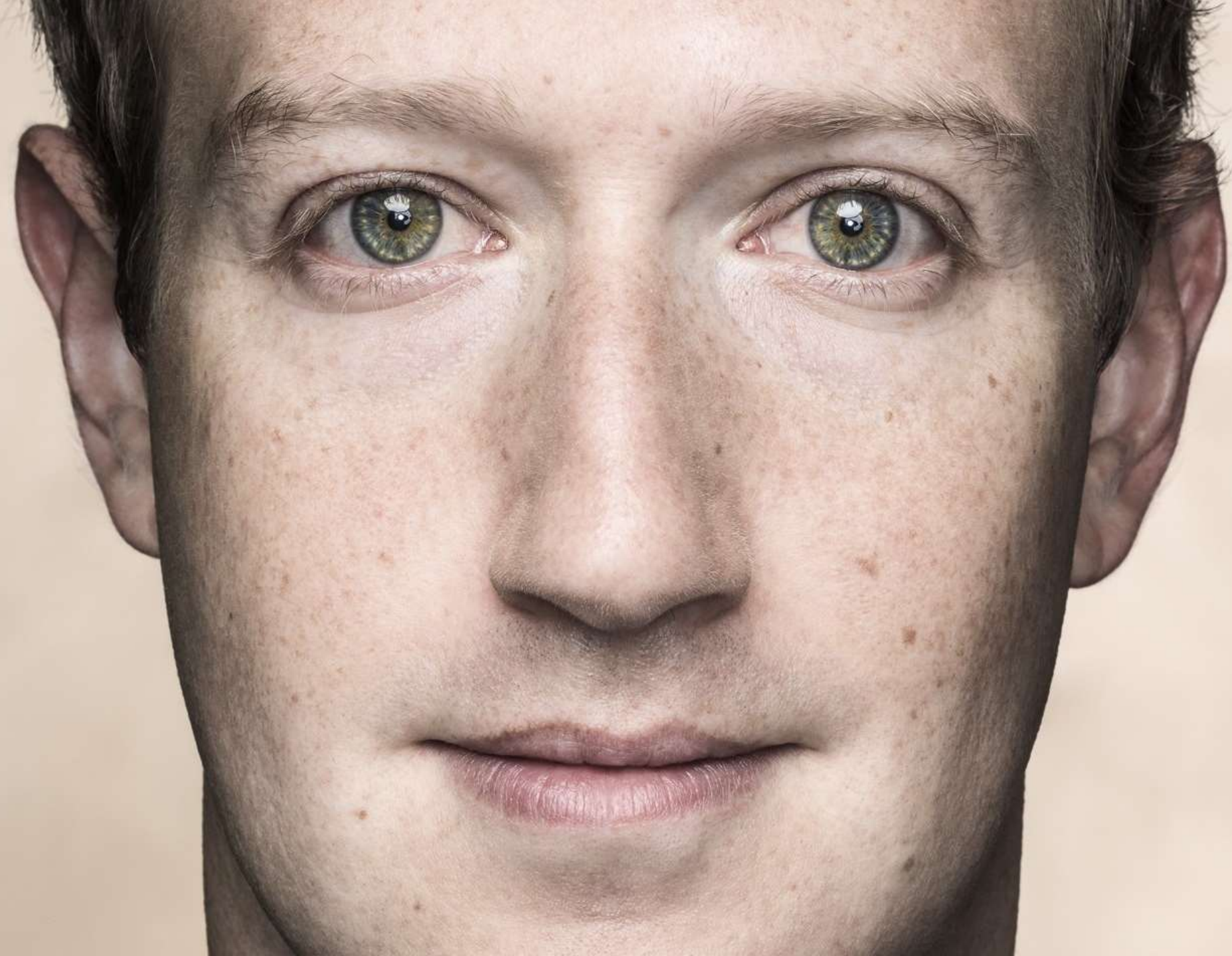














Digital life in China

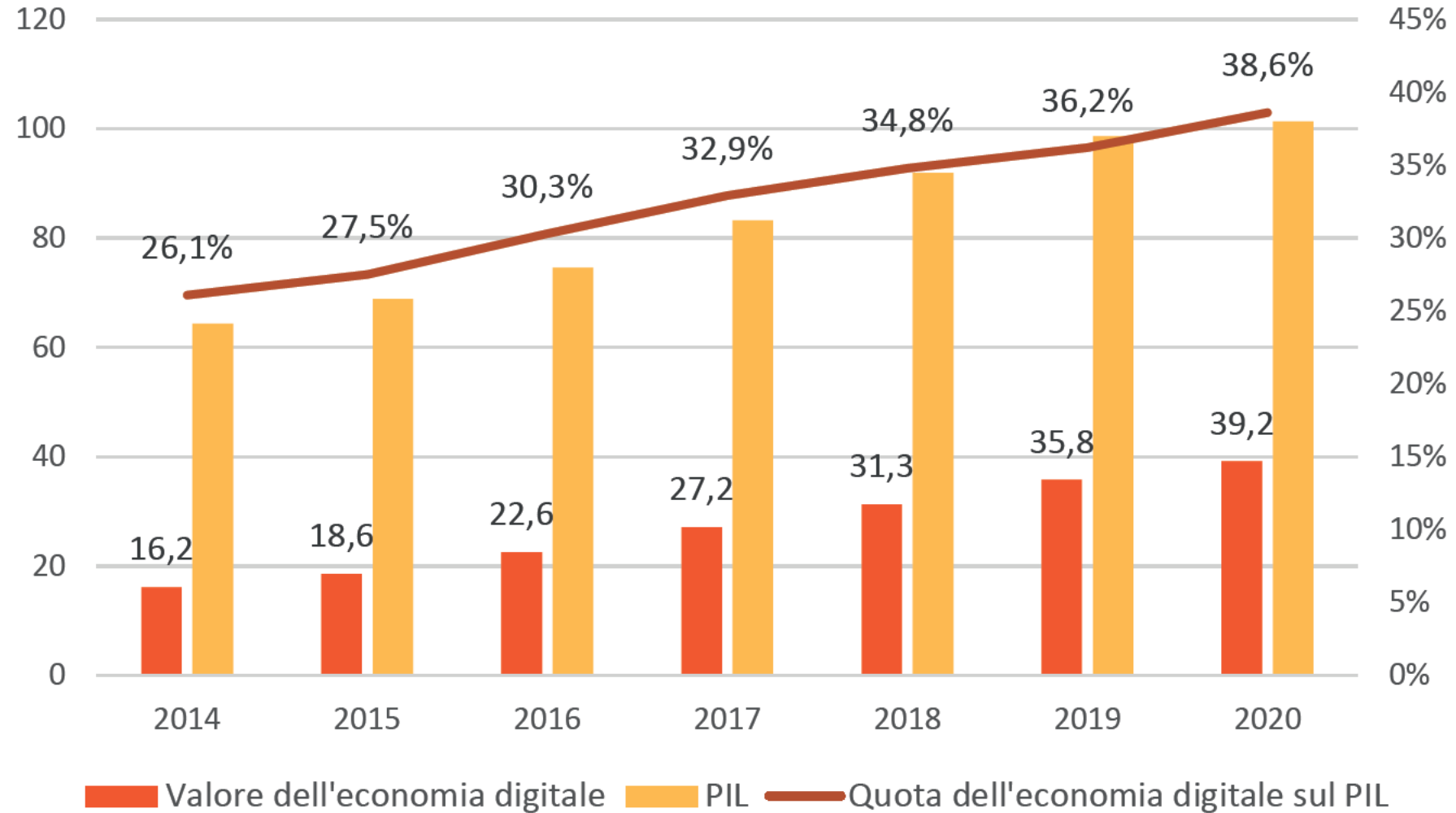


Giulio Finzi | 2022

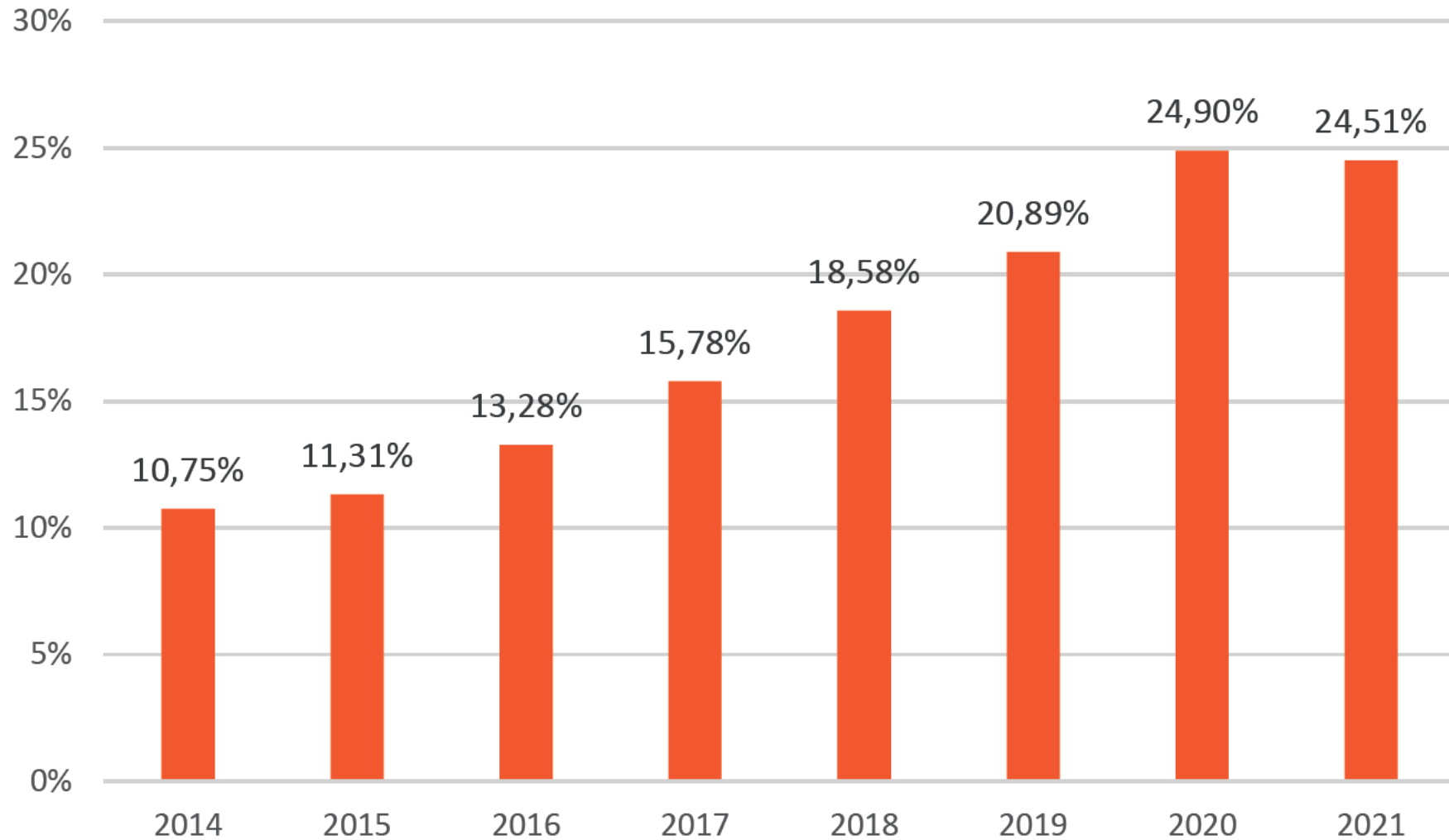
