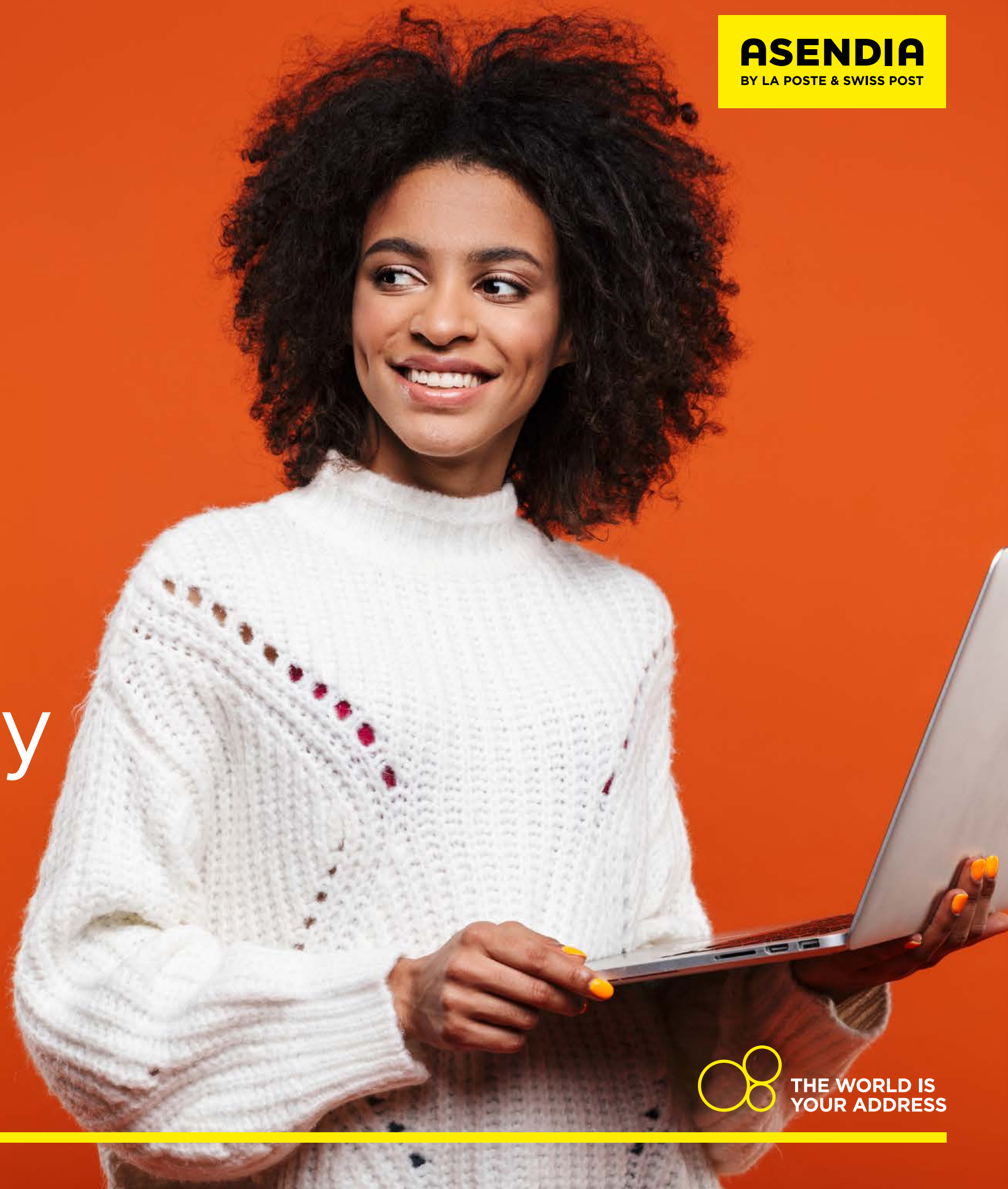




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Is your brand ready
to go global?





