

# Future Transport, Logistics and E-commerce

## **China perspective**

Frederic Campagnac, CLEVY LINKS,  
June 5<sup>th</sup>, 2015

# ONLINE CHINA



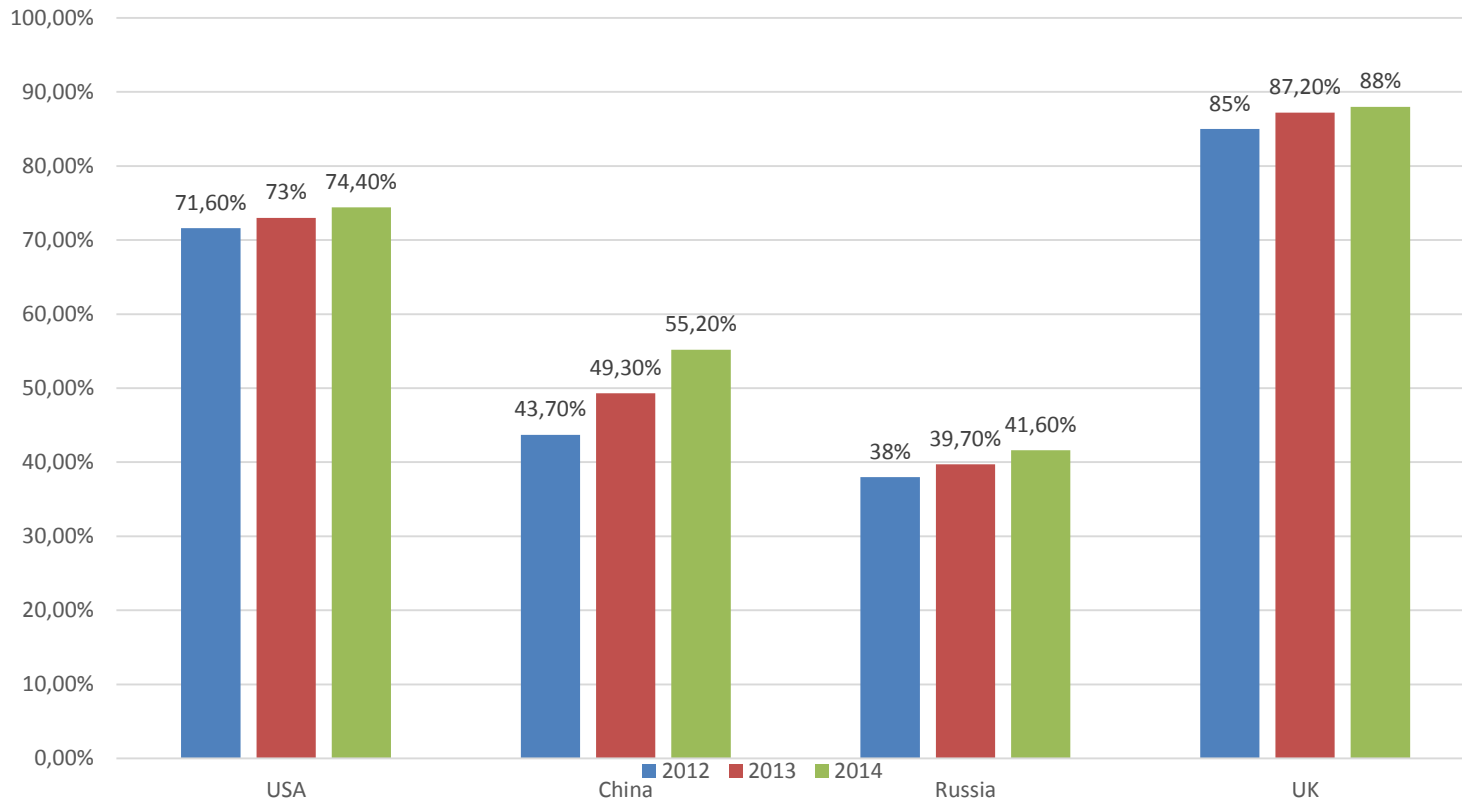
- 600 M internet users
- 800 M smartphone users
- E-retail main players
  - Alibaba (57%)
  - Jingdong (21%)



