

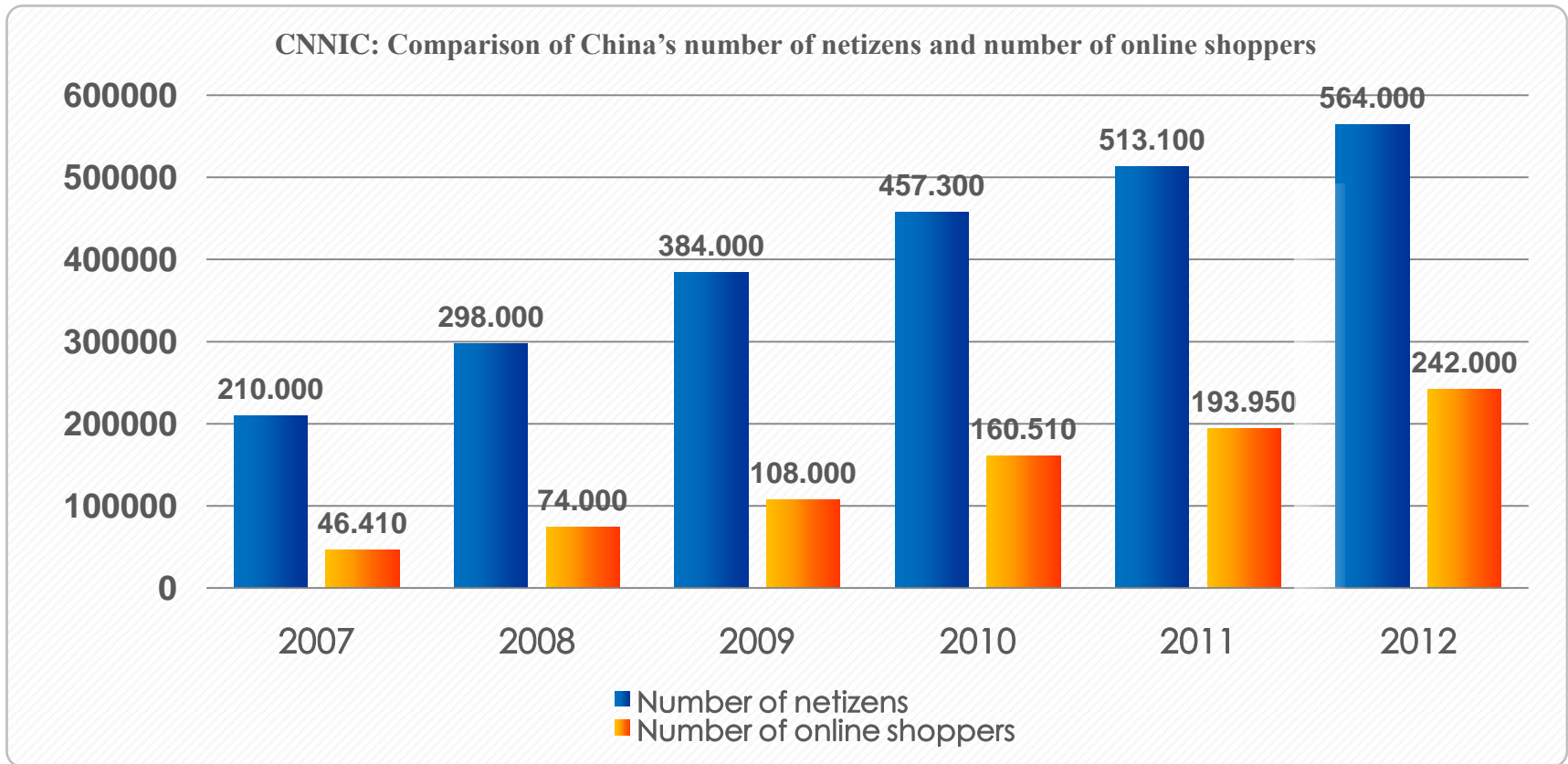
# Ecommerce with Unlimited Opportunities in China



# Ecommerce with Unlimited Opportunities



- China's e-commerce sector has been growing very fast. As of 2012, China's total number of netizens reached 564 million and number of online shoppers reached 242 million. The numbers are still growing.

