

eBay x Chow Tai Fook x Walmart

General Managers' view on crossborder e-commerce from Hong Kong
總經理對跨境電商與全球市場趨勢的見解



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eBay

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Walmart eCommerce

Former Senior Director of Sam's Club Ecommerce
(HSBC Digital Performance Lead)

2019 / 09 / 03 (Tuesday)

4:00pm - 6:00pm (Registration starts at 3:30 pm)

Victoria Dockside
21/F, K11 ATELIER
18 Salisbury Road, Tsim Sha Tsui

Language: Cantonese

Organiser
HKEBA Funded by SME Development Fund
工業貿易署
Trade and Industry Department



Any opinions, findings, conclusions or recommendations expressed in this material/event (or by members of the Project team) do not reflect the views of the Government of the Hong Kong Special Administrative Region, Trade and Industry Department or the Vetting Committee of the SME Development Fund and the Dedicated Fund on Branding, Upgrading and Domestic Sales (Organisation Support Programme).



Event Organizer
主辦機辦

HKEBA
香港電子商務業協會

HKEBA

Hong Kong E-Commerce Business Association

Trade and Industry Department 工業貿易署



工業貿易署
Trade and Industry Department

Supporting Organizations 合作機構



New World Development



Past Seminars 過往講座

1. Introduction to Omnichannel Sales & Commerce



2. Applications of Platform and Enterprise Data Analytics



Lane Crawford

3. Boosting your brands in China



4. Accelerating your e-commerce business



5. Growing crossborder e-commerce for brands in South East Asia



發展品牌，升級轉型及
拓展內銷市場的專項基金
Dedicated Fund on Branding,
Upgrading and Domestic Sales



SAP x HSBC x Goldjoy Travel

Data & Privacy in a Digital Age
數碼時代的數據和私隱

2019 / 09 / 27 (Friday)

5:45pm - 7:30pm (Registration starts at 5:30 pm)

Explorium HK 
1/F, Li Fung Tower
868 Cheung Sha Wan Road

Language: English

Organiser **HKEBA**  Funded by SME Development Fund
工業貿易署
Trade and Industry Department



Mr. Sam Wong
SAP

Digital Advisory,
SAP Customer Experience



Mr. Jacen Loke
HSBC

Regional Lead,
Cyber Security Consulting



Dr. Fred Yip
Goldjoy Travel

Executive Director



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Alison Chan

Former Senior Director
Sam's Club Commerce

Walmart eCommerce
(HSBC Digital Lead)



Self-Introduction & Career Journey

- HK raised, US educated, worked in China for many years
- Retail, ecommerce
- MBA experience
- Road to Walmart role
- Now at HSBC



Key Achievements at Walmart E- Commerce

- Sam's Club membership model: importance of targeting, not go after the mass audience
- 1 hour delivery roll out: last mile & logistics in ecommerce business
- Customer Experience and tracking it is critical
- Managing a large team and how to succeed



