

# AN EXPERIENCE OF EXPORT AND SELLING ON THE CHINESE MARKET

Philippe Mairlot,  
Magemar-Magetra Group



## **INTRODUCTION**

Magemar-Magetra group on its way to china  
From logistics & transport activity to export & selling activity

## **TRADE WITH CHINA**

Evolution  
New consumption model  
Development of the digital economy  
Which trade model?  
Understanding the Chinese culture

## **SELLING FOREIGN PRODUCTS ON THE CHINESE MARKET**

Where to sell the products?  
How to sell the products?  
Adaptation to the Chinese market  
Choose a trustworthy partner  
Marketing, social media, community spirit  
Building a brand reputation, KOL, comments


## **CONCLUSION**

China, the other world  
A constantly changing environment  
Understanding & finding the right keys  
Appropriate logistics

## MAGEMAR-MAGETRA GROUP ON ITS WAY TO CHINA



- 80 YEARS
- FAMILY GROUP SINCE 1938
- + 500 PEOPLE
- + 100 MILLION TURNOVER
- 14 OFFICES

 LIÈGE, ANTWERP, EUPEN, BIERSET,  
HERMALLE-SOUS-HUY

 HULDANGE

 SZCZECIN, GDYNIA, KATOWICE, GDANSK

 BRATISLAVA

 MILAN

 CHÂLONS-EN-CHAMPAGNE

 XIAMEN



- SHIPPING
- PORT HANDLING OPERATIONS



- RAIL TRANSPORT



- ROAD TRANSPORT
- RAIL-ROAD TRANSPORT



- AIRFREIGHT



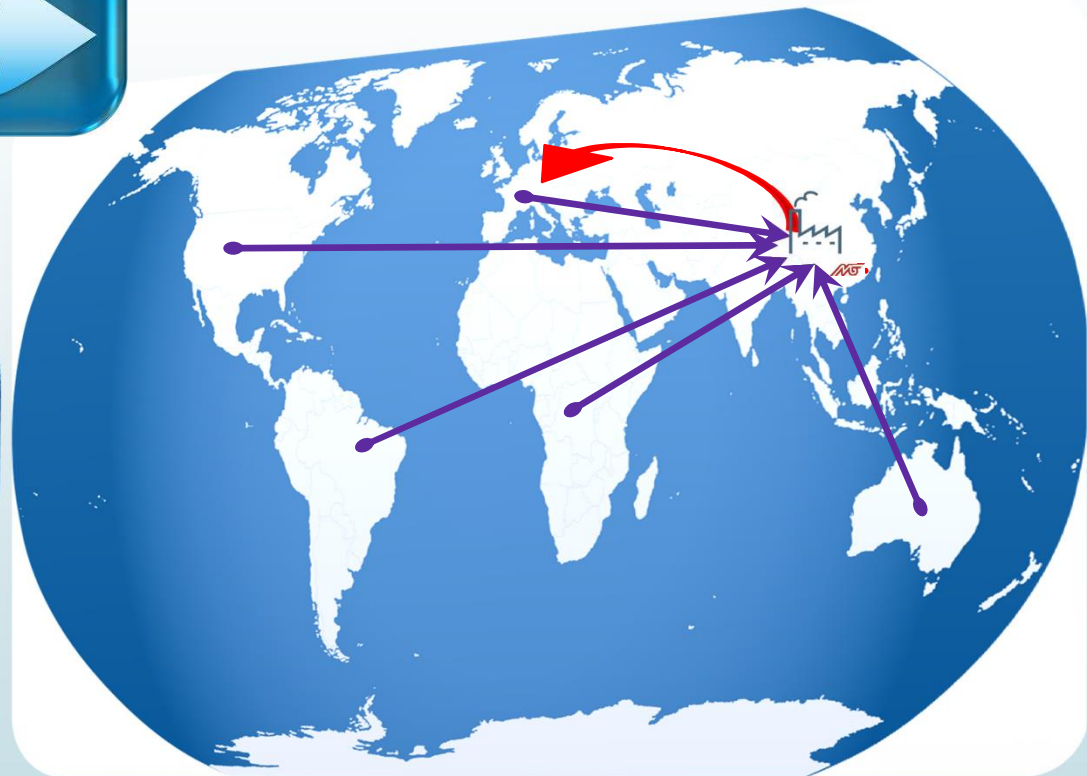
- STORAGE
- WAREHOUSING



- CUSTOMS CLEARANCE
- FISCAL REPRESENTATION

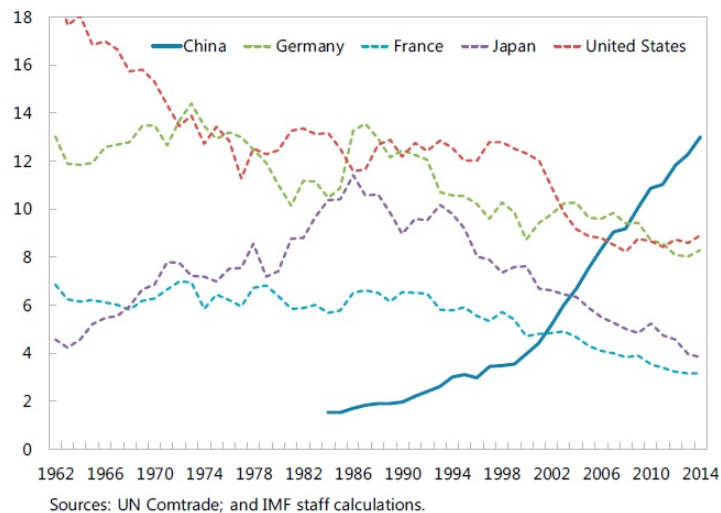
MAGEMAR-MAGETRA GROUP ON ITS WAY TO CHINA

## TRANSITION



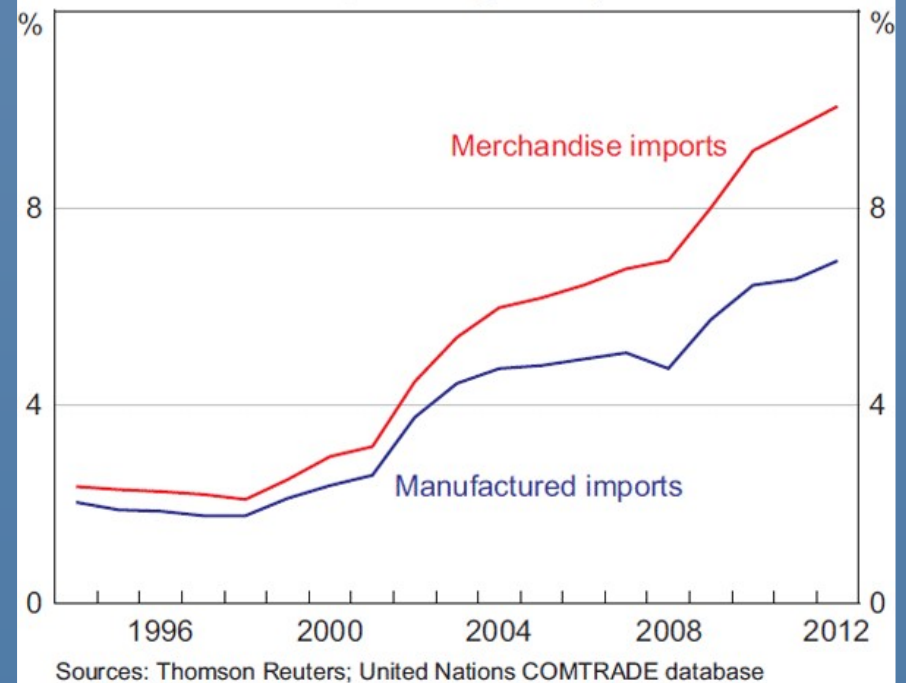
## CHINA EXPORT / IMPORT GROWTH

**Global Export Market Share**  
(Percent; top five exporters)



**China – Imports**

Values, share of global imports



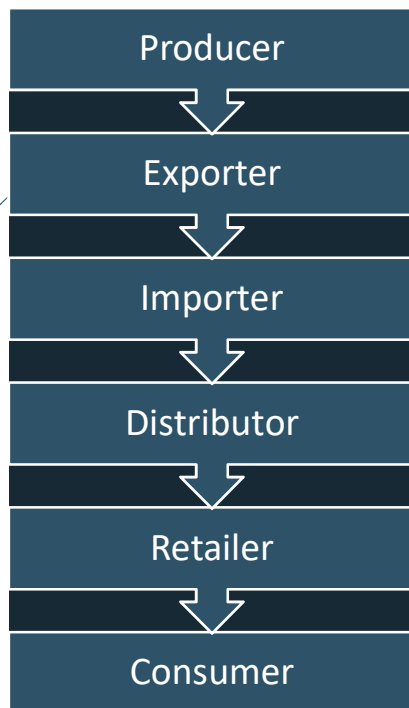
## FIRST IMPRESSION OF THE CHINESE MARKET



