

## THE LOGISTICS OVERVIEW

Where are the parcels going?



USD **2.23** Billion



**95,988,900** Shipments

B2C imports totaled USD2.23 billion between January and November in 2015, and a total of 95,988,900 shipments were checked and released, according to CBN analysts.

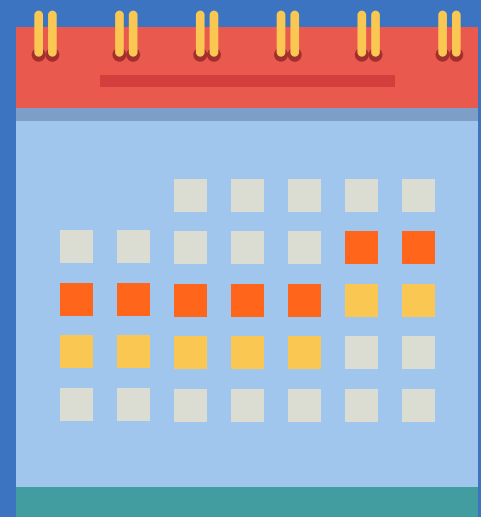
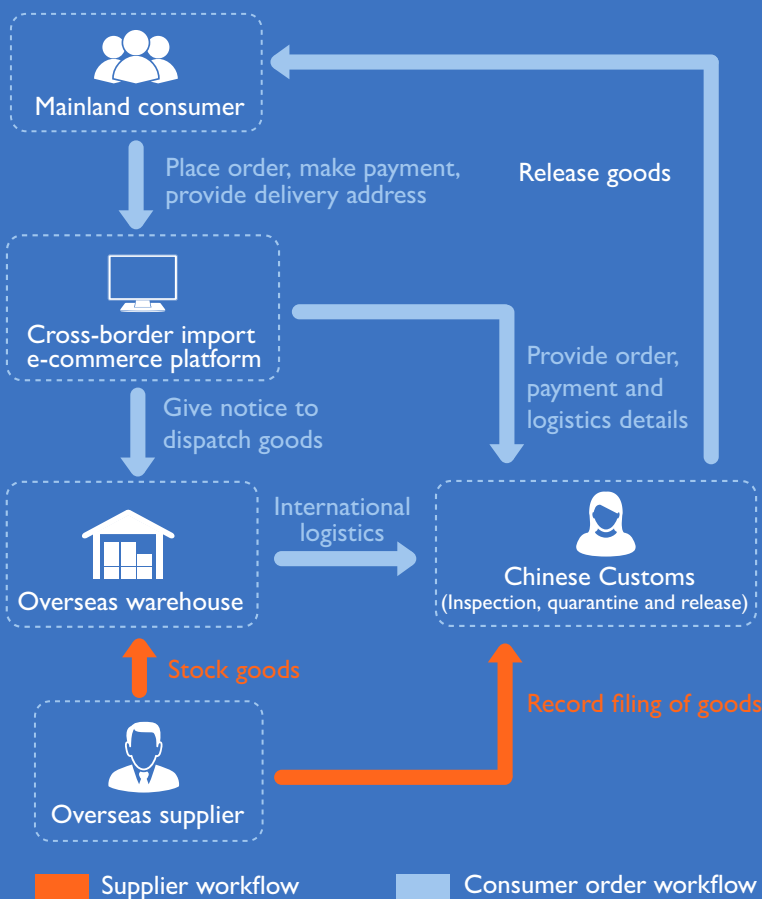
## DIRECT PURCHASE IMPORT

Order first, delivery later

- 1 B2C Commercial Parcel
- 2 UPU Postal Parcel [ECI]
- 3 Personal Express Parcel

Categories

- Mom & Baby Products, Clothes & Shoes, Bags, Outdoor Products, 3C, Skin care, Toys (Higher parcel value)
- Cosmetics, Home Care
- Nutrition Supplement, Toys (Lower parcel value)

