



eCommerce Marketing Services & Cross Border Payment Solution

Getting over the barriers to e-trade with China

CHINA - THE FACTS & FIGURES

China has a total population of 1.3 billion.

Mandarin is the main spoken language and Simplified Chinese is the written language used across mainland China

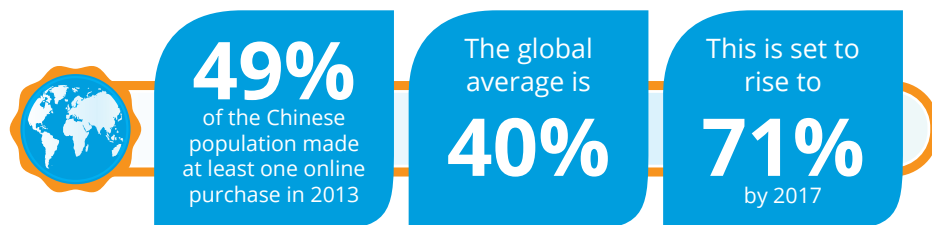
	Mainland China	Hong Kong	Taiwan	Macau
Spoken Language	Mandarin	Cantonese	Mandarin	Cantonese
Written Language	Simplified Chinese	Traditional Chinese	Traditional Chinese	Traditional Chinese

ECOMMERCE FACTS & FIGURES



- China has now surpassed the US as the world's biggest eCommerce market
- 70% of consumers are under 35 and hungry for western quality

Internet penetration



11/11 is Singles Day in China, the world's biggest eCommerce day in online shopping. The Chinese retailer Alibaba alone took in \$5.7 billion in sales on this day in 2013.

11-11-2013
\$5.7
 BILLION IN SALES
 ON THIS DAY


- China's eCommerce market has grown at 71% annually since 2009
- China's eCommerce market was worth \$190 billion in 2012. It is set to be worth \$541 billion in 2015

The Challenges

.....entering the Chinese market and setting up for e-commerce sales and distribution is complicated.....



The Opportunity

- **China⁺etrade** offers a plug-in eCommerce solution for ROW (rest of the world) brands and retailers to have an instant online presence in China with cross-border  China UnionPay (CUP) credit card payment
- Eliminating substantial cost of entry and time needed to establish legal entity and fulfillment services
- Huge cost-saving advantages in having a single global order management system, content management system and a single e-commerce system
- Driving traffic to your own standard global platform without compromising product presentation and brand expression

The Result

- A successful Chinese eCommerce website combined with the company's global model and integrated with payment feature geared toward the Chinese Consumers

China⁺etrade Services Package:



Corporate Membership of tradefwd, with access to the unique B2B Social Sourcing Network App, tradesqr, for broader partnership within the communities



Content Management of website with translation from English to localised simplified Chinese



China Social Media Channels Management



Chinapay Payment Solution as the secondary merchants of tradefwd



Loyalties program available to incentivise re-purchases

Experiential rate at **USD2,999 per year**

Optional e-offerings:

- * Mobile Application development for your store integrated with various payment gateway in both iOS and Android platforms at **USD999 per year**

Why tradeFWD?

tradefwd is a leading business to business social media network; incorporated in Hong Kong with satellite offices around the globe. The **tradesqr** app enables people and companies around the world to promote their Profile as well as its products/services; with posts, comments and news, plus photos and videos.

Social media interactions between Buyers & Suppliers are business focused without causing unnecessary interference and disruption in their personal sphere. Members would also be able to scan for qualified suppliers through our proprietary "Find My Supplier" database which is comprising over 200,000 publicly found data. Free membership to all industry professionals and corporate membership is needed to utilize our

trade related value added services like bazaar, buying leads posting and payment solution, including escrow services.

Visit www.tradefwd.com or download the mobile application **tradesqr** in App Store or Googly Play.

tradefwd is partnering with  China UnionPay (CUP) as platform merchant in cross border payment for eCommerce to China. Readily adoptable **China⁺etrade** e-trade services package would enable ROW (rest of the world) brands and retailers to have an online presence in China integrated with credit card payment preferred by Chinese Shoppers.

tradefwd **China⁺etrade**

商聚網有限公司
香港九龍長沙灣永康街37-39號福源廣場12樓D室

tradefwd Limited
Unit D, 12th Floor, Ford Glory Plaza, 37-39 Wing Hong Street,
Cheung Sha Wan, Kowloon, Hong Kong

+852 3462 2055

+852 3462 2585

info@tradefwd.com
www.tradefwd.com

