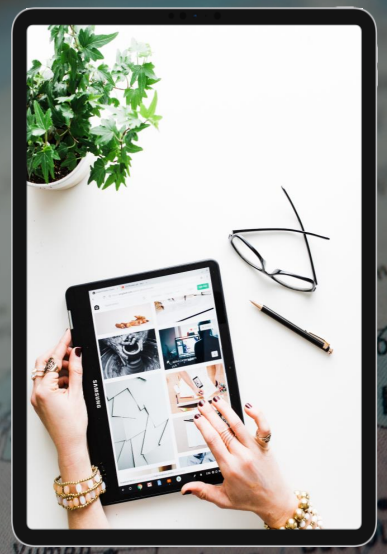
FTIME
ASIA BUSINESS DEVELOPMENT
亚洲业务推广

Your OUTSOURCED PARTNER in the DEVELOPMENT of a DIGITAL STRATEGY for CROSS-BORDER ECOMMERCE (CBeC) in CHINA



¿WHAT IS CROSS-BORDER E-COMMERCE (CBeC)?

The CBeC is the sale of foreign products(*) through **online platforms authorized in China** under a special customs and administrative regime and very favourable to both sellers and buyers.

The CBeC represents **a unique opportunity to address a market as complex and bureaucratic as Chinese.**

This means that brands can **sell and ship products directly to Chinese consumers (B2C)** thanks to CBeC pilot zones in China (FTZ) and their special gateways for customs clearance. Besides, the figure of intermediaries is eliminated, thus reducing the final sales prices.

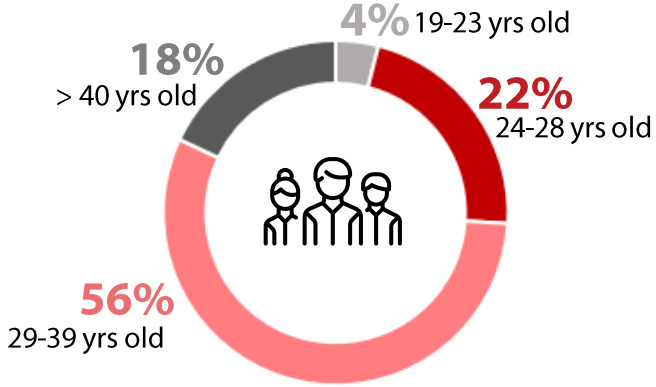
(*) Products included in the authorized "List of Cross-border E-commerce Retail Imported Commodities (2019 Edition)"

E-commerce in China

+903 Mill.
Internet Users
(March 2020)

+896 Mill.
Mobile Internet Users
(March 2020)

710 Mill.
Online Shoppers
(March 2020)



Source: Statista | Fung Business Intelligence | China Internet Network Information Center (CNNIC) | Alarice Int'l.

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ABOUT FTIME…

FTIME is a boutique consultancy with offices in Madrid and Beijing, **focused on DIGITAL INTERNATIONALIZATION of SMEs in Asia, mainly China, through cross-border e-commerce (CBeC).**

Targeting the Chinese market through CBeC is a great effort for any SME. Companies often lack a defined strategy and the knowledge needed to develop and implement it. Having a partner like FTIME that offers a comprehensive service covering the needs that arise along the way, is the optimal solution to avoid getting lost in the middle of the journey.

WHO CAN WE HELP?

Small and medium-sized Spanish enterprises, with international experience and committed teams, who wish to develop the online market in China and are aware of the need to invest in human and financial resources to achieve medium-to-long-term results.

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WHAT DO WE DO?

We carry out a **diagnosis of the level of preparation** of the company for internationalization in China through CBeC.

We propose **suitable channels to test and start marketing the products** and we initiate the gears to carry them out (trademark registration, materials adaptation, SaaS, logistics solutions, localized payment methods, etc.)

We study the **digital presence of the brand in the Asian country** (social media, search engines, marketplaces, etc.) and carry out an ad hoc market study. We analyze the digital presence of competitors and market trends.

We **manage the presence of the brand on different platforms** in a scalable way. We work on optimizing the brand's touchpoints with the user and evaluating actions.

We **generate knowledge and interest** in the product with dissemination in social media and WeChat, actively working with micro-influencers and through the management of social media and SEO strategies.

