

THE KEY


Bridging China
Connecting the World

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Hi-Beau海必优CEO张明

仰望星空, 脚踏实地

——我对进军中国市场信心十足

All-In When it Comes to
China Cross-Border
E-Commerce

EDITOR'S NOTE



David W. Adams,
Chief Executive Officer,
S.F. Express International Business Unit

致我们的读者：

很荣幸向各位介绍,我们的跨境电商行业电子期刊——《The KEY》正式创刊。

近年来,随着移动互联网用户数量的增加及国内消费水平的不断提高,中国的电子商务产业正在以惊人的速度保持高速增长。特别是在近几年,消费者对高质量产品的需求也在不断刺激跨境电商行业的发展与繁荣。多方数据无一不在暗示跨境电商市场的巨大潜力,及其未来对中国零售行业发展的潜在影响。

作为中国最大的民营快递服务提供商,顺丰速运也是电子商务行业蓬勃发展的受益者之一。时刻关注跨境电商行业的最新动态及发展趋势,既是我们自身的发展需要,也是我们以客户需求为核心,多元化发展,以求为客户提供强有力支持的使命。

世界之大,地理位置的不同必然导致中国与海外市场之间存在着许多语言、消费习惯,甚至文化上的差异,而这也会在一定程度上成为海外商家进入中国市场,或是中国商家走向全球的障碍之一。因此,《The KEY》的创刊目标与愿景,就是希望能够作为一个具有公信力的信息交流平台,为我们的读者及合作伙伴及时分享行业动态及各方的独到见解,帮助了解这个不断蓬勃发展的跨境电商行业。

本期创刊号的定制内容包括以中国跨境电商市场趋势及海淘消费者画像为基础的行业分析。以及与新加坡知名的健康保健品品牌Hi-Beau海必优的独家专访,从亲历者角度分享海外品牌进入中国市场的全历程及战略布局,为希望进军中国市场的企业提供更多参考。对于从事出口电商业务的读者,我们收集整理了在Amazon及eBay平台的相关运营攻略,提供更具实战意味的案例参考。

新事物的发展与成熟总是需要来自不同角度的声音与反馈。如果您对我们的电子期刊感兴趣,或是对您热爱的行业有一些独到见解,请将您的想法发送到: ibupromotion@sf-express.com,我们热切期盼听到更多不同的声音。当下的商业世界正处于动荡之中,我们对跨境电子商务行业正在发生的变化感到兴奋与激动,并真诚的希望有志者与我们同行。最后,作为一家基于物流的解决方案供应商,我们仍致力于为我们的客户提供高质量的服务,并希望能成为您最值得信赖的商业伙伴。

EDITOR'S NOTE

Dear Readers

I am glad to present you with the inaugural edition of our quarterly cross-border e-commerce newsletter, The KEY.

In recent years the e-commerce industry in China has grown at an astonishing pace, in tandem with the increasing number of mobile internet users and rising consumption levels throughout the country.

Particularly in the last three years, rising consumer demand for higher quality products has caused a boom in cross-border e-commerce business, with industry revenues reaching CNY 4.8 trillion (USD 700 billion) in 2015 and expected to grow at 20% a year through 2020, when it will comprise a staggering 38% of total Chinese trade revenues. (Source: Ministry of Commerce & General Administration of Customs)

Needless to say, the market opportunity is unprecedented in size and will be one of the defining factors in shaping the Chinese retail industry for decades to come.

As China's largest privately-operated express delivery service provider, SF Express is a main beneficiary of e-commerce industry growth. And it is in our best interest to keep an eye on the latest trends in cross-border e-commerce as they pertain to our business. As diligent observers, we are dedicated to tracking the latest market news and data.

There are numerous geographical, cultural, and language differences between the Chinese and overseas markets, and we acknowledge that it can be difficult for merchants around the world to bridge these gaps. With this in mind, we crafted the concept of The KEY as a way to share our resources and insights with you-our diverse audience of customer and partners. We hope to help you better understand China's burgeoning cross-border e-commerce industry.

This inaugural edition consists of tailored content that is designed to be an accurate representation of the broader trends in China e-commerce, as well as potential implications for companies involved with cross-border e-commerce trade. In addition, we have also conducted an exclusive interview with our trusted Singapore-based client, Hi-Beau, a health supplements brand that has made significant inroads with Chinese consumers and can provide further insight for like-minded businesses looking to expand to China.

We are always interested to hear from you. Please send your comments and insights to us at: ibupromotion@sf-express.com. We are genuinely excited about the unprecedented changes going on in the cross-border e-commerce industry and hope that we can assist you in understanding this large opportunity. On our end, we remain committed to providing the highest level of customer service and transparency for our clients, and aim to become your most reliable and trustworthy business partner for years to come.



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**品牌说 COVER STORY****仰望星空, 脚踏实地**

——我对进军中国市场信心十足

**All-In When it Comes to China
Cross-Border E-Commerce**

作为新加坡家喻户晓的“大健康老字号”, Hi-Beau海必优自2004年成立至今一直致力于向大众推广健康的生活方式, 并在顺丰速运等全球合作伙伴的陪伴和支持下, 走向世界, 为全球顾客带来一流的产品和服务。

As one of Singapore's most well-known brands, Hi-Beau was established in 2004 with the goal of introducing the concept of healthy living to the masses. Together with SF Express and other partners, the company has expanded to introduce its products and services to consumers all around the world.

THE BRIEF



跨境电商监管过渡期的一再延长，表示出国家对于跨境电商贸易的认可与鼓励。过渡期政策效果也是明显的，跨境电商零售进口实现了快速发展，预计中国跨境电商规模2018年将达到8.8万亿元。高速持续增长带给这个行业的是无限商机，同时也带来针对整个供应链行业的严峻考验。顺丰国际身处其中，在不断优化产品服务的同时，也需要让更多的中国海淘消费者及海外电商平台了解：顺丰能提供的远不止快递服务，包括物流仓储、供应链优化咨询、金融服务等在内的综合解决方案可以更好的帮助跨境电商企业的长远发展。

Government supervision of the cross-border e-commerce industry has once again extended, indicating that China is recognizing its strength in cross-border e-commerce and taking steps to encourage it. The new policies are having noticeable effects, with cross-border e-commerce sales growing rapidly, and expected to grow to CNY 8.8t by 2018. High-speed continuous growth will bring about countless business opportunities, but will also stress-test the capabilities of entire supply chain industry. Apart from the logistics services, SF International provides a integrated solution including warehousing, supply chain consulting, financial services, and more, which can enhance the development of the cross-border e-commerce industry.

金砖国家将共建数字海关支持跨境电商等新兴商业发展

9月4日,在习近平主席等金砖五国领导人的见证下,中国海关总署署长于广洲与金砖国家海关署长和代表共同签署《金砖国家海关合作战略框架》,确定以“信息互换、监管互认、执法互助”作为金砖国家海关合作原则,将贸易便利、安全与执法、新兴事务、能力建设、多边框架内的立场协调等领域确立为金砖国家海关合作重点。在贸易便利方面,《战略框架》明确金砖国家海关将携手提升货物快速通关能力,通过共同建立相关标准,加快过境货物和金砖国家共同关切的货物通关;在海关合作中提升信息技术应用,积极建立海关数据交换、服务和共享的平台,探索运用国际间广泛认可的设备,保障供应链安全。

On September 4, under the witness of Chinese President Xi Jinping and other BRICS leaders, the director of China Customs signed the Strategic Framework of BRICS Customs Cooperation with the BRICS customs directors and representatives. The Strategic Framework encourage broadened cooperation under the guiding principles of mutual sharing of information, mutual recognition of customs control, and mutual assistance in enforcement so as to boost growth and promote people's welfare.

THE BRIEF

韩国关税厅发布消息，今年上半年韩国消费者海外购物1096万笔，金额达9.74亿美元，同比分别增长34%和30%。美、欧、中、日位列前四大海淘市场，中国占比15%。

In the first half of this year, South Korea Customs Office announced that online shopping had 11 million transactions (up 34% YoY) totaling USD 0.974 billion, (up 30% YoY). The USA, EU, China, and Japan ranked the top four regions for online shopping, with China accounting for 15%.



新加坡的电商市场规模预计到2025年将达到54亿美元。新加坡的互联网普及率为82%，是东南亚互联网普及率最高的地区之一。流量主要集中在十大电商平台，Qoo10, Lazada, EZBuy, eBay, Zalora, Shopee, Reebonz, SingSale, Love, Bonito, FortyTwo。

Singapore's e-commerce market is expected to be worth USD 5.4b by 2025. Singapore's Internet penetration rate is 82%, one of the highest in Southeast Asia. Traffic is mainly concentrated in the top ten shopping websites: Qoo10, Lazada, EZBuy, eBay, Zalora, Shopee, Reebonz, SingSale, Love, Bonito, FortyTwo.

