Winning at Cross-Border eCommerce
Growth, Trends, Opportunities and Strategy in 2019

eTail
Vinculum
Sell Faster. Anywhere
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Introduction

In the last decade, e-commerce sales grew at a blistering pace. Unlike offline retail, e-commerce enables brands reach their customers globally anytime they want to shop and provides convenience to the busy and demanding customer. In addition to offline channels and their own webstores, brands reach customers through e-commerce marketplaces such as Amazon, Lazada, eBay and Alibaba’s China retail marketplaces. Given the preference of customers to shop across multiple channels, the percentage of online sales is likely to continue to grow significantly. By 2020, over 2 billion e-shoppers would be transacting 13.5% of their overall retail consumption online, that is equivalent to a market value of US$3.4 trillion (Global B2C GMV) according to Accenture*.

The boom of e-commerce has spurred the emergence and growth of cross-border e-commerce, and more brands are now selling products across borders through online or offline channels. Cross-border B2C e-commerce trade is expected to be around US$1.5 trillion in 2022 (KPMG report*), nearly three times as much as it was in 2017. Southeast Asia has emerged as the center of cross-border e-commerce market, accounting for more than 40% of the total e-commerce market in SEA region (Mordor Intelligence report*) and likely to grow to US$ 3 trillion.

For the preparation of this report, we interviewed business heads, strategy owners, top level executives and decision makers working with brands, marketplaces and retailers. Their insights have been combined with our own research to identify opportunities available to brands to reach customers globally. The report also highlights current and future trends for growth, with a focus on the Asia Pacific region and the challenges involved in making this happen.

“eTail Asia helps you keep up to speed with the ever changing technological landscape and better tailor your offers to the evolving needs of today’s omnichannel customers.”

— LORENZO PERACCHIONE
Regional Director of Mobile Commerce
Sephora Digital SEA
Emerging opportunity for cross-border e-commerce in Asia

According to IPC and Accenture reports*, Asia Pacific is forecast to account for two-thirds of the global e-commerce market and reach US$ 3 trillion by 2021.

- **Singapore and Malaysia account for more than 50% of the total cross-border e-commerce market of Southeast Asia**
- 55% of the online transactions in Singapore will come from cross-border orders
- Thailand, the 3rd biggest market in Southeast Asia, is expected to register a CAGR of 14.5% and reach USD 5.8 billion by 2022, boosted by progressive government policies

**Global cross-border B2C e-commerce transaction value (US$ billion)**

<table>
<thead>
<tr>
<th>Region</th>
<th>2014 Cross-border e-Commerce Trade Volume (billion dollars)</th>
<th>2020 Cross-border e-Commerce Trade Volume (billion dollars)</th>
<th>Contribution of global total incremental trade volume (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia Pacific</td>
<td>405</td>
<td>1525</td>
<td>53.6%</td>
</tr>
<tr>
<td>Western Europe</td>
<td>143</td>
<td>674</td>
<td>18.9%</td>
</tr>
<tr>
<td>North America</td>
<td>109</td>
<td>474</td>
<td>14.4%</td>
</tr>
<tr>
<td>Latin America</td>
<td>47</td>
<td>263</td>
<td>6.2%</td>
</tr>
<tr>
<td>Mid-eastern Europe</td>
<td>32</td>
<td>216</td>
<td>4.2%</td>
</tr>
<tr>
<td>Middle East and Africa</td>
<td>21</td>
<td>45</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

Source: Accenture report on Cross-Border E-Commerce 2020

One of the fastest growing regions with a large customer base and growing incomes, Southeast Asia has the potential to become a major supplier, as well as a market for global economies.
Winning at Cross-Border eCommerce

Evolution of e-commerce % of total retail in select countries

<table>
<thead>
<tr>
<th>Nascent</th>
<th>Growth</th>
<th>Mature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vietnam</td>
<td>Philippines</td>
<td>Indonesia</td>
</tr>
<tr>
<td>Malaysia</td>
<td>Thailand</td>
<td>India</td>
</tr>
<tr>
<td>Singapore</td>
<td>China</td>
<td>United States</td>
</tr>
</tbody>
</table>

Sources: Euromonitor, Planet Retail, eMarketer, iResearch, Technavio; A.T. Kearney analysis