Digital life in China



Il valore dell'economia digitale in Cina



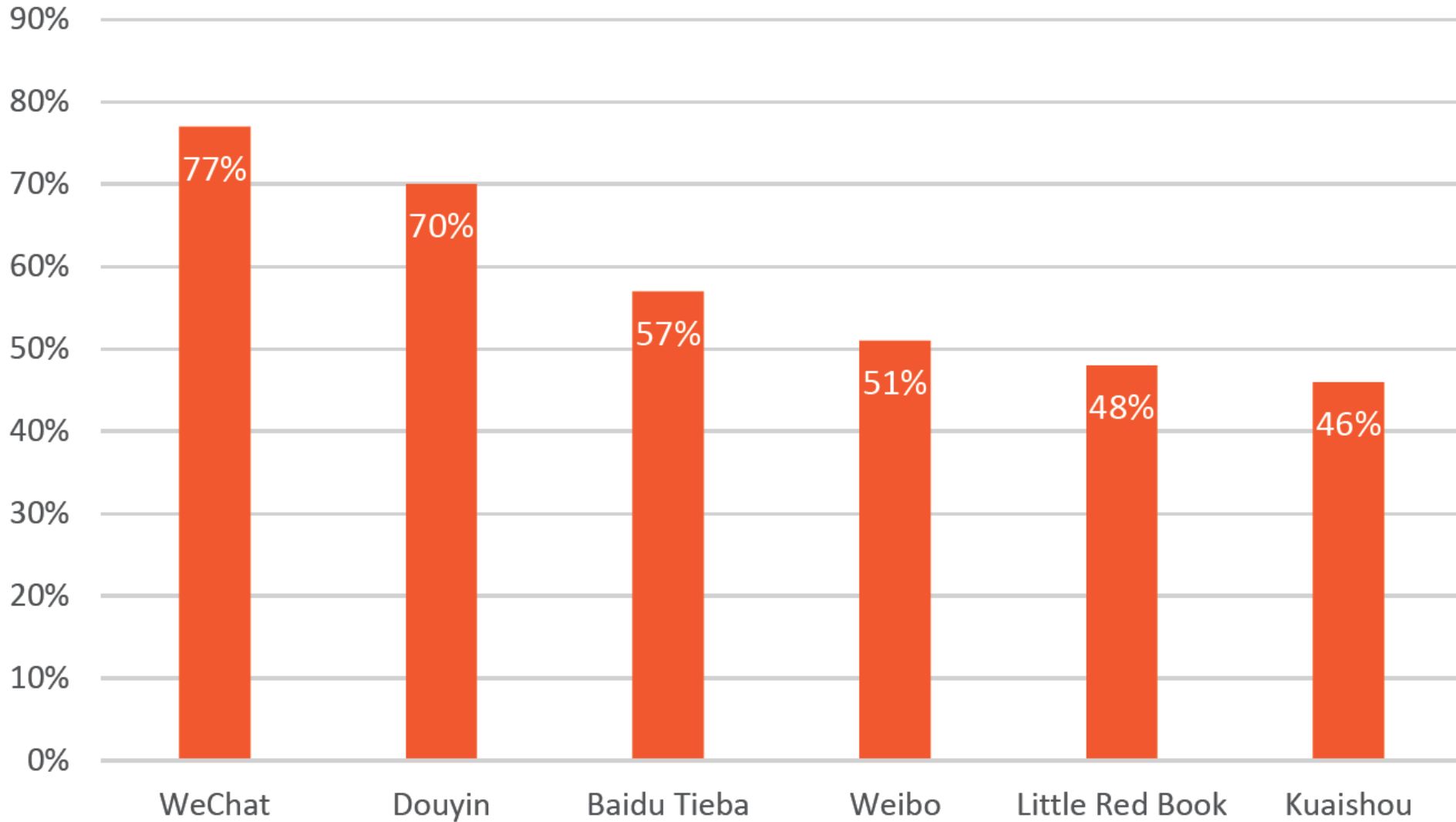
Quota delle vendite online sul totale retail Cina