俄罗斯政府打算针对外国电商企业收税，受影响的大型平台包括速卖通、亚马逊和eBay。拒绝纳税的电商企业，将被俄联邦电信、信息技术和大众传媒监督局Roskomnadzor列入黑名单。俄罗斯电子商务协会AITC认为，相比本国供应商，速卖通、亚马逊和eBay具有更大竞争优势，因为价值在1000欧元内、重量31kg内的产品免收增值税和进口关税。

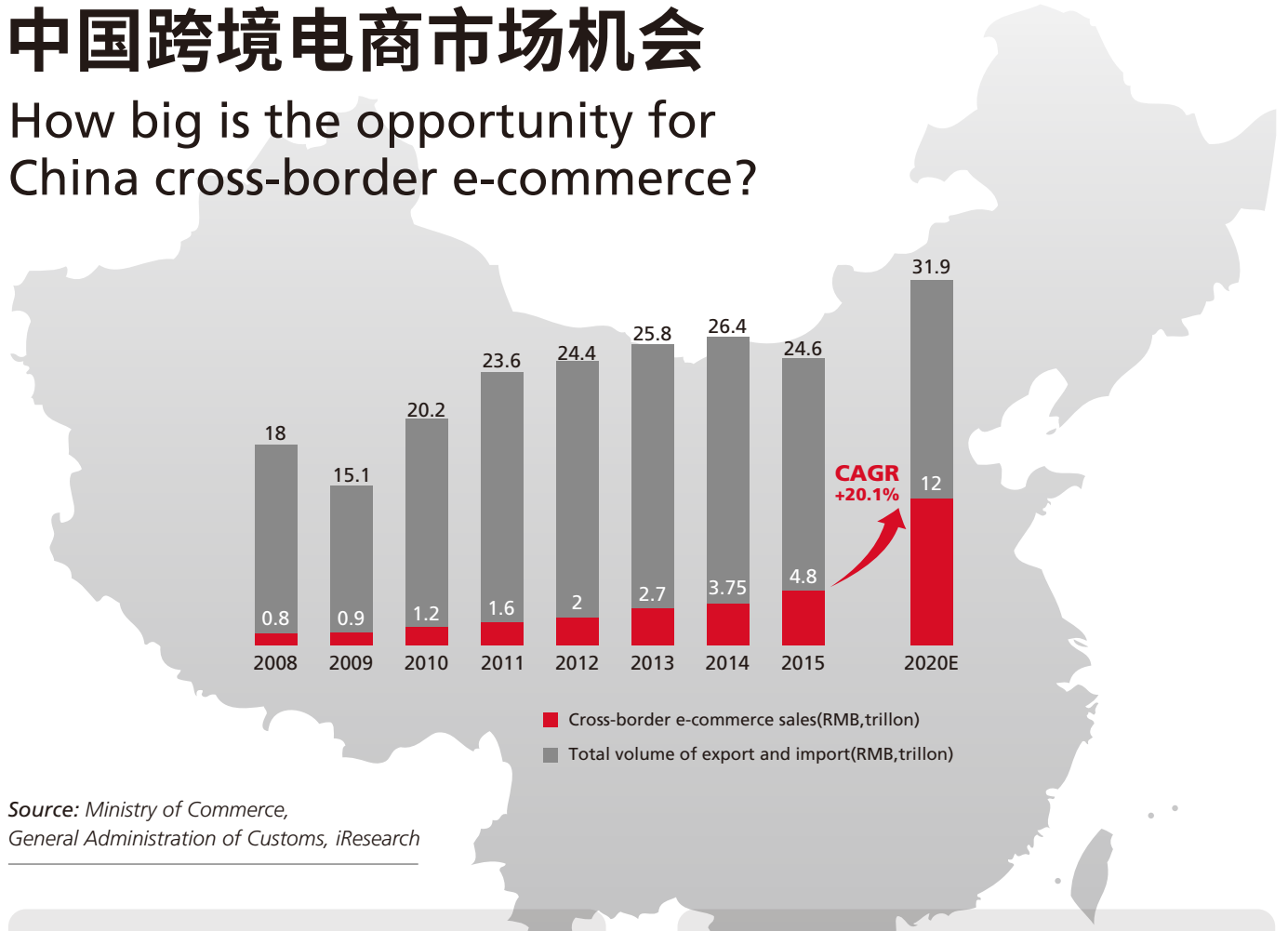
The Russian government intends to levy taxes on foreign suppliers, including AliExpress, Amazon, and eBay. Refusal to pay taxes, will mean incur blacklisting by Russian federal telecommunications and information technology providers, and the Media Supervision Bureau Roskomnadzor. The Russian E-Commerce Association says that, compared to domestic suppliers, AliExpress, Amazon, and eBay have a greater competitive advantage because the shipments under EUR1000 or 31kg are exempt from VAT and import duties



SPOTLIGHT

中国跨境电商市场机会

How big is the opportunity for China cross-border e-commerce?



Source: Ministry of Commerce, General Administration of Customs, iResearch



Large Market Potential

Market forecasted to grow over **20%** annually through 2020



High Purchasing Power

USD \$75 billion via online shopping
USD \$261 billion tourists spending
USD \$80 average per order

跨境电商市场机遇无限

The market opportunity for cross-border e-commerce is large

- 2015年销售额达到48亿人民币, 预计到2020年复合年增长率将超过20%
- 预计在2020年, 跨境电商交易额将占中国进出口贸易总额的38%
- Sales reached 4.8 billion RMB in 2015 and is set to grow at a CAGR of 20% through 2020
- By 2020, cross-border e-commerce sales will constitute nearly 38% of total trade

SPOTLIGHT

来自世界各地的商品正在疯狂涌入，以满足日益激增的需求

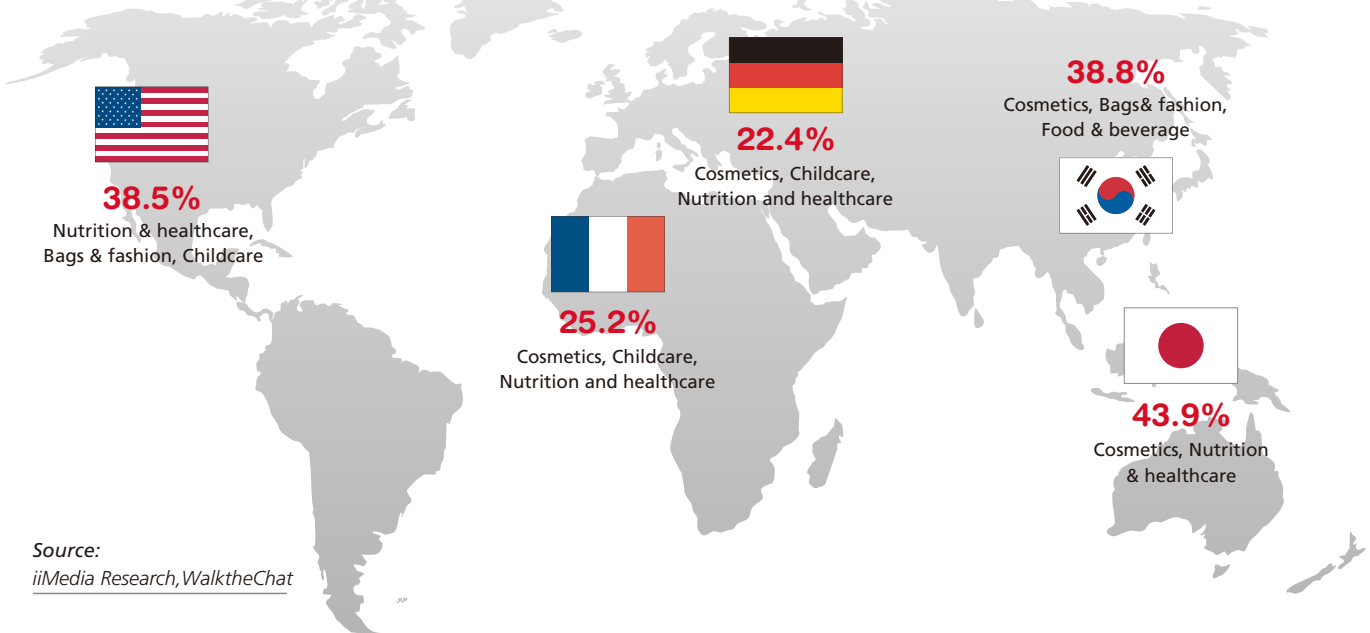
- 来自63个国家和地区的14,500个品牌已经在中国铺设了销售渠道
- 化妆品、保健食品和母婴用品是目前市场上最受欢迎的品类
- 最受欢迎的品牌大部分来自日本、韩国及美国