Growth in cross-border e-commerce is driven by

- E-commerce marketplaces adopting cross-border e-commerce as a focused strategy and merchants and sellers using marketplaces overseas as a cost-effective market entry strategy
- Local retailers driving international expansion
- Growth in m-commerce due to increasing mobile penetration that enables e-commerce sales

Growth for cross-border B2C e-commerce trade

<table>
<thead>
<tr>
<th>2017</th>
<th>2022*</th>
</tr>
</thead>
<tbody>
<tr>
<td>530bn USD</td>
<td>1.5tn</td>
</tr>
</tbody>
</table>

Key drivers

- Increase online sales channels
- Widening range of digitally tradeable products
- Technological advancements aiding in trade of goods
- Rising cross-border internet traffic
- Global rise in Internet connectivity

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Winning at Cross-Border eCommerce

Categories with the highest traction

Fashion and electronics are the most trending product segments worldwide.

<table>
<thead>
<tr>
<th>Share of respondents</th>
<th>0.0%</th>
<th>10.0%</th>
<th>20.0%</th>
<th>30.0%</th>
<th>40.0%</th>
<th>50.0%</th>
<th>60.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing</td>
<td>0.57</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shoes</td>
<td>0.47</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer electronics</td>
<td>0.40</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Books, movies, music &amp; games (excluding downloads)</td>
<td>0.36</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cosmetics &amp; body care</td>
<td>0.32</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bags &amp; accessories</td>
<td>0.29</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food &amp; drinks</td>
<td>0.28</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household appliances</td>
<td>0.27</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Furniture &amp; household goods</td>
<td>0.19</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports &amp; outdoor</td>
<td>0.18</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Toys &amp; baby products</td>
<td>0.18</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stationary &amp; hobby supplies</td>
<td>0.17</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DIY, garden &amp; pets</td>
<td>0.13</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Most popular online shopping categories worldwide in 2018
Source: Statista

In Southeast Asia, Fashion, Health & Beauty and Electronics are currently the most popular online categories.

PAWOOT PONGVITAYAPANU
CEO & Founder
Tarad.com

Fashion and electronics categories are the most popular forming about 40% of total sales in 2018.

AMARTYA GUHA
Associate Director Supply Chain
Flipkart

A leading marketplace in India said that the most trending product category is Apparel.

CHEONG CHIA CHOU
CEO
11street, Malaysia

Although Mobile & IT and Electronics have remained the top performing categories on our platform, products within the Health & Beauty and Baby, Kids & Toys range have also risen in demand.

WENDY LIU
Co-founder, CEO
EZBuy

Among all the categories, we see sports & outdoors, and automotive are showing an uptrend in recent years.

REX CHEUK
Head of Tmall Global
HK, Macau & SEA

During the 2018 11.11 Global Shopping Festival Tmall Global brought in over 3,700 categories of imported goods from 75 countries and regions including Japan, Germany, Korea, Australia, and the USA. For goods from Singapore, we focus on health supplements, food products, and fashion accessories, which are well liked by Chinese consumers.

In India and China, fashion is the largest segment with a market volume of US$10.127 million and US$291.109 million in 2019 respectively.

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Among all the categories, we see sports & outdoors, and automotive are showing an uptrend in recent years.
Overall Growing Trends Across Categories

There is a clear growing demand for cross-border e-commerce across categories. This can be gauged from the survey done by Google showing the percentage of respondents who made a cross-border purchase for a category.

