

CHANGE: FROM TRADITIONAL EXPORT TO CROSS BORDER E-COMMERCE

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Amazon Global Selling and Amazon Business

THE CHANGE

Supply Chain of Traditional offline trade



The transaction flow of Cross Border e-Commerce



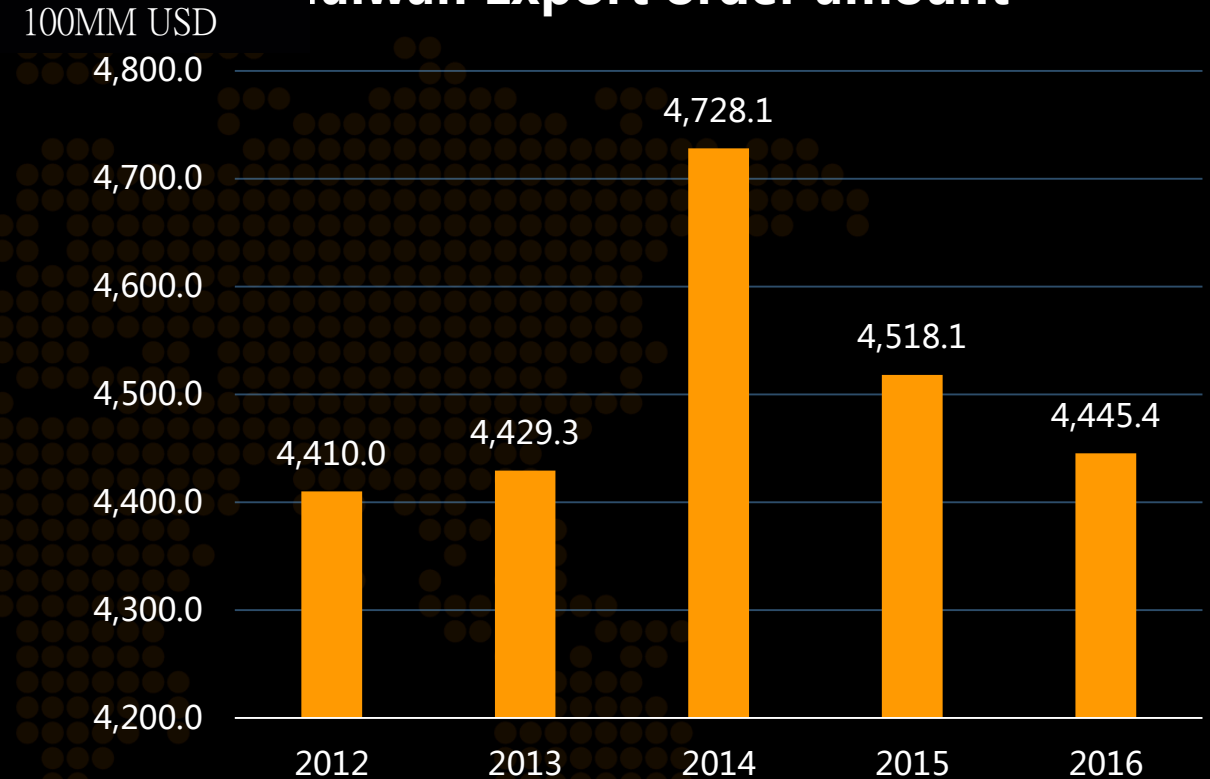
THE CRUCIAL TREND AHEAD