Brands from all over the world are rushing in to meet surging demand

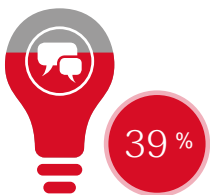
- Some 14,500 international brands from 63 countries and regions have opened virtual stores in China
- The most popular verticals are cosmetics, food & healthcare, and maternity goods
- The top brands are from Japan, South Korea, and the United States

主要来源国商品品类占比

Percentage of cross-border e-commerce customers having purchased from given countries and top categories



刺激购物欲产生的来源 Inspiration for purchases



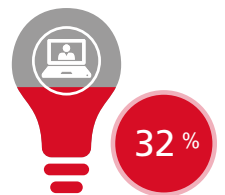
社交媒体
Social networks
(Facebook, Twitter)



品牌在线销售商城
Individual retailer websites



比价网站
Price comparison websites



综合在线销售平台
Multi-brand websites

SPOTLIGHT

中国海淘消费者画像

Who are the consumers that brands are targeting?

75%

拥有本科或以上学位
Possess a college degree

68%

平均每月海淘一次
Of customers make purchases once a month

70%

年龄在18-35岁之间
Between 18 and 35 years of age

66%

订单金额在300-1,000人民币之间
Of purchases are between RMB 300-1,000

25%

月收入超过10,000人民币
Monthly income more than RMB 10,000

25%

居住在广州、上海等沿海城市
Of consumers live in Guangdong or Shanghai

海淘消费者特征：

- 年轻化趋势明显；
- 教育程度高；
- 对生活品质有追求；

Cross-border e-commerce consumers tend to be young, highly educated, and affluent....

海淘的理由 Reasons for cross-border online shopping

Table 1 - Major Reasons for Cross-Border Online Shopping

REASON	PERCENTAGE
高质量的商品品质 Assured product quality	67.8%
更优惠的价格 Cheaper	65.5%
对品牌的喜好 Brand preference	53.0%
国内无法购买 Products not available on domestic sites	52.0%
多样化的产品选择 Diversified products	46.7%
海外旅行时购买过同种商品 Bought the same product when traveling overseas	39.6%
其他 Other	0.4%

Source:iResearch,2015

对商品质量的关注度极高

...with higher expectations than the previous generation, these consumers remain most concerned over product quality

SPOTLIGHT

机遇与挑战并存

While there are many opportunities....
....many risks and obstacles remain

Opportunity



市场潜力无限

预计2020年整体跨境电商进口交易规模
年复合增长率将达到20%

Large market potential

Market for cross-border e-commerce will
grow 20% CAGR through 2020



高消费能力

海淘消费者人均收入达到
人民币10,000/月

High purchasing power

Cross-border e-commerce
consumers have an average
income of RMB 10,000



对海外品牌的偏好

相对于价格敏感的父辈消费者，年轻一代
更关注商品本身的质量及品牌偏好

Opportunities for international brands

The younger generation is more concerned about
the quality of the commodity itself and its brand
preference, compared with the price sensitive parents



Challenge

市场结构复杂，准入门槛高

关务及税金政策不熟悉
现有平台入驻运营费用高



High costs

While large e-commerce platforms
are dominant in China, access comes
with high standards and costs

缺乏品牌知名度

消费者不了解品牌
缺乏信息



Lack of Brand Reputation

Difficult to obtain trust from
customers with unknown brand

缺乏对当地市场的了解

缺乏值得信赖的当地市场服务伙伴，无法
提供完善的仓储物流、市场推广及客户服务



Complexity

New entrants may find it difficult
to handle logistics, marketing,
and customer service on their own

Merchants are recommended to employ third-party firms that provide B2C fulfillment solutions
to help ease the transition to the China market

COVER STORY



仰望星空, 脚踏实地

——我对进军中国市场信心十足

**All-In When it Comes
to China Cross-Border
E-Commerce**

COVER STORY

作为新加坡家喻户晓的“大健康老字号”，Hi-Beau海必优自2004年成立至今一直致力于向大众推广健康的生活方式，并在顺丰速运等全球合作伙伴的陪伴和支持下，走向世界，为全球顾客带来一流的产品和服务。2015年Hi-Beau海必优正式登陆中国市场。凭借良好口碑、原装进口的特性，受到了广大中国消费者的信赖与喜爱。

As one of Singapore's most well-known brands, Hi-Beau was established in 2004 with the goal of introducing the concept of healthy living to the masses. Together with SF Express and other partners, the company has expanded to introduce its products and services to consumers all around the world. In 2015 Hi-Beau formally entered the China market. Through its strong brand recognition and word of mouth, Hi-Beau has been highly successful in attracting Chinese consumers.



前言

几年前，跨境电商这个词，对中国的老百姓而言还比较陌生。近几年，随着“一带一路”的政策导向，加上互联网+的发展，中国的跨境电商迎来了一个蓬勃发展的春天，B2C，B2B，O2O成为创业人士的热词，也成为新的社会热点。

随着中国经济水平的高速发展，小康人群不断扩大，人们对自己的生活品质有了更高的追求，对健康保健品的市场也更为了解，选择多了，人也更加挑剔了。越来越多的人不再满足于国内现有品牌，开始将目光放眼全球市场。

一面是中国跨境电商市场的快速发展，一面是健康保健品的炙手可热，在这样一片商业蓝海中，经营者将面临哪些机遇与挑战呢？怎样才能从众多的竞争者中精彩胜出呢？

《The KEY》此次邀请到Hi-Beau海必优的CEO张明先生，分享在Hi-Beau海必优品牌发展历程中的布局策略、经营心得以及对未来市场趋势的判断。

Preface

Years ago, the term “cross-border e-commerce” posed a mystery to most Chinese consumers. In recent years, facilitated by the One Belt One Road initiative and the rapid development of Internet Plus business models, China cross-border e-commerce has boomed, with terms such as B2C, B2B, and O2O all becoming terms commonplace in everyday terminology.

Along with the country's rapidly growing economy, not only has the number of well-off increased substantially, but their pursuit of quality products has also intensified. As the number of choices available to consumers has multiplied, they feel more inclined to be picky about the products they purchase. More and more people feel dissatisfied with Chinese brands and have begun to turn towards international products.

Not only has the Chinese cross-border e-commerce market grown substantially, but the health supplement industry has also grown in popularity. With this in mind, how do merchants deal with the different opportunities and challenges that the market presents? How does one stand out in a sea of like-minded competitors?

This edition of The KEY invites Hi-Beau's CEO, Mr. Ming (Mike) Zhang, to discuss Hi-Beau's rapid growth and strategies going forward, as well as major trends in the industry and his thoughts on the market.

COVER STORY

把每一位顾客当做家人来对待

记者：作为Hi-Beau的总裁，您是如何定义Hi-Beau的(品牌理念，愿景等)?

张总：我们的理念就是每个人可以通过自然而非药物的方式达到健康、美丽的目的。我们的愿景就是在我们所选择的市場或是类别中成为行业先驱及引领者。

记者：请您简单介绍一下，在Hi-Beau的发展历程中，您是如何将这些理念付诸于实践的?

张总：要做到这一点就必须给顾客提供最好的产品。我们选择产品的原则之一就是把顾客当做家人去对待。我们在全世界范围内跟踪新产品、新技术、新原料，与业界最优秀的研究团队合作，用新加坡卫生科学局给出的亚洲人的适用标准在美国、澳洲和日本等地生产我们的保健产品，我们的目的就是选取、生产和采购最好的、最健康的、最适合的产品给我们的客户，给我的家人们以及我的员工的家人们，可以说给予客户同家人一样的产品和服务，是我们评定产品好坏的标准之一。

中国市场具有无限前景是我们的首选市场

记者：作为一家全球性的跨国企业，您是如何发掘海外新市场的? 您对是否进入某一海外市场的判断依据是什么(可否以中国市场为例)?

