ICCS
Italian Chamber
of Commerce
in Singapore

Sviluppo commerciale E-Commerce a Singapore

E-Commerce in Asia Pacific

Giacomo Marabiso
Secretary General
Italian Chamber of Commerce in Singapore

THE ITALIAN CHAMBER OF COMMERCE IN SINGAPORE (ICCS)

- **Ufficialmente riconosciuta nel 2003**
- **Associati:** 210 (DMD: 04 SPM:25 MNC: 74 SME: 71 IND: 36)
- **Staff:** 6 persone
- **Fatturato:** Euro 900.000 (60% Servizi di Business Development)

Servizi offerti da ICCS

- Organizzazione Missioni Imprenditoriali
- B2B Meeting con:
  - Partner Commerciali
  - Distributori
  - Investitori
- Temporary Export Manager
- Ricerche di Mercato
- Sede Legale:
  - Domiciliazione di imprese
  - Representative Office
- Eventi Promozionali

DATI PAESE

Area Totale

712 km^2

Popolazione Totale

5.8 Milioni

3.9 Milioni (cittadini e residenti permanenti)

Popolazione Residente

PIL 2019

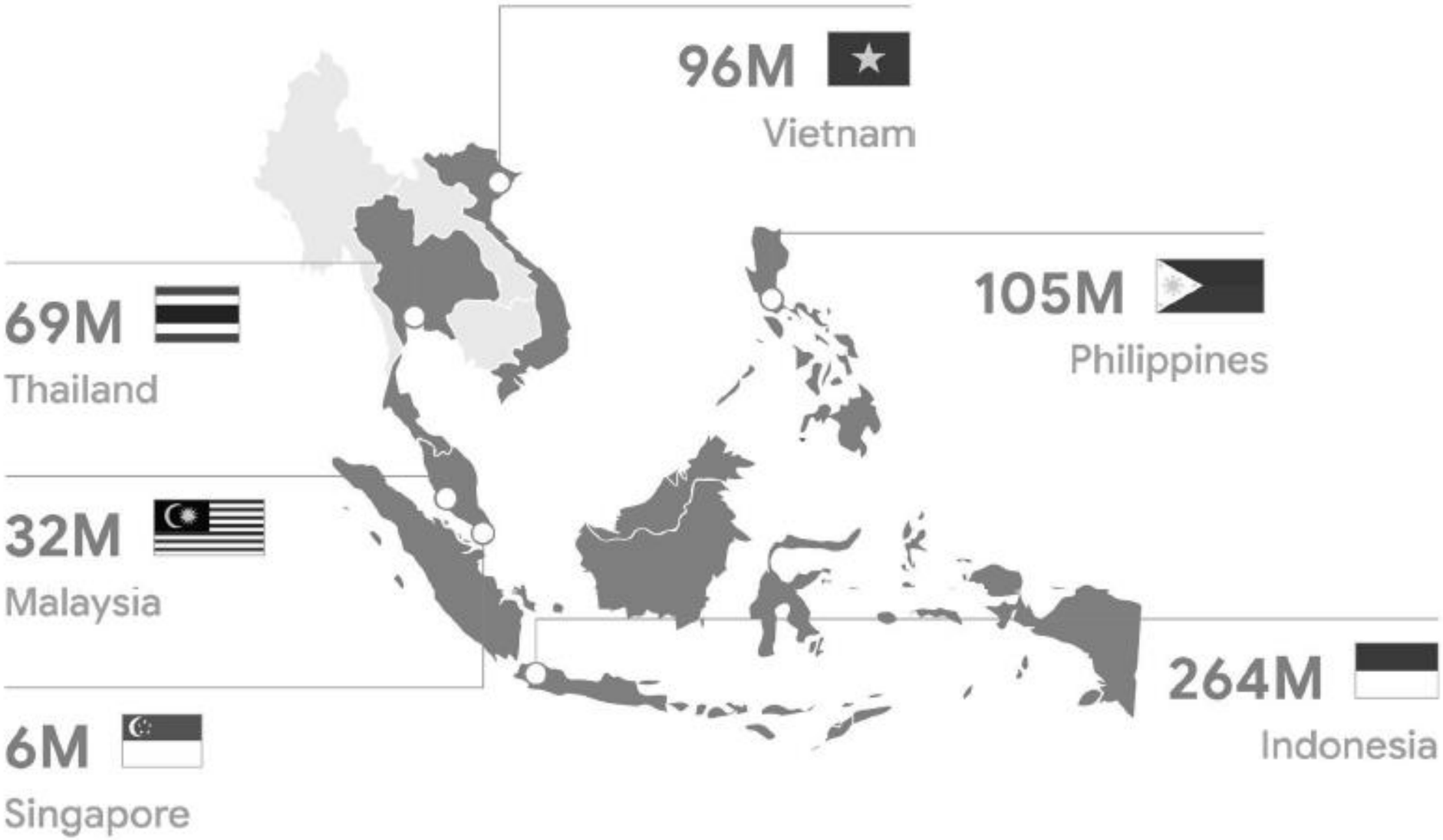
+1%

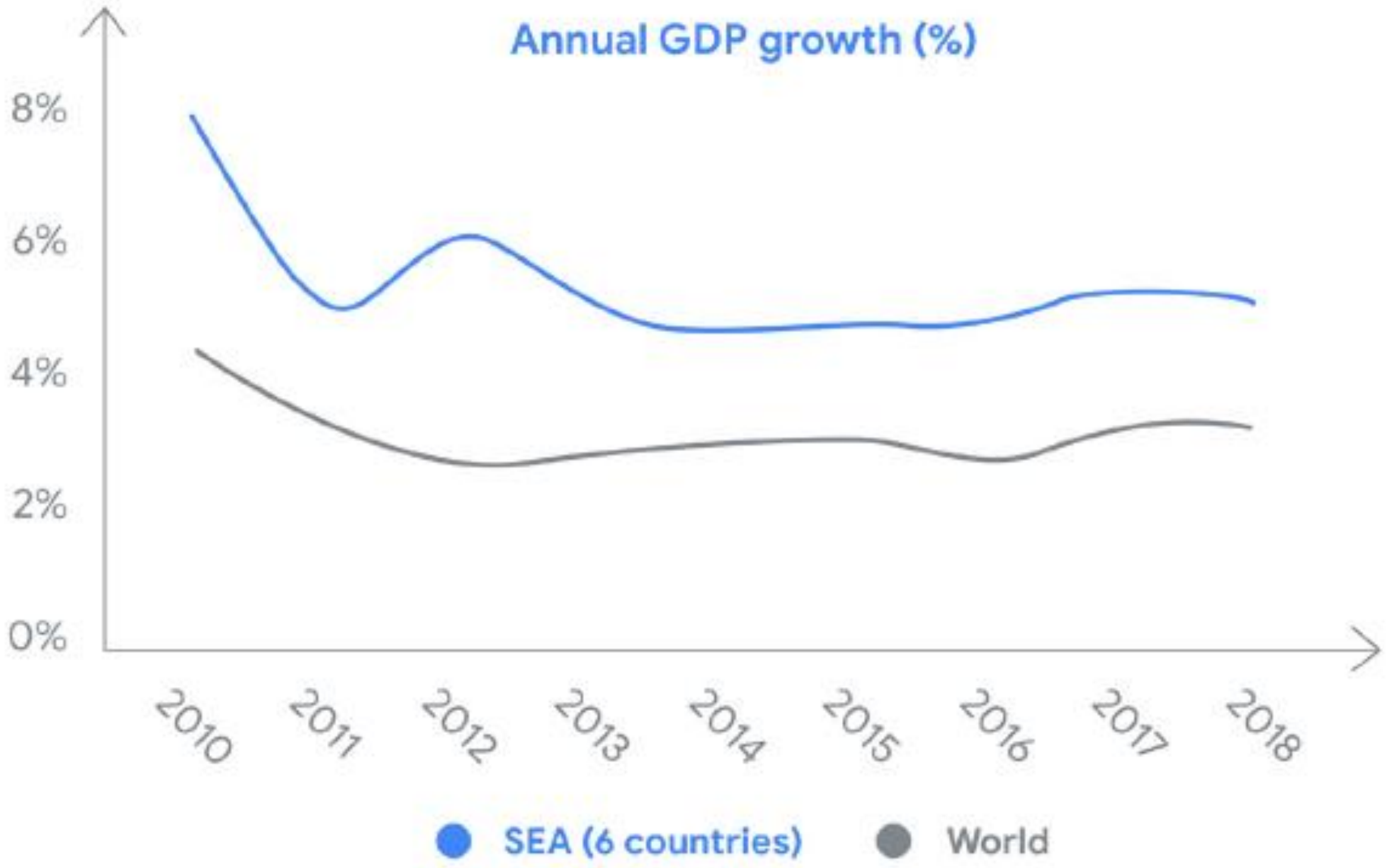
USD 63K

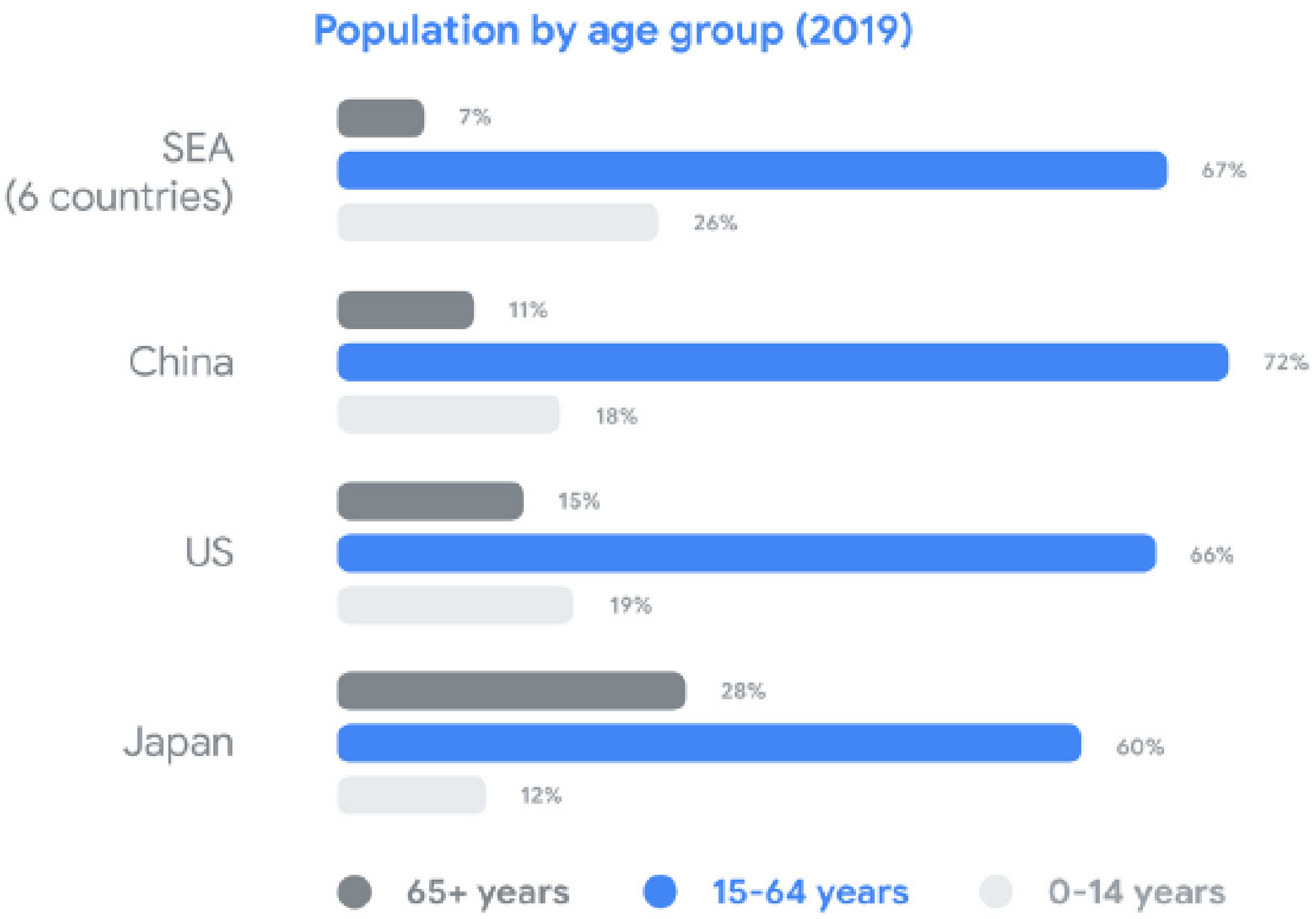
Reddito Pro-Capite

SINGAPORE
1960

SINGAPORE
2020


96M
Vietnam
105M
Philippines
69M
Thailand
32M
Malaysia
264M
Indonesia
6M
Singapore


