



Webinar "Alibaba e-commerce platforms for B2C and B2B sales"

15 December 2021

Fevia

Agenda

1. Introduction “e-business” project Fevia Wallonie
Tine Vandervelden, International Business Manager at Fevia
2. Introduction eWTP collaboration with Belgium
Prescillia Tang, Logistics & E-commerce Business Developer at AWEX
3. Introduction of the Alibaba ecosystem
Pan Jiali, Senior Manager, Globalization Office of Alibaba Group
4. Tmall Global: Cross-border e-commerce in China
 - Introduction
Pan Jiali, Senior Manager, Globalization Office of Alibaba Group
 - Flagship Store
Steve Bologne, Export Sales Manager Ortis Laboratories
 - Belgian F&B Store
Bart Horsten, Managing Director Horsten International
 - Ministores
Jennifer Wang, Head of Food and Health category, Alibaba Group

Agenda

5. Alibaba.com: Global B2B meeting platform
Jens Ni, Sales Management & Sophie Wong, Sales Operation
6. AWEX rebound strategy through cross-border e-commerce and overview of support measures
Prescillia Tang, Logistics & E-commerce Business Developer at AWEX

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E-business in the food industry



- Collaboration Fevia Wallonie – AWEX – Wagralim
- Belgian country page on Ocado
- EU Cross-Border E-Commerce Forum
- Alibaba webinar
- Up next:
 - Online guide “e-business” on Fevia Export Guide ([NL](#) – [FR](#))
 - Belgian pavilion on RangeMe

eWTP collaboration with Belgium

In December 2018, signing of an MoU between Belgium and Alibaba Group making Belgium THE eWTP partner for Europe

Electronic Word Trade Platform
(eWTP)



Objective to create a more inclusive e-commerce ecosystem for the benefit of European and Chinese SMEs, through the digitalization of the economy and trade



Belgium as an European hub alongside China, Malaysia, Rwanda and Ethiopia



Introduction of the Alibaba ecosystem

Tmall Global: Cross-border e-commerce in China

Introduction

Flagship Store

Laboratoires
ORTIS[®]
DEPUIS 1958

Pioneering herbal medicine since 1958

Act
naturally
for your health.

We wake up every morning with the aim of bringing you inspiration and encourage you to adopt a healthier lifestyle, closer to nature.

Since 1958, we have been sharing our knowledge of plants, humankind and nature with you, at the heart of the High Fens Nature Reserve, through a sustainable approach.

We create high quality natural health solutions, and offer you clearer insight into nature and its benefits.

Our aim? Help you to..

Act naturally for your health.



Our fields

prOpex
IMMUNO

**Fruits &
Fibres**

Tonivèn

CurmaFlex



Sleep&Go

RED ENERGY

Detoxine

**Colon
Relax**



About Ortis



Participatory management model

115 employees

Present in 7 departments:

- Sales
- Administration & Finance
- Human Resources
- Marketing
- Logistics and Purchasing
- Production and Research & Development
- Quality, Safety and Regulatory Affairs



Ortis worldwide

80 %



of sales generated
outside of Belgium

Ortis exports to

22 countries



Our top 3

France

Benelux

Italy



Our sales networks

- Pharmacies
- Parapharmacies or drugstores
- Herbalists
- Health-food stores
- Organic stores
- Online stores



- Cross-Border E-Commerce



ORTIS story in China

Switch from a Distribution business model to a Direct model

- **2017 : Daigous phenomenon**
- **2018-2020 : Distributors covering different marketplaces**
- **2021 : ORTIS Direct operations model**