张总：关于如何发掘海外市场基于每个阶段我们的判断，中国市场规模很大，且近两年来跨境电商发展势头非常迅猛，虽然我们也在新加坡、马来西亚、香港等开展了电商销售业务，但中国市场依然被视为我们的优选市场。对我们而言，判断是否能进入某一海外市场的依据就是我们是否

Treat each customer as a family

As its Chief Executive Officer, how would you define Hi-Beau as a company (brand theory, vision, etc.)?

Mike: As a health supplements supplier, we aim to offer everyone access to natural products that can enhance their health. Our long-term mission is to become true pioneers in the broader health supplements market.

Could you briefly discuss how you put these thoughts into practice when growing Hi-Beau's business?

Mike: In order to accomplish our goals, we must first commit to providing the highest quality products. We conduct product selection with the principle that we are treating our customers as if they were family. We are continually in-step with the world's latest advancements in new products, technology, raw materials, etc. by maintaining partnerships with the world's leading research teams in the industry. We use applicable standards from Singapore's Bureau of Health Sciences to build health supplement products in the US, Australia, and Japan - in accordance with our intent to select, manufacture, and procure only the best, most healthiest, and most suitable products for our customers. The high quality of our products and services are on par with what we would provide for our own family members, and this is the number one standard that we stand by.

The China market has unlimited potential, and is our number one priority

As a global, cross-border oriented company, how do you come across new markets to enter, and more specifically, what criteria do you consider when entering a new market (take the China market as an example)?

Mike: Our process for selecting new markets to enter is a multi-step process, and at each step we must take different factors into account. For example, though the Chinese market is large, only in the past two years has cross-border e-commerce grown so much more rapidly than it had in the past. Though we have branches in Singapore, Malaysia, and Hong Kong, the China market is our number one priority. To us, the

COVER STORY



能将产品成功推广至该市场，政府的准入与许可，以及是否具备值得信赖的合作伙伴。中国市场因为庞大的潜在用户群体及相对完善的配套体系而具有天然的优势。

记者：您如何看待中国消费市场？您认为保健品行业在中国市场的发展前景和趋势是怎样的？

张总：中国市场具有无限的前景。随着中国经济发展水平的提高，人民生活品质得到了提升，自然对高品质的保健品有了更大的需求。我认为中国市场的发展前景有两点，第一是保健品市场势必会持续增长，第二是国民对海外保健品品牌继续保有热情的同时，国内本土保健品牌也将越来越壮大。

严格把控细节 是我们对顾客的承诺

记者：对Hi-Beau而言，在进军全球市场时，入驻当地市场的电商平台和搭建自有平台有什么不同/优劣呢？在运营天猫、京东店铺的过程中，又遇到了哪些困难呢？

张总：搭建自有电商平台是绝大多数品牌的选择，我们也不例外，但是不得不说能够将自有平台做强做大，并具有足够的流量并非易事，需要长期的投入。所以对于大多数企业来说，相对简单的方法就是进入已有的电商平台，更容易生存和发展。在天猫、京东店铺的运营过程中我们的确遇到了很多需要特殊处理的情况，比如在平台内部的商家竞争，平台流量的投入产出效率，赛马机制中如何保持品牌排名，涉及相关性以及销

main consideration for market entry is whether or not we can introduce our products to the local market in a way that allows them to hit and exceed our already high sales targets. We also examine how we can cooperate with reliable and trustworthy local business partners, and how local government policies may affect our business. The sheer size of the China market and its highly developed infrastructure is its largest natural advantage.

What do you think of the market for China's domestic consumption? And what do you think about the developments and trends that are going on within the health supplement industry?

Mike: The potential that the China market possesses is limitless. As the economy continues to grow, consumer expectations will continue to grow in tandem, and naturally demand for high quality health supplements will do so as well. There are two points I'd like to make about the potential that the China market presents to us: 1. The market for health supplements will continue to expand, and 2. Chinese consumers' reverence for overseas brands will become even more pronounced going forward. Domestic brands will also see some surge in popularity as well.

Strict attention to detail is our promise to consumers

With regards to your global expansion, what is the difference between building a self-owned e-commerce platform and choosing existing ones (such as Tmall or JD) as your business partner? What is the biggest challenge to you when operating online shops on JD/Tmall?

Mike: Building a proprietary, independent e-commerce platform is what the majority of brands out there do, so we are not unique in this aspect. However, I should note that if an independent e-commerce shop is to do well, there must be a sufficient amount of traffic coming in, which is not easy to produce and requires a long period of investment in terms of both time and money. To many companies, it is simply easier to just set up a shop on an existing e-commerce platform; such a platform is also easier to maintain and develop over time. Nevertheless, for our Tmall and JD shops, a host of different issues pop up on a regular basis and we have to put in considerable effort to resolve them. Some common issues include competing with other brands within our industry niche, efficiently

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量等因素，同时，对于不同服务合作伙伴的选择也会在一定程度上影响消费者对品牌的感知与满意度，这些都需要我们投入大量且细致的运营工作、服务沟通及优化等。

记者：在平台发展过程中，Hi-Beau 与众多生产商及服务商进行了合作，请问你是如何选择这些商品供应商及服务供应商的呢？是否有过不愉快的经历呢？

张总：我们一贯秉持的理念就是在品质方面做到产品是给家人服用的，我们跑遍了全世界各大洲寻找符合我们对产品卓越品质要求的一流供应商，这包括对原料供应、生产环境、研发团队等的严格筛选，以原料为例，我们亲选源自天然、经过提炼、功效经过科学验证的原料，从源头就确保成品的一流品质。在配方研发上，我们超越市场，力争做到每一个产品都有创新，有亮点。在物流方面，我们首选顺丰这样一流的解决方案供应商，使用顺丰国际直邮服务，在保证产品运输时效及品质的同时，确保产品由新加坡寄出，直达消费者手中，全程物流跟踪，让消费者买的放心，吃的安心。不再因为物流问题影响购买体验。但是有时候因为平台限制等因素，我们也不得不用到其他物流服务商。不愉快的经历虽然不多，但还是有的，一旦遇到这种情况，我们首先会加强沟通，如果仍无法达到我们的要求，我们也会寻找更好的供应商。



converting traffic into customers, maintaining our brand rankings, and more. On the other hand, consumers tend to have more confidence in a brand that is active on multiple platform, so that is something to keep in mind as well. These issues all require an intense amount of effort and meticulous undertaking to deal with, in addition to maintaining the operations, user interface development, keyword optimization and more. of these online stores.

Throughout Hi-Beau's rapid growth, you have been working with various manufacturers and third-party service providers. What are your criteria for deciding on which business partners to work with? Have there been any bad experiences you would like to share with us?

Mike: Our key principle is that we treat our customers as if they were family, and so we tend to look all over the world for suppliers and partners that share this principle. It doesn't matter if they're a raw materials supplier, a manufacturer, or research group; we take utmost care to filter out bad partners. To use raw materials as an example, we only pick materials that are natural and have undergone strict purification processes and testing. We inspect them thoroughly, starting from their country of origin and ending with the end of the production process. We have surpassed our market peers in our efforts to make sure that our products are innovative and stand out. On the logistics side, our preferred partner SF Express enables us to make sure that our products can be safely delivered to our customers on time. The Certified International Shipping service they provide us with can accurately verify product pick-up information, and track the trajectory of the packages as they pass through multiple stations, helping us to gain the trust of our consumers. However, sometimes limits to a platform's scale force us to use other logistics providers as well. Though there are few cases of poor experiences, they do occur, and when they do happen we do our utmost to improve communications efforts so that they don't happen again. If a service provider cannot meet our needs, we are open to finding better ones.



COVER STORY

所以进入中国市场首先一定要了解中国顾客的特点：他们喜欢什么、需要什么。

While you could say that the Chinese market is the world's largest and most diverse market, you could also say that it's the most difficult market to do business in. So in order to enter the Chinese market one must understand the unique characteristics of Chinese consumers: what are their preferences and needs?

因地制宜是走向全球的前提

记者：您是如何将Hi-Beau这个品牌做到在中国家喻户晓的？在推进过程中有什么中国市场与其他市场不一样的难点或挑战吗？

张总：中国市场可以说是全世界最大、最多样化同时也是最有难度的市场。所以进入中国市场首先一定要了解中国顾客的特点：他们喜欢什么、需要什么。中国顾客在保健品方面毋庸置疑都需要健康安全的产品，且根据互联网的受众比例来说，主要消费群体以年轻女性居多，那么美容、母婴产品相对来说是更加受到市场欢迎的。有针对性地推出优质产品，是我们很快被中国消费者接受和喜爱的原因之一。

记者：除了中国以外，您还有特别关注哪些市场吗？您觉得进入这些市场首先要做的是哪些事情？

张总：除了中国市场以外，离我们最近的就是东南亚/东盟市场。东盟国家地理位置相隔，人文不同，发展程度也不一样，甚至有的国家连运输条件也不一样，比如印尼有很多岛屿。面对这种情况，需要对各个国家做充分和足够的了解，并且要有足够的时间去适应每个国家的国情，再一个一个进入，这样才能为这些地区的顾客提供他们需要的优质产品，并且根据不同的地理状况，找到合适的物流解决方案，解决最基础的商品流通问题。

Localization is a precursor for global expansion

Could you briefly introduce how you grew Hi-Beau to become such a distinguished, well-known brand in China? Are there any unique challenges in the China market that distinguish it from other markets?

