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New Marketing Channels in China

Presented by



China's Premier Online Shopping Destination

2014 USDA Agricultural Outlook Forum

February 20th, 2014

Presenter: Gary Clubb



Presenting Tmall: China's Online Shopping Landmark

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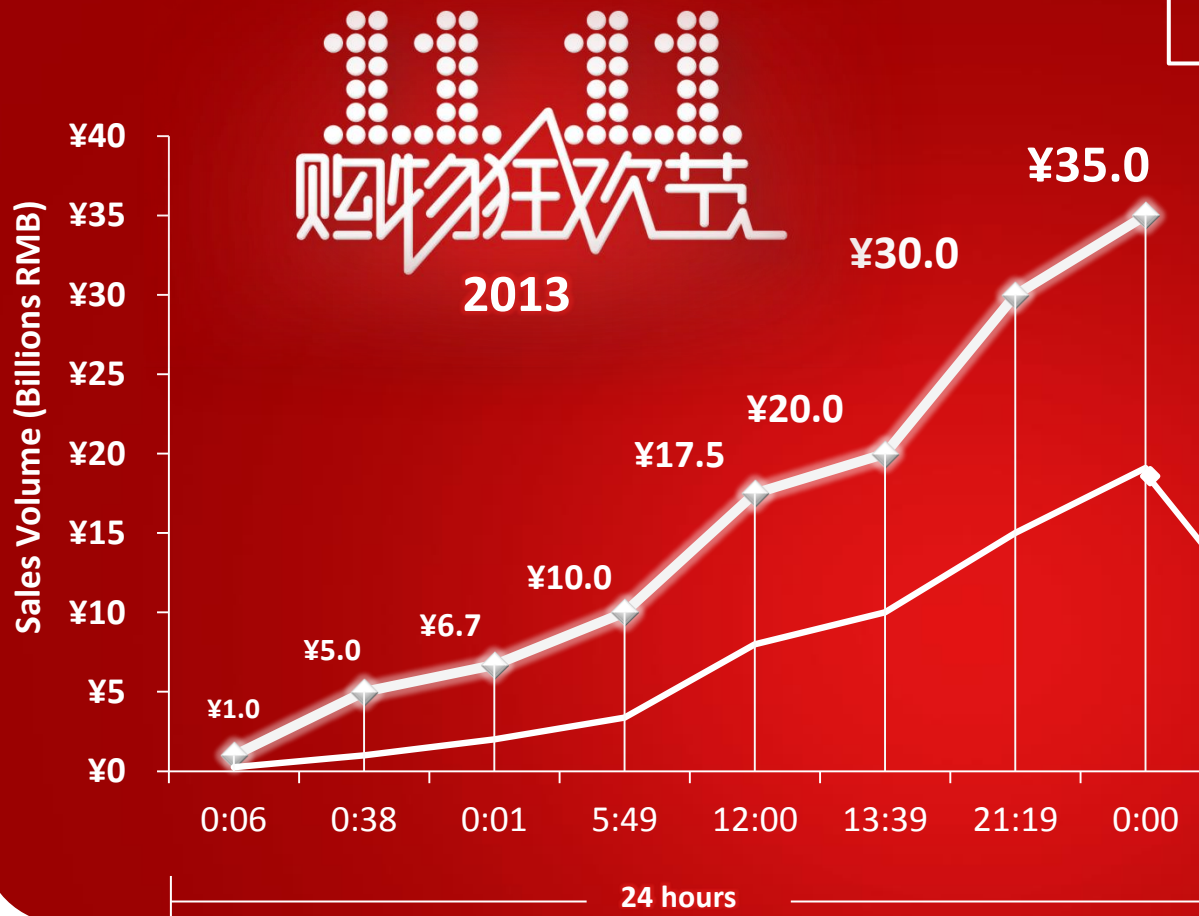
November 11

On this day each year, history is made...

