

## Key 5 misunderstandings on Cross-Border E-commerce to China

Lately, many stories have been published about Western companies that are suspending their online activities in China. This is not surprising. The Chinese (Cross Border) E-commerce market is complex. Hereby a list of misunderstanding that help you sell into China. The 5 key misunderstandings:

1. *Alibaba is the largest player in China, and therefore, Tmall is the best place to sell our products online in China.*

(Cross Border) E-commerce China is a jungle full with parrots. Everybody will tell you to open a Tmall store. **It's a risk to only focus on Tmall.** China has a brilliant and beautiful (Cross Border) ecosystem and there are ways to sell to the consumer in many structured and authorized ways by making the right analysis and follow your needs.

2. *It is possible to sell online in China from behind your desk at the other side of the world without any problems.*

**This is a 100% not true.** The Chinese language, culture, behavior, way of working and communication is completely different. You need local presence for problem solving and the right guidance of your project.

3. *(Cross Border) E-commerce in China is the same as in the US or Europe. I open my shop and start selling, easy as that.*

**Be careful with this statement.** The Chinese (Cross Border) E-commerce market is completely different than any other place in world. Social media, QR codes, online-to-offline (O2O) and platforms, all is intertwined and can't be approached as loose subjects.

4. *Having an online store will result in guaranteed sales as China has 1.3 billion people.*

**Sounds easy, but watch out.** China is big but more over it is very complex. Opening a store will just not do it. You need to think about a proposition, a marketing and sales strategy, target audiences, cultural differences within the country, social strategy, and check the current way Chinese people perceive your brand.

5. *I have visited China for business and the meetings went very well and the Chinese counterpart wanted to buy several containers of my products.*

Most business people will have interesting meetings with Chinese companies that showed interest during the first meeting, but never resulted into any action. Normally it takes **at least 3 face-to-face meetings** before establishing a baseline to start doing real business. If it seems too easy, it is normally not realistic.

We are committed on making your CBEC journey easier by offering a transparent and flexible approach to show the true value of your products and services to the rest of the world. Interested to learn more? Feel free to reach out to our team.

### Simon de Raadt

General Manager China  
s.de.raadt@mains-international.com  
+86 138 1648 0447



### Tim Wolbrink

Business Development Manager  
t.wolbrink@mains-international.com  
+86 159 0193 6292

