

EU Cross Border E-Commerce Forum  
30 September 2020

# E-commerce Power: The Basics of digitalization



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# Since we met at the First EU Cross Border E-Commerce Forum...



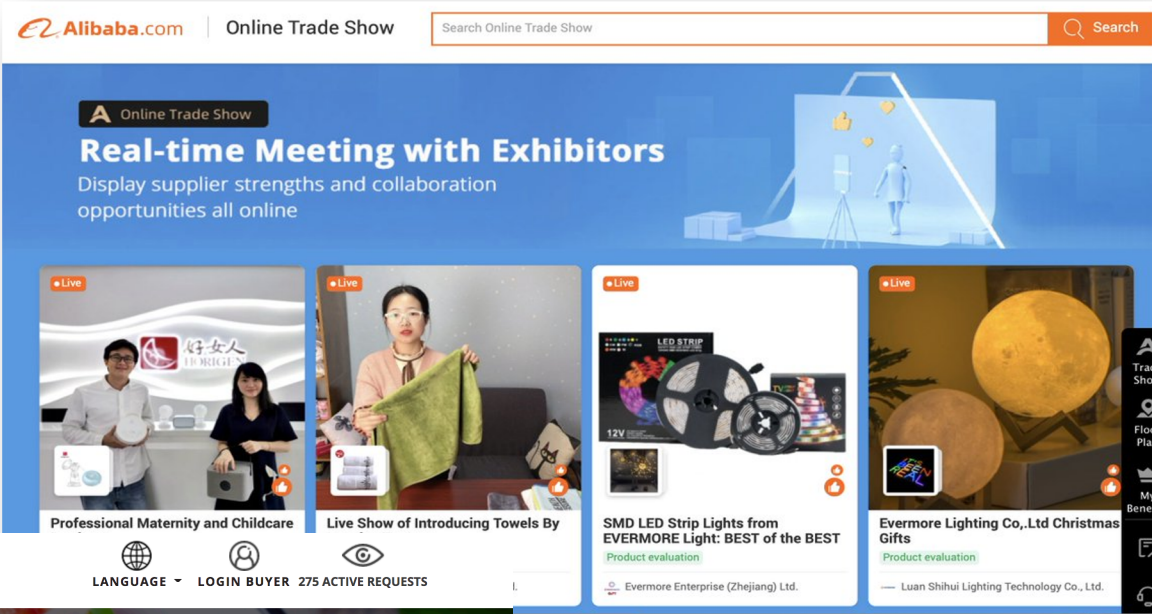
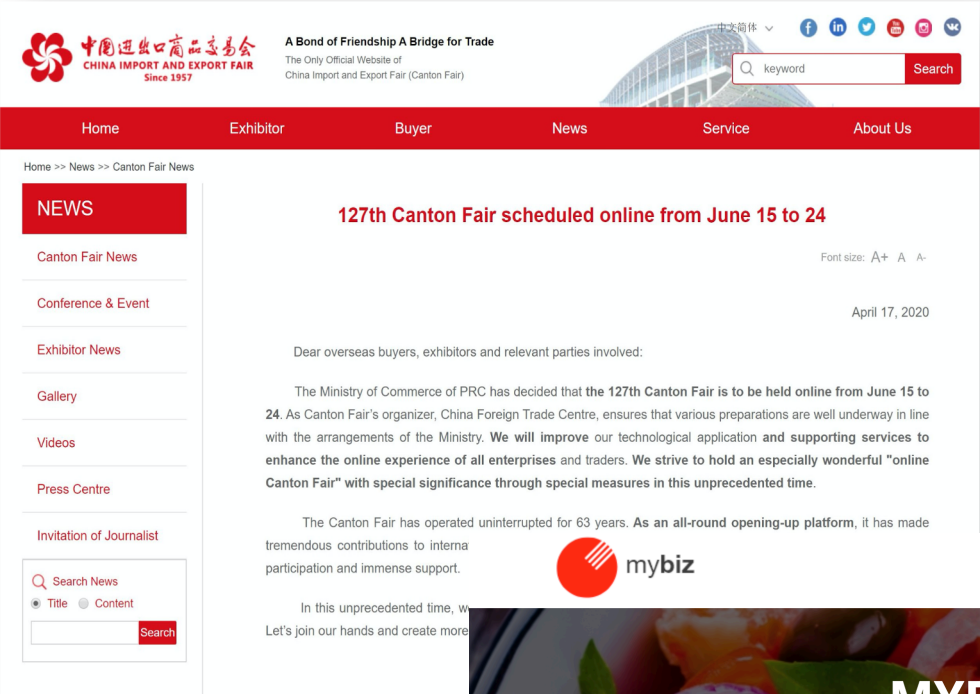