<table>
<thead>
<tr>
<th>Type of product</th>
<th>Australia</th>
<th>Austria</th>
<th>Brazil</th>
<th>China</th>
<th>India</th>
<th>Japan</th>
<th>Russia</th>
<th>UK</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashion</td>
<td>40</td>
<td>44</td>
<td>36</td>
<td>36</td>
<td>45</td>
<td>20</td>
<td>51</td>
<td>32</td>
<td>31</td>
</tr>
<tr>
<td>Computer electronics</td>
<td>21</td>
<td>23</td>
<td>15</td>
<td>14</td>
<td>9</td>
<td>12</td>
<td>18</td>
<td>11</td>
<td>16</td>
</tr>
<tr>
<td>Personal appliances</td>
<td>10</td>
<td>21</td>
<td>15</td>
<td>13</td>
<td>9</td>
<td>6</td>
<td>17</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Mobile phones</td>
<td>9</td>
<td>9</td>
<td>14</td>
<td>12</td>
<td>24</td>
<td>15</td>
<td>17</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Digital cameras, and audio devices</td>
<td>13</td>
<td>15</td>
<td>11</td>
<td>19</td>
<td>13</td>
<td>16</td>
<td>8</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>Print, publishing, and media</td>
<td>43</td>
<td>46</td>
<td>19</td>
<td>13</td>
<td>6</td>
<td>27</td>
<td>9</td>
<td>29</td>
<td>22</td>
</tr>
<tr>
<td>Beauty and cosmetic</td>
<td>19</td>
<td>19</td>
<td>19</td>
<td>42</td>
<td>26</td>
<td>21</td>
<td>21</td>
<td>15</td>
<td>14</td>
</tr>
<tr>
<td>Toys</td>
<td>14</td>
<td>20</td>
<td>15</td>
<td>15</td>
<td>20</td>
<td>17</td>
<td>20</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>Home and furniture</td>
<td>14</td>
<td>16</td>
<td>15</td>
<td>7</td>
<td>10</td>
<td>8</td>
<td>17</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Food</td>
<td>14</td>
<td>16</td>
<td>15</td>
<td>7</td>
<td>10</td>
<td>8</td>
<td>17</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>Gifts and flowers</td>
<td>11</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>17</td>
<td>14</td>
<td>7</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>Sporting goods</td>
<td>11</td>
<td>13</td>
<td>8</td>
<td>8</td>
<td>7</td>
<td>7</td>
<td>9</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Automotive parts</td>
<td>9</td>
<td>11</td>
<td>8</td>
<td>13</td>
<td>5</td>
<td>5</td>
<td>10</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>DIY tools and gardening</td>
<td>7</td>
<td>12</td>
<td>5</td>
<td>11</td>
<td>0</td>
<td>4</td>
<td>9</td>
<td>5</td>
<td>7</td>
</tr>
</tbody>
</table>

Source: The Customer Barometer 2016, Google and TNS

Brands and sellers selling to international customers will sell more

According to a DHL report*, the merchants who offered their product offerings to international customers enhanced their sales by 10-15%. The exporter survey done by Mckinsey* showed that sellers from almost every category are expecting substantial growth in revenue via cross-border trade.

Source: Exporter Survey 2017, Mckinsey

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*Note: DHL and McKinsey are referenced as sources for the data presented. The average percent across all respondents is indicated as 26%.
Challenges faced in cross-border e-commerce

Some key challenges faced in cross-border commerce include:

- Each geography and country present their own set of unique challenges
- E-commerce regulations and non-tariff barriers over products are not consistent
- Transparency and customs procedures vary across the Asia Pacific countries
- Inferior infrastructure in many Southeast Asian countries
  - In 2018, the World Economic forum evaluated the infra level on a seven-point scale, and the results show that many countries lack proper infrastructure

- Logistics infrastructure is not uniform across all the countries
- Last mile fulfillment is challenging
  - In Philippines and Vietnam, shipping to rural areas is a challenge
  - Indonesia comprises of more than 15000 islands with only 53 percent of the population living in cities
  - Management of returns from remote parts of a country is a unique challenge particularly in countries such as Indonesia and Philippines which are a set of islands
- Electronic methods of payments as a preferred mode and the infrastructure to ensure secure payments is not uniform
- Cash is still the most preferred payment method with Cash On Delivery (COD) being the default choice of payment
- Many of the countries need local language support which can be quite challenging

Source: World Economic Forum
Key Industry Leaders Share the Challenges they face in Cross-border eCommerce

- **Intense competition**

  **MR. PAWOOT PONGVITAYAPANU**
  **CEO & Founder**
  **TARAD.com**

  The competition is very high for local retailers due to the entrants of regional and international marketplaces in Thailand. In view of this, we hope that local partners and local marketplaces would work together, to collaborate and have a better working relationship to strengthen local e-commerce sales. (In) Thailand (new) tax law or regulation on online channel sales will make it difficult for the SMEs to thrive in this very competitive market.”