- Social media : Wechat (Tencent), Sina Weibo
- Browser : Baidou



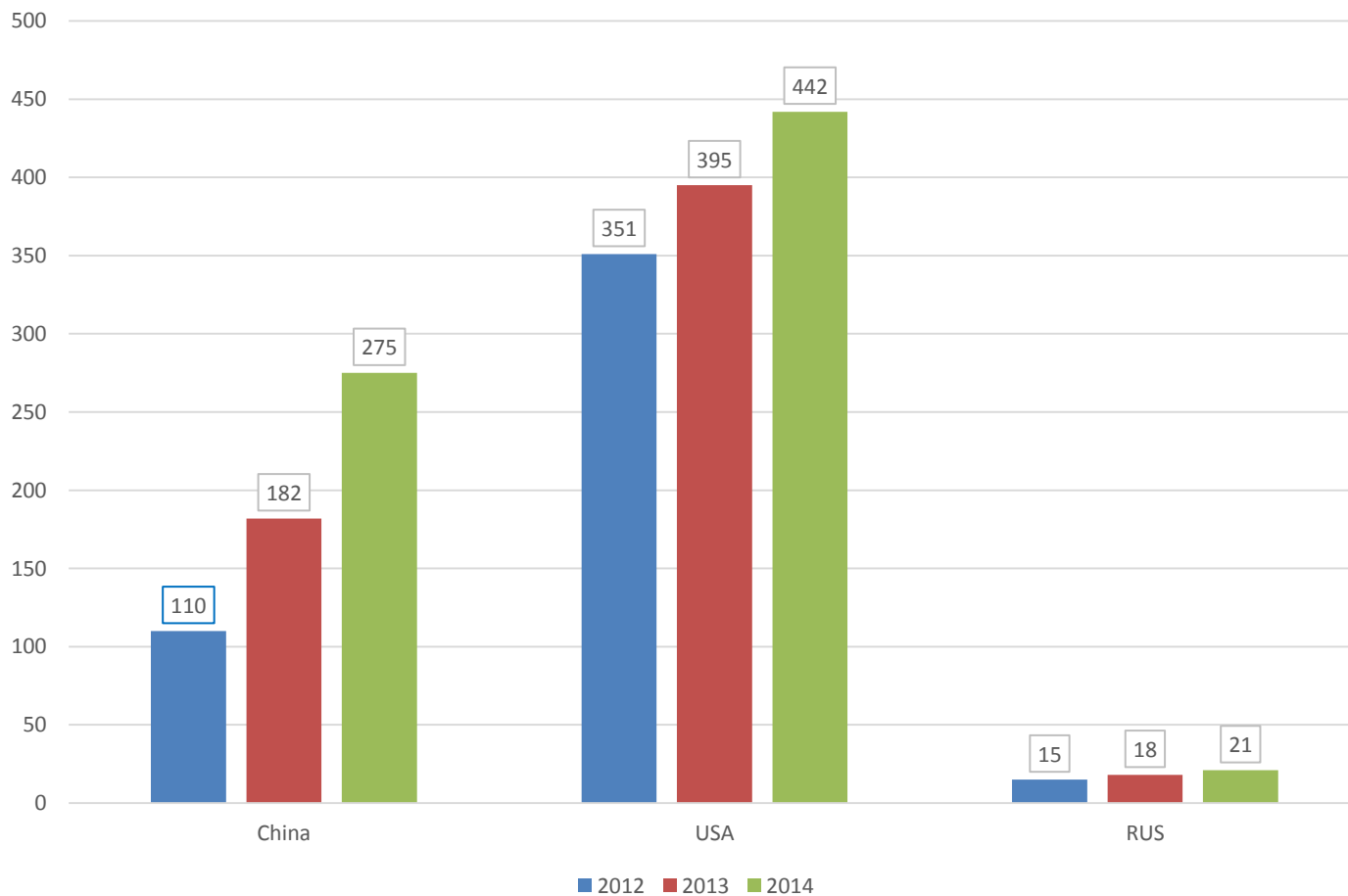
## Digital buyer penetration % of internet users



Shoppers: ages 14+; internet users who have made at least one purchase via any digital channel during the calendar year, include online, mobile and tablet purchases.