# 2020 world economy in stand-by?

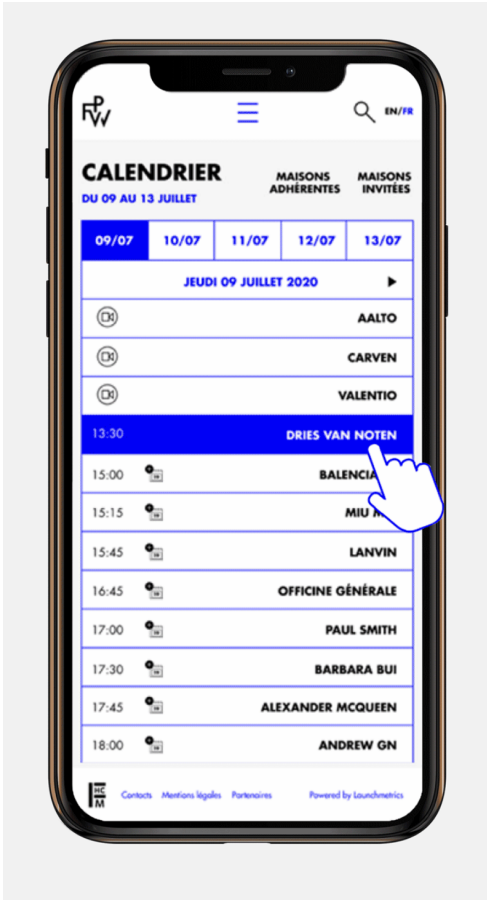
- The world economy is contracting
- Certain regions more severe than others
- Certain sectors in deeper crisis than others
- Radical changes in the B2B segment
- New patterns in the B2C retail
- Lessons from travel & tourism



# International Trade Fairs are going online



# Fashion Weeks: from physical to digital to “phygital”




Ait

life  
style  
Moda

Moda

ALLA FASHION WEEK  
PHYGITAL DI MILANO LA  
NOVITÀ È TIKTOK

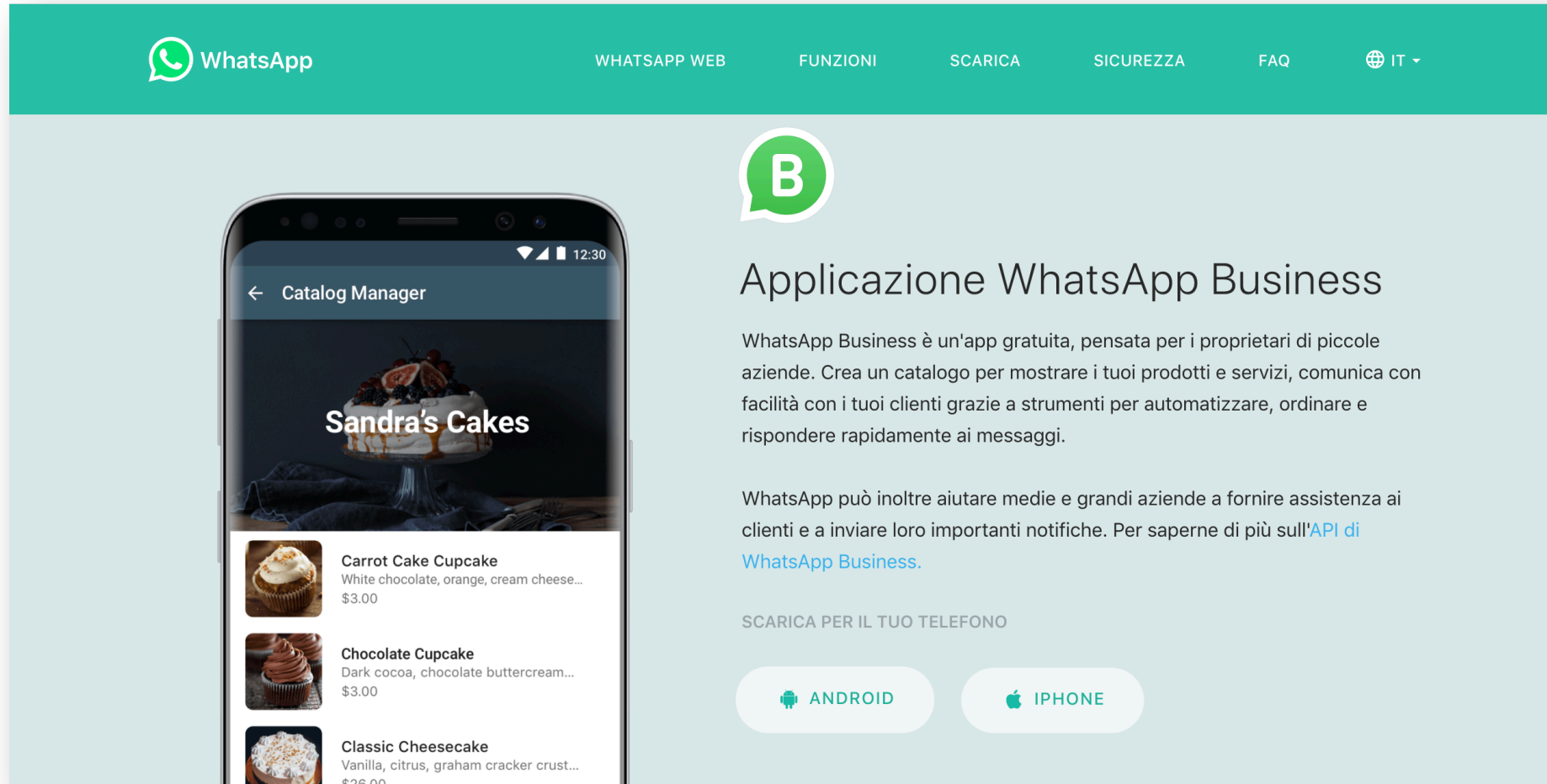
Per la prima volta la collezione di Prada sarà sul social  
e molti altri sono i brand attivi