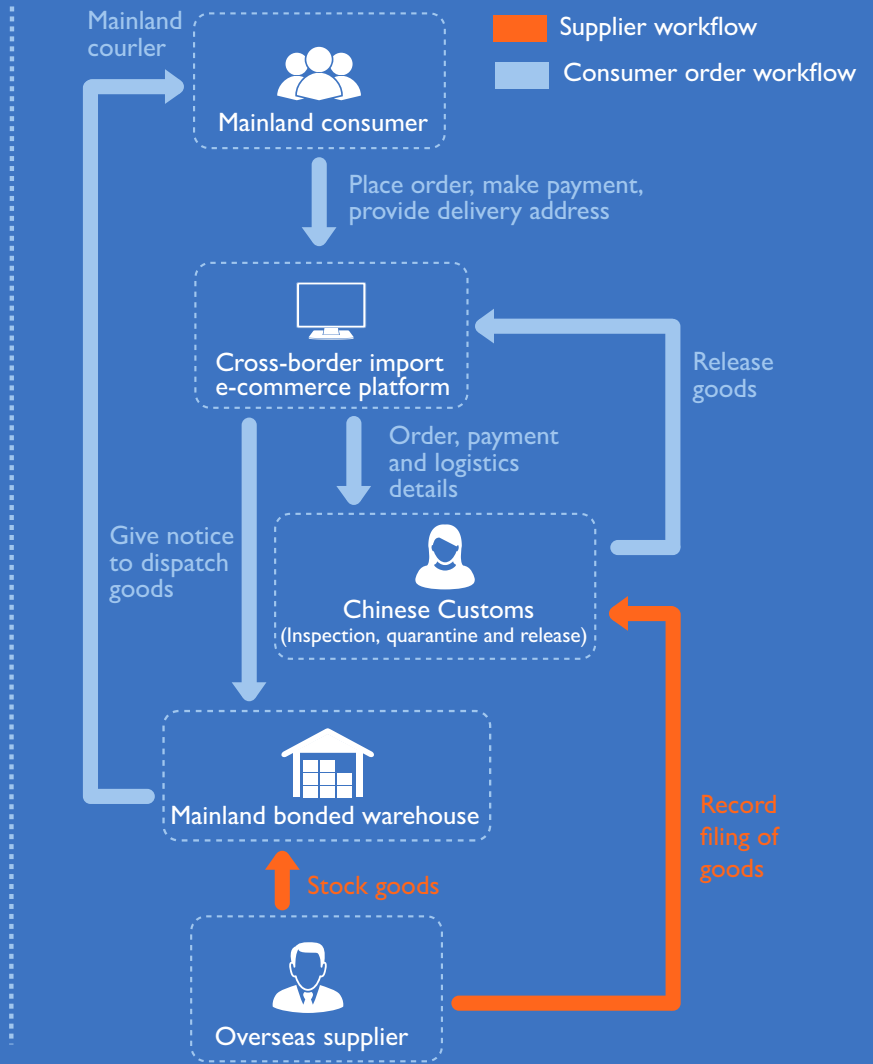
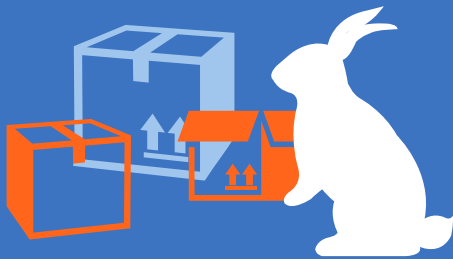


- Direct purchase import generally requires 7 to 14 days
- Suitable for large e-commerce retailers with various products supply
- Unlimited product category

# BONDED IMPORT (B2B2C)

This mode adopts the “stock first, order later” model, whereby large quantities of foreign goods are stored in special customs supervision areas or bonded customs supervision areas within Chinese territory.

- Free trade zone warehouse
- Real-time automated clearance
- Suitable for manufacturers and e-commerce companies specialized with hit products



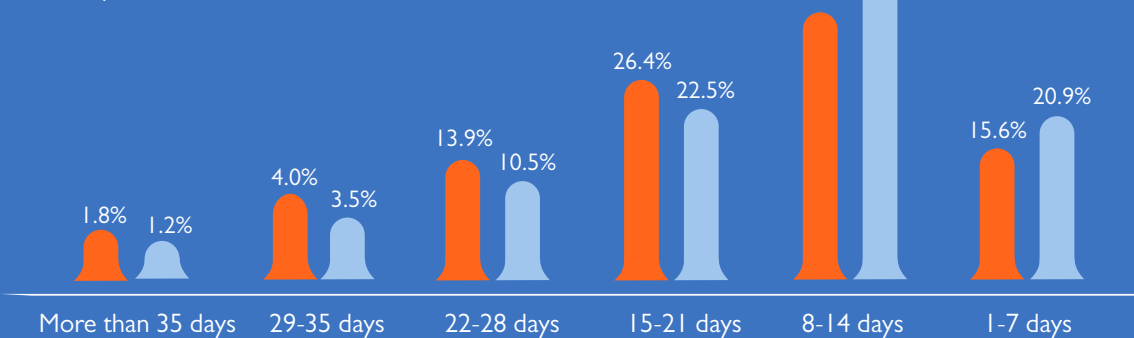
## CONSUMER INSIGHT

Logistics Preference and Delivery Period of OOS



Delivery Period of Online Purchases

● Actual time  
● Expected time



Made on Overseas E-commerce Sites in 2015