Jenny Hui

General Manager
Cross Border Trade Taiwan and
Southeast Asia

eBay Hong Kong

把握數碼商務新機遇 拓展跨境電商新市場

許頌恩

eBay 香港、東南亞及台灣業務發展總經理





eBay 集團：引領電子商務

61%

eBay 的營收來自國際
業務

全球活躍買家達

1.82億

平台上商品數量達

12億件

2018 年全年 GMV 達

950億美元

eBay 推動香港跨境電商發展

100%

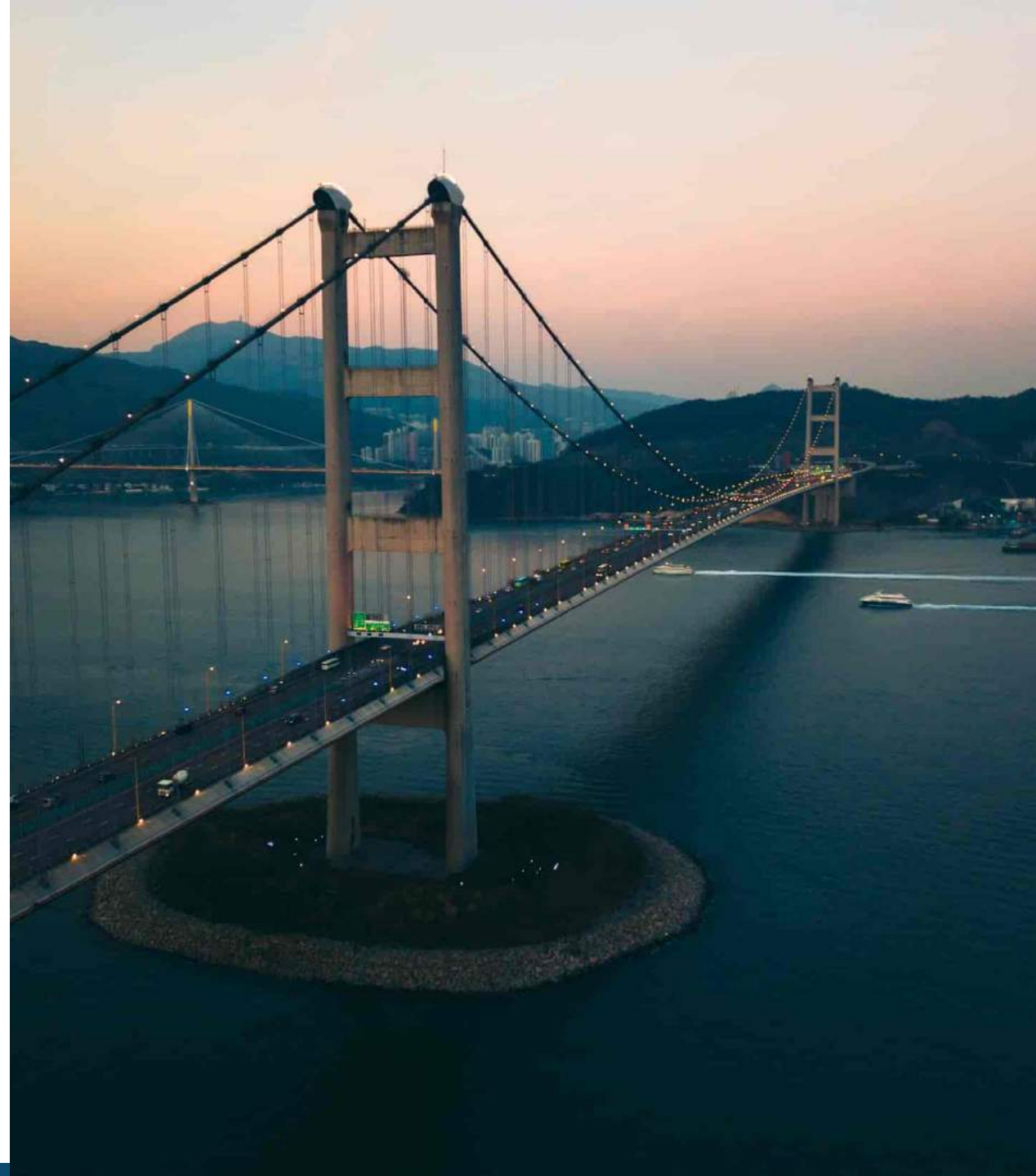
eBay 香港賣家
從事出口活動

eBay 香港賣家平均出口至

高達 **57** 個
目的地市場



為 eBay 香港賣家
首四位跨境零售出口市場





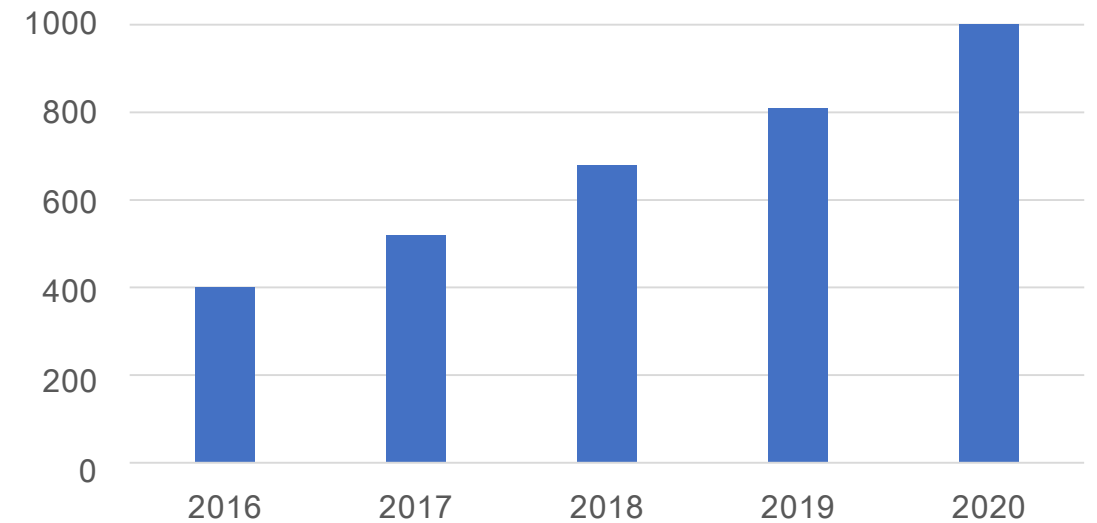
把握環球增長機遇



跨境貿易帶來龐大機遇：

全球跨境貿易市場預計將於 2020 年達到
一萬億美元

(Billion USD)



