

# China Cross-Border E-commerce & Tmall Global

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TMALL GLOBAL  
天猫国际

# Alibaba's Mission: To Make It Easy To Do Business Anywhere

## Core Commerce

### Retail Commerce

China

淘宝网  
Taobao.com

TMALL天猫

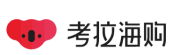


Cross Border &  
Global

AliExpress



TMALL GLOBAL  
天猫国际



### Wholesale Commerce

China



1688.com

Cross Border &  
Global

Alibaba.com

## Consumer Services



CAI NIAO 菜鸟



Logistics Infrastructure for Core Commerce  
and New Retail Initiatives



阿里妈妈

Marketing Services & Data Management Platform



蚂蚁金服  
ANT FINANCIAL

Payment and Financial Services Infrastructure

阿里云

Technology and Systems Infrastructure

## Digital Media and Entertainment

YOUKU



阿里音乐



UC Browser



阿里巴巴·文学  
Alibaba·Literature

Data Technology for Digital Media and  
Entertainment

## Innovation Initiatives



# What is Tmall Global (TMG)?

**The largest B2C cross-border e-commerce platform in China.**

It provides a channel for international brands to test the China market, and offers different business solutions for merchants entering the market.

**26,000+**  
International  
Brands

**84**  
Countries  
and Regions

**5,300+**  
Categories





# How is Tmall Global Different from Tmall?



## Tmall Global

helps brands enter the Chinese market through cross-border trade

## Tmall

helps brands that are already established in China

Legal entity	Outside of China	In Mainland China (subsidiary or distributor)
Bank account	Outside of China	In Mainland China
Payment	In home currency	In CNY
Trademark registered	In home country	In Mainland China
Product Qualification	CBEC Positive List	Local Registration (animal testing)
Warehouse Location	Outside of China/China FTZ	In Mainland China
Shipping to Chinese consumers	From overseas/China FTZ	From within Mainland China

# RETAIL TRENDS IN CHINA

The background features a dark purple gradient with abstract, wavy, and grid-like patterns. A prominent feature is a series of thin, parallel lines that create a grid effect, which is more visible on the right side of the image. The colors transition from a deep purple on the left to a slightly lighter purple and then to a warm orange on the right.

# China is the top global e-commerce market with **US\$2.1 TRILLION** e-commerce sales

China has a significant online audience of young consumers

**~900M**  
Internet Users

**66%**  
of China Internet users are aged 39 or under

**99%**  
Mobile Users

Consumers who buy online and keen to buy more

**>3x SIZE**  
of the US e-commerce market

**44%**  
of retail is e-commerce and growing

With substantial potential for further market growth

**>100** cities with **1M** people

Chinese middle class worth **400M** and expected to grow to **~600M**



# Retail is ENTERTAINMENT in China



Sharing & Recommendations



Exploring



Short Video



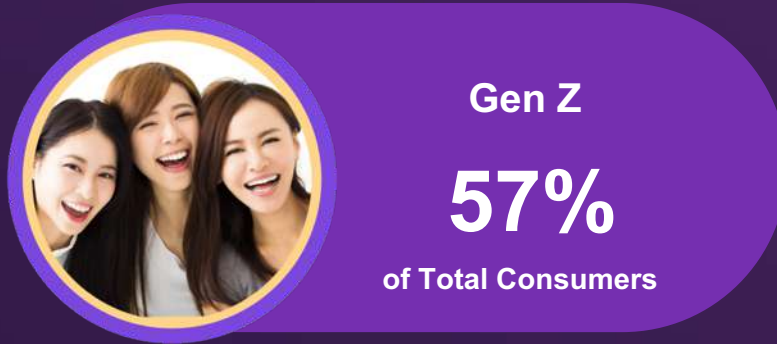
Livestreaming

The background features a dark purple gradient with several wavy, ribbon-like shapes in shades of purple and orange. A fine grid pattern is overlaid on these shapes, creating a textured effect. The overall aesthetic is modern and digital.