Milan Fashion Week; Fendi -



# The sudden digitalization of proximity shops



The screenshot displays the WhatsApp Business website. At the top, a teal header contains the WhatsApp logo and the text 'WhatsApp', followed by navigation links: 'WHATSAPP WEB', 'FUNZIONI', 'SCARICA', 'SICUREZZA', 'FAQ', and a globe icon with 'IT'. The main content area features a large smartphone image on the left showing the 'Catalog Manager' interface for 'Sandra's Cakes'. The catalog lists three items: 'Carrot Cake Cupcake' (\$3.00), 'Chocolate Cupcake' (\$3.00), and 'Classic Cheesecake' (\$26.00). To the right of the phone, a green speech bubble with a white 'B' icon is positioned above the heading 'Applicazione WhatsApp Business'. Below the heading, a paragraph describes the app as a free tool for small businesses to create catalogs and communicate with customers. Another paragraph mentions that WhatsApp can also assist medium and large businesses with customer support and notifications, with a link to the 'API di WhatsApp Business'. At the bottom, a section titled 'SCARICA PER IL TUO TELEFONO' includes two buttons for 'ANDROID' and 'IPHONE'.

WhatsApp

WHATSAPP WEB FUNZIONI SCARICA SICUREZZA FAQ IT

**B**

## Applicazione WhatsApp Business

WhatsApp Business è un'app gratuita, pensata per i proprietari di piccole aziende. Crea un catalogo per mostrare i tuoi prodotti e servizi, comunica con facilità con i tuoi clienti grazie a strumenti per automatizzare, ordinare e rispondere rapidamente ai messaggi.

WhatsApp può inoltre aiutare medie e grandi aziende a fornire assistenza ai clienti e a inviare loro importanti notifiche. Per saperne di più sull'[API di WhatsApp Business](#).