資料來源：Accenture

真正全球化的電子商務



- 全球化時代，消費者並不僅著眼於**當地**，而是希望不受地域限制的**全球購物體驗**



- 未來會有更多企業順應**全球化趨勢**，投入**跨境電子商務**的發展中



東南亞及歐洲市場潛力具大

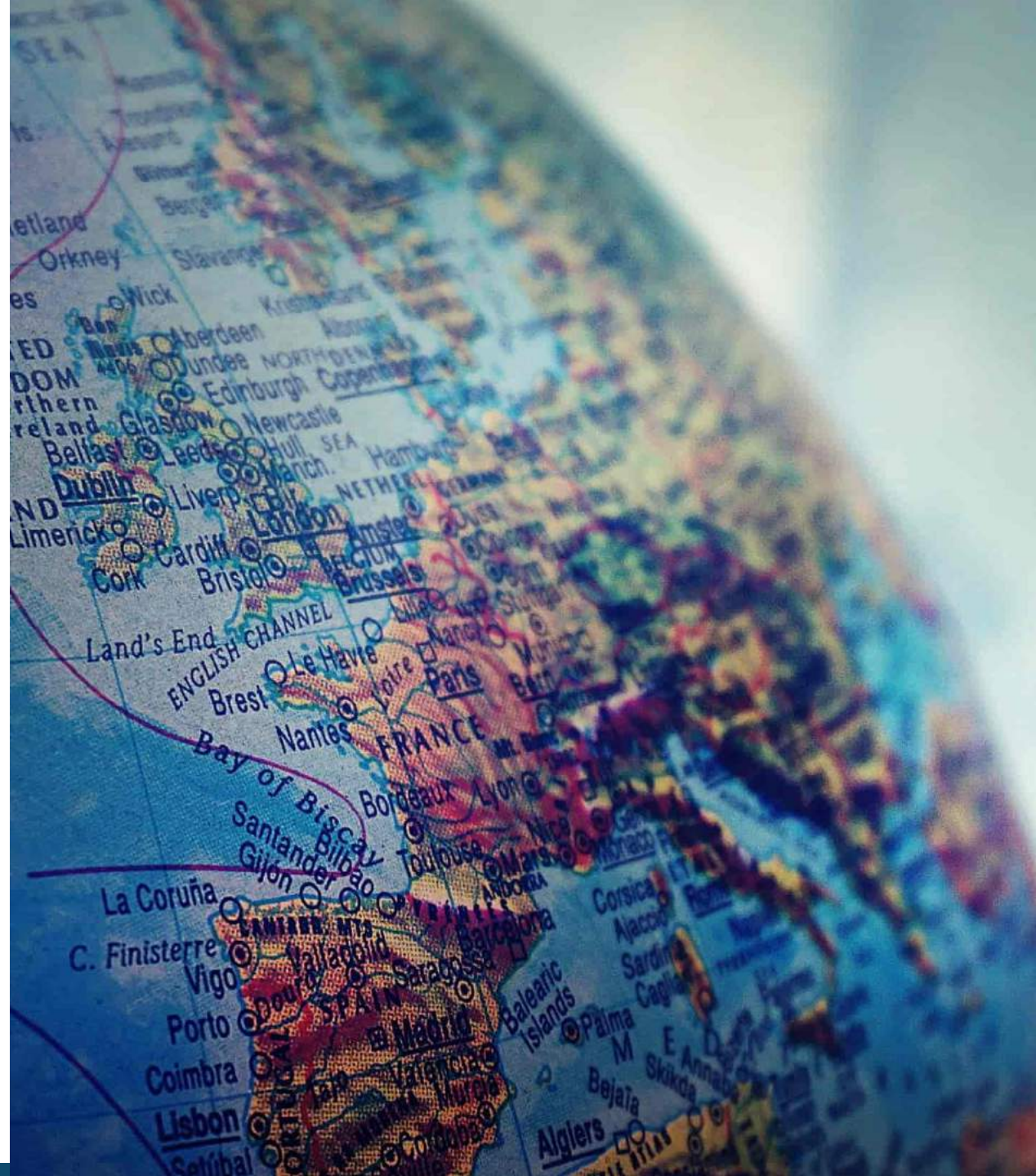
東南亞市場

- 受龐大的千禧一代人口所推動，東南亞的互聯網用戶預計將於 **2021 年** 增長至 **2.64 億**

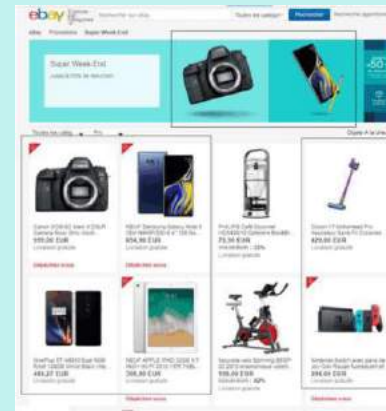
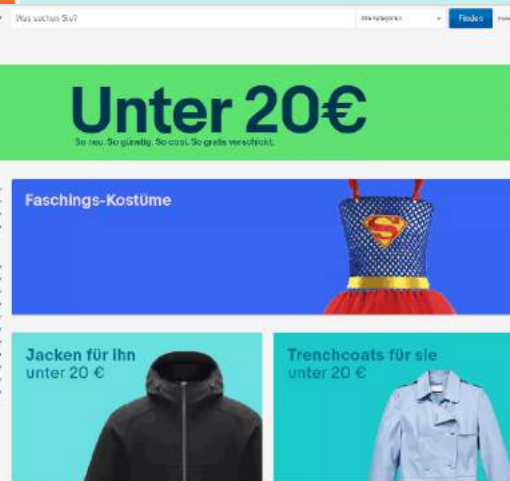
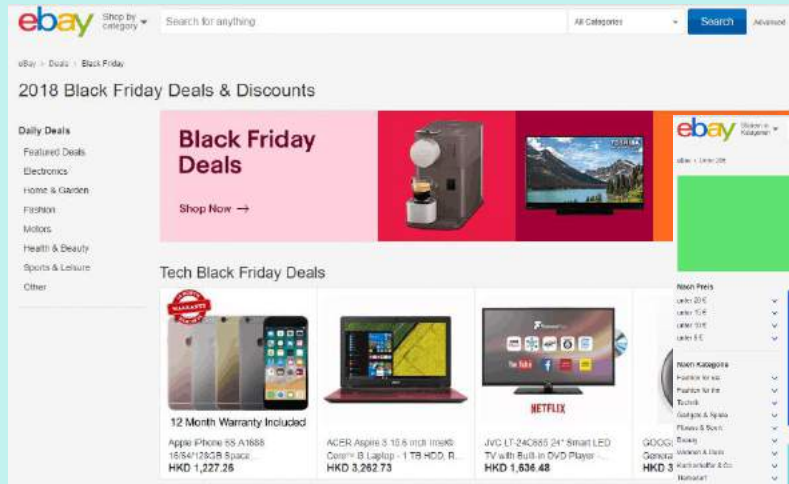
歐洲市場

- 傳統市場如**英國**和**德國**維持強勁表現
- 新興市場如**法國**、**意大利**和**西班牙**需求增長

資料來源：Frost & Sullivan



eBay 致力推動國際跨境貿易





數碼化的消費習慣

邁進全面數碼化的新時代



2018 年
全球聯網的裝置
總量約
170 億部

2020 年
預計增長至
210 億部

「數碼原生代」——數碼時代的消費者



- 增長迅速

- 千禧一代和 Gen Z 佔全球人口的 **32%**



- 消費力高

- 佔全球消費者人口的 **40%**，每年直接消費能力預計為 **2,000 億美元**



- 期望更好體驗

- **64%** 的消費者對消費體驗有較高期望



- 網絡成長

- 鍾情網上消費的數碼原生代



資料來源：

Bloomberg 2018 年數據報告

KPMG 2018 年零售趨勢報告

迎接數碼商務時代的來臨





數碼商務轉型的成功秘訣

善用香港獨有優勢 發展跨境電商零售出口業務



自由港免稅優勢



緊鄰生產製造基地



物流通關便捷



香港賣家的
軟性競爭優勢

AI 和機器學習塑造未來商貿

- **Find It on eBay**

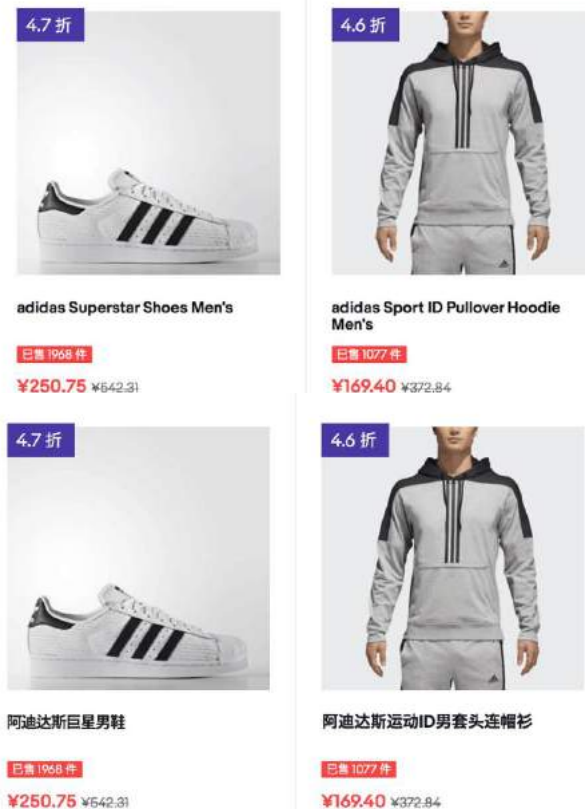
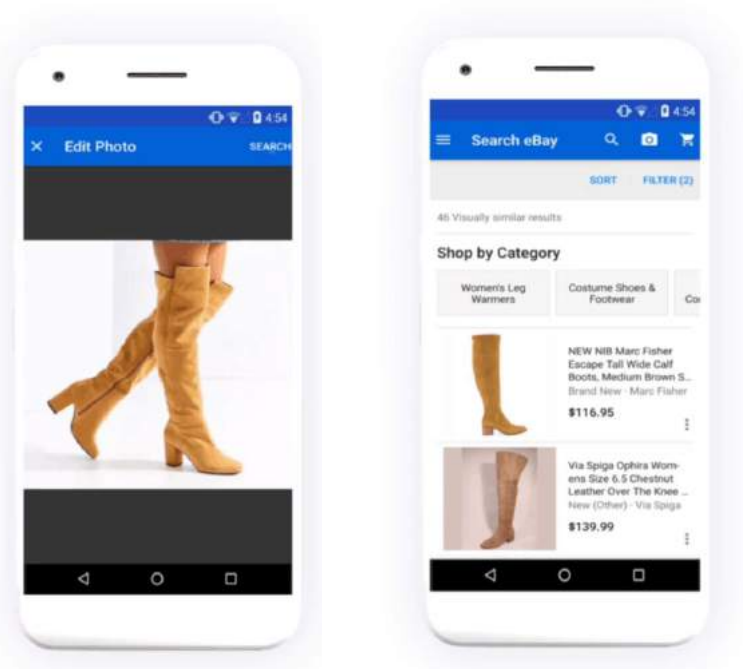
- 為賣家提供更有效的引流方式，滿足消費者視覺為先的需求

