



SELLING ONLINE IN CHINA

To Help You Grow Your Exports, Sales, Brand
and Business Online Globally



HELLO!



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GO GLOBAL

GROW YOUR EXPORTS, SALES, BRAND
AND BUSINESS ONLINE GLOBALLY



online global®



The President's "E" Award

Is the highest recognition any U.S. company can receive for making a significant contribution to the expansion of U.S. exports

WHY IBT ONLINE?

ONLINE GLOBAL PROGRAMS GROW EXPORTS, SALES, BRAND AND BUSINESS

18+ Years in Business	22 U.S. State Programs	24+ Languages	40+ Countries	65+ Target Markets	500+ Satisfied Clients	600+ Resources	1,500+ Online Global Programs
CMS Online Global Plugins	Champion of Trade Award	1st in Class Teamwork Project Management	92 Net Promoter Score	93% Recommend IBT Online	94% Client Satisfaction Rate	95% Reach Client Goals	99% Client Retention Rate

Today's Agenda



Why China Online



Brand Awareness and Social Media in China



China Strategies for Exporters



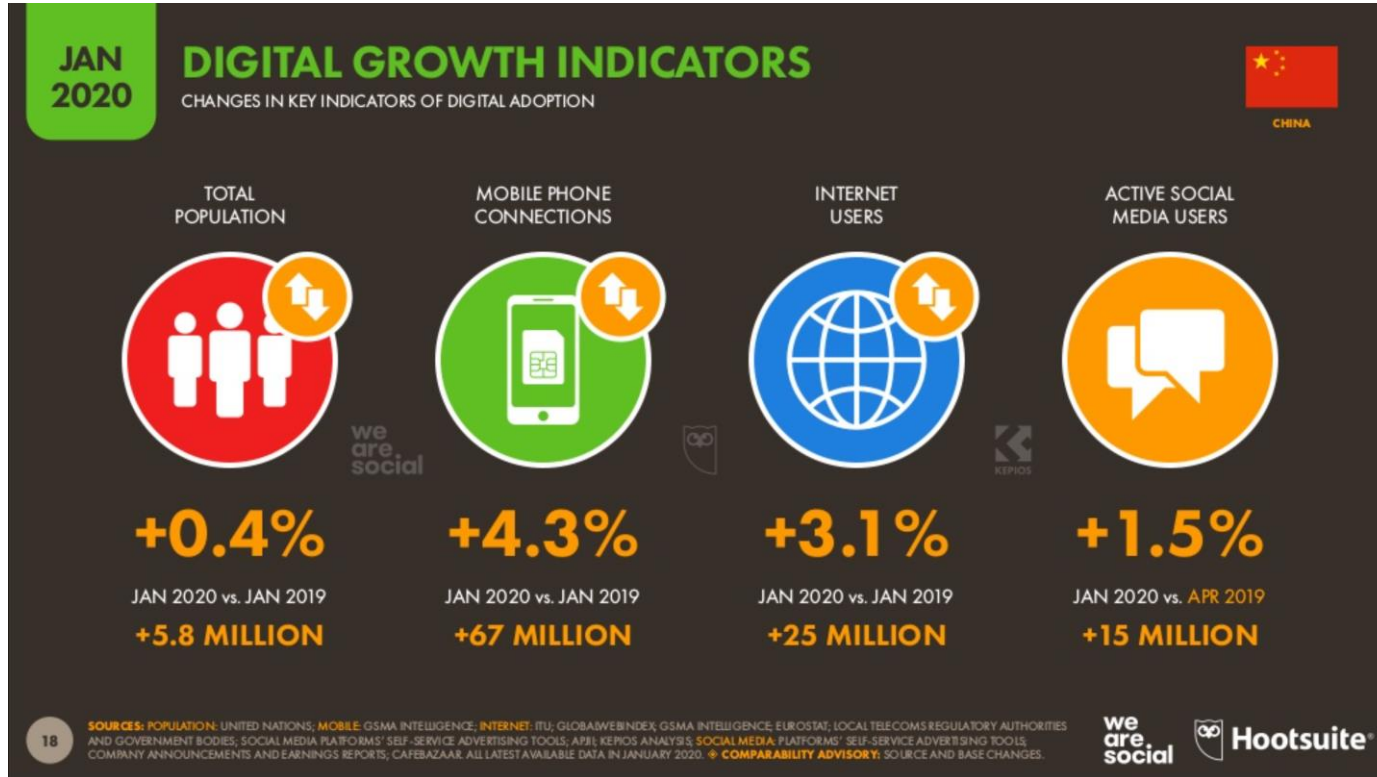
A Helping Hand, Take-aways, and Q&A

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Why China Online

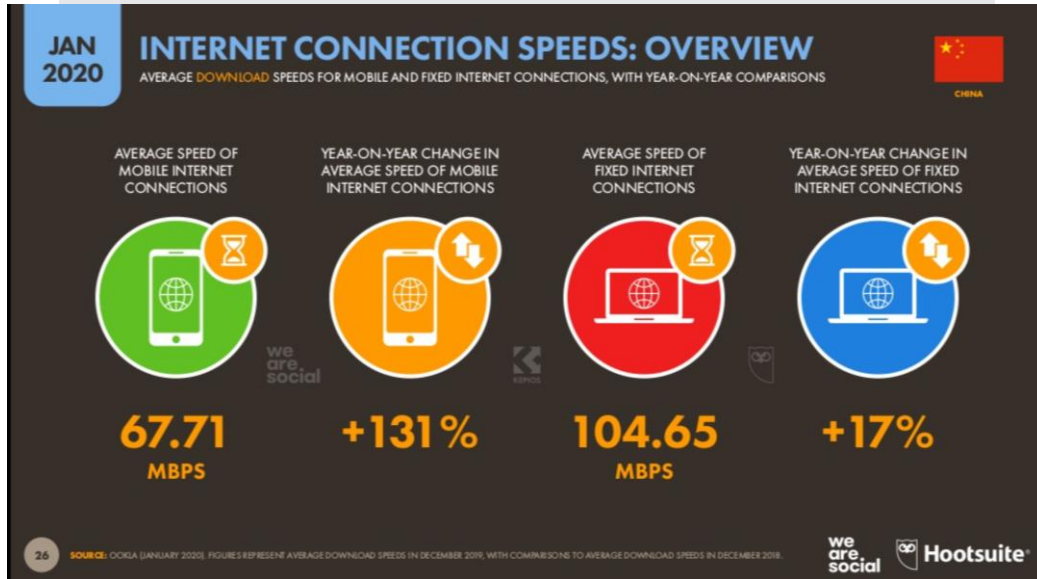
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China Online Environment



Mobile First

EXHIBIT 2 | Mobile Commerce in China Is Growing Far Faster Than in the US



97% of internet access = mobile

- 52% shop using mobile
- Online payments versus credit cards
- Rapid adoption

Sources: Criteo; iResearch; eMarketer; BCG analysis.

Note: Converted at an exchange rate of US\$1=RMB6.24. M-commerce = mobile commerce.