Time to grow globally

More people than ever before are shopping online. E-commerce is growing globally in a world that's increasingly connected and the impact of events and trends in one country can often be felt worldwide.

For any online retailer willing to put the work in, there are big rewards to be earned by expanding your business globally. Asendia has years of experience in global e-commerce logistics, so we have put together this guide to taking your business to the world stage.

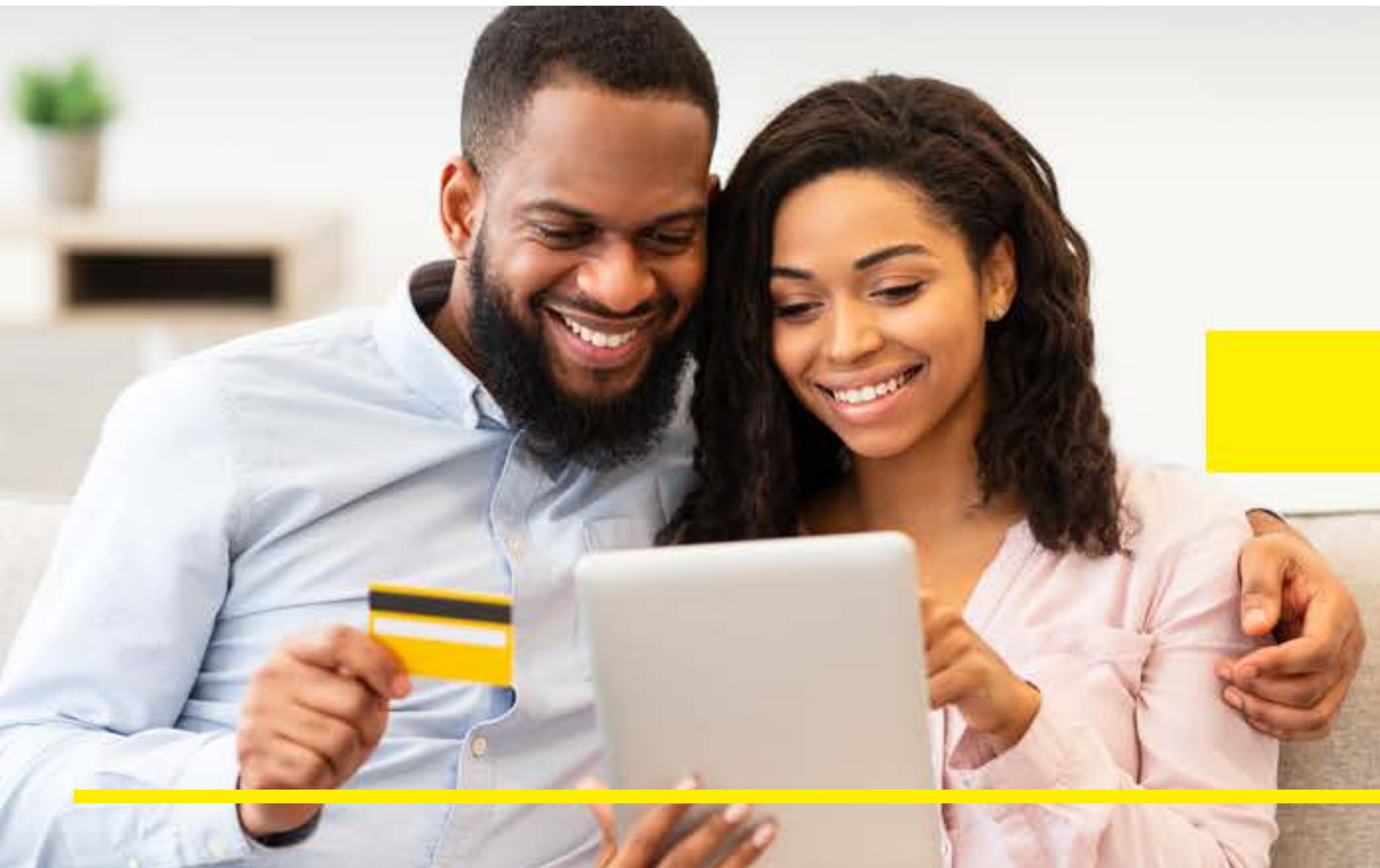


Where can your business succeed?

