

สัมมนาเผยแพร่งานผลการศึกษา

โครงการพัฒนาศักยภาพผู้ประกอบการ SMEs

เพื่อการใช้ประโยชน์จาก

Cross Border E-Commerce (CBEC)

สู่ตลาดประเทศจีน

วันจันทร์ที่

16

ธันวาคม

2567
08.30 - 16.00 น.

ห้องจัดงาน : Chatrium GrandBall room ชั้น 2
โรงแรม Chatrium Grand Bangkok



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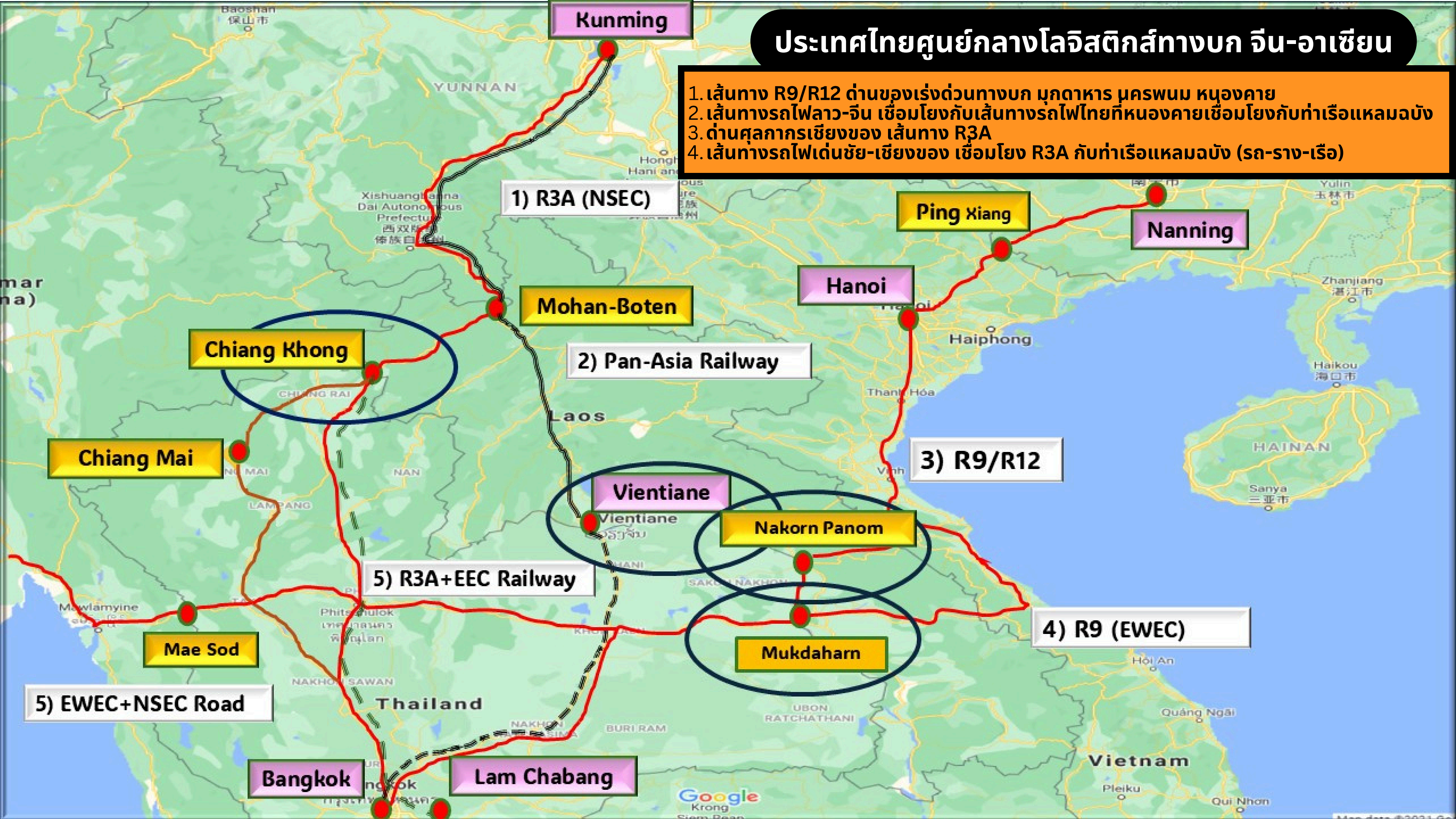
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**บทบาทการขับเคลื่อนโลจิสติกส์ทางบก
และทางรางสนับสนุน CBEC ไทย-จีน**

ประเทศไทยศูนย์กลางโลจิสติกส์ทางบก จีน-อาเซียน

1. เส้นทาง R9/R12 ด้านของเร่งด่วนทางบก มุกดาหาร นครพนม หล่องคาย
2. เส้นทางรถไฟลาว-จีน เชื่อมโยงกับเส้นทางรถไฟไทยที่หนองคายเชื่อมโยงกับท่าเรือแหลมฉบัง
3. ด้านศุลกากรเชียงของ เส้นทาง R3A
4. เส้นทางรถไฟเด่นชัย-เชียงของ เชื่อมโยง R3A กับท่าเรือแหลมฉบัง (รถ-ราง-เรือ)



1) R3A (NSEC)

Mohan-Boten

2) Pan-Asia Railway

Ping Xiang

Nanning

Hanoi

3) R9/R12

Chiang Khong

Chiang Mai

Vientiane

Nakorn Panom

5) R3A+EEC Railway

Mae Sod

4) R9 (EWEC)

Mukdaharn

5) EWEC+NSEC Road

Bangkok

Lam Chabang



“โอกาสบนเส้นทางขนส่งผ่านR3A และรถไฟจีน-ลาวสำหรับสินค้ากลุ่ม **CROSS BORDER E-COMMERCE**”



ประเด็นเชิงยุทธศาสตร์โลจิสติกส์ **CBEC** ทางบกไทยสู่ศูนย์กลาง

1

การเลือกพื้นที่บนแนวระเบียงเศรษฐกิจพิเศษพัฒนาสู่ “เขตปลอดอากร CBEC Fulfillment Center” เพื่อรองรับการขนส่งด่วนสินค้าไทยสู่จีน และสินค้าจีนสู่อาเซียน (Cross-Border Logistics Express)

2

การสร้างความร่วมมือด้านการขนส่ง และจุดรวมสินค้าสำหรับรองรับ การขนส่งแบบ LCL และ Multi-Modal สำหรับ CBEC เช่น ความร่วมมือกับ VLP, เขตเศรษฐกิจพิเศษบ่อเต็น-ไม่ฮาน, ผังเสียง

3

สนับสนุนกลไกการใช้ประโยชน์ Outbound Fulfillment Center ของสินค้าไทยในเขตปลอดอากรนำร่อง CBEC มณฑลต่างของประเทศจีน เช่น कुหนิง (ยูนนาน) หนานหนิง (กว่างซี) เป็นต้น

- รูปแบบการให้เงินอุดหนุนสำหรับการนำสินค้าเข้าไปจัดเก็บใน Fulfillment Center ในประเทศจีน
- การจัดตั้งองค์กรเริ่มต้นทำหน้าที่บริหารจัดการ B2B2C CBEC สำหรับสินค้าไทยในประเทศจีน



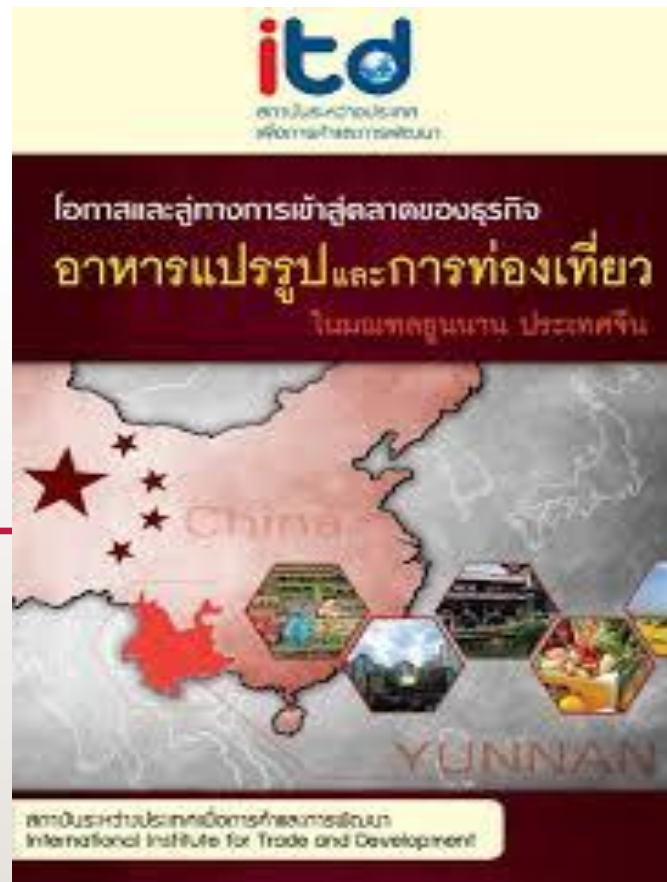
บทบาทของสคพ.ต่อการขับเคลื่อนCBEC ประเทศไทย



พ.ศ.2550



พ.ศ.2559



พ.ศ.2559



พ.ศ.2558



พ.ศ.2560



พ.ศ.2563



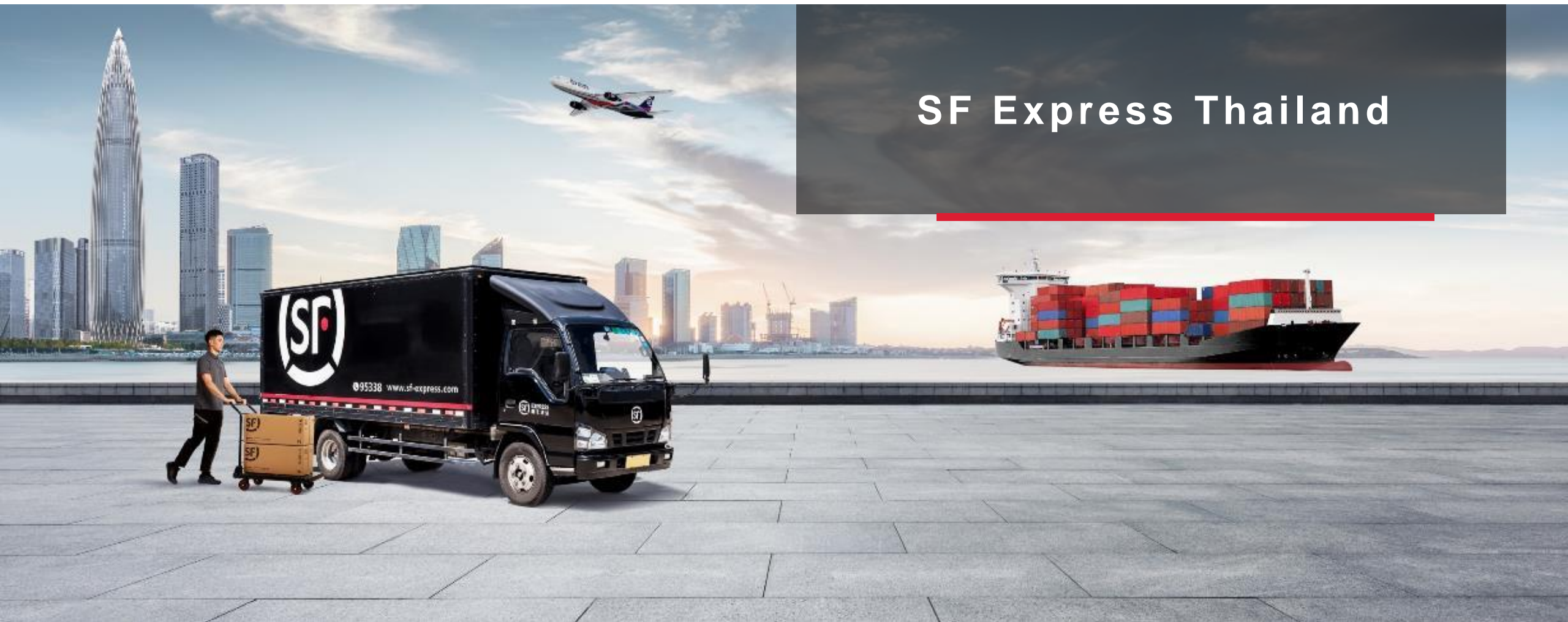
บทสรุปสำคัญเกี่ยวกับการศึกษาวิจัยเกี่ยวกับจีน

- จีนเป็นประเทศที่มีความหลากหลายและมีความพลวัตสูงมากที่สุดในโลก ทั้งมิติเศรษฐกิจ กฎหมาย สังคม การศึกษา วัฒนธรรม เทคโนโลยี การเมือง ความมั่นคง
- ความสนใจและการตระหนักถึงความสำคัญของจีนต่อประเทศไทยขาดความต่อเนื่อง และไม่มี การจัดโครงสร้างองค์การภาครัฐรองรับโอกาสจากศักยภาพของจีนเพื่อให้ ไทยได้ประโยชน์ต่อเนื่องระยะยาว
- ไม่มีอะไรหยุดยั้งการเติบโตของจีนได้ ทั้งมิติเศรษฐกิจ การต่างประเทศ ความมั่นคง เทคโนโลยี เพราะจีนมียุทธศาสตร์ ยุทธวิธี และกลยุทธ์ที่มีความยืดหยุ่น รอบคอบ

บทบาทของสคพ.ต่อการขับเคลื่อน CBEC

- การนำเสนอข้อเสนอเชิงนโยบายต่อรัฐมนตรีว่าการกระทรวงพาณิชย์และหน่วยงานอื่น ๆ กระทรวงอุตสาหกรรม กระทรวงเกษตรและสหกรณ์ และสสว. เป็นต้น
- การขยายผลการดำเนินงานในเชิงองค์ความรู้สู่ประกอบการไทยที่สนใจตลาดจีน และควรสนใจตลาดจีนให้ทั่วถึงทุกกลุ่ม ทุกภูมิภาค
- การเสนอขอรับการจัดสรรงบประมาณเพื่อดำเนินงาน **CBEC** ต่อเนื่อง
ในปีงบประมาณ **2569**

SF Express Thailand



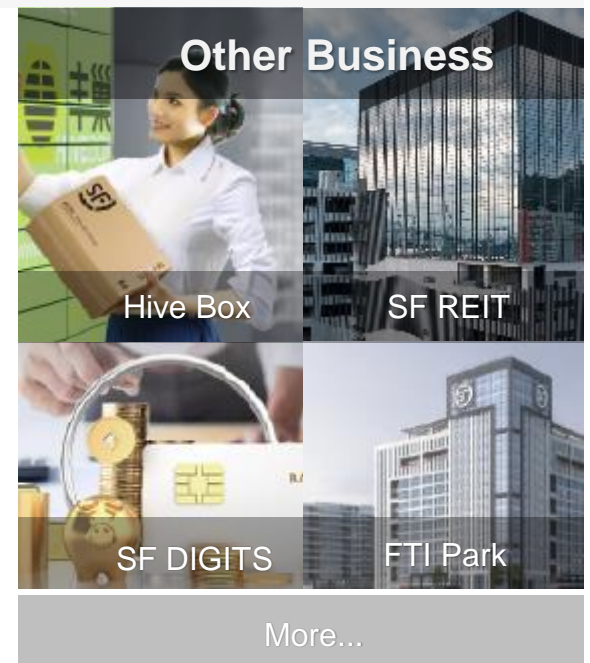
SF Holding

SF (Stock code: 002352) was established in Shunde, Guangdong Province in 1993.