- **自動翻譯功能**

- 幫助賣家與不同地區的消費者更好溝通

- **機器學習幫助定價和採購**

- 利用機器學習技術為賣家選擇最適合的定價及採購策略



大數據有助深入了解市場

- 配合市場的最新資訊及對當地市場深入的了解，為賣家定期提供分析報告
 - 了解不同市場**需求、價格、銷量、最高成交價**等信息，提供市場建議
 - 針對各市場消費者的**消費習慣**，幫助賣家制定經營策略



建立合作夥伴生態系統 實現共贏

物流



付款方式



安全



助中小企邁向全球市場

B2C



社交網站

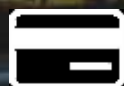


網頁設計



網頁載入速度

CBT



安全便捷
的付款方式

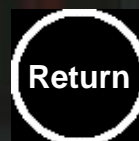


快捷的購物流程

C2C



資料安全



Return

退貨

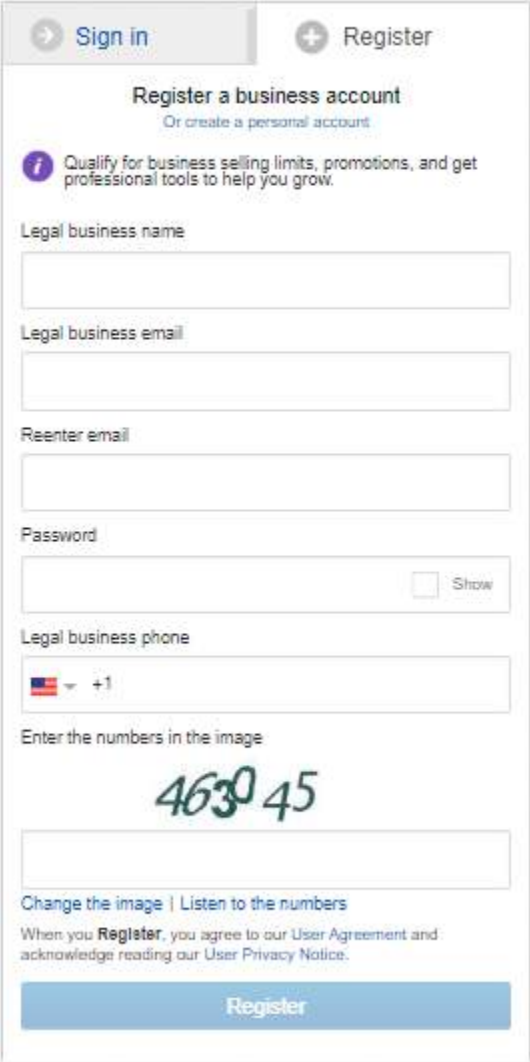
Mobile



免運費

The image features a large, vibrant blue square in the center, which serves as the background for the eBay logo. The logo is rendered in white, lowercase letters with a distinctive slanted 'y'. Surrounding this central blue square is a complex geometric pattern composed of various colored rectangles and squares. The colors include shades of pink, red, orange, yellow, green, light blue, and dark blue. The pattern is asymmetrical and fills the entire frame around the central logo.

ebay



Seller Hub on sale! (177 #)

- Overview
- Orders
- Listings
- Marketing
- Performance
- Research NEW



Messages (53) | Comments 1

Manage all orders

You can now download your orders directly from this page. The new report is a bit different than the old one. [Learn about the differences here.](#)

All orders (98) Last 90 days Buyer username Search Reset

Results: 1-50 of 95 (\$7,684.90) Print Download report

	Shipping	Refund	Leave feedback	More	Sort by:	Date sold
<input type="checkbox"/> Actions	Order details	Qty	Sold for	Total	Date sold	Date paid
<input type="checkbox"/> Cancelled <small>See internal notes</small>	27-663E7-72A00	Get Lufkin cancel case (57)	1 (2 available)	\$9,621.26	\$9,621.00	Dec 7, 2018 at 12:11am PST
	SanDisk Extreme PRO 256GB S100B Class10 UHS-I US V30 EVO Memory Card 170MB/s (15300005961) Capacity: \$1358 Custom label (SKU): 80-SDXYP4125 Sold via promoted listings + Add tracking					
<input type="checkbox"/> Ship by Dec 10 <small>at 3:08pm PST</small> View shipping label	10-643E9-a300c	Pelikan DOGLS update (4)	1 (2 available)	\$9,616.42	\$9,621.00	Dec 8, 2018 at 5:40pm PST
	Samsung T5 Portable SSD - 1TB - USB 3.1 External SSD (1530000011) Storage Capacity: 1TB Custom label (SKU): SAN-T5-SL-150KXT1T0 Sold via promoted listings + Add tracking					





Quentin Wong

General Manager
Investment and e-Business

Chow Tai Fook



E-Commerce 營銷策略

跨境電商與全球市場趨勢

Doing Crossborder e-Commerce from HONG KONG

Quentin Wong
3 Sep 2019

QUENTIN WONG



- 9 years as an accountant at KPMG and a mid-sized listco
- Now a “Slashie” at Chow Tai Fook
- eCommerce/ investment/ innovations in retail/ CRM/ new brands....