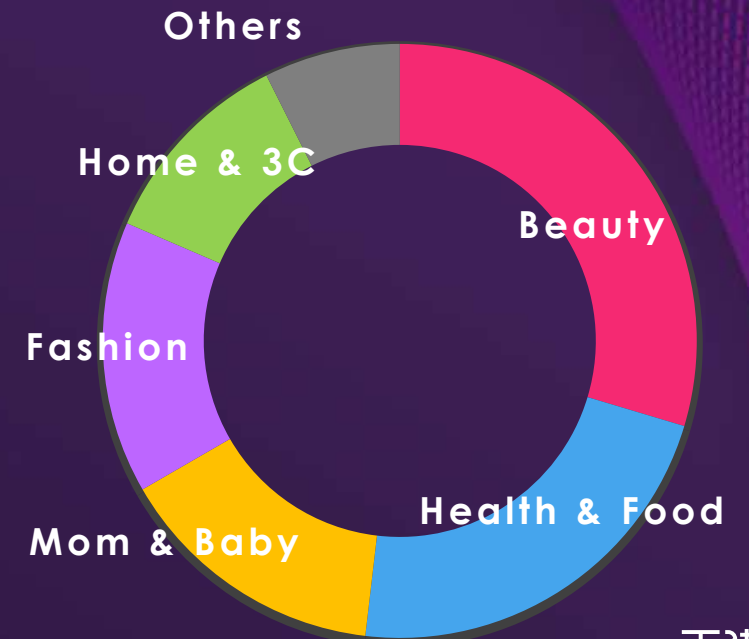
**KNOW AND TARGET YOUR CONSUMER**



# Tmall Global Customer Profile

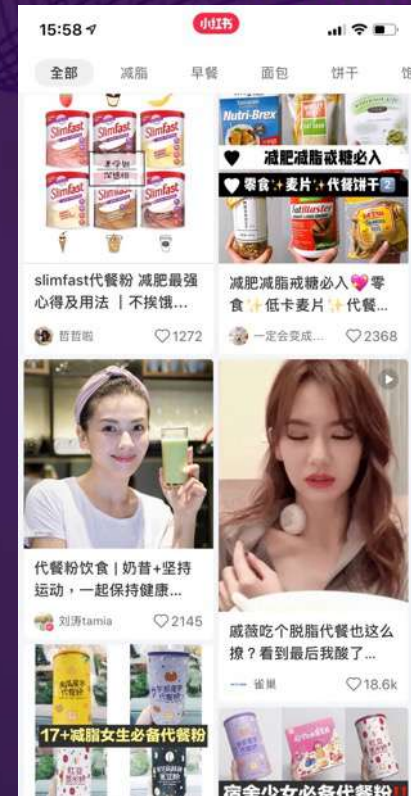


Female > Male in spending and items per basket  
Females shop for themselves, for their partners, for the whole family





# Chinese Social Media – WHAT TO BUY SHOPPING GUIDES





# Fan Engagement on WEITAO

钱夫人家 雪梨定制

已关注 粉丝数123万

搜索店铺内宝贝

升温攻略 | 分享

我们的亲密度 15.0°C

0°C 100°C亲密度

亲密粉领5元券 限10000位 5元 亲密粉专享

亲密粉领20元券 限1000位 20元 亲密粉专享

30元无 限100位 亲密粉

看直播领取优惠券

雪梨直播种草 优惠券送不停

立即参与>

最新微淘 | 上新 | 直播 | 视频

08月13日 10:55

叮~baby们~ 这波秋冬清仓秒杀清单，即将让你们剁手沦陷

博柏利官方旗舰店

已关注 粉丝数154万

搜索店铺内宝贝

升温攻略 | 分享

我们的亲密度 64.0°C

0°C 100°C亲密度

美妆试用礼盒 限5位 立即参与>

精致化妆包 限3位 立即参与>

花与她 限1位 亲密粉

粉丝修炼室 参与互动可提升亲密度哦

1011上去 #我最爱的BURBERRY香水#

"男生女生都可以用的Mr. Burberry" 立即参与>

最新微淘 | 上新

07月31日 11:13

快为你的挚爱挑选礼物

MAC魅可官方旗舰店

已关注 粉丝数1091万

搜索店铺内宝贝

升温攻略 | 分享

我们的亲密度 115.0°C

0°C 100°C亲密度

9.9底价体验礼 限3000位 立即抽奖>

定制粉底液刷 限100位 立即参与>

粉丝专享 限1000 已完结

粉丝修炼室 参与互动可提升亲密度哦

60"课堂 首席雾色官为你献上柔雾妆

上课赢证书>

最新微淘 | 上新 | 直播 | 视频

08月08日 18:00

全城弥漫着爱意的七夕，各位魅粉是否都收到了男友精心准备的礼物？是时候秀一波恩爱



# 11.11 Global Shopping Festival is Setting New Records



- \$74.1 billion USD in Gross Merchandise Value, +26% YoY
- GMV for U.S. Brands was \$5.39 billion USD
- 250,000+ Participating Brands (31,000+ Overseas Brands)
- 474 Brands Reached 100 Million RMB GMV (vs. 299 in 2019)
- 583,000 Orders Created per Second at Peak