SF is the largest integrated logistics service provider in China, and the fourth largest express delivery enterprise in the world, providing domestic and international end-to-end one-stop supply chain services. At the same time, relying on leading scientific and technological research and development capabilities, SF is committed to building the digital supply chain ecology and becoming a leader in the global intelligent supply chain.



Overview of the Group's Overall Business



Solutions

- Industrial manufacturing
- Consumption
- House appliances
- Hi-tech Communication
- Finance and insurance
- E-commerce and circulation
- Automobile
- Garment, shoes and hats
- Government affairs
- Public services
- Fresh food

International Business

SF International is committed to providing convenient and reliable logistics services, such as international express delivery and cross-border e-commerce services, for domestic and foreign manufacturers, trading companies, cross border e-commerce companies and consumers. In addition, we can provide integrated and customized import/export supply chain solutions, including transportation, customs clearance, delivery, warehousing and system service, based on our customers' needs.

In 2021 we successfully partnered up with Kerry Logistics. Through deep integration and mutual complementarities, we will continuously strengthen the construction of international core resources and capabilities such as the international aviation network, the international pick-up and delivery services network and the international customs network, to accelerate our global business development.



Standard Services

International Express Services

High timeliness
High quality

Cross-border E-commerce Services

Cost-effective services that meet the needs of cross-border e-commerce

Customized Services

International Freight Forwarding

Multidimensional networks of sea, land, air and railway

International Supply Chain Solutions

Full-scenario, integrated, self-controllable



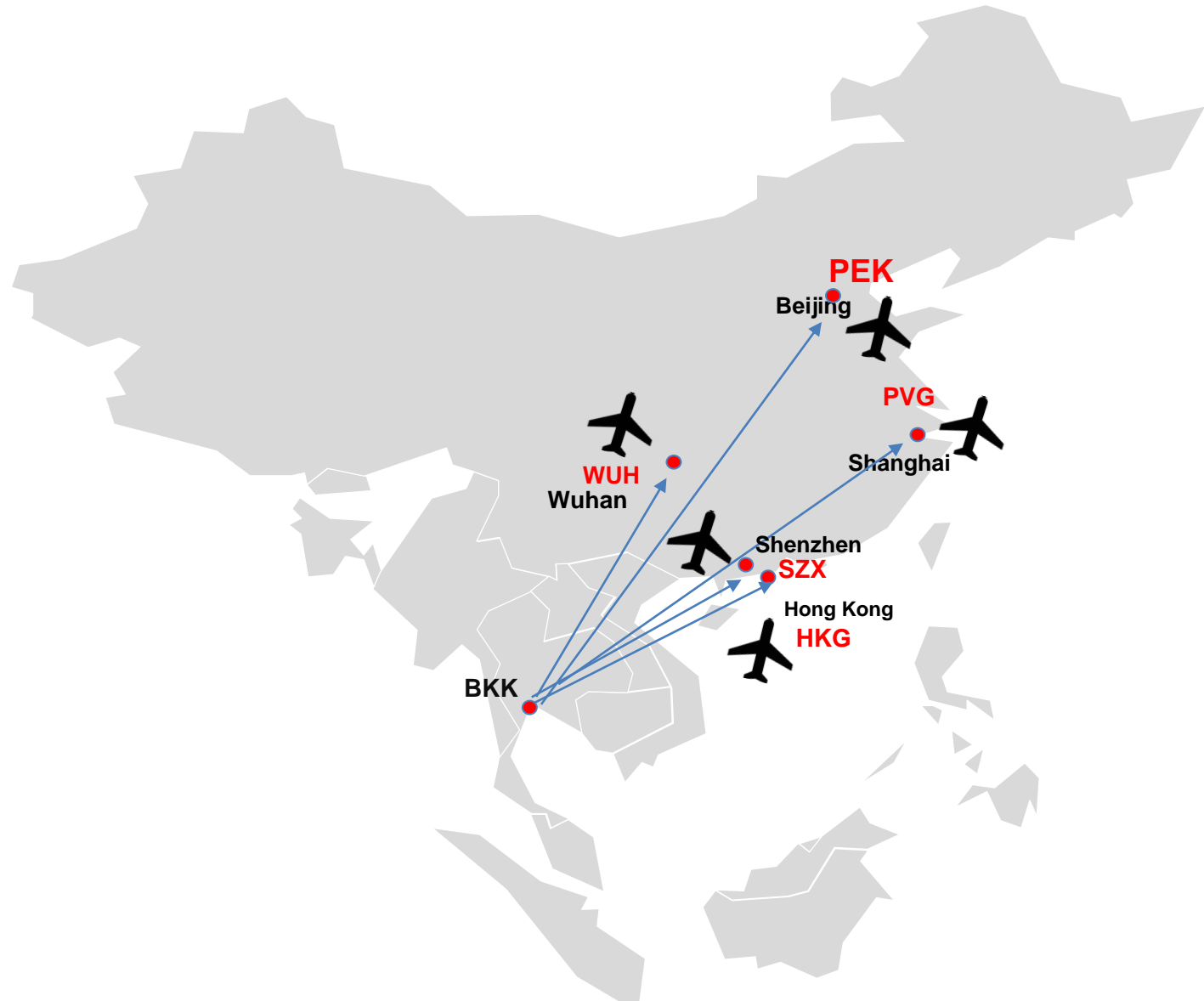
SF Thailand : TH-CN Flight Resources

Main routes for TH → CN lanes:

- BKK → HKG*
- BKK → SZX
- BKK → PEK
- BKK → PVG
- BKK → WUH

Remark:

*HKG Gateway: Direct and Transfer Shipments to Overseas



SF Thailand : SF Charter Flight Between BKK-SZX



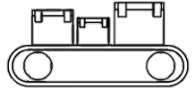
SF Charter Flight Profile:

- Flight Number: O37352 / 8K201
- Flight Model: B767
- Uplift Tonnage: 28 tons

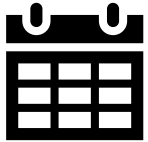
Highlights:

- SZX has more China transit flight option to other CN gateway by using SF charter flight and commercial flight; the unique advantage of SF.
- SF Express operates its own dedicated express center at the airport, which enables efficient product clearance.
- Stable shipping frequency

SF Thailand Customs Clearance



50,000+
boxes per day



**24/7 Customs
Clearance**



**Nationwide
Delivery**



Thailand's Biggest Air-importer For E-commerce

- **50,000+ parcels** imported per day and growing
- Biggest E-Com operator in **Suvarnabhumi Airport**
- **Same-day** customs clearance upon flight arrival
- **Tax-inclusive, fully legitimate clearance services**
- **COD services available** upon deliveries in Thailand
- Providing **all types** of customs process

SF Thailand Supply-Chain Business

1 Warehousing



18,000+ SQM.
Storage Space

2 Transportation

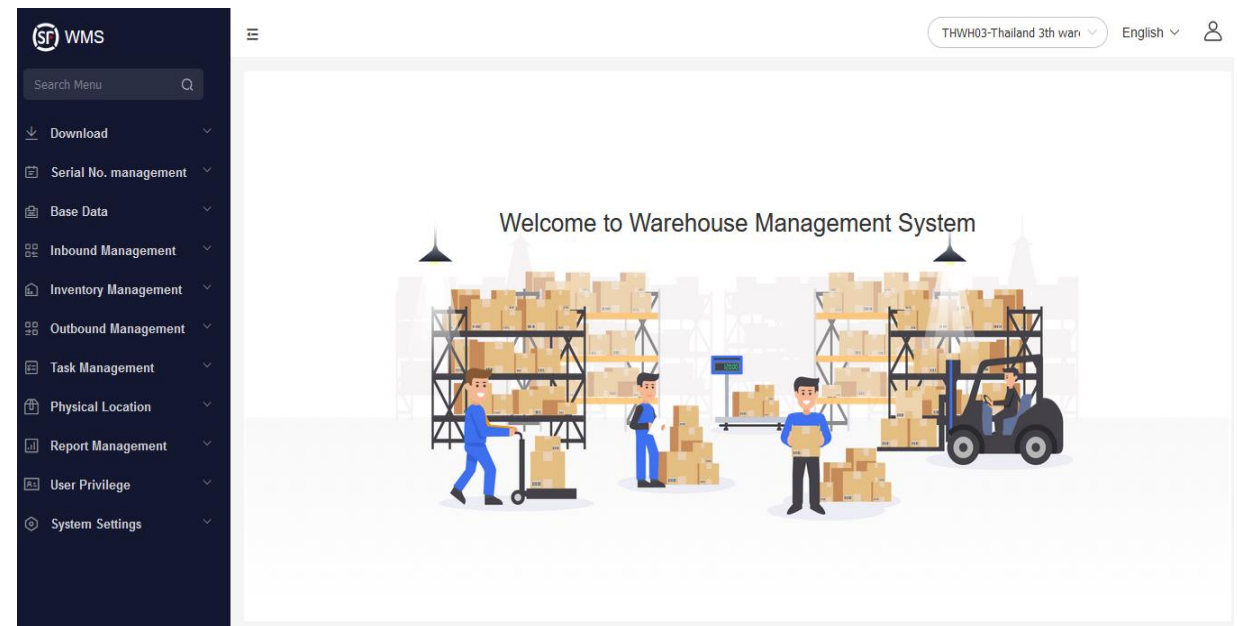


4W 6W 10W

3 Value-Added Services



SF World-Class Warehouse Management System



Supply Chain Resources:

- Strong strategic partnership with Nationwide scope of service
- SF-owned technology support from SFHQ with local development team
- SF owned fleet & warehouse at Bangna Km.19

SF Thailand Customer Services



Customer Service Channels



02-097-1889



TH_CSD_GROUP@SF-EXPRESS.COM



Online chat in SF website and SF application



@sfexpressth



SF Express Thailand



Sfexpress.th



TH / EN / CN

Intro of Cross Border E-Commerce Business Solution

ICBC Cross Border E-com service System (工银跨境电通)

2024.12

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Present & Policies

Product & Service

Solution & Cases

ICBC Group Pros

ICBC Thai Intro

Various Settlement services according to different trade types

01

Goods

- 🕒 Cross border e-commerce export sales collection
 - 🕒 Cross border e-commerce import payment settlement
 - 🕒 Cooperation with cross-border e-commerce platforms
 - 🕒 Cooperation with websites self-built or independent
-

02

Service

- 🕒 Flight Tickets
 - 🕒 Hotel Accomodation
 - 🕒 International Education Payment
 - 🕒 Software outsourcing
-

03

Other

- 🕒 Salary Remits
- 🕒 Family Support

1.2 Business Type

Banks + Agencies

Each Agency can choose 2 banks to cooperate

Banks can be Agency independently

- ◆ 2019, state bureau of FX management, Banks can apply to provide settlement and FX service to Cross border E-commerce enterprises according to transations' digital information
- ◆ 2022, People' s bank, bank providing cross border CNY settlement service is defined as agency

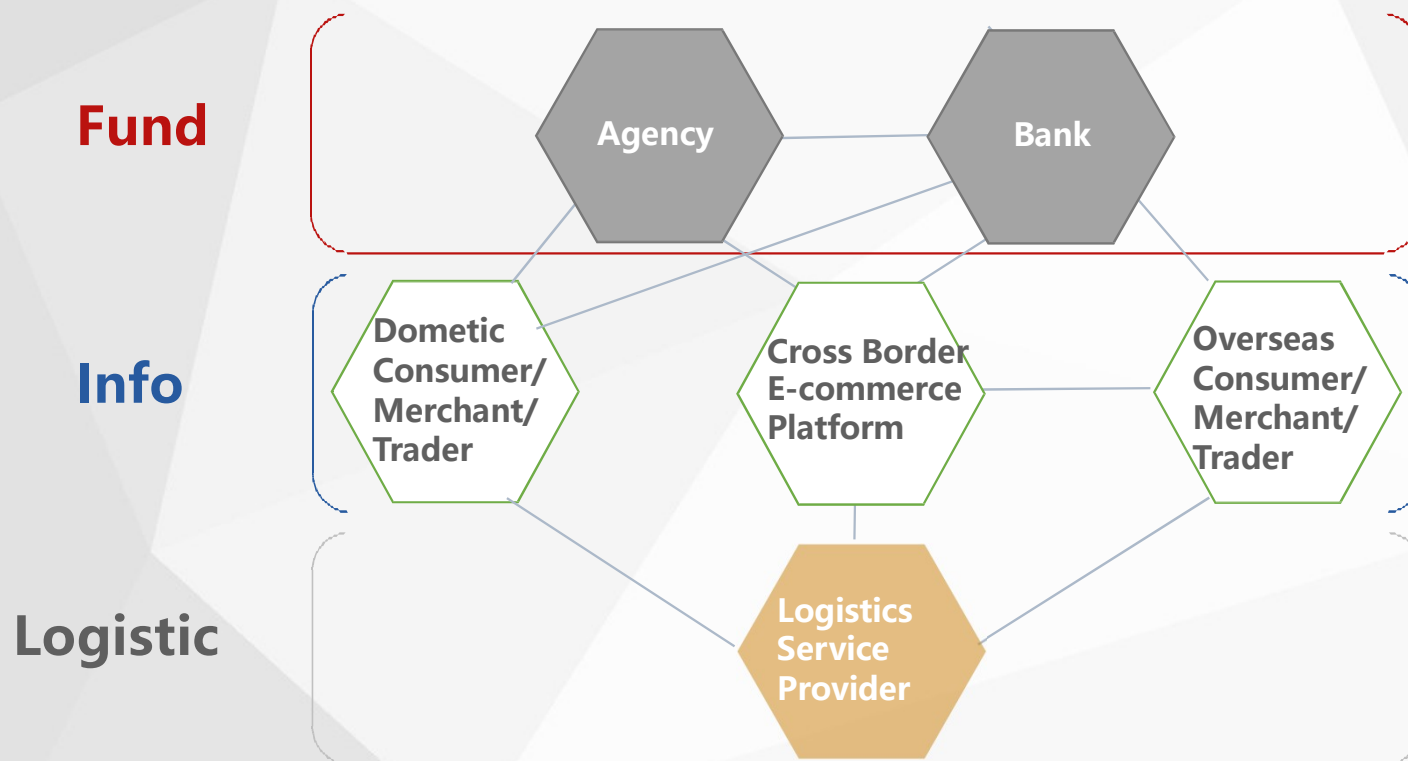
Cross border payment & collection

- ◆ Consumers/Merchants make payment to overseas seller for import
- ◆ Overseas buyer make payment to merchants/suppliers for export

