

# HOW TO BE A SAVVY SELLER IN CHINA

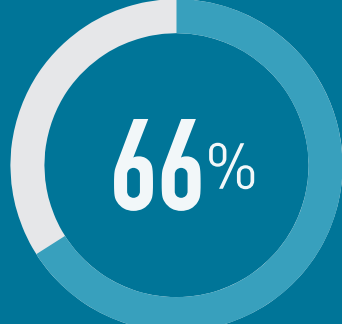
The Chinese ecommerce market is set to be worth:

**\$420-\$650**  
BILLION BY 2020

Chinese consumers spend more time on the web



Chinese consumers spend more time on mobile



Of all retail transactions are C2C (Customer to Customer)



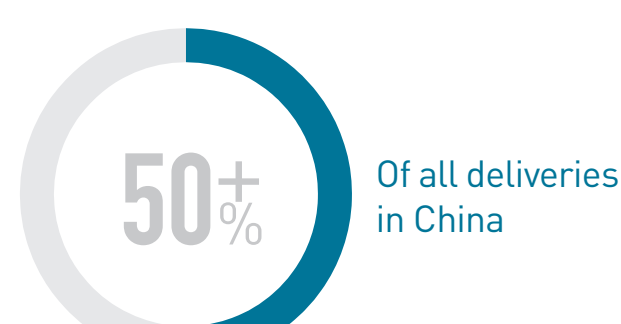
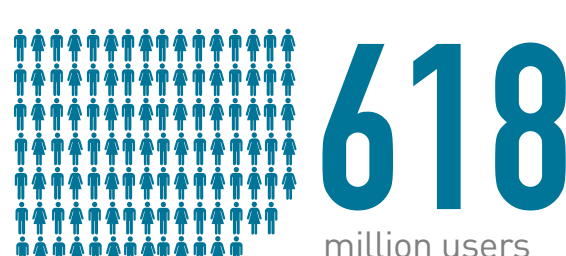
Of market share is taken by marketplaces



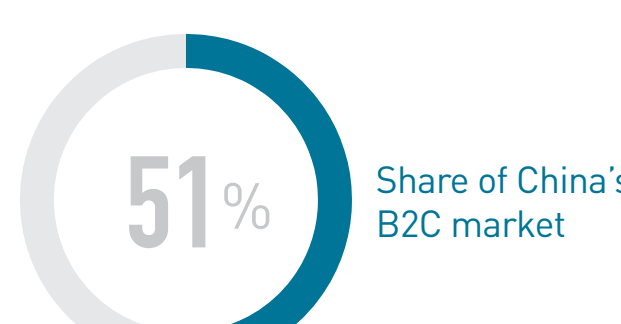
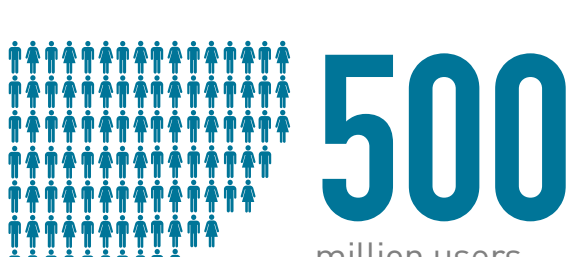
Of retail market expected to be B2C by 2017

## SELL THROUGH A TRUSTED MARKETPLACE

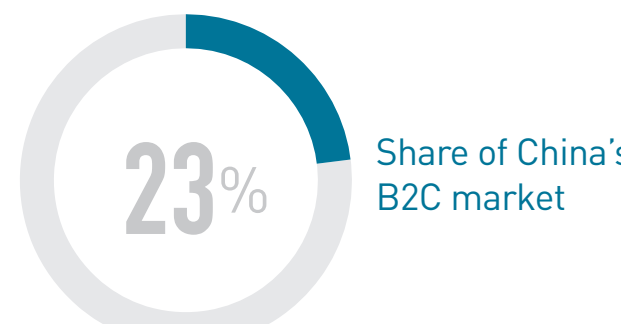
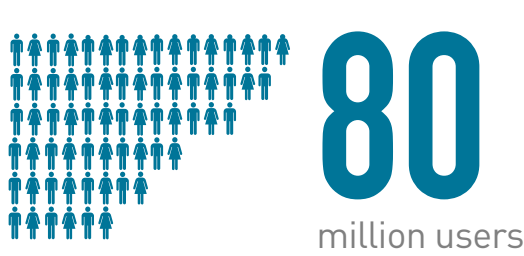
淘宝网  
Taobao.com



