


# Tmall x Li & Fung

Boosting Your Brands in China  
推廣品牌@中國

**2019 / 06 / 28**

3:45pm - 6:00pm

Explorium HK 

1/F, Li Fung Tower


868 Cheung Sha Wan Road

Language: Cantonese

Organiser

**HKEBA**

Funded by SME Development Fund

 工業貿易署  
Trade and Industry Department



**Rex Cheuk**  
**Tmall Global**

Business Development Director  
HK, Macau, Taiwan & Southeast Asia



**Michelle Leung**  
**Fung Omni Services (HK) Ltd**

Senior Vice President



**Doris Chung**  
**Hong Kong Retail Management Association**

Manager, Programme



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

## Past Seminars 過往講座

### Introduction to Omnichannel Sales & Commerce



### Applications of Platform and Enterprise Data Analytics



Lane Crawford






# Tmall x Li & Fung

Boosting Your Brands in China  
推廣品牌@中國

**2019 / 06 / 28**

3:45pm - 6:00pm

Explorium HK 

1/F, Li Fung Tower


868 Cheung Sha Wan Road

Language: Cantonese

Organiser

**HKEBA**

Funded by SME Development Fund

 工業貿易署

Trade and Industry Department



**Rex Cheuk**  
**Tmall Global**

Business Development Director

HK, Macau, Taiwan & Southeast Asia



**Michelle Leung**

**Fung Omni Services (HK) Ltd**

Senior Vice President



**Doris Chung**

**Hong Kong Retail Management Association**

Manager, Programme



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).



# Google x Shopify

Accelerating your e-commerce business

**2019 / 07 / 12**

**7:00pm - 9:00pm**

**Google Hong Kong Office**  
**Suite 2501, Tower 2, Times Square**  
**1 Matheson Street, Causeway Bay**  
Language: English (HKRMA Section: Cantonese)

Organiser

**HKEBA**

Funded by SME Development Fund



工業貿易署

Trade and Industry Department



**Alan Poon**  
**Google**

Agency Account Manager



**Frankie Ng**  
**Shopify**

Hong Kong Lead



**Doris Chung**  
**Hong Kong Retail Management Association**

Manager, Programme



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).

# Supporting Organizations 合作機構



Explorium Hong Kong  
香港利程坊

Fung Group  
馮氏集團



**EXPLORIUM**  
**HONG KONG**  
A FUNG GROUP INITIATIVE



## Speakers 演講者



**Rex Cheuk**

Business Development Director



**Michelle Leung**

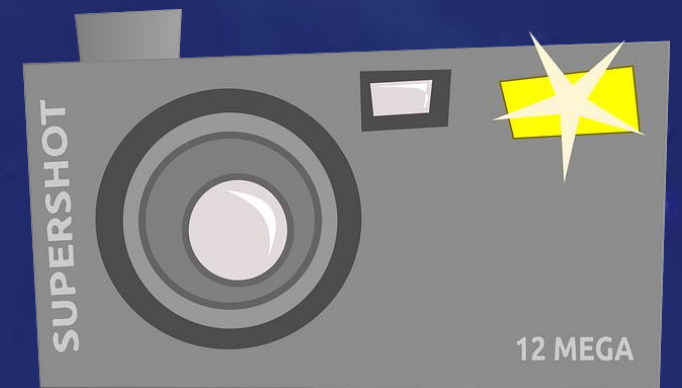
Senior Vice President



**Doris Chung**

Manager, Programme

# Photo Taking 拍照



Tmall Global  
天貓國際



**Rex Cheuk**

Business Development Director



天猫国际  
TMALL.HK



# 天猫国际

TMALL.HK

买进口，上天猫国际



# Boosting your brands in China

天猫国际  
TMALL.HK

买进口，上天猫国际



# The China Opportunity Today

## Retail Market Size



2017 – China is the  
the world's largest retail  
market at

**US\$5.69 trillion**

## Retail Market Online Penetration



Online penetration of China's  
overall retail market  
will reach

**25% by 2020**

## Taste for Imported Goods



The proportion of online  
consumers in China who buy  
foreign/imported goods

**40% of online  
consumers**



# The China Opportunity Tomorrow



**731 Million**  
Internet Users in China

Compared to



**400 Million**  
Middle-class consumers

The middle-class population is set to reach 400M by 2020. Which is the economic equivalent of adding an economy the size of Germany.