SCARICA PER IL TUO TELEFONO

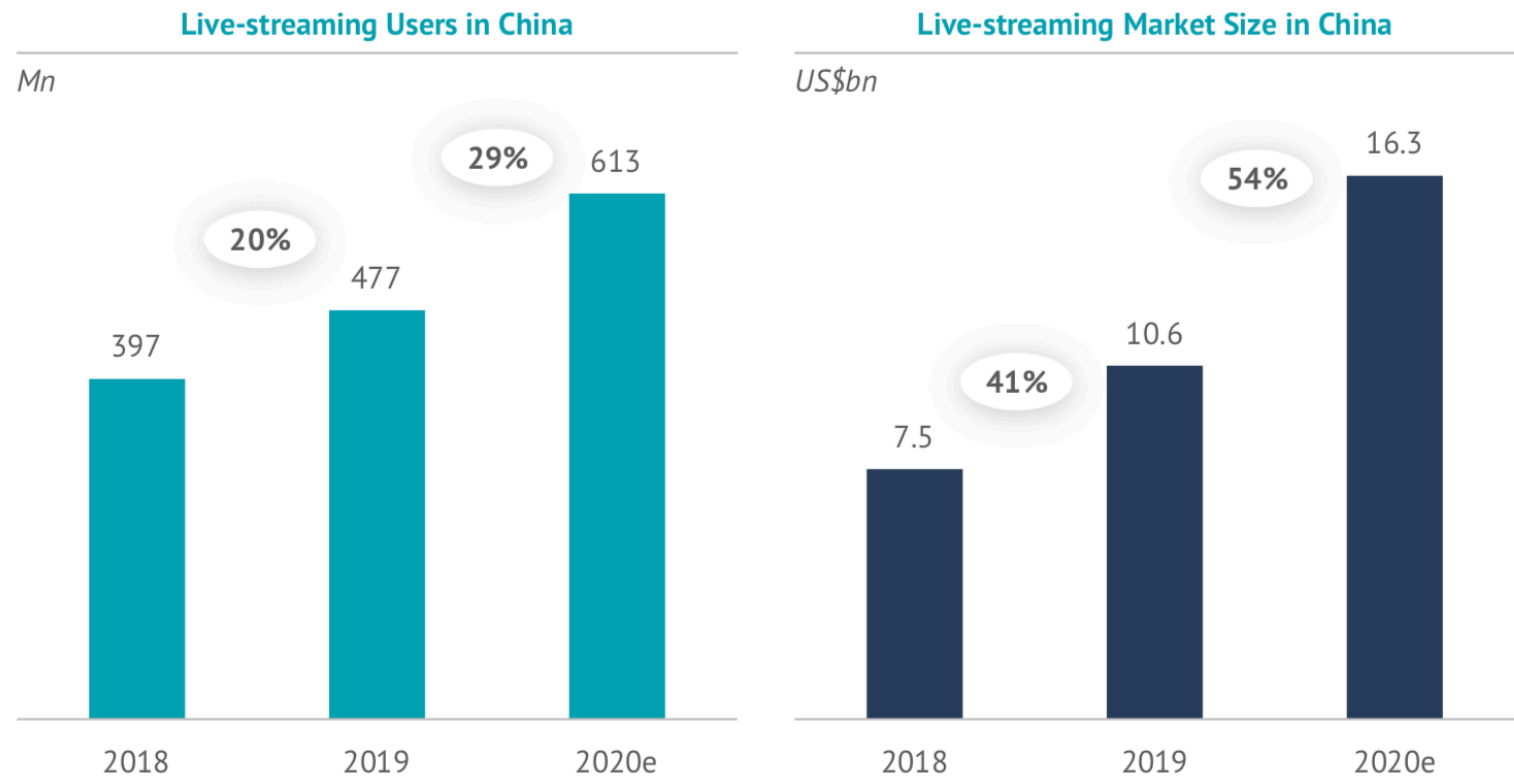
ANDROID IPHONE



## Shop assistants turning into virtual sales assistants



# The live-streaming market revolution



Source: South China Morning Post Research: China Internet Report 2020

# Striking headlines on online shopping

THE WALL STREET JOURNAL.

BUSINESS | EARNINGS

## Alibaba’s Online Orders Soar During Coronavirus, Fueling a Sales Recovery

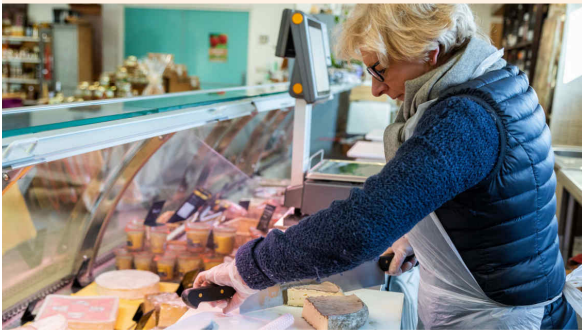
China’s most valuable technology company runs two of the country’s most popular e-commerce websites



Ecommerce + Add to myFT

## Coronavirus: Southern Europe discovers digital shopping

Covid-19 lockdown gives web-shy consumers a crash course in online groceries



Geraldine de Wever in her farm shop in Normandy © Dominique Auzas/Oolca

MARCH 20, 2020 by **Leila Abboud** in Paris, **Tim Bradshaw** in London, and **Daniel Dombey** in Madrid 8

Geraldine de Wever’s family-run farm shop in Normandy is doing brisk business during the coronavirus shutdown in France. Her

18 JUN 2020

## Covid-19: Zalando enjoys serious boost as shoppers flock online



Glynn Davis



Fashion and lifestyle retailer Zalando has announced it expects to significantly outperform forecasts for both sales and profits in the second quarter as consumers increasingly flock online for fashion.



The unexpected statement highlights how the company is seriously benefiting from the **changing shopping patterns of consumers as a result of Covid-19**. Zalando stated: “Expects a significant increase in sales and EBIT in the second quarter, which is significantly above market expectations. The reasons are the changing consumer behavior, in particular a strongly increasing preference for digital offerings.”





# Lessons from Travel & Tourism: Fliggy for museums





# Lessons from Travel & Tourism: Trip.com for hotels



Direct Sales Entrance



Customers can buy travel products directly



# Lessons from Travel & Tourism: Trip.com for brands



Voice broadcast to introduce while displaying product KT boards



Direct Sales Entrance



Purchase Interface

Customers can buy products directly



*“In today’s era of volatility, there is no other way but to re-invent.”* — Jeff Bezos,  
Founder of Amazon



THE 2019  
AND TO  
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文