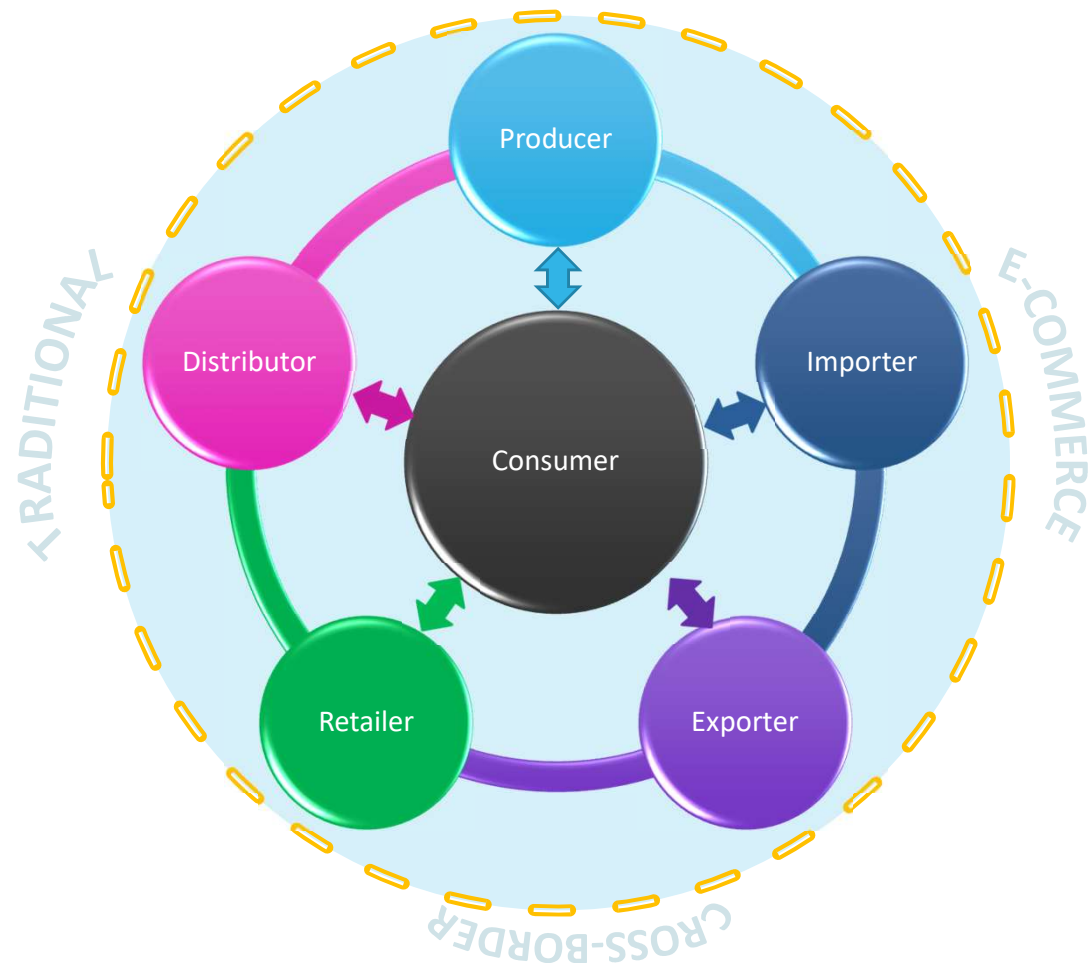
- CULTURAL DIFFERENCES
- IMPORTANCE OF GUANXI RELATIONSHIPS
- NO TRADING WITHOUT A GOOD CONTROL OF THE LOGISTICS
- SUPPORT OF THE AUTHORITIES & CHAMBER OF COMMERCE
- ADMINISTRATION COMPLEXITY
- WAY OF DOING BUSINESS / DEAL MAKING