E-commerce markets around the world offer huge potential for retailers looking to expand their business in new destinations and each market is unique. From delivery preferences to customs and duties, there's a lot to know when selling in a new country.

Established e-commerce markets, like many EU countries, have solid internet and postal infrastructure; but it can be tricky to stand out against the big players which may not yet have taken hold in developing markets.

While internet users may be higher in Europe and North America, it's worth remembering that the overall population of Africa and Asia is far higher. 3.2 billion people live in Asia alone compared to 424 million in Europe.





✓ Checklist for growing your business globally

- Know which destination,** country and audience you want to target
- Find the right logistics service** for your target country and its consumers
- Get to grips with the local customs regulations,** taxes and duties
- Pick, pack and ship** your products effectively and efficiently
- Ensure your returns management** process is simple and easy
- Deliver customer service** that keeps customers coming back

Is your brand/e-commerce business ready? Read on to find out more...

01

Know which destination you want to target and get to know it

Entering any new market means familiarising yourself with new customs regulations and protocols.

If you're preparing to sell to any new region, make sure you know the rules of any local or regional import and export regulations.

Items which may be affected by customs law include:

- Animal and plant species
- Meat and dairy products and other food items
- Perfumes or other flammable liquids
- Some media content including books and DVDs



Visit Asendia Insights [here](#) to stay up to date with customs regulations around the world.

Choosing the right destination

There are lots of different rankings and statistics available that can help you find new e-commerce customers.

Countries that rank highly in the Ease of Doing Business Index

The Ease of Doing Business index assesses how easily and effectively individuals can complete tasks such as starting a business, paying taxes and enforcing contracts. Countries are ranked according to how much their regulations directly affect business; the higher a country ranks, the simpler and better its regulations are for businesses to operate.



Countries ranked medium-high on the UPU Integrated Index for Postal Development

The index for postal development takes into account the link between the postal sector and socio-economic development, considering reach, reliability, resilience and more.



Countries rising fast on the Internet Inclusivity Index

The Internet Inclusivity Index ranks countries by the availability, affordability and readiness of internet access, including supporting infrastructure, IT skills and cultural acceptance.





02

Find a logistics service that works for you... and your customers

Once you know where your target audience is based, the next step is to ensure you can provide those consumers with fast, reliable shipping services.

Today's e-shoppers expect flexible delivery that suits their needs and - if you can't offer those services - consumers will simply go to your competitors that do.

PUDO and lockers

Pick-up and drop-off are increasingly popular options for online shoppers as items are left in secure locations to be collected at the buyer's convenience.

Sustainable services

More and more consumers are looking for greener ways to get their parcels, such as couriers using electric vehicles/ bicycles for last-mile deliveries or 100% carbon neutral providers (like us!).

Tracking and notifications

Regular updates to the buyer, via email or SMS, as a parcel progresses through the network give consumers confidence and can even reduce calls to your customer service team.

Standard international delivery

Many customers are happy to wait for a parcel if delivery costs less as a result. Don't skimp on standard services - local and international deliveries should still be reliable and efficient. Also, be sure to communicate different tracking options clearly to manage your customers' expectations.

03

Get to grips with the local customs regulations, duties and taxes

In 2021, there were significant changes to how EU countries handle VAT and customs, as well as the impact of Brexit on trading with the UK, and New Zealand changed its customs fees.

When selling to a new region, understanding the local taxes and duties will prevent any unexpected fees being passed onto your customers either at the checkout or upon delivery. Factoring import tariffs and duties into your prices early on enables you to offer customers a competitive price.

