

HD Baidu opens to Aussie business

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DOMINANT **China** search engine Baidu will offer Australian business access to more than half a billion **Chinese** consumers.

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.

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