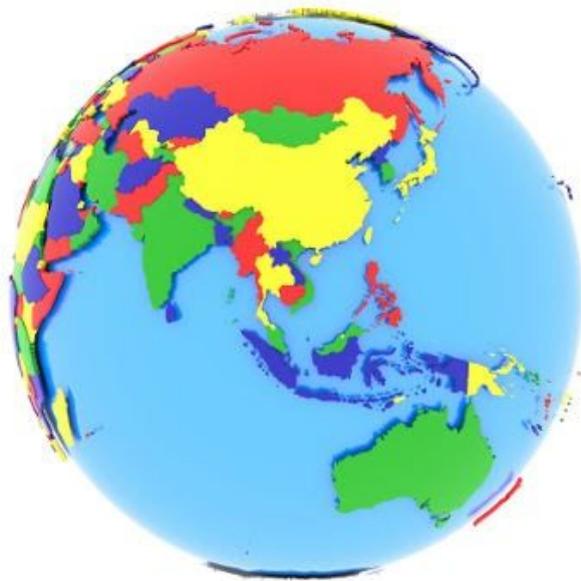




Asia Export Guide 2021

Introduction



Thank you for subscribing to Export2Asia.com. We created this website as a free information platform helping small to medium-sized businesses get a foothold in the booming Asian eCommerce market.

Our purpose is not to sell you on empty hype built on mind-boggling sales numbers, but to demystify the whole concept of selling products B2C to Asian consumers.

It's easier than you think.



Best Regards, Fredrik Gronkvist, Co-founder of Export2Asia.com

Free Webinar: How to Sell Online To China & Southeast Asia

Join our free webinar on how to sell cross-border to Mainland China and Southeast Asia.

You can get your free spot here: www.export2asia.com/webinar-a

You'll also have the opportunity to ask questions during the webinar. We reply to all questions.

1. Should you sell in Asia?



This is the million-dollar question, that ultimately comes down to two factors; Whether you want to sell in Asia, and if Asia wants what you have to sell.

Let's begin with the latter.

Asia wants branded products

Companies like Daniel Wellington, the top Watch brand (!!!) on Tmall.com, proves that you don't need decades of brand building and Hollywood endorsement to get somewhere. They've also proven that localization is not always a dealbreaker either. A good product is always a good product - be in Europe, the US or here in Asia.

That said, they do have a brand. You can't compete on pricing here, so you absolutely have to compete on branding.

If you don't have a brand yourself, consider licensing one from a company in your home country. Better yet, create one.

Do you REALLY need to sell in Asia?

Let's be honest here. You don't start with Asia as a market. China and Southeast Asia are only markets you should only consider once you have a foothold at home.

It will take at least a year or two, possibly longer, before you see solid order numbers over here. That said, investors love companies that break into this market and it will not just add to your bottom line, but also to the valuation of your company - should you one day opt for early retirement.

2. eCommerce Marketplaces in Asia



Once upon a time, before Amazon, the standalone online store reigned supreme in Europe and the United States. While that has changed, Shopify and WooCommerce stores are still going strong.

In Asia, however, they never even got a chance. Here, it's all about the marketplaces.

Tmall Global (China)

Owned by Alibaba Group, Tmall.hk is China's largest cross-border eCommerce platform. By joining the Tmall Global program, you can start selling directly to the Chinese e-commerce market - without opening a Chinese company or bank account.

You can ship products directly from where you are now, to consumers in China. Perhaps best of all, you can get paid directly to your local bank account - in US dollars or Euros.

That said, it's not as simple as creating an account and starts selling. The annual fees start from US\$8,000 per product category. On top of that, you also need to pay a deposit.

Lazada (Southeast Asia)

Lazada.com, which was acquired by Alibaba Group in 2017, is Southeast Asia's answer to Tmall. Cross-border eCommerce has always been part of Lazadas DNA, as it has covered various Southeast Asian countries since its inception.

Today, it enables cross-border sellers worldwide to use its logistics hub in Hong Kong, from where they manage delivery to Thailand, Singapore, Malaysia, Vietnam, and The Philippines.

While the sales volumes cannot compete with those of Tmall, it's not nearly as expensive to set up a seller account and start testing the waters on this platform.

3. How to deliver your products



Hong Kong Fulfillment Centers (China and Southeast Asia)

Gone are the days when you had to spend millions of dollars to set up your own warehouse in Hong Kong, Thailand or Mainland China. Today, you can utilize a fulfillment center such as Easyship or Zhenhub to manage B2C delivery directly to your consumers in the region.

The process is simple. You ship a few boxes, say 1000 pcs, to Hong Kong. Once there, the cargo is forwarded to the fulfillment center of your choice. No complex customs clearance process and zero import duties.

Whenever you receive an order, they pack and ship the product directly to your customer in China or Southeast Asia.

Getting started is not very costly, as you normally only pay per shipped parcel.

China Bonded Warehouse

If China is your thing, you might ship your products directly to one of its many free trade zones. While technically in Mainland China, you don't need to register a local company or deal with import permits.

The benefit is that you can deliver your products to consumers faster and cheaper, as compared to Hong Kong.

That said, Hong Kong also doubles as the premier logistics hub for Lazada, which gives you coverage in Southeast Asia.

4. Recommended articles

Since 2017, we've built a rather impressive library of free articles covering the intrinsic details of marketplaces, payment methods, fulfillment options and much else.

You'll love these articles if you found this booklet somewhat interesting.

Tmall Guides

How to Start Selling on Tmall Global: The Ultimate Guide ([Read Article](#))

Import Taxes & VAT in China: A Guide for Cross Border E-Commerce ([Read Article](#))

Lazada Guides

How to Sell on Lazada: A Complete Guide ([Read Article](#))

Top Selling Products on Lazada: The Ultimate Guide ([Read Article](#))

Shipping Products with Lazada Global Shipping (LGS): A Complete Guide ([Read Article](#))

Interviews

Ecommerce Fulfillment in Vietnam: By Boxme.asia ([Read Article](#))

How Foreign Companies Can Sell Online in China: By Michael Michelini ([Read Article](#))

Lab Testing Requirements When Exporting to China ([Read Article](#))

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