Licensed Agencies

公司名称	业务范围
汇付天下	货物贸易、留学教育、航空机票、酒店住宿
通联	货物贸易、留学教育、航空机票、酒店住宿
银联电子支付	货物贸易、留学教育、航空机票、酒店住宿
东方电子支付	货物贸易
快钱	货物贸易、留学教育、航空机票、酒店住宿
盛付通	货物贸易、留学教育、航空机票、酒店住宿
环迅支付	货物贸易、留学教育、航空机票、酒店住宿
富友支付	货物贸易、留学教育、航空机票、酒店住宿
财付通	货物贸易、航空机票、酒店住宿
易银付	货物贸易
钱宝科技	货物贸易
支付宝	货物贸易、留学教育、航空机票、酒店住宿
贝付科技	货物贸易、留学教育
易宝支付	货物贸易、留学教育、航空机票、酒店住宿、国际运输、旅游服务、国际展览
钱袋宝	货物贸易、留学教育、航空机票、酒店住宿
银盈通	货物贸易、航空机票、酒店住宿
爱衣驿站	货物贸易、留学教育、航空机票、酒店住宿、国际运输、旅游服务、国际展览、国际会议、软件服务
首信易支付	货物贸易、留学教育、航空机票、酒店住宿、国际展览、国际会议、软件服务
北京银联商务	货物贸易、留学教育、酒店住宿
网银在线	货物贸易、留学教育、航空机票、酒店住宿
拉卡拉	货物贸易、留学教育、航空机票、酒店住宿、旅游服务、国际展览
资和信	货物贸易、留学教育、航空机票、酒店住宿
联动优势	货物贸易、留学教育、航空机票、酒店住宿、国际运输、旅游服务、国际展览、软件服务、通信服务
连连支付	货物贸易、留学教育、航空机票、酒店住宿、旅游服务
网易宝	货物贸易、留学教育、航空机票、酒店住宿
易付宝	货物贸易、留学教育、航空机票、酒店住宿
餐付电子支付	货物和服务贸易
新生支付	货物贸易、留学教育、航空机票、酒店住宿、国际运输、旅游服务、国际展览、国际会议
摩宝支付	货物贸易
蜜付	货物贸易

1.3 Key Definition



- **Transaction digital information** refers to the real orders, logistics, payment data from online transactions.
- Banks can cooperate with excellent and reliable third party cross border E-commerce platforms or public service platform with direct system connection.
- Banks build transaction digital information matching and verifying system, providing goods trade settlement service to cross border E-commerce enterprises, according to the transaction authenticity, legality and consistency of foreign exchanges.
- Banks shall apply for the license of transaction digital information audit.
- Banks can also obtained sales orders, logistics and other information from **"Single Window" or cross-border e-commerce public service platform**, as digital proofs that can be audited the authenticity and legality of the enterprise' s international trade when doing foreign exchange.

1.4 National Policies

The State Council

- ◆ 2021, support banks and payment institutions in accordance with laws and Regulations Providing settlement services for new business forms and new models of foreign trade
- ◆ 2024, support banks to provide efficient fund settlement service for cross-border e-commerce enterprises with low cost using transaction' s digital information

The People' s Bank of China (PBC)

- ◆ Domestic banks can directly provide cross-border RMB settlement services as market exchange entities to promote the facilitation of trade and investment.

State Administration of Foreign Exchange (SAFE)

- ◆ Series of Policies regarding market exchange entities' directions, gradually releasing control according to the development of market.
- ◆ Y2013\15\19\20\23\24.....

1.5 Regulator Policies

Foreign payment of agency

- **SAFE:**
- **2019, Necessity of Cross Border Payment service License**
- **2020, Clarification of supporting new type of international trade and cross border E-commerc etc.**

Accounts

- **2021, PBC,**
- **Payment agencies doing cross border foreign and RMB payment business can choose two banks maximum to cooperate, via Account Settlement Center(ACS)**

RMB cross border payment of agency

- **2022, PBC,**
- **Banks and Agencies can make RMB cross border payment expanding to "Others" item from goods and service.**

Date Declaration

- **International Payment & Receipt**
- **RMB Cross-border Payment & Receipt Management Information System(RCPMIS)**
- **Foreign Exchange Statistics Report**
- **Large amount or suspicious transaction report**

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Present & Policies

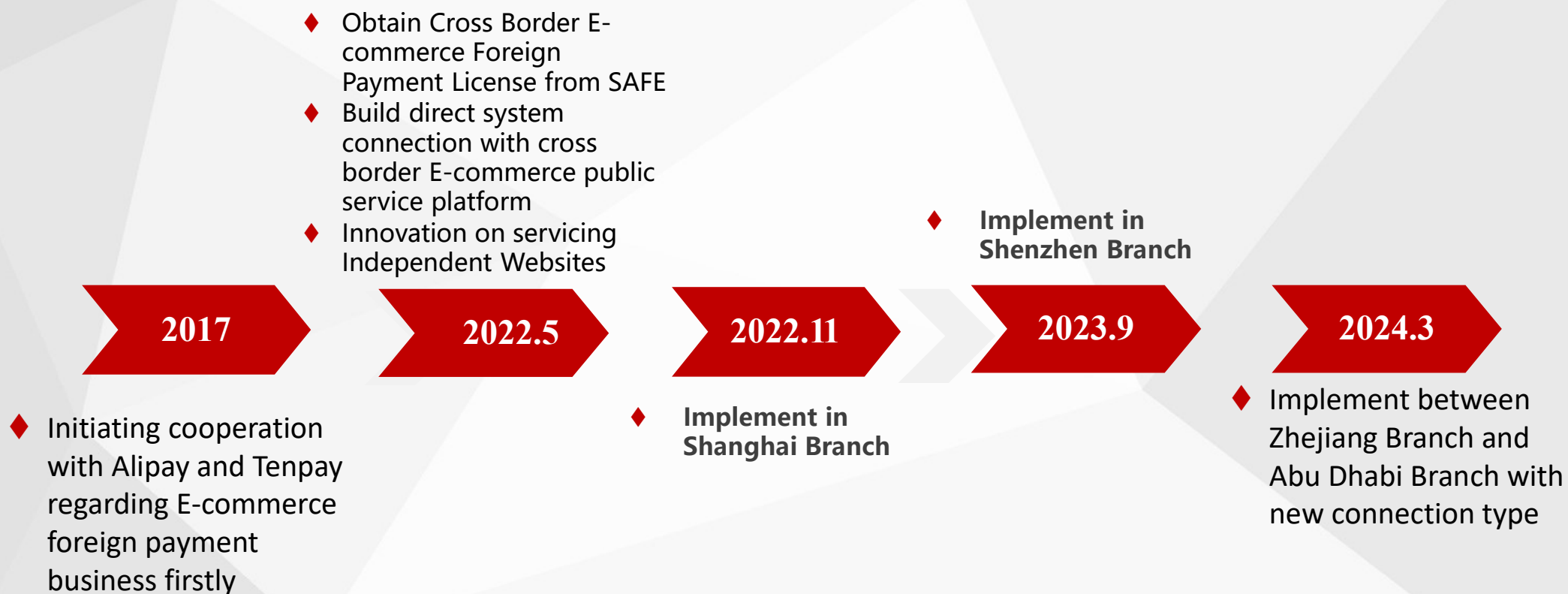
Product & Service

Solution & Cases

ICBC Group Pros

ICBC Thai Intro

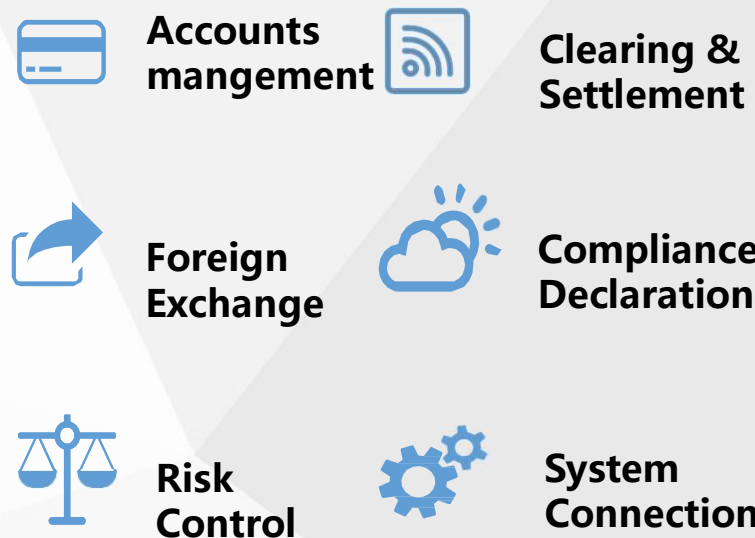
2.1 Developing Progress



2.2 “跨境e电通”

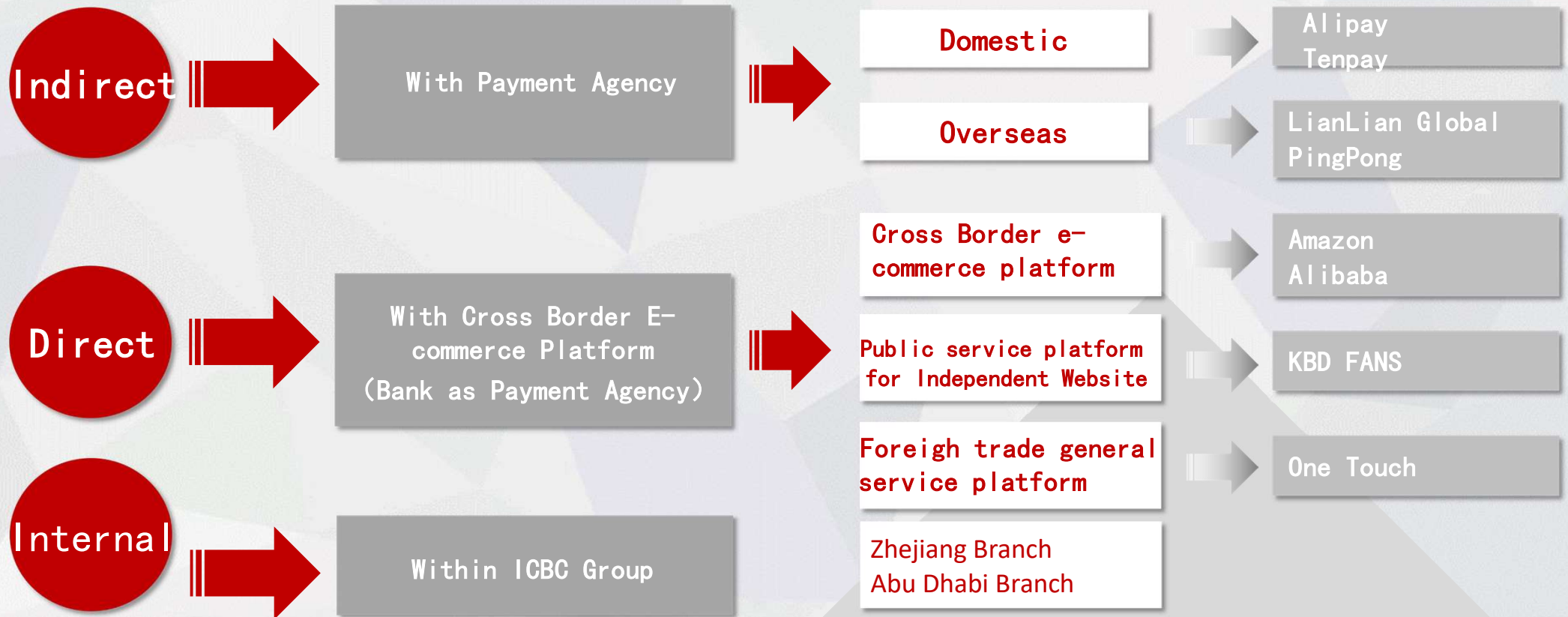
2017, ICBC developed cross border e-commerce general financial service platform “跨境e电通” independently, can cooperate with payment agency and cross border e-commerce platform, for both import and export trade by both RMB and foreign currency.