China's Social Media Behaviors

45%



Percentage of internet users who use social media for work purposes

2.2



Average hours per day spent using social media

+98%



Viewed or used a social media network or messaging service in the past month

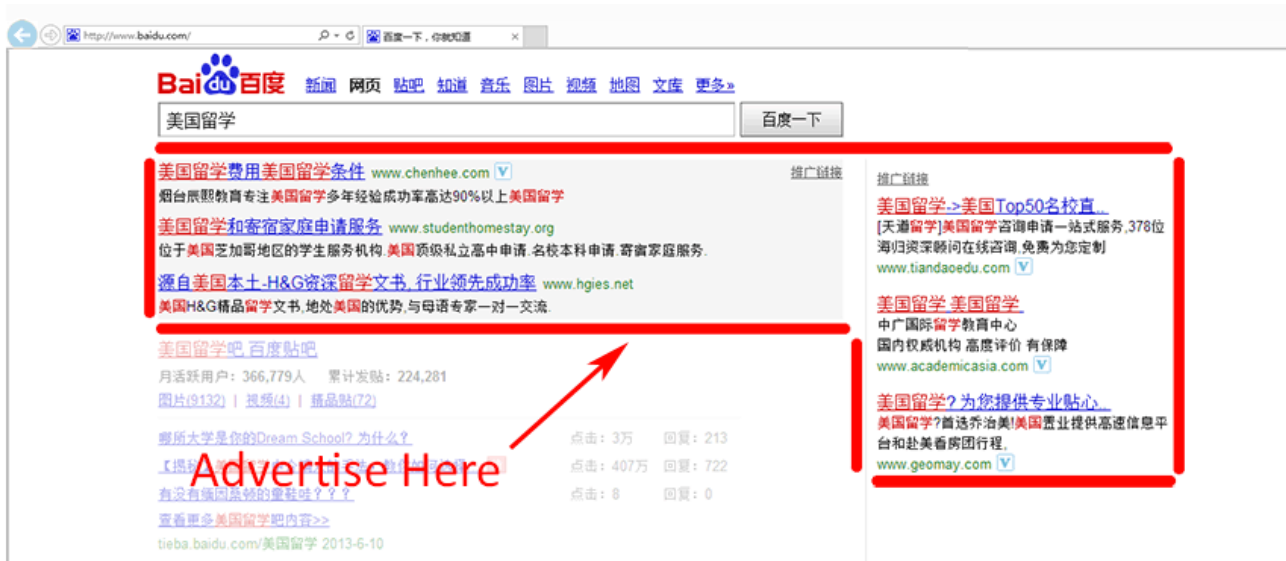
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**Brand Awareness and
Social Media in China**

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Baidu Tuiguang => 百度推广

Baidu Search Engine Marketing  Drive traffic to your website!



The screenshot shows a Baidu search result page for the query "美国留学". The search bar at the top contains "美国留学" and a "百度一下" button. Below the search bar, there are several search results. A red box highlights a section of results, including:

- 美国留学费用美国留学条件** www.chenhee.com [推广链接]
- 烟台展熙教育专注美国留学多年经验成功率高达90%以上美国留学
- 美国留学和寄宿家庭申请服务** www.studenthomestay.org
- 位于美国芝加哥地区的学生服务机构 美国顶级私立高中申请 名校本科申请 寄宿家庭服务.
- 源自美国本土-H&G资深留学文书 行业领先成功率** www.hgies.net
- 美国H&G精品留学文书,地处美国的优势,与母语专家一对一交流.

Below this highlighted section, there is a link to "美国留学吧 百度贴吧" with statistics: 月活跃用户: 366,779人 累计发帖: 224,281. A red arrow points from the text "Advertise Here" to the highlighted search results.

On the right side of the page, there is a "推广链接" (Promoted Links) section, also highlighted with a red box, containing:

- 美国留学->美国Top50名校直...**
- [天津留学]美国留学咨询申请一站式服务,378位海归资深顾问在线咨询,免费为您定制
- www.tiandaedu.com [V]
- 美国留学 美国留学**
- 中广国际留学教育中心
- 国内权威机构 高度评价 有保障
- www.academicasia.com [V]
- 美国留学?为您提供专业贴心...**
- 美国留学?首选乔治美!美国置业提供高速信息平台
- 和赴美看房团行程
- www.geomay.com [V]

Build Brand Awareness



Is it Twitter's equivalence???

No. Weibo is more like Facebook

Different tools:

FenSiTong, Fensi Toutiao, Weirenwu...