Mike: While you could say that the Chinese market is the world's largest and most diverse market, you could also say that it's the most difficult market to do business in. So in order to enter the Chinese market one must understand the unique characteristics of Chinese consumers: what are their preferences and needs? Chinese consumers, at least in the health supplements space, need to be assured that their products are safe; the high proportion of online consumers and the data that represent them indicate that the bulk of them tend to be young and female. Therefore, beauty- and maternity-related goods tend to be more in demand. With this in mind, tailored, high-quality goods have been the number one factor in our acceptance by Chinese customers.

Apart from the China market, are there any other markets that have caught your eye? What do you think would be the first step in entering these markets?

Mike: Aside from the Chinese market, we have been keeping a close eye on Southeast Asia. The ASEAN countries are characterized by their geographical distance from one another, differences in culture, and differences in economic development, with one example being that requirements for cargo transport may differ from country to country. For example, Indonesia is a country with many, many islands. Faced with such a situation, one must do all they can to thoroughly research and understand each market, and it requires a substantial investment of time to become acclimated to each country's unique circumstances. Only by

COVER STORY

记者：在企业发展中，根据对变革的观点和态度不同，领导者会被分为四种类型：倡导者、跟随者、观望者和抵制者；您认为您在经营Hi-Beau的过程中属于哪种类型的领导者？并对Hi-Beau的发展产生了哪些影响？

张总：我认为我们属于倡导者。首先我们在进入每个市场之前，都会仔细研究该市场，找准一两个点有针对性的做市场营销，并且做深做透。在进军海外市场时，作为一个新加坡企业，我们会集中选择一两个国家开展市场营销，而非漫无目的或随波逐流式的广泛撒网。同时，带着希望成为行业先驱及引领者的愿景，我们无惧变化，并乐于在全球市场不断摸索和尝试。

后记

正如Hi-Beau海必优CEO张明先生所认为的，中国经济的腾飞令中国这个原本就潜力无限的市场火速发展，而跨境电商的出现与发展更是在一定程度上降低了海外企业进军中国市场的门槛，跨境贸易逐步开放的同时也加速了市场竞争。但放眼未来，面对日渐成熟的市场及不断壮大的本土保健品牌，企业应该在“善变”与“不变”中取得平衡。善变的是针对市场变化和消费者需求因地制宜的灵活策略及扩张模式，不变的是始终坚持一流的产品品质，深耕市场的精准营销以及值得信赖的服务合作伙伴，才能不断满足日益升级的消费者需求，并在愈加激烈的竞争中立于不败之地。



entering each market one by one can you provide the best products and services for your customers. Because of the numerous geographical difficulties that the region entails, figuring out what the best logistics solutions are is oftentimes the first step.

Throughout a company's growth period, its leaders oftentimes can be divided into four types: advocates, followers, observers, and pioneers. What kind of leader do you think you are? And how has your disposition affected Hi-Beau's development over the long run?

Mike: I'd like to think of us as advocates. Firstly, before we enter each market, we conduct an immense amount of detailed research, and try to figure out one or two ways to carry out highly tailored marketing, because if we don't, it can be easy to be overlooked by consumers online. At the same time, in order to fulfill our desire to become industry pioneers and leaders, we are constantly changing, and constantly engaging in trial and error in order to figure out how we can conform to the rapidly changing global market.

Epilogue

Hi-Beau CEO Ming Zhang discloses that though the rapidly growing Chinese economy has brought about numerous opportunities, competition within the cross-border e-commerce space has intensified and the barriers to entry have been lowered substantially. He believes that, when facing such obstacles, it makes sense to adapt rigorously to local tastes, but also strive to preserve the perception of a unique brand throughout the process. Only with a flexible approach, highly tailored marketing, and local partners that share the same principles can a new market entrant find success in the Chinese market.

信息消费升级 背景下的电子商务新玩法

The Next Era of E-Commerce

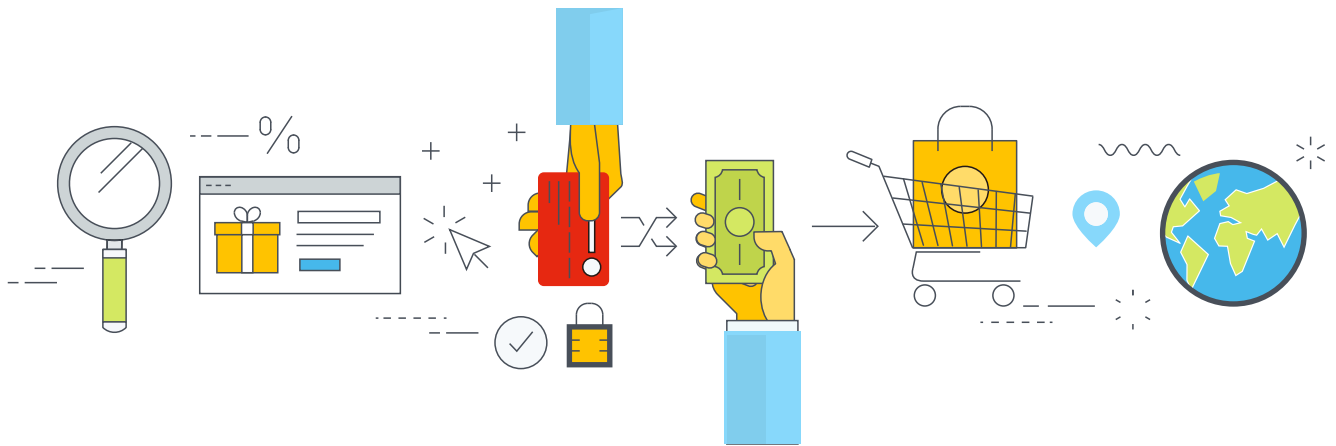
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8月, 经李克强总理签批, 国务院印发了《关于进一步扩大和升级信息消费持续释放内需潜力的指导意见》(以下简称《意见》), 部署进一步扩大和升级信息消费, 充分释放内需潜力, 壮大经济发展内生动力。《意见》中指出: “培育基于社交电子商务、移动电子商务及新技术驱动的新一代电子商务平台, 建立完善新型平台生态体系。”

In August, led by Prime Minister Li Keqiang, the State Council issued a circular to promote and upgrade information consumption, aimed at further unleashing the potential of domestic demand. The document notes that: “Cultivating social e-commerce, mobile e-commerce, and new technologies to create the next generation of e-commerce platforms will result in a new type of retail ecosystem.”

THE VIEW



从《意见》中我们可以看到“新一代电商平台”具备三个关键特征：移动、社交、新技术。

移动互联网： 提供了数字化的消费者ID

我们已经是移动互联网大国，我们应该也是移动互联网第一强国了。

IDC最新数据显示，2017年第一季度中国智能手机市场出货量同比仅增长0.8%。智能手机出货量增长几乎停滞，同时也反映了智能手机销售增长乏力的背后恰恰是智能手机在中国已经达到了接近饱和的状态，市场普及率太高了。这一切有赖于硬件价格的下降，也有赖于移动互联网应用场景在国内的极大丰富。

在移动支付领域，中国领先于全球大部分国家已经是不争的事实，并得到了国内外的普遍认同。前段时间，新加坡总理李显龙在一场演讲中调侃说，他的一个部长去上海显得像个乡巴佬，因为不了解移动支付在中国的普及程度。

移动互联网的普及、移动互联网应用场景的丰富，为“新一代电商平台”的发展提供了很重要的基础条件：在一个位置、空间、人际网络的三维网格中，移动互联网把所有的消费者都数字化了，并且赋予了所有消费者一个唯一的ID，即手机号。

From the State Council's circular we can conclude that the next generation of e-commerce platforms will be characterized by three main factors: mobile e-commerce, social e-commerce, and new technologies.