跨境电商综合服务平台--跨境e电通



2.3 Business Model

- Financial service models for Cross Border e-commerce



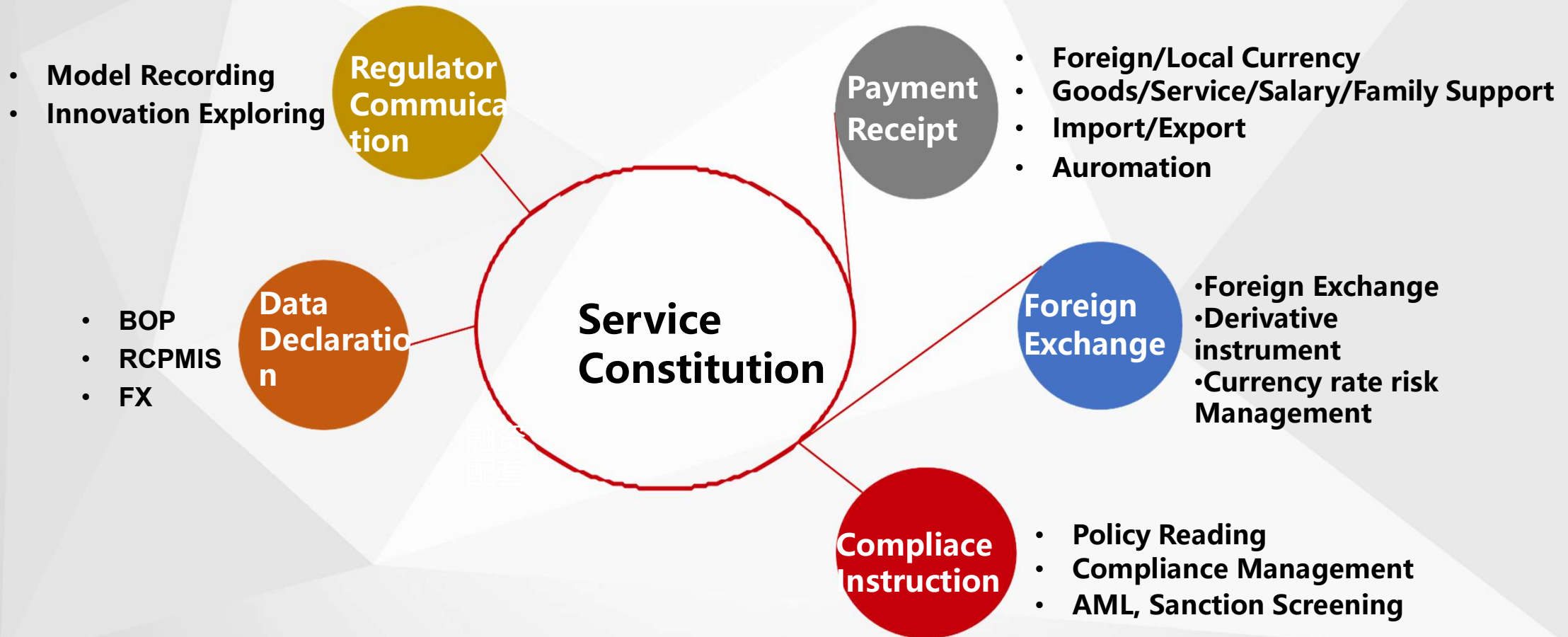
2.4 Service constitution

Efficient

Convenient

Whole Process

All Scenario



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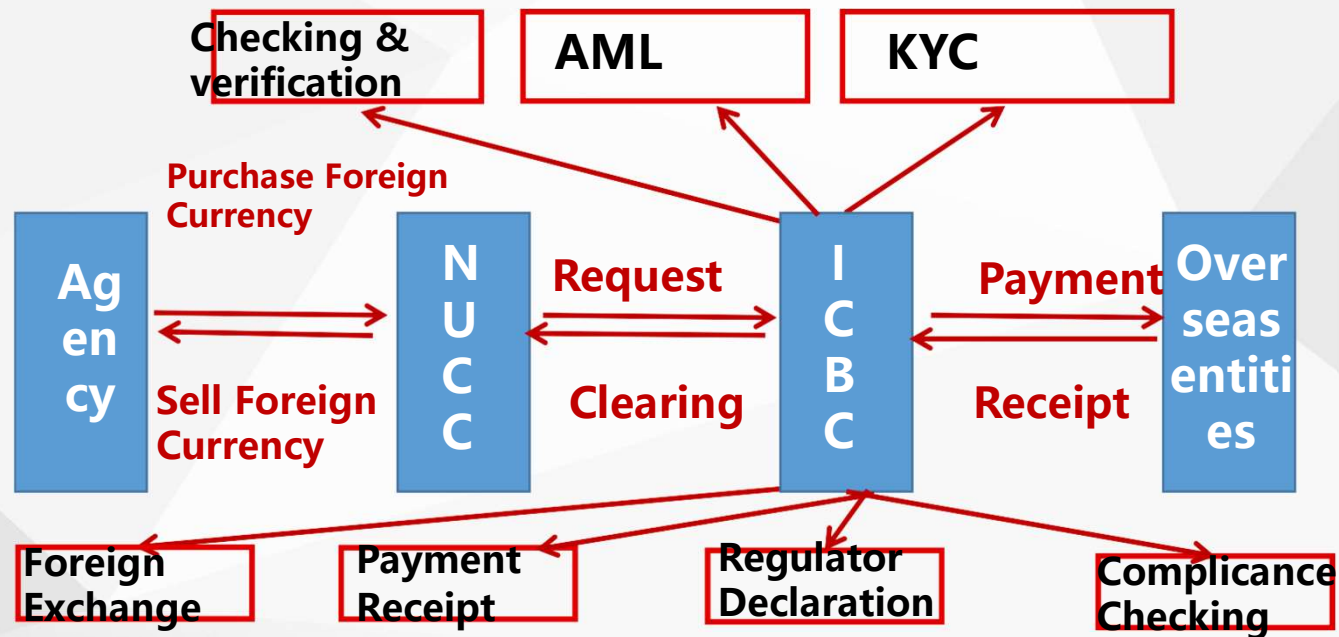
ICBC Group Pros

ICBC Thai Intro

3.1 Indirect Model Solution

Banks
+
Agency

The Only Bank that service Alipay and Tenpay Simultaneously



3.1 Indirect Model Solution

Technical Solution: Direct system connection

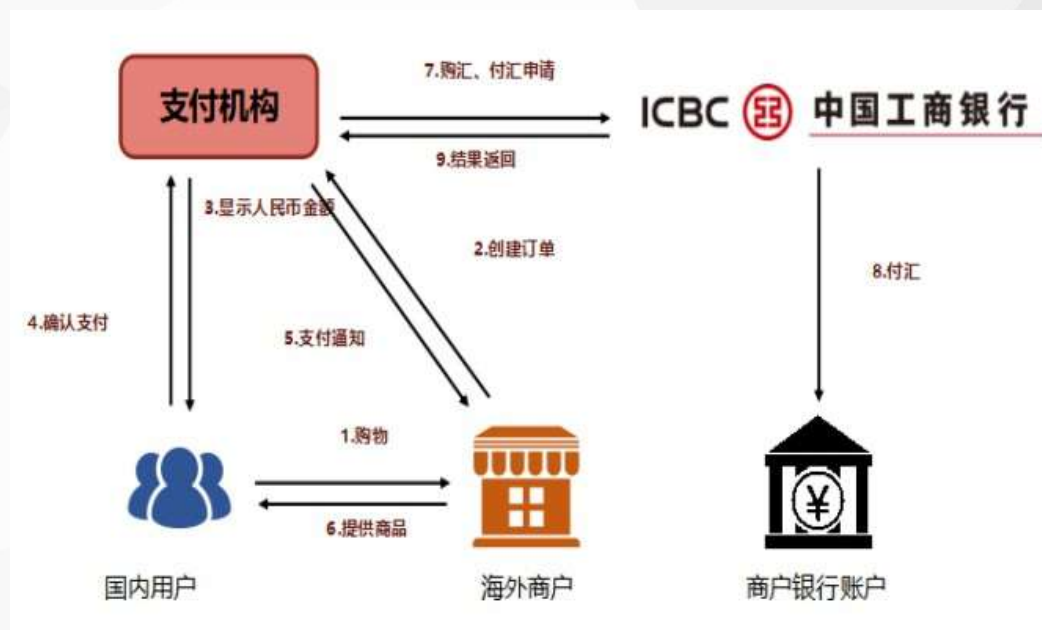
Implement Branchs:

- Shanghai
- Guangzhou
- Shenzhen
- Zhejiang
- Hainan
- Guangdong

Agency Solution Case:

Service Object: Domestic Licensed Agency

Service Content: Centralized Foreign Exchange and cross border settlement



3.2 Direct Solution

Obtain Cross Border E-commerce Foreign Payment License from SAFE

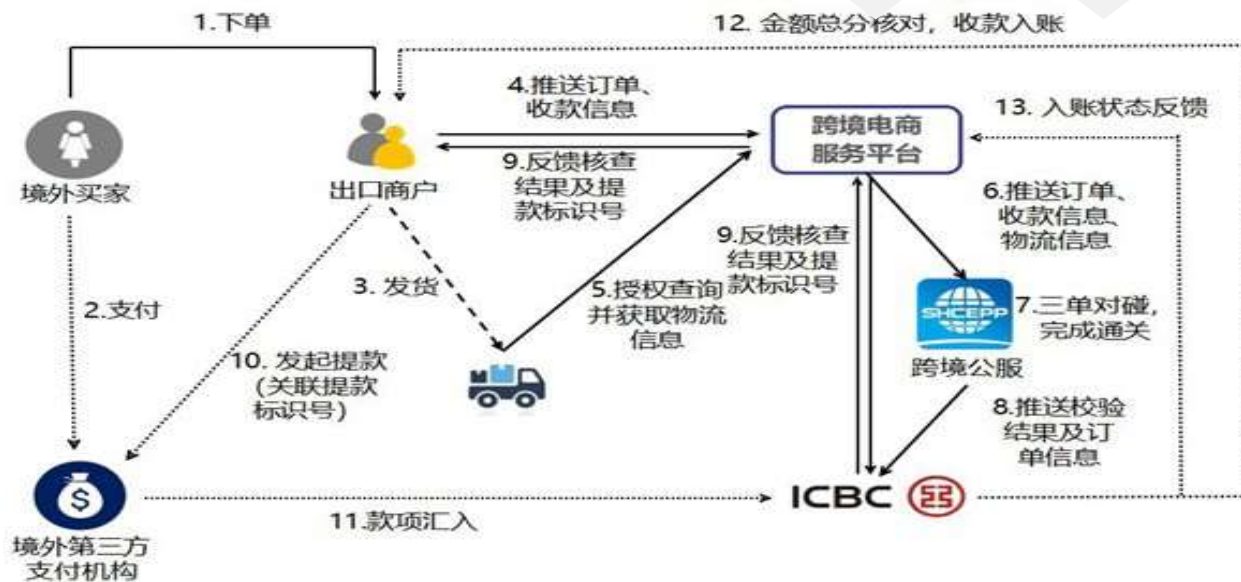
ICBC

1

+

1

Public Service Platform in Shanghai



- Order, Fund, Logistics
- Automatically matching by system interaction
- Payment and receipt immediately



- GBC Collaboration
- Increasing customers on Newegg, Amazon, Ebay

3.2 Direct Solution

First bank that obtain foreign currency payment license for independent website

ICBC Solution

Collective remittance

Foreign Exchange Independently

Information Data Cross Check

Settlement, Exchange, Declaration
all in one

CASEs:

- ✓ 阿里巴巴国际站 **Alibaba**
- ✓ 希音 **Shein**
- ✓ 焦点外综服 **Focus-fin**
- ✓ 深圳一达通 **Onetouch**
- ✓

3.3 Internal Solution

Innovate internal solution firstly in China

🕒 Implement in March 2024

ICBC GROUP
NOVA+FOVA

Foreign
Exchange

Payment
Settlement

Information
Declaration



Merchant In Zhejiang

- Safe & Efficient
- Remit Only take 10 mins
- Declaration to regulator in time
- Receiving order and logistics information directly from China Goods Platform



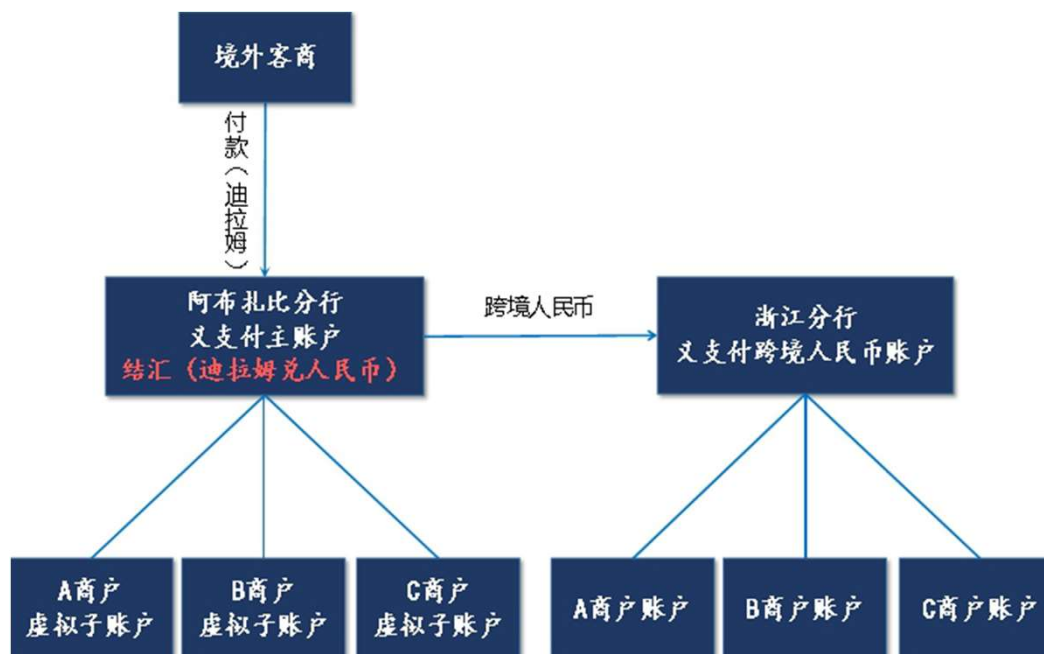
AED

CNY

• Internal Solution Exploring

Solution Description

⌚ For **cross border B2B e-commerce**, through Chinese domestic payment agency' s off-shore accounts in overseas institution, remit cross border RMB after foreign exchange, into the cross border RMB account in Chinese domestic branch.



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4.1 Product Pros

All Models	
Customer	B2B
	B2C
	Independent Website
Trade Type	Import
	Export
Currency	RMB
	Foreign Currency

All Products
Payment
Foreign Exchange
Currency rate Risk Avoiding
Information Declaration
Risk Management
Cross Border Policy Reading

4.2 Settlement Pros

Worldwide network

ICBC goes into 49 Countries and Districts with 417 overseas institutions, building business connections with over 1500 banks in over 140 countries.

Being RMB clearing bank in 11 countries including Thailand.

