

MYMYPANDA CBEC PLATFORM

# A ONE-STOP SOLUTION FOR CHINA CROSS-BORDER E-COMMERCE (CBEC)

We've made selling via China cross-border e-commerce simple, fast and accessible for all brands.

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Simple, low-cost and fast access channel to the world's largest market

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Effective channel to build brand and product awareness to 1.3 billion people

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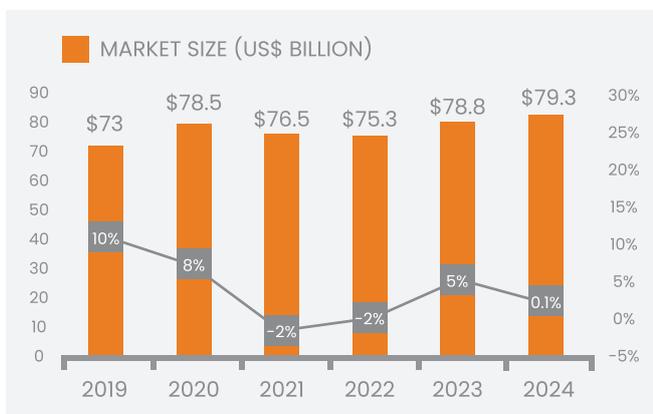
A transparent system for customs & tax to ensure best customer experience



MyMyPanda

# Why is CBEC BOOMING?

Leading sectors for cross-border e-commerce includes cosmetics and toiletries (28.4%), food (14.7%), health care product (13.9%) and baby care products (12.9%).



Source : National Advertising Research Institute (July 2025)

- Growth in mainland Chinese consumers searching for better quality products that they can't find in domestic e-commerce platforms.
- Chinese consumers can often purchase international brands at lower prices.
- For retailers, cross-border e-commerce provides greater access to new markets and potential customers without needing physical retail presence in China.

# CHALLENGES IN CBEC



The 270 million GenZ population born since the mid-1990s is the fastest spending growth out of any generation in China.

They are top buyers of cosmetics, fashion, luxury and tourism services on cross-border online shops; but their experience with international ecommerce platforms has been less than satisfactory due to many challenges.

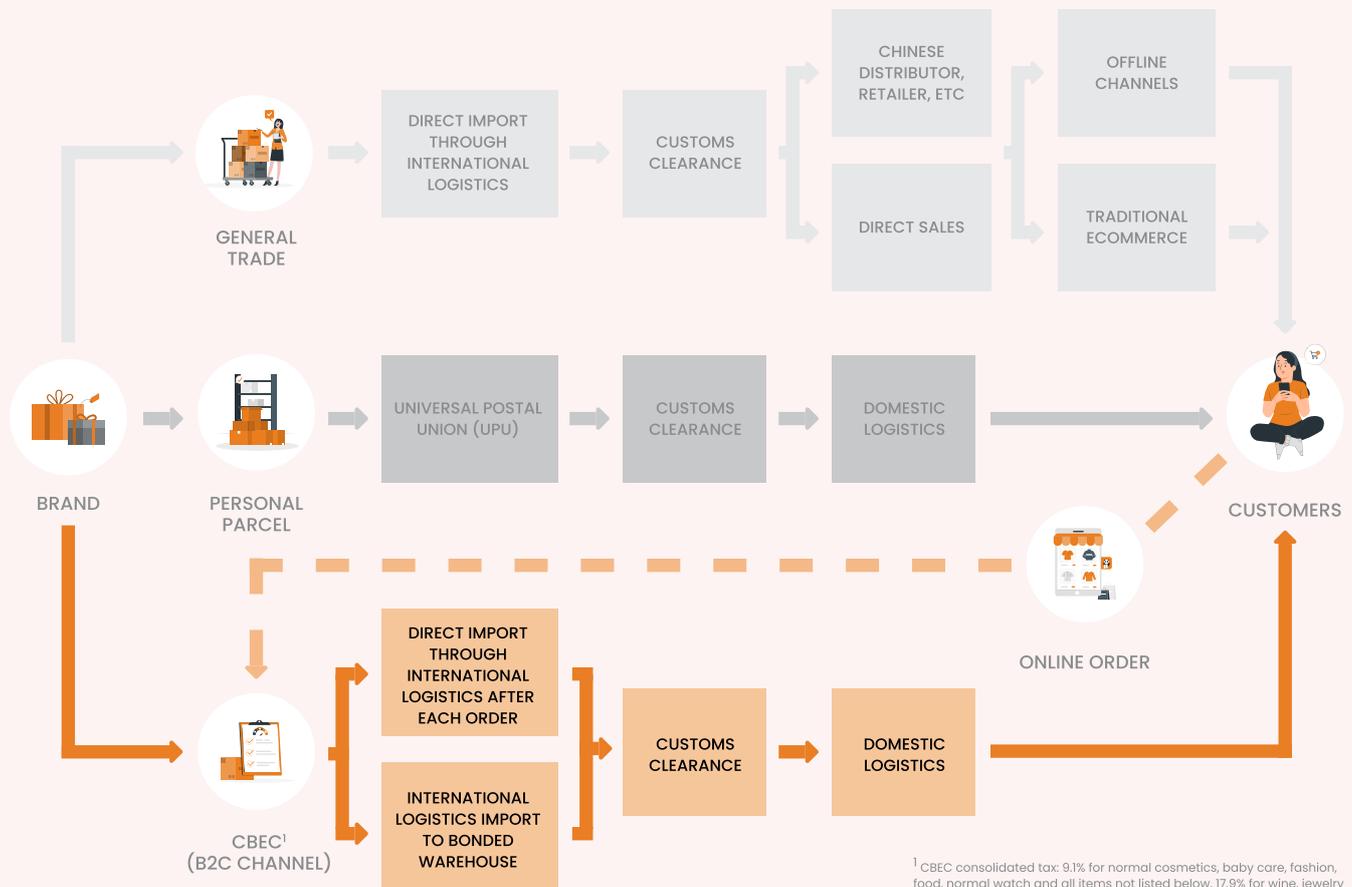
## 5 Common Sources of Dissatisfaction for Chinese Consumers When Buying from Overseas Online Stores

