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<http://moteurs-de-recherches-alternatifs.blogspot.com/>

Baidu

- Created in 2000(2 years after Google)
- 3rd most popular Web search engine in the world([Link](#))
- « we know Chinese better »[Screenshot](#)
- In May 2006 the 4th most visited web site in the world
- Introduced in the NY Stock Exchange in 2005
- 62% of market shares in China which is the biggest internet users country
- Baidu is stricly following Chinese government regulations

Baidu internationalization degree



- Consumer perception of the service: Chinese, Japanese(Asian area);
- Funder: Robin Li(Chinese), got his knowledge in the USA by working for InfoSeek(bought by Yahoo);
- Place of creation: China;
- Shareholders nationalities: New York Stock exchange;
- Headquarters: Beijing;
- Foreign presence: 8 people in Europe and in Japan since 2007;
- Brand or company name: Chinese;

Mostly Chinese

Motivations to enter in a specific market – Japan in 2007

- Bad experience in Europe www.baidu.eu
- No choice
- Time to export(in 10 years Google has an interface in more than 100 languages)
- Japanese characters are taken from the Chinese ones
- Trapped by the strategy they adopted since the beginning(pro Chinese link). The service has now a too strong Chinese image.

Conclusion

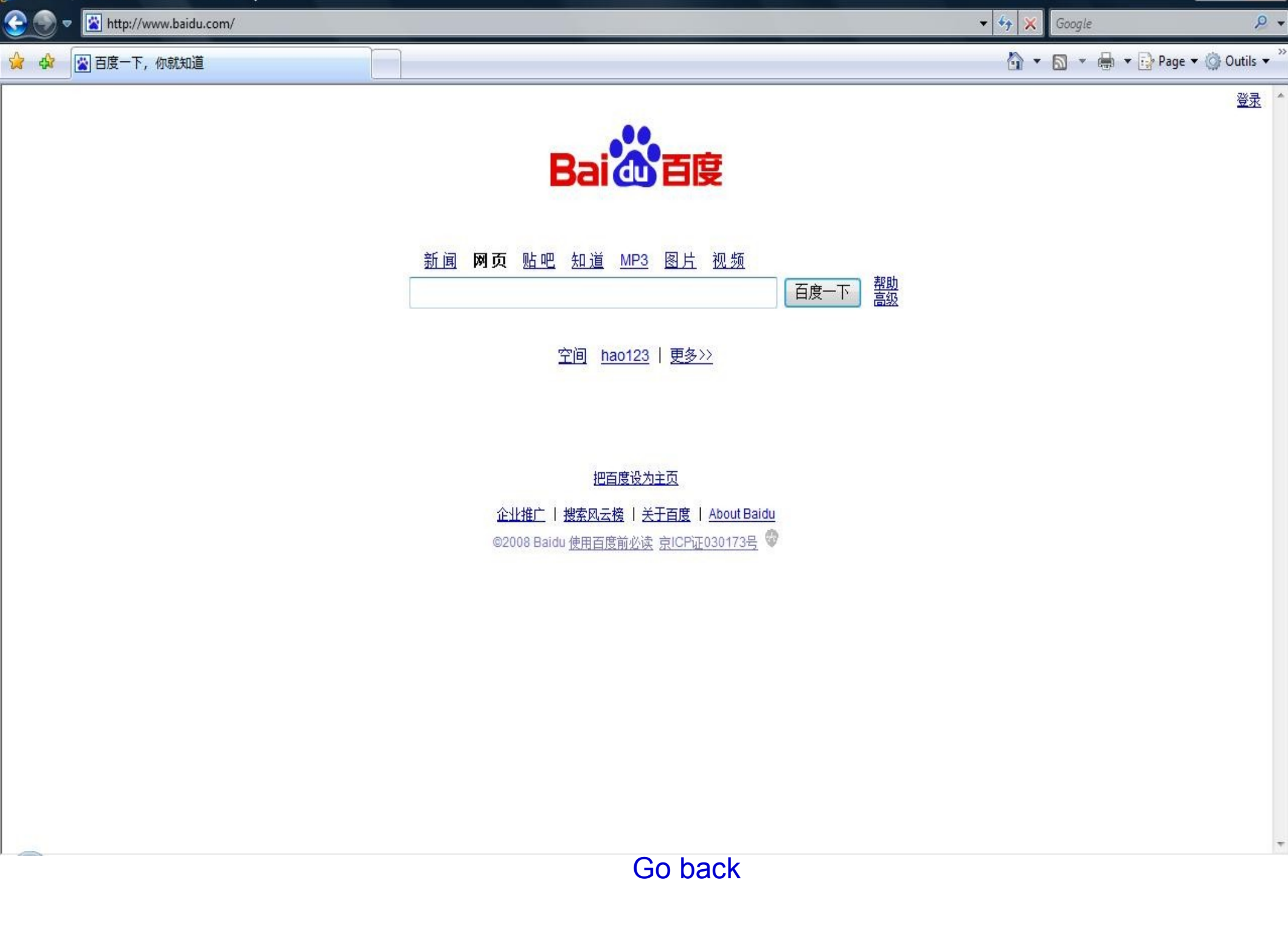
- A very interesting study case
- We rarely see a key success factor becoming a weakness
- An unknown company for us in Europe can be in fact a giant on the other side of the world

Top 10 Sites de Recherche dans le Monde
Août 2007

Total Age 15+, Domicile et Lieu de travail
Source: comScore qSearch 2.0

Search Property	Requêtes (millions)
<i>Worldwide</i>	61 036
Google Sites	37 094
Yahoo! Sites	8 549
Baidu.com Inc.	3 253
Microsoft Sites	2 166
NHN Corporation	2 044
eBay	1 319
Time Warner Network	1 212
Ask Network	743
Fox Interactive Media	683
Lycos, Inc.	441

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Sources

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