One Point Access, One stop service

工行全球现金管理系统

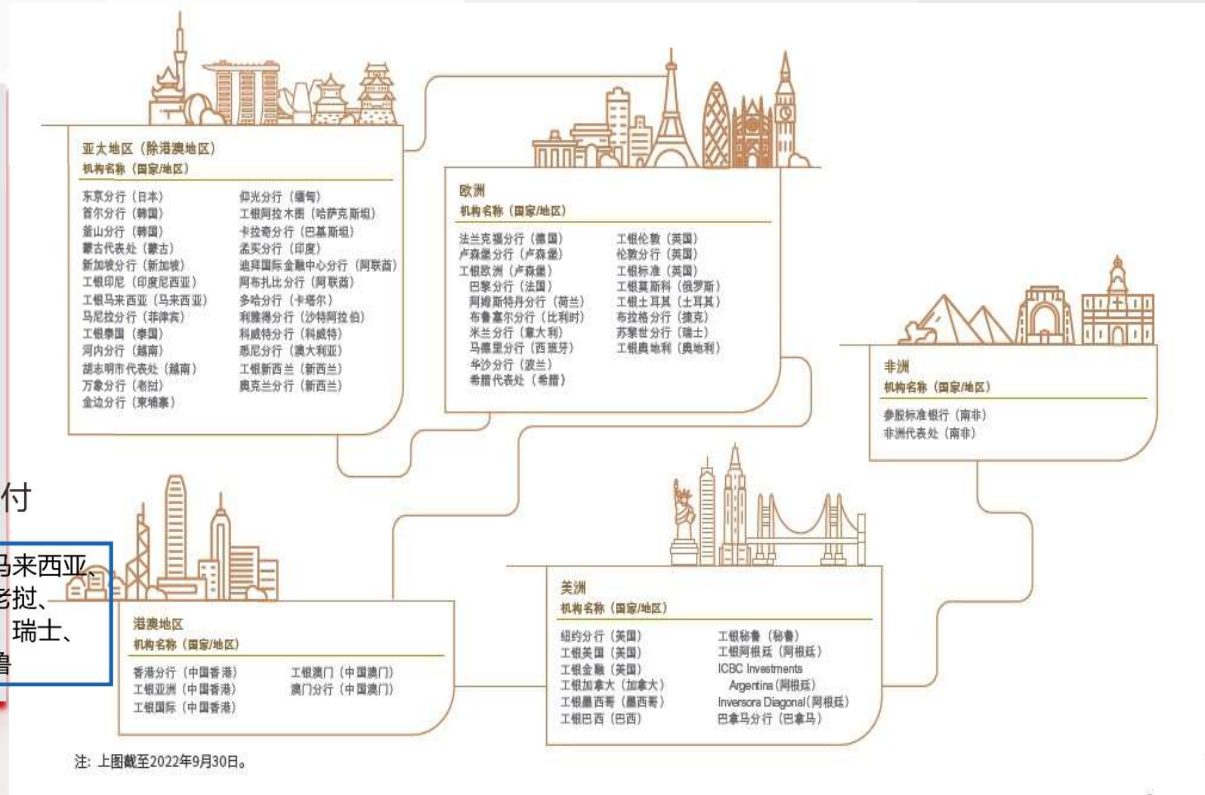
更安全、更高效、更智能

对接80多个清算系统

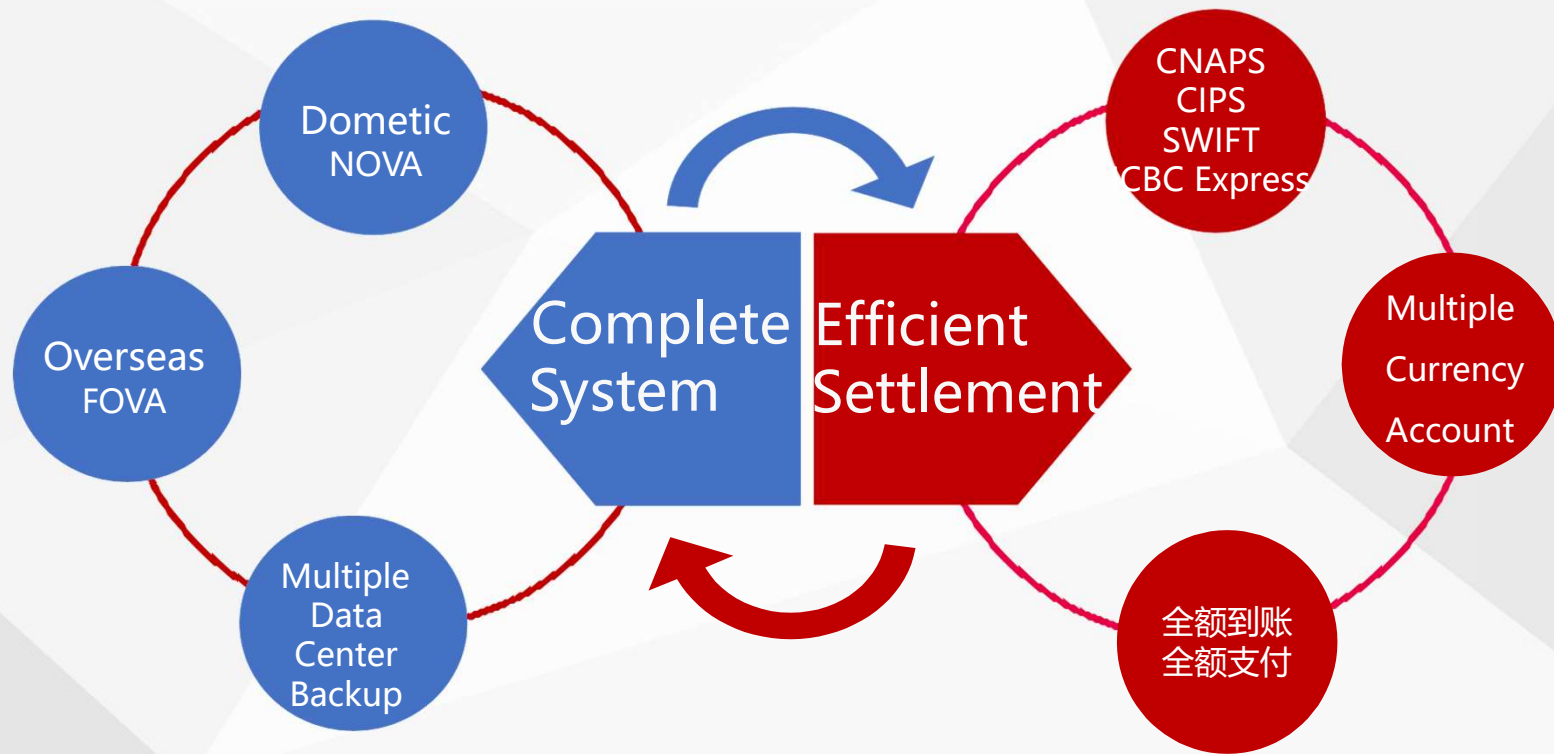
18个国家和地区全自动支付

香港、澳门、新加坡、泰国、马来西亚、
韩国、阿联酋、印度、越南、老挝、
印度尼西亚、巴基斯坦、缅甸、瑞士、
英国、澳大利亚、新西兰、秘鲁

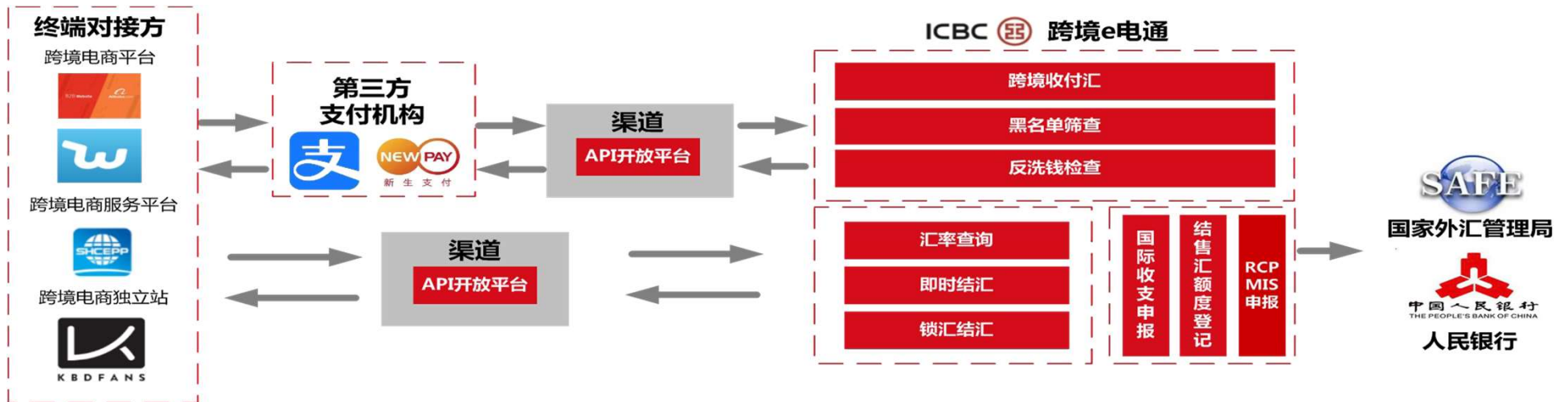
49个国家和地区



4.3 Technical Pros



4.4 Systematic Pros



4.5 Foreign Exchange Pros

Buying & Selling

- **Various Exchange Types**
- **Various Pricing Tools**
- **Supporting over 40 currencies**
- **Various Derivative Instruments**

Payment & Receipt

- **Payment Additional Service**
 - Full Amount Payment
 - Intelligent Routing
 - ICBC Express
 - SWIFT GPI
- **Receipt Additional Service**
 - Full online receipt
 - Inward notification
 - Real time receipt

Information Declaration

- **Automatic Compliant Declaration**
 - International Payment & Receipt
 - RCPMIS
- **Information Declaration Monitoring**
 - Data Report Monitoring and Warning
 - Intelligent Risk Management

4.6 Compliance Management

Compliance Risk Management



Admission before business

- Manual+System
- Third Party System
- Merchant Archives



Checking during Business

- Customer Risk Grading
- Black list Screening
- International Payment & Receipt Directory Acquiring
- Cross border RMB business key monitoring list
- Company Information Registration
- ICBC Big Data Risk Intelligent Management System
- Information Matching by System



Monitoring after business

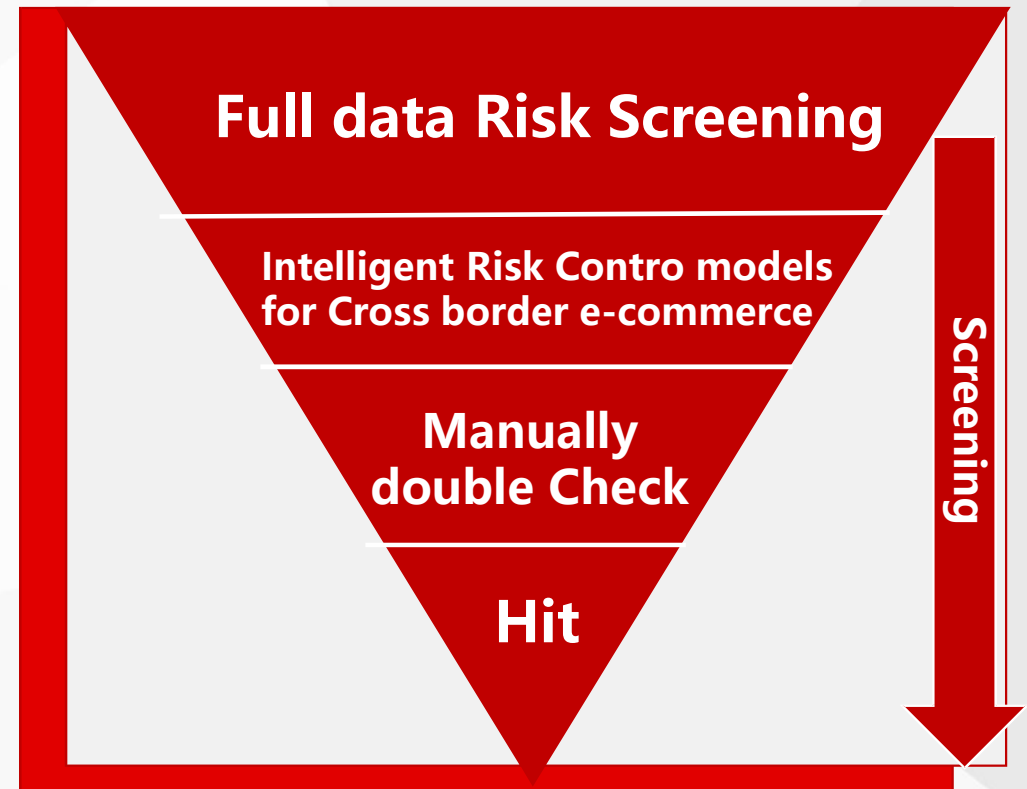
- Big amount suspicious transaction reporting
- Intelligent Risk Control Model
- Remote Checking
- Spot Checking

4.7 Risk Control

Model Varification, Accurate Identification

Comprehensive Risk Control System

- Managing potential risk from primitive stage
- Covering whole transaction process
- Online, Intelligent, Comprehensive service



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Present & Policies

Product & Service

Solution & Cases

ICBC Group Pros

ICBC Thai Intro

5.2 ICBC Thai products and services

Company credit	International trade financing	Settlement and cash management	Retail business	Investment banking and securities	Leasing business	RMB Clearing
<ul style="list-style-type: none"> • Project loan • Global supply chain Loan • Real estate developing loan • Fixed asset financing • Working capital Financing • Overdraft • Others 	<ul style="list-style-type: none"> • Advance payment Financing • Order financing • Letter of credit & letter of guarantee • Import TT Financing • Bill of exchange & Payment • Package loan Sincere • Invoice financing • Factoring, Bill of Exchange, Discounting • Forfaiting 	<ul style="list-style-type: none"> • Global Cash Management • CIP • Payroll service • International Settlement • Foreign exchange • Structural financing and asset Securitization 	<ul style="list-style-type: none"> • RMB, Thai baht deposit • PIB • Mobile Banking • Double currency debit Card • World Travel Card (Thai Baht , USD, Euro) • Foreigners Housing Loan • CNY Salary 	<ul style="list-style-type: none"> • Syndicated loan • Merger & acquisition loan • Project recommend and contact • Financial consultant (IPO, Debt, Distribution etc.) • Credit investigation & consultat • Brokerage business (stock exchange, derivative products, etc.) 	<ul style="list-style-type: none"> • Individual car • Airplane • Equipment • Household roof photovoltaic 	<ul style="list-style-type: none"> • 2015, the only RMB Clearing bank in Thailand designated by PBC 

5.3 ICBC Thai Online POS

ICBC Thai Online POS service for B2C business

Providing payment link through SNS platform, supporting VISA and Master card



Create Link

Log in to your dashboard and head over to the Links menu. Enter all the payment details including the price and description. A payment link will be generated for you.

Share Link

Copy the generated link and send it to your client to request payment. Share it through email, a text message, or through chat on a platform you already use.

Get Paid

Your customer follows the link and enters their card details into the payment form to complete the purchase. You'll be updated on your dashboard once the transaction is complete.

5. Distribute the URL link to customer

The link contains Order detail. Customer can input their email for confirmation and message to seller on this page (Optional)

6. Checkout page popup

After customer click Pay by card. Checkout window popup to let customer input their Credit Card information and click Pay ฿฿ THB

谢谢!
Thank you!