Content is Key

Video platforms in China

美国联合电器控制公司 (简称UEC) 提供安全、可靠和熟悉断路器 (CBU) 解决方案, 这些解决方案可降低大规模复杂系统、国际安装过程并满足各项监管合规标准。我们也是一家安全报警和紧急关断产品的国际制造商, 主要生产WirelessHart 气体检测仪、压力开关、温控器、电子和机电压力温度开关、变送器和安全开关, 以及用于工业流程、私用、半导体、航空和国防工业的传感器等产品。

我们的宗旨是保护员工、设备、工业流程和环境。UEC以创新的设计、卓越强健的制造工艺以及对无可挑剔品质的追求打造出了高品质的产品。

- WirelessHART气体泄漏检测仪以其高度的安全性和可靠性, 帮助石油、天然气和发电设施扩展其泄漏检测系统, 这些产品安装简单不费时, 同时免去了不必要的生产中断或高昂的维护成本。
- 我们开发了智能电子压力开关和温控器可消除操作中的风险, 提高系统可靠性, 综合性能远远超越普通机械开关。



公司宣传片 (英文)



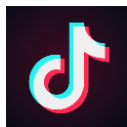
Vanguard 有毒和可燃气体探测仪介绍 (中文)

Still looking for a YouTube equivalent?
There isn't one.

➤ Share videos on social media channels:
Tencent video, YouKu

➤ Other video platforms: iQIYI, Bilibili

➤ Short video apps: Douyin



Tips for Great Local User Experience for Chinese Websites

- ✓ Which Chinese?
 - Simplified versus Traditional
 - Cantonese versus Mandarin
- ✓ Styling
 - Fonts, Color versus Bold
 - Layout and formats
- ✓ Image Heavy
- ✓ Baidu accreditation
 - Beware backlinks (no external links)



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**China Strategies for
Exporters**

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Sell Online in China



Step 1: Build Localized Chinese Website

Step 2: Baidu Search Engine Marketing

Step 3: Social Media starting with Weibo

Step 4: WeChat account

ADVANTAGES:

Build brand awareness

Find in-market partners

Drive traffic to logistic / distributor or ecommerce platforms

Retain and engage clients

Market-specific & Client-focused

1. Registered domain name, ICP filing and licence
2. Multilingual navigation
3. Mobile-enabled
4. Design adaption
5. Fully adapted to local language
6. Cultural aspects taken into consideration
7. Optimized for Baidu
8. Hosted locally
9. Correct content management system
10. Online security and compliance

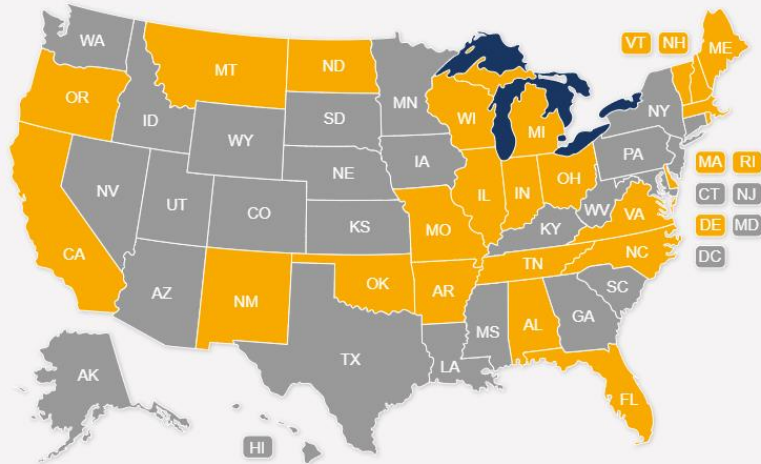


Website Localization for China

{ 4 A Helping Hand, Take- aways, and Q & A }

Online Global Programs

Make the Internet work for you globally!



How will the Program help you?