## WHICH TRADE MODEL?

### ➤ TRADITIONAL TRADE

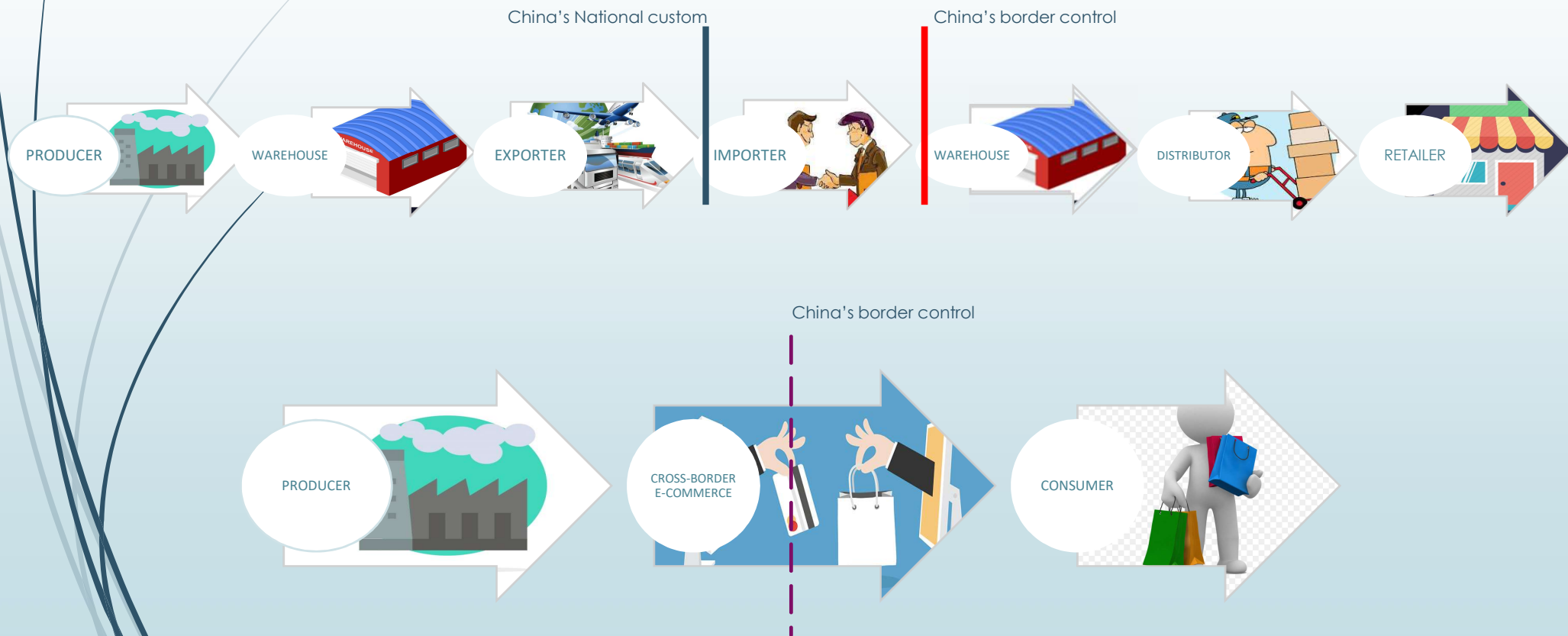


### ➤ NEW TRADE MODEL



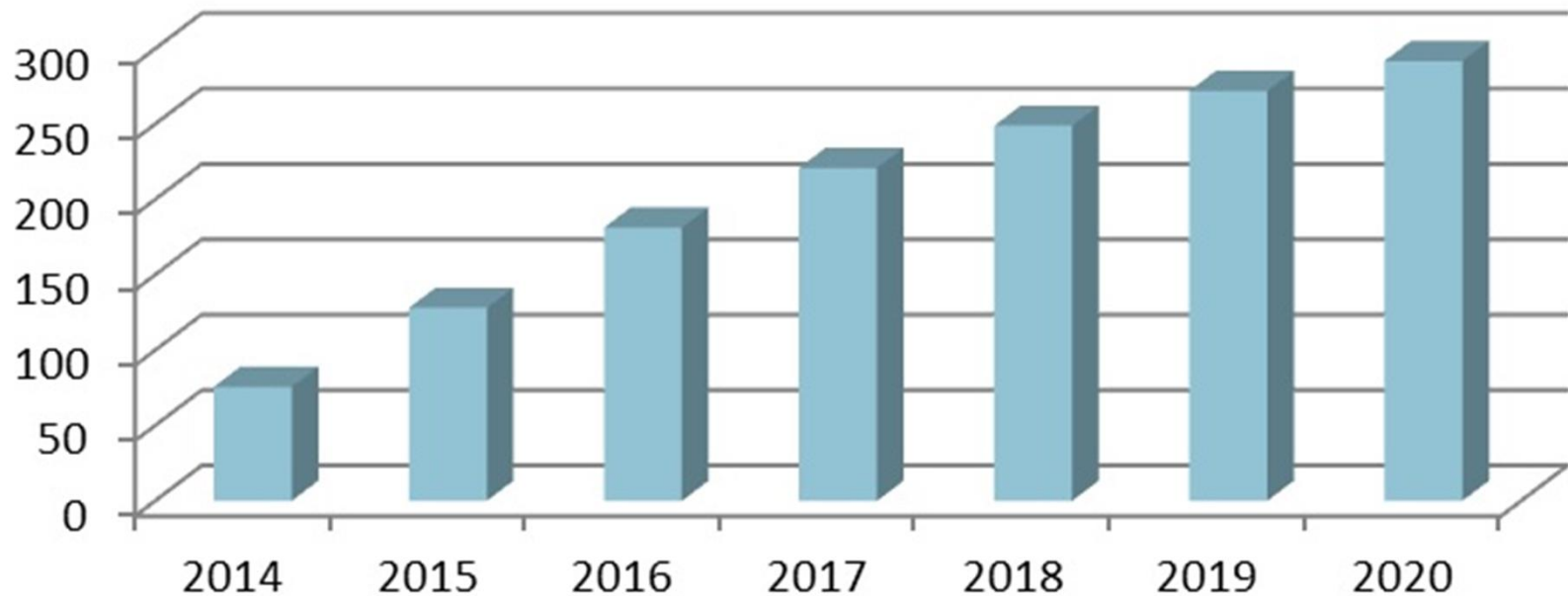


## WHICH MODEL TO CHOOSE?





## NUMBER OF CHINESE E-SHOPPERS FOR CROSS-BORDER ONLINE TRADE



## E-COMMERCE AS A GATEWAY TO CHINA



- EXTENT OF THE TERRITORY
- VERY GOOD LOGISTICS ORGANIZATION
- TECHNOLOGICAL ADVANCE
- CONCENTRATION & STANDARDIZATION OF THE OFFER
- REACTIVITY AND QUICK ADAPTATION
- USE OF SMARTPHONE

## THE ATTRACTION OF CHINESE PEOPLE FOR EUROPEAN PRODUCTS



- SOCIAL SUCCESS
- TRUST IN THE QUALITY PRODUCTS
- CHINESE MIDDLE CLASS
- INCENTIVE OF THE CHINESE GOVERNMENT
- IMPROVEMENT OF THE CHINESE CURRENCY
- RETURNEES