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DOUYIN E-COMMERCE GLOBAL



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1. 2024 CHINA E-COMMERCE AND CROSS-BORDER IMPORTED MARKET TREND
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5. DOUYIN E-COMMERCE GLOBAL MERCHANTS SETTLEMENT PATH
6. DOUYIN E-COMMERCE GLOBAL MERCHANTS INCUBATION PROJECT
7. DOUYIN E-COMMERCE GLOBAL MARKETING CALENDAR
8. DOUYIN E-COMMERCE GLOBAL SHOWCASE

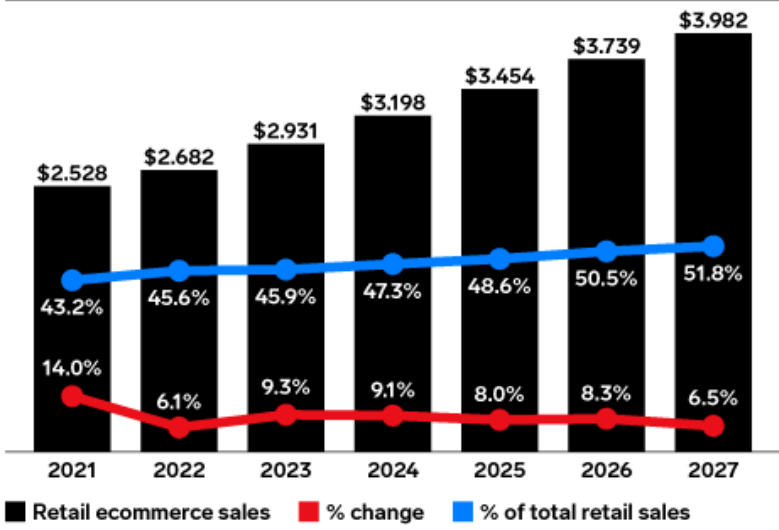
PART

01

2024 CHINA ECOMMERCE AND CROSS-BORDER IMPORTED MARKET TREND

CHINA E-COMMERCE PENETRATION

Retail Ecommerce Sales in China, 2021-2027
trillions, % change, and % of total retail sales



Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, restaurant sales, food services and drinking place sales, gambling and other vice goods sales; excludes Hong Kong
Source: Insider Intelligence | eMarketer, June 2023

eMarketer: E-Commerce Sales in China

- Total retail sales estimated to be 3.2 trillion in 2024
- China has become the largest e-commerce market in the world
- Steady growth rate of e-commerce as percent of total retail sales
- China has 1 Billion+ internet users

THE GRADUALLY INCREASING VOLUME OF CROSS-BORDER IMPORT BUSINESS

The import volume of cross-border e-commerce in China has achieved nearly tenfold growth in the past five years.

With the continuous penetration of the consumer group, frequent favorable policies, and continuous improvement of supporting infrastructure, it is expected to still maintain rapid growth in the next three years, and the scale is expected to double.

There is still much room for the long-term development of cross-border imported e-commerce in China.



Note: The overall growth rate in 2020 is prominently manifested mainly due to the policies and the market recovery after the epidemic.
Source of information: Ministry of Commerce, General Administration of Customs, public information, sorted and analyzed by Deloitte.

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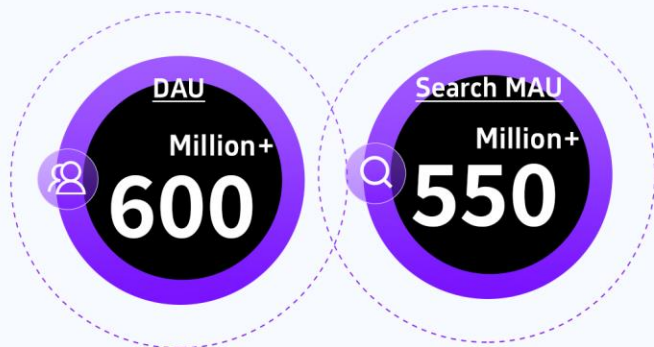
02

DOUYIN E-COMMERCE GLOBAL INTRODUCTION

DOUYIN: CONTINUOUSLY LEADING THE NEW TREND OF CONTENT CONSUMPTION



Facing Chinese Market



OMNICHANNEL SOCIAL E-COMMERCE EMPOWERS GROWTH

Entertainment meets E-Commerce

2.9
billion

Average daily views of
e-commerce
livestreams

400
million

E-commerce related
searches
per day

30
billion+

Products sold annually
on Douyin E-commerce

Growing scale of merchants

+80%

GMV growth YoY

700+

Top Brands' Main
Marketplace

180k+

Sellers with over 1 million
RMB GMV annually

10k+

Best-selling products
with over 10 million
RMB GMV

Data Source: Douyin E-Commerce, 2022.5.1-2023.4.30 VS 2021.5.1.-2022.4.30

DOUYIN E-COMMERCE: CONTENT & SHOPPING CENTER ASSIST MERCHANTS' BUSINESS



抖音电商



KOL LiveStream

Self LiveStream

Short Video

Marketing



Search

Feeds

Channel

Shop

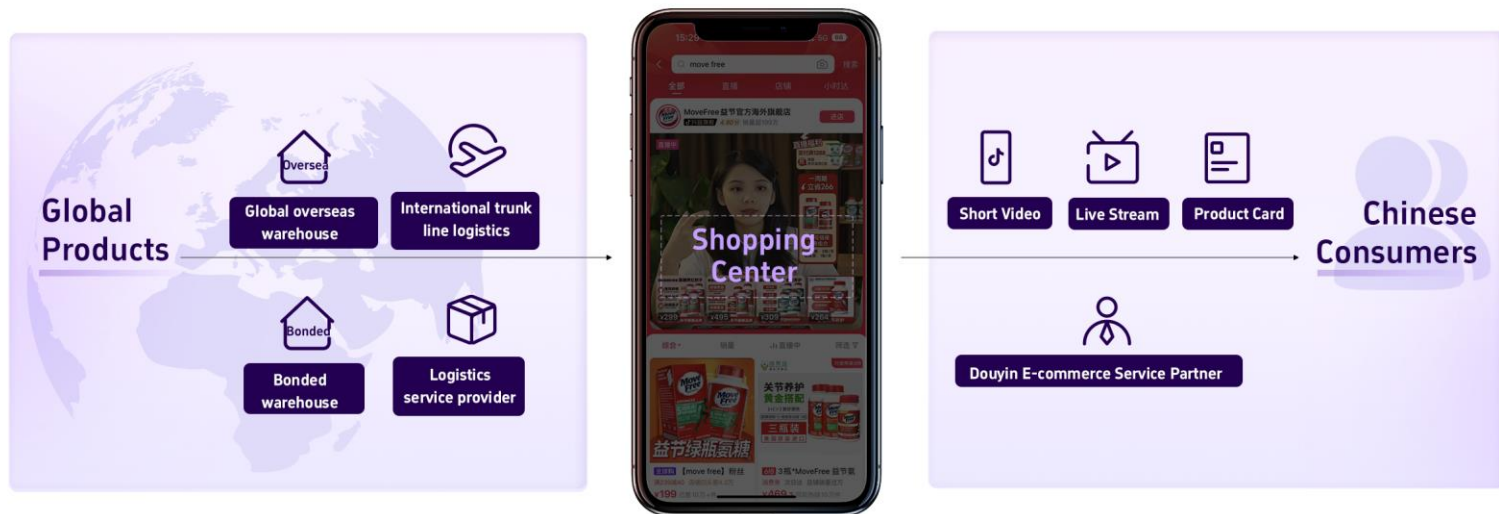
KOL Window



DOUYIN E-COMMERCE GLOBAL: CROSS-BORDER IMPORT BUSINESS



In 2023, through 22 ports, we sent about 3800 brands, 900 commodity categories and 120 million pieces of goods from 78 countries and regions to 48 million Chinese consumers.



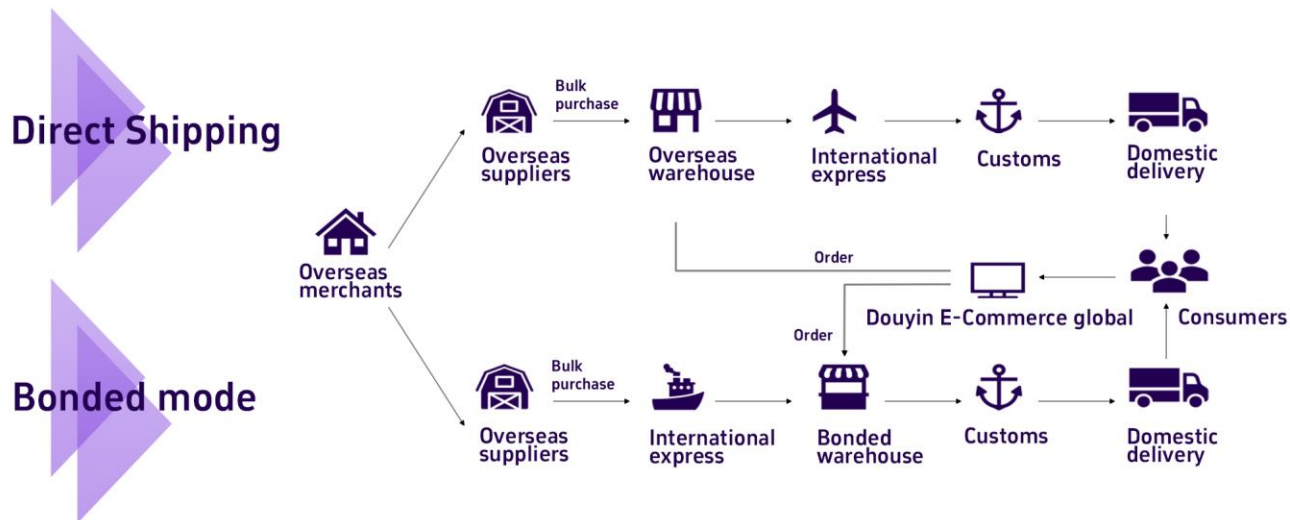
THE WAYS AND CHANNELS FOR CONSUMER GOODS TO ENTER CHINA



It refers to Chinese consumers purchasing overseas goods through third-party platforms, including bonded shipments and direct mail imports

Despite the negative growth observed in traditional import trade, China's cross-border import e-commerce recorded a positive growth rate of 3.9% in 2023

In comparison to traditional import trade, the scale of cross-border B2C imports remains small and holds great potential for growth



PART

03

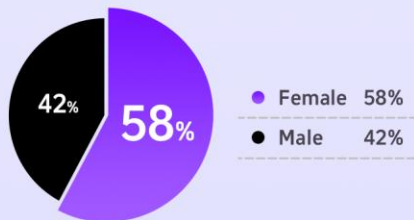
CROSS-BORDER IMPORTED E-COMMERCE CONSUMER PROFILE

CROSS-BORDER E-COMMERCE CONSUMERS

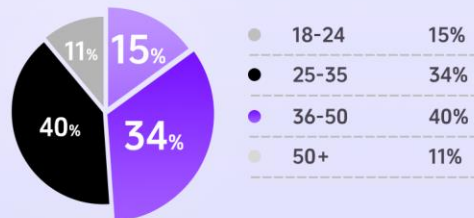


Cross-border E-commerce Consumer Profile

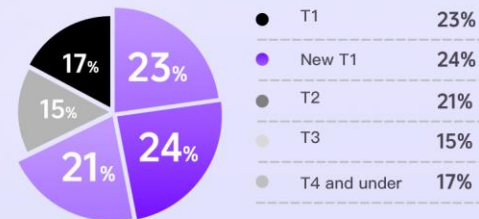
Gender



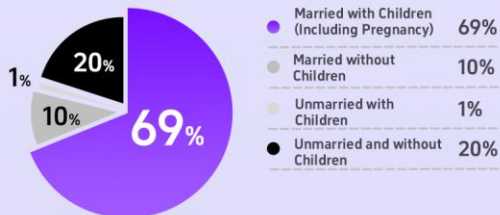
Age



City Tier



Marital Status

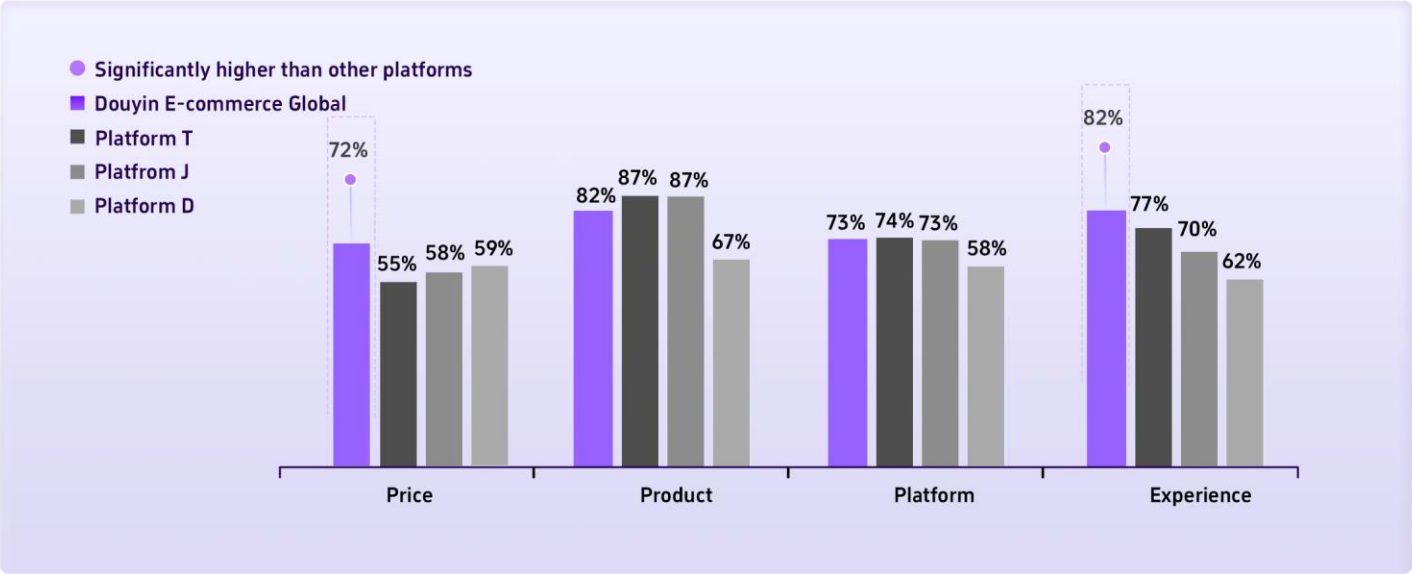


Monthly Household Income



CROSS-BORDER B2C IMPORT E-COMMERCE PLATFORMS CONSUMPTION PREFERENCE

Price and Experience are the main reasons why shoppers choose to purchase imported products on Douyin E-commerce's Global



Questionnaire | In the past 6 months, what are the reasons why you chose to buy imported products on ____ (insert 1 channel selected by the respondent) CBEC platform? | (Multiple-choice)

Remarks | This data represents the percentage of respondents who "choose to buy imported products on this platform for price/product/platform/experience reasons"

Source | Kantar Consulting CBEC Shopper Survey 2024, Kantar Consulting Analytics

PRODUCT NEEDS: PURSUIT OF HIGH QUALITY AND DIVERSE CHARACTERISTICS



Chinese shoppers are good at discovering goodies and carry their own judgment and understanding of imported products. When asked what's on top of their mind when choosing imported products, products' quality stands out the most.

