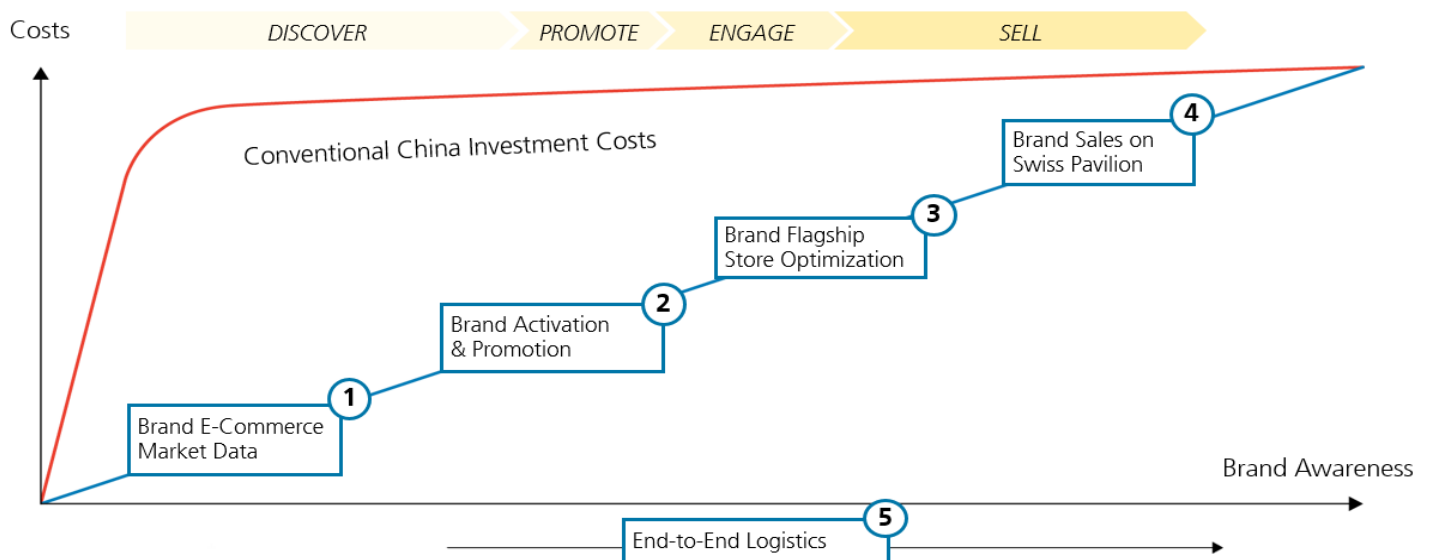


# YOUR GATEWAY TO CHINA

## COMPREHENSIVE E-COMMERCE SOLUTION FOR SWISS SME

The Chinese market is an attractive opportunity for Swiss brand manufacturers. E-commerce is much more popular in China than in Europe and e-commerce marketplaces are integrated into chat apps. Unlike here in the West, e-commerce data can be used commercially. The cultural differences are considerable and must be taken into account for a successful market entry. It is therefore advantageous to trust in the knowledge and experience of a reliable partner. Swisspost supports Swiss SMEs in entering the Chinese market successfully.



The potential of cross-border online trade is also encouraging Swiss-based companies to expand into distant countries. With 700 million potential customers, the Chinese market is particularly attractive. After taking the initial steps many Swiss business people find that entering into the Chinese market is more difficult and cost-intensive than expected, especially for SMEs.

### Strong brand for China

To survive in the vast and highly competitive Chinese market, you need a brand that is well-known in China. The assumption that a well-known brand in Switzerland or Europe is automatically well-known in China is not true. Most Swiss products have to develop the Chinese market from ground up, which can incur considerable expense in terms of both time and money. Swisspost offers a comprehensive modular solution package to support and assist Swiss SMEs wishing to enter the Chinese market by developing a service package tailored to the company's needs, based on an analysis of the individual situation of the company, brand and products, regardless of whether the product/brand is already active in China or is just about to enter the market. The individual service components can be tailored specifically to the customer's needs. In this way, market entry can be approached step by step and investments are staggered.

### Discover the market

Knowledge is power. The analysis of the target market, price setting and the competition, as well as the creation of the necessary conditions for successful sales are the be-all and end-all for entering a market successfully. In China, the commercial use of e-commerce data is permitted and provides important insights. Swisspost has access to a wide range of data sources and has the necessary market knowledge and experience, which enables it to identify the relevant factors professionally. On this basis, Swisspost compiles the optimal e-commerce approach and the corresponding service modules, taking market awareness into account.