I social media cinesi e occidentali a confronto

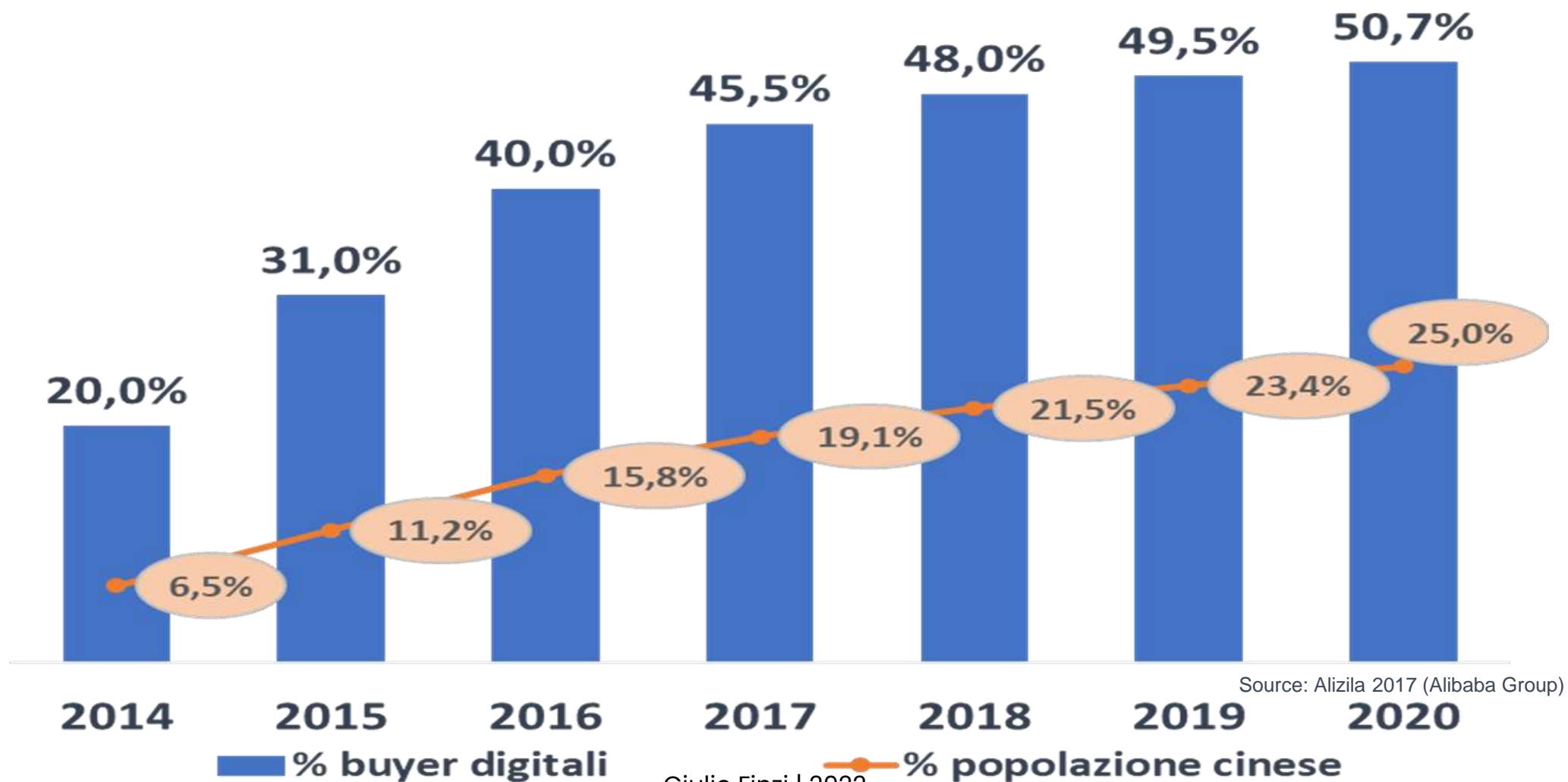


I social media più usati in Cina

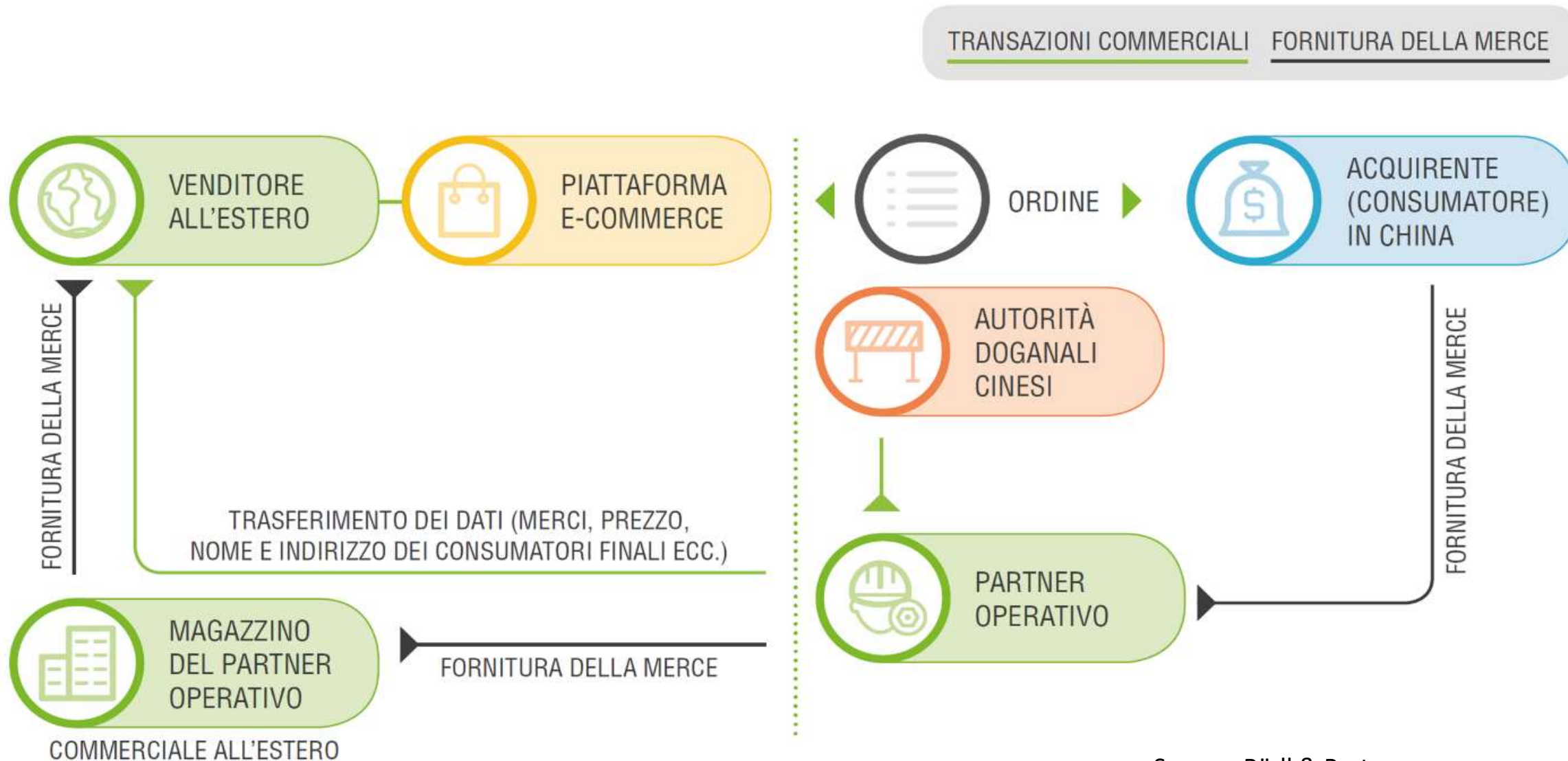


** % di utenti Internet di età compresa tra 16 e 64 anni che utilizzano ciascuna piattaforma ogni mese.*

La crescita del cross-border eCommerce verso la Cina



2. Modello di Business CrossBorder eCommerce



TY APOTHECARY

LOUIS





The customer journey of the chinese cross-border consumer



The customer journey of the chinese cross-border consumer

RESEARCH 04

Baidu 百度 spring dres

A Baidu search brings up your online store but only in English. The consumer puts the product in the shopping cart, but is shocked by the shipping cost

