

Key Mainland eCommerce Platform Helps Brands to **Jump-start “Global Sell”**

The Global Sales team of JD.com utilises Hong Kong as its hub to bring the “product supply chain + logistics supply chain” ecosystem to Greater China and overseas markets, bringing quality products to global consumers.



Driving force of international expansion

Hong Kong has an unrivaled status as one of the world's most favoured business location in the heart of Asia. Hong Kong's unique location, as well as the extensive transport and logistics network has enabled a lot of business opportunities. Eyeing its sophisticated commercial infrastructure accumulated over the years, including payment, logistics, marketing and technology, JD.com determines to extend its eCommerce ecosystem to Hong

Kong, Macao and the global market. Since JD.com set up an office in Hong Kong in 2015, it has never stopped accelerating its global expansion. Now, JD Global Sales - JD's overseas retail platform, is actively expanding its business through Hong Kong, bringing Mainland and Hong Kong local brands to the global consumers.

Choi considers Hong Kong a significant market, the high concentration of international brands and sophisticated consumer groups reflect an enormous potential that deserves attention. He says, “Our turnover in Hong Kong has increased by 2.5 times on a year-on-year basis, while active users nearly doubled. We have recently launched JD's first local co-branded cards in Hong Kong and Macao respectively, providing more convenient payment options for consumers. We have also joined hands with JD Health to launch a medical consultation platform for

Hong Kong, Macao, Taiwan and overseas customers to receive medical advice from renowned doctors. We hope to construct richer shopping experience by cross sector collaboration.”

Multichannel customer services

Adhering to the “customer first” motto, JD.com brings excellent shopping experience to Hong Kong consumers with multichannel after-sales service and logistics offerings. “We hope to combine the best of human and AI-powered service for a seamless customer service experience. As such, we look forward to working with more partners in Hong Kong to improve its localisation strategy and provide quality products and services to the market,” Choi said.

Choi also appreciates the support from InvestHK, “We are very grateful to the assistance from InvestHK for not only providing us with the latest policy updates, but also sharing their deep industry knowledge and resources. Leveraging its influence in the industry, they also invite us to participate in various conferences and business activities, which are all very helpful in expanding our network and opportunities. We look forward to work closer with them in the future.”

Consumers around the world become more accustomed to online shopping, and eCommerce also experiences tremendous growth. JD.com is a supply chain based technology servicing company with over 441.6 million active customers. It offers an all-rounded eCommerce experience with access to a vast range of consumer products, from gadgets and electronic appliances to groceries and fashion items.

According to Chris Choi, GM of JD Global Sales, JD International, “JD is much more than just a buy-and-sell platform. Over the years, the company has built up worldwide logistics infrastructure to meet fast-growing consumer demand. JD Global Sales serves as a bridge connecting Mainland brands and the world. Through multi-disciplined services such as international logistics, financial payments, local language-based scene marketing, and big data analysis, it can help brands maximise their value.”

“ **Hong Kong's unrivaled geographical location and sophisticated transport and logistics network has enabled a lot of business opportunities.** ”

Chris Choi

GM of JD Global Sales, JD International

JD International

- JD.com now covers eight business sectors, including retail, digital technology, logistics, health, insurance, logistic real estate, cloud computing and international business
- Listed on Hong Kong Stock Exchange in June 2020, net amount of raised funds approaching HK\$30 billion

 **JD.com**