- Purchasing cross-border commodities often requires understanding of the English language and access to those platforms that differ from most, if not all, domestic ecommerce websites.
- Payment for orders often do not support local payment methods like WeChat Pay or Alipay, while majority of Chinese consumers do not have credit cards or PayPal account that are common overseas payment options.
- Shipping time is very long, up to four weeks in some remote areas. This experience is bad when you compare to the local delivery that takes less than 3 days from order placement.
- Cross-border products that are not in compliance with local customs regulations will have to pay higher personal tax or risk package being returned. Ultimately, this becomes a deterrence for consumers to buy from overseas ecommerce merchants.
- Overseas brands are not familiar with China consumer market – differences in lifestyle across city tiers, local regulations & policies, social media behaviour, competitive business models and more. With the absence of local knowledge for ecommerce operations, many companies adopted personal channel (个人行邮) that is an unofficial business channel for shipping products into China. One of many disadvantages is that the authenticity of the goods cannot be verified. Hence, packages risk being intercepted by customs indefinitely and subject to heavy taxes.



# SELLING TO CHINA CONSUMERS

## GENERAL TRADE, PERSONAL (C2C) & CBEC (B2C)



# MYMYPANDA CHINA CBEC PLATFORM



### Customs Clearance

We do the heavy lifting. Brands are exempted from filing/registration process and expedited clearance. This allows brand to enter China faster with preferential rate.



### Payment Gateway

CBEC payment & remittance that facilitate customers using China payment channel (eg. WeChat Pay, Alipay); while remittance to merchant in foreign multi-currency



### CBEC Warehousing & Logistics

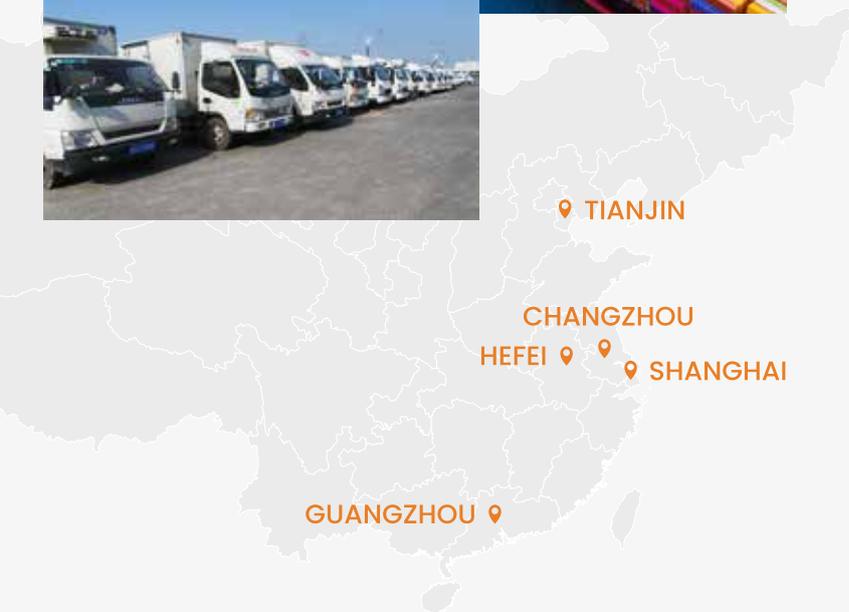
Access to major bonded warehouses across China. Faster product to reach consumers via bonded warehouse (2-3 days, vs 2-4 weeks)