- **Technology Tools to make it easy to manage operations for sellers and brands**

  **NISSAN JOSEPH**
  **VP & GM Asia**
  **CROCS**

  Nissan Joseph, VP & GM Asia, CROCS recognizes two significant challenges in undertaking e-commerce on a global scale. He says –

  “When you deal in large amounts of transactions, digital integration is the key. We need to have a seamless, stable and scalable integration process with little human intervention. Today, the process can be very manual, and this is a huge obstacle for doing high-velocity business with marketplaces. Each market has varying service levels, be it for accompanying paperwork, packaging, lead times, etc. That makes each marketplace a whole new process map for a brand. Both of these key challenges limit how fast a brand can go live with marketplaces.”

- **Meeting SLAs of marketplaces**

  Nissan Joseph adds, “Each market has varying service levels, be it for accompanying paperwork, packaging, lead times, etc. That makes each marketplace a whole new process map for a brand.”
Winning at Cross-Border eCommerce

Brands and retailers need to build strong partnerships with ecosystem players.

DR. WOLFGANG BAIER
Luxasia

“The diversity of tastes, preferences, and consumer behavior in the Asia Pacific is not to be underestimated. Customization to local market preferences is key to enhancing the consumer experience.”

REX CHEUK
Head of Tmall Global
HK, Macau & SEA

“Brands and retailers will need to develop strong partnerships with important stakeholders to their e-commerce business, such as with logistics partners and manufacturers. E-commerce should not be viewed in isolation. Open collaboration will be needed to create a cohesive and innovative retail business.”

With the advent of technology, SaaS platforms which seamlessly integrate with marketplaces and manage orders, inventory and fulfillment centrally have emerged. Today software platforms integrate to over 100 marketplaces, 3PLs and front end platforms centrally on a real time basis. This is being extended to multiple offline platforms to enable omni channel as well. It is critical to have a stable software platform to ensure adherence to SLAs and to provide a faster go to market with aligned local support.

Localized content and marketing understanding of local needs is key to success. People are more inclined to buy from websites which provide them content in their local language and marketers must understand the channels in different countries to reach customers efficiently. Having a partner who has experience in this segment in the local market would help in understanding the market trends and developing a go-to-market strategy.
Winning at Cross-Border eCommerce

It is critical for companies to work with specialist local partners. A complete ecosystem is emerging with companies undertaking professional video shoots, image optimization, local content creation, digital marketing platforms to help brands scale. Customers also expect quick delivery of orders and easy returns, having a local partner helps you in fulfilling these requirements of the local market.

Rex adds: “The online marketplace in China is extremely fast-paced, and brands and retailers need to be quick to adapt to constant disruptions and movements in the industry, and to delegate processes that they are not best at to their local partners”

It is essential that brands try to build brand awareness and gradually drive traffic and build a loyal customer base to have sustainable growth.

LUC WONG LUN HING
Head of e-commerce
Royal FrieslandCampina

“Brands should bring convenience and experience throughout the customer journey.”

VINCENTO CARRIERI
Regional Director Asia Pacific
Canali Far East

“e-commerce is a rocket science. While we are trying various strategies the truth is that there is no exact formula and no exact one strategy, so be Resilient in this long journey to win the online Market.”

A clear trend emerging is multiple category specific, local brand distributors springing up in each market with connects in the industry. Brands can work with them even if they are not present in any specific market. There is also a clear trend of 3PLs extending their services to represent brands in select markets internationally. With cutting edge software platforms and players with relationship and knowledge on how to manage SLAs with marketplaces, multiple business models emerge for brands to scale.
Business models for cross-border commerce

There are different business models used by progressive brands to do cross-border commerce. Some of these include:

- Working with local manufacturers and suppliers for procurement
- Outsourcing overseas operations to partners
- Using logistics platforms offered by marketplaces to enable brands and retailers to manage the supply chain overseas
- Using specialized marketplaces overseas to reach targeted customers faster
- Working with specialized brand distributors who represent the brands for all online and offline channels and offer complete localized services for a share of the revenue

To drive and support growth, companies work on multiple go-to-market models. For instance, Luxasia, once a traditional distributor of beauty brands, has now evolved into the leading omnichannel platform for brands to penetrate and grow in Asia Pacific. To run a business that spans across mass-volume distribution, direct-to-store shipments for retail, and e-commerce with its numerous individual packages to end-consumers, Luxasia had to re-structure its supply chain and logistics operations to achieve the fine balance between flexibility and effectiveness.