Our 2021 achievements



Ortis 保健食品海外旗舰店

描述 服务 物流

4.8 ↑ 4.8 ↑ 4.8 -

手机逛



搜索 天猫 商品/品牌/店铺

搜天猫国际

搜本



ORTIS保健食品海外旗舰店
ORTIS实验室，欧洲60年草本领域专家

收藏店铺

比利时直供
纤瘦果常规款咀嚼块24粒

立即抢购



页有惊喜 / 所有宝贝 / 肠胃调理 / 体质提升 / 职场健康 / 儿童系列 / 新品推荐 / 品牌故事 / 会员中心

Laboratoires ORTIS DEPUIS 1958 会员日

万元礼疯狂撒
回馈会员就现在
纵享折扣 买满4件再送套装

活动时间：2021/9/18-2021/9/22



我们的产品

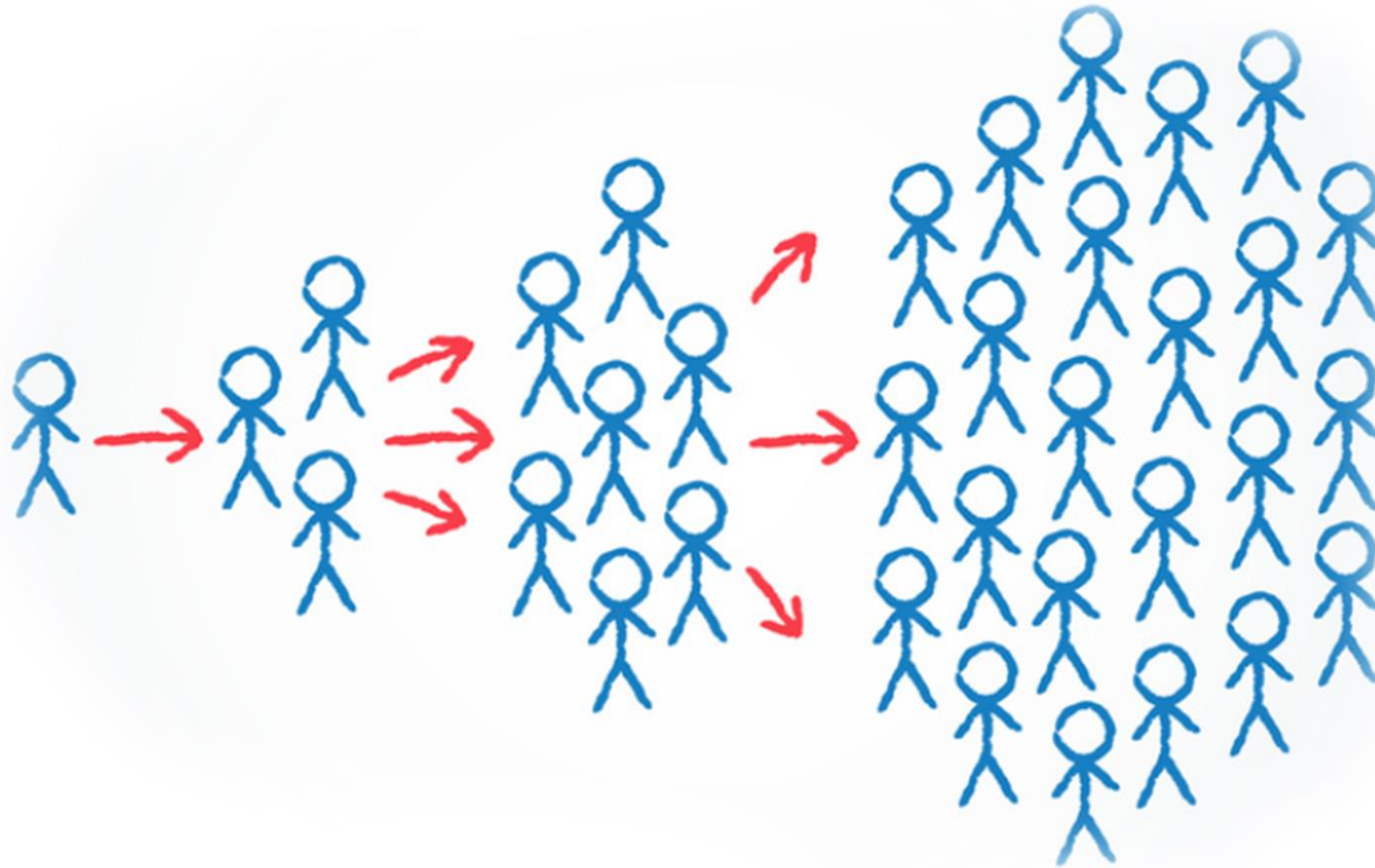
关于我们

植物和成分

An advertisement for "Fruits & Fibres REGULAR" featuring a top-down view of a person's bare abdomen with a daisy flower on the navel and hands resting on the sides. To the right is a product box with the following text: "Fruits & Fibres REGULAR", "TRANSIT INTESTINAL PROGRAMME", "Rhubarbe", "Figues", "Tamarin", "Acacia", "Riche en fibres", "100% VEGAN", "30 Tablettes", and the ORTIS logo. On the far right, the Chinese text "来自天然的" is visible.



The almighty word of mouth



Family, friends ... & INFLUENCERS



ORTIS official accounts on Chinese Social Media