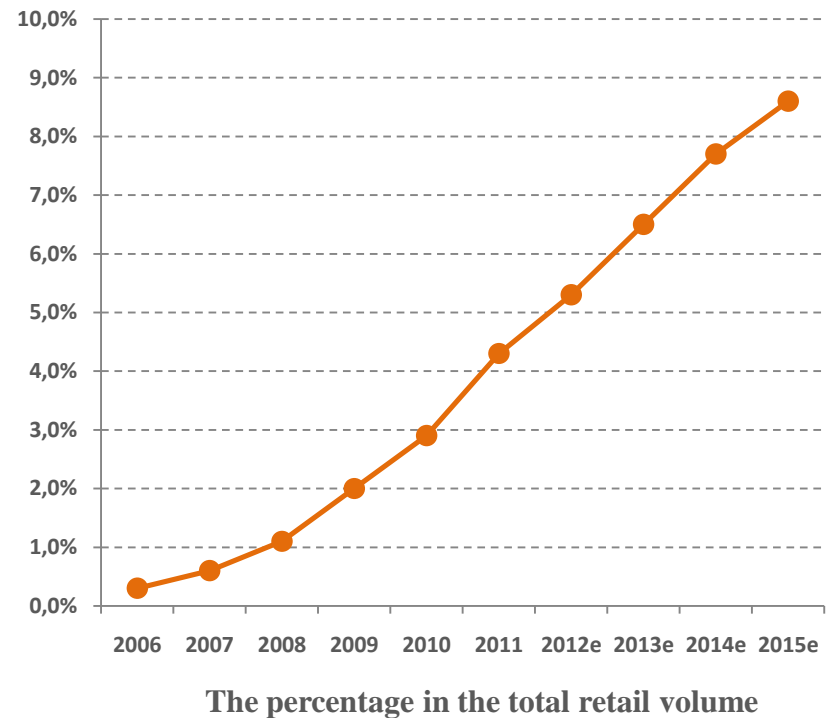
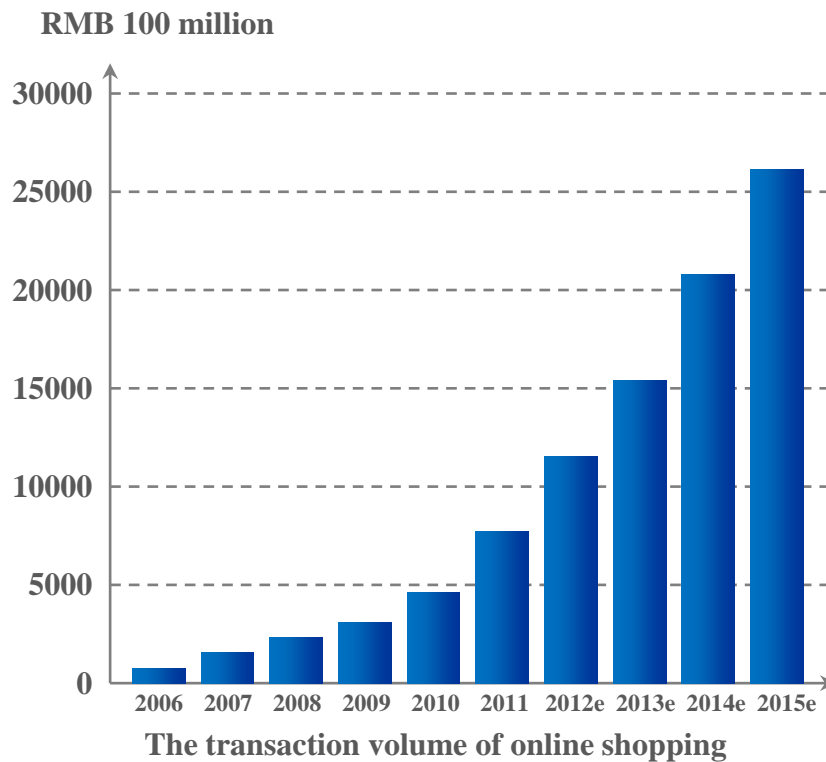


# Ecommerce with Unlimited Opportunities



- China's online retail market has been growing remarkably, and its percentage in China's total retail volume is increasing on a yearly basis.