"In addition to managing our own fulfillment centers in many of our operating countries, we work with local and regional third-party logistics and last-mile delivery providers (DHL, Geodis, Bollore, Ninjavan, etc.) to arrange and receive shipments from our brand partners while providing reliable and fast delivery to products to our Consumers", said Dr. Wolfgang Baier, the group CEO, "Our roots extend both deep and wide into the local market through our local offices. Working hand-in-hand with the regional team, our local staff (who are in-market beauty experts), and the accompanying network of local partners help us to reap regional synergies with lowered per unit shipping cost, while maintaining local market effectiveness."

This business model ensures local operations remain in sync with the global best-practices to achieve the best possible outcomes in the long-term.
Outsource of Operations

However, many have chosen to completely outsource their operations for the partners to manage. When asked about Canali Far East’s thoughts on cross-border expansion in Asia, Vincenzo Carrieri, Regional Director of Canali’s Asia Pacific Operations told us:

“We wanted our e-commerce platforms partners (Secoo and JD) to take care of this side of the business with their strength in North Asia market. In Southeast Asia (our model) is through franchising; and for online it is a bit difficult and different due to the fitting of the suit so for the online would be accessories – like shirt, neckties. And in SEA, buying luxury brand online is a bit complicated (especially on tax), it is more convenient to buy at the store, especially in Singapore and Hong Kong.”

Importance of Local Presence

There could be many permutations of such business models depending upon the long-term strategy. What remains constant is that businesses need local presence, either through distribution and warehousing partners or franchises.

Marketplaces offer a quick way to enter a market by leveraging their existing partner base.

“We wanted our e-commerce platforms partners (Secoo and JD) to take care of this side of the business with their strength in North Asia market. In Southeast Asia (our model) is through franchising; and for online it is a bit difficult and different due to the fitting of the suit so for the online would be accessories – like shirt, neckties. And in SEA, buying luxury brand online is a bit complicated (especially on tax), it is more convenient to buy at the store, especially in Singapore and Hong Kong.”
Once the business setup is completed, economies of scale becomes the target. For leveraging spatial benefits, it is important for businesses to be present in more than one e-commerce platforms. The statistics below show the top marketplaces in terms of traffic in Indonesia, Singapore & Thailand.

### Indonesia Marketplaces - Monthly Traffic Q4 2018 ('000)

- Lazada: 180,000
- Tokopedia: 160,000
- Elevenia: 140,000
- Bukalapak: 120,000
- Shopee: 100,000
- JD ID: 80,000
- Zalora: 60,000
- Blanja: 40,000
- Bhinneka: 20,000

### Singapore Marketplaces - Monthly Traffic Q4 2018 ('000)

- Qoo10: 12,000
- Lazada: 10,000
- Shoppe: 8,000
- Ez Buy: 6,000
- Zalora: 4,000
- eBay: 2,000
- Reebonz: 1,000
- SingSale: 500
- Love, Bonito: 250
- Forty Two: 150

### Thailand Marketplaces - Monthly Traffic Q4 2018 ('000)

- Lazada TH: 5,000
- 11 Street TH: 4,000
- Advice: 3,000
- Banana Store: 2,000
- Beauticool: 1,500
- Blisby: 1,000
- C Mart: 500
- Carnival: 250
- Central Online: 200
- Chilindo: 150
- JD Central: 100
- JIB: 50

Source: ipriceinsights
Different approaches for each sales channel

Apart from the larger marketplaces such as Lazada, there are many regional marketplaces which cater to specific categories. Dr. Baier of Luxasia says.

“Different markets have different go-to portals. In Southeast Asia, Lazada, Zalora, and Shopee are big. Even then, in individual countries, there are specific marketplaces for beauty shopping like Beauty Haul Indo and Sociolla for Indonesia, Amazon, Purplle, and Nykaa for India, Sasa.com and StrawberryNet for Hong Kong, Momo and ETMall in Taiwan, Taobao and Little Red Book in China, the list goes on.”

Each of these sales channels requires a different approach to manage it efficiently. As orders flow in from different channels simultaneously and inventory needs to be segregated for each channel and managed separately, businesses require the technical capability to handle everything seamlessly. While each marketplace provides the seller with a dedicated seller panel, if a seller sells from multiple marketplaces, managing each of these panels separately requires effort and dependencies on multiple tools.
About Vinculum

Vinculum Pte Limited is a SaaS product company helping brands to easily scale across sales channels globally. Vinculum helps brands in 25 sub-categories including Fashion, Health and Beauty, Cosmetics, Baby Products, Electronics, and FMCG to create content once and push it to multiple global sales channels and manage orders, inventory and fulfillment on a real time basis.

