

# Tapping into China's fast-growing E-commerce market



**1.JD Worldwide Fresh Cross Border E-Commerce**

2.Cooperation Process & Requirements

# Benefits of Importing via Cross-Border E-Commerce

	Traditional Import Trading	Cross-Border EC
Legal Entity	Chinese local business	Overseas business
Trademark and IP Requirements	Chinese local registration	Overseas registration only
Regulation / Policy	Regarded as goods in batch with CFDA requirements	Regarded as personal articles with <b>no CFDA requirements</b>
Tax	Tariff + GST + VAT13%	(GST + VAT) *70% (No Tariff) 9%
Business complexity	Products to distributor + exporters, +importers, + Chinese local distributors	Products sold directly to Chinese Consumers by stock up in China Bounded warehouse
Lead time -starting business	One year at least	Three months

# JDW Fresh Department: Your Chinese One-Stop Service and Business Partner



## • Door-to-door Logistics Service

Pick up goods directly from overseas factories and complete subsequent overseas customs clearance, cross-border transportation and domestic customs clearance services.

## • Customs Clearance

Help with customs clearance documents preparation to facilitate the process.

## • Warehouse Service

JD Warehouse is located in Ningbo Free Trade Zone. It is the first and only cross-border cold chain bonded warehouse under customs supervision in China. The goods in our warehouse will get the best quality warehousing, sorting, packaging and distribution services.

## • JD Worldwide Store Operation

Open stores at JD Worldwide and conduct refined commodity and brand operations to obtain more sales and greater brand awareness.

## • Customer Service

Assist in building a communication bridge between Chinese customers and brands, operate the customer service team with brands, and extend to all service details.

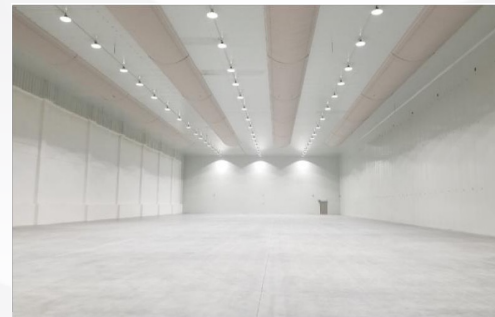
## • Online Brand Marketing, Advertising and Operating

Assist in improving brand awareness and sales in the Chinese market through JD Worldwide and the whole network marketing.



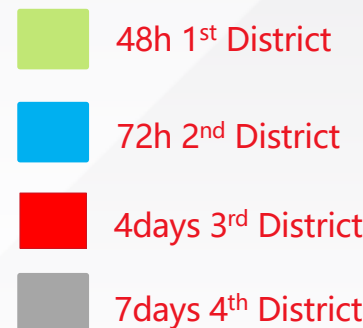
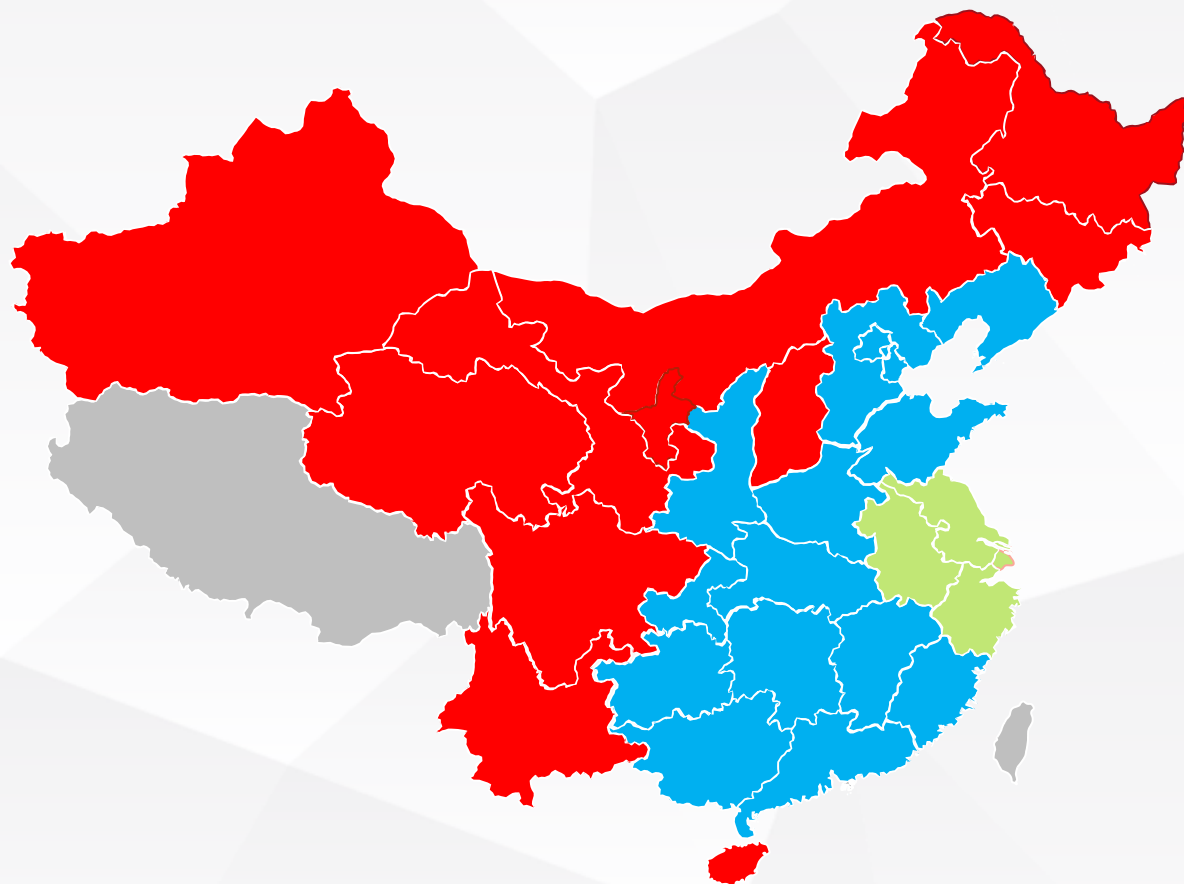
# JD Cross-Border Cold-Chain Warehouse