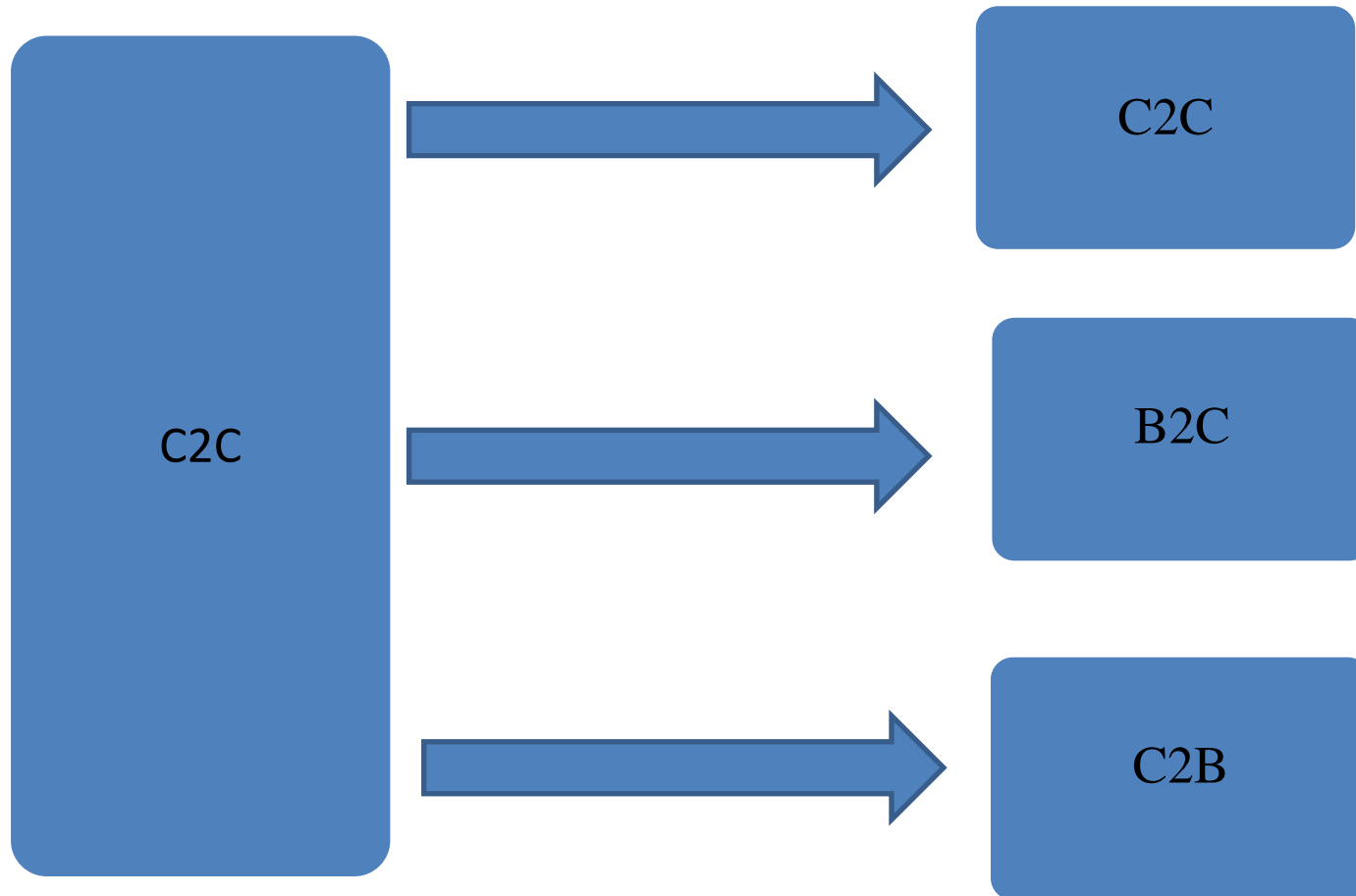
The transaction volume of China's online shopping market during 2006-2015



