



PRESS RELEASE

Gateway O offers the first full-service social commerce solution that helps sell directly to 1Bn Chinese customers

China is by far the fastest growing and largest e-commerce market in the world. Its rapid technological development, a large and growing digital consumer base and mindboggling social media penetration has fuelled tremendous growth of both local and foreign brands. Also, according to the latest joint report by McKinsey and the Business of Fashion, “in 2019 Greater China will overtake the US as the world’s largest fashion market.”

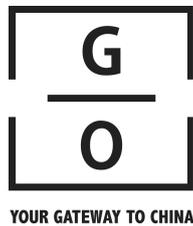
However, due to the Chinese firewall, which blocks for example Google, Facebook and Instagram, China’s online ecosystem looks completely different from that in the West. China has its own Internet giants, who rule the market and WeChat is one of them. With more than 1 billion active daily users, WeChat is one of China’s largest online players.

“WeChat is the platform for the luxury industry,” said Farfetch founder and CEO José Nevesin recently in a conversation with Vanessa Friedman, Times’ Fashion Director. *“What Instagram is in the West is what WeChat is in China, and [WeChat] is more powerful.”*

Launched in 2011, WeChat started as the ‘Chinese Whatsapp’ and has developed into a super app that combines messaging, voice, social media, mobile payment and social commerce.

“And this super app is the best platform for Western brands to use when entering China”, says Taco Ubbink, CEO of Gateway O. *“Using WeChat, we have developed the first full-service social commerce solution for fashion and design companies, who want to promote their brand and sell their products in China. Our full-service solution can be used by any sector, but we believe that particularly Europe’s fashion and design industries have a competitive edge in the Chinese market.”*

With China’s online ecosystem and social media running virtually in parallel with that in the rest of the world, local knowledge about China’s digital commerce and media landscape is vital for success. Gateway O has this local knowledge and offers a full-service solution that allows Western fashion and design brands to focus on what they are good at: making beautiful products.



So, how does it work?

First, Gateway O's dedicated shop managers sets-up the store, translate all product descriptions into Chinese, upload all product information and images, and make sure the store runs smoothly, all day, every day.

Second, they develop the pricing strategy for China and its design department assures the store appeals to Chinese customers and stands out from the crowd.

Third, Gateway O's local marketing team develops and runs all social media and influencer campaigns, thus growing traffic and conversion rates.

Finally, they handle all logistics, fulfillment and customs handling, as well as offer 24h Chinese customer service to engage with the local market.

"The integration of all disciplines makes Gateway O's approach unique", adds Willem Jan Drost, managing director of Greenway. "Not only is the marketing side arranged, the operation itself too. Our supply chain solutions make sure that the availability and scalability are taken care of."

"We are the first to offer this one-stop-shop solution to European brands ", continues Taco Ubbink. "The Chinese market is very complex for new entrees and by using our expertise European brands get a head start from the get go. But maybe the most important reason why companies are interested in our solution, is that we work together with the brands and not as a third party. This way, they remain in total control of their brand. Next to that we offer not only a solution for Large Enterprises but we are a gateway for SME's too."

Well-known Western brands, such as Alexander McQueen, Ralph Lauren en Furla have already joined WeChat, but also smaller ones like Vilebrequin, Chiara Ferragni and Tumi are selling to Chinese consumers on WeChat.

Gateway O has now officially launched their service in Europe and is fully ready in connecting Europe with digital China.

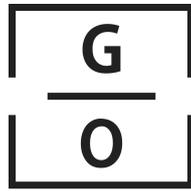
EDITOR NOTES

Greenway Logistics, Five Degrees and Taco Ubbink are the driving forces behind Gateway O.

Greenway Logistics, in close cooperation with trade associations MODINT, DM&T and TEK0, is leading in supply chain management solutions for the fashion, textile, housing, sports, shoes, media, accessories, lifestyle and camping industries: www.greenway-logistics.com

Five Degrees helps Western FMCG, baby-mummy, fashion and lifestyle brands enter the Chinese market through opening digital sales channels, supported by social media and influencer marketing campaigns: www.five-degrees.com

Taco Ubbink is an experienced fashion and retail expert, who in his capacity as managing director, is responsible for all daily operations at Gateway O.



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