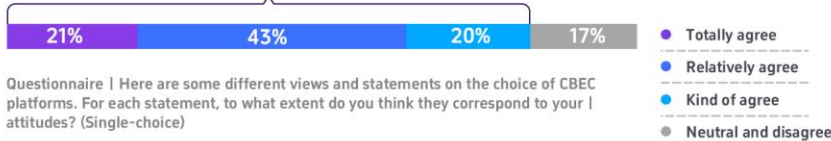
Quality is the keyword which people associate with imported products the most



Questionnaire | What are the keywords that come to mind when you think of "buying imported products"? (Open-ended question) |

“ Overall, I think imported products are of high quality ”

84% of shoppers agree

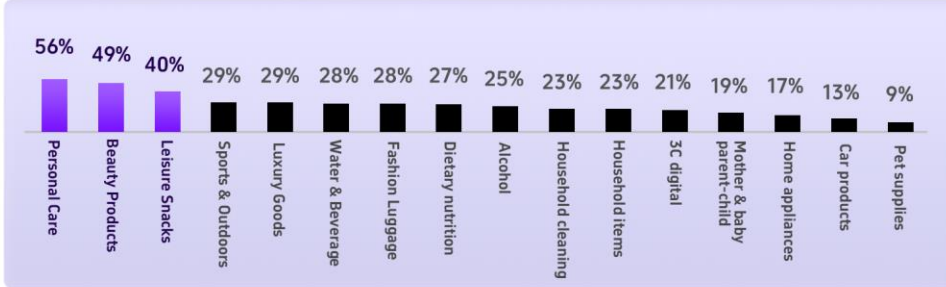


Questionnaire | Here are some different views and statements on the choice of CBEC platforms. For each statement, to what extent do you think they correspond to your attitudes? (Single-choice)

Source | Kantar Consulting CBEC Shopper Survey 2024, Kantar Consulting Analytics

Imported products continue to enrich in category and place of origin. Expanding categories further unlock the potential for consumption upgrade. Dominant categories vary from region to region with local specialty products on the rise

Beauty & personal care takes the lead, with continuously rising demand for dietary & nutrition and sports & outdoor products



Future trends of shopper spending change ● Plan to Spend More ● Plan not Changing ● Plan to Spend Less



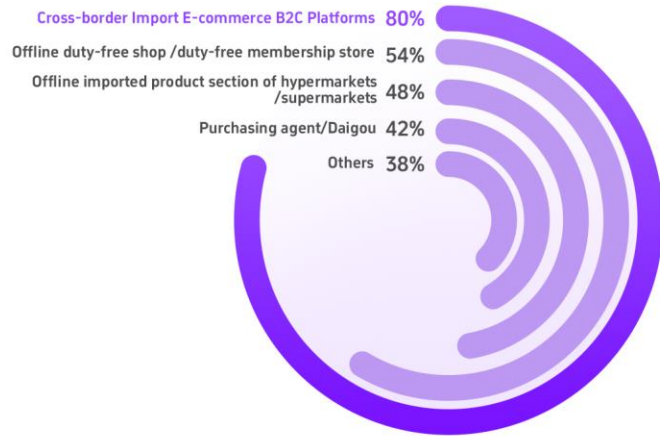
Questionnaire | 1) In the last month, what categories of imported products have you ordered? (Multiple-choice)
 2) Looking ahead, how do you think your spending on imported products will change in the categories of your choice? (Single-choice)

Source | Kantar Consulting CBEC Shopper Survey 2024, Kantar Consulting Analytics

CHANNEL NEEDS: HIGH PENETRATION OF ONLINE CHANNEL WITH STRONG TRUST

·Online shopping channels offer a wide selection of products and a one-stop shopping experience unbounded by time and place

Rich purchase channels of imported products.
High penetration of cross-border e-commerce platforms.



·Through rigorous supervision and improved store validation systems, CBEC platforms can ensure product authenticity and quality, and have thus won the hearts and minds of the shoppers.

High-quality and authentic products, rich product supply and value for money are the key advantages of CBEC



Questionnaire | Typically, what are the reasons why you choose to buy imported products on a CBECplatform? (Multiple choice)

Source | Kantar Consulting CBEC Shopper Survey 2024, Kantar Consulting Chinese E-commerce Shopper Survey 2023, Kantar Consulting Analytics

Questionnaire | Typically, what are the reasons why you choose to buy imported products on a CBECplatform? (Multiple choice)

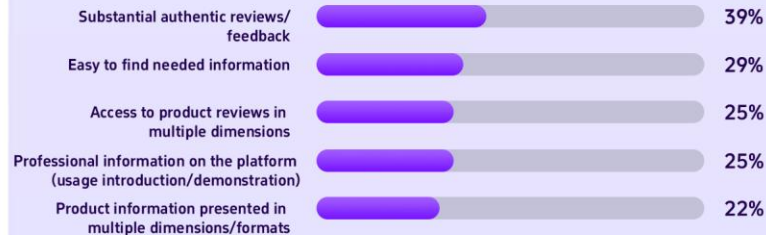
Source | Kantar Consulting CBEC Shopper Survey 2024, Kantar Consulting Chinese E-commerce Shopper Survey 2023, Kantar Consulting Analytics

BEFORE PURCHASE: INTEREST-DRIVEN, SEEK PROFESSIONAL & AUTHENTIC INFO

- Shoppers care most about the authenticity of the information provided on the channels
- Shoppers tend to choose short videos or live-streaming that offer visual experiences and professional explanations
- Shoppers pay extra attention to platforms or merchants with strong authenticity cognition

The professional authenticity of the content and the convenience of searching for product or brand information are the main reasons for shoppers to choose the channels.

CBEC shoppers want real product usage feedback and unfiltered comments



Intuitive usage experience and professional product introduction help merchants effectively display and convey product information



Short Video

Influencers are the key vehicle for the communication of short video content. Whether it is professional knowledge of single-category products or general product reviews, CBEC shoppers all hope the influencers can give them a more comprehensive and detailed introduction to the product.

On one hand, shoppers' preference for life-sharing bloggers mirrors their interest in product experience and exploration of life inspiration. Influencers build emotional bonds with shoppers by sharing their everyday life so that the shoppers would place more trust in the products they recommend.

On the other hand, shoppers hope to access detailed and professional information about the product from short videos, and brands and merchants could cooperate with single-category and product review bloggers to conduct shopper education and better convey the key product messages.

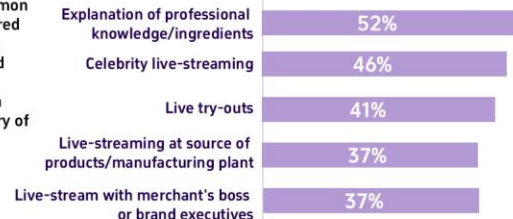
They prefer bloggers and influencers with professional knowledge and a human touch



Live Stream

Selling products via live-streaming has become a common and efficient model in China's CBEC industry. Compared to domestic e-commerce shoppers, CBEC shoppers are more interested in professional knowledge sharing and detailed product explanations when getting product information in live-streaming, and they expect to learn about the ingredients, country of origin, and brand story of the product and instructions on its use from the live-streamers.

Product ingredient details and live demonstration are desired during live-streaming



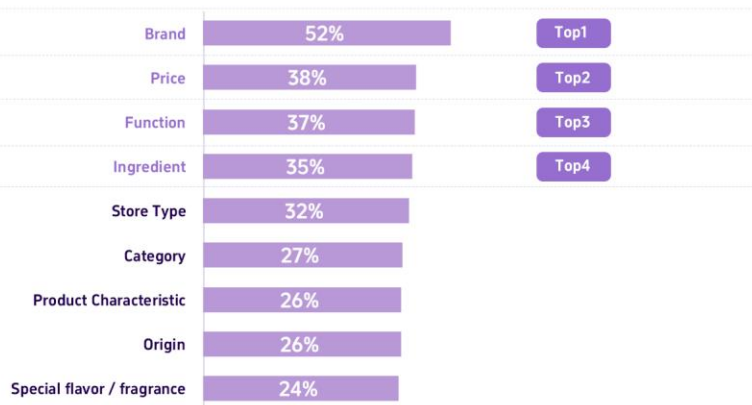
DURING PURCHASE: DIVERSE TOUCHPOINTS DRIVE CONSUMER CONVERSION



- Building brand recognition is the top priority
- Shelves scenario and content scenario are equally important

Overseas brands and merchants should take boosting brand power as the core, anchor on product functions and ingredients, and enrich the supply of high-cost-performance products

CBEC shoppers interact more frequently on the “recommendation” sections of Douyin E-commerce Global than on other platforms



Questionnaire | What are the factors you will consider in choosing the final product of purchase? (Multiple-choice)

Source | Kantar Consulting CBEC Shopper Survey 2024, Kantar Consulting Analytics

Questionnaire | Which of the following action did you do when you made this purchase? (Multiple-choice)

Source | Kantar Consulting CBEC Shopper Survey 2024, Kantar Consulting Analytics

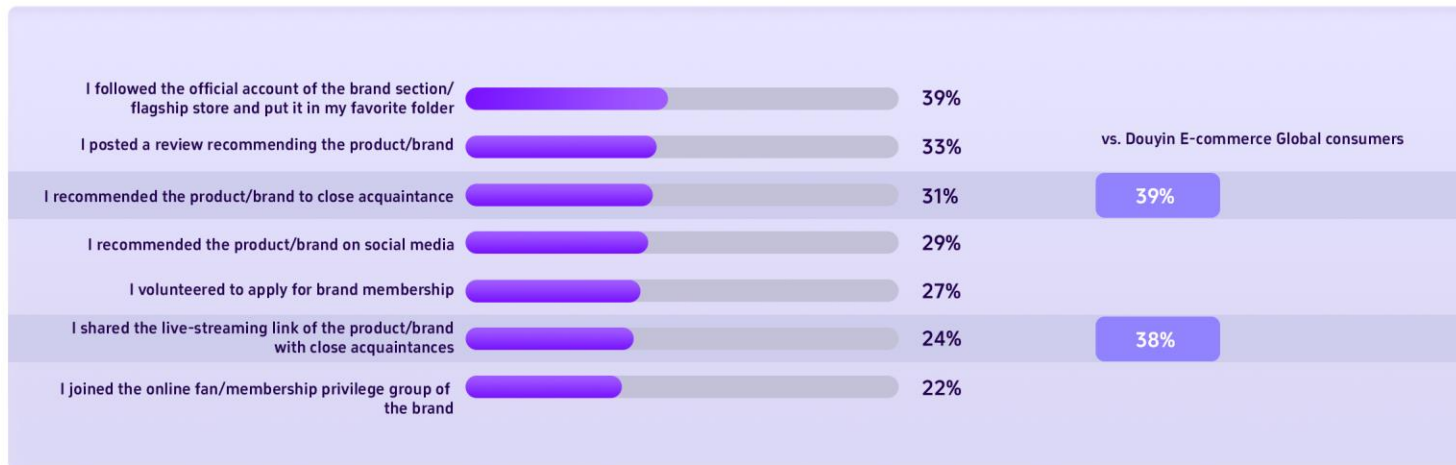
AFTER PURCHASE: AFTER-SALE ENGAGEMENT MATTERS



·CBEC shoppers have demonstrated multiple ways to interact with brands or merchants after purchase

·Douyin E-commerce Global could effectively get the word-of-mouth (WOM) going in the online community

CBEC shoppers interact with brands and merchants in diverse ways



Questionnaire | Have any of the following interactive behaviors happened in connection to this product/brand after the purchase? (Multiple-choice)

Source | Kantar Consulting CBEC Shopper Survey 2024, Kantar Consulting Analytics

PART

04

DOUYIN E-COMMERCE GLOBAL ADVANTAGE

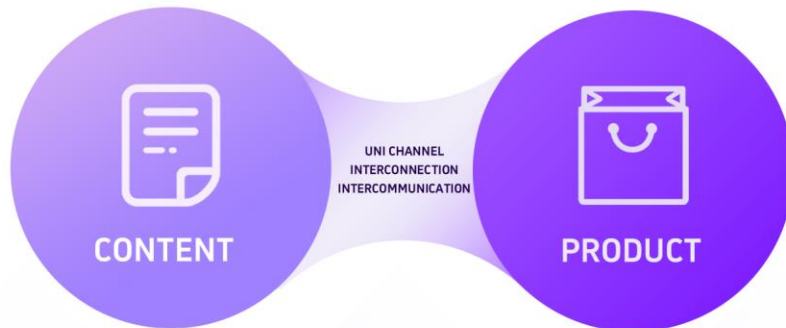
DOUYIN E-COMMERCE GLOBAL BRAND MARKETING PATH



Product Find Consumer

Content

- Seeding by Short Video
- Live Stream to burst GMV and Traffic
- Graphic and text reduce the threshold of content publishing and create new opportunities

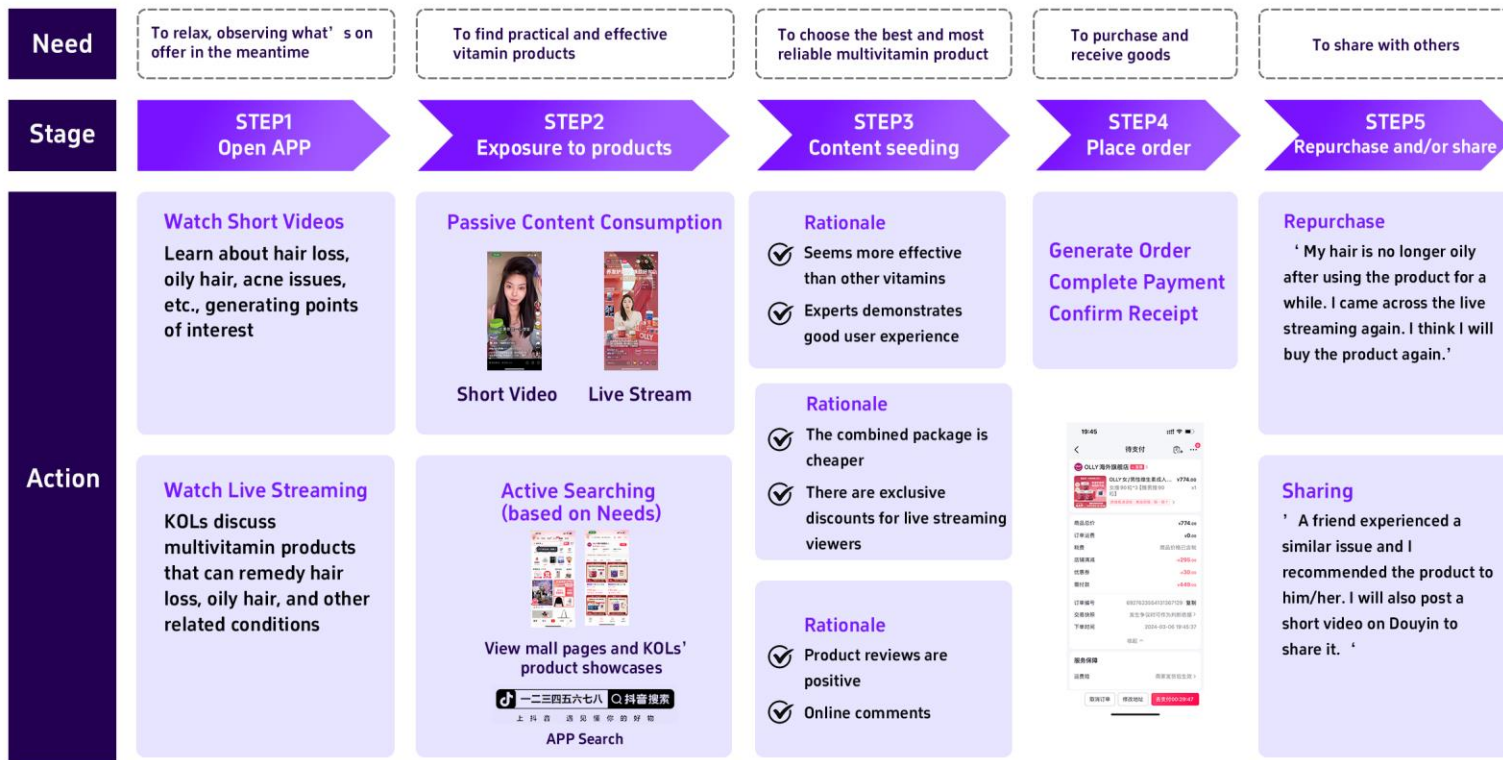


Consumer Find Product

Shopping Center

- Stable Traffic from Shopping Center to create stable product exposure and undertake the needs from consumer
- Search accurately matches the demand
- Store / KOL window accelerates to drive uni conversion.