Source: iResearch

# Food Product E-commerce Panorama

Food Product E-commerce has transferred itself to diversified business

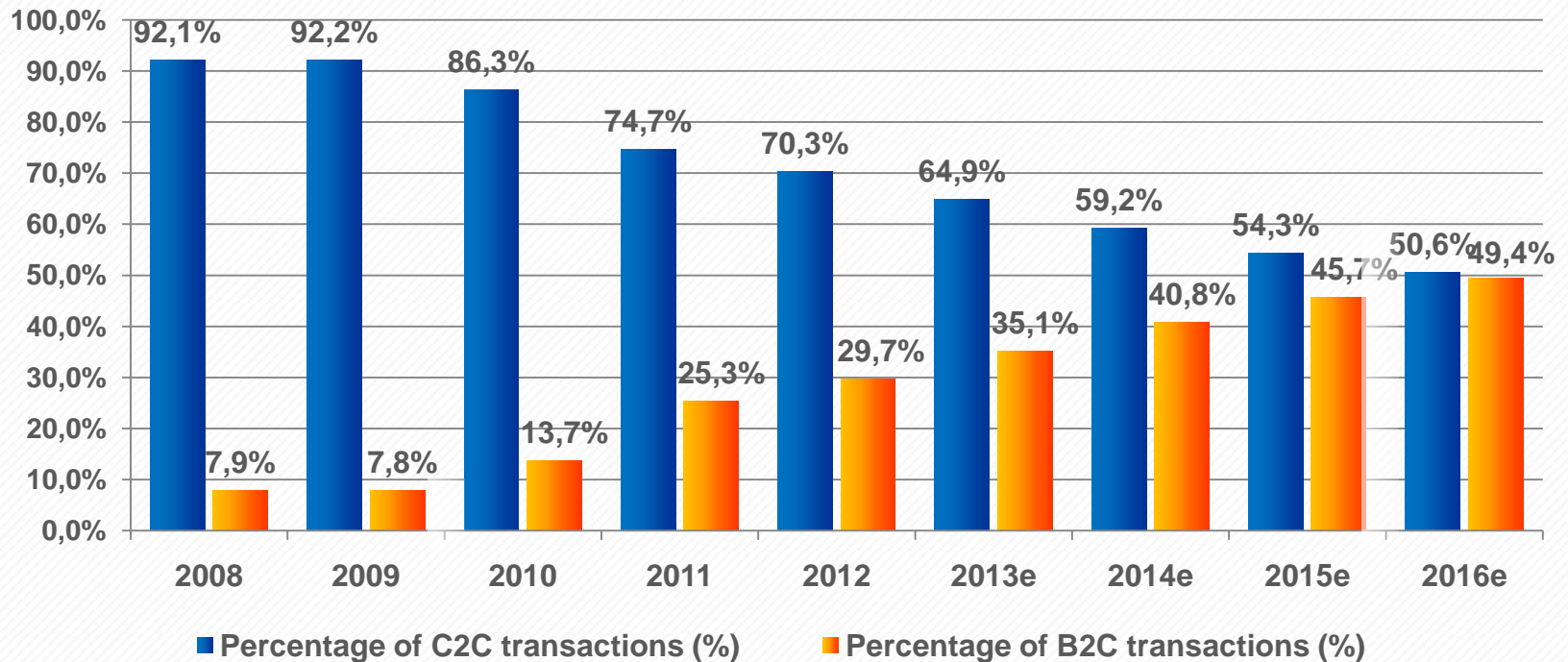


# Ecommerce with Unlimited Opportunities



- **B2C represents the future direction of e-commerce: The size of the B2C online shopping market is growing year after year, whereas the C2C market is shrinking.**

