

# EUROPE x ASENDIA SG

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BY LA POSTE & SWISS POST

Empowering European retailers to successfully enter the APAC market



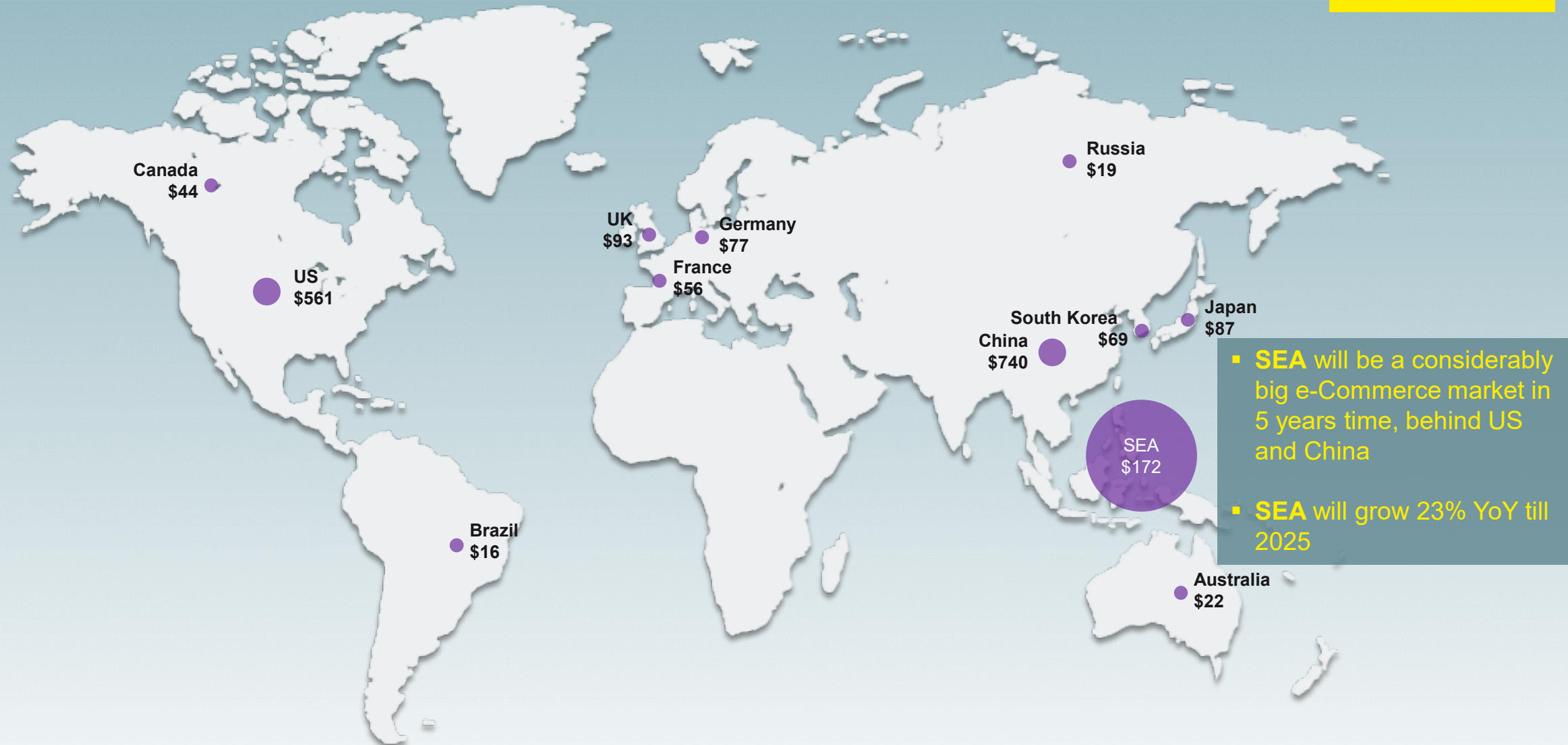
 THE WORLD IS  
YOUR ADDRESS

# 10 Reasons to start selling into APAC

- ① South-East Asian markets keep growing **+23%** per year
- ② The **4<sup>th</sup> biggest** market worldwide behind China, US and Europe
- ③ Singapore has a **high level of income** per inhabitant
- ④ Malaysia, Singapore, Australia and New Zealand are **English speaking** countries
- ⑤ Consumers in SEA **love to buy products from foreign brands**
- ⑥ Attractive markets for **European brands** with new opportunities