# Create a buzz through CELEBRITIES & INFLUENCERS







**TMALL GLOBAL  
BUSINESS SOLUTIONS**



# Tmall Global Offers SEVERAL BUSINESS SOLUTIONS

## MARKETPLACE

Brand focused  
Stores

Internal and  
external  
marketing

Higher  
customer trust

## OVERSEAS FULFILLMENT

Consignment  
model

Goods to be  
shipped from  
overseas  
warehouses

API integration  
and drop-  
shipping

## DIRECT IMPORT

Wholesale  
model

Goods to be  
imported to  
China and  
shipped to  
bonded area

Local Chinese  
warehouse  
shipment

## Web 2 Web (W2W)

Broad  
assortment  
support

API integration

Flexible in  
inventory  
planning

# What is a Flagship Store on Tmall Global?

- Brand-operated online storefront on Tmall Global marketplace platform
- Partner with TP (trade partner) who helps with daily store operations
- Brand building and marketing billboard
- One-stop brand hub to introduce range of products and lifestyle
- Build, maintain and engage with own customer base through a dedicated CRM system
- Access to store sales data and macro category trends
- Logistics: Bonded warehouse/Global Fulfillment Center (GFC)





# Tmall Global Flagship Store is a PARTNERSHIP

## Tmall Global Team

- Supports IT and payment infrastructure
- Provides access to store data & analytical tools
- Provides support for digital traffic
- Provides paid marketing solutions (Alimama)
- Provides Key Account (KA) support if applicable

**Leads** overall effort

Sets **strategy**

Secures **marketing budget**

Works with **other stakeholders**



## 3<sup>rd</sup> Party Trade Partner (TP)

Can be an **operating agency** on behalf of the brand OR a **distributor** who also takes on inventory

## Cainiao Logistics

- Facilitates cross-border logistics
- Provides logistics data & analytical tools

# Overseas Fulfillment



- A low investment opportunity for overseas brands to target and test the market
- Utilizes overseas warehouses for direct fulfillment to Chinese consumers with more inventory flexibility and lower logistics and storage costs
- A consignment model to optimize assortment and facilitate easy exchange of inventory in home country
- Direct shipping from U.S. (Los Angeles and New York), Germany, France, Netherlands, Korea, and Japan



# Overseas Fulfillment – Key Value Proposition

- ☑ Select SKUs not on the positive list for CBEC can also be sold via direct mail
- ☑ 100% access to Chinese consumers seeking overseas products
- ☑ Low cost market entry for testing and assortment optimization
- ☑ Wholesale cost basis with minimal extra sales operational costs
- ☑ Flexible settlement options: weekly or monthly in home currency
- ☑ Easy returns or exchanges of inventory in home country

## Simple Process

Low Investment Cost | Product Strategy Flexibility | High Efficiency in Warehousing

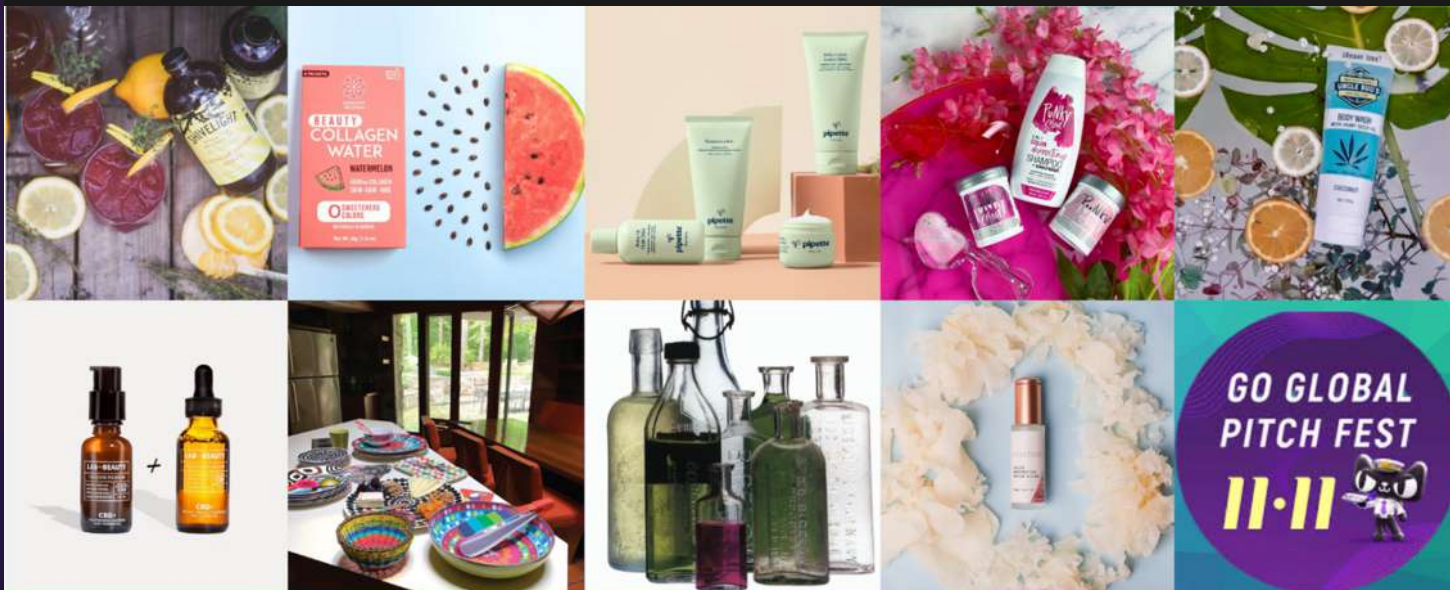
# Tmall Global “Go Global 11.11 Pitch Fest”