Annual GDP growth (%)
8%
6%
4%
2%
0%
2010
2011
2012
2013
2014
2015
2016
2017
2018
SEA (6 countries)
World


Population by age group (2019)
SEA
(6 countries)
7%
67%
26%
China
11%
72%
18%
US
15%
66%
19%
Japan
28%
60%
12%
65+ years
15-64 years
0-14 years

We Are Social Report 2018

Secondo il We Are Social Report 2018, I cittadini del Sud Est Asiatico spendono in media 3.9 ore al giorno utilizzando il loro smartphone (con punte di 4.3 ore in Indonesia), in USA le ore giornaliere spese sono 2.2 mentre in Giappone 1.3.

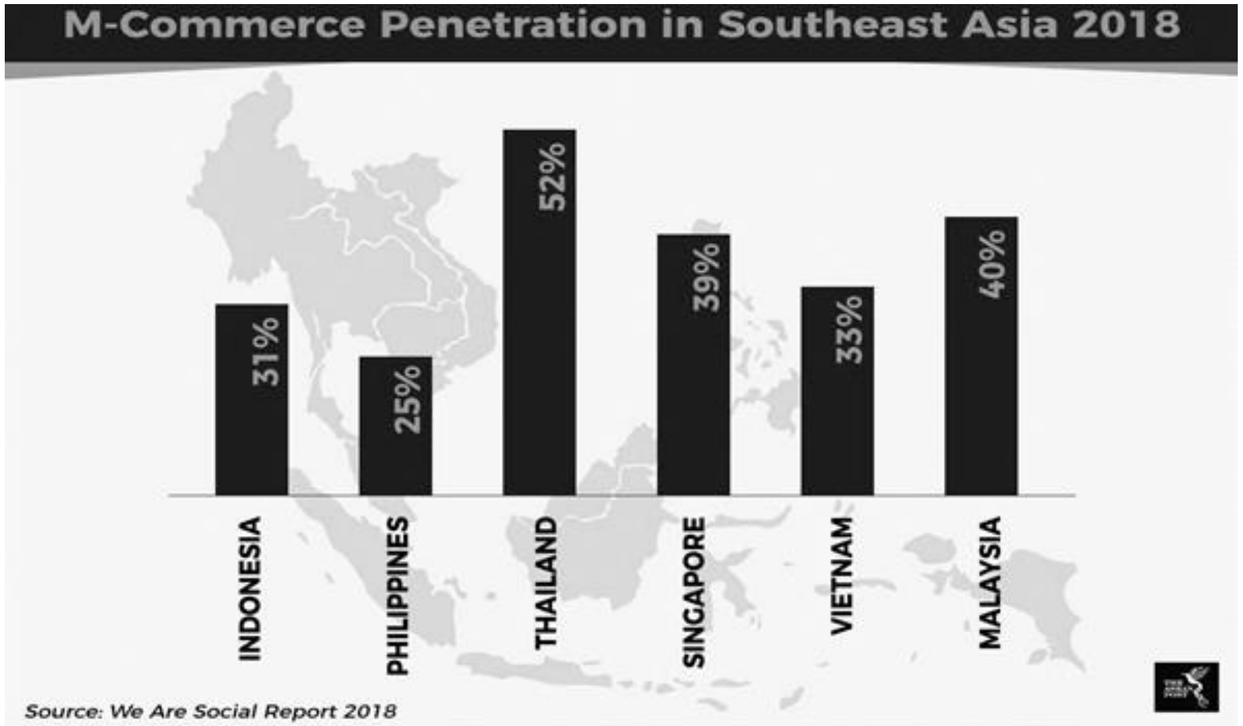
E-commerce triplichera' nei prossimi anni

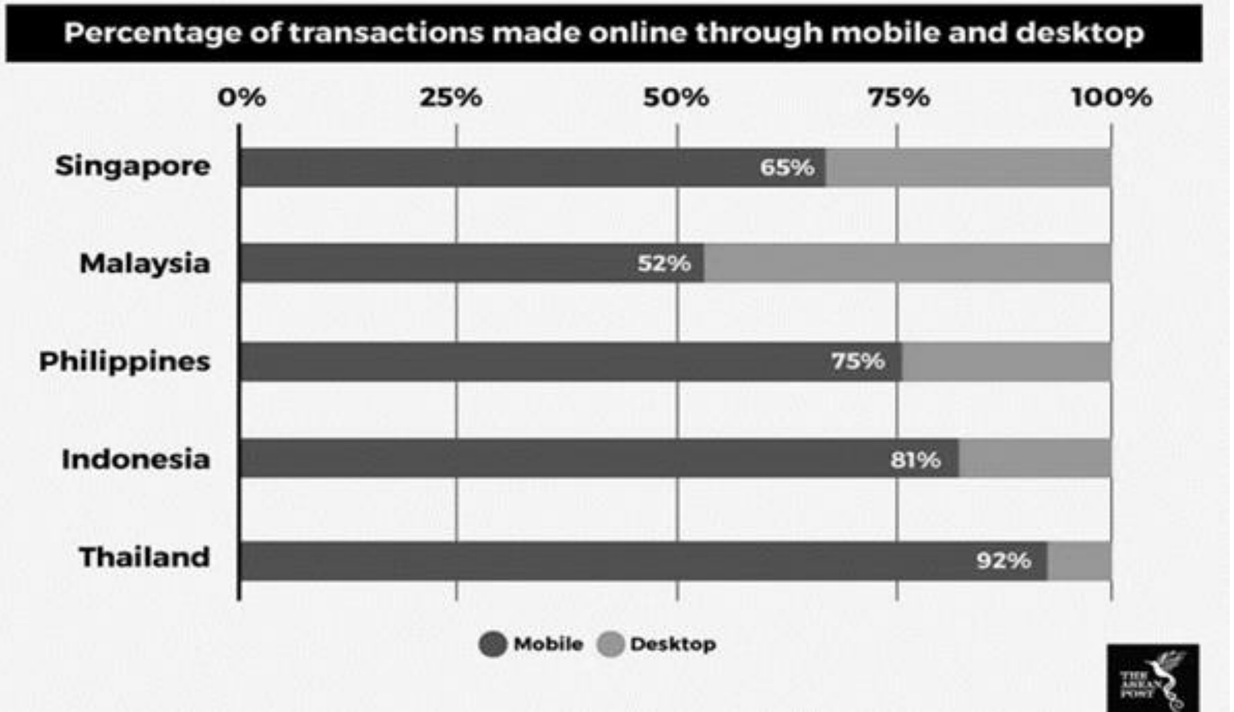
Uno studio dall'azienda Bain & Co, svolto in collaborazione con Temasek e Google, ha stimato che entro il 2025 i Digital Consumer nella Regione ASEAN spenderanno tre volte quello che spendono oggi, passando quindi da una spesa media di US$125, a US$390 entro il 2025.