## GMV for B2C Ecommerce (USD/Billion)



# CHINA E-COMMERCE

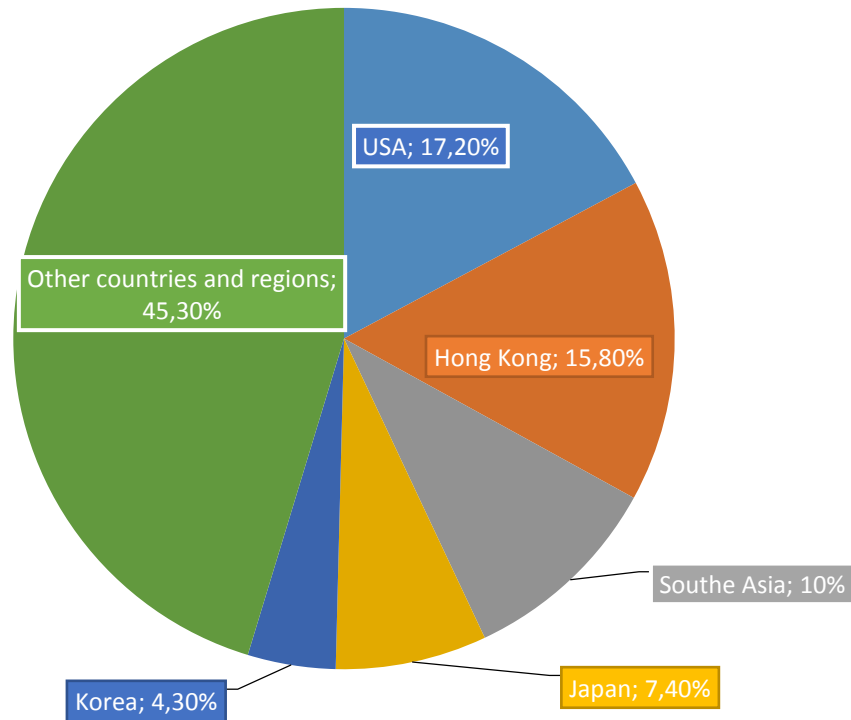
## online retail transaction value



- 300M online shoppers
- Largest in the world since 2013 (307 bn USD)
- (E) 440 bn USD in 2014
- Around 10% of the country's total retail
- 20% growth till 1trillion USD by 2019 ?
- Mobile transactions (E2015) 41 bnUSD (8%)