11.11 2011: ¥5 billion

11.11 2012: ¥19 billion

11.11 2013: ¥35 billion



- ¥35 billion by Tmall + Taobao
- >2.5x Cyber Monday 2013 (\$2.3B)
- ¥100M RMB in first 55 seconds
- >400 million total UV in 24 hours

Agenda

China Ecommerce

Introducing Tmall

Opportunity in Foods on Tmall

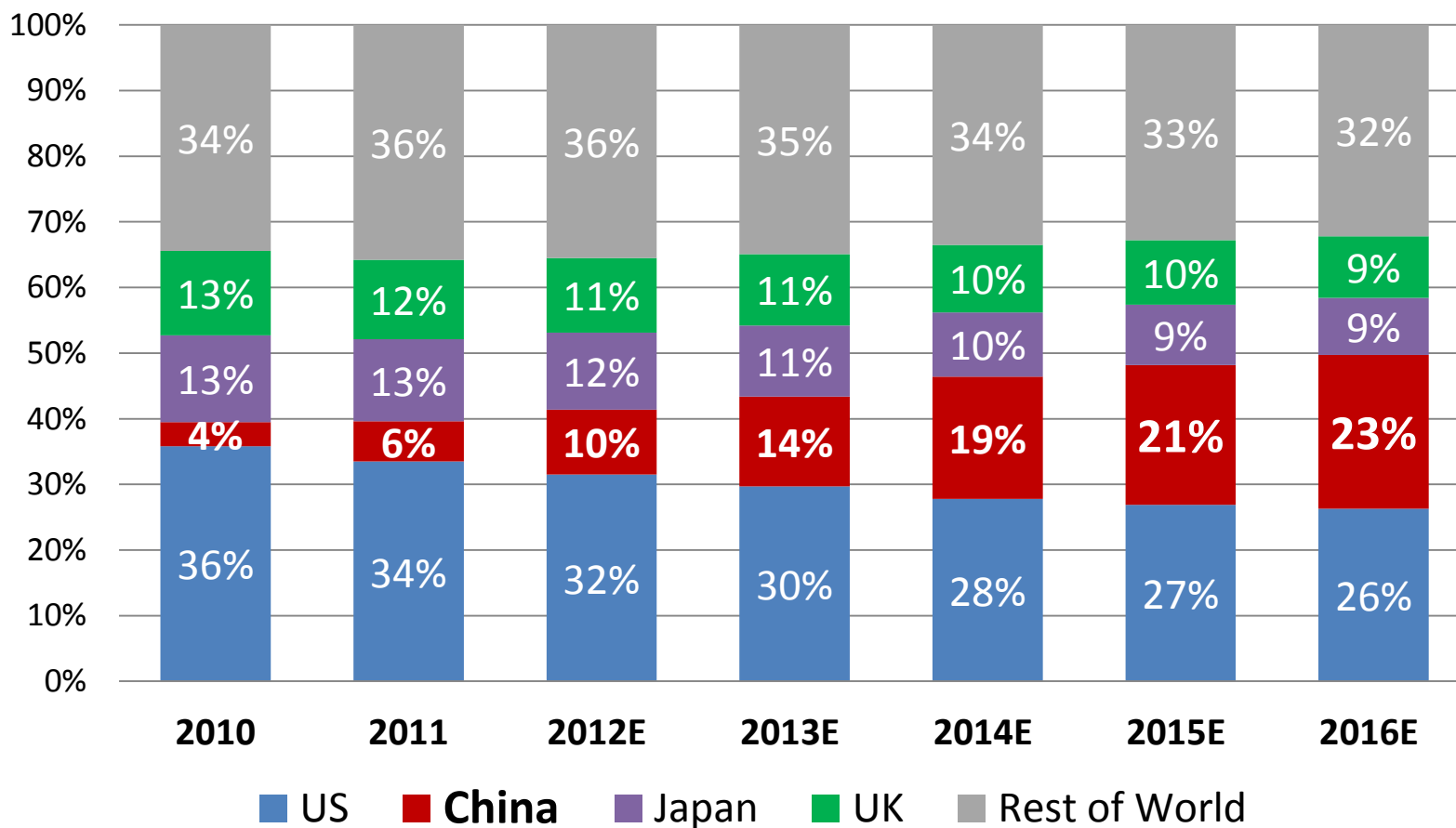
Joining Tmall

China to be World's Largest Ecommerce Market

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In just a few years time, China's ecommerce market size will **surpass** that of the United States.