**Europe (739 M)**

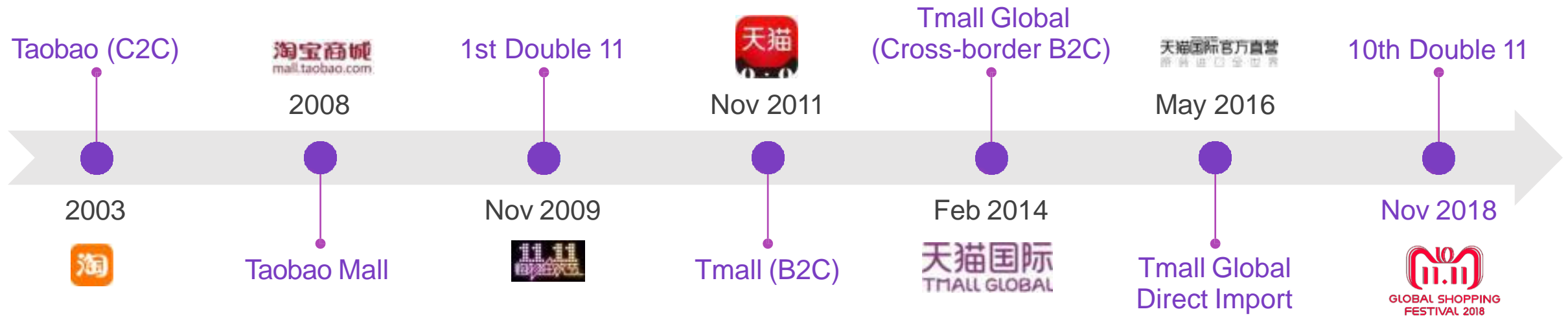


**US (326 M)**

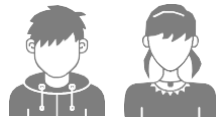


**ANZ (25M)**

# Alibaba China Retail Marketplaces Milestones



**699m** mobile monthly active users



**60%+** consumers are **under 30 years** old



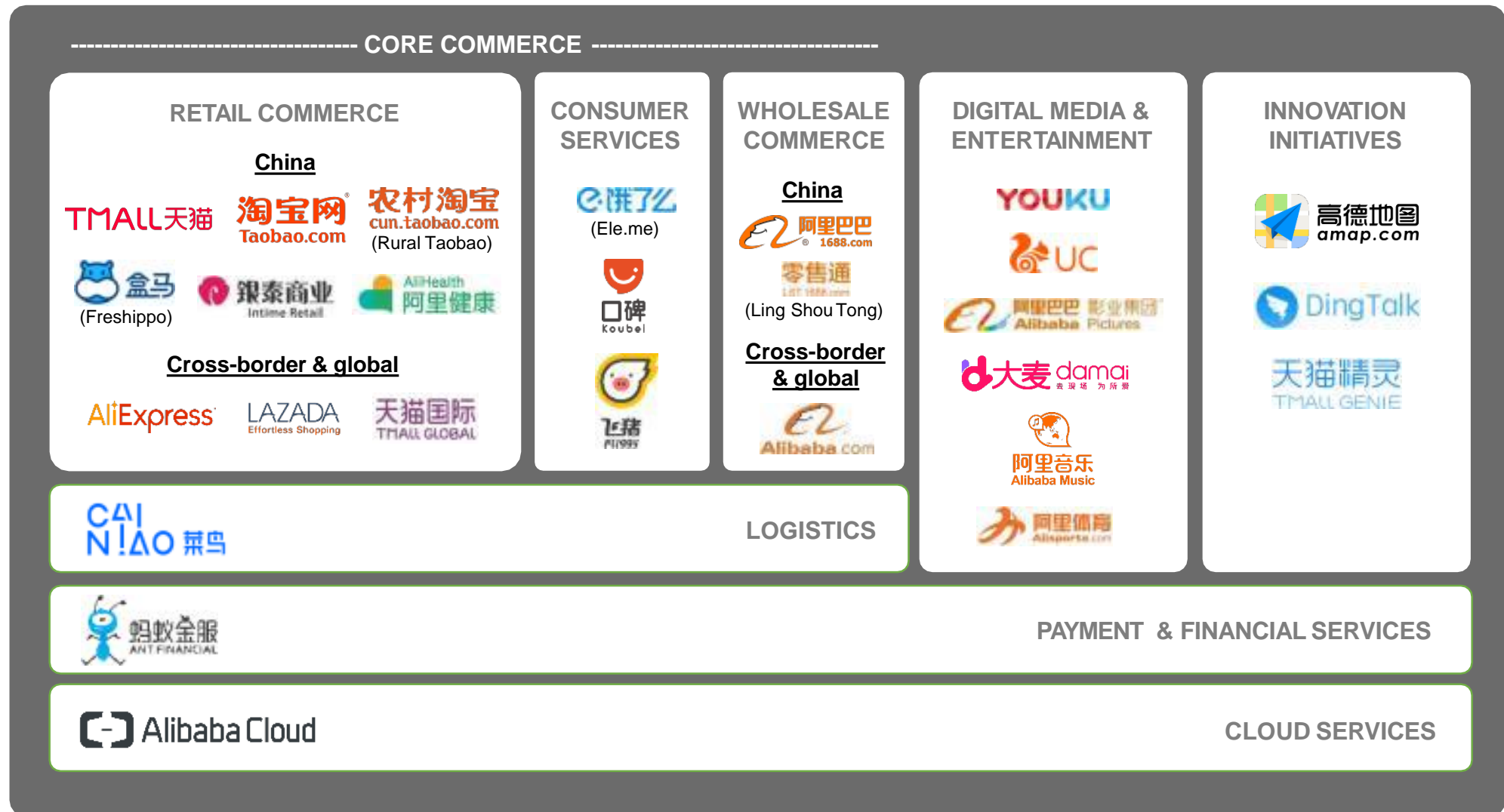
**90%+** of total transactions are conducted on **mobile**



**20m+** comments and times of sharing on mobile everyday

*\*China retail marketplace mobile MAUs for the month ended December 31, 2018*

# The Alibaba Ecosystem





# Integrated Marketing Channels

At Alibaba, digital media and entertainment are completely integrated into the marketplaces



# Various Platform Solutions to Suit Brands' Needs

天猫国际  
TMALL GLOBAL



Legal entity	<b>Outside of China</b>
Bank account	<b>In home country</b>
Payment	<b>In home currency</b>
Trademark registered	<b>In home country</b>
Warehouse	<b>Outside of China</b>
Shipping to Chinese consumers	<b>From overseas</b>

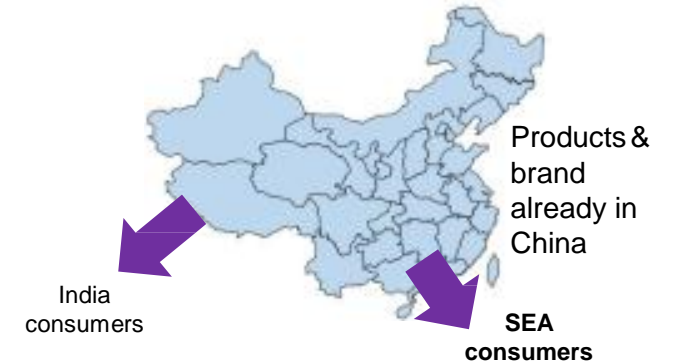
天猫  
TMALL.COM



<b>In Mainland China</b> (subsidiary or distributor)
<b>In Mainland China</b>
<b>In CNY</b>
<b>In Mainland China</b>
<b>In Mainland China</b>
<b>From within Mainland China</b>

paytm

LAZADA  
Effortless Shopping



<b>In Mainland China</b> (subsidiary or distributor)
<b>In Mainland China</b>
<b>In CNY</b>
<b>In Mainland China</b>
<b>In Mainland China</b>
<b>From within Mainland China</b>

# TMALL OVERVIEW

**699m**

Mobile MAUs

**60.9%**

B2C market share

**29%**

Physical Goods GMV  
Growth

**NO.1 B2C PLATFORM IN CHINA**

Source: Analysys : Based on Tmall's 2019GM



# 2018 11.11 Global Shopping Festival



~ **180,000** participating brands and merchants



**RMB213.5 billion (approx. US\$30.8 billion)**  
in total GMV



**27%** YoY growth in GMV



**>1 billion** delivery orders processed by Cainiao

## Top 5 Countries for Import



No. 1  
Japan



No. 2  
USA



No. 3  
S. Korea



No. 4  
Australia



No. 5  
Germany



## 女装

### ■ 卫衣★★★

- ✓ 头部品类：长销品类  
10%女装二级类目占比
- ✓ 营销款：明星同款、限量联名款、IP合作款



Kenzo



Romanticcrown

### ■ 牛仔裤★

- ✓ 头部品类：长销品类  
10%女装二级类目占比
- ✓ 经典牛仔裤品牌引入：  
J Brand, Mother, Frame, Toteme



J Brand



-5kg修身

### ■ 皮草夹克★★★★

- ✓ 品类大势：1000%+  
YOY增幅，25%冬季  
女装二级类目占比
- ✓ 重品牌营销推广：时装周、明星同款、小红书笔记（2000-3000万  
全年营销投入）  
高客单，促成交



仙女风

EDGII



潮酷风

## 男装

### ■ T恤★★★

- ✓ 头部品类：长销品类  
32%男装二级类目占比
- ✓ 高性价比：轻奢经典款、潮牌街头爆款
- ✓ 营销款：明星同款、限量联名款、IP合作款



Champion  
100周年系列



HUF&大力水手



Boylondon



Urban  
Tommy&Cocacola

### ■ 卫衣★★★

- ✓ 头部品类：长销品类  
25%男装二级类目占比
- ✓ 街头爆款：  
offwhite、Y3、AMBUSH
- ✓ 营销款：明星同款、限量联名款、IP合作款