RED



4222 followers

WeChat



571 followers

Sina Weibo



3238 followers





ORTIS的618宠爱，不只一点点!

ORTIS Ortis 5/31

Laboratoires ORTIS DEPUIS 1958

疯狂618 限时抢购

全场产品 **3折起**

618年中狂欢开始啦! 重磅好礼享不停, ORTIS为您献上最强省钱攻略, 1分钟Get怎么买, 买什么。

活动节奏

第一波大促 6月 1-3日
第二波大促 6月 16-20日

店铺券

- ¥100 满199减
- ¥200 满390减
- ¥300 满599减

限时券

- ¥110 满299减
- ¥350 满599减
- 5折 低至



Ortis >

ORTIS儿童免疫力糖浆

自然增添孩子自护力

为什么吃

小朋友每天在外面玩, 不安分的小手手到处乱摸, 易生病。换季时间, 小朋友冷热交替, 易感冒。归根结底还是免疫力不行, ORTIS儿童免疫力糖浆, 有效增加孩子抵抗力

怎么吃

3-6岁: 5毫升, 每天2次 (= 10毫升)
6-12岁: 5毫升, 每天4次 (= 20毫升)
12岁以上: 10毫升, 每天3次 (= 30毫升)

适用人群

不推荐用于哮喘或对蜂产品过敏的情况。建议不要超过建议的每日量。怀孕和母乳喂养: 建议就医。食品补充剂不能替代多样化, 均衡的饮食和健康的生活方式。

什么成分

- 双重作用: 提高呼吸舒适度并有助于加强儿童的自然防御能力
- 接骨木浆果增强身体的抵抗力
- 天竺葵和香茅对喉咙镇静的作用, 促进呼吸舒适
- 维生素d有助于儿童免疫系统正常运作
- 蜂胶具有抗菌作用, 还可以用作抗氧化剂和消炎药。
- 美味的樱桃味

我们的优势

品质保证, 用自然的方式帮助孩子抵御外来侵害



微博正文



ORTIS

+关注

你真得不怕五一回来后, 身上都是膘吗?
你真得想出游的时候, 依旧是上班那般灰头土脸, 没气色吗?
Ortis纤瘦果, 助你假后快速平腹。水果饮, 帮你排毒提气色。