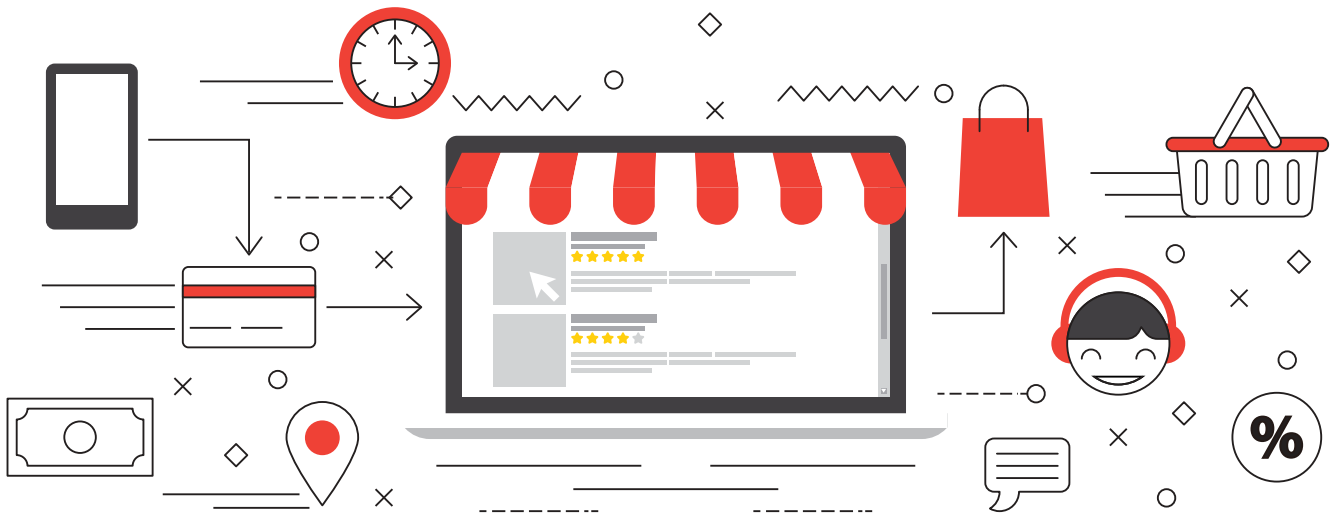
The Mobile Internet: Providing a digital ID for each consumer

We have already become a large, strong country of mobile internet users. IDC data shows that in the first quarter of 2017, the Chinese smartphone market grew just 0.8%. Growth of smartphone sales is flattening, reflecting the fact that the market is quite saturated and that penetration rates may already be too high. This is partly due to the declining prices of hardware and partly due to the proliferation of mobile internet applications as well.

As for mobile payment services, China has already surpassed the rest of the world to become the undisputed leader. Recently Singaporean Prime Minister Lee Hsien Loong scoffed that one of his ministers visited Shanghai and felt like a country bumpkin because he didn't realize how widespread mobile payments had become in China.

The popularization of mobile internet and the rich application of mobile internet provide a very important basic condition for the development of "new generation e-commerce platform": in a three-dimensional grid of location, space and interpersonal network, the mobile internet has digitized all consumers, and has given all consumers a unique id, the cell phone number.

THE VIEW



社交网络:创建新的认知 扩大连接半径 裂变海量社群

“新一代电商平台”之于老一代电商平台最大的市场切入机会是消费升级带来的红利。先有认知升级,才有消费升级。今天的中国消费者,9亿多活跃于社交平台之上,在“认知”与“连接”的相互促进关系中,它们催生了海量的社群,这些社群是“新一代电商平台”最重要的经营对象。

基于社交网络的电商市场,目前看不到天花板。社群有大有小,社群有生有灭,但只要有人能够创造出新的认知供给,就会产生新的认知级差,有级差就有创建新市场空间所需的流动性。在以“社群”为网格来切分新的细分市场上面,数量几乎是没有上限的。

新技术:大数据和人工智能 把人的社会行为可视化

《智慧社会》的作者彭特兰提出了“社会物理学”概念,基于大数据的收集来构建人们社会行为的测量模型,从而试图让人们复杂的社会行为有机会可视化。只要可以被衡量的,就有机会被管理、优化。

Social Networks: Creating, Expanding, and Linking Communities

The biggest market opportunities for new generation e-commerce platforms rely on the consumption upgrade. One had to create awareness that better products were out there before consumer spending could increase. Today's consumers comprise over 900 million social networking users that are inherently linked to each other, and which will be the target audience for the next generation of e-commerce platforms.

The potential for e-commerce platforms on social networking sites is almost unlimited. User groups can be big or small, and can grow or dissipate over time, but new ones will always arise. This flexibility creates numerous opportunities for new, niche markets to emerge and grow.

New Technologies: Using Big Data and Artificial Intelligence to visualize social and consumer behavior

Social Physics author Alex Pentland brings up the concept of “Social Physics”, which takes big data and uses it to create a measurement model for social behavior, thus attempting to visualize the complexities of how people interact with each other. Once social behavior can be measured, we can then figure out how to manage and improve it over time.

回到“新一代电商平台”的视角

国务院《意见》中写的是“培育基于社交电子商务、移动电子商务及新技术驱动的新一代电子商务平台，建立完善新型平台生态体系。”新技术驱动，今天对电商、零售而言，被大家提及最多的我认为是：云计算、大数据、人工智能。“新一代电商平台”需要有云计算、大数据、人工智能等新技术来驱动。上面提到的两点：“消费者已经是唯一的ID”、“消费者社交关系的互联网化”，为“新一代电商平台”运用大数据和人工智能创造了必要条件。

今天，我们频繁提及“建立完整的用户画像”。我们需要建立的不仅仅是用户的消费画像，而是用户的社会画像。因为人是社会性的存在，零售也是社会性的行业，人们的消费行为会明显的受到社会环境的影响。为了更好的预测消费者的消费需求，就需要更完整的构建消费者的社会画像。

以用户的唯一ID为识别对象（行为点），围绕用户互联网化的社交行为所映射出的社会轨迹（行为流），积累足够多的数据（行为网），在对具体对象做模糊化处理以符合隐私和个人数据安全的规范之后，计算机可以构建出对应的用户社会画像，例如关系的远近亲疏、用户行为与某些认知的关连关系等等。有了更完整的用户社会画像（好比从一个像素点发展成一张像素点阵组成的高清图），在人工智能的算法支持下，消费领域的供需匹配效率会更高。

举例来说，日后零售店铺的操作后台可以就小店店面的大小，老板个人的年龄、个性、资金的状况，乃至方圆一公里内所有消费者的画像，来提供最合理化的商品结构推荐。比如，周边有100位养狗的居民，系统会推荐卖狗粮；如果周边有一百个孩子，系统则会推荐进尿片。在上面的场景中，大数据积累提供了小店周边的用户社会画像，系统提供了供需匹配的建议。

Looking at the next generation of e-commerce

The document published by the State Council notes that a new type of retail ecosystem will result from the mix of social e-commerce, mobile e-commerce, and new technologies. New technologies will affect e-commerce the most in the following fields: cloud computing, big data, and artificial intelligence. The next era of e-commerce will require developments in these three key areas. Two preconditions must be met: users will be ID'd by their consumption behavior, and the social relationships between consumers will be visible online.

Today, as we frequently refer to "building a complete user portrait", we need to build more than the consumer portrait of the user, but the social portrait of the user. Because people are social existence, retail is also a social industry, people's consumption behavior will be significantly affected by the social environment. In order to better predict the consumer demand, we need to build a more complete social portrait of the consumer.

The concept that a user's digital ID is an accurate representation of his/her real-life persona (behavioral point) allows one to map out the trajectory of his/her social behavior (behavioral flow), accumulating large amounts of data (behavioral web), while at the same time resolving any privacy or user data issues. This allows computer systems to create a model of user communities, detailing the degrees of separation between users, user behavior, and other potential links. With a more complete picture of user communities, companies can use artificial intelligence to better match supply with demand. For example, in the future retail companies will be able to know how big to build their shops, what kind of managers they should hire, and even what kind of consumers will be within a one kilometer radius of their shops. This will create a more rational way for retailers to provide product recommendations for consumers. For example, the surrounding neighborhood may have 100 dog-owners and the system may automatically recommend dog food as a result; or if there are 100 children in the area the system may recommend diapers. In such scenarios, the accumulation of data will result in the creation of user communities, and the systems that the retailers operate will be able to provide more accurate recommendations.

