



E-Commerce for the Chinese Market

Strengthen your Brand with E-commerce and Penetrate the Chinese Market

Marketing and sale of products and services in China and Asia are taking place via digital channels to a much greater extent than in Germany. This presents new opportunities for German companies. They can use professional E-commerce and M-commerce (mobile commerce) not only to strengthen the awareness and reputation of their brand, but also to penetrate the Asian markets effectively and efficiently. This applies to the Chinese hinterland as well as to the countries of the RCEP free trade zone.



The challenge lies in designing digital offerings to meet the requirements of Asian customers within the given framework.

The national requirements for necessary licenses and certificates, data protection and liability, and protection of intellectual property alone can be a barrier. E-commerce and M-commerce must be built around the customer rather than the product.

OUR SERVICES*

Legal Framework:

- Clarification of legal framework conditions such as licenses, certificates, data protection, liability, IP and import regulations
- Consultation on the preparation of contracts and assistance in obtaining licenses and certificates

Strategic Development:

- Procurement of market data as basis for business decisions
- Analysis of the activities of Chinese and foreign competitors
- Development of a suitable e-commerce strategy: individual offers or flagship stores on Chinese and Asian marketplaces
- Connection to social media of the target countries

Development and Implementation of Digital Concepts:

- Definition of the functions: Product catalog, search, filtering and sorting, pre-ordering, etc.
- Development of interactive, social and multimedia content
- Adaptation of designs and content to cultural specifics

Connection to the Real Economy:

- Conception of the link-up of systems to Chinese customers, subsidiaries etc.
- Design of individual supply chains

Technical Implementation:

- Technical connection by specialized Chinese IT service providers
- Management of hosting by local Internet service providers

FAST FACTS

E-Commerce Continues to Grow

According to estimates, the e-commerce market volume in China in 2025 will be 1,448,534 million euros - equivalent to an annual growth rate of 6.73%.

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