We **activate O2O actions** using QR codes in authorized POS (Point of Sale) **creating synergies with the online sales channel.** We attract opportunities on and offline thanks to our network in China.

¿WHAT MAKES US DIFFERENT?

Together with our clients, we design the strategies so that they are always informed and gradually know the particularities of the Chinese market.

We focus on **alternative entryways** to big players (Tmall, JD.com) such as WeChat and other specialized platforms in access to the Chinese online market.

We seek a **scalable entry and growth,** according to the size and capacity of the Spanish company, trying to strengthen and consolidate each level before leaping to the next.

We carry out **actions in the domestic market** (Chinese residents and Chinese tourists visiting our country) to generate brand awareness.

We **attract business opportunities** both online and offline thanks to our close collaboration with importers, multi-brand store managers on large platforms, etc.

We work **hand in hand with our clients,** being in practice an outsourced Department of Internationalization via CBeC

We only work with products that **we firmly believe can succeed** in the Chinese market. Either because they fit into the country's demand and cultural customs or because manufacturers are willing to make accommodations to do so.

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HOW CAN WE HELP YOU?

STAGE 02 | GENERATE ONLINE VISIBILITY

- Generation of knowledge and interest through **Chinese tourists visiting Spain and Chinese residents in Spain.** Promoting user experiences with the brand so that they can later share and disseminate their opinion on Chinese social media.
- **Leveraging the brand's western social media** with tailored content marketing and WeChat official profile QR code, to generate online visibility among the Chinese community in Europe and even locations such as HK and Taiwan.
- **Setting up WeChat OA**. WeChat ID and **Brand Zone optimization** as it is one of the main channels through which users find or follow a brand. **OA integrated with localized cross-border e-commerce** facilitating cross-promotion actions by QR codes. Selection of micro-influencers. Referrals. Localized content marketing generation with segmented actions of online advertising (Chinese sales festivals calendar).
- **Monitoring** actions, results and analyses.

STAGE 03 | DEVELOP MARKET ACCESS STRATEGY

- Through the WeChat ecosystem and with the integration of other possible channels and platforms **in a staggered process** accompanying in the integral management of them.
- Implementing different actions that may help the brand **maintain the largest number of touchpoints with the user:** WeChat Search | Customer Service support | Content Marketing | Seeding and campaigns with micro-influencers/local sales festivals | Engaging short video content | Live Streaming | Private traffic pool | Cross-promotions (vouchers promotion & redemption, customer loyalty & rewards points, flash sales, group buying...) | etc.
- Focusing on **generating qualified traffic** towards the official profile on WeChat, creating **personalized user experiences** with engaging content and 1:1 messages and, promoting greater engagement with the brand.
- **Monitoring** actions, results and analyses.

STAGE 01 | PRE-MARKETING (Digital Footprint)

- Previous study of the **presence of the Spanish brand in the Chinese market** (offline development, trademark registration, SEO, Social Media performance, e-reputation).
- **Overview of competitors' digital presence**, market trends, segmentation, etc.

STAGE 04 | ACTIVATE O2O PROMOTION

- **Brand activation** and **O2O promotional venues management.**
- **Identification of offline leads** thanks to O2O integration in retail through the exhibition of CBeC product samples in authorized POS.
- More active search for **offline opportunities**, enhancing omnichannel. Possibility of product registration.

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TRAINING

TAILORED TRAINING
FOR SMEs

China is a **very dynamic, constantly evolving market,** and having a clear vision will help us design our action plan on the digital channel more efficiently.

Our Services:

- In-company training to SMEs interested in learning about the opportunities offered by the Chinese digital ecosystem as a channel of access to the country's online market and the most effective way to address it.

- Educational workshops oriented to e-commerce in China that can be customized to specific sectors.

- Specific training programs aimed at exposing how to propose digital marketing development and lead generation strategy.

  Better understand an environment where aspects such as:

  Mobile Optimization | Localization | Content Marketing | Influencers | Personalized User Experience | Fast-moving towards omnichannel | Etc.

  Require us to be proactive and make good use of Business Intelligence in making our strategic decisions when addressing a market, where brands seek their niche positioning.

E-commerce as an **Efficient Strategy** in the **Internacionalization** of **SMEs.**

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Thank you!

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