Worldwide goods export Volume and growth rate



Data source: World and Regional Merchandise Export Profiles , WTO

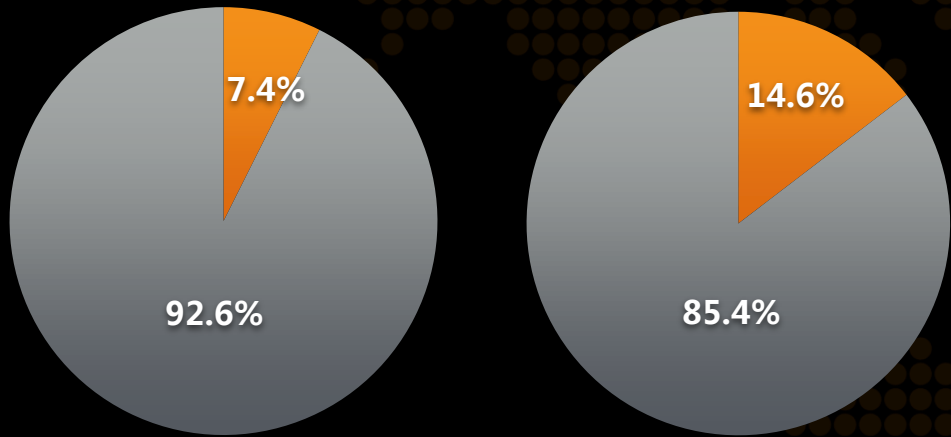
Taiwan Export order amount



Data source: Department of Statistics, Ministry of Economic Affairs, R.O.C.

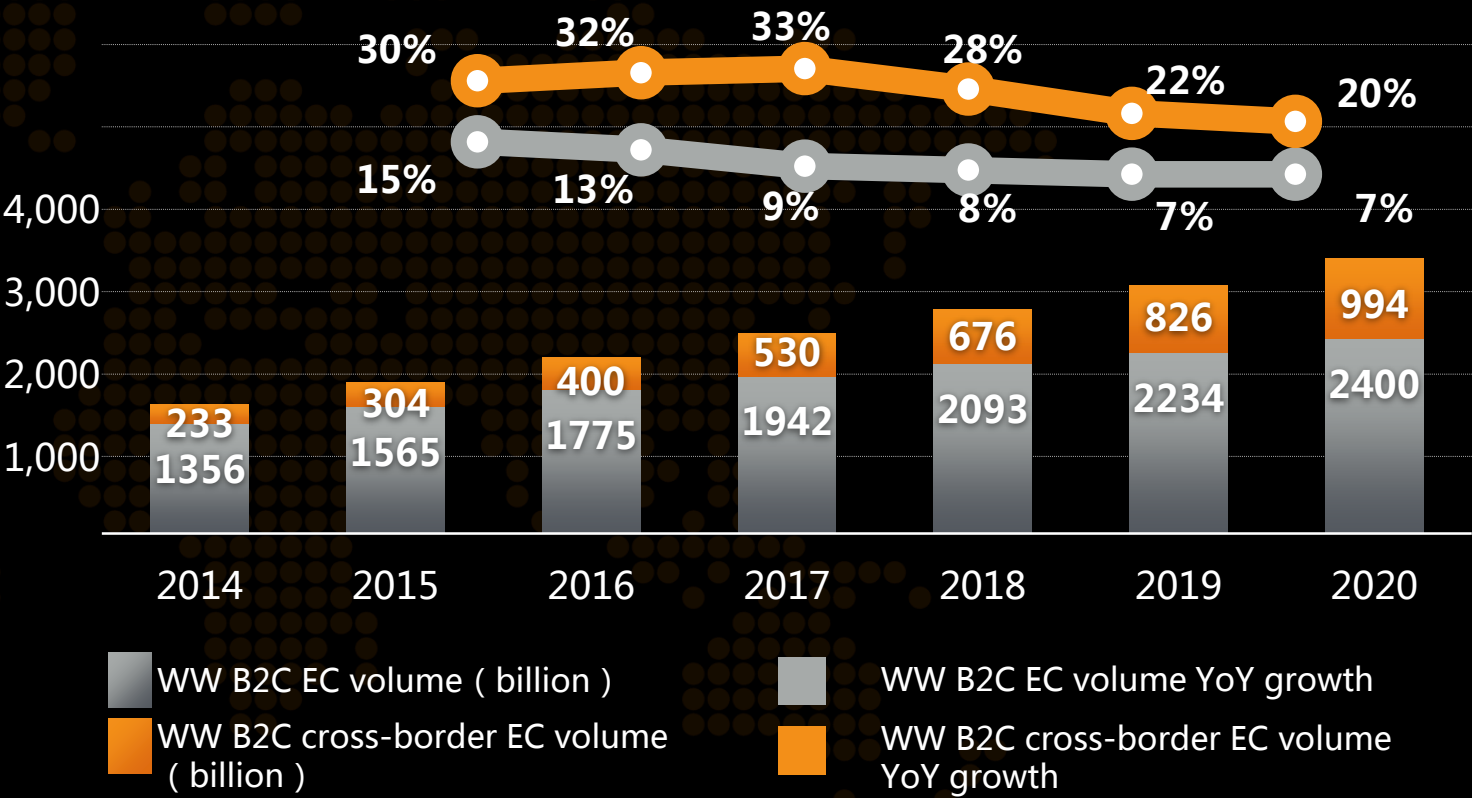
CHANGE AND OPPORTUNITY IN WORLDWIDE RETAIL MARKET