~2,000,000



Total eCommerce Orders in FY19



~487,000

Unique Visitor Daily



周大福網絡旗艦店
Chow Tai Fook eShop





周大福
CHOW TAI FOOK

少了你
赢了又如何
2018.11.11



ebay 亿邦动力 | 直播

周大福双11 线上销售额100分钟破亿

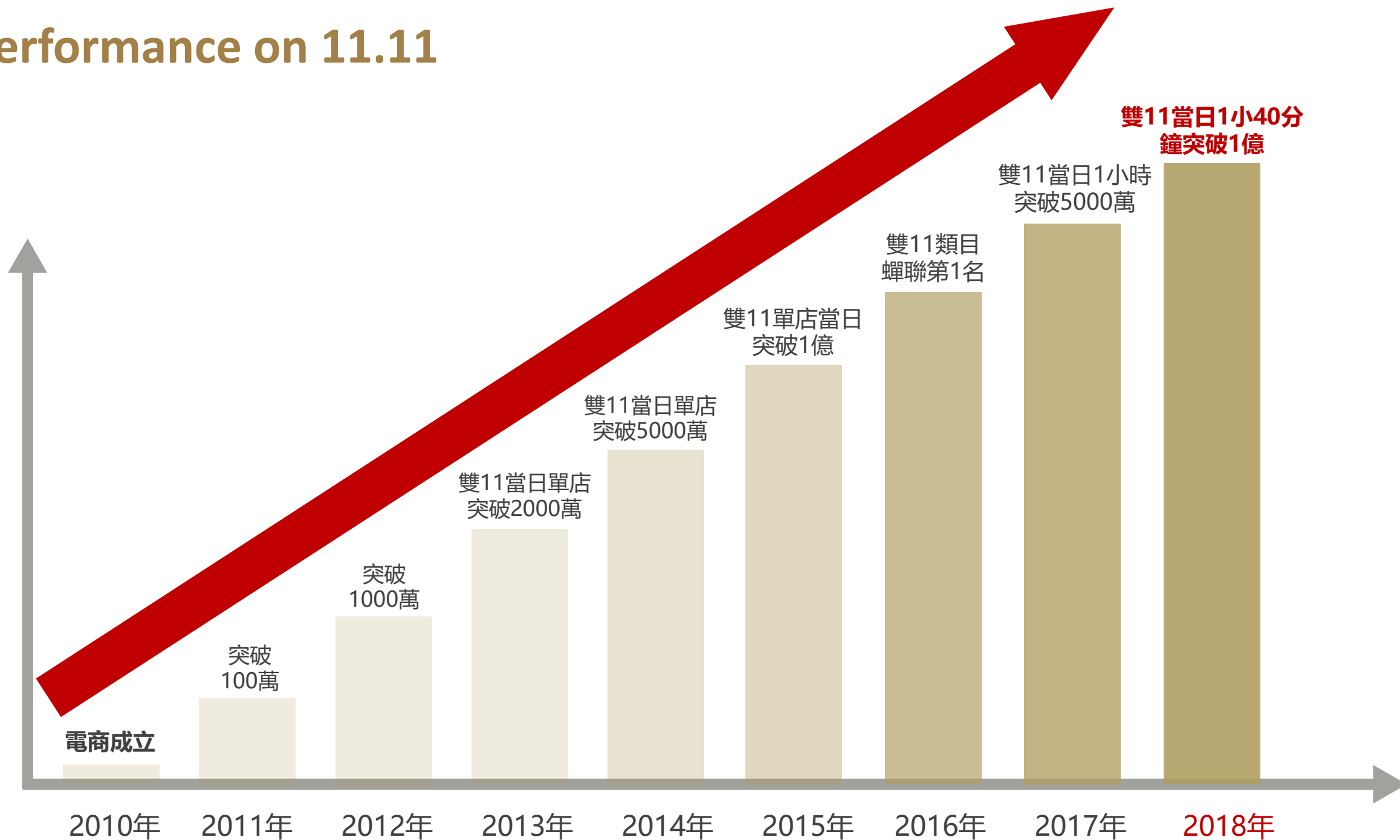
【亿邦动力讯】11月11日消息，截止到01:40分，周大福双11线上销售额已突破1亿。

周大福
CHOW TAI FOOK

双11线上销售
100分钟内
破亿

感谢信赖 一路相伴

Performance on 11.11



Chow Tai Fook Jewellery

90t



History

3000



POS

7m



Followers

80+



E-commerce platform



Why E-Commerce?