Urban&Champion

## 内衣

### ■ 塑身系列★★★

- ✓ 趋势品类：700%+YOY增幅；15%内衣二级类目占比
- ✓ 单品爆款：全年千万成交



YPL塑身裤



Salua束腹带

### ■ 精品文胸★

- ✓ 品类升级：  
精品奢款



大内密探



Hunkemoller



Laperla

### ■ 男士内裤★★★

- ✓ 头部品类100%+YOY增幅；长销品类36%内衣二级类目占比
- ✓ 单品爆款：全年千万成交



CALVIN KLEIN



Diesel



Armani

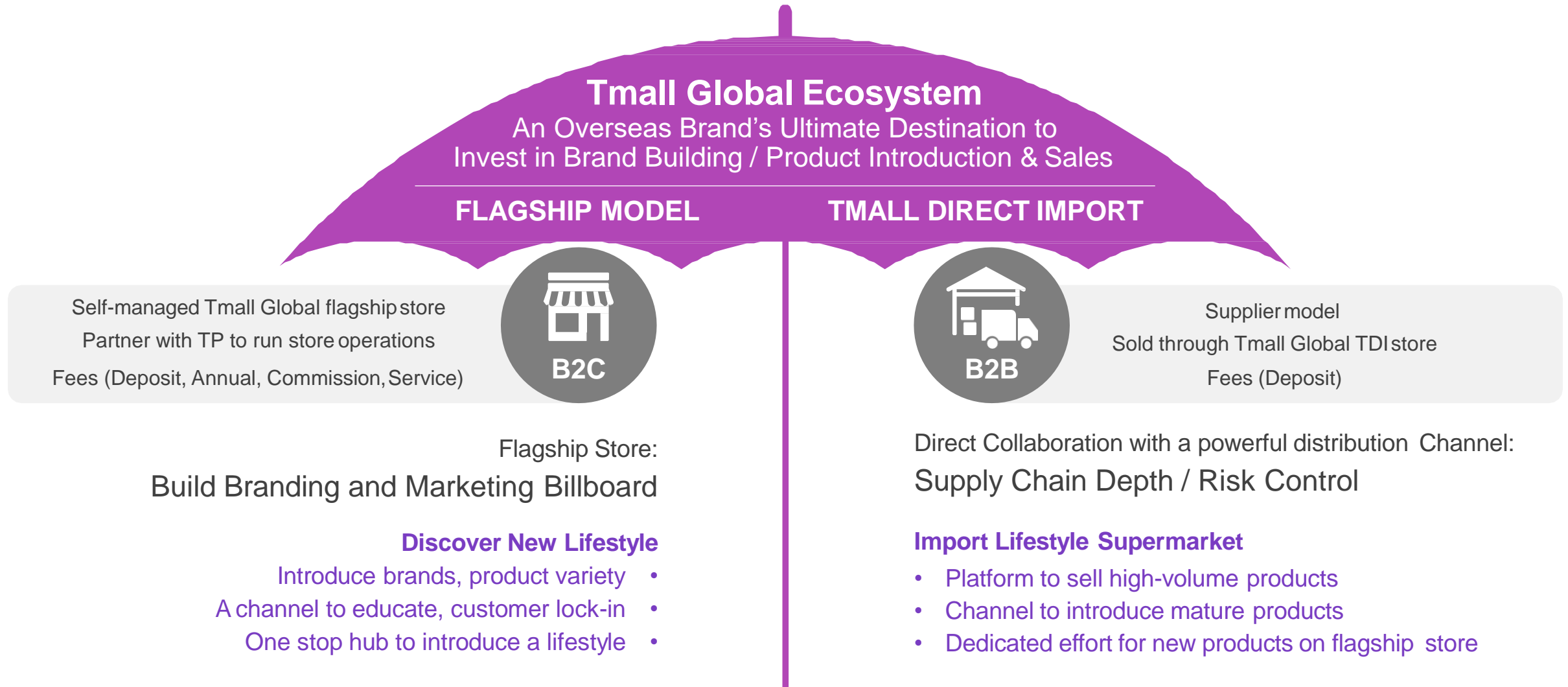
### ■ 男士裤袜★

- ✓ 新兴趋势品类
- ✓ 单品爆款



N-platz连裤袜

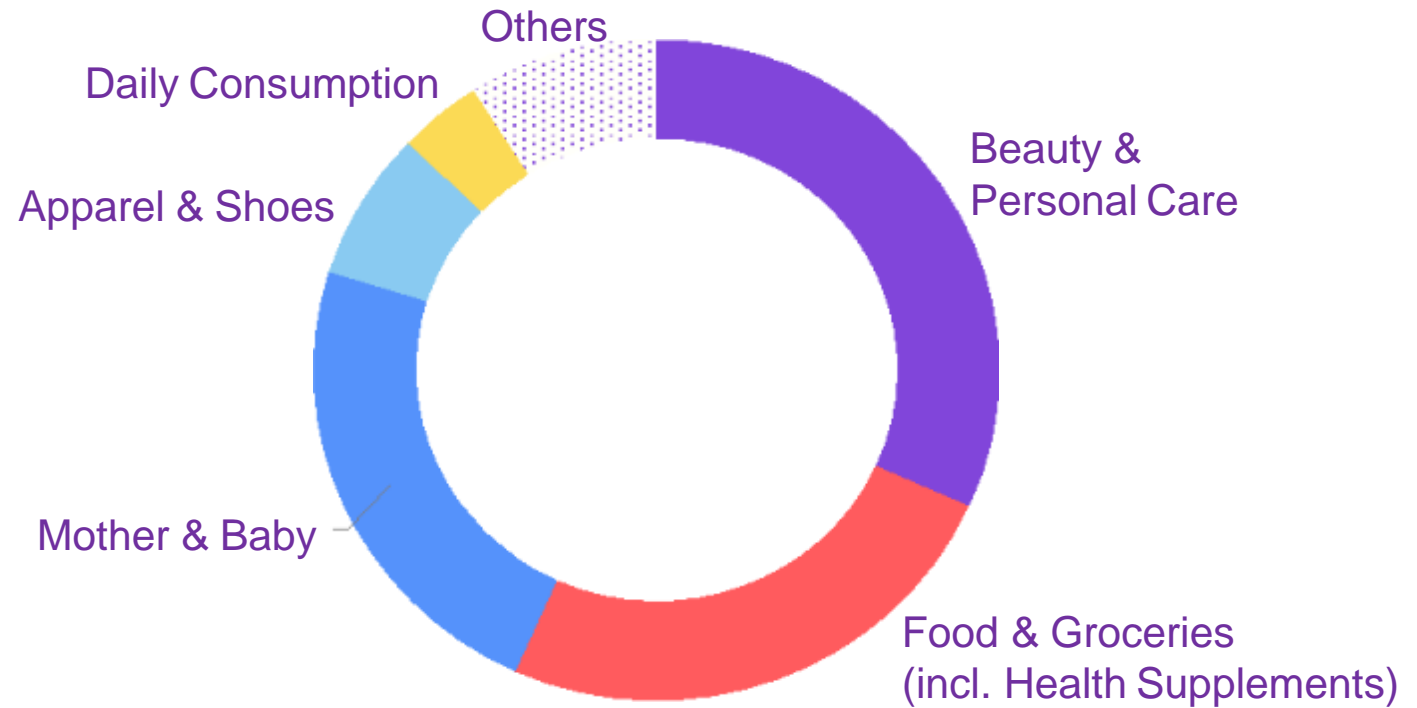
# Tmall Global – Educate/ Sell/ Engage





# Popular categories on Tmall Global

- **Beauty & Personal Care**
- **Health Supplements**
- **Mother & Baby**



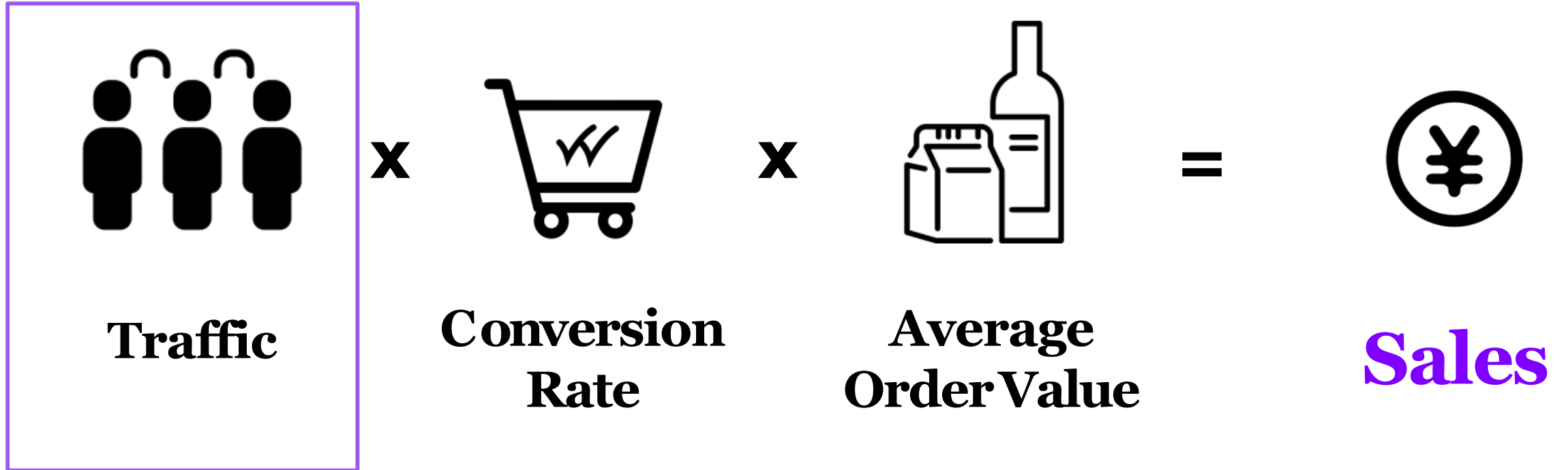
Source: Tmall Global & CBNDData. 2016 Cross-border consumption report



# Alibaba: To Make It Easy to do Business Anywhere



# SECRET FORMULA ON TMG



In order for any brand to grow sales, they must understand how to grow traffic effectively.

# 3 Tips on Standing Out in the China Market

## 1 Local Partners

- Engage local partners to quickly adapt to fast-paced market developments
- Utilize social media for brand building

## 2 Consumer Insights

- Leverage on the inherently data-rich nature of e-commerce to gather actionable insights