World Ecommerce Market Share Breakdown

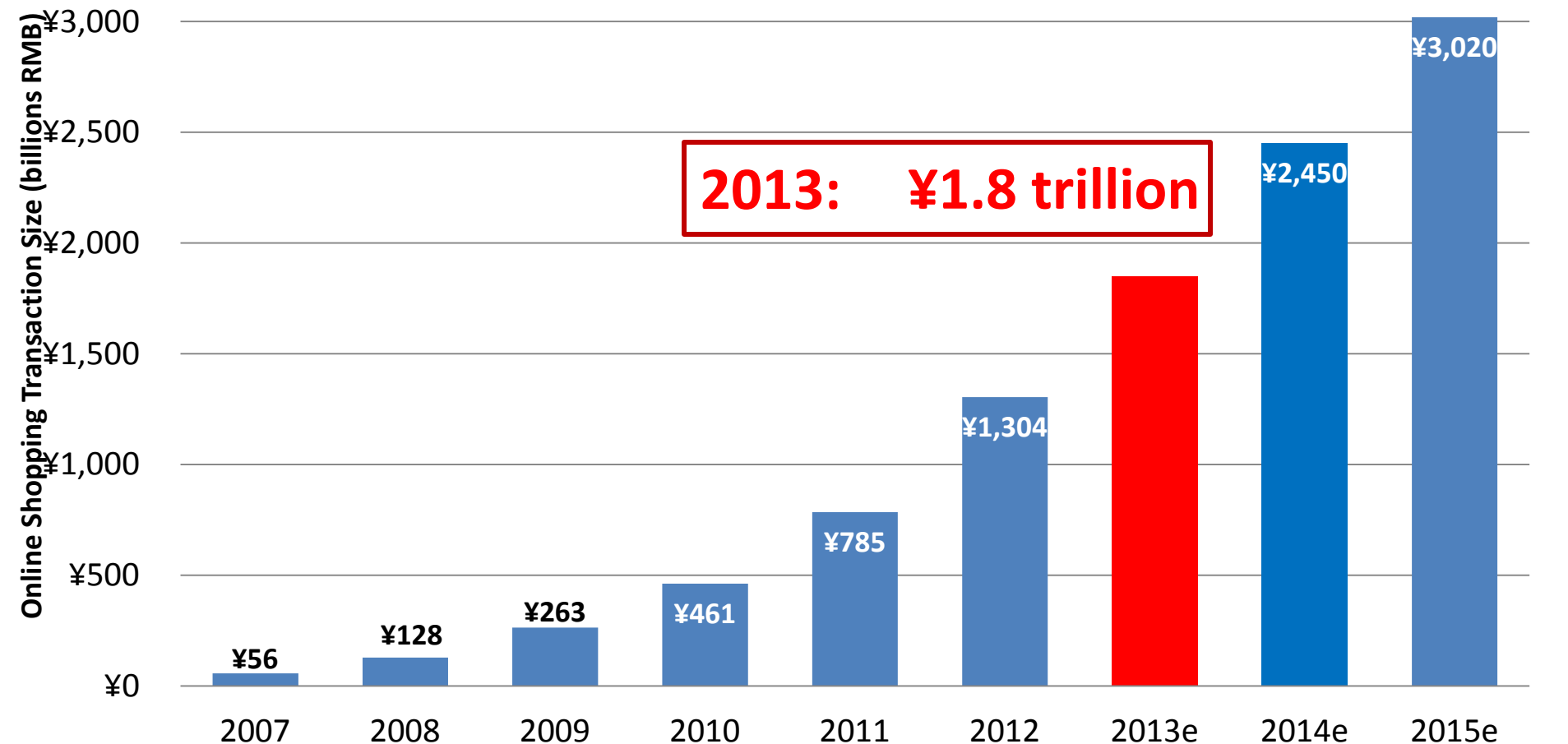


Source: JP Morgan, 2012

In the US, ecommerce was **evolutionary**...