### Social CRM & Live Stream Commerce

Our social media experts will setup your social accounts, build your brand awareness across social platforms; and drive sales to your ecommerce using KOCs/KOLs.

# Building a Robust China Cross-Border Ecommerce Ecosystem



MyMyPanda has established a deep cooperation with leading logistics enterprise in China, enabling us to provide companies with cost-effective logistics solutions tailored to their business models. This strategic partnership empowers us to provide Chinese consumers with seamless and top-notch shopping experiences, ensuring their satisfaction and loyalty.

## Our Comprehensive Warehouse and Logistics Solutions:

- Re-Packaging: Our warehouse facilities are equipped with efficient re-packaging services to meet unique stringent requirements of products.
- Delivery Trucks: We maintain a fleet of delivery trucks, to provide reliable transportation for your goods and secure delivery to your customers.
- Less-Than-Load (LTL) Shipping: Our logistics services include LTL shipping, allowing you to optimize costs by shipping smaller quantities of goods with efficiency.
- Customs Clearance: We handle the complexities of customs clearance, ensuring smooth and hassle-free movement of your shipments in China.
- International Sea and Air Freight: Benefit from our extensive network of partners to enjoy efficient and cost-effective transportation worldwide.
- B2C & B2B Logistics Services: Our logistics solutions cater to both B2C and B2B needs, providing tailored services to support your requirements.

## Zlong Integrated Supply Chain Solution



### Coverage

5 Hubs + 27 Agents



### Service Modes

Dry/Cold Chain



### Transport Methods

- City Distribution
- Milk Run
- JIT Delivery



## INTEGRATED SOCIAL MEDIA

Our social media solution is designed to enable companies with the right strategy and tools to access over 1 billion digital consumers in China. From setting up your social media account with branded content to capturing fans and converting them to sales, we will guide you every step of the way. We build your social media strategy based on clear business goals. That way, you can measure the ROI accurately while staying focus to the company objectives.

We have a professional team dedicated to live streaming ecommerce, along with reliable live streaming partners and state-of-the-art broadcasting facilities. Join us and witness the future of ecommerce unfold before your eyes.

## WE BRING YOU

### BRAND EXPOSURE

We showcase your brand on Chinese social media, familiarizing it with 1 billion potential consumers and establishing a strong market presence.

### MORE TRAFFIC

We drive potential consumers to your online store through strategic content planning and precise ad targeting, boosting conversion rates and sales opportunities.

### MORE FANS

We attract and retain brand-interested users, boosting both follower quantity and quality on social media while fostering an engaged community.



# ONE-STOP SOLUTION TO CONNECT YOUR BUSINESS TO CHINA MARKET

MyMyPanda is licensed by China government. We integrate with strong partners to establish a well-developed China CBEC ecosystem.



# ONE PARTNER FOR ALL YOUR CBEC NEEDS

MyMyPanda CBEC platform is well positioned to support overseas brands with low-cost, effective logistic and China customs compliance route into China. Ultimately, we bring a better shopping experience to the consumers in China which in turn bringing you more sales for your ecommerce business.

## DOWNLOAD POSITIVE LIST

To check the product categories that can be imported into China through a cross-border eCommerce model

Positive List



<https://shorturl.at/IKM02>

## LET'S TAKE A QUIZ

Do you qualify for China CBEC?

Scan QR Code ▶ 5 Questions ▶ Get Results



<https://shorturl.at/JN234>



<https://shorturl.at/msCKZ>

## TALK TO OUR EXPERT

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