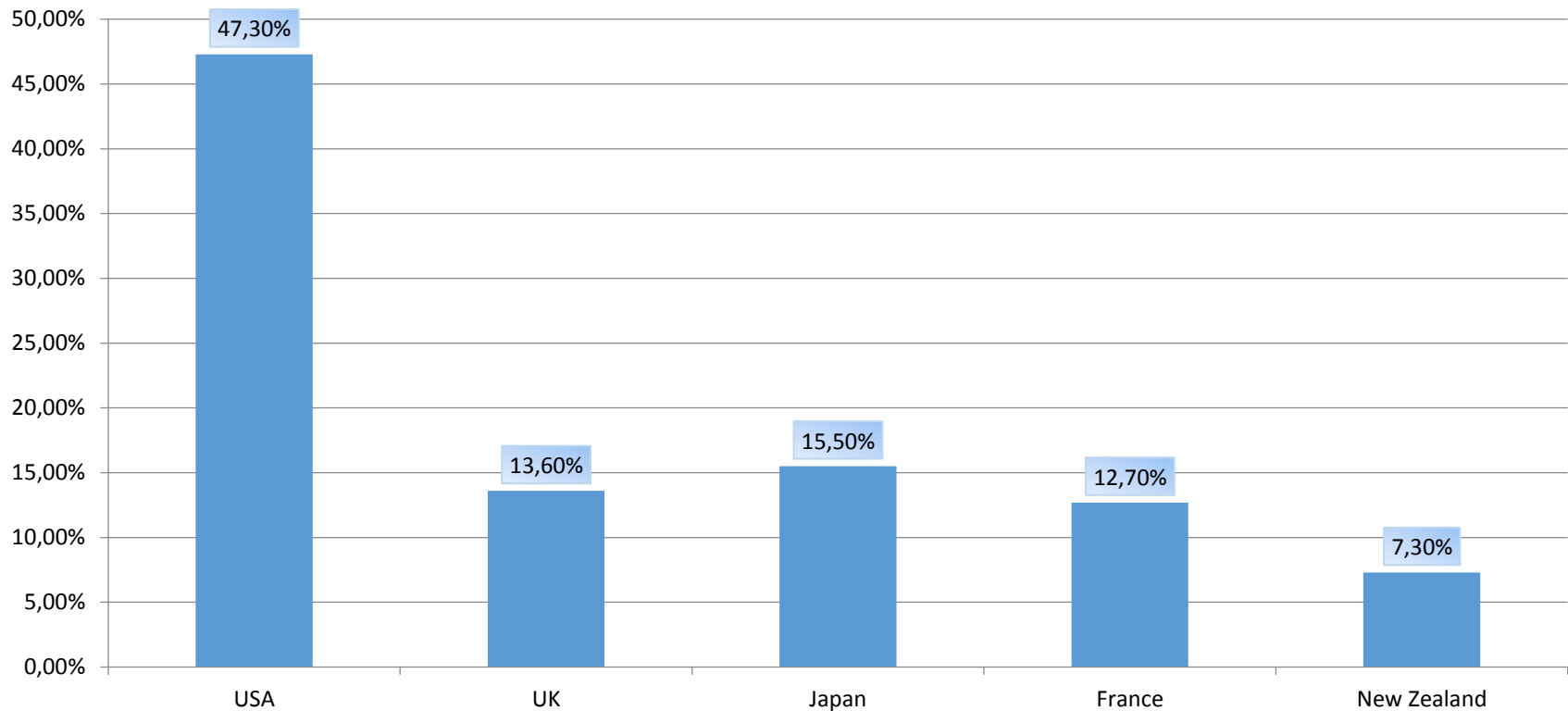


## Countries & Regions Buying Online from Chinese Web Shops



Remarks : In USA, 17.2% on-line buyer has the shopping experience form China Web Shops, ranks No.1 around the world.

## Countries & Regions Chinese Online Shoppers Purchase Products and Services



Remarks: 47.3% on-line buyer in China has the shopping experience on USA Web Shops.

# CLEVY EXPERIENCE



- CLEVY 20 year of experience in domestic and cross-border business with China,
- Background in government, trade and transport&logistics,
- Multicultural ,
- Beijing, Shenzhen, Shanghai,
- START-UP – 4PL – IT oriented.



# CLEVY-LP parcels Success story



# Becoming a major player of cross-border e-commerce logistics in China



可为立邮小包

可为易达国际货运代理（深圳）有限公司

- [www.clevy-links.com](http://www.clevy-links.com)
- Natural advantages of Lithuanian Post :  
mature network, location
- Management , management & management
- CLEVY-LP partnership model

# Future of China e-commerce



- Ideas & momentum
- Investment capacity
- Fast learning consumers
- Social media penetration
- Incomparable scale



⇒ **China,**  
From **FACTORY OF THE WORLD**  
to **START-UP OF THE WORLD ?**