天猫0元试用, 你不应该买点试试吗?
手淘搜索“ORTIS保健食品海外旗舰店”
免费领取超多好礼。

要够大

ORTIS给你准备了二重大礼

不止如此

ORTIS给你准备了二重大礼

ORTIS给你准备了二重大礼

转发 评论 1 点赞

相关内容

馋嘴番茄酱

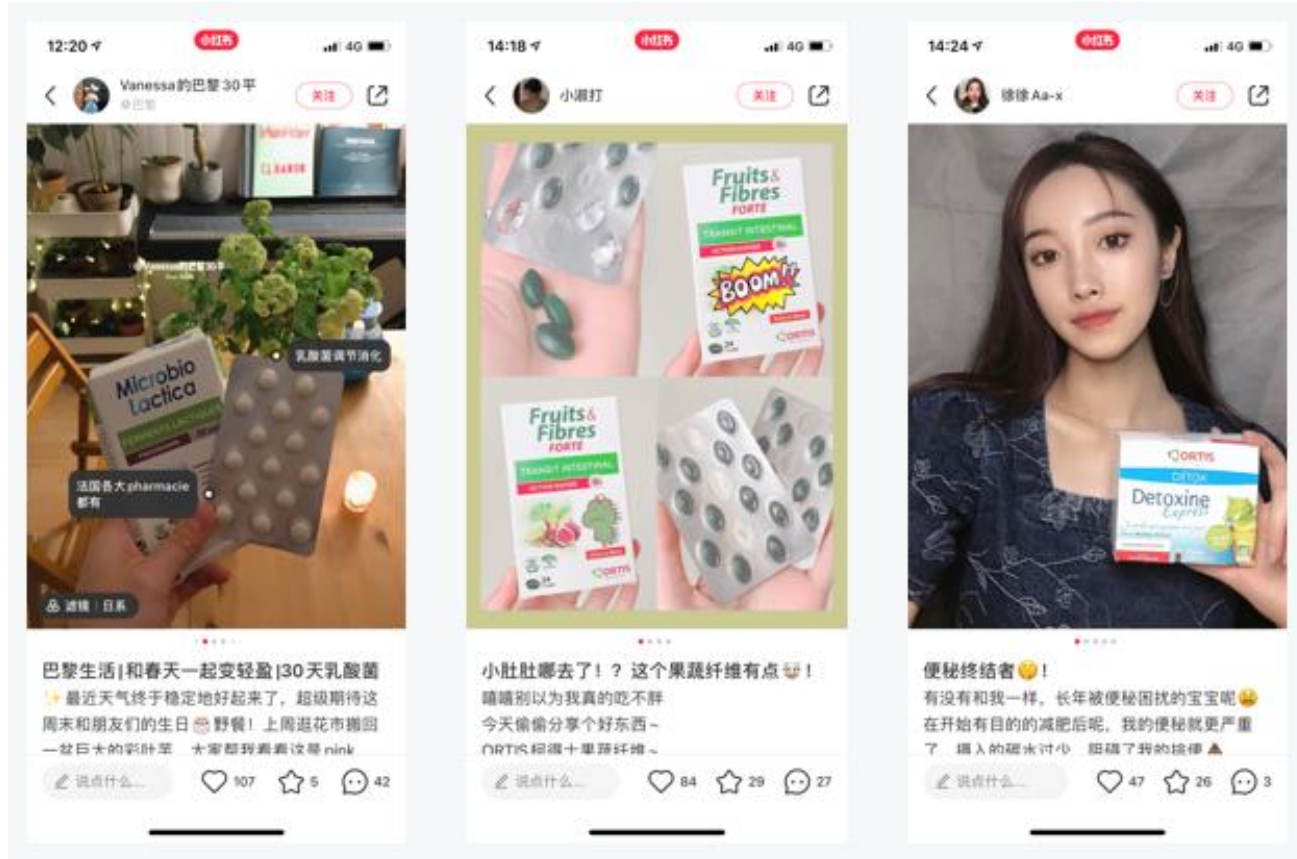
+关注

好友

朋友圈

关注公众号

Engagement by KOL-KOCs



Key Numbers

1. Total Interaction: 6,234,005
2. Total Impression: 67,117,841
3. Total RED posts: 44 posts





Live streaming by Hu Ke (actress) on June Shopping Festival:

Audience of 1.822.000 viewers.



Our challenges and ambitions

- **Gain more exposure and visibility → increase our Fan base**
- **Make China the 3rd market at ORTIS**



An aerial photograph of a lush green forest. A wooden boardwalk, made of parallel wooden planks, winds through the trees in a gentle S-curve across the middle of the frame. The trees are dense and vibrant green, with some sunlight filtering through the canopy.