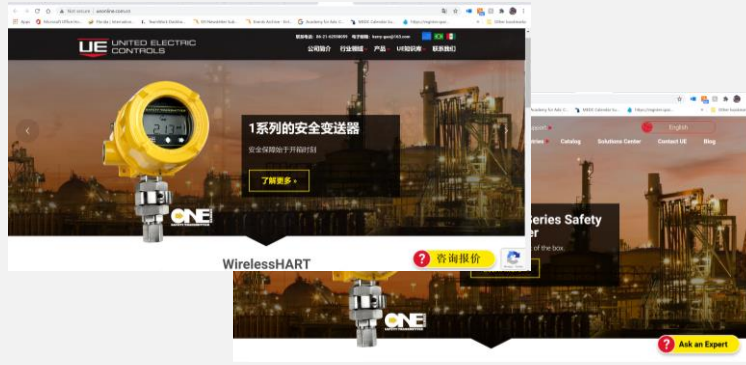
- ✓ Reach new markets
- ✓ Be found and understood in target markets
- ✓ Generate leads
- ✓ Grow your international sales
- ✓ B2B distributor recruitment and support
- ✓ B2C consumer influence, opinion, leadership and engagement
- ✓ Grow your brand awareness, credibility, and trust
- ✓ Own and control your online presence
- ✓ Measure and manage your online success

Option A

Two Market Expansion

Benefits:

Two best practice, country-specific, optimally localized business development websites for your top two international target markets



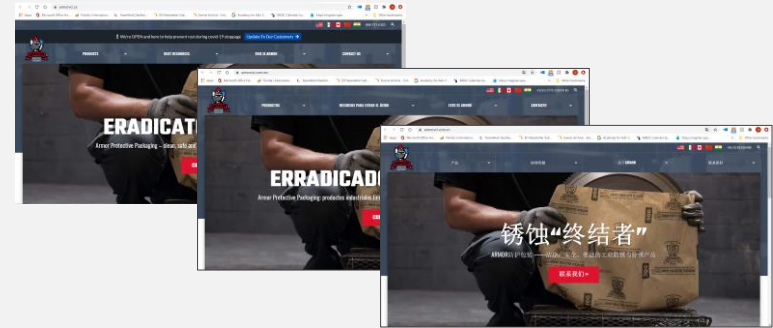
Option B

Multiple Market Expansion

Benefits:

Optimally localized business development websites, with your defined scope.

Companies interested in CMS, Website Design, New Content, and CRM Integrations



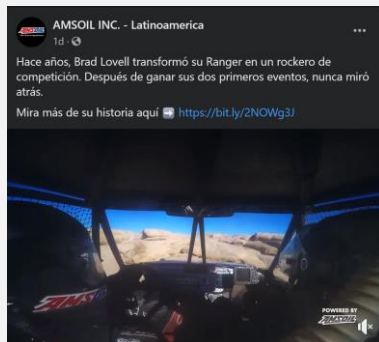
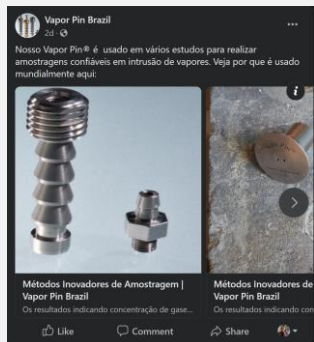
Option C

International Online Marketing

Benefits:

The fastest, most cost-effective way to be found, understood, and be easy to do business with using:

Search Engine Marketing (SEM), Social Media Marketing (SMM), Reporting and Analytics

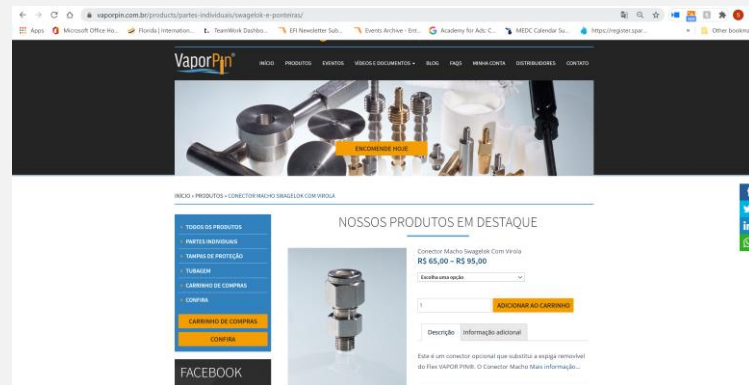


Option E

Ecommerce

Benefits:

Ecommerce best-practice, optimally localized business development websites, with a scope driven by your needs and objectives.