Oltre all'aumento della spesa media, aumentera' anche il numero dei DIGITAL CONSUMER.

Nel 2015 i Digital Consumer nell'Area ASEAN erano 90 milioni, nel 2018 aumentarono a 250 milioni ed entro il 2025 saranno 310 milioni.

IL 90% DEGLI UTENTI NEL SEA E' CONNESSO ATTRAVERSO SMARTPHONE

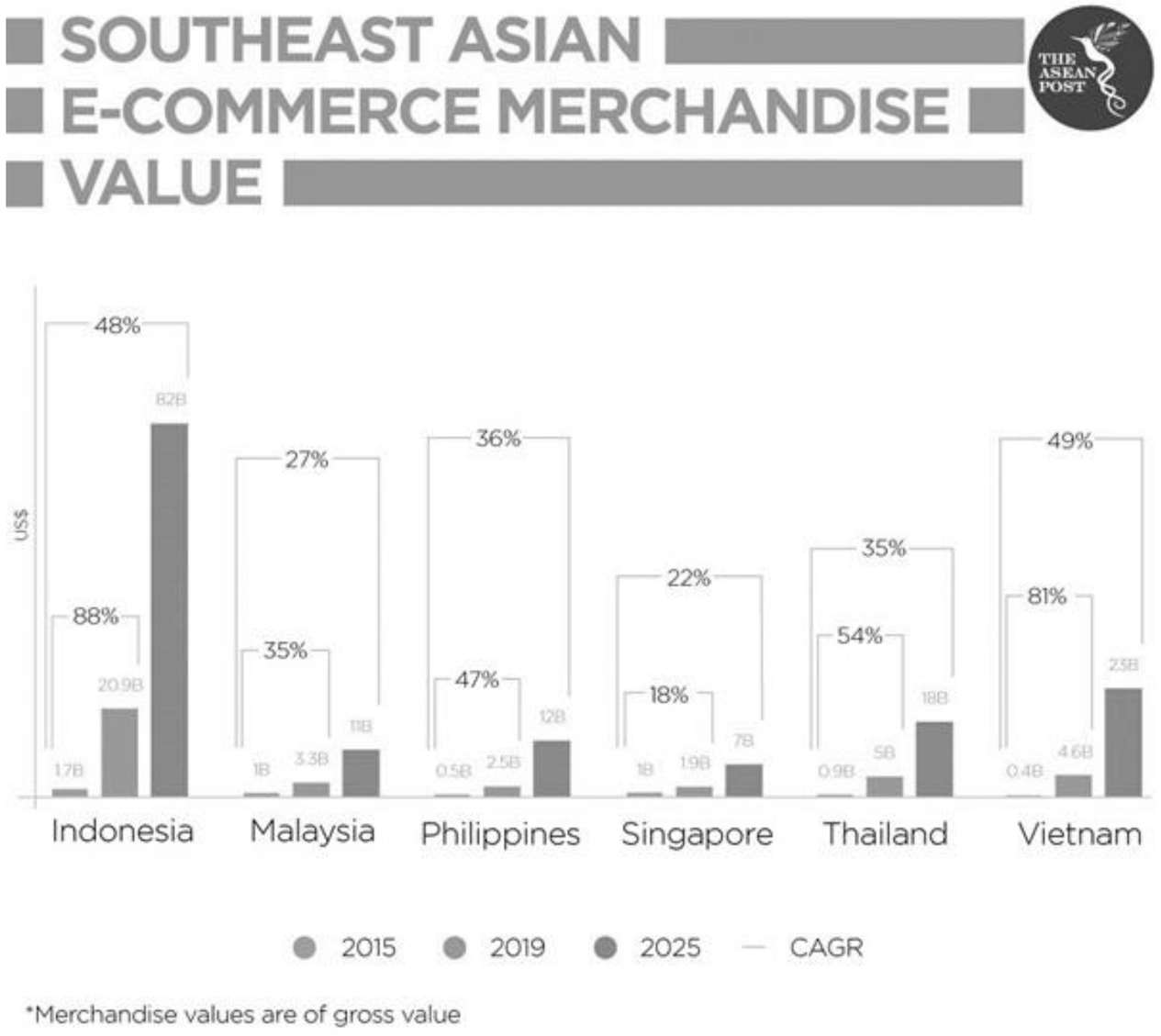




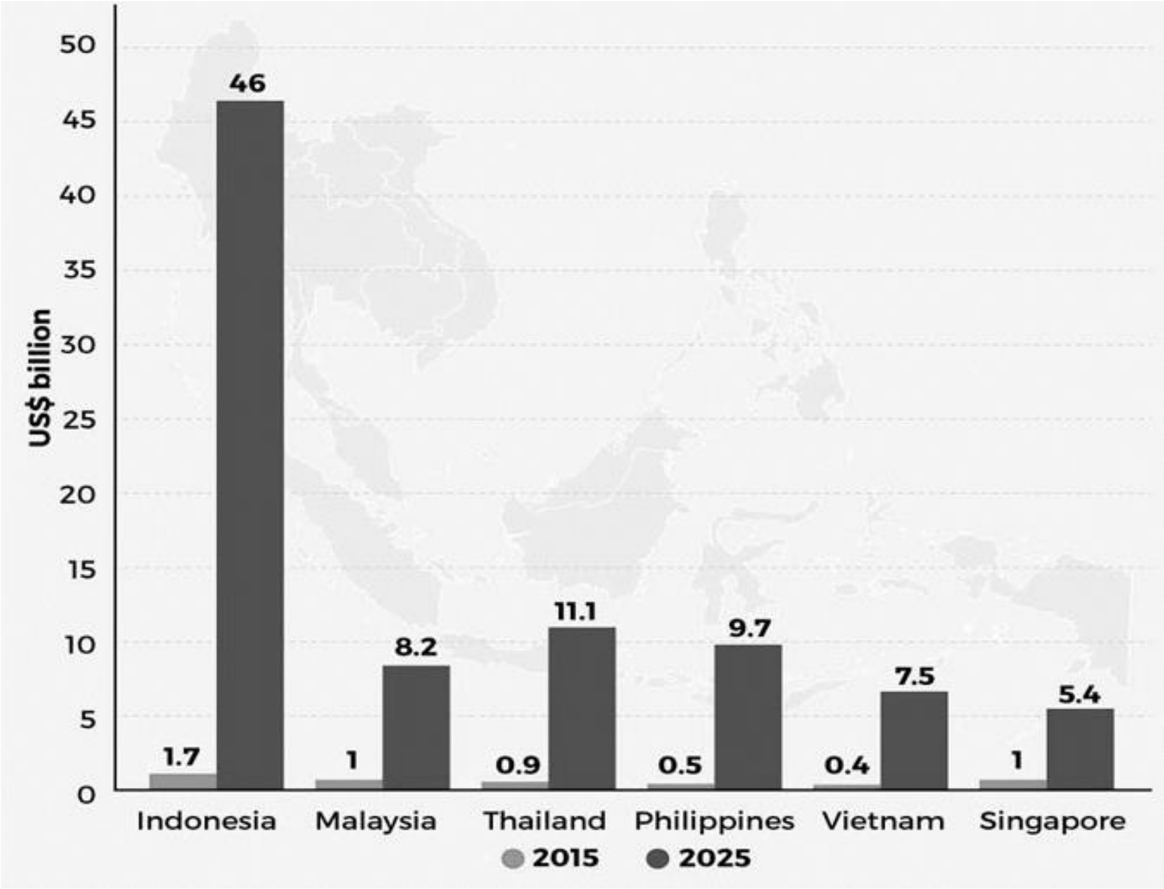
Il mercato e-commerce e' fortemente dominato dal **mobile** infatti il **90% degli acquisti** nell'area Asean avviene **attraverso i cellulari**