- ⑦ **No strong barriers** to enter in these countries
- ⑧ Being **first on these markets** could give you a competitive advantage
- ⑨ You can scale up your revenue very quickly via your **own website and marketplaces** (easy to sell)
- ⑩ Local **partners & Asendia** can help you to sell efficiently



# e-Commerce Markets Comparisons

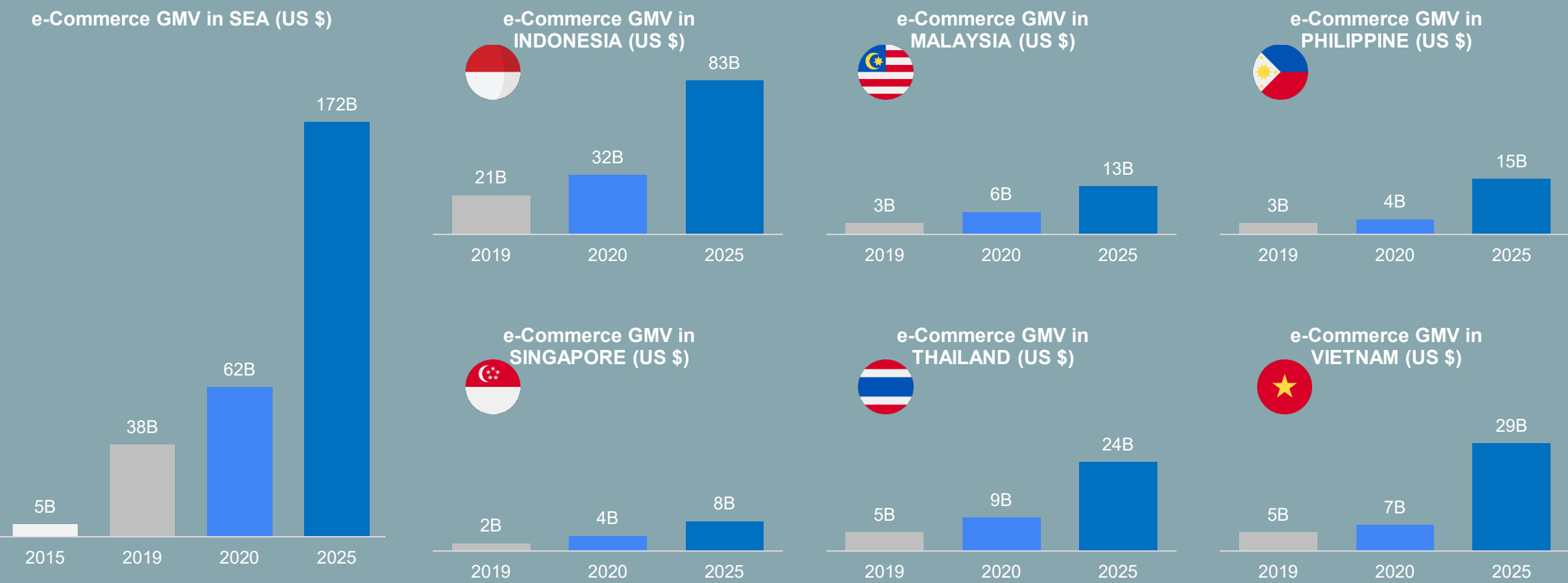


South-East Asia will be the **4th biggest e-Commerce region** globally by 2025, behind US, China and Europe.

# South-East Asia e-Commerce








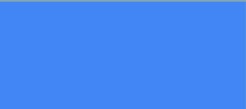
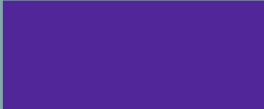







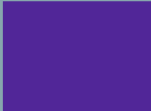









2020 was a pivotal year for SEA e-Commerce with over US\$62B GMV generated.