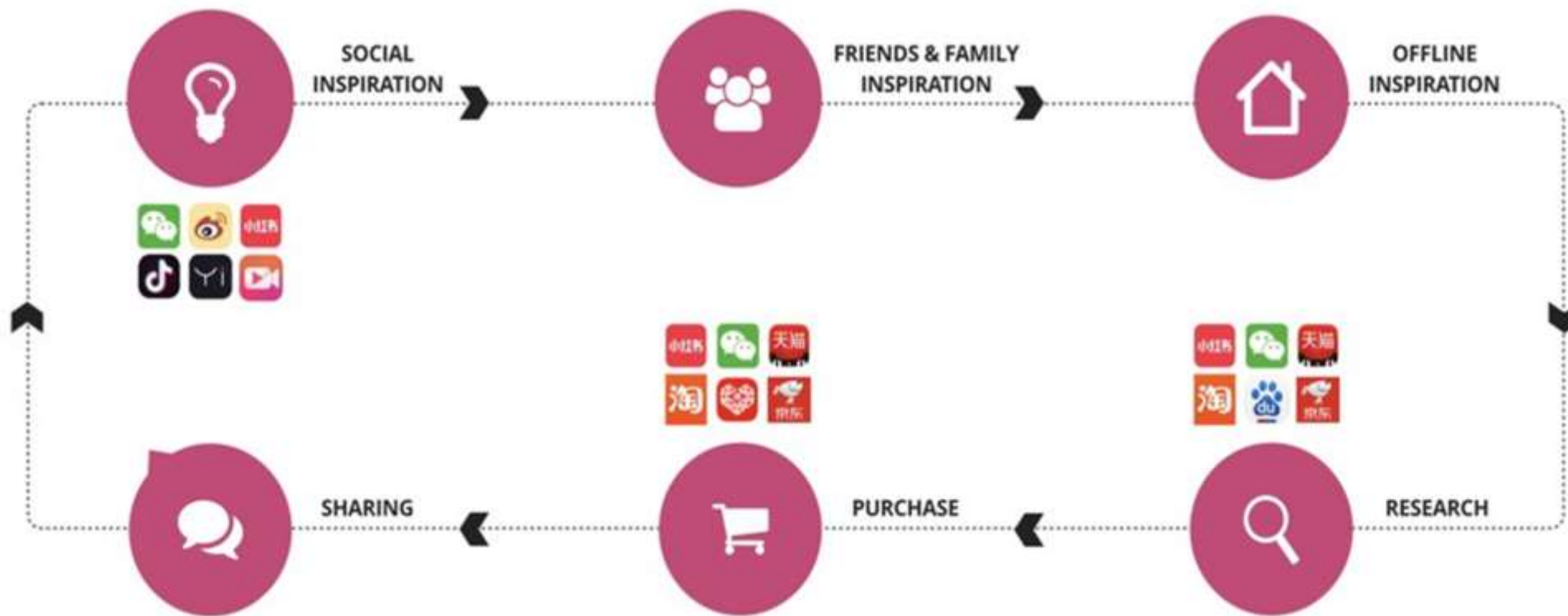
Baidu, the chinese search engine



The customer journey of the chinese cross-border consumer



The customer journey of the chinese cross-border consumer



A red rectangular sign with the word "CLOSED" in white, bold, sans-serif capital letters. The sign is hanging from a metal hook on a glass door. The background shows a blurred interior of a building with windows and a door handle.

CLOSED



Domenica
Julia



突破廊
breakthrough book gallery

御藥

Nail Box

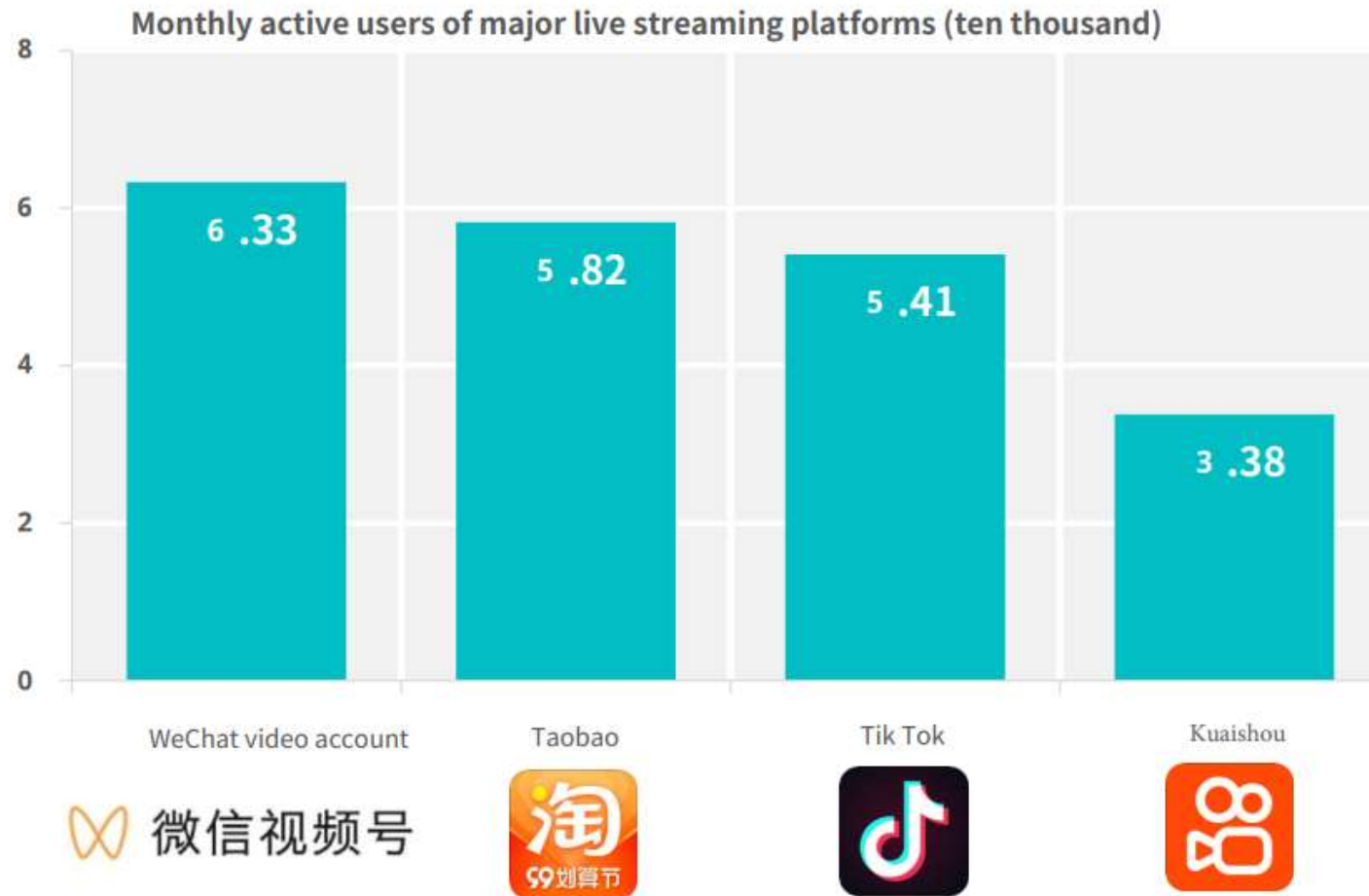
太子珠寶鐘錶

EMPEROR
WATCH AND JEWELLERY
英皇鐘錶珠寶





Le principali piattaforme di Live Streaming





#21st L'ORÉAL CANNES

Hi, 连续签到抽大奖哟

邀请好友瓜分福利

20元优惠券

80元优惠券

10元优惠券



点击抢福利

#戛纳精彩瞬间#



精彩稍后就来先去逛逛

Get明星同款 >>

最新视频



L'ORÉAL PARIS 巴黎欧莱雅

284.7万收藏

我就是我 我值得拥有

首页

全部商品

限时抢购

戛纳红毯 星耀秘籍

清新水嫩 赴约仙女肌
水润清新 保湿挚爱



L'ORÉAL

欧莱雅蔷薇臻耀系列洗护发+...

原价: ¥346
优惠价: **¥ 275**

[查看](#)

欧莱雅茶树植萃去屑滋养+透...

原价: ¥300
优惠价: **¥ 250**

[查看](#)

欧莱雅明星同款眉笔大师三头...

原价: ¥120
优惠价: **¥ 102**

[查看](#)

欧莱雅人泽琉金属

原价: ¥410
优惠价: **¥ 310**

[查看](#)

元美用 好优雅的小土子啊

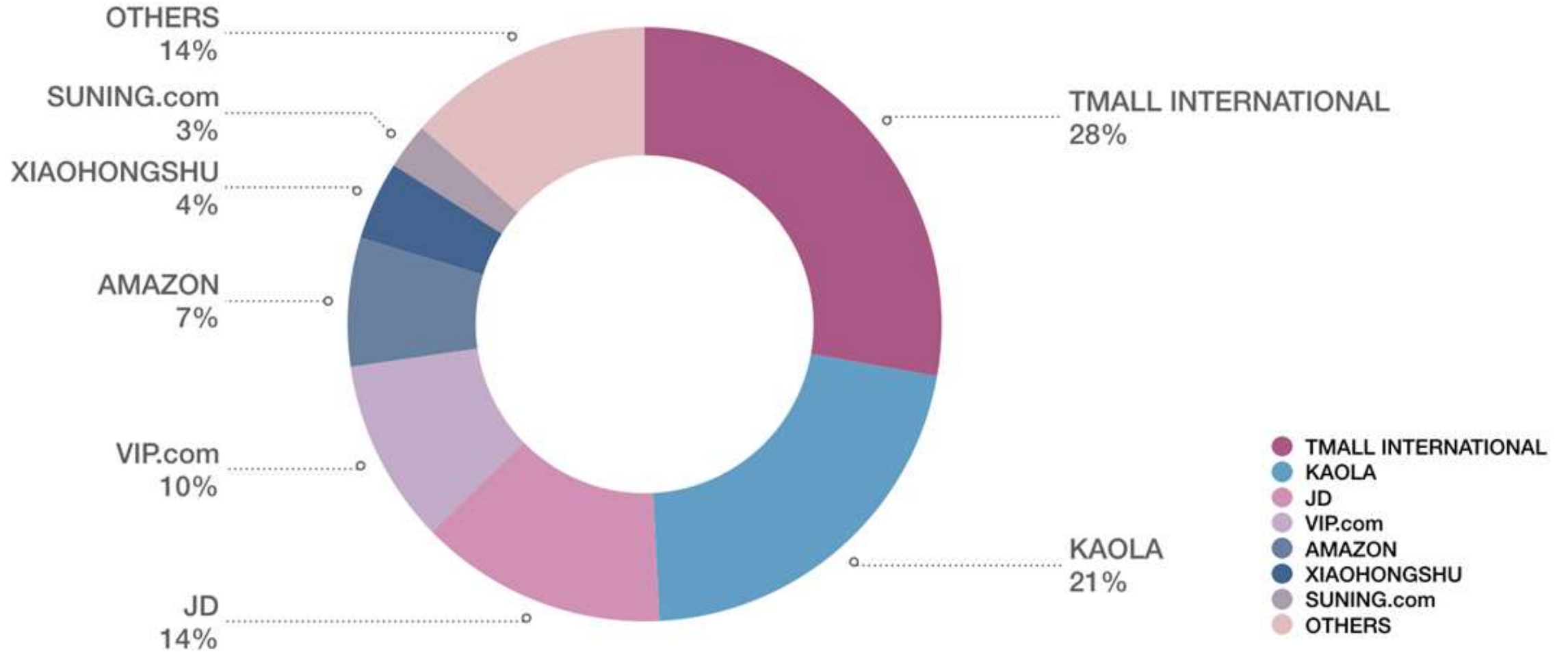
匆匆 女神用了哪个?