The Online World = Localized

Your clients, prospects, future employees, suppliers
→
will search online in their **local online environment**


Localized websites →

Get found
Be understood
Do business

Grow your exports, sales, brand and business globally

China Infographic

CHINA'S ONLINE ENVIRONMENT



THE BASICS

	China	USA
Population Size	1.4 Billion	326 Million
GDP	\$23.2 Trillion	\$19.4 Trillion
Urbanization	59%	82%
Main Industries	Mining and metal processing, coal, machine building, armaments, textiles and apparel, petroleum, cement, chemicals, fertilizer, consumer products	Petroleum, steel, motor vehicles, aerospace, telecommunications, chemicals, electronics, food processing, consumer goods, lumber, mining
Imports	\$1.73 Trillion	\$2.21 Trillion

ONLINE ENVIRONMENT

- 53%** 75.1 Million Chinese people use the internet
- 83%** Of internet users go online daily for personal reasons
- 79%** 1.1 Billion Chinese people are unique mobile users
- 61%** Of Chinese people usually access the internet via a smartphone

China vs USA

Average Daily Time Spent with Media

Medium	China (Hours)	USA (Hours)
Internet	2.5	2.5
Smartphone	2.2	2.0
TV Viewing	1.7	1.7
University Work	1.1	1.1

China vs USA Apps

How many on their phones? World: Avg. of 80 apps
China: Avg. of 100 apps

How much time? China 225 billion hours in 2017. Next largest market was India at 50 billion hours!

Top 5 Apps

Based on monthly active users

- WeChat
- QQ
- Taobao
- Alipay
- Weibo

There are more than 20 million .cn top level domains registered in China

49% of internet users were introduced to a later purchased product/service via the internet

Baidu is China's most popular search engine with 74% market share

SOCIAL MEDIA

Active Social Media Users

65% Of total population

There are 85 million more active social media users in 2017 than in 2016, and 22 million more active mobile social users.

WeChat Users

17% Increase YOY of avg. daily logged users

On average, 907 million people in China logged in per month. There were 38 billion messages sent every day (7% increase), and 700 million connected calls (160% increase).

Video Viewers

229 Million people in China

China's subscription over-the-top video market is booming, and is expected to grow to more than a quarter of the population. Tencent, iQiyi, and Youku are the main providers.

Time Spent on Social Media

2.0 Hours per day

China's ranked 25th in terms of the amount of time spent on Social Media. China is almost tied with the USA that spends 2 hours and 1 minute per day!

Most Active Social Media Platforms

Survey based data, self-proclaimed frequent activity

ECOMMERCE

10 Largest Ecommerce Markets

By billions USD

The top marketplaces include: Alibaba, Amazon, eBay, JD.com, Taobao, and Tmall.

There was a 12% increase in 2018 in the number of people purchasing consumer goods via e-commerce.

Singapore's Day 2017 brought in 26.4 million dollars of sales in 24 hours, a 39% increase from last year.

E-commerce is not slowing down. It is expected to grow to 1.7 trillion by 2020.

28% Alipay

Alipay is a part of the Alibaba Group, it's the most commonly used online payment platform in China. It operates all this more than 500 financial institutions, including Visa and MasterCard, to provide payment services to e-commerce platforms. It is the only platform accepted by Taobao and Tmall, which have 82% share of mobile online shopping.

25% UnionPay

UnionPay is an online transaction platform integrated with various online payment.



Questions?
We are happy to help!



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