Source: e-Conomy SEA Temasek Report 2020 / 2019

# Snapshot on South-East Asia e-Commerce markets

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Country		Cross-border Import GMV EUR Mn, 2020	Share of CB* to total Market, %	Cross-border Import GMV EUR Mn, 2025	CAGR, % 2020	Demography 2020	Ideal for EU/US Cross-border Sellers
ID		 3 937M	14	 9 795M	20	Population: 270M Area: 1,900,000 km <sup>2</sup> GDP Per Capital: 12,832	
TH		 3 119M	42	 8 318M	22	Population: 69M Area: 513,000 km <sup>2</sup> GDP Per Capital: 19,004	
MY		 1 695M	49	 3 673M	17	Population: 25M Area: 330,000 km <sup>2</sup> GDP Per Capital: 29,340	
VN		 1 150M	40	 4 766M	33	Population: 96M Area: 331,000 km <sup>2</sup> GDP Per Capital: 11,677	
SG		 1 091M	37	 2 183M	15	Population: 6M Area: 716 km <sup>2</sup> GDP Per Capital: 102,742	
PH		 954M	33	 3 579M	30	Population: 108M Area: 300,000 km <sup>2</sup> GDP Per Capital: 9,302	

# Comparing key sales channels for selling to APAC

## Marketplace Seller

OR/AND




## Your own website/ Brand.com

- ✓ Lowest Barrier to Entry
- ✓ Quicker Speed to Market
- ✓ Huge User Reach
- ✓ Multi-Market Entry
- ✓ Localized Market Approach

- ✓ Build Own Brand Equity
- ✓ More Customer Loyalty/Retention
- ✓ Direct Personalized Customer Interactions
- ✓ No multi-brand competitors
- ✓ Controls Marketing Strategy
- ✓ Better price margins

# The main online marketplaces in South-East Asia

Up to 3<sup>rd</sup> May 2021

#	Name	Region/Country	SE Asia Visits/month	No. of Installs - Android
1	 <b>Shopee</b>	Southeast Asia	197.8M	10,000,000+
2	 <b>Lazada</b>	Southeast Asia	161.7M	100,000,000+
3	<b>tokopedia</b>	Indonesia	72.4M	50,000,000+
4	 <b>bukalapak</b>	Indonesia	26.8M	50,000,000+
5	<b>TIKI.VN</b>	Vietnam	22.0M	10,000,000+

**Shopee and Lazada** are the two most active Marketplaces in SEA with the widest geographical range of users so there are the ones we recommend for scaling your business successfully in this region.



# How Asendia can support all your e-commerce needs

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Digital  
Partner



Marketing / SEO /  
Digital marketing

Digital  
Partner



Consulting (Assortment,  
Price, Competition)

Digital  
Partner



Store set up

Digital  
Partner



Store operations  
Management

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Fulfillment SG

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Cross-border  
postal deliveries  
(ePAQ standard / plus)

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Cross-border  
parcel deliveries  
(e-PAQ Select)

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Returns  
Management



# Why work with Asendia Singapore?



- ① **We know APAC** - Local presence with 4 offices and support teams in Singapore, Hong Kong, Australia & New Zealand
- ② **European support** – We have E-commerce experts guiding you throughout your APAC business
- ③ **One Stop Shop solution** – Digital service package available for e-commerce development within the region (set up your local brand.com, visibility on local marketplaces and social commerce ads)
- ④ **Scalability and tailored solution** – according to your requirements & business size
- ⑤ **Management of physical flow** – We will provide you the best experience in Distribution & Logistics thanks to our Fulfillment Center based in Singapore
- ⑥ **Regional hub** – Our warehouse located in the Free Trade Zone in Singapore will cut costs, ensure better cashflow and simplified custom procedures benefits
- ⑦ **Final mile delivery solution** with Ninja Van (Asendia sister company) - N°1 in ASEAN - over 500+ million consumers within coverage – 900 hubs & stations over 6 countries
- ⑧ **DDP solutions** – Smooth & easy customs clearance process in the region for a better end-consumers' experience



# Thank you!

Contact our expert:

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