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## Advertising and customer loyalty

Sales

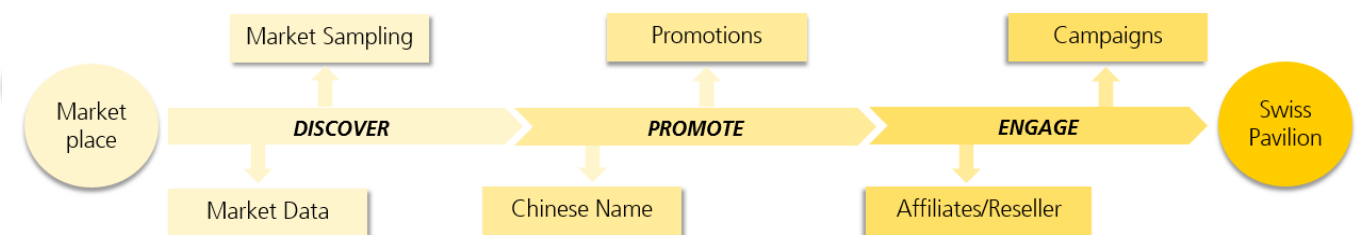
## Sales

Logistics

## Logistics

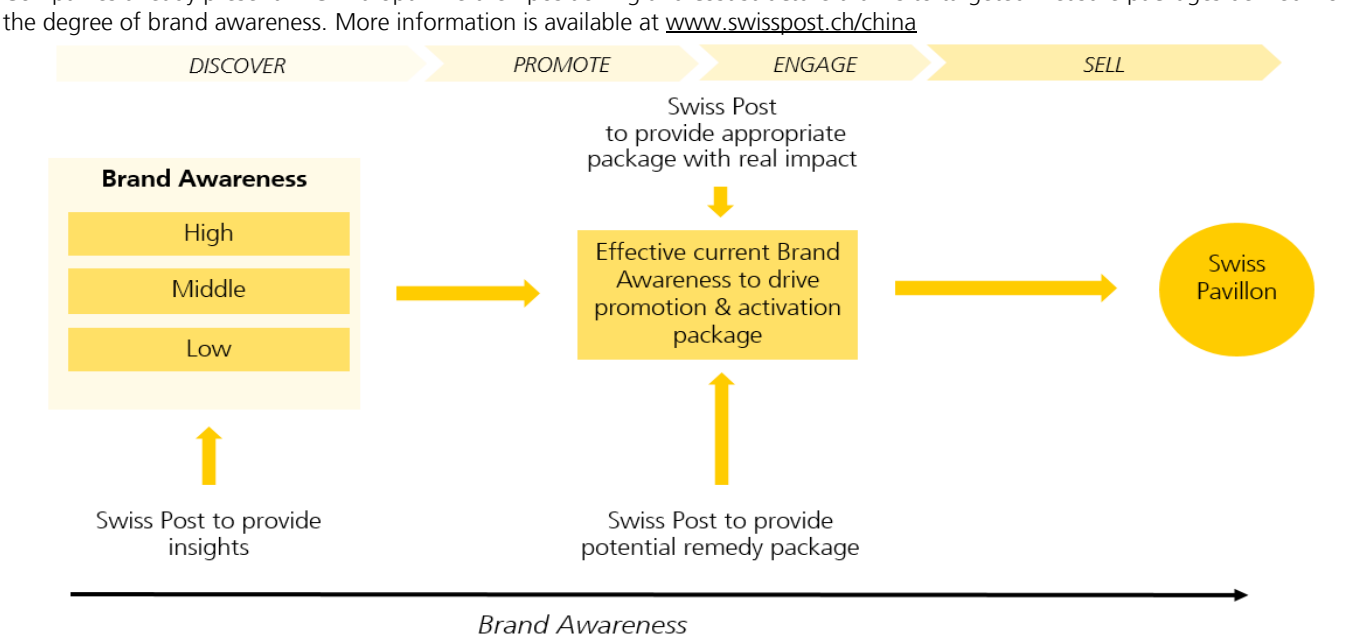
### Approach for brands without a presence in China

### Approach for brands without a presence in China



### Approach for brands with presence in China

Companies already present in China optimize their positioning and cost structure thanks to targeted measure packages derived from



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