Nell'area Asean il **Valore** del-l'e-commerce e' cresciuto **7 volte in 4 anni** passando da US$5.5 nel 2015 ad oltre US$38 nel 2019.

Il settore e' nella giusta direzione per passare **US$102 miliardi nel 2025.**



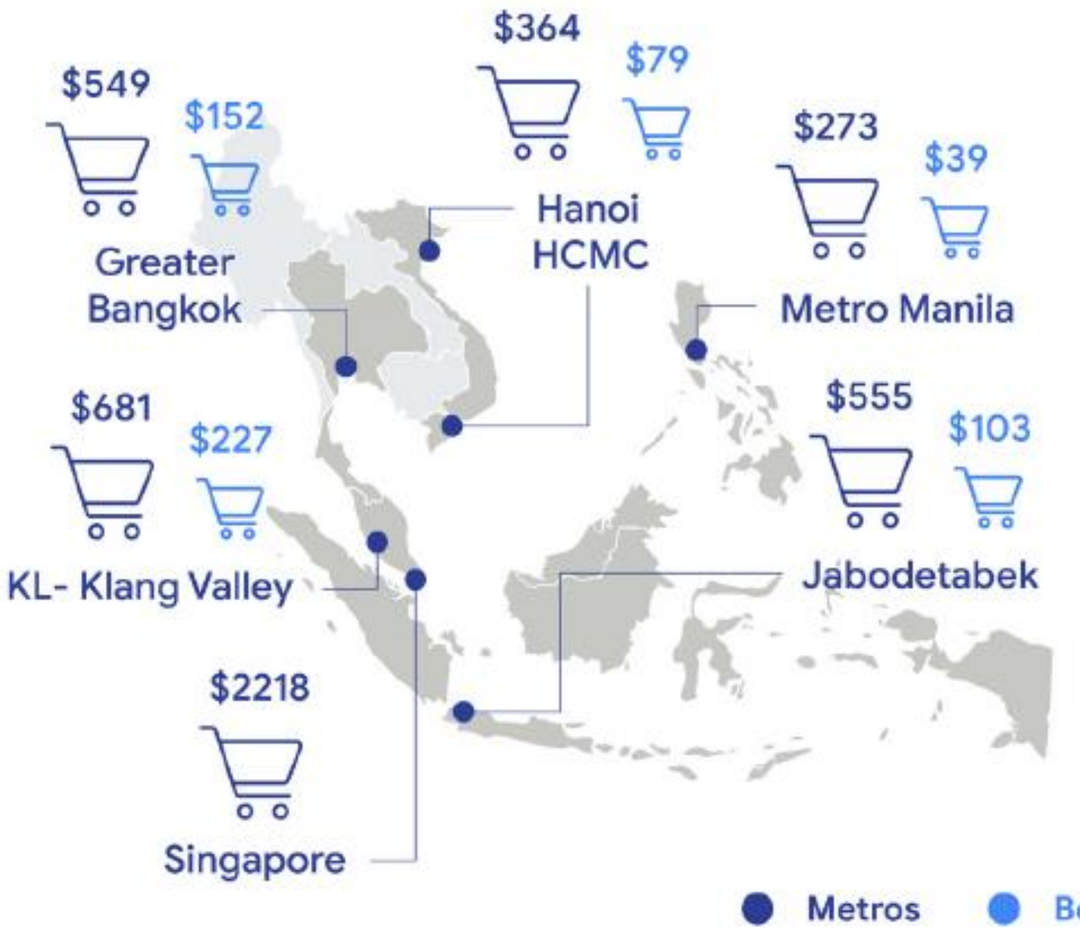
Asean E-Commerce Market



L'internet economy nel South East Asia raggiungera' un valore di

US$240 Miliardi entro il 2025

Di questo valore, **US$102 Miliardi** saranno rappresentati dall'e-commerce (oltre 40% del settore totale).