- ✓ The only strategic cooperation warehouse of JD Cross-border cold-chain.
- ✓ The 18000 square meter three temperature storage area is constructed according to the international five-star standard.
- ✓ Bipolar compression intermediate complete cooling and intermediate incomplete cooling refrigeration systems are adopted to meet the needs of refrigeration, freezing and constant temperature at one time.
- ✓ Cold chain supply chain, country of origin transportation, international logistics and customs clearance are controlled one by one.
- ✓ Customs warehouse inspection, customs clearance one-stop service, supersonic customs clearance mechanism, no waiting.



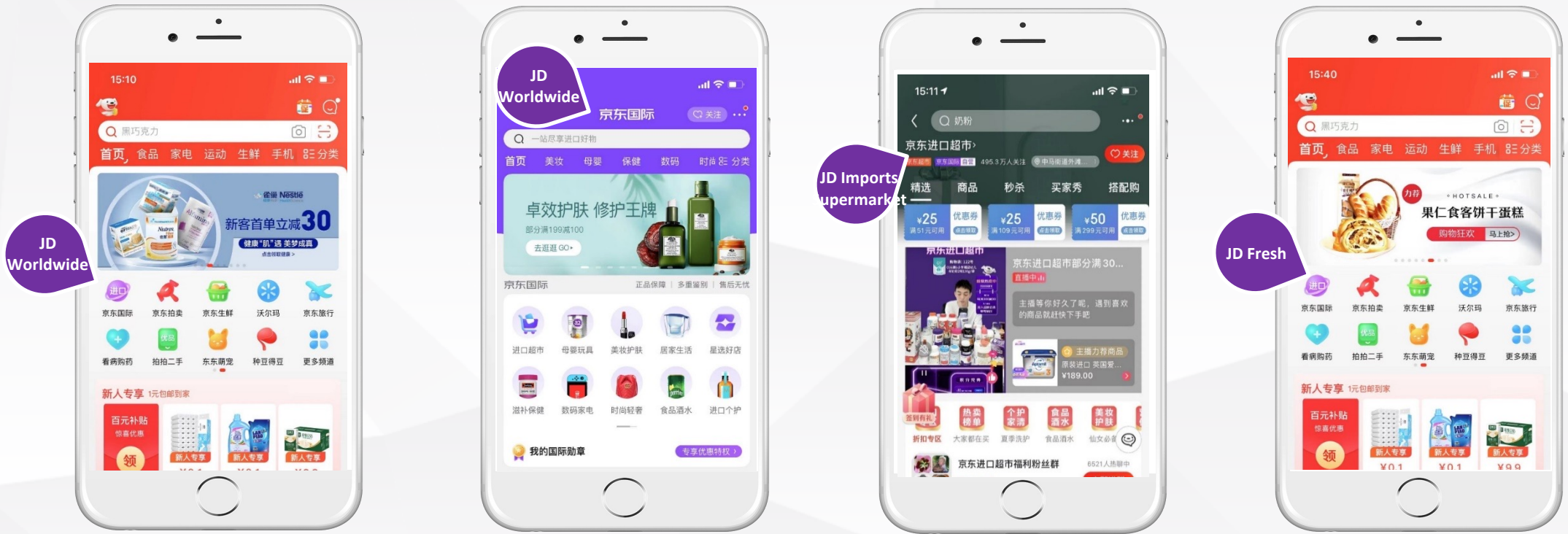
# Nation-Wide Cross-Border Cold-Chain Distribution

- Based on the full coverage cold chain distribution capacity, 72 hour distribution timeliness is realized in 15 provinces and cities with active consumption, and 48 hour distribution timeliness is realized in 4 provinces and cities.
- Cold chain parcels are distributed first, which shortens the distribution time of the last kilometer.
- Strengthen the packaging material to ensure the temperature of the last kilometer.