## HOW DO CHINESE MAKE THEIR CHOICE?

KNOWN  
BRANDS



PRODUCTS  
RELATED  
TO THEIR  
COUNTRY  
OF ORIGIN



POPULAR  
PRODUCTS,  
SUCCESSFUL



AWARDS  
AND  
PATENTS



HEALTH  
BENEFITS



HISTORY  
OF THE  
COMPANY



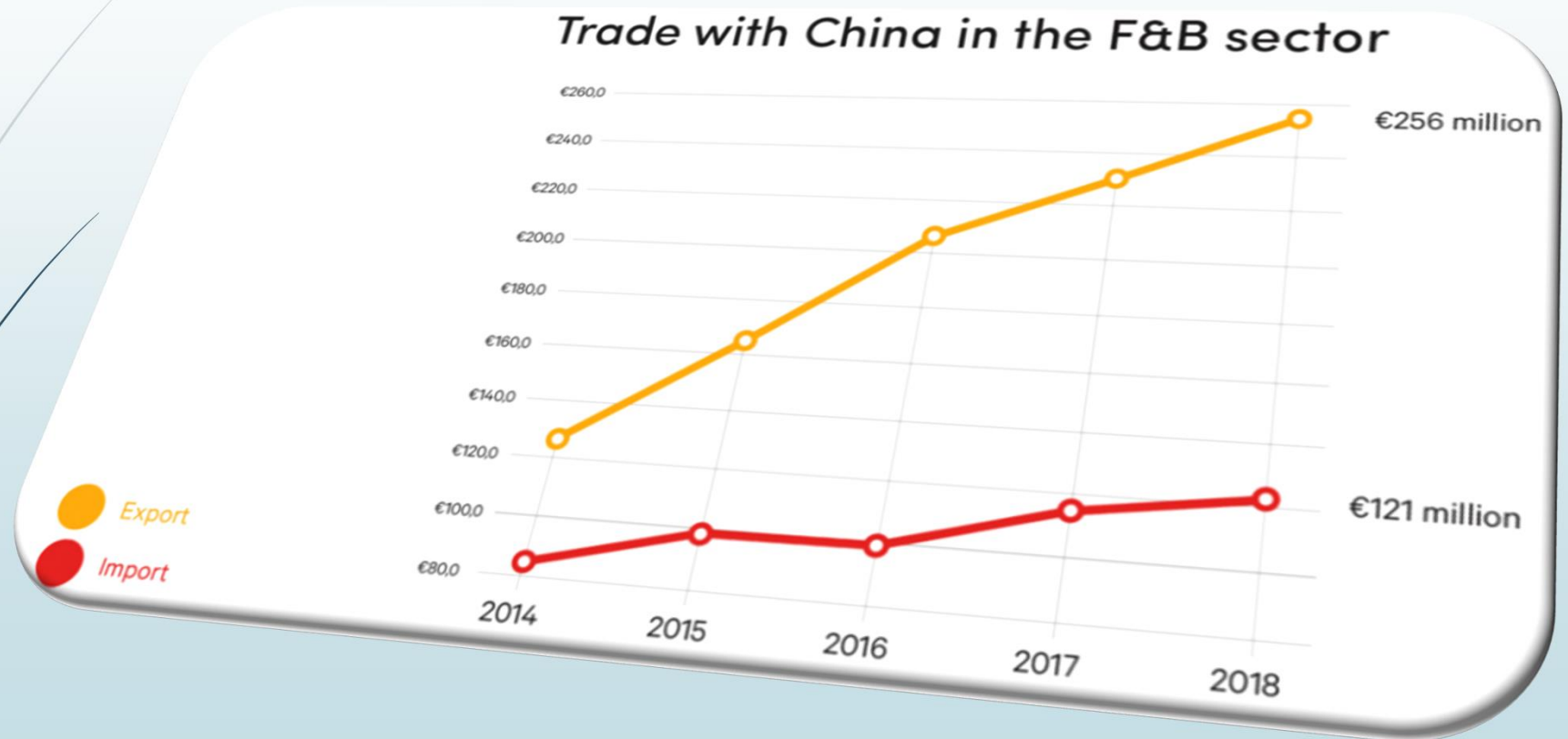
PRICE



PACKAGING



## FOOD & BEVERAGES SECTOR



# SELLING FOREIGN PRODUCTS ON THE CHINESE MARKET



- WHERE TO SELL THE PRODUCTS?  
(SPECIALIZED SHOPS, SUPERSTORE, E-COMMERCE,...)
- HOW TO SELL THE PRODUCTS?  
(BRAND NAME, LOOK OF THE PRODUCT, MARKETING,...)
- ADAPTATION TO THE CHINESE MARKET  
(ESTHETICS, COLORS, QUANTITY,...)
- CHOOSE A TRUSTWORTHY PARTNER
- MARKETING, SOCIAL MEDIA, COMMUNITY SPIRIT
- BUILDING A BRAND REPUTATION, KOL, COMMENTS



## CONCLUSION

- CHINA, THE OTHER WORLD
- A CONSTANTLY CHANGING ENVIRONMENT
- UNDERSTANDING AND FINDING THE RIGHT KEYS
- APPROPRIATE LOGISTICS

THANK YOU FOR YOUR ATTENTION