Bring “The World” to China!

www.duhub.com
Agenda

- China 2014: What is happening?
- China 2014: Online Vs Offline
- Opportunity & Challenges of China Retail
- Important to know
- Duhub Intro
- DUHUB and DTA
China Map: Tier 1 - 3 Province & Cities
Facts about China

• Population: 1.4 Billion
• Beijing Population: 25 million
• GDP: est 2014 10,000B, 2/3 of USA, 2nd in world
• GDP per Capita: 6747USD, ranking 84th behind world average 10516, almost ½ of Brazil 11311, and 1/10 of USA 53101
• Era of Internet: 618 m internet user, ranked #1 in world with penetration rate 45.8%; Mobile phone internet user: 500m with 81% using mobile internet
• Online shopper: 302m in 2013, Groupon type of purchasing is very popular.
• In May, Sales of social retail for consumer goods total 343 B USD, with GR (y/y) hit 12.5%, higher than expected, according to China Statistic Bureau.
• Comparing to US in May: 0.3% monthly, lower than expected. (Total 427 B USD in Feb)
• Online retail 23.1B USD in May with GR: 53.2%
• Online counts 7.4% of total retail of consumer goods
• B2C grow faster than (44.6% Vs 18%) C2C to 39.9%
• Tmall (50.6%), JD.com (23.3%), VIP.com (3.0%), Yixun (2.6%) and Amazon.cn (2.1%) are top 5 players.
Opportunity & Challenges

• **Opportunity**
  1. Growing demands
  2. Consumption behavior is changing, especially for young generation
  3. Tier 2-3 cities having huge potential
  4. Online & Social network provide fast to market opps

• **Challenges**
  1. Immature retail market
  2. Regulation & local policies
  3. Culture differences
  4. Logistic
  5. Product Category management
Important to Know

- China is huge, not necessary for you
- “Chinese are rich so I should sell more expensive” – this is a wrong assumption.
- If you can, always entering into China offline first, and then online fast
- Chinese regulation for consumer goods: 3C, inspection report, and etc
- Free Trade Zone: great opportunity
- Choose a local partner, and treat this cooperation seriously
- Patents are important, brands even more…
What this meant to US companies?

- Chinese like US brands, so China is good for US brands?
- Especially great opportunity for made-in-China products
All About Us

- Established in 2008

Universal Design Unlimited + HUB = DUHUB

United

Building Brand Behind Brands

Unlimited Design Connecting the World.
Mission & Vision

One-Stop Sales Platform For World Designs

Culture:
1. Become No.1 Distributor for Better Home Product on Foreign Designs
2. Result-oriented, Respect, Integrity
3. Customer is always right.

Vision:
1. DUHUB Is design;
2. Customers benefit from good design;
3. Good designs always come with great stories
4. Design is for better life, and everyday life is better because of design.
5. DUHUB is to be the most valuable brand for brands
6. Let customer smile is our belief and ultimate goal
What do we do?

Distribution: KA, Chain Stores, Department Store, Food & Kitchen Shops, Lifestyle, Corporate and etc

DUHUB & 3rd Party: China Largest online distribution for Tmall, 360buy, Amazon China, and etc on foreign design

DU Show room & Concept Stores: 2 in Beijing, 1 in Shenzhen

Design Trade Alliance: Ally with over design and specialty shops, museum store, and etc
Our Customers

Chains of Food Market

Chains of Lifestyle

Department Store

Table @ Independent Shops

Design Shop

Coffee & Tea House

Corner @ Cook Shops

Specialty Shop
Sample of Brand Corner @ Customers

City Super IFC Shanghai

Cuisina Beijing

LOL @ K11 Shanghai
Work for Brand to Design Event & POS
DUHUB is the official partner of Beijing Design Week.

Huisheji@Tmall; JD.com & China Amazon are the bridge for foreign designs sell directly to Chinese consumers.

Organized by Ministry of Education, Ministry of Culture, Beijing Municipal Government
Promoting Brands Online & Socially

Build Facebook Type of Page for Brands

Run Interactive Events on Twitter Like site to acquire crowd attention
Promoting Brands Offline on Events
Educational & Experiencing

Presentation
Brand Recognition
Tasting Preparation
Tasting Organized By Tutor

Experience Themselves
Making by Their Own
Cross Score
Winners
Sponsor TV Program for Brands

Everywhere in show

Use it @ show
Working with Industry Professionals
Joint Event with Artist – Guo Feng
DU Show Room & Shop in Beijing

Experiencing better home supplies!
DU Stores: Experience of Designers
Beijing • Shanghai • Shenzhen
Media: Over 400 Magazines, Websites and Newspapers
Exhibiting: Promoting Brands
DUHUB & DTA

• DTA is the service platform to help foreign brands quick entering into China by the right way
• DTA is bridging the brands with thousands of quality shops of all kinds
Benefits of DTA

• To Shops:
  1. Max Margin
  2. Central marketing & branding services
  3. Logistic: Door to Door including everything
  4. Shop design, or corner design
  5. Finance services

• To Brands:
  1. Direct to Shops
  2. Direct feedback from customers
  3. One stop solution
  4. Trusted 3rd party services
  5. Easy to manage with full transparency

Every DTA group has 3 persons: CSR + marketing + sales
Every DTA group serve 20 brands in one product category
Thanks for your attention!

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