# Multi-entrance

Online: JD overseas self operated flagship store, JD international import supermarket, JD international overseas self operated zone, JD international fresh food plate, star talent store and JD plus member store.  
Offline: Hainan daily necessities duty-free store, Hainan duty-free cross-border experience store



# “JDX” — Strategic Partnerships with 1st Tier Internet Companies in China

➤ Covers all your omnichannel needs!





# E-commerce marketing – multi-channel joint marketing tool

01 Channel Linkage Plan

02 Content Marketing Plan

03 Follower Increasing Plan

04 Advertising Plan

05 Cooperation plan



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# Fresh Food & Cold-Chain Categories

京东国际

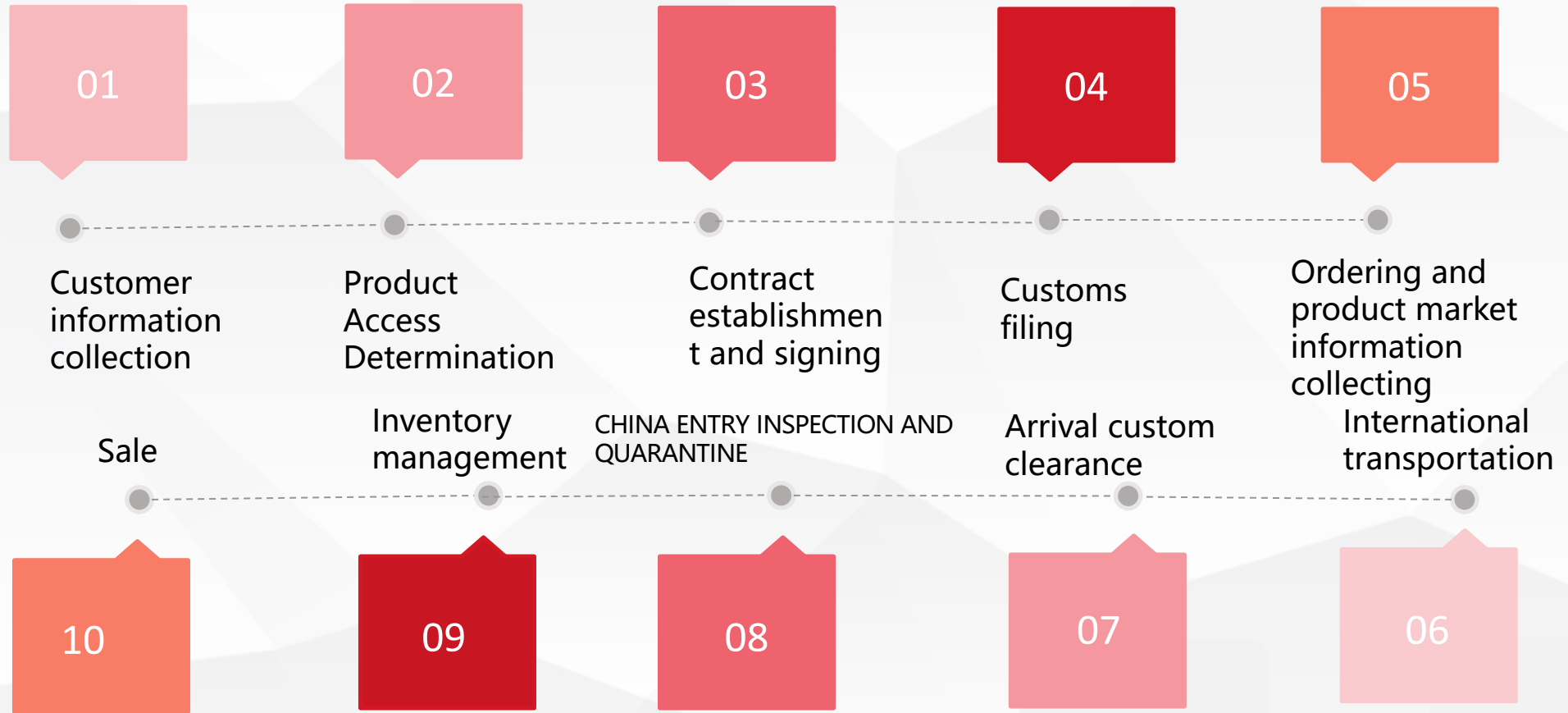


Fresh Food	Diary & Cold	Ice Cream
		Cheese
		Butter
		Fresh Milk
		Yogurt
	Temperature controlled snacks	Raw Chocolate
		Protein Bar
		Temperature controlled snacks
	Fruits	Fruits
	Meat, poultry and eggs	Beef
		Chicken
	Frozen Food	Frozen Pastries
		Frozen fast food
		Frozen Pizza
	Seafood	Crabs
Shrimps		
Fish		
Sea Cucumber		
Plant Meat	Plant Meat	

# Cooperation Pattern

-  1. Oversea registered company + Affiliation registered in China
-  2. Corporate Bank Account (settles in USD)
-  3. Authorization from Brand Owner
-  4. Overseas direct delivery or Import Bonded Warehouse

# Comprehensive One-Step Service Process



Thank you.