...In China, ecommerce is **revolutionary**

Transaction Size of China Online Shopping Market

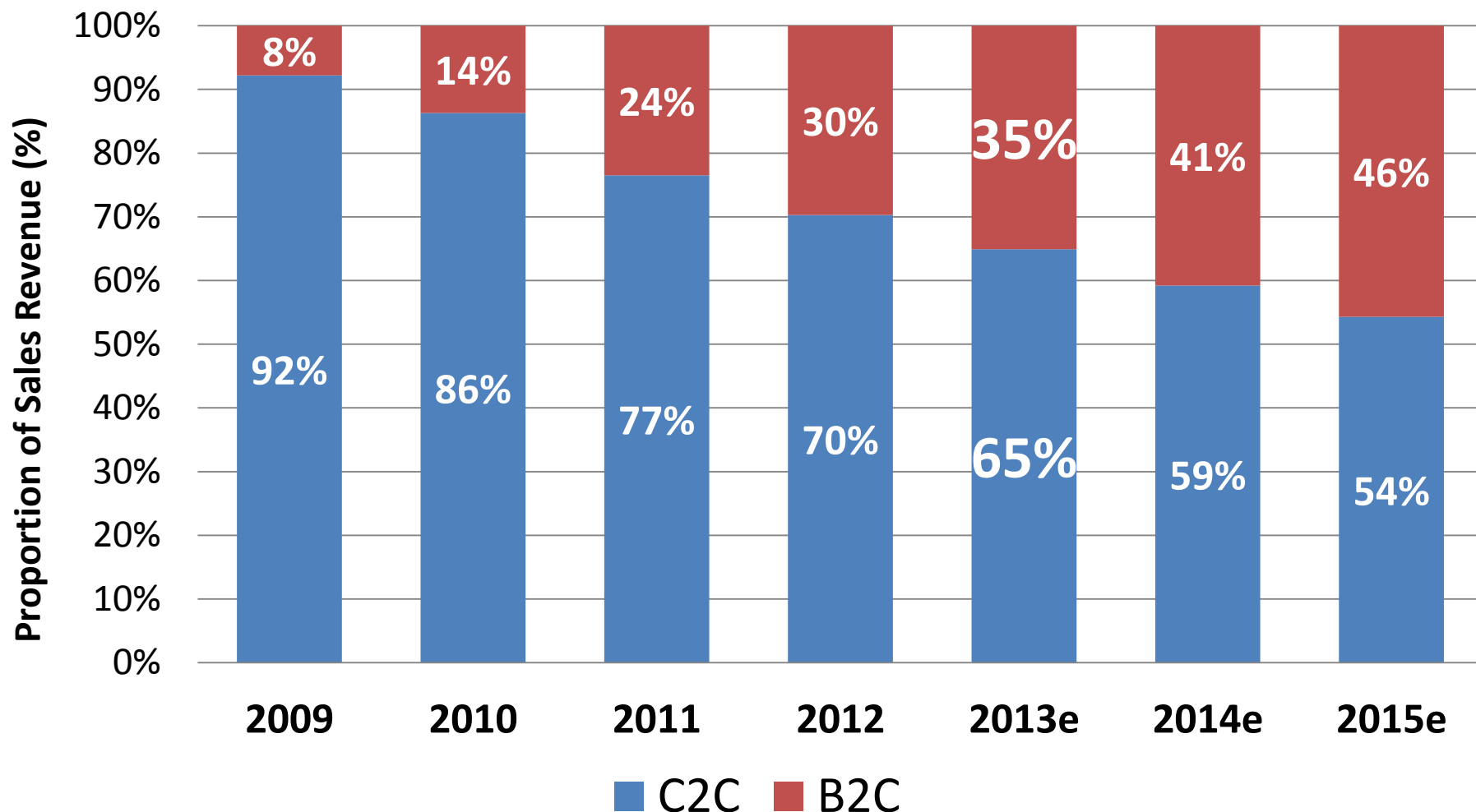


Source: iResearch Consulting Group, 2013

Shift in Consumer Demand: The Rise of B2C

6

Business to Consumer (B2C) ecommerce market set to **overtake C2C** (Consumer to Consumer) over the next few years.