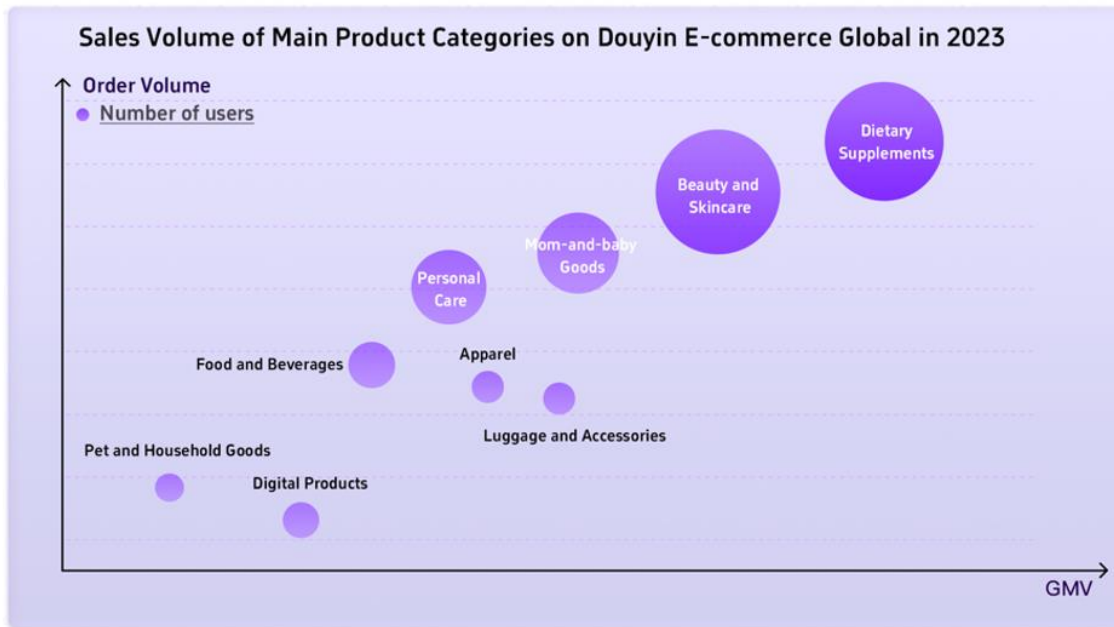
DOUYIN E-COMMERCE GLOBAL CONSUMER JOURNEY



DOUYIN E-COMMERCE GLOBAL CONSUMPTION CATEGORY PREFERENCE



- Dietary supplements, beauty and skincare, mom-and-baby goods, as well as fashion and luxury are the four major product categories witnessing high sales and rapid growth
- Emerging categories like digital products and personal care are also experiencing rapid growth, promising a lucrative future market



GMV YOY Growth

204%

Dietary Supplements

158%

Digital Products

145%

Mom-and-baby Goods

140%

Fashion and Luxury

90%

Personal Care

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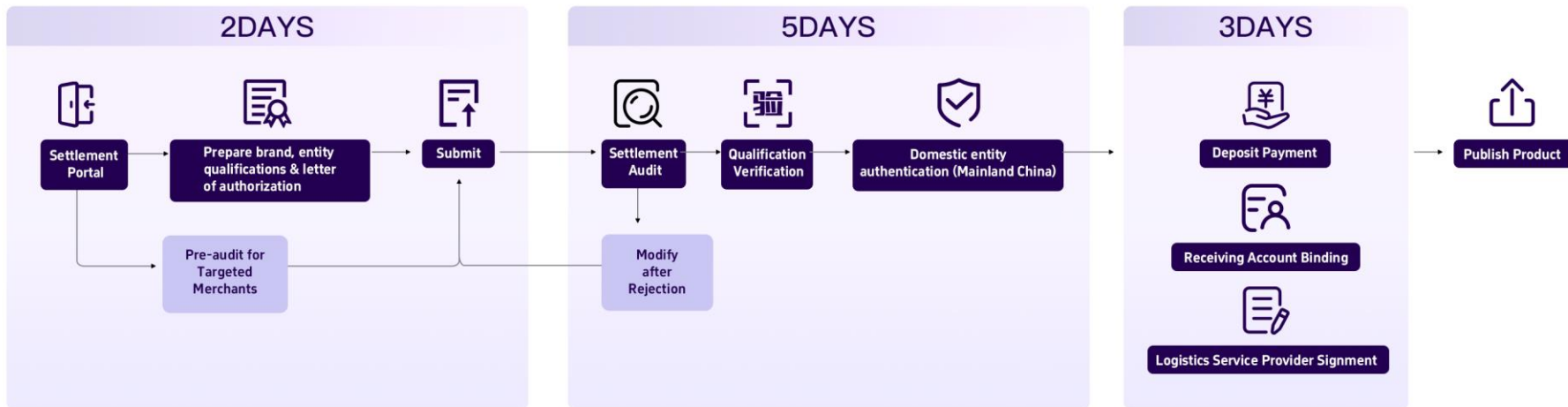
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DOUYIN E-COMMERCE GLOBAL MERCHANTS SETTLEMENT PATH

DOUYIN E-COMMERCE GLOBAL MERCHANT SETTLEMENT ROADMAP



Merchant Settlement Roadmap



DOUYIN E-COMMERCE GLOBAL MERCHANT SETTLEMENT THRESHOLD AND METHOD

Basic business qualifications	<ol style="list-style-type: none">1.Overseas Registered Company Entity or Chinese Hong Kong Region, Chinese Macau Region or Chinese Taiwan Region Registered Company Entity and Retail or Trade Qualifications2.Mainland China Entity with Joint Liability (Domestic Agent in Mainland China)3.Overseas or Greater China (Hong Kong Region, Macau Region, Taiwan Region) Corporate Bank Account
Merchants Recruitment Category	Dietary Nutrition / Beauty and Personal Care / Maternity and Baby / Apparel and Footwear / Watches and Accessories / Electronics / HomeFurnishings / Pets / Food and Beverages / Contact Lenses
Merchants Recruitment Mode	Open for business with open recruitment as the main focus, some categories require platform approval before settling in.
Brand Qualification	Brand authorization and procurement certificates ranging from levels 1 to 3 are required, with higher requirements for some categories.
Fee Structure	A shop deposit of at least RMB 50,000 is required for entry based on different categories and types of shops. Shops are required to pay a platform technology service fee of 2-6% of the transaction amount based on different categories.
Logistics Requirements	Support bonded warehouses and overseas direct mail models.



PART

06

DOUYIN E-COMMERCE GLOBAL MERCHANTS INCUBATION PROJECT

DOUYIN E-COMMERCE GLOBAL MARKETING IP AND POLICY SUPPORT



Marketing IP

Super Brand Day (Single Brand)

Top Brand
Biggest Event in a Year

Brand Week (Single Brand)

High Increasing Brand
Biggest Event in a Year

Treasure New Brand (Single New Brand)

New Brand
Biggest Event in a Year

Policy Support | Global Brand Accelerate Plan

Global Brand Opening

Grand opening:
Customized incentive design and operational marketing planning.

Regular opening:
Regular incentive policy support.



Global Brand Odyssey

For non-annual-contract merchants, there is an incremental transaction incentive in segmented periods of 7 days + 14 days + 7 days.



Global Brands Trend Week

Category Trend Week:

According to the category trend (product trend, holiday trend, etc.), activity planning is carried out, and the selected merchants enjoy activity incentives.

National and Regional Trend Week:

Activity planning is conducted according to the national and regional trends (holiday trends, consumption trends, etc.), and the selected merchants enjoy activity incentives.

New Product Trend Week:

Merchants with new products launched in the current month can enter for reporting, and policy incentives are provided according to the launch cycle (7 days) for store and new product transactions.



PART

07

DOUYIN E-COMMERCE GLOBAL MARKETING CALENDAR

DOUYIN E-COMMERCE GLOBAL MARKETING CALENDAR



Note: The specific implementation time of each activity is subject to the actual activity situation.

PART

08

DOUYIN E-COMMERCE GLOBAL SHOWCASE

Global Brand Opening | SiamGems Group | Thailand



Launch Period
— 3.29 - 4.30 —

1st month GMV
1M+ (RMB)

The one-month opening campaign will focus on customized marketing strategies that highlight brand characteristics. We'll enhance visibility through coordinated on- and off-platform resources and engage brand executives to elevate the launch's significance. By involving influencers, we'll promote the brand's story and create immersive experiences, strengthening brand trust. Officially customized services will support a smooth launch.

PHASE I

The brand's grand opening features a customized main visual. From pre-launch to opening day, domestic and international resources will collaborate to enhance brand awareness alongside the brand's promotional efforts.

Teasing Period

Official pre-launch posters will be released to maintain excitement



Official Launch

The main opening poster is released, along with content from the brand founder



Growth Period

Collaborate with top influencers for sourcing activities online to boost sales.

PHASE II

Launch offline collaborations with Douyin e-commerce to boost opening visibility. Partner with influencers to promote the brand story and increase awareness of overseas imports, driving sales growth.

The brand group collaborates with Douyin e-commerce for global shopping, focusing on the brand's unique overseas scenarios.



Global Brand Opening | RECORE SERUM | Japan



Project Highlights
— April —

1st month Sales GMV
10M+ (RMB)

Products exceeding 1M+
2 Products

Stores GMV
50%+

Search Sales Contribution
25%+

Over a one-month opening event, we'll craft a tailored marketing plan around the brand's unique attributes, exploring overseas scenes and leveraging official resources to boost exposure. Partnering with brand executives and influencers to enhance impact and trust, providing comprehensive support for a successful launch.

Grand Opening Teasing

Official Pre-launch Poster Release, Sustaining Excitement for the Grand Opening



Official Launch

Official local offline large screen collaboration and top influencer live streams online drive an explosive opening in sales.



Brand Marketing Case Study | OLAPLEX | USA



Project Highlights

— Jan 1 – Jan 31 —

Monthly Sales Record History

Campaign Period Sales

7.8M+ (RMB)

YoY Sales Growth

+1300%

Livestreaming GMV

7.2M+ (RMB)

YoY Sales Growth

+1700%

Search Transaction

2.7M+ (RMB)

YoY Search Growth

+2400%

- OLAPLEX spokesperson Cheng Yi made his debut in the brand's official live stream, creating a buzz with combined online and offline efforts.
- The brand achieved record-breaking monthly sales, with over ten million views in the official live stream, and three products surpassing one million in sales.

Marketing-oriented Strategy

1

Online collaboration with Douyin official accounts to promote celebrity events.

2

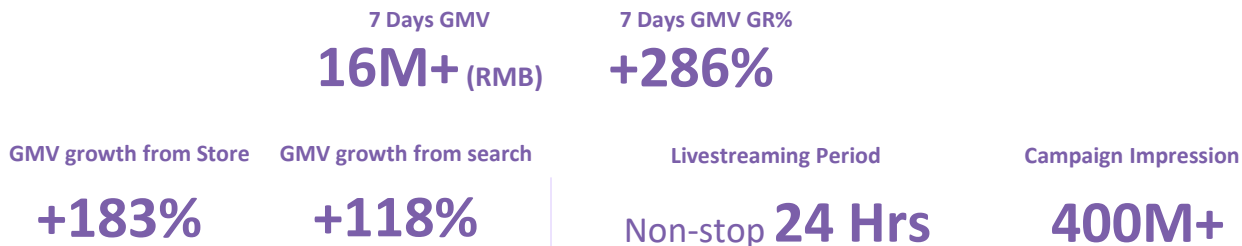
Offline collaboration across core business districts in Beijing, Shanghai, Guangzhou, Shenzhen, Hangzhou, Chengdu, Nanjing, and Changsha, leveraging large screens to promote celebrity events and amplify brand marketing efforts.



Super Brand Day | Dermalogica | USA



Campaign Period
— 5.7 - 5.13 —



Product Strategy

New Products:*

The Multi-Dimensional Cream set is launched first on Douyin e-commerce, utilizing promotional mechanisms from the start.

Best Sellers:

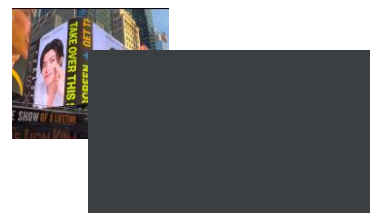
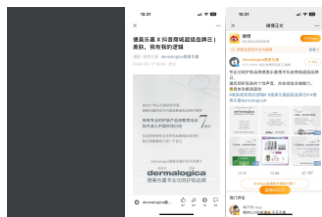
During the promotion, the Multi-Dimensional Mask achieved over 16 million GMV, selling over 42,000 units (accounting for 96% of total sales).

Gift Boxes:

The "Heartfelt Gift Box" is exclusive to Douyin e-commerce channels.

Marketing Strategy

- 1 Brand concept upgrade, Douyin launches upgraded TVC, driving major brand events.
- 2 Spokesperson Hou Minghao joins the live stream, creating a continuous star presence in the studio.
- 3 Dominated Times Square in New York for 7 days to enhance brand awareness overseas.
- 4 The influencer matrix continuously creates content to promote and build high-quality brand assets.



**SCAN QR
CODE**

“Douyin Global TH New Merchant Group”



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