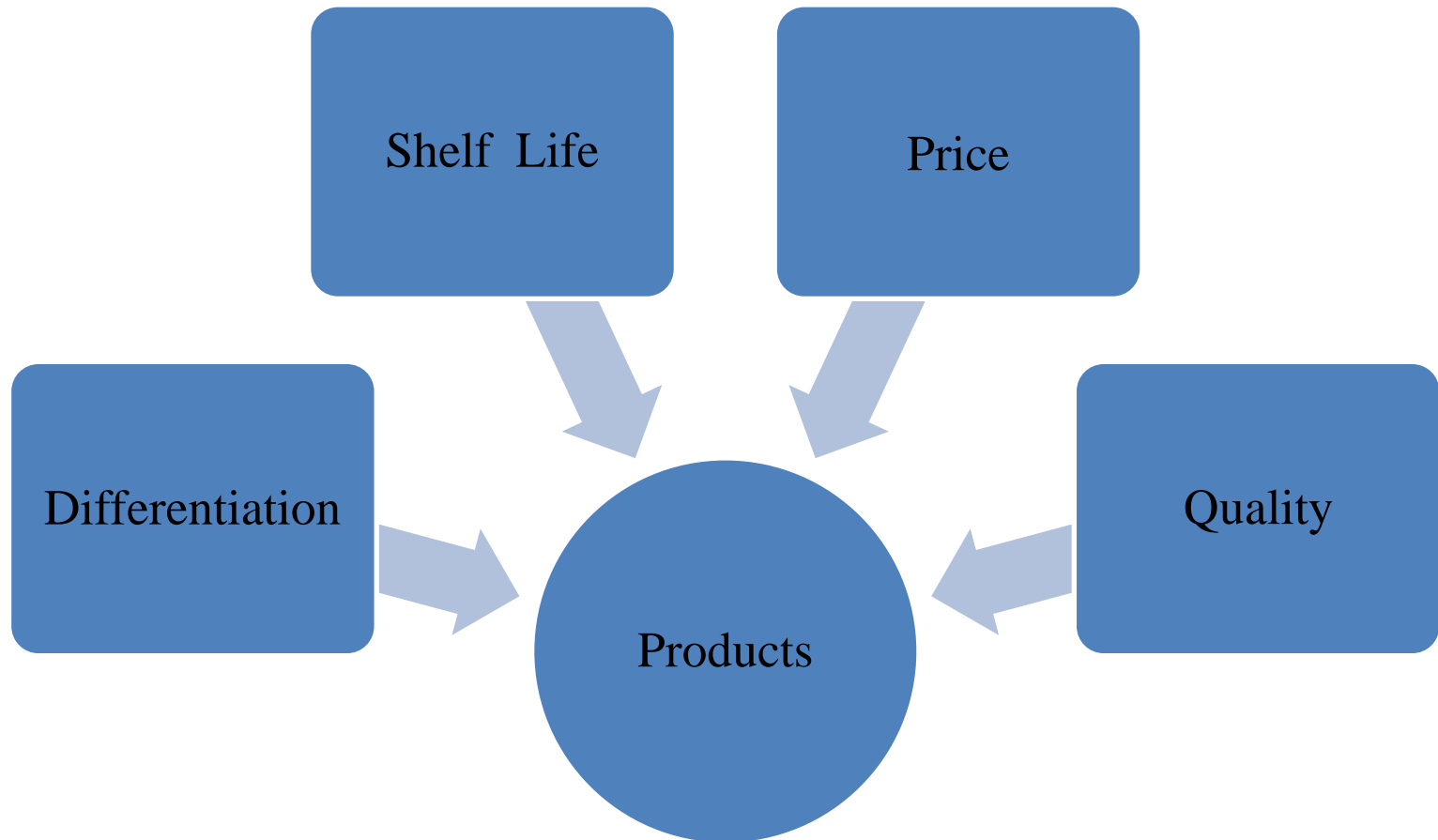
Structure of the transaction volume of China's online shopping market during 2009-2015



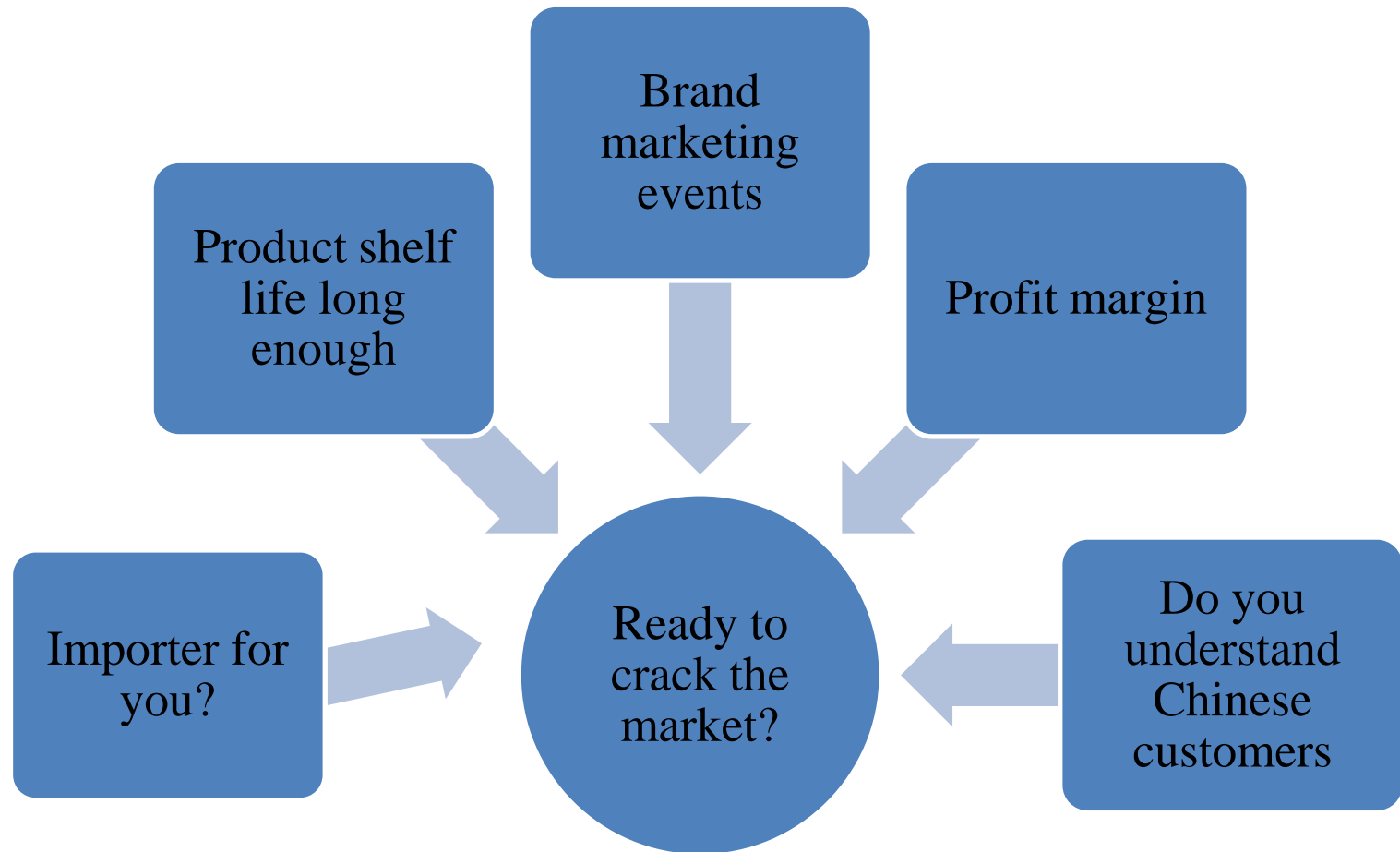
Note: In 2011, the transaction volume of China's online shopping market was RMB 8100 billion, of which C2C was RMB 5700 billion

Source: iResearch

# What do Chinese consumers want?



# How to be fully prepared for the Chinese market



**What fits for E-commerce business?**