$549
$152
Greater Bangkok
$364
$79
Hanoi
HCMC
$273
$39
Metro Manila
$681
$227
KL- Klang Valley
$555
$103
Jabodetabek
$2218
Singapore
Metros
Beyond Metros

SEA Internet economy (GMV per capita, 2019)
$598
$98

Secondo delle interviste fatte ai consumatori dell'Asia Pacific, **il 67%** ha dichiarato di non avere una chiara idea di cosa acquistare prima di accedere ai portali e-commerce.

Con milioni di prodotti offerti, in media i clienti nell' **ASEAN consultano 4 piattaforme online prima di procedere all'acquisto.**

Attivare programmi promozionali e attivita' di marketing per attrarre il cliente diventa una parte fondamentale della strategia di vendita.

Le piattaforme e-commerce selezionate da ICCS

FairPrice

Enter your address or postal code | Login | Help Centre

Categories | Promotions | Shopping Lists | More | Italian gallery | $79.00 to FREE delivery | Cart

SORT BY
Relevancy

FILTER BY
Country of origin
- Italy (48)

Brand
- Azienda Agricola F.Lli Pisoni (1)
- Biobonk (7)
- Duchesse Carlotta (1)
- Gia (2)
- I Sabbioni (4)
- La Fabbrica Della Pasta (2)
- La Giribaldina (2)
- Legnano (5)

View more

Price
- $3 - $5 (6)
- $5 - $10 (21)
- $10 - $25 (7)
- >$25 (14)

Promotions
- Support Local (48)

Results for "Italian gallery"
48 products

New
$7.10
Biobonk Hot Ketchup (Organic,Vegan,Gluten & Lactose Free)
1 X 220G
Add to cart

New
$5.85
Biobonk Classic Ketchup(Organic,Vegan,Gluten&Lac Free)
1 X 220G
Add to cart

New
$6.90
Legnano Pesto alla Genovese (Organic)
1 X 185G
Add to cart

New
$51.00
I Sabbioni Sangiovese Riserva I RIFUGI 2016 DOC
1 X 0.75L
Add to cart

New
$52.10
Podere San Cristoforo Carandelle 2018 Bio-dynamic
1 X 0.75L
Add to cart

New
$320.60
Venturino Italy Tuscan Dinner Experience Box
1 pc
Add to cart

New
$36.70
La Giribaldina Barbera d'Asti Docg Monte del Mare
1 X 0.75L
Add to cart

New
$21.00
S. Osvaldo Chardonnay Veneto
1 X 0.75L
Add to cart

New
$279.30
Venturino Italy Sicilian Aperitif Experience Box
1 pc
Add to cart

New
$45.00
I Sabbioni Sangiovese Superiore Oriolo DOC
1 X 0.75L
Add to cart

New

New

New

New

New

The Most Visited E-Commerce Websites in Southeast Asia, Q3 2019

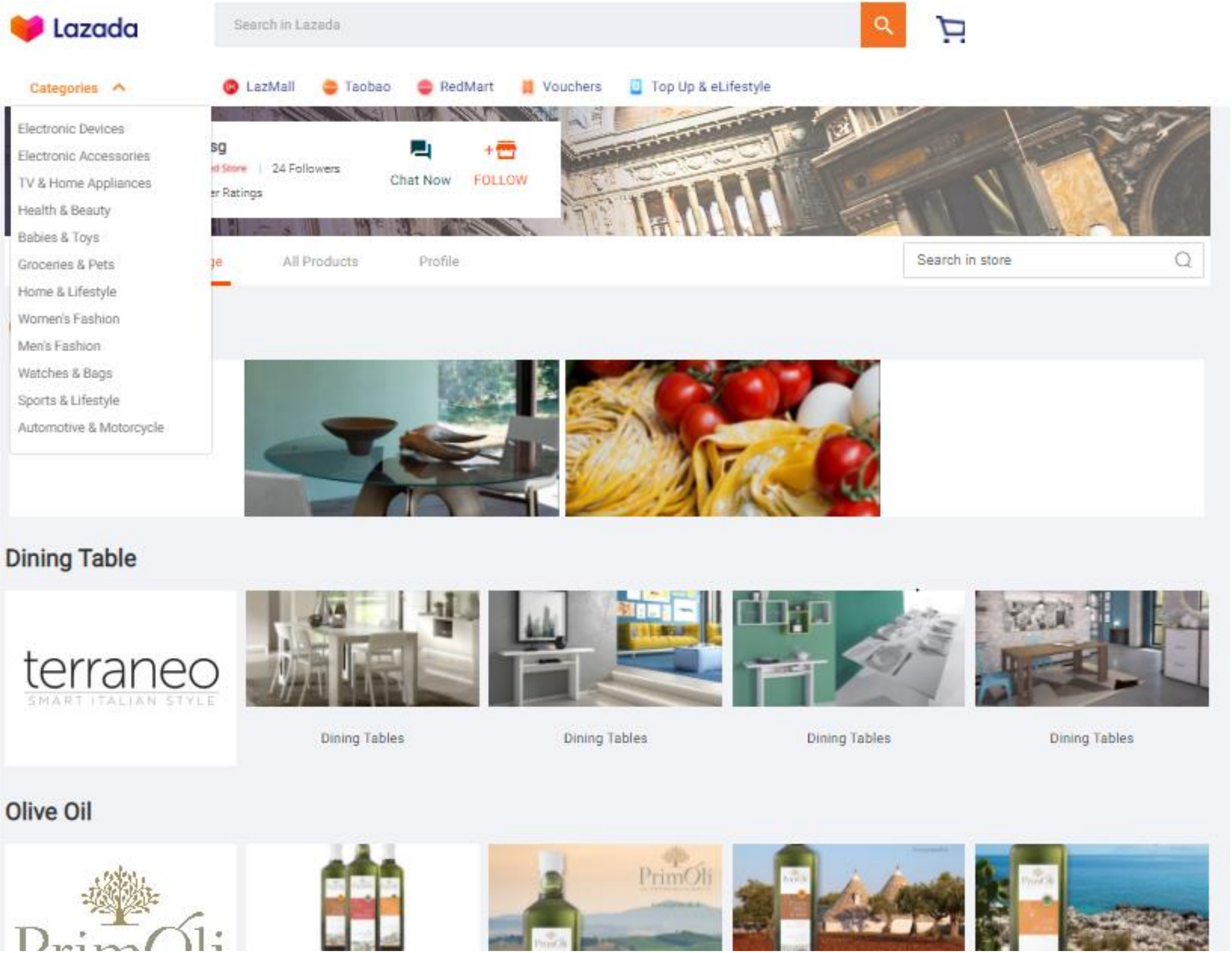
	Indonesia	Malaysia	Philippines	Thailand	Vietnam	Singapore
1	tokopedia	Shopee	Lazada	Lazada	Shopee	Lazada
2	Shopee	Lazada	Shopee	Shopee	Sendo.vn	Qoo10
3	BukaLapak	Lelong.my	ZALORA	NBS	thegioididong	Shopee
4	Lazada	ZALORA	ebay	Pomelo.	TIKI.	ezbuy
5	blibli	PGMALL	BEAUTY	Chilindo	Lazada	ZALORA