Thank you

Laboratoires

ORTIS®

DEPUIS 1958

Belgian F&B Store


The Belgian Store
比利时官方进口商店

 Welcome to Belgium
比利时国家馆

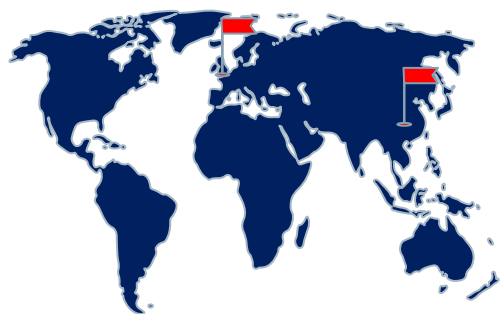
发现比利时惊喜好物

即刻探索>

Bart Horsten
15 December 2021



40 years of China experience



Competent and diverse team



HORSTEN
International
豪斯顿国际有限公司

Extensive network



关系

Guaranteed continuity



The Belgian Store 比利时官方进口商店

- Exclusive multi-brand store on Tmall Global, focusing on Belgian Food & Beverages
- Owned by Horsten International
- Partnership model with the brands
- Live since January 2021
- Direct channel to Chinese consumers
- Full control over storytelling and branding
- Access to all sales and marketing data
- Limited regulatory restrictions
- Perfect stepping stone to a long-term sustainable business in China



比利时国家馆是比利时授权的
唯一一家国家级食品店

比利时品质 · 官方认证



比利时原装进口



国家品质认证



比利时北京大使馆



Livestreams



Social Media Marketing



 **精选比利时好物** 发消息 👤

比利时高品质特供原装进口好物，比利时授权的唯一一家国家级食品店。
12位朋友关注

消息 服务

10月1日



1位朋友看过

9月24日



Welcome to Belgium ...

比利时国家馆

发现比利时惊喜好物

 **比利时Interact海外专营店** 开通

Follower 8 | Follow 17 | 转评赞 72

天猫国际比利时Interact海外专营店的官方微博

Hot **Weibo** Album

All Weibo(17) Filter

#520这就示爱# | #520表白日#

 比利时Interact海外专营店

9-30 From 小米11

国庆节快乐! 🇧🇪🇨🇳🇨🇳 #国庆节#





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WeChat Official Account Horsten International

Ministores

Alibaba.com: Global B2B meeting platform

AWEX rebound strategy through
cross-border e-commerce and
overview of support measures

WALLONIA EXPORT-INVESTMENT AGENCY



Wallonia.be

EXPORT
INVESTMENT



Cross-border E-COMMERCE

Feel inspired

- Purpose of the initiative
- AWEx's economic rebound strategy
- Action plan
- Action plan 2021-2022

Objective of the initiative: *To foster diversification of export channels via a multichannel approach*

Recently, the Government urgently issued a large set of measures to support local companies in facing economic crisis.

The objectives:

- To bring together SMEs to explore how digital technology can be exploited to positively transform their businesses and the local economy
- To identify markets where there is a demand for foreign products
- To work with international marketplaces covering these markets in order to identify specific solutions accessible for Walloon SMEs to sell on these markets through cross-border e-commerce
- To guide and accompany companies in the implementation



AWEx's Economic rebound strategy

Awareness-raising

- Increasing business awareness of the opportunities offered by e-commerce and cross-border e-commerce as a new sales and export channel

Training/Information

- Introduction of potential export markets through e-commerce and solutions adapted to SMEs and small businesses
- The EU Cross-border E-commerce Forum in Liege

Guidance/Support

- Roadshows and events to promote Walloon products in the targeted markets
- Guidance towards markets and appropriate solutions

Financial incentives

- Financial incentives for digital marketing of products to raise online visibility in the targeted markets
- Support for companies in their e-commerce development process

Action plan

AWEx (The Wallonia Export & Investment Agency) is looking for partnership with international e-commerce players in order to help Belgian SMEs to enter foreign markets through their marketplaces. This project aims at the implementation of solutions adapted to Walloon SMEs to develop overseas trade through e-commerce.

