

SE Business
 HD **Baidu opens to Aussie business**
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 WC 346 words
 PD 25 September 2014
 SN The Australian
 SC AUSTLN
 ED Australian
 PG 21
 LA English
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DOMINANT **China** search engine Baidu will offer Australian business unprecedented access to more than half a billion **Chinese** consumers in a major local marketing push.

At a launch event in Sydney yesterday, Baidu said it would partner with Belimark Australia, which would promote the benefits of Australians offering targeted search engine advertising in **China**.

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Belimark will offer comprehensive consulting and support to Australian advertisers.

Another **firm**, Incremental Marketing **Group**, has been contracted by Belimark to build targeted marketing campaigns for Australian customers with travel and accommodation, education, real **estate** and retail for **Chinese** search engine users.

Baidu spokesman Charles Song said the launch into Australia was part of a global marketing strategy, with Baidu also expanding into Indonesia, Thailand, Egypt and Brazil.

Baidu's strategy went beyond giving Australians access to **China's** market to analysing the trade between Australia and **China** and providing analytics to local firms.

"We really want to help clients to analyse the market and introduce them to the **Chinese** people," he said.

According to Baidu, two out of three **Chinese** citizens search the internet to plan their trips and **purchases**.

Last year, more than 98.2 billion trips were made by **Chinese** travellers and more than \$110 billion spent.

Belimark Australia marketing director Max Qi said Australian companies previously needed local knowledge to crack **China's** market.

"Before, if you wanted to use Baidu to advertise your business, you needed to understand the culture, understand the **Chinese** language, appoint a **Chinese** agent in **China**, and then communications and business was still very hard to do." Baidu said it had achieved an 83 per cent share of **China's** search engine market on personal computers and a 68 per cent share on mobiles. **China's** internet population was estimated at 564 million in 2012. Baidu's search engine handles more than 6bn search requests each day and raked in \$US5.12bn in internet sales advertising revenue in **China** last year. Its nearest competitor, online shopping **site** Taobao, operated by Alibaba **Group**, snared \$US4.6bn.

CO

badiu : Baidu Inc.

IN

i8385 : Digital Marketing | iadv : Advertising/Marketing/Public Relations | ibcs : Business/Consumer Services | imark : Marketing | i8395464 : Internet Search Engines | iint : Internet/Online | itech : Technology

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ccat : Corporate/Industrial News

RE austr : Australia | china : China | sydney : Sydney | apacz : Asia Pacific | asiaz : Asia | ausnz : Australia/Oceania | bric : BRICS Countries | chinaz : Greater China | devgcoz : Emerging Market Countries | dvpcoz : Developing Economies | easiaz : Eastern Asia | nswals : New South Wales

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AN Document AUSTLN0020140924ea9p0001h