- Act on consumer insights for enhancement of consumer experience and product development

## 3 Price Control

- Cross-border vs local channels

Fung Omni Services  
馮氏全渠道服務



**Michelle Leung**

Senior Vice President



FUNG GROUP

**Fung**  
OMNI SERVICES

# FOM E-Commerce Service Introduction

---

Cross-border Partner to China Market



# Introduction of LF Fung Omni Services

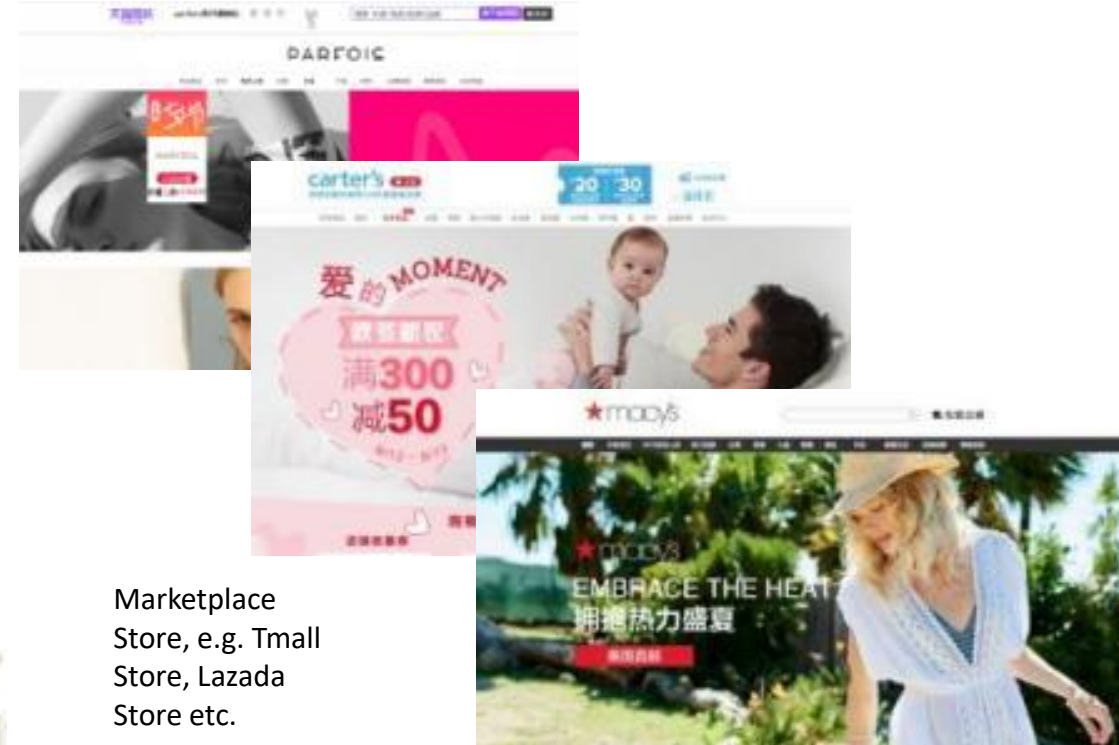
- Fung Omni Services (FOM) is an acquisition of Fireswirl Technologies Inc's e-commerce team and technology by the Fung Group (Li & Fung). The acquisition was completed as of April, 2015.
- The team has served a number of major international clients with their marketplace store or their branded online store in Asia. These brands include Toys R Us, Hugo Boss, Dyson, BMW, etc. before the acquisition.
- As a subsidiary of the Fung Group, FOM complies to high standard of corporate governance and service quality. FOM differentiates itself from its local China/SEA competitors in terms of its overall business integrity and its appreciation of its clients' brand value.