Source: iResearch Consulting Group, 2013

Agenda

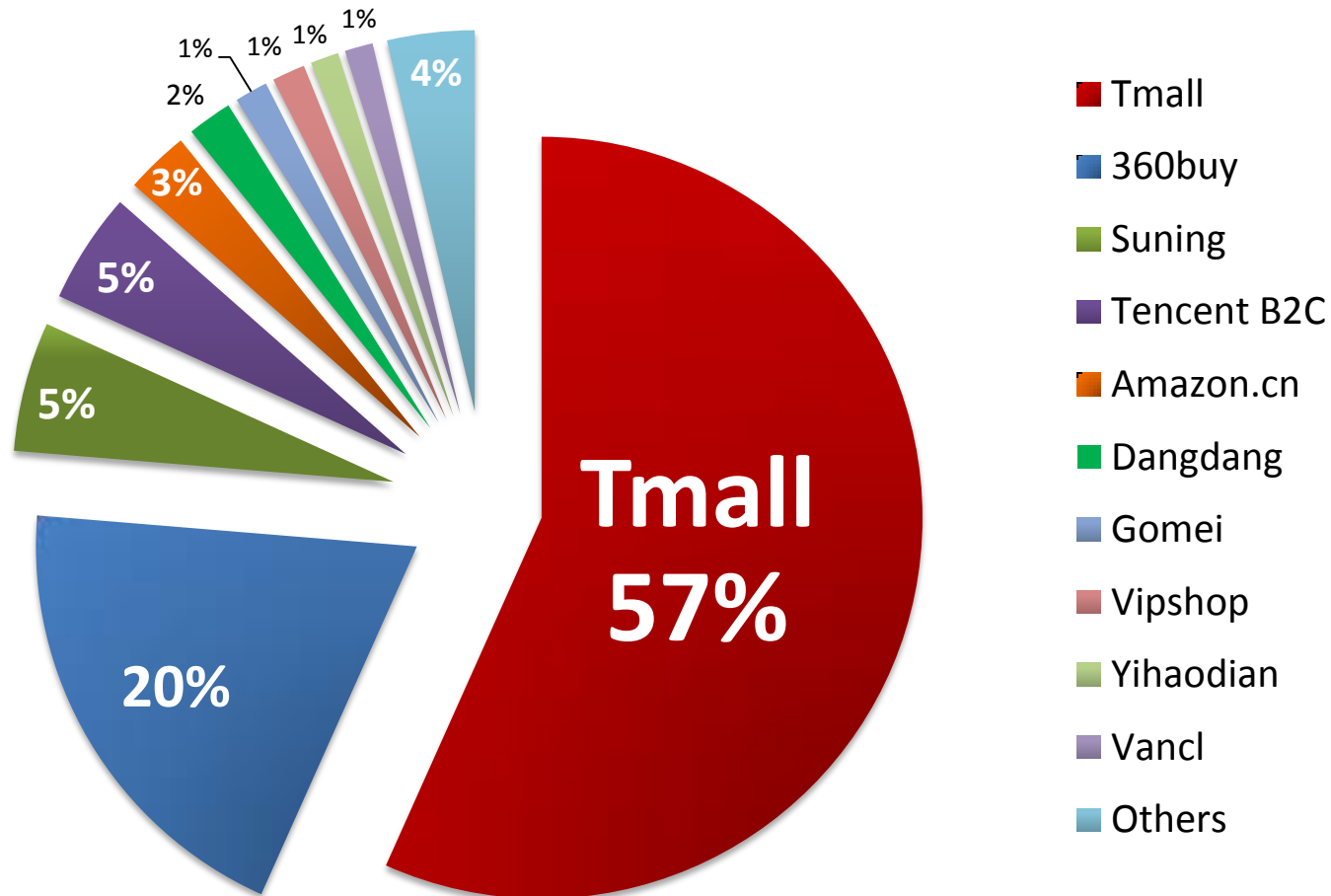
China Ecommerce

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Tmall is Asia's largest B2C site, and is set to **overtake** Amazon as the **world's largest** in 2014



Source: iResearch Consulting Group, 2013

Tmall: China's Premier Online Shopping Destination

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1,000,000,000,000 RMB in merchandise volume sold on the

Tmall and Taobao platforms in 2012

100,000,000 Average daily visitors to Taobao/Tmall platforms

70,000 International and Chinese branded storefronts



Chinese consumers use Tmall to **shop** for a variety of products, **discover** new brands, and **follow** the latest consumer trends.