FAN 都是券啊.....

云 你就是我的女王

A??芊芊

China cross-border eCommerce platforms



Tmall Global

TMALL GLOBAL
天猫国际

原装进口全世界

搜索 天猫 商品/品牌/店铺

搜索

全部商品分类

首页

全球精选

官网直供

天猫国际官方直营

关于我们

美妆个护

面膜 / 防晒 / 面部护理套装

食品保健

代餐奶昔 / 酵素 / 葡萄酒

母婴用品

奶粉 / 纸尿裤 / 钙铁锌

服饰鞋包

手表 / 运动鞋 / 箱包

生活/数码

滤水壶/滤芯 / 扫地机器人 / 价

天猫国际官方直营

滋补保健

抢第二件半价

立即加购



挑货
Pick UP



挑
从源头开始
品！



首次登录手机天猫
抢10-15元红包

美容美妆 Beauty



收藏领5元券

MISS ITALIA
意大利小姐大赛官方合作伙伴
意大利天然保健品牌 N.1 in Italy



快塑性感曲线
绿咖啡胶囊

立即购买

首页有惊喜

全部商品

畅销榜单

体重管理

膳食保健

美容个护

品牌故事



姐姐推荐

瘦身有「套」路

目标10斤肉~



套餐价: ¥499

绿咖啡胶囊1盒*2

绿咖啡收腹茶2盒

海藻塑身片1盒

送 500ml 芦荟汁



30天体重管理5件套, 提供短期内健康有效的体重管理方案, 5盒快塑性感S曲线。

Tmall Luxury - Cloud Luxury City (云奢城)



Tmall Luxury – Gucci flagship stores



JD Worldwide



购物无境!

herobaby

搜索

我的购物车

博朗耳温计 香港莎莎 手机直降300 进口饮料 施华洛世奇

三 全部商品分类

- 奶粉辅食 奶粉 辅食 >
- 尿裤用品 尿裤 用品 >
- 个护美妆 护肤 香水 >
- 营养保健 调节 美容 >
- 进口美食 牛奶 冲调 >
- 数码家电 手机 家电 >
- 钟表首饰 男表 女表 >
- 服饰箱包 自营 服装 >
- 运动户外 运动 户外 >
- 品质家居 净水 厨具 >
- 汽车用品 机油 记录仪 >
- 潮流奢品 箱包 饰品 >

首页

全球直采

全球特卖



JD WORLDWIDE
奢品钟表
热销排行榜
全场低至99元

正品保证

平台信誉 品质保障
100%海外原装正品



每日领券

思亲肤特卖
美食护肤

满299减50



99全球盛典
“9”要大牌

爆款低至58



费雪
进口好物

低至领券满199减100



奢品钟表
热销排行榜

全场低至99元



¥111

满199可用

抢购

¥100

满199可用

抢购

Kaola

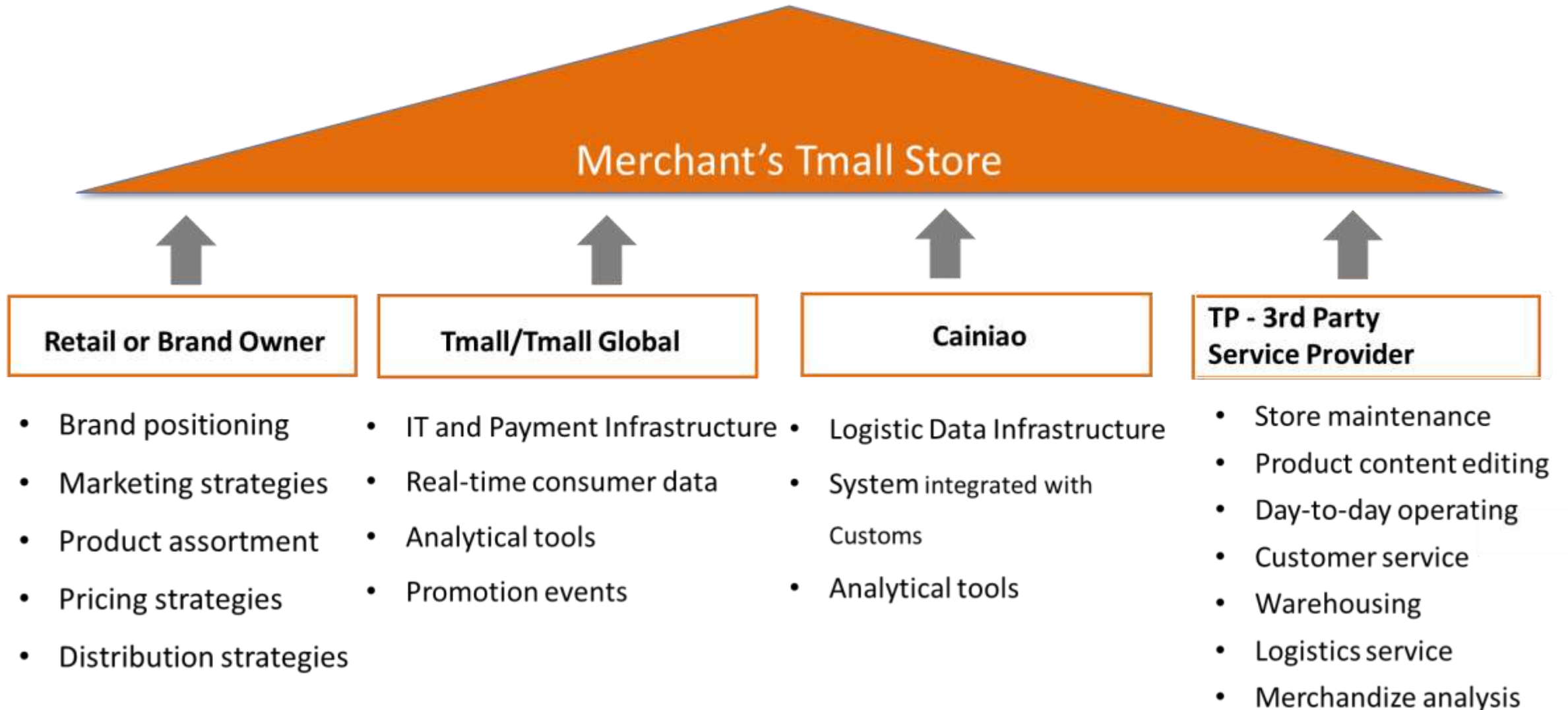
The image shows the Kaola (网易考拉) website homepage. At the top left is the logo and the text "网易考拉" and "我的美好世界". A search bar contains the text "阿迪达斯". To the right is a shopping cart icon labeled "购物车". Below the search bar are category tags: "面膜", "口红", "减肥", "全球工厂店", "运动鞋", "项链", "女包". A navigation bar includes: "首页", "今日限时购", "每日上新", "国家馆", "海外旗舰店", "工厂店", "品质奶粉", "人气面膜", "礼品卡".

A large red banner for a "4.18" sale is the central focus. It features the text "4.18 0点开抢" and "0点开抢 美容彩妆". A dark red button contains the text "黛珂大水乳低至998". To the right of the text is an image of several Decolife skincare products (toner, lotion, cream, serum, and sunscreen) against a pink background with falling petals.