Mobile Store







































Branded Store, e.g. ".cn" store



Marketplace Store, e.g. Tmall Store, Lazada Store etc.

FOM provides technologies and operation services to brands and executes their omni-channel commerce strategy

# FOM Clients

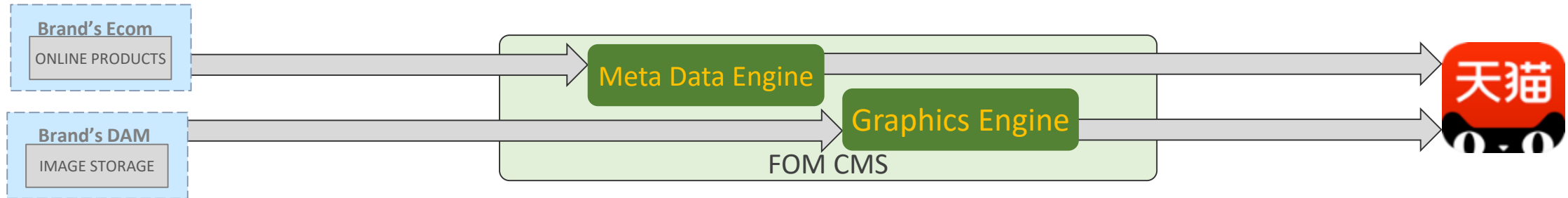
Fashion	Sports	Bags & Accessories	Children wear	Lifestyle	WeChat & Brand site
					
					
					
					
					
					

# General Service Overview



# FOM Fully Automated PDP Generation

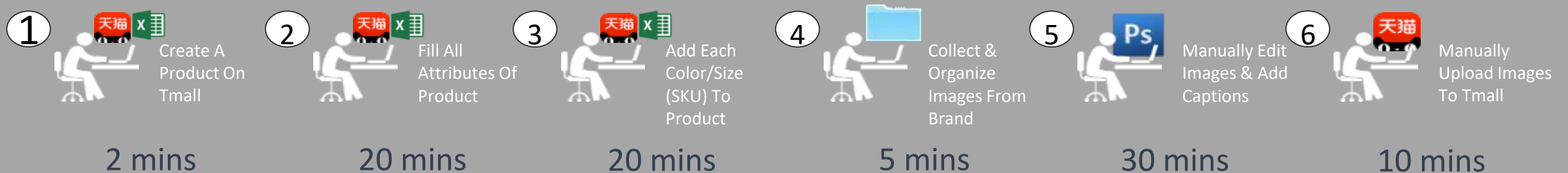
FOM CMS – Fully Automated PDP Generation (a few seconds per PDP, automated)



Fung Omni designers can further enrich content and generate **PDP's** for hero products on Tmall

vs

## Typical PDP Creation Process of Most TP's (87 mins manual work per PDP)



# Mobile App To Monitor Your Business

FOM provides a proprietary FOMetrics Mobile App to our brand clients to check their store performance and various metrics ANYTIME, ANYWHERE. (Both English & Chinese interfaces are available)





# Foot Locker Tmall Global Store



Foot Locker, Inc. (NYSE: FL) is a leading global retailer of athletically inspired shoes and apparel. Headquartered in New York City, the Company operates 3,276 athletic retail stores in 24 countries in North America, Europe, Australia, and New Zealand under the brand names Foot Locker, Champs Sports, Kids Foot Locker, Footaction, SIX:02, Lady Foot Locker, Runners Point, and Sidestep.



**Store Type :** Tmall Global Official Flagship Store

**Launched :** Sep, 2018

**Category :** Sneakers

**URL:** <https://footlocker.tmall.hk>

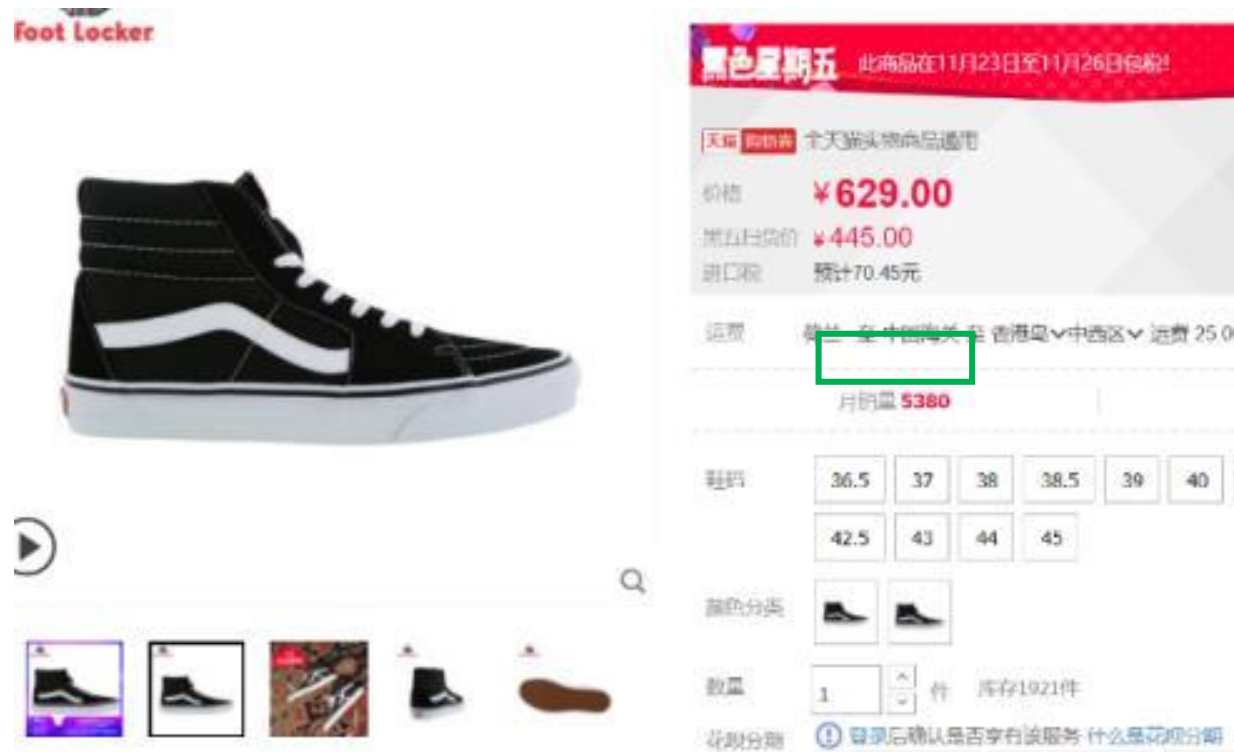
宝贝与描述相符: 5.0分 比同行业平均水平 高 100.00%

卖家的服务态度: 5.0分 比同行业平均水平 高 100.00%

跨境物流的服务: 5.0分 比同行业平均水平 高 100.00%

# Success case: over 5000 sold for Hero Item

FOM initiated Foot Locker's first Asia eCommerce store in 2018. For the first D11, FOM supported FOM to sell Vans boots – over 5000 sold putting Foot Locker as one of the most successful new Tmall Global stores in 2018