综合 销量 视频 筛选

香港周大福18k玫瑰金可调节镭射珠微笑笑脸套链16-18寸新款项链

每满1000减50

¥1039 约HKD1156.63 334人付款

进店 >

香港周大福专柜正品AU990足金小蛮腰螺丝项链一体黄金套链

¥1782 约HKD1983.75 12人付款

进店 >

周大福铂金项链 PT950锁骨链 18k白金钻石吊坠情人节女友礼物

金币抵5%

¥840 约HKD935.10 1100人付款

进店 >

笑笑香港购周大福经典款18K金一颗钻套链简约百搭

每满1000减50

¥3000 约HKD3339.64 3人付款

进店 >

香港周大福专柜正品迪士尼系列999足金小飞象黄金吊坠

A款

¥1458 约HKD1623.07 25人付款

进店 >



综合 销量 筛选

周大福 周大福字母转运珠足金黄金吊坠计价工费48元F【多款】

¥574.8 1.4万人收货

周大福官方旗舰店 >

周大福 周大福珠宝首饰简约足金黄金戒指计价F217482

¥858.2 1794人收货

周大福官方旗舰店 >

周大福 周大福小金猪飞天猪转运珠黄金吊坠R21588礼品

¥764.4 1233人收货

周大福官方旗舰店 >

周大福 周大福珠宝水波链足金黄金项链素链计价F173873精品

¥1560.6 908人收货

周大福官方旗舰店 >

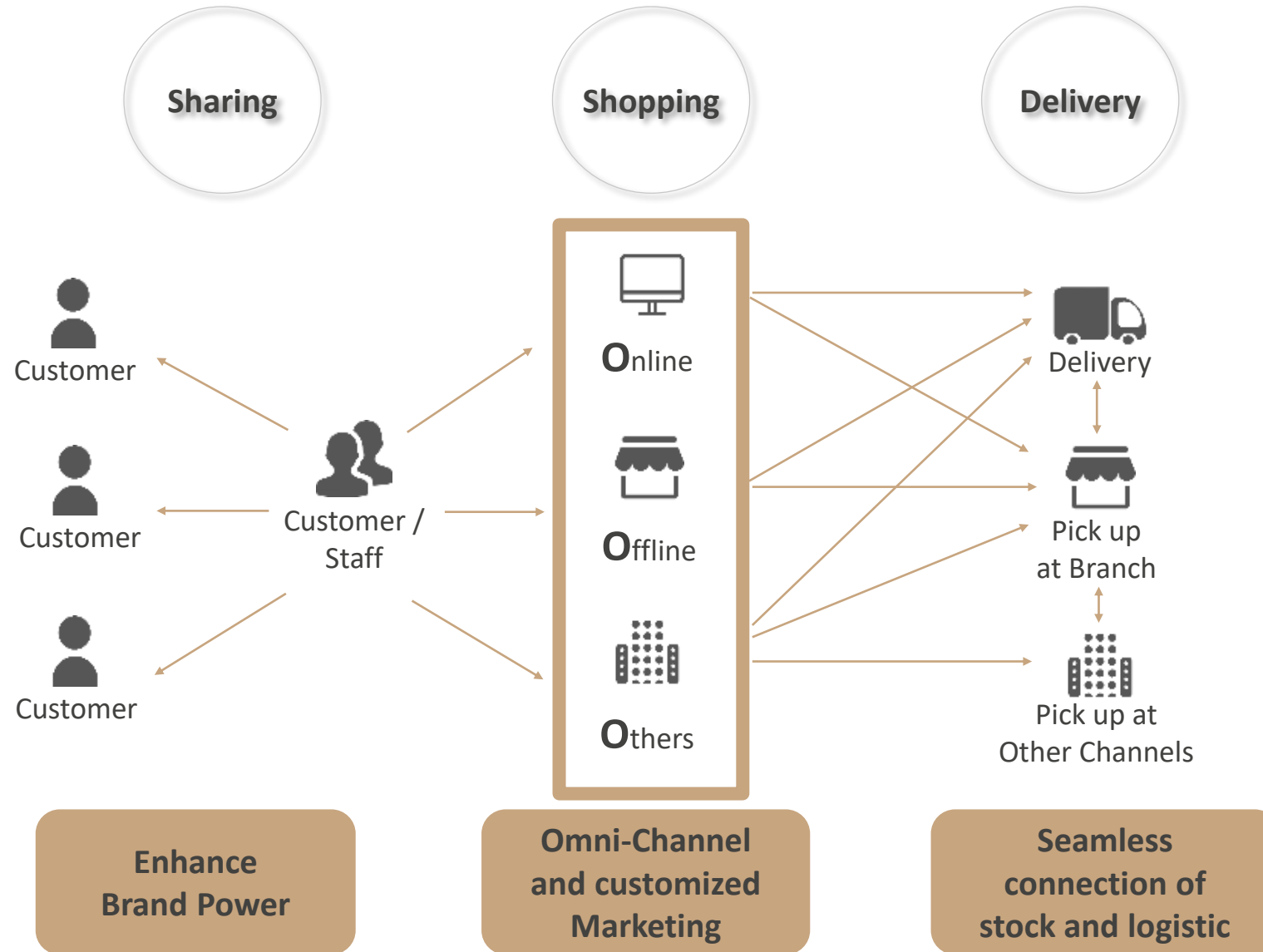
周大福 周大福皇冠为爱加冕足金黄金项链套链计价F199792精品

小公*翠

¥1455 852人收货

周大福官方旗舰店 >

Why E-Commerce?