Fruit Day

Godiva

Jack Daniel's



International Brands on Tmall

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Consumer pays
presale deposit












Seller knows
precise demand



Fresh product
shipped
according to
demand



Consumer
receives
product

 <p>智利车厘子新鲜直达 规格: 4斤 产地: 智利</p> <p>¥179 ¥288.00 3335人已售</p> <p>立即购买</p>	 <p>茂谷柑, 台湾C级果 规格: 5斤 产地: 台湾</p> <p>¥89 ¥128.00 422人已售</p> <p>立即购买</p>	 <p>越南龙利鱼柳, 海鲜礼盒 规格: 2.2斤 产地: 越南</p> <p>¥128 ¥278.00 680人已售</p> <p>立即购买</p>	 <p>加拿大野生龙虾, 肉买两 规格: 650g/盒 产地: 加拿大</p> <p>¥99 ¥288.00 5090人已售</p> <p>立即购买</p>	 <p>梅花肉丁, 谷物喂饲, 放心美味 规格: 2kg/斤 产地: 美国</p> <p>¥79 ¥128.00 69人已售</p> <p>立即购买</p>	 <p>乌拉圭羊腩肉, 养肝明目补元气 规格: 2KG 产地: 乌拉圭</p> <p>¥118 ¥228.00 4人已售</p> <p>立即购买</p>
 <p>智利蓝莓, 神奇黑护眼美白 规格: 4斤 产地: 智利</p> <p>¥88 ¥128.00 3398人已售</p> <p>立即购买</p>	 <p>台湾柳丁, 滋得健康, 养颜美白 规格: 10斤22-40mm 产地: 台湾</p> <p>¥89 ¥128.00 406人已售</p> <p>立即购买</p>	 <p>北极贝, 个头大, 海鲜中极品 规格: 2斤 产地: 加拿大</p> <p>¥198 ¥328.00 1541人已售</p> <p>立即购买</p>	 <p>智利帝王蟹, 肉质鲜美 规格: 2.5斤 产地: 智利</p> <p>¥208 ¥328.00 7541人已售</p> <p>立即购买</p>	 <p>梅花肉火锅片, 片片爽滑清口多汁 规格: 3kg/1000克 产地: 美国</p> <p>¥98 ¥128.00 67人已售</p> <p>立即购买</p>	 <p>梅花腿肉排, 爽嫩多汁, 美味健康 规格: 4斤/斤 产地: 美国</p> <p>¥69 ¥128.00 237人已售</p> <p>立即购买</p>

天猫预售 | 值得你等!

天猫 预定 采摘 生产 空运 直达 新鲜 到家 更多预售

北纬37°行
发现美利坚

★ 天猫预定 美国直供 ★

多汁甜蜜

01:31 / 05:12 标清

美国驻华大使骆家辉会见天猫总裁亲荐西北车厘子

美国驻华使馆 美国农贸处
美国西北樱桃协会 联袂推荐

★ 重磅推荐 ★ 如此诱人的美国原味 4折起售



Summer 2013

Round 1: 6/27 – 7/8

Round 2: 7/22 – 7/31

美国西北车厘子 (进口樱桃)

179 元/4斤 包邮

美国驻华使馆
美国农贸处
美国西北樱桃协会
联袂推荐



Cherries sold: **168 metric tons**

Total Shoppers: **84,531 people**

Total Sales Volume: **15 million RMB**

➤ Equal to **9 years** worth of cherry sales at a medium size super market

天猫预售 | 值得你等!