# Foot Locker O2O Live Stream Event – D11 Preheat

**Event Overview:** FOM conducted a Live Stream in Foot Locker's first offline flagship store in Hong Kong

**In-store UV:** Increased by **300%;**

**Page View:** Increased by **400%;**

**Conversion Rate:** Increased by **370%.**



- Customer can purchase the same style directly from the Foot Locker Tmall Flagship Store
- Videos can be saved and used in store's product description page

# TMG – Rising Star Award of FY 2019 for Foot Locker





# A Unique WeChat eStore Solution: Highlight

Fung Omni (FOM) is one of the few e-com service providers in Hong Kong that has a WeChat eStore technology fully integrated with China customs and complies with the new China e-commerce law enforced since Jan 1, 2019

- Full WeChat shopping experience
- Peer-to-peer referral and marketing features (via Mini-Program)
- "Under-sunlight" shipping solution, pays 9.1% e-commerce tax
- System fully integrated with China customs
- Same day customs clearance
- Storage & pick-pack solution available



WeChat eStore



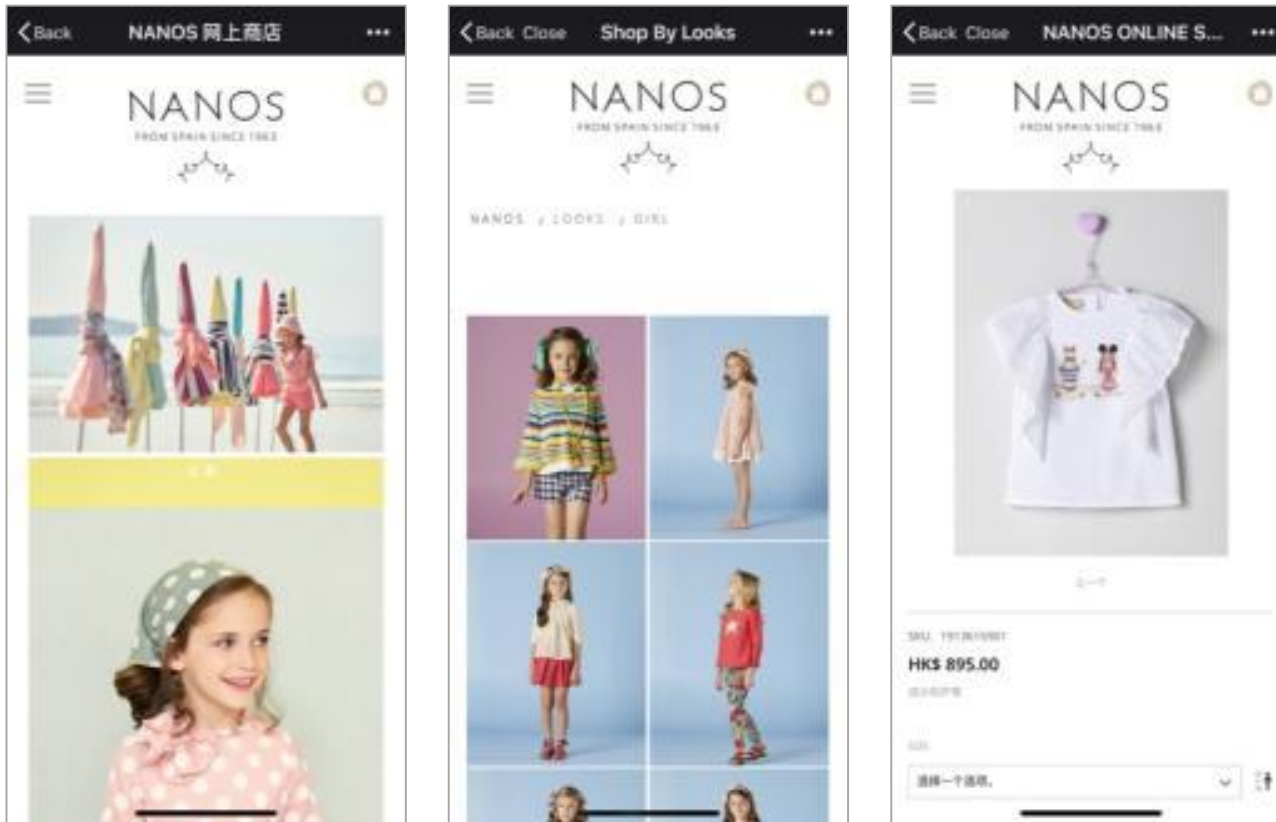
System integrated with China customs



Pack stations in our B2C bonded warehouse in Shenzhen

