

# How to enter China



## Cross-Border

Entry requirement **LOW**

Oversea Entity

Product Standard  
from country of origin

Customs Record  
For entry



## General Trade

Entry requirement **MEDIUM**

China Entity

China Import  
Standard

General Trade  
Procedure

# How to open and operate a Flagship store



**Brand**

- Brand positioning
- Marketing strategies
- Product assortment
- Pricing strategies
- Distribution strategies

- Store maintenance
- Day to day store operations
- Customer service
- Logistics & Warehousing
- Web-Marketing



**Tmall Partner  
(TP)**

Supported by Alibaba Ecosystem

TMALL GLOBAL  
天猫国际

**Marketplace**

- Cross border
- Reduced taxes



**Payment**

- Instant payment
- Convert to local currency

CAINIAO 菜鸟

**Logistics**

- Integrated with customs
- Full automated



# Category Trends

Beauty & Personnel  
Care



Health & Food



Fashion



Mother & Baby

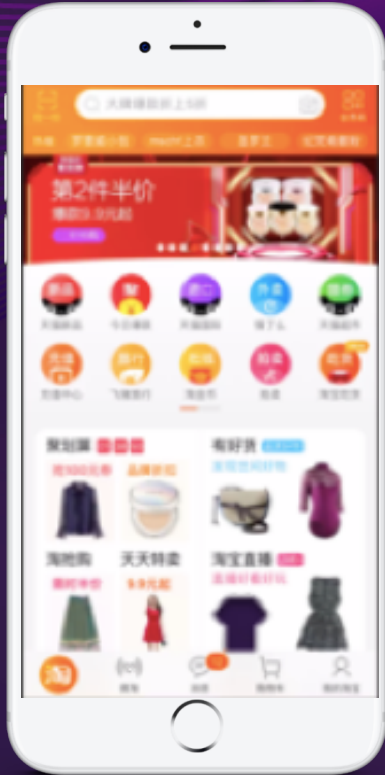


3C/Home/Pet





# Retail is now entertainment in China



Explore  
& Discover



Share  
& Recommend



Short Video



Livestreaming



# Thank you

## Italian team:

- Fashion TMC:
- Cosmetics, Personal Care, Fashion TMG:
- Food & Beverage:
- Health care:

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## Useful Resources:

- Alizila.com
- Alibaba Group Linkedin