International marketplace will provide and take part to:

- Promotional actions
- A preferential solution for accessing the platform
- A preferential solution for the SMEs and their products visibility on the marketplace
- A proposal of integrated services packages

AWEX

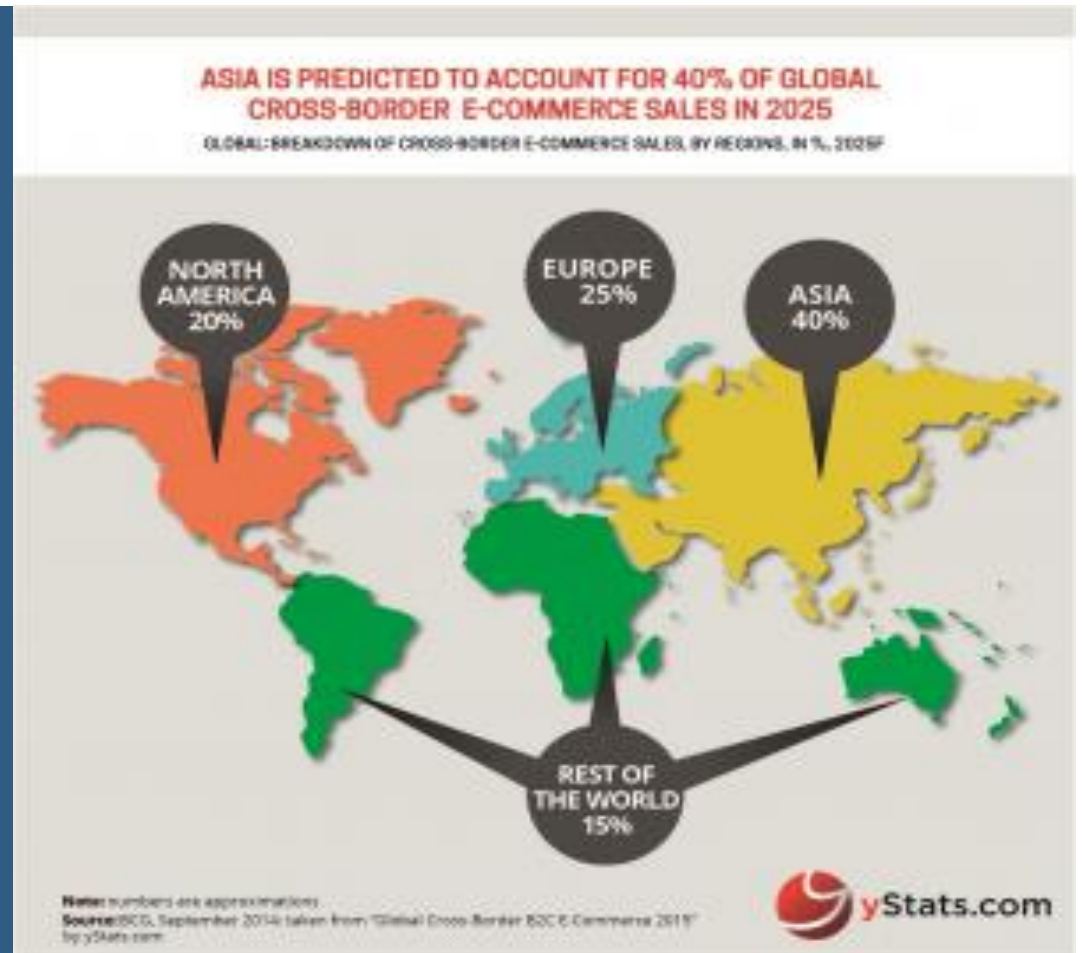
- Support and guidance
- Financial support

Action plan for 2021-2022

Potential markets for European SME's :

China, UK, Russia, Turkey, Korea, USA, Emirates, ... => the international market!

Let's build together an inclusive ecosystem favorable for cross-border e-commerce !



Wallonia Export - Investment Agency



www.awex-export.be
www.investinwallonia.be



food.be

Small country. Great food.

'Food.be – Small country. Great food.' is the promotional brand created by Fevia, the Belgian food and drink federation. Discover the quality, diversity and innovation of more than 1.200 Belgian food and drink companies on **food.be**