OPERATION TIPS

导读

Introduction

从选品到运营，亚马逊旺季“爆单”细节详解

在亚马逊运营中，选品是做亚马逊店铺的源头和关键，从亚马逊选品铺设过去的运营基础才会更加牢靠、充实。

跨境电商霸气女王Skyla从节选产品出发，探寻每个节点下亚马逊运营的潜在市场。

Cross-border e-commerce expert Skyla discusses how a seller can penetrate different markets on Amazon, starting from the first crucial step of product selection.



亚马逊选品的10大法则

The Ten Principles of Amazon Product Selection

文/雨果网 钟云莲 Yuguo Wang, Author Zhong Yunlian

法则 01

注意价格区间下的利润值

在亚马逊平台上，做一款产品最为核心的是产品本身所包含的利润空间，如果在当前现有市场上已经有大卖家垄断了绝大部分的销量，且它的价格优势是卖家自身所无法企及的，那么Skyla建议卖家应该予以舍弃，相应的卖家应该要去寻找一款垄断市场且具备价格优势的产品；

影响价格的因素是多方面的，比如发海运、空运和陆运的选择，产品所在的新品推广低价策略期间或者成熟稳定赚取利润期间的不同阶段，都会影响产品的定价。

Principle # 01

Pick a product based on its potential profit margin

On the Amazon platform, to select a product potential seller must first focus on its potential profit. If a certain market is controlled by a large monopoly, then its product's prices may be unmatched. Therefore, Skyla recommends that sellers give up on competing with such a player and instead focus on a market that its products can corner.

Factors impacting price can be many, such as whether the product can be shipped by sea, air, or ground, or whether the product is at an early or late stage of its lifespan.

OPERATION TIPS

法则 02

测量销量状况

亚马逊卖家店铺中，产品近期的销量才能刺激店铺提升首页排名，而在此情况下才可能再去制定销售计划和目标，抢占市场份额；

如果一款产品看起来有几千个Review，但是卖家在实际测量销量时收效甚微，她同样也建议卖家先观望一下有可能这是款季节性产品，且当前该产品正处于季节性休眠状态。

Principle # 02

Keep a close watch on sales volumes

For an Amazon seller, only short-term sales volumes can help push a product up the page rankings, and only after this occurs can a seller decide on a sales plan and sales targets, such as how much market share he/she would like to target.

If a product has thousands of reviews but a seller's attempts at real-time sales monitoring cannot yield results, Skyla also recommends that the seller examine whether or not the product is a seasonal product and has entered its off season.

法则 03

甄选Review星级

针对Review而言，首先Skyla一般不建议大家去做市面上已经有很多个listing、超过1000个Review的这种产品，因为这几个超多Review的产品基本会垄断80%-90%的销量；

其次一款产品Review星级低于4星的不予考虑，这说明该产品具有普遍的不可避免的缺陷；

最后差评的内容也是大家一定要关注的，卖家要把这些缺陷了解清楚防范于未然。

Principle # 03

Examine products through filtering by average customer review

When examining product reviews, Skyla recommends against going to a marketplace where there are too many listings, because products with over 1,000 reviews tend to dominate 80-90% of sales volumes.

Secondly, one should avoid products with an average customer review of less than four stars, as this indicates that the product is flawed.

Lastly, one should also pay attention to negative reviews, and sellers should address flaws that the product may have.

法则 04

上架时间长短

如果卖家所选的参照产品上架时间已经超1年，建议卖家慎重选取；

超过2年的不考虑，别人上架很久产品已经成熟了，这时候卖家再去做就没有任何优势可言了；

要选上架时间比较新，且Review和销量都蹿升很快的产品去做才有机会。

Principle # 04

Look at the listing duration of a product

If a product has been listed for over a year, Skyla recommends that the potential seller be careful.

After a product has been listed for over two years, customers have already become accustomed to the product, and new entrants may have difficulties breaking in.

When a product is relatively new to the market, a new entrant move up quickly in terms of reviews and sales volume.

OPERATION TIPS

法则 05

精确产品类目

在亚马逊店铺实际运营过程中，会发现同款产品大家放的类目并不一样，这时候卖家就要多参考其他卖家摆放的类目和销量的间接联系，继而对应自身产品去决定放到哪个类目；

Skyla表示往往就是因为一个类目不准的原因，部分卖家的店铺单量就会受到很大的影响。

Principle # 05

Boil it down to a niche product category

In reality, Amazon sellers often find that items tend to fall into slightly different niche categories, and need to be more specific as to what niche to focus on.

Skyla suggests that when a product category is not specific enough, a seller's sales volumes may suffer as a result.

法则 06

颜色尺寸的“二八理论”

卖家可借鉴和参考市面上现在哪些颜色和尺寸是卖的好的，不要盲目的把多个颜色尺寸一股脑的发FBA，这样不仅仅会比较占用资金，产品堆积也不能得到很好的订单转化率；

卖家应谨记“二八理论”，无论你的运营多么厉害，永远只有百分之二十的颜色和尺寸是卖的最好的，那么卖家在此前提下直接盯准这20%就好。

Principle # 06

Pay attention to the “28 theories” of color and dimension

Sellers should take into consideration the color and dimensions of best-selling products, but not necessarily copy their exact format, as this may require a large investment and the product may not necessarily result in a high conversion rate.

A seller should bear in mind the “28 theories”; regardless of how good he/she is at execution, only 20% of products are the best-sellers, and those are the ones the sellers should pay more attention.

法则 07

搜索热度

一般情况下，用几个核心关键词去搜索卖家想做的那款产品，如果搜索结果超过5万的就不用考虑了。

因为市场竞争已经太过于激烈，除非卖家有什么秘密武器能够从这超5万的卖家里面凸显出来，拥有自己的卖点和优势，否则不建议卖家做这些同类产品。

Principle # 07

Examine a product's search keyword popularity

Generally speaking, if a seller is looking for a product to sell, he/she should do an online search using specific keywords; if over 50,000 results show up then the seller should move on to a different product.

Since the market is so competitive, unless the seller has a secret weapon that allows its product to stand out amongst these 50,000 listings, he/she should avoid these types of products.

OPERATION TIPS

法则 08

New release(新品)

“我们选品最不要从bestseller 榜单去选品，因为你会发现很多产品我们都没什么机会了，人家甩我们几十条街了，追赶起来并不是那么容易，所以大家要多关注的是new release榜单。

从最近崛起的新款产品里面去寻找商机，那种review数量还不是很多，上架时间还很新，排名蹿升很快的，就是我们还有机会的需要快速下手去一决雌雄的。” Skyla说道。

Principle # 08

Follow newly released items

“The products that we pick are not selected from the best-selling item lists, because we discovered that there are many products with which we have no chance, and incumbent sellers have large advantages that make it difficult for us to catch up. So everyone should pay attention to the New Releases item list”

“One can discover new opportunities from new product categories. Since the number of reviews are low, the products have not been listed for very long, and a new product can move up the rankings very quickly,” Skyla says.

法则 09

产品市场趋势

选品过程中，卖家需要考核该产品在过去几年以及最近一年的销售情况；

判断对应的销售旺季和淡季，卖家需要在淡季先去推广，做好旺季爆发的准备。

Principle # 09

Pay attention to product/market trends

When picking a product, sellers should take into consideration how their products were sold in the last few years;

Sellers should also plan accordingly to seasonal variations, as they should conduct advertising in the off-season and prepare for higher volumes of shipments when the product is in-season.

法则 10

打造上游供应链

选品过后，一家创新能力、制造出众的工厂是卖家强有力的后盾。

工厂是否能够配合卖家和市场的差异化需求、产品质量是否过关，这些都是十分重要的问题。

在Skyla看来，找一家对卖家支持力度大的工厂很重要，否则卖家前期辛辛苦苦推广的产品效应，可能因为工厂质量和供应不及时等原因受到牵连；

产品因为质量问题导致下坡路或者被亚马逊平台移除是真的划不来的，卖家应该及时跟进和审核工厂的产品生产和认证资质，避免因侵权、劣质造成不必要的损失。

Principle # 10

Develop an upstream supply chain strategy

After deciding on a product, a seller should focus on innovating and figuring out how to manufacture large quantities of high-quality products.

Whether or not factories can keep up with the seller's and market's needs, and whether product quality reaches a certain standard are all extremely important questions.

From Skyla's point of view, finding a supportive manufacturer is very important, or else a seller's efforts at marketing may go to waste if the product quality or shipping time may not be up to customers' expectations.

A product being removed from Amazon's platform due to product quality issues is a worst-case scenario, so the seller should carefully check a manufacturer's qualifications and avoid copyright infringement; otherwise poor product quality can lead to large losses down the line.