Even within Europe, there are big differences between each country's customs and duty charges, so it's always best to check.



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Global customs at a glance

▶ Australia	All goods imported are subject to a 5% tax on their value, converted to AU\$.
▶ Brazil	In most cases, import duty ranges between 10%-35%.
▶ Canada	Imports are subject to 5% federal tax, excluding items that are exempt from GST.
▶ European Union	Charge on shipments vary between 10-22 Euros.
▶ France	Charges vary between 10-22 Euros in line with EU regulations.
▶ Israel	Items valued at more than \$75, including shipping costs, are subject to 18% VAT.
▶ Japan	Shipments are charged between 8-10% of their value as part of Japan's consumption tax.
▶ New Zealand	Shipments valued over NZ\$1000 are exempt from 15% GST.
▶ Norway	Shipments valued at less than NOK 350 are free of duties.
▶ Singapore	Respective duty rates only apply to intoxicating liquors, tobacco products, motor vehicles and petroleum products and biodiesel blends.
▶ Switzerland	There are no taxes on consignments with a value up to CHF 64.90.
▶ Thailand	Shipments valued up to 40,000 baht are liable for duty, which is calculated according to category. Imports worth more than 40'000 are subject to declaration and carry individual charges.
▶ United Kingdom	VAT charges and customs tax apply to excise goods worth more than £135.
▶ United States	Goods worth up to \$800 are duty-free when imported from CBI or Andean countries. Goods valued up to \$1000 from elsewhere are dutiable at 3%.
▶ Vietnam	Goods that are necessary, but cannot be produced in Vietnam are exempt from charges. All other goods are subject to a 5-10% charge based on necessity.



04

Pick, pack and ship your products the right way

Your items should be packaged in a way that's visually appealing for your customers but also strong enough for a long journey and labelled accurately for customs clearance. Sustainable materials are good for the environment and popular among many younger online shoppers too.

- Select strong materials, such as paper parcel tape, to ensure your package remains securely sealed throughout its journey
- Use the right size box as too small or too large may damage the item in transit
- Remove any old labels to avoid confusion and delays at customs
- Use high-quality packaging that won't disintegrate if it gets wet or is handled too much
- Make sure fragile items are protected with eco-friendly tissue paper or biodegradable popcorn
- Ensure the customs label is on the package

05

Ensure seamless, pain-free returns

Returns can make or break customer loyalty - a negative experience with returns can put a customer off your business for good. Customers expect a quick and easy way to return goods and efficient returns benefit you too.

Using local return centres...

- Reduces costs
- Speeds up the returns process
- Provides prompt refunds to customers

All of these benefits help strengthen your customers' loyalty and improve retention.





06

Keep customers coming back with outstanding service

Offering customer service that you can be proud of will keep customers returning to your business. Going the extra mile – whether that's helping a customer track a lost parcel or sending out a replacement product free of charge – can have a huge impact on customer retention.

- Use social media to talk to customers in a way they like, on a platform they use
- Get to grips with local languages to ensure there are no communication barriers
- Be clear and upfront about all costs to avoid surprising fees upon delivery
- Proactively communicate to customers about any unexpected delays





Contact Us

ASENDIA
BY LA POSTE & SWISS POST

Explore new destinations with Asendia

Asendia offers a range of cross-border e-commerce solutions designed to help you grow your business internationally, and everything is 100% carbon neutral!

We help our e-commerce clients grow their businesses and acquire new clients worldwide by offering effective and reliable delivery and returns services.

Delivery services like Asendia's e-PAQ help businesses grow internationally by offering easy and fast shipping to customers that makes them want to buy from you again and again. And you save time and money by letting Asendia take care of complex customs, order management and returns.

A local presence in 15+ countries

Over 1500 expert Asendians

Serving 220 countries and territories

Find out more at www.asendia.com



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 THE WORLD IS YOUR ADDRESS