Market share of E-commerce in
worldwide retail scale



Data source : "The eMarketer Forecast for 2016" The eMarketer

2014-2020
Trend of worldwide Cross Border e-Commerce



Data Source : "Cross-border B2C E-commerce Market Trends" , Accenture

B2B is also online NOW

Predicted Sales By 2020

- US B2C Ecommerce will reach \$532 Billion
- US B2B Ecommerce will reach \$1.13 Trillion

Source: Forrester Consulting, Thought Leadership Paper, Title: Tomorrow's Midmarket B2B eCommerce Will Take Place In The Cloud



By 2020,
Hybris Software estimates that B2B e-commerce will generate...

\$6.7 Trillion in revenue and...

90% of purchasers will prefer to use online channels.

How to attract B2B buyers

amazonbusiness

> Businesses buy differently

Info Transparency

EWCS

6 AWG Premium Extra Flexible Welding Cable 600
VOLT - BLACK - 25 FEET - EWCS Branded -
Made in the USA!

★★★★★ 11 customer reviews | 7 answered questions

Business Price ▾ \$21.40 & Free Two-Day Shipping on orders over \$49. Details

In Stock.

Want it Thursday, Dec. 22? Order within 9 hrs 40 mins and choose Two-Day Shipping at checkout. Details

Business Seller ▾ Sold by Electric Wire & Cable Specialists ▾ and Fulfilled by Amazon. Gift-wrap available.

Seller Credentials: Registered Small Business

- Sunlight Resistant
- Water Resistant
- Highly flexible 30 gauge copper stranding
- Ships as a coil
- Specially packaged and printed by EWCS to assure quality

> See more product details

New (1) from \$21.90 & FREE shipping on orders over \$49.00. Details

Competitive Price

Quantity discounts

10+	\$20.76 each
20+	\$20.33 each
40+	\$19.90 each



Add to Cart

1-Click ordering is not available for this item.

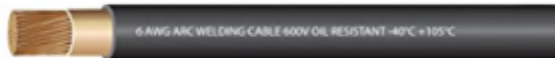
Ship to:

Select a shipping address: ▾

Add to List

Other Sellers on Amazon

New (1) from \$21.90 & FREE shipping on orders over \$49.00. Details

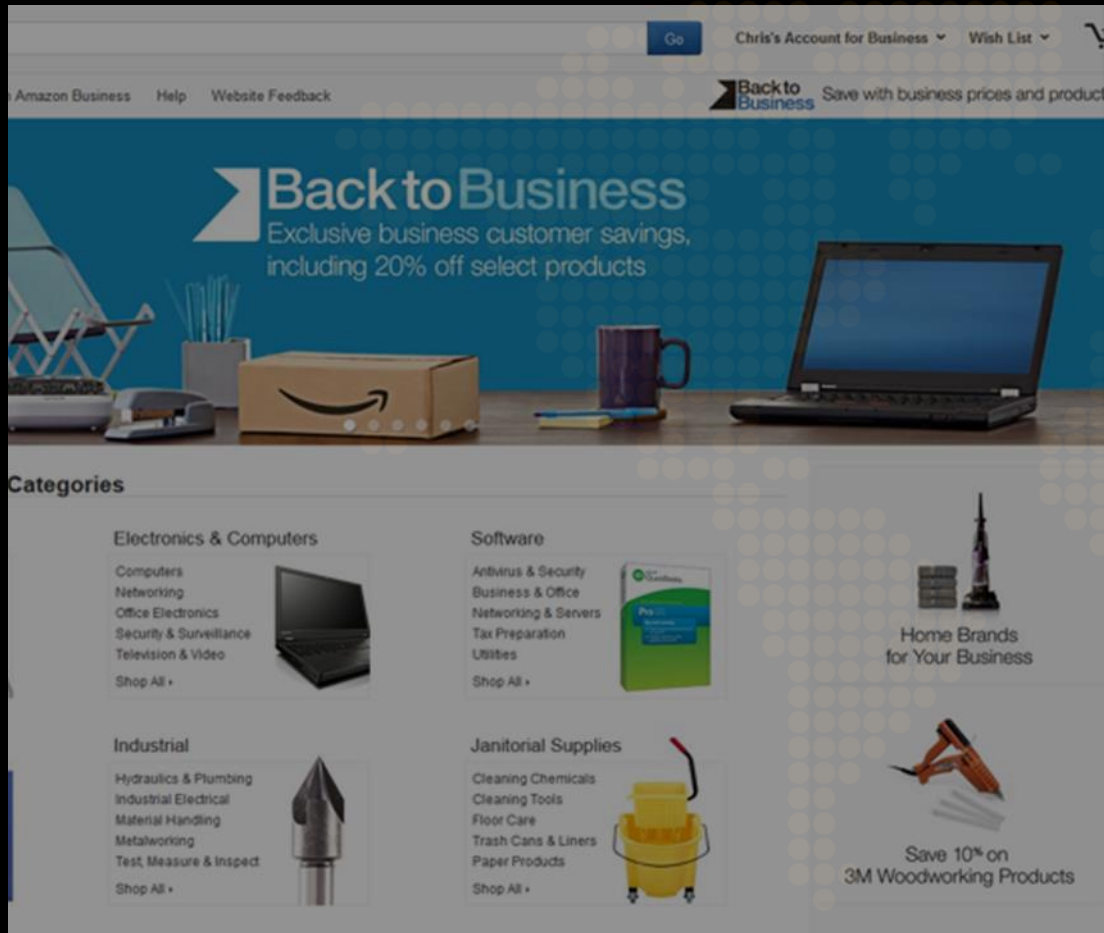


Trusted Supplier

Feature to address business buyer needs

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Breadth of Selection



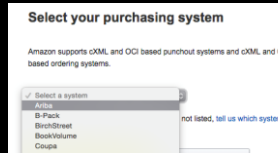
Business Selection

Price Savings



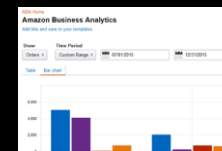
Business Price and
Quantity discount

eProcurement



Procurement solutions

Enhanced Reporting

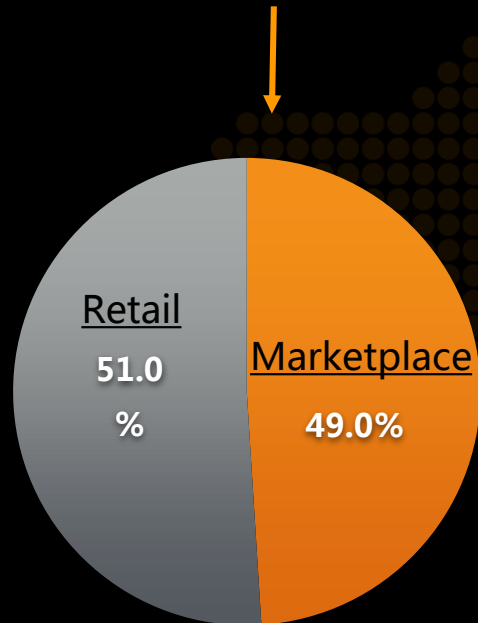


Dedicated support

Marketplace Trend – Brand and Customer

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amazon marketplace



Marketplace(3rd Party Seller) share 49% of Total Amazon Sales, and expect to exceed Amazon Retail in 2017

--Source: News release of Amazon 2016 Q4 Financial report

Promote Your Brand



Manage Your Customer



Thank You