IDEA WATCH

eBay平台上的五大新兴科技品类

Five Types of Innovative Products on eBay



报告来源eBay



智能穿戴设备: 人体的无限延伸

智能穿戴，即直接穿戴在身上或是整合到服饰的智能设备。它延展了智能手机和电脑的功能，并以更加贴身和便携的形态出现。智能穿戴设备不仅是硬件设备，还可以通过软件支持和数据交互得以实现强大的功能。

Smart Wearables: An Extension of the Human Body

Smart wearables can be worn by consumers or integrated into clothing. They can be considered an extension of smartphones and computer technology, but more portable. Smart wearables not only are hardware products, but can also, through software and big data, provide additional functions for users.

中国卖家经营智能穿戴设备主要包括 Types of Wearables Sold by Chinese Sellers on eBay



智能手表
Smart Watches



智能耳机
Smart Headphones



智能眼镜
Smart Glasses



智能手环
Smart Wristbands



美国、英国和德国分列中国智能穿戴设备目标市场前三位
The US, UK, and Germany are the three largest markets for China smart wearables.



法国、意大利和西班牙成为最具发展潜力市场
France, Italy, and Spain are three markets with the largest potential for growth.

中国卖家智能穿戴设备销售额年增幅超过150%
The volume of smart wearable goods sold by Chinese merchants is growing by 150% annually

IDEA WATCH

虚拟现实: 社交娱乐新纪元

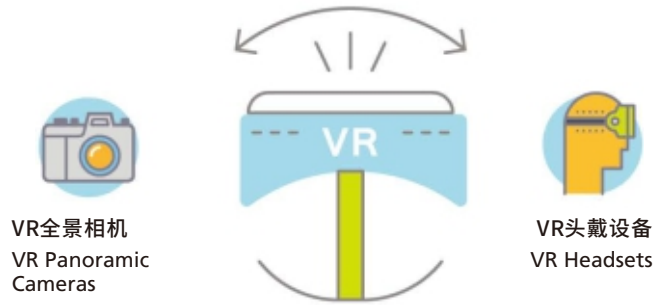
虚拟现实, 简称VR, 是利用计算机技术营造一个虚拟的三维数字世界, 通过对人类视觉、听觉、触觉、嗅觉等一系列感知的模拟, 让使用者获得身临其境的体验。

随着VR硬件设备和VR内容的不断成熟, 以“硬件+软件+内容+应用”为核心的VR生态已然显现, 正逐步覆盖游戏、影视、直播、社交、传媒甚至教育、医疗等领域。

Virtual Reality: The Era of Social Entertainment

Virtual reality, also known as VR, utilizes computing technology to create a virtual, three-dimensional world that simulates the senses of sight, sound, touch, and even smell, allowing users to experience real-life scenarios. VR will continue to make new advancements, creating an ecosystem of “hardware + software + content + applications” that will gradually come to cover a broad array of different industries including gaming, film & TV, live streaming, social media, and even education and health care.

中国卖家在eBay平台上销售的VR设备主要为 Types of VR Equipment Sold by Chinese Sellers on eBay



美国是销售额最大市场且同比增长超过**350%**
The US is the largest market for VR equipment, with sales volumes growing **350%** year-on-year

加拿大和澳大利亚分列**2、3**位
Canada and Australia are the number **two and three** markets for VR

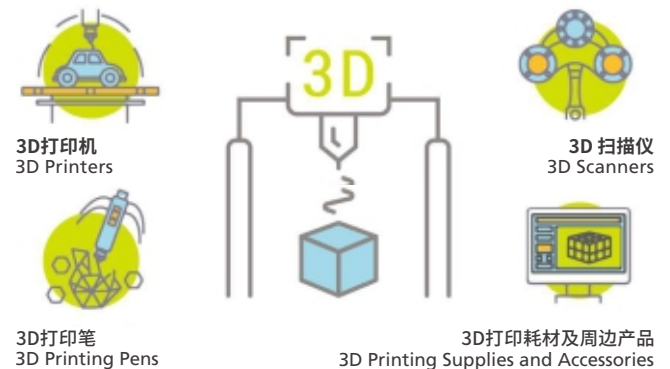
3D打印: 人人都成“造物者”

3D打印, 是基于数字模型、通过逐层打印的方式构造立体实物的技术。目前正被逐步地广泛应用于医疗、建筑、汽车、太空、教育、设计等各种领域。

3D Printing: Everyone is Turning into Makers

3D printing is a technology that uses digital models and a layer-by-layer approach to printing to create real, physical products. Its applications are gradually expanding to cover the health care, construction, automobile, space, education, and design industries.

eBay中国卖家的3D打印类产品主要包括 Types of 3D Printing Products Sold by Chinese Sellers on eBay



法国、意大利、西班牙市场中国卖家3D打印类产品同比增长长达**450%**
Chinese sellers are seeing sales for 3D printing products surge by **450%** annually in France, Italy, and Spain

工业制造强国德国对3D打印类产品的需求也尤为强劲, 不仅成为中国卖家第二大目的地市场, 并且仍然以超过**100%**的增幅继续高速发展
Industrial powerhouse Germany is a key market, having become the second largest destination for Chinese sellers, with growth growing by over **100%** annually

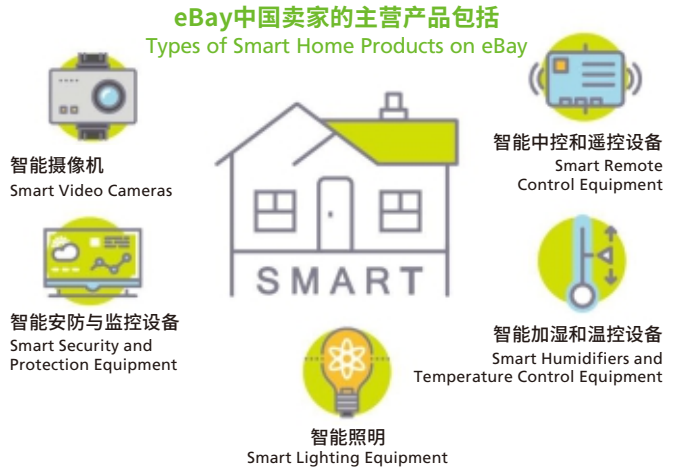
IDEA WATCH

智能家居: 整套生活解决方案

智能家居是利用物联网、控制、感应等技术, 将家居生活的各个场景通过智能中控系统和智能设备有机地结合在一起, 以达到安全、节能、便利、舒适的目的。

Smart Home: Comprehensive Solutions for Everyday Life

Smart home products utilizes the Internet of Things, remote controls, and interactive technology to transform one's everyday surroundings into an integrated smart system that meets demands for security, energy efficiency, convenience, and comfort.



目前, 美国、加拿大和英国是中国智能家居类产品出口目的地市场的前三位
Currently, the US, Canada, and UK are the largest destinations for Chinese smart home products

澳大利亚成为中国智能家居类产品最具潜力的市场, 同比增长超过130%
The Australian market has large potential for growth, with sales volumes growing 130% annually

法国、意大利和西班牙市场紧随其后, 销售额同比增幅超过了80%
France, Italy, and Spain are in hot pursuit, with sales volumes growing over 80% annually

无人机: 开启“上帝视角”

无人机市场在经过井喷式发展后始终保持着较高的增速。由于产业集中度、品牌先发优势强、创新迭代速度快等因素的影响, 世界主要的无人机品牌都来自于中国, 并且成为eBay卖家在新兴科技品类中的拳头产品。目前, 无人机产业在经过数年发展已经形成专业航拍类产品、便携式自拍类产品、多功能产品, 竞速无人机以及水下无人机/潜航器等不同的细分市场。

Drones: From God's Perspective

The drone market opened with a bang, and has so far continued to maintain its explosive growth. Because of the high concentration of manufacturing capability, first-mover advantage, high iteration speeds, and other factors, China is host to the world's largest players in the drone market. Drones have become a hit product category for Chinese sellers on the eBay platform. Now, the market has expanded to include aerial photography drones, portable selfie drones, multi-purpose drones, speed racing drones, and even underwater/submersible drones.

其中, 被预见为下一代旗舰产品是
The Next Generation of Flagship Drones



美国是中国无人机产品销售额最大, 同时也是增长最快的市场, 同比增幅超过1500%

The US is the largest and fastest growing market for Chinese drone sellers, with volumes growing over 1500% annually

在欧洲各国市场的销售额平均增幅超过900%

Each market in Europe is seeing sales volumes growing by over 900% annually



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