On the left side, there is a vertical red menu with the following categories: "所有分类", "美容彩妆", "母婴儿童", "营养保健", "数码家电", "个人洗护", "服饰鞋靴", "运动户外", "手表配饰", "轻奢", "家居生活", "环球美食".

At the bottom, there is a dark red footer with icons and text: "网易自营", "全球直采", "假一赔十", "售后无忧", and "领考拉1000元新人礼, APP下单更享手机价".

How to manage a Tmall Store



How to choose your TP

A TP will provide a range of functions, such as:

- Set up, design, and maintenance of the online store
- Merchandising, price, promotion, and marketing planning
- IT integration between the virtual store and the brand's IT systems
- Operation of the online store, including order management, payments, etc
- Warehouse and fulfilment
- Customer service (pre-sales & after-sales)
- Digital performance marketing within the marketplace
- Management of live streaming and KOLs within the marketplace ecosystem
- Handling of returns, cancellations, and complaints
- Weekly, monthly, and quarterly reporting & planning

How to choose your TP

How attractive are you to the TP?

TPs will consider your brand globally, your brand presence in China, existing sales, and your proposed go-to-market strategy, inclusive of investment levels. They do this to assess how large the brand could be in China.

Since they are paid based on commissions, they want to take on brands that will deliver the largest sales, with high growth potential resulting in the biggest upside for themselves.

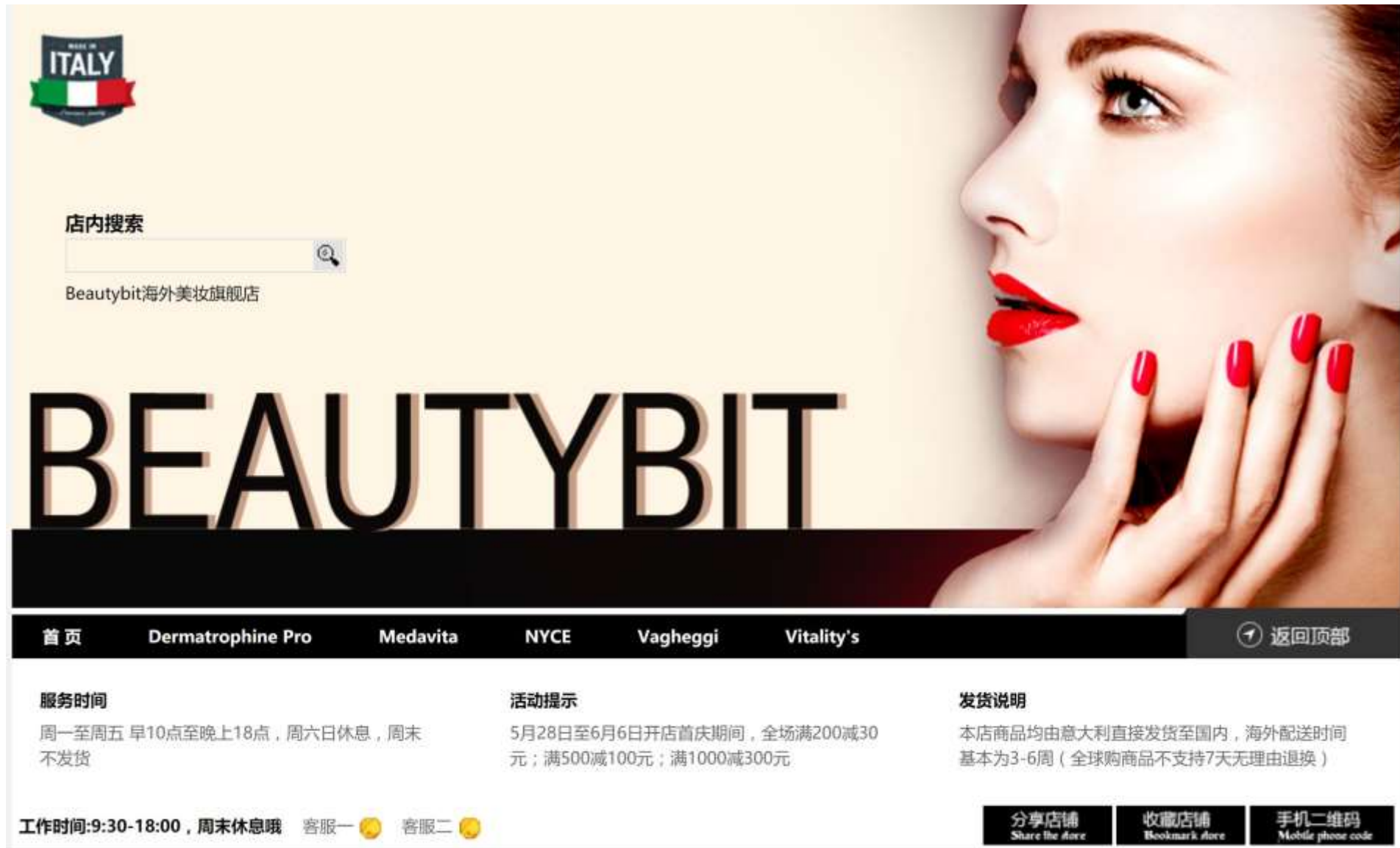
Is the TP across the table hungry to help you succeed, or will they be focused on 'more important' clients in their portfolio?

How to choose your TP

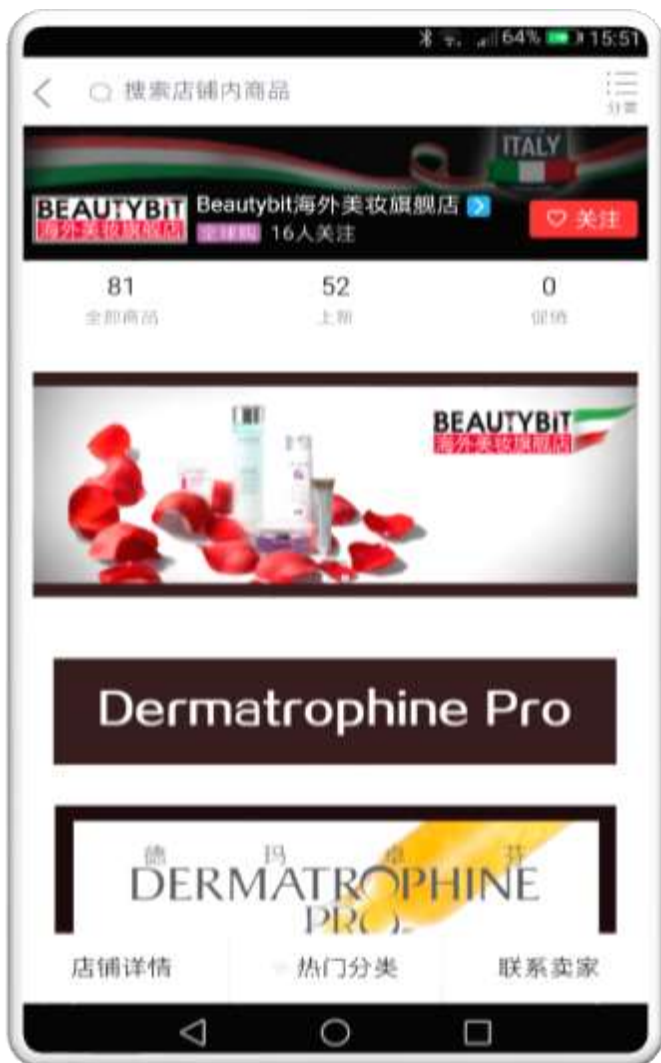
TP capabilities

- Where are they based?
- How strong is their relationship with Tmall?
- On what scale do they operate?
- Are you able to visit to see the operations in action?
- What is their pricing model?
- What experience do they have within the category?
- How strong are they with O2O?
- How strong is their client service team?
- What can they offer with logistics and warehousing solutions?