How we do e-Commerce



How we do e-Commerce



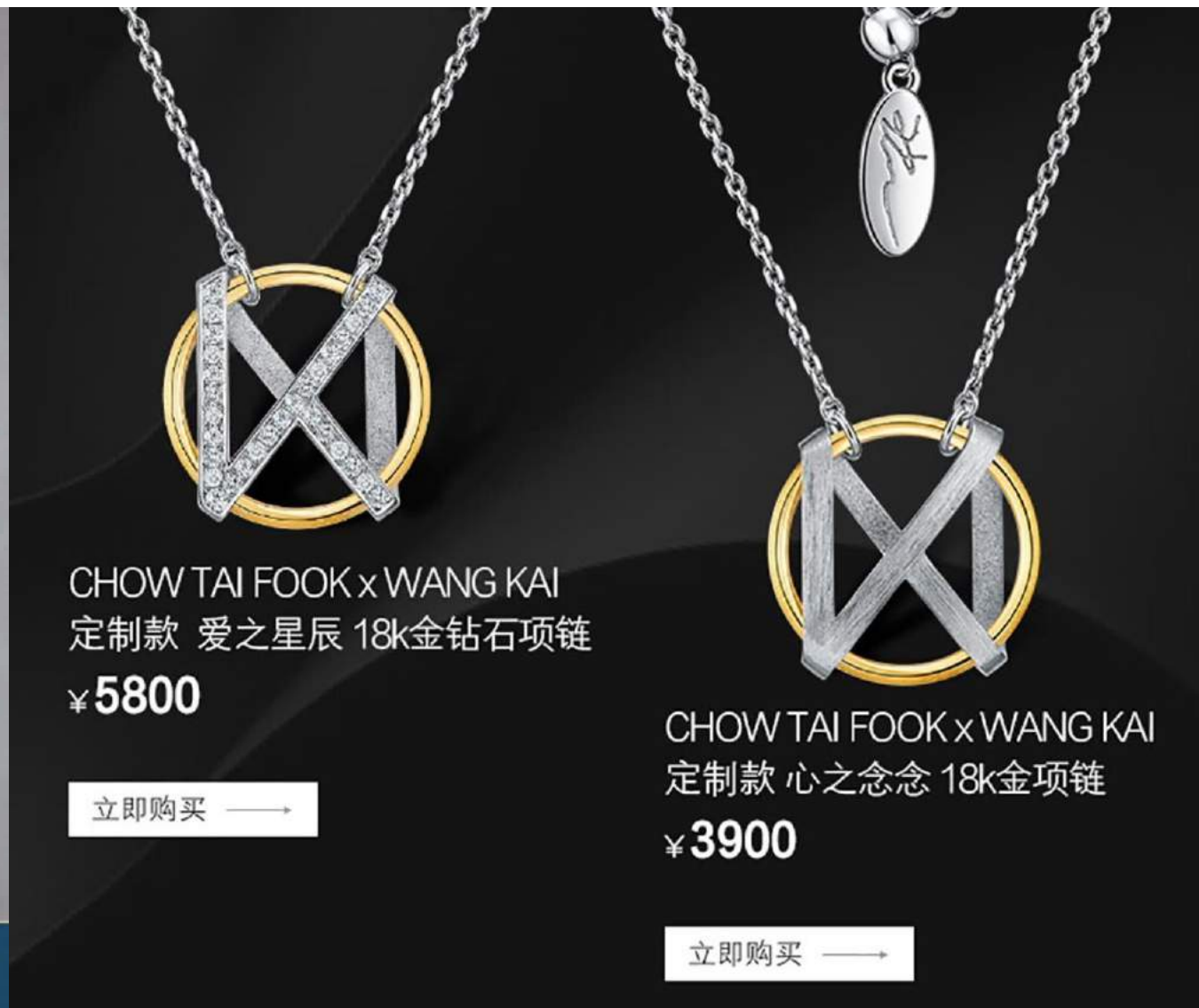
How we do e-Commerce



How we do e-Commerce



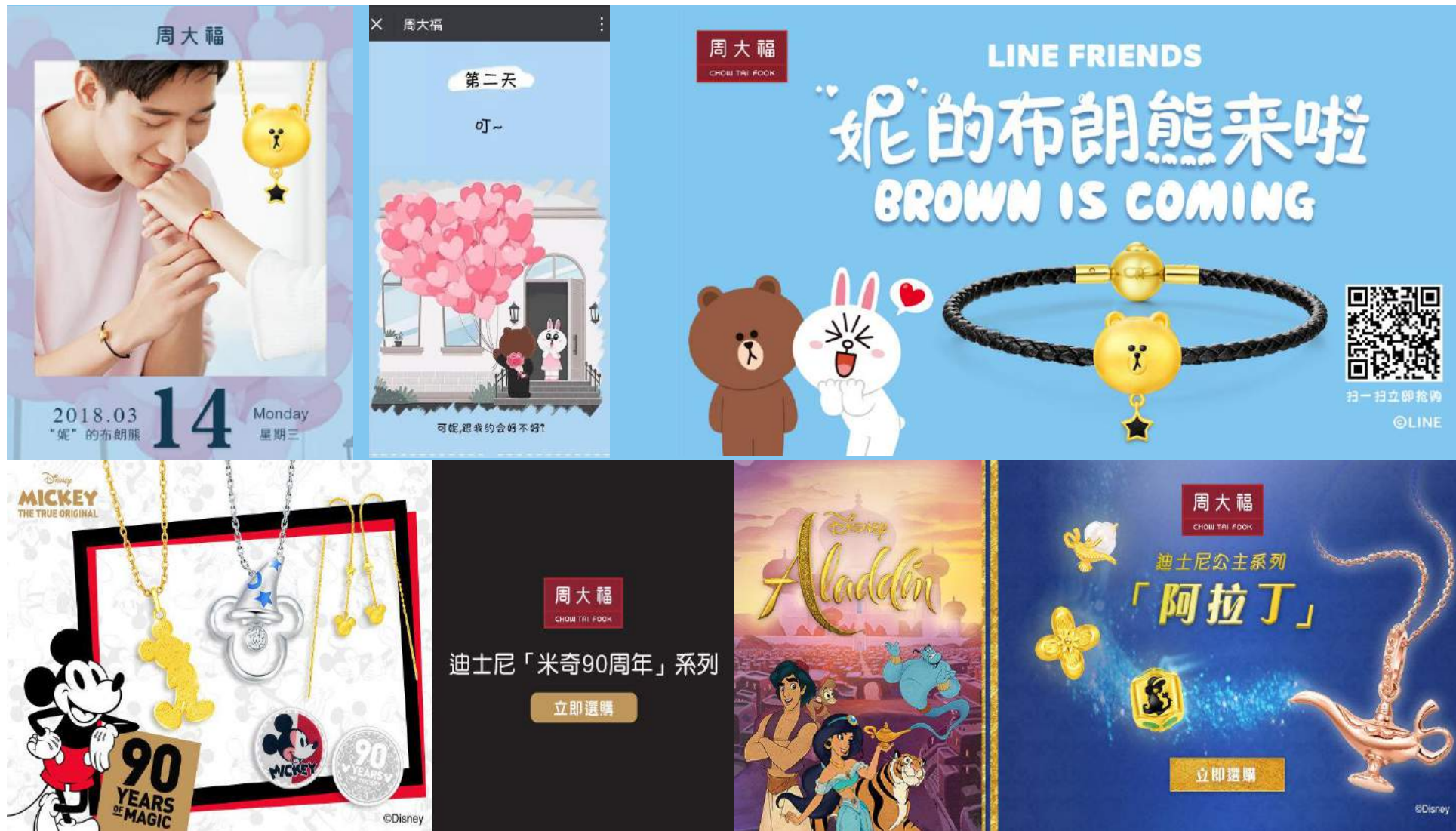
How we do e-Commerce



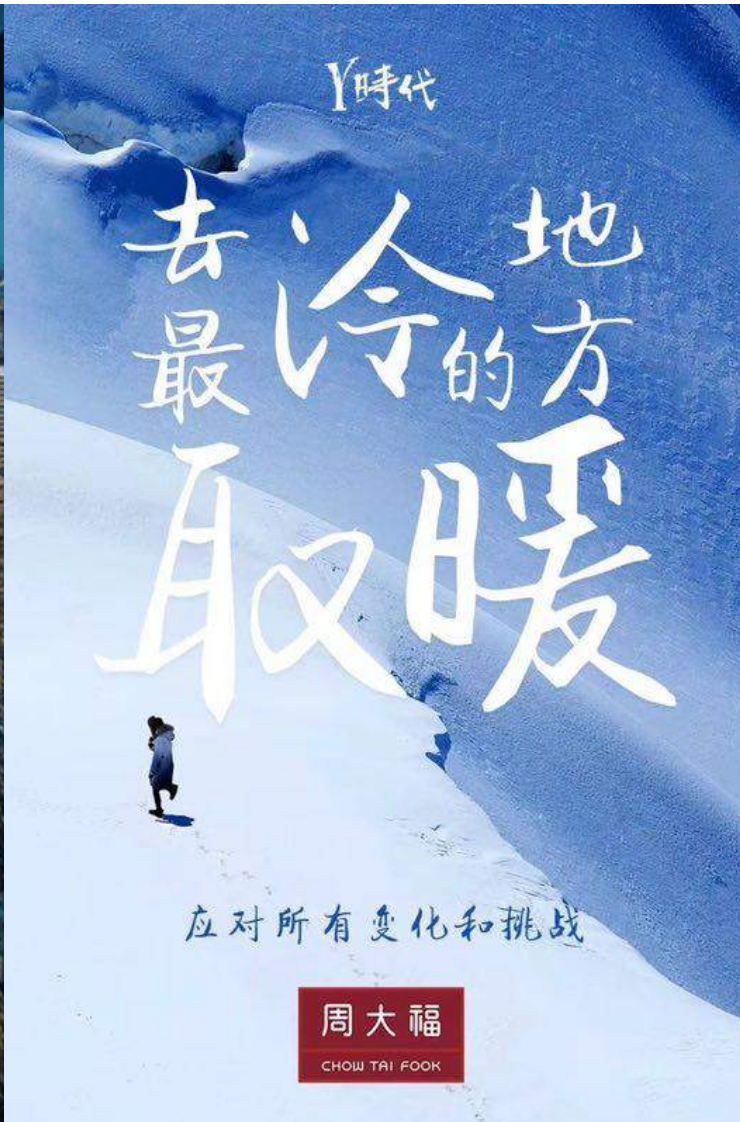
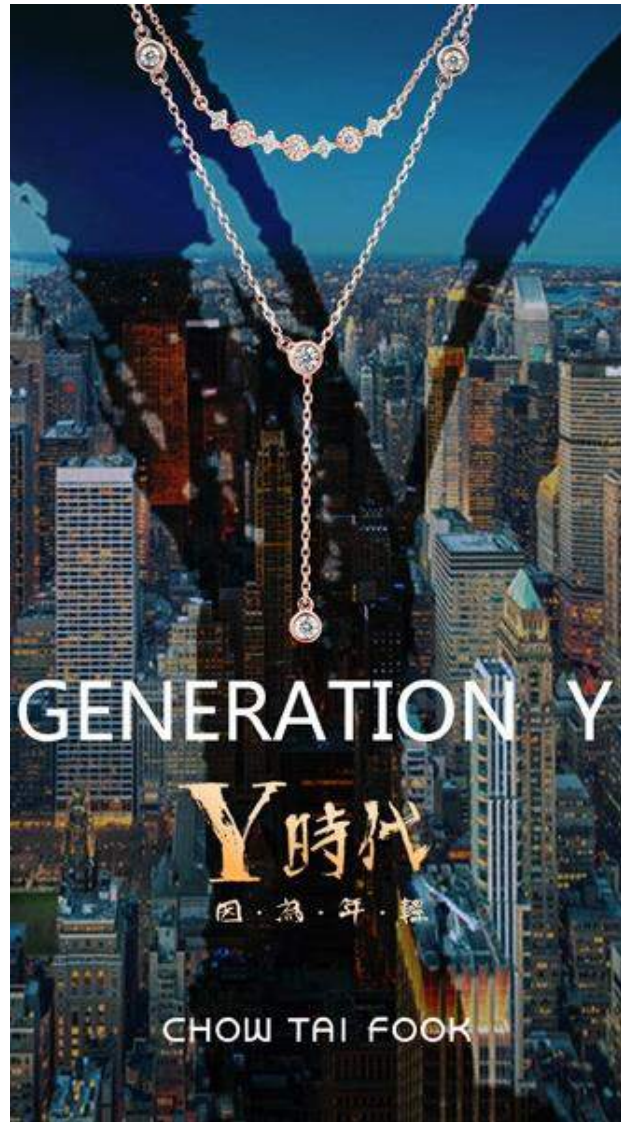
How we do e-Commerce