天猫  
TMALL.COM

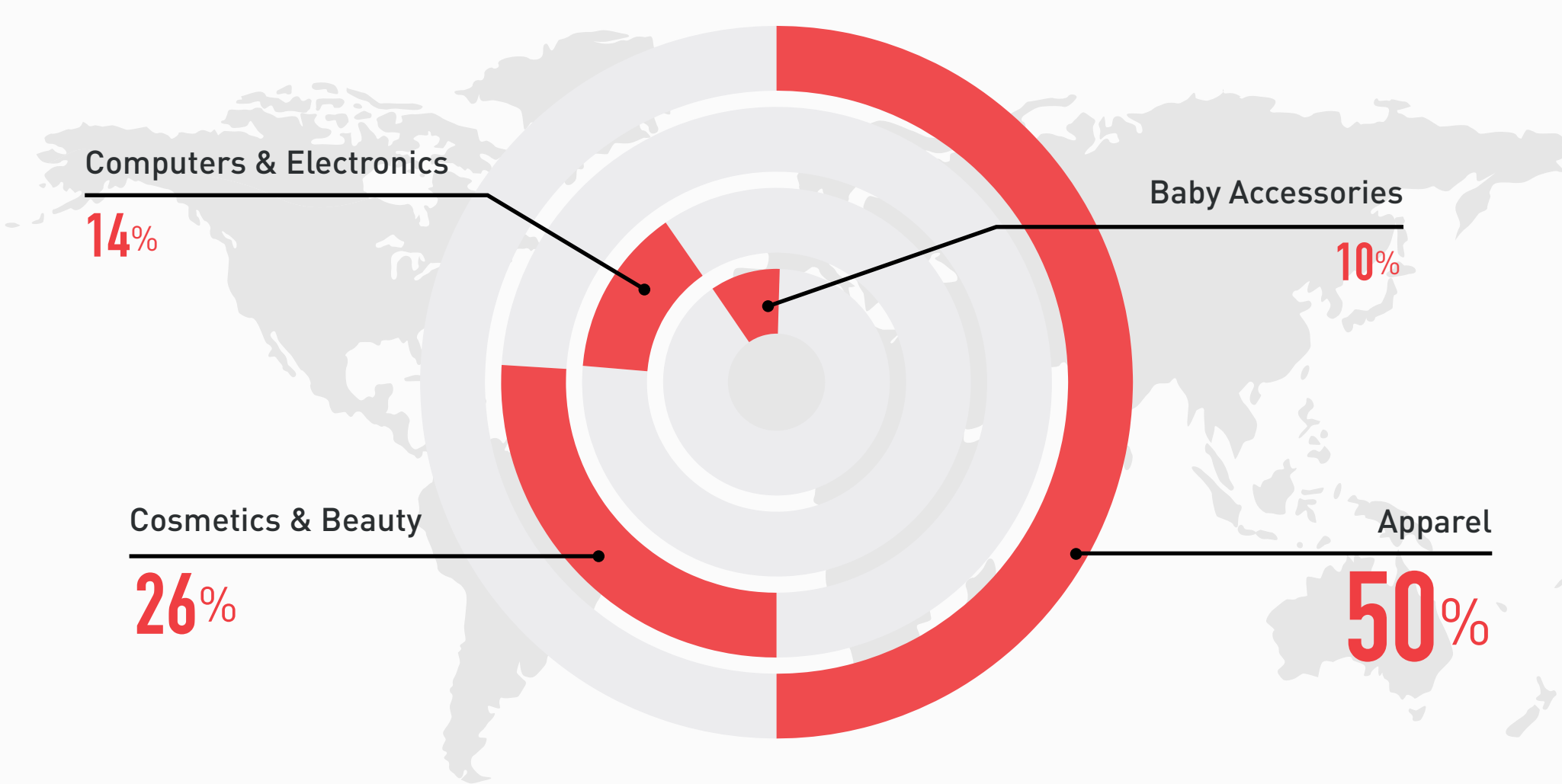


JD.京东  
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## SELL IN-DEMAND OVERSEAS PRODUCTS

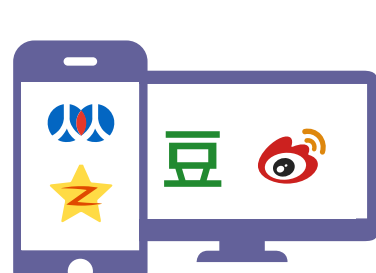
Branded products are the driving force behind overseas sales in China. The most popular products are:



## IMPLEMENT A PLANNED MARKETING APPROACH TO INTRODUCE YOUR BRAND

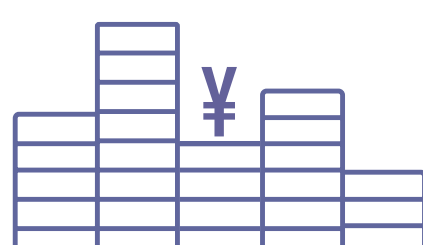
1

Build a social media presence on key social media networks such as Sina Weibo, Douban, QZone and RenRen.



2

Set a dedicated marketing budget for China.



3

Position your brand for the Chinese consumer – this may be different from the UK customer.



## STRENGTHEN YOUR LOGISTICS INFRASTRUCTURE

China has a very fragmented delivery system. To succeed, retailers require a dedicated logistics company capable of delivering throughout the country.



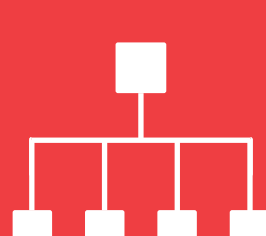
## SEKO CAN HELP YOU SUCCEED



Dedicated ecommerce facilities in Hong Kong & Shanghai



Expert knowledge of B2C customs, duties & tax requirements for China



Multi-platform and Multi-channel distribution



Contracts with all major delivery companies in China