LAZADA

Majority investor

Alibaba Group

- Piu grande operatore e-commerce in South East Asia
- Investimenti raccolti USD 647 Mln
- HQ a Singapore e presenza in 6 Paesi
- 18 categorie di prodotto

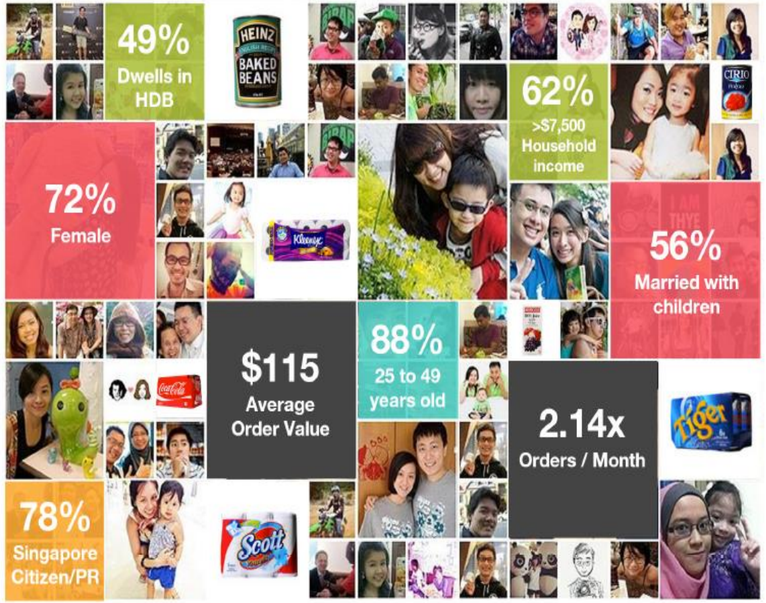

Lazada
Search in Lazada
Categories
LazMall
Taobao
RedMart
Vouchers
Top Up & eLifestyle
Electronic Devices
Electronic Accessories
TV & Home Appliances
Health & Beauty
Babies & Toys
Groceries & Pets
Home & Lifestyle
Women's Fashion
Men's Fashion
Watches & Bags
Sports & Lifestyle
Automotive & Motorcycle
24 Followers
Chat Now
FOLLOW
All Products
Profile
Search in store
Dining Table
terraneo
SMART ITALIAN STYLE
Dining Tables
Dining Tables
Dining Tables
Dining Tables
Olive Oil
PrimOli

Principale marketplace locale per i prodotti agroalimentari

Consegna 7/7

3 Milioni di visitatori mensili (+90% traffic YtoY)

Eta media consumatore 25/40 anni



redmart

REDMART

Majority investor

Alibaba Group

Meseta - Capsule Compatibili Nespresso Organic Fairtrade 10 Capsules

3 Ratings

Brand: Meseta | More Drinks from Meseta

$4.50

Pack Size	Freshness	Country of Origin
10per pack	4 Weeks	Italy

ADD TO CART

Delivery Options

Free delivery for orders over $60

- **Scheduled Delivery** - $5.99(2 hour slot)
- **Saver Delivery** - $3.99(6 hour slot)

Product Availability

Today	Sat 10 Oct	Sun 11 Oct
Unavailable	Unavailable	Available
Mon 12 Oct	**Tue 13 Oct**	**Wed 14 Oct**
Available	Early access for LIVEUP users	Early access for LIVEUP users
Thu 15 Oct		
Early access for LIVEUP users		

Sold by Italian Gallery
redmart

Visit Store

Product details of Meseta - Capsule Compatibili Nespresso Organic Fairtrade 10 Capsules

Freshness Promise

- Delivered at least 4 Weeks before it expires (including delivery day), or you can get a refund.

If you are not satisfied with this product in any way, please contact us and we'll give you a refund. Find out more about our freshness promise.

About Product

- Intensity: 8/12Aroma: An organic coffee obtained exclusively from Fairtrade-certified Arabica beans.A sophisticated 100% Arabica blend obtained exclusively from coffee with the Fairtrade certification, because it is grown in compliance with fair trading principles and protection of local workers. The careful selection of quality Arabica beans, from Fairtrade plantations in central America, gives this coffee an unmistakeable aroma and fragrance. Even before tasting, the richness of this coffee's fragrance will strike you: the roasting aroma and scents of fresh fruit and flowers stand out as well as more tenuous spicy hints. Once in the cup, the cream, with its attractive light hazelnut colour, is persistent and with good

SHOPEE

- Presente in 7 Paesi del Sud Est Asiatico
- App scaricata 160M
- 13M di follower online
- USD 604 Mln di ordini nel 2018 (+147% YtoY)

Seller Centre | Sell on Shopee | Download | Follow us on:

Notifications | Help | Sign Up | Login

Shopee

Search in this shop | In This Shop

Oversized Tee | Kids Mask | Casio Watch | Mini Fridge | Black Mask | Wireless Earbuds | Bathroom Organizer | Bluetooth Earphone

< BACK TO SHOP HOME

Italian Gallery

Italian Gallery SC

Active 10 minutes ago

SHOP CATEGORIES

- All Products
- Olives
- Canned & Dried Food
- Pasta & Rice
- Pasta Sauce
- Sauces & Dressing
- Dressing
- Biscuits & Sweets
- Coffee Capsules
- Honey, Jam & Spread
- Wine Selection
- New Arrival

BY CATEGORY

- Wine & Champagne (15)
- Sauce & Dressing (15)
- Honey, Jam & Spread (11)
- Beverages (10)