# WeChat eStore – Webstore

*WeChat eStore Technology and Store Operations To Generate Sales*

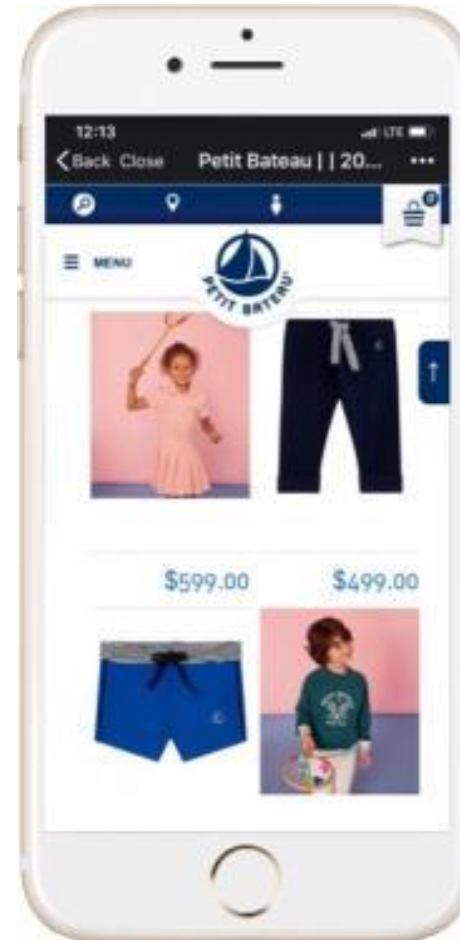


*Target Chinese Tourist Via “Retail + Celebrity”*

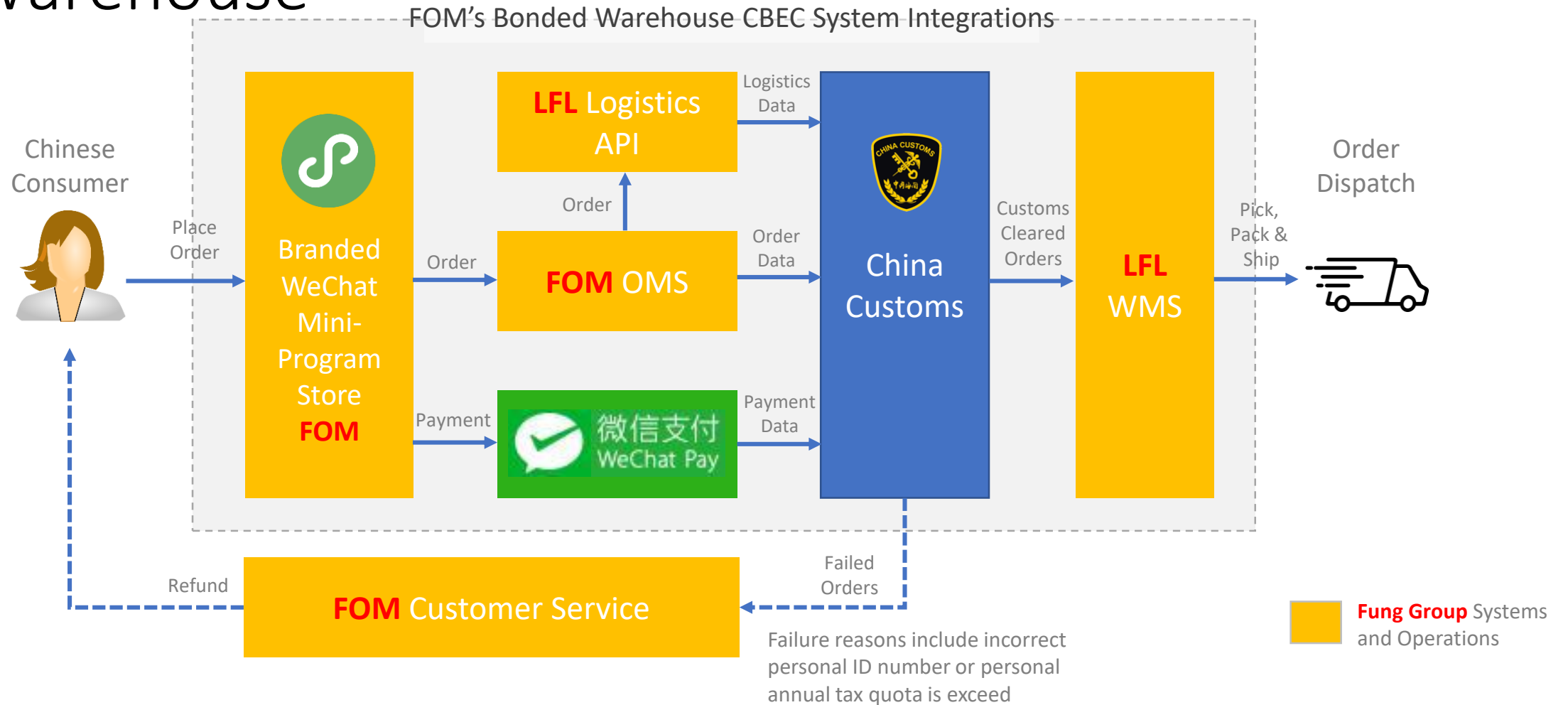


Leading tourist / customers to follow brand's WeChat OA, then conduct CRM to generate cross-border online sales

# WeChat eStore Showcases



# Customs Clearance System Flow in QHW Bonded Warehouse

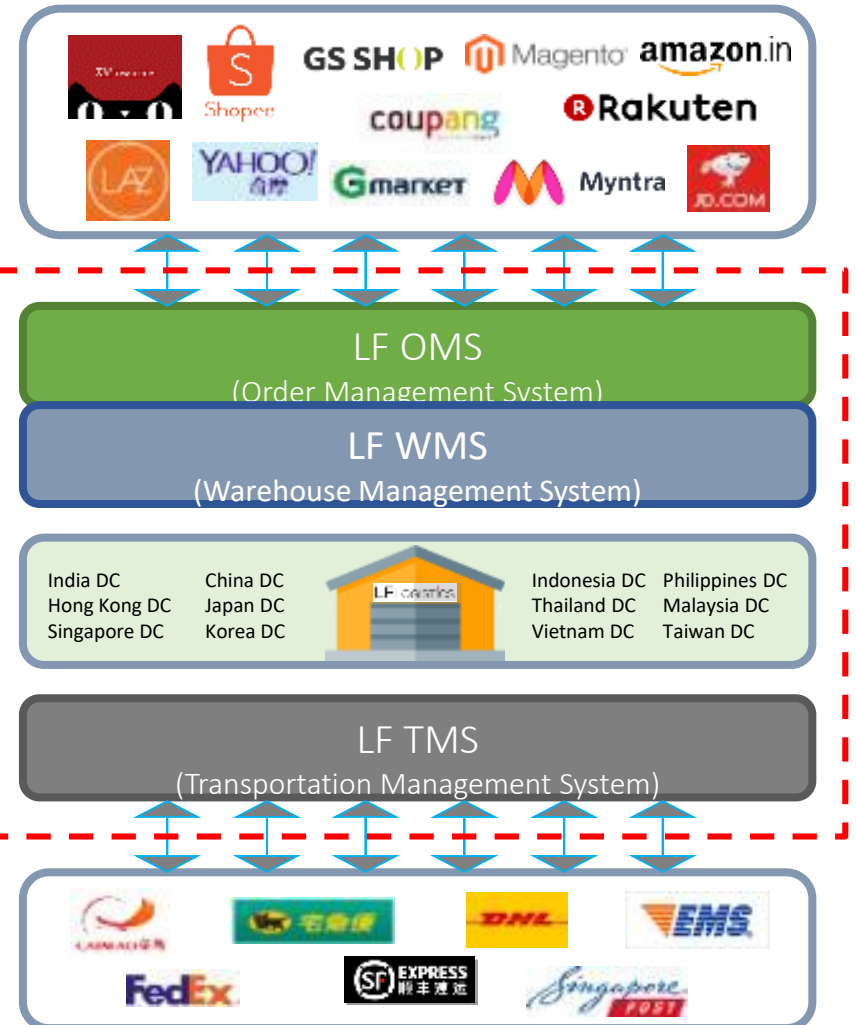




# Major eCommerce Platform in China & SEA



Strategic &  
Marketplace  
Optimized  
Logistics  
Network

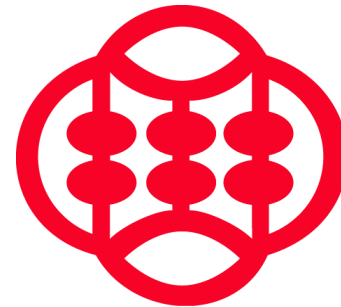




HKRMA  
香港零售管理協會



**Doris Chung**  
Manager, Programme



**HONG KONG  
RETAIL MANAGEMENT  
ASSOCIATION**

**香港零售管理協會**

**HONG KONG RETAIL MANAGEMENT  
ASSOCIATION**

# **Quality E-Shop Gains Consumer Confidence for Your Brand**





## Background

- Founded in **1983**
- **800+** members
- Covering **9,500+** retail outlets
- Employing **50%+** local retail workforce

## Missions

- To present a **unified voice** on behalf of the retail industry with regard to policy and advocating on issues that affect retailers
- To **raise the status and professionalism** of retailing through education and training