天猫 预定 采摘 生产 空运 直达 新鲜 到家

天猫预售 | 时令最新鲜™ 72小时枝头飞到舌尖

美国西北车厘子本年度 **最后一季**

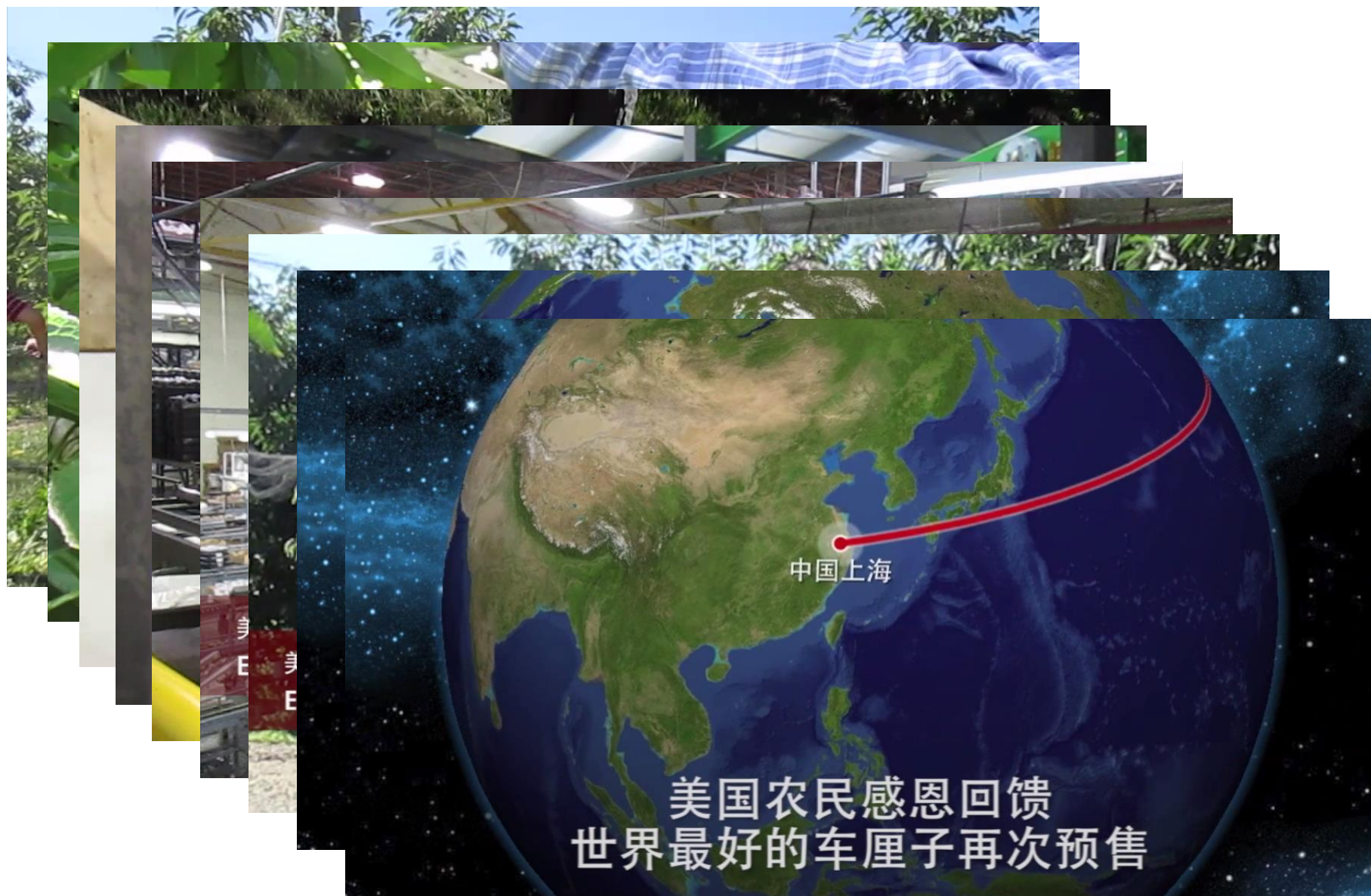
★ 美国农场主感恩回馈 ★

错过本次, 再等来年

00:44 超清







天猫 Tmall.com

时今最新鲜™ 美国车厘子 新西兰奇异果 台湾文旦柚 阿拉斯加帝王蟹 法国新酒 智利车厘子

如果大海能留住您最爱的我 让我用一生等待

双11 极地深海 极致海鲜

阿拉斯加渔民 为您倾力捕捞!

美国农业部、美国阿拉斯加海产市场协会、美国销售联盟认证

全球顶级野生海鲜

如果大海能留住您最爱的我 让我用一生等待

天猫 双十一 来啦!