Beauty eCommerce project by Netcomm



Beautybit JD shop



Beautybit Taobao shop



远离干发 抗氧化修护
深层滋养 修复系列

[点击了解>](#)

 意莲	 iCare MAKE-UP+MILANO
 MEDAVITA	ICARE
 DERMATROPHINE PRO	 ESLABONDEXX HAIR CREATIVITY AND PROTECTION
 EPF	爱丝娜
 SENS. US	 Vitality's

Beautybit美丽人生

从头开始 懂你所想

总代理: 11.11.11

品牌: 大摩欧德丹 超倍修护



11.11狂欢领大额券

领店铺大额优惠券

¥20 满100元使用	限时领	¥50 满499元使用	限时领
¥100 满999元使用	限时领	¥5 无门槛券	关注领

领券时间 11.1-11.10

我们的品牌

星品欢抢 限时臻享



草本精粹 温和祛痘
意莲 祛痘洗面奶 200ml
¥145 / 价值 208
[立即抢购>](#)



舒缓曲张 温和紧致
腿部按摩凝胶
¥89 / 价值 128
[立即抢购>](#)

Beautybit logistics model



- 请确保收件人可提供身份证信息，并且收件人的姓名与身份证一致，不可是化名或昵称，以保证货物正常清关，如对清关过程有任何疑问，可联系客服予以协助。
- 因全球购业务的特殊性，请您下单前就商品的特殊要求备注给商家。在付完款后的24小时内可以取消订单，24小时后将进入发货流程，此后将不能取消订单。





“KOL”
=
Key Opinion Leader

Wǎng Hóng
网 红



Social media shopping in China: Key Opinion Leader



余潇潇Jessica

194W粉丝 美妆 400客单价 500W/月
194W followers, Beauty bloggers,
customer price 400, Monthly
sales 500W



Z_子晴

176W粉丝 美妆 时尚搭配
200客单价 80W/月
176W followers, Beauty&Fashion bloggers
customer price 200, Monthly sales 800W



张佐佐997

204W粉丝 美妆时尚搭配
150客单价 980W/月
204W followers, Beauty&Fashion
bloggers, customer price 150,
Monthly sales 980W



朴瑟seul (Korea)

163W粉丝
美妆, 时尚搭配博主
204W followers,
Beauty&Fashion bloggers



曾曾曾学宁

170W粉丝 美妆
200客单价 90W/月
170W followers, Beauty bloggers,
customer price 200, Monthly
sales 90W



粉红粉红的一天

255W粉丝 模特 美妆
200客单价 200W/月
255W followers, Model, Beauty
bloggers, customer price 200,
Monthly sales 200W



钟恩淇

109W粉丝 美妆时尚搭配
200客单价 90W/月
109W followers, Beauty bloggers,
customer price 200, Monthly
sales 90W



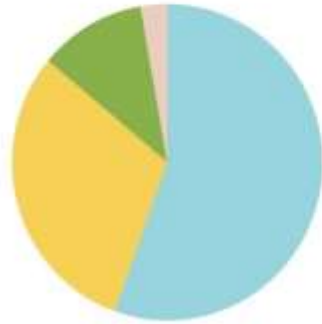
雪梨

447W粉丝
700客单价 20亿/年
447W followers, Beauty bloggers,
customer price 700, Annual
sales 2 billion.

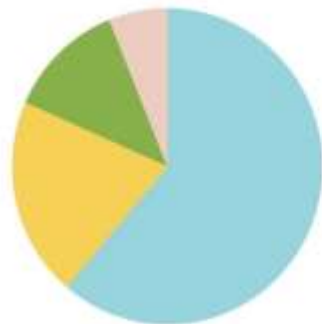
Social media shopping in China: Key Opinion Leader

PARKLU

Impressions



Estimated Budget



Total Budget

49000

Platform



KOL Type	No. of Posts	Cost (RMB)	Impressions
<p>Top-tier</p> <p>They are flat out famous. Their content truly influences the masses, making certain your brand is more recognizable.</p>	1 <input type="button" value="-"/> <input type="button" value="+"/>	¥ 30,000	1.0M
<p>Mid-tier</p> <p>They are generally well known in their industry. They can have significant impact connecting with core followers and beyond.</p>	1 <input type="button" value="-"/> <input type="button" value="+"/>	¥ 10,000	550.0K
<p>Micro</p> <p>They commonly serve a niche area of interest with a small but robust following. Great for more targeted campaigns.</p>	1 <input type="button" value="-"/> <input type="button" value="+"/>	¥ 6,000	200.0K
<p>Long tail</p> <p>They are often just starting out or content creator hobbyists. Work with enough of them and you can see some decent results.</p>	1 <input type="button" value="-"/> <input type="button" value="+"/>	¥ 3,000	50.0K
Total		¥ 49,000	1.8M

Wang hong: Key Opinion Leaders



主页 我们的美钻 关于我们

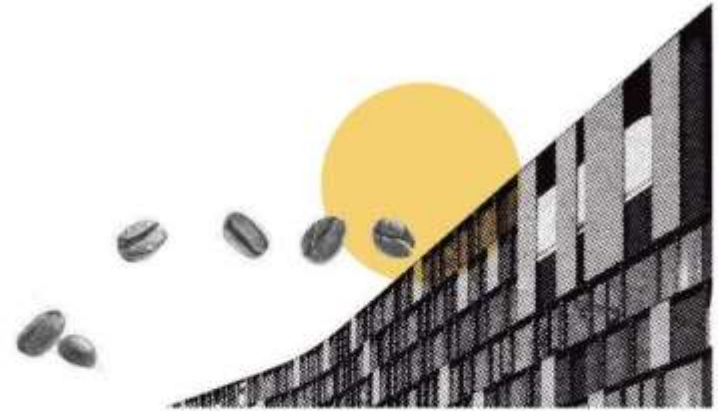


关于 Forevermark®永恒印记®

Forevermark®永恒印记®是De Beers集团的钻石品牌，该集团历史悠久，拥有超过130年的钻石专业经验。每一颗Forevermark®永恒印记®美钻均是人工精选的天然美钻，并印记着一个承诺，承诺它的美丽、稀有、来源可靠。



*“The management of **Intellectual Property** rights while **expanding** on the **Chinese market**”*





01

THE COFFEE ROAD

LAVAZZA

TORINO, ITALIA, 1895





THE COFFEE ROAD **Lavazza and the Chinese Market**



Lavazza's beginnings in China

(2000 – 2012)

- *The first importers*

The other phases of the consolidation of Lavazza's experience in China

(2013 – 2019)

- **2013** - *The first structured **distribution agreements** (Horeca and offices)*
- **2013** - **Establishment of Lavazza Shenzhen** *the first Lavazza company in China*
- **2016** - *Lavazza enters the **modern trade** channels*
- **2017** - *Lavazza opens the first official '**flagship stores**' on the major Asian online stores (Alibaba and T-Mall)*
- **2018** - **Establishment of the Shanghai branch** *Lavazza's first commercial presence in China*

The partnership with YUM CHINA

(2020)






PROJECT OVERVIEW

In early 2020, **Yum China (YUMC)** and **Lavazza (Lavazza)** formed a joint venture to explore and develop Lavazza café concept in China.

The first Lavazza flagship store in **Shanghai**, the first store **outside Italy**, opened in **April 2020**. Lavazza has since grown to over **70 stores** in China across **Shanghai, Hangzhou, Beijing** and **Guangzhou**.


Goal of the Project: open 1,000+ stores by 2025

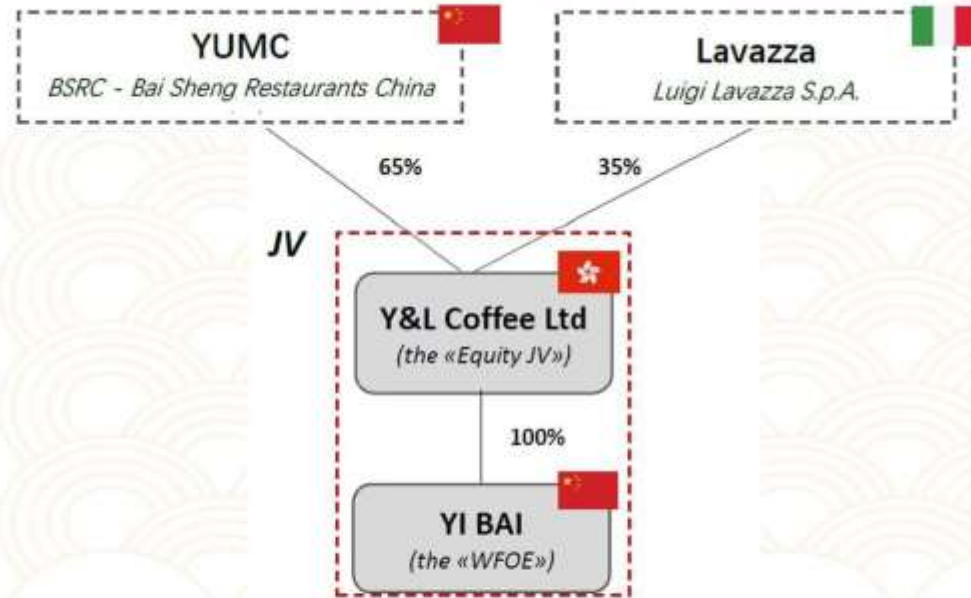


PROJECT OVERVIEW

JV Structure

The JV is owned by YUMC and Lavazza with a stake of 65% and 35%, respectively

In terms of legal entities, the JV is based on a multi-layer structure:



Y&L coffee Ltd

A limited liability company incorporated in Hong Kong

Yi Bai Coffee (Shanghai) Co. Ltd

(意百咖啡(上海)有限公司)

A limited liability company incorporated under the laws of China





IP RIGHTS INTO THE JV CONTEXT

LAVAZZA
GROUP

REGISTERED TRADEMARKS



LAVAZZA



LAVAZZA

TORINO, ITALIA, 1895



LAVAZZA

TORINO, ITALIA, 1895

拉瓦萨咖啡



IP RIGHTS INTO THE JV CONTEXT

LAVAZZA
GROUP

DESIGN



IP RIGHTS INTO THE JV CONTEXT

LAVAZZA
GROUP

DESIGN



IP RIGHTS INTO THE JV CONTEXT



KNOW-HOW

FOOD MENU

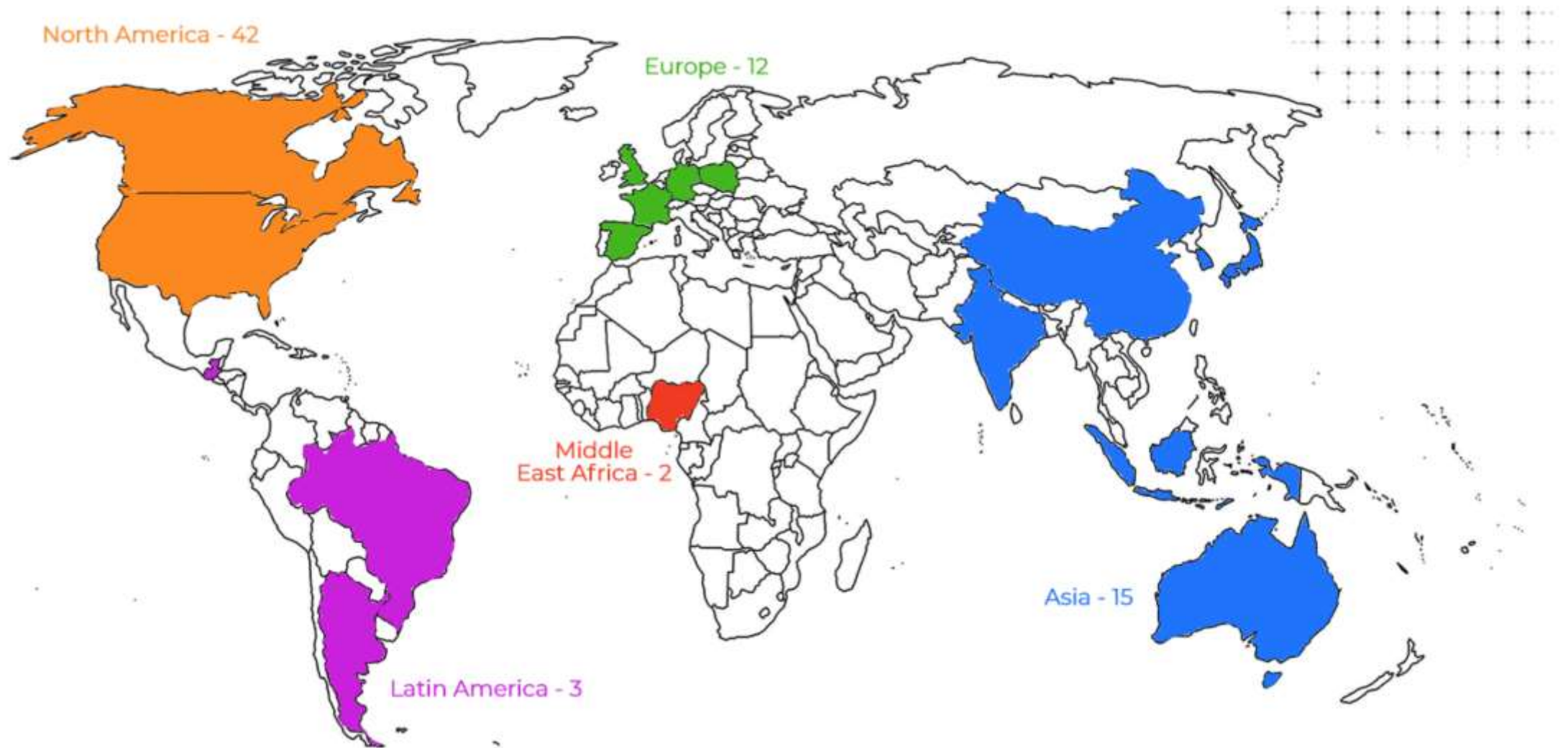


DIGITAL ACTIVITIES

- Lavazza provided its **global Guidelines** for on line, **e-commerce** and social networks
- **E-delivery**
- T-Mall, JD, WeChat and on line flagship stores
- **Data protection** and PIPL
- Lavazza presence on **YUMC Group proprietary platforms**
- **On line monitoring**



Export Marketplaces in the world



Online business models

	Fashion	Electronics & Media	Food & Personal Care	Furniture & Appliances	Toys, Hobby & DIY
Marketplace	  	   	   	   	   
Retailer	   	 	    	  	    
Brand	  	   	  	    	   

Fonte: Statista

Sell on Alibaba.com

Reach millions of B2B buyers globally

Start selling

14,268,566

active buyers globally

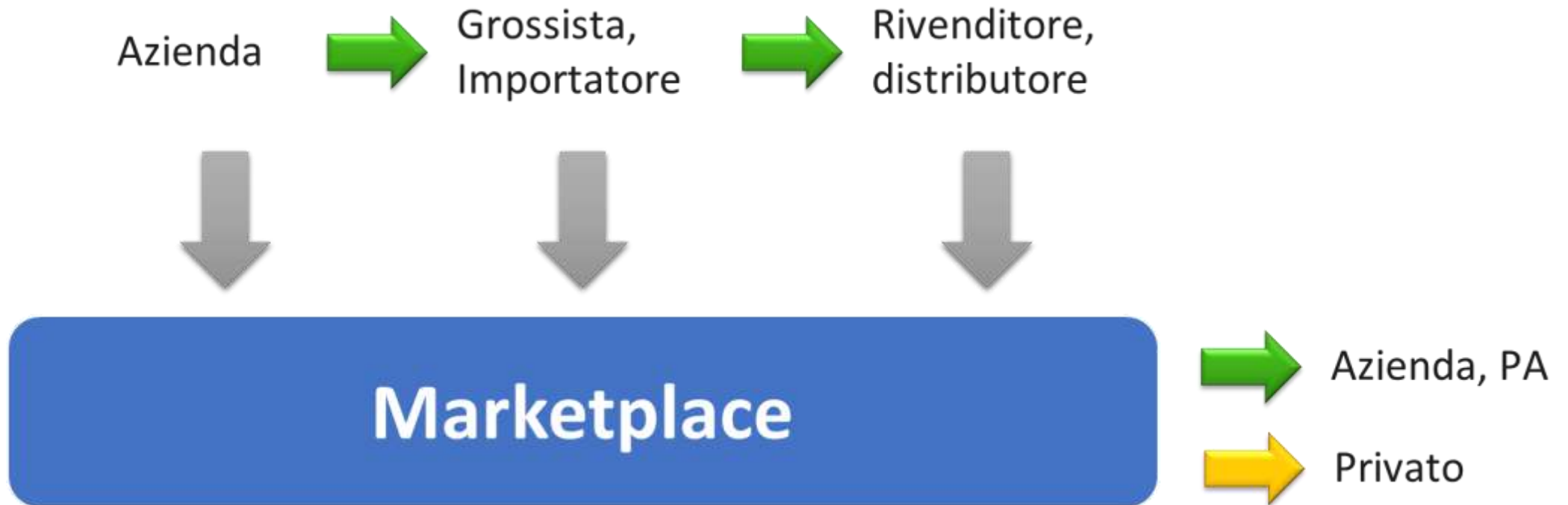
317,389

product inquiries daily

190+

countries and regions
represented

How to sell on a Marketplace



How to plan your digital export activities

Key steps

- Which country/countries?
- Which marketplace/e-tailer?
- What services from the marketplace/e-tailer?
- Which costs for the services?
- Which logistics?
- Which products?
- Which price list?
- Which cost per order?
- ...



Esportare >>> in Digitale

 **PROMOS**
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FOCUS CINA 



Lo scenario digitale in Cina per l'export italiano

Giulio Finzi