Vin eRetail, the flagship product of Vinculum is modular and has ready integrations to 70+ sales channels (online marketplaces and retailers), 3PLs, ready plugins for front-end platforms, ERPs, and financial software. Vinculum also has tools enabling Omni Channel Retailing with modules orchestrating real-time view of inventory in stores and warehouses.

With a powerful PIM/MDM solution and a team of data analysts, Vinculum is creating a single view of product and customer data across multiple sales channels. This helps in building deep insights for brands and retailers to identify online channels with velocity, competition products, and price point thereby making it an insight-driven approach for brands to scale. For the 25 target categories, Vinculum has built a network of brand distributors who can help in scaling revenues for the brands. Combined with their cross-border offering, Vinculum works with many leading brands, retailers, and 3PLs to help them sell globally, faster.

vinculumgroup.com
About eTail Asia

Continuing to evolve as ‘THE’ only destination event for large, established e-retailers to share best practice, challenge convention and network among the leaders of Asian eCommerce and digital marketing, eTail Asia is back in 2019 in an all new avatar.

As the only Asian eCommerce and digital marketing conference focused on intimate, small group, peer-to-peer learning, you are guaranteed to find solutions to your biggest challenges.

With 300+ heads of eCommerce and digital marketing from the brick and mortar and online pure plays plus the key industry experts and technology partners exclusively under one roof at one time, this is the must-attend meeting to benchmark your eCommerce and digital marketing strategies and shape the future of your industry.

Thought provoking event with amazing speakers covering topics ranging from the future of marketing, digital, AI and robotics."

— ALIN DOBREA
Regional Head of Advertising Platform
Zalora
Bonus Content:
Top eCommerce challenges for 2019 and beyond

Key Challenges Facing The Market In Asia

61% EFFECTIVE MARKETING / PERSONALIZATION PERFORMANCE
- Customer demands and preferences change very quickly
- Loyal customer base is still low despite numerous campaigns
- Figure out more innovative ways to reach new customers
- How to target the audience at the right time with the right promotion

60% BRANDING AND MARKETING
- A lot of competition in APAC
- Changing preferences based on price sensitivity
- How to break the price promotion periods to have more consistent booking throughout the year
- Consistency of content and promotion in the region
- How to increase brand awareness and visibility to boost traffic online and in-store

54% WEBSITE
- How to increase conversion rate and lessen cart abandonment
- Do not have an effective eCommerce website
- To consistently grow web traffic leading to online purchase
- Not integrated with warehouse and delivery process
- Tedious webpage amendments

49% OMNI-CHANNEL
- How to achieve an effective customer journey across all touchpoints
- What is the right approach to integrate online and offline activities?
- No means to track how effective online to offline, vice versa, campaigns are
- What is the content to fulfill omnichannel customer experience
- How to create that seamless communication across all channels

54% DATA MANAGEMENT
- Too much data and unable to quickly find/use the best data strategically
- How to capture the experience online and offline
- Lack of tools to track external marketing promotions across channels
- How to aggregate customer behavior to have a unified message
- No capability to integrate all data from stores nationwide

38% OPERATIONS
- Not clear on the online process
- To synchronize siloed operations and marketing activities in the region
- What is the proven operation strategy for online growth?
- Traditional working procedures slowing down effective online and in-store campaigns
- Strategy needs to constantly evolve to keep up with the fast changing landscape

46% RELATIONSHIP WITH MARKETPLACE
- Not clear on their market strategy and company's direction
- What is the best product and price partnership
- Product ratings and reviews are not readily available or not communicated effectively
- Unsure if product promotion is launched on time
- Reviews received are not about the product but the manner of delivery

48% LOGISTICS AND FULFILLMENT
- Limited delivery partners in SEA with automated warehousing system
- Costly delivery partnership in remote areas
- Manually updating the inventory for both offline & online
- Stock in the web does not match stock in warehouse
- Delay in the delivery especially during holiday promo
Winning at Cross-Border eCommerce
SREE MENON
SVP Strategy & Global Operations
Tophatter