How we do e-Commerce



How we do e-Commerce



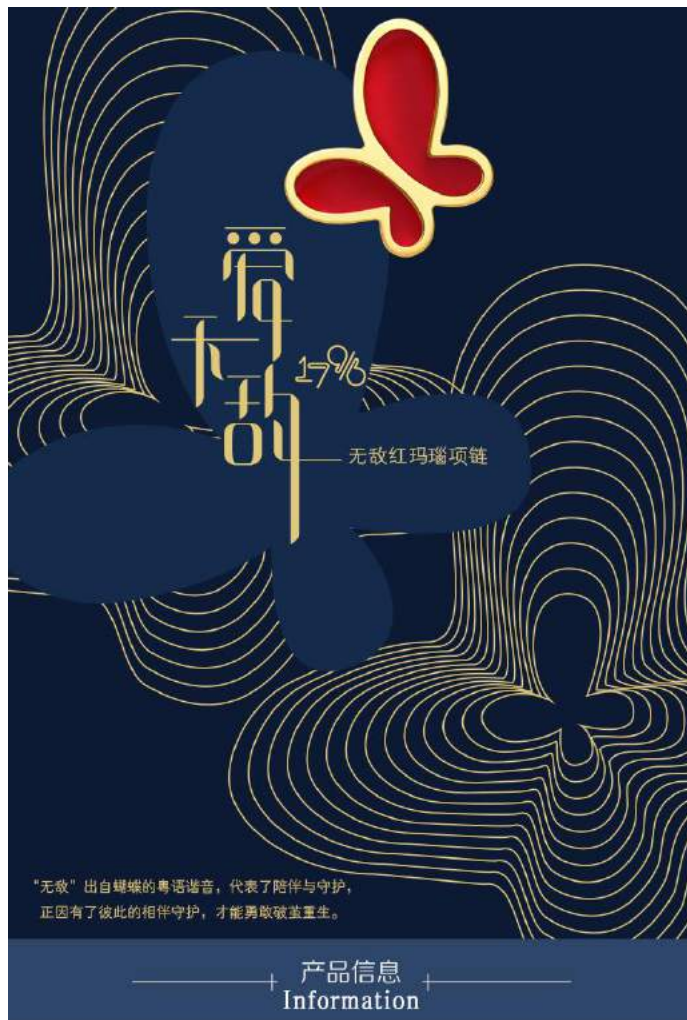
How we do e-Commerce



GIFT BOX
/ 专属首饰盒 /



How we do e-Commerce



爱无碍 17916 无敌红玛瑙项链

“无敌”出自粤语谐音，代表了陪伴与守护，正因为有了彼此的相伴守护，才能勇敢破茧重生。

产品信息
Information



17916

17916，这一组数字密码，充满了天马行空的幻想空间，当你递上这一份爱的礼物时，不仅仅是这一份闪耀的首饰，还附上你充满创意的爱的传递，17916……你的创意又是什么呢？



细节展示
Details

天然白贝母颜色及纹理的特色
产生其自身色彩的幻变

17916

含金量更高，更接近黄金本色

How we do e-Commerce



How we do e-Commerce



How we do e-Commerce



How we do e-Commerce

ringism旗舰店 >

天猫 综合体验 ★★★★★ 粉丝 · 273

+ 关注

首页 宝贝 新品

THIS IS ME RING IS ME



你比想象更闪耀
活动时间：8月14日~8月31日

你比想象更闪耀
THIS IS ME , RING IS ME

喜欢就要一单拿下
你比想象中更加闪耀

活动时间：8月14日~8月31日

¥10
无门槛
关注领取

¥100
满1500使用
关注领取

¥150
满2500使用
关注领取

单笔订单满2000元
送MAC口红一支
(限领10名, 送完即止)

单笔订单满3000元
送小CK包包一个
(限领5个, 送完即止)

全场满2件9.5折

限时特惠
每天20:00-24:00

产品分类
CATEGORY

 戒指
Ring

 手链
Bracelet

 项链
Necklace

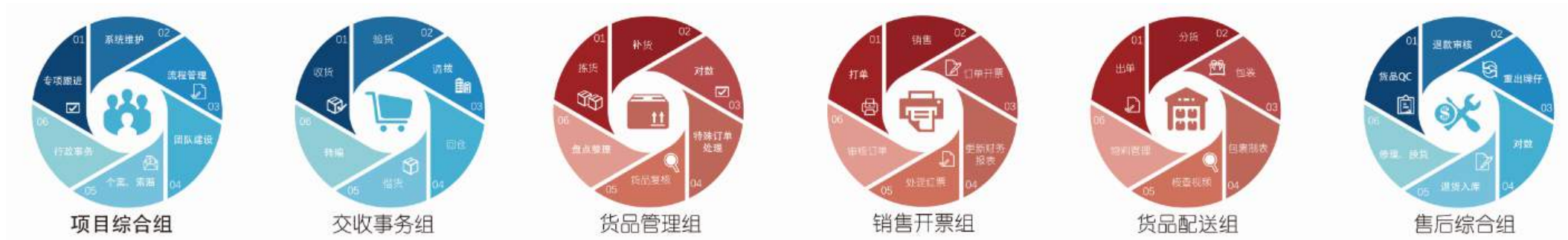
 耳饰
Earring

RINGISM

——美于我们——

RINGISM 是由 Ring is me 组成
Ring代表光环, 寓意闪耀的自我, 以富有设计理念和风格多样的时尚珠宝
表达现代女性自信、自由、独立的一面
Ring is me, nothing but me.

How we do e-Commerce



Gold Storage



Production line



Packing



Auto-Sorting Machine



BiBi-Jewelry “Uber” – Improvement in Logistics



BiBi-Jewelry “Uber” - Good Performance in 2016 Single Day



1929年创立于广州

1929年，“周大福”诞生于广州市洪德南路，和当时很多流行的珠宝金行一样，这个店也经营着传统的黄金首饰。

与此同时，在广东省顺德县偏远的伦教镇，一个4岁的孩子正显露出超越年龄的见地与智慧。这个孩子，就是日后创下香港黄金首饰成色标准的郑裕彤先生。



▲ 1929年于广州创立时的营业执照

The Most Dangerous Phrase
in the Language is
WE HAVE ALWAYS DONE IT THIS WAY



- GRACE HOPPER

周大福

CHOW TAI FOOK

Thank you

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SAP x HSBC x Goldjoy Travel

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數碼時代的數據和私隱

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