# HKRMA FLAGSHIP PROGRAMMES



2019  
Service & Courtesy  
Award  
傑出服務獎



香港工商業獎

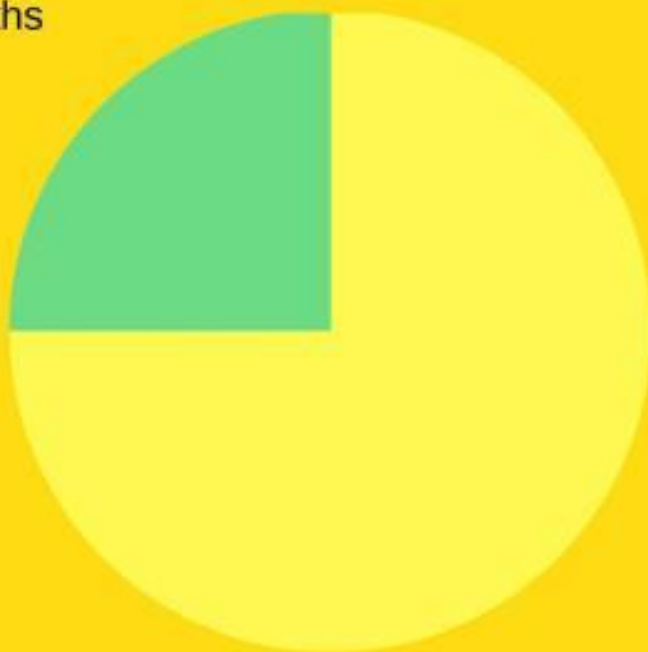


# PAYPAL FORECASTS

**HONG KONG ONLINE  
COMMERCE TO REACH  
HKD55.4 BILLION  
BY 2020**

In the last 12 months

- 3/4 HK Consumers
- HKD30.7 billion
- 27% year-on-year growth





# CROSS-BORDER SHOPPING DOMINATES ONLINE TRANSACTIONS

Shop from large global platforms (71%)

- Clothing/apparel, footwear and accessories (83%)
- Toys and hobby-related goods (63%)



# CHALLENGES



Shipping costs (35%)



Difficult process for returning  
unwanted purchases (32%)



Security (34%)



**OPPORTUNITIES??**



# QUALITY E-SHOP RECOGNITION SCHEME

## OBJECTIVES & FEATURES

### Objectives

- To develop industry-wide standards and best practices for online retailing in Hong Kong
- To give recognition to quality e-shops
- To raise consumers' confidence in Hong Kong's e-shops

### Features

- Well Recognized Organizer
- Standardized Benchmarking Criteria
- Independent Assessment Report



# ASSESSMENT CRITERIA



- 3 Perspectives
- 4 Key Qualities





## REPRESENTATION OF QUALITY E-SHOP





# RECOGNITION

## Standard Assessment

- 23 e-shop prerequisites
- Assessment report
- Q-Eshop Recognition

## All-round Assessment

- 60 e-shop assessment
- All-round report for improvement
- Premium Quality E-Shop (90% or above)
- Top 10 Quality E-Shop Award



# KEY AREA OF ASSESSMENT CRITERIA



Trustfulness &  
Development  
35%



Customer  
Experience  
50%



Contract  
Fulfillment  
15%



# TRUST-WORTHINESS

## OPERATOR'S TRUST & DEVELOPMENT

1. Registered domain name  
--at least 12 months validity
2. Consumer complaint records  
--less than 0.1% of the annual orders / transaction
3. Counterfeit good records  
--100% no record of trading Counterfeit good





# RECOGNIED HARDWARES

## SYSTEM - HARDWARE & SECURITY

4. Trusted hosting platform /  
licensed software with web security

5. ISO 27001 Certified Data Centre or  
Secured Own Data Centre

- Reasons for using own data centre
- Security
- Hardware
- Storage environment
- Data back up
- Measure to restore





# USER-FRIENDLY

## ONLINE CUSTOMER EXPERIENCE

6. Well-structured categories

7. Responsive or mobile version

8. Information

- Product / Service Menu / Shopping Cart
- Delivery arrangement
- Return, refund or replacement policy / Service Pledge Policy / Terms and Conditions



# USER-FRIENDLY

## ONLINE CUSTOMER EXPERIENCE

9. Shopping process – functional keys work properly

10. Check-out

- Accurate total amount by listing all incurred costs
- Online payment for check-out
- Order detail tracking within 24-hour





# SAFE

## PROTECT E-SHOP & CONSUMER'S DATA

### 11. Payment options

- PCI DSS – VISA, MasterCard, JCB, AMEX & Discover

### 12. SSL Secure Site valid for 6 months



### 13. Privacy Disclaimer

- Purpose for personal data collection
- Usage of personal data collected
- Notification of data transfer to the 3rd party and the classes of 3rd party
- Options for personal data access, corrections and unsubscription



# TIMEINESS

## CONTRACT FULFILLMENT

14. Good condition or good manner

15. Customer service

- Contact or enquiry information listed on e-shop
- Timely response
- Attitude of customer service



# TOP 10 QUALITY E-SHOP AWARDS

## 2018十大優質網店大獎・得獎網店

金獎

豐澤 FORTRESS

watsons.com.hk  
屈臣氏電子商店

銀獎

PARKNSHOP.com

Strawberrynet™  
fresh beauty

銅獎

士多  
ZSTORE.com

十大

周大福  
CHOW TAI FOOK



Market Place  
Delivers

Pricerite

Sasa.com

SmarTone

ToysRUs

豐華  
www.welcome.com.hk

至TOP中小企網店

TOP 1

TRAVEL  
website.com

TOP 2

名人坊  
VIP  
STATION

TOP 3

suchprice

# PROMOTION





## 2014年12月4日 星期四









Smartone

Smartone

購物滿HK\$200或以上享有優惠(只限香港地區)

網上商店

手機及服務計劃

服務款式及服務

大廳服務

優惠及客戶支援

服務

服務

服務

服務

服務

服務

服務

商店感謝 11月23至26日

BLACK FRIDAY

CYBER MONDAY

超過700件  
精選商品

配件8折

iPhone 11 Pro Max  
原價HK\$11,500

網上購定

45G帶機上台計劃  
享限時優惠、禮品及精彩禮遇



光纖寬頻

免安裝費及其他限定優惠

了解更多



# JOIN US

## SCHEME DETAIL



## TEL/EMAIL

21799407 / [qeshop@hkrma.org](mailto:qeshop@hkrma.org)



# Google x Shopify

Accelerating your e-commerce business

**2019 / 07 / 12**

**7:00pm - 9:00pm**

**Google Hong Kong Office**  
**Suite 2501, Tower 2, Times Square**  
**1 Matheson Street, Causeway Bay**  
Language: English (HKRMA Section: Cantonese)

Organiser

**HKEBA**

Funded by SME Development Fund



工業貿易署  
Trade and Industry Department



**Alan Poon**  
**Google**

Agency Account Manager



**Frankie Ng**  
**Shopify**

Hong Kong Lead



**Doris Chung**  
**Hong Kong Retail Management Association**

Manager, Programme



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).