GO GLOBAL 11.11 PITCH FEST WINNERS

## Helping American Brands Grow Overseas

The Go Global 11.11 Pitch Fest is an initiative designed to help U.S. small and medium-sized businesses expand globally. The nine winning brands were





The background features a dark purple gradient with flowing, wavy lines in shades of purple and orange. A fine grid pattern is visible, particularly on the right side, creating a sense of depth and movement.

**GET STARTED WITH TMALL GLOBAL**

# Tmall Global Merchant Channel – merchant.tmall.hk

The TMG Merchant Channel officially launched in June 2019 and it is a one stop information hub for brands interested to sell via cross-border in China. Merchants will be able to:

1. Learn more about the **opportunities** in cross-border
2. Learn about the various **business solutions** Tmall Global offers
3. Register and **submit brand application** to Tmall Global for **onboarding**

TMALL GLOBAL  
天猫国际  
原装进口全世界

Home | Tmall Partner | Business Model | Knowledge Center | Webinar Hub | Join Us | Language

## TMALL GLOBAL

China's largest cross border e-commerce platform

**22,000+** International Brands  
**78** Countries and Regions  
**4,300+** Categories

### ABOUT TMALL GLOBAL

Tmall Global is the largest cross border eCommerce platform in China. We host a combination of platform solutions offering both wholesale (B2B2C) and retail (B2C) models for merchants. Over the past five years Tmall Global has evolved to be a trusted platform to purchase imported products.

- ✓ Multi-language
- ✓ Case Studies
- ✓ Business Model Introduction
- ✓ Webinar Hub
- ✓ Knowledge Center



# Tmall Global North America Team Leaders

## Region Head (New York):

Tony Shan, [tony.shan@alibaba-inc.com](mailto:tony.shan@alibaba-inc.com)

## Beauty & Personal Care (Los Angeles):

Jackie Lee, [hsinchih.lee@alibaba-inc.com](mailto:hsinchih.lee@alibaba-inc.com)

## Food & Home Goods (Los Angeles):

Fiona Weng, [qi.weng@alibaba-inc.com](mailto:qi.weng@alibaba-inc.com)

## Pet Products (New York):

Jack Li, [yunjack.li@alibaba-inc.com](mailto:yunjack.li@alibaba-inc.com)

## Canada Market (Vancouver):

Nicole Lin, [pei-chun.lpc@alibaba-inc.com](mailto:pei-chun.lpc@alibaba-inc.com)

## Fashion (Los Angeles):

Emma Lee, [emma.lee@alibaba-inc.com](mailto:emma.lee@alibaba-inc.com)

## Health & Consumer Electronics (Los Angeles):

Eric Li, [xingchen.li@alibaba-inc.com](mailto:xingchen.li@alibaba-inc.com)

## Baby, Kids & Maternity (New York):

Michelle Chung, [michelle.chung@alibaba-inc.com](mailto:michelle.chung@alibaba-inc.com)

## Overseas Fulfillment (Hangzhou, China):

Leo Li, [ly153301@alibaba-inc.com](mailto:ly153301@alibaba-inc.com)

<https://merchant.tmall.hk>

# Tmall Global Virtual Summit 2021



## GATEWAY TO CHINA 2021 Tmall Global New Seller Summit

### Discover the Cross-Border E-commerce Opportunity in China

Tmall Global, Alibaba's cross-border B2C platform, is hosting its first virtual summit to introduce business solutions that enable small and medium-size brands to enter the China market.

Register now to start engaging with the world's largest consumer market!

**JAN 19 - 21 2021**



- January 19<sup>th</sup>, 2021 9am Pacific/12pm Eastern
- Latest Tmall Global Strategic Direction and Solutions for Businesses of All Sizes
- Category Trends and Insights
- Opportunity to Interact Directly with Tmall Global Team in North America





# THANK YOU

GET IN TOUCH!  
SCAN QR CODE



## Contact Info:

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