More

SHIPPED FROM

- Domestic
- Overseas

SHIPPING OPTION

Sort by | Popular | Latest | Top Sales | Price

1/3

Meseta - Capsule Compatibili Nespresso...
$4.50
27 sold

Meseta - Capsule Compatibili Nespresso...
$40.40
11 sold

Nespresso Compatibile Capsules - Arabica
$5.10
13 sold

Meseta - Capsule Compatibili Nespresso...
$4.50
9 sold

Nespresso Compatibile Capsules - Strong
$5.10
9 sold

Meseta - Capsule Compatibili Nespresso...
$4.50
2 sold

Sundried Tomatoes in Oil - 180gr
$5.90
4 sold

Nespresso Compatibile Capsules - Classic
$5.10
6 sold

Italian Nostralina Olives 190gr - Organic
$5.90
3 sold

20% OFF

"Carandella" 2018 BIO - Sangiovese Maremma...
~~$52.10~~ $41.68
3 sold

Pesto alla Genovese 185gr - Organic
$6.90
2 sold

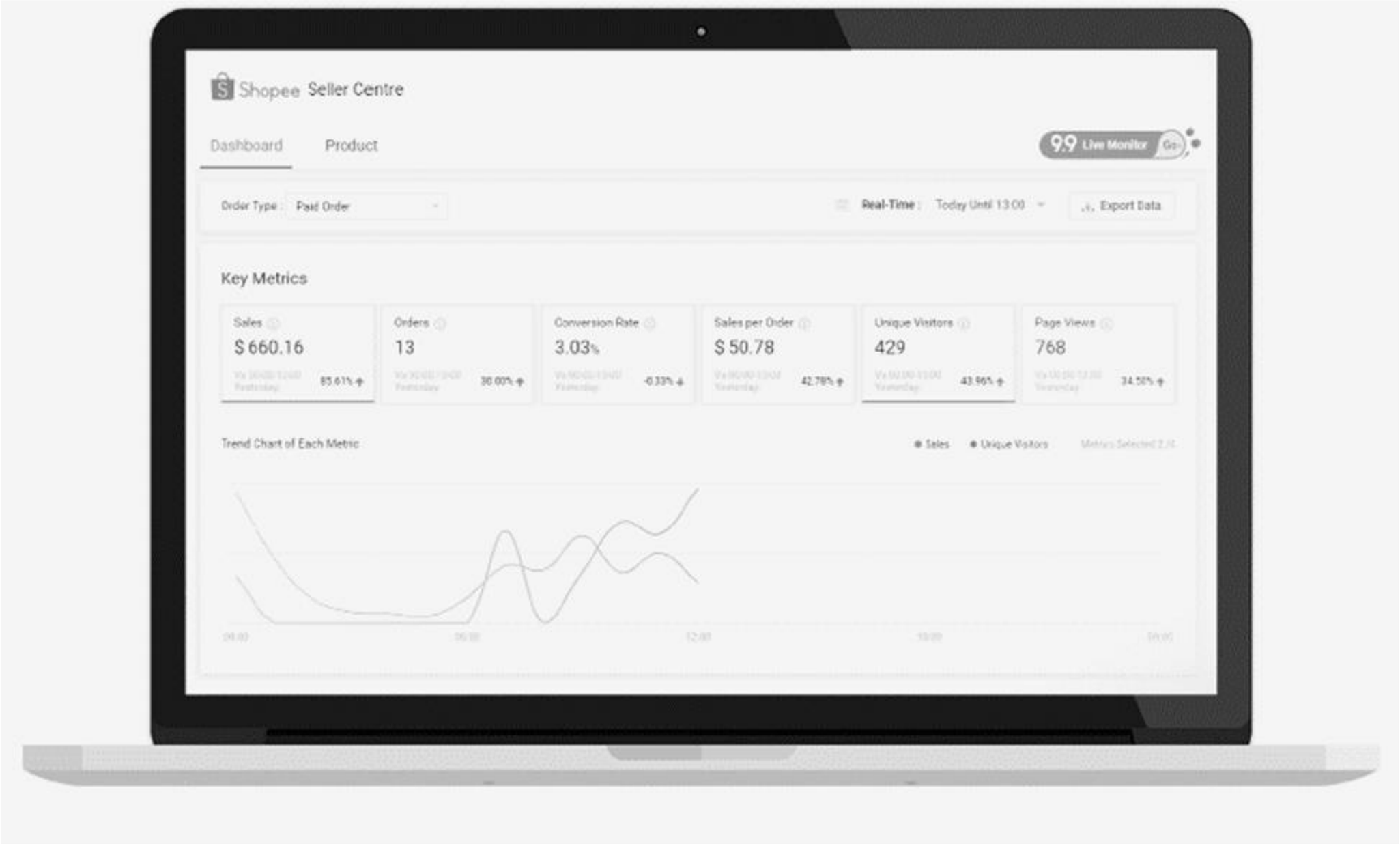
Tanda & Spada Sardinian Fregola
$9.80
2 sold

Meseta - Capsule Compatibili Nespresso...
$40.40
6 sold

Gia Green Pesto Tube
$3.55
2 sold

Italian Artichokes 180gr - Organic
$6.70
3 sold

20% OFF


Shopee Seller Centre
Dashboard
Product
9.9 Live Monitor
Order Type : Paid Order
Real-Time : Today Until 13:00
Export Data
Key Metrics
Sales
$ 660.16
85.61%
Orders
13
30.00%
Conversion Rate
3.03%
-0.33%
Sales per Order
$ 50.78
42.78%
Unique Visitors
429
43.96%
Page Views
768
34.58%
Trend Chart of Each Metric
Sales
Unique Visitors

Progetto E-Commerce per le aziende italiane

ICCS grazie alla consolidata esperienza nell’offrire servizi di sviluppo commerciale, aiuta le aziende italiane ad espandersi nel Far East attaverso la promozione, la presenza e la vendita nei principali marketplace locali.

SERVIZI OFFERTI DA ICCS

- Studio di prefattibilita’
- Supporto nella preparazione del prodotto per il marketplace
- Individuazione del marketplace piu adatto al prodotto e all’azienda
- Supporto alla promozione online
- Supporto logistico

I Prodotti

Agroalimentare;

Integratori Alimentari;

Cosmetica e Beauty;

Abbigliamento;

Abbigliamento Sportivo;

Design e Arredo;

Prodotti per la casa;

Pet Food;

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