顶级野生黑鳕鱼2斤
选择阿拉斯加海鲜，一定不能有它

10月放地黑鳕鱼是鲜美，珍稀鱼类，原庄捕捞
2. 美国农场致力，来自世界上最纯净的天然野生海产
3. 天然鱼肝油，营养丰富于普通鱼，妈妈们的心头之选!

市场价: 498元/2斤
预售价: 228元/2斤

已确定人数: 立即预定

野生大比目鱼 4斤

5折包邮

全程冷链配送 抢 免单机会

10月放地黑鳕鱼是鲜美，珍稀鱼类，原庄捕捞
2. 美国农场致力，来自世界上最纯净的天然野生海产
3. 天然鱼肝油，营养丰富于普通鱼，妈妈们的心头之选!

市场价: 498元/2斤
预售价: 228元/2斤

已确定人数: 立即预定

煎着吃的野生鲑鱼2斤

野生真鳕2斤

4折包邮

全程冷链配送 抢 免单机会

10月放地黑鳕鱼是鲜美，珍稀鱼类，原庄捕捞
2. 美国农场致力，来自世界上最纯净的天然野生海产
3. 天然鱼肝油，营养丰富于普通鱼，妈妈们的心头之选!

市场价: 498元/2斤
预售价: 228元/2斤

已确定人数: 立即预定

野生红石斑2斤

October 14th – 25th

Total Seafood: 50 metric tons

Total Shoppers: 33,759 people

Sales Volume: 6 million RMB

➤ Equivalent to 5 months worth of seafood sales at Sam's Club

本店所有商品 首页 马上有礼 开门红 惠天下 镇店之宝 包邮专区 新品

肴易食

【时今最新鲜】超大阿拉斯加帝王蟹皇帝蟹蟹 只只蟹肉多汁细腻 收口甘甜低脂低热

促销价 登录后确认是否享有此优惠 (店铺vip)

一口价 ¥2398.00

此商品已下架 (🚫)

猜你喜欢

【奇易食】陈皇 顶级智利帝王蟹 熟冻皇帝蟹 4斤-3.6斤
¥288

【喂鲜生】顶级 智利帝王蟹 熟冻皇帝蟹 4斤-3.6斤
¥208

刘清 海鲜 阿拉斯加 帝王蟹 进口船冻水产品 海鲜礼盒 团购
¥249





New Marketing Resource: Tmall's USA Country Pavilion

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- ✓ Fixed resource for promoting US specialty foods
- ✓ Support pre-sale promotions and standard product sales
- ✓ Feature regional specific food information



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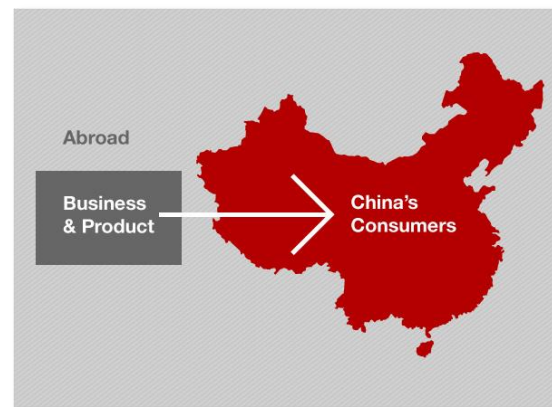
Joining Tmall



- Chinese legal entity
- China-based product
- Fulfilled domestically
- Payment in CNY



- International legal entity
- Internationally sourced product
- Fulfilled from abroad
- Payment in local currency



Merchants selling through Tmall Global enjoy:

- Exclusive marketing and promotional opportunities
- Exclusive badge on product listings in search results on Taobao and Tmall
- Consumers reassured that genuine product is coming directly from overseas





- ✓ Start **now** and learn by doing
- ✓ Leverage your **strengths**, **outsource** the rest
- ✓ Work with Tmall to **identify** marketing **opportunity**
- ✓ Focus on **marketing exposure**, the sales will follow
- ✓ Be **reactive** to the market environment



天猫 TMALL.COM

More info:

<http://about.tmall.com/>