“Its very crowded - differentiation is a challenge
a) offline and online integration- at a small scale pure play online works but for certain categories and for growth stage companies, integrating with an offline experience is becoming important
b) voice based technologies- in a scenario where the voice technology is the decision maker vs the consumer”

REX CHEUK
Head of Tmall Global, HK, Macau & SEA
Tmall Global - Alibaba Group

“With the prevalence of digital technology, the blending of physical and digital retail to generate a seamless consumer experience – or what Alibaba refers to as “New Retail” – is no longer just an idea for the future. It has become the reality in China, and is a trend that will persist. As an increasing number of retail and e-commerce players enter the field, brands and retailers must embrace this trend and offer holistic and seamless “digital-native” approaches to e-commerce that can be applied to other aspects of the business as well, such as supply chain management and product development, while giving customers the experience they are looking for.”

WENDY LIU
Co-founder, Chief Marketing Officer and Chief Executive Officer (SG)
Ezbuy

“Many people are living in a busy world and turning to online shopping – so they can buy things at anywhere, anytime. This “convenience” shall not just end after the customer placed orders. The ability to provide a convenient and hassle-free online shopping experience for customers from end-to-end is necessary. And, this is a key to retain the customers.”
Winning at Cross-Border eCommerce

LUC WONG LUN HING
Head of eCommerce
Royal FrieslandCampina

“There are so many opportunities in the ever changing E-commerce / O2O landscape – Continuous prioritization is needed, with the limited time and resources available”

Selling a product online is one thing, but how to ensure a full brand and shopping experience is another. This is what makes shoppers come back. Only E-tail platforms and brands that join forces will succeed in the long run.

JEAN THOMAS
CMO
RedMart

- Maintaining and continuing to build customer trust and loyalty since many consumers are still wary of purchasing online, especially the older generation and in the groceries category.
- Figuring out the most effective way to scale up when competition is on the rise, while also taking into account the emergence of New Retail and online-to-offline channels that seek to provide a “complete” customer shopping experience.
- Digital ad costs are increasing - figuring out the best and most cost-effective way to spend your marketing budget and get a great ROI.

MICHAEL RYAN CHAN
Chief Content & Technology Officer
ShopJJ

Discount-minded Consumer Behaviour—When the products and brands you carry are pretty much the same, the go-to strategy is sales and discounts (see the massive and consecutive deluge of sales during the 2018 winter season, from 11-11 sales, black friday sales, 12-12 sales, christmas sales, new year sales, and so on). This affects consumer behaviour in the long run—consumers start waiting for discounts and refuse to buy unless there’s one.
Insider Tips to Help You Standout in the eCommerce crowd

1. View online & different online channels (brand.com / marketplaces etc) as another route to market
2. Drive value selling in online to sustain profitability
3. Focus on retention based model rather than constant acquisition model

AJAY SHANKAR
Regional Head of eCommerce
Lenovo

1. Start thinking on how to customise the purchasing experience for each customer
2. Prioritise in integration of all your omnichannel sales platform: important as business owners are able to track all activities on all channels in real time

LENNISE NG
CEO and Co-Founder
Dropee

1. Trust is key so don’t let your customers down - building trust is difficult but regaining it after you lose it is even harder.
2. Focus on your customer every step of the way. Gather insights and feedback to discover exactly what they want from you. Build your operations, supply chain, fulfilment, marketing (and everything else!) around providing the best end-to-end customer experience.
3. Dare to innovate and be different - being able to stand out in an increasingly saturated e-commerce market will increase your chances of success.

JEAN THOMAS
CMO
RedMart

1. Delegation
The online marketplace in China is extremely fast-paced, and brands and retailers need to be quick to adapt to constant disruptions and movements in the industry, and to delegate processes that they are not best at to their local partners.

2. Consumer insights
Secondly, leveraging consumer insights is key. The inherent data-rich environment e-commerce thrives in, where every insight, behavior and preference of a shopper is logged, can be transformed into actionable insights for product customization. This is the impact e-commerce should be looking to provide as the middle-layer between brands and consumers, and to effectively and creatively bridge the offline and online space.

3. Price-control
Balancing prices is an important aspect to consider as well. As cross-border trade implies that the prices in brands’ and retailers’ wholesales channels will be affected, brands need to properly adopt price-control measures when operating both domestically and globally.

REX CHEUK
Head of Tmall Global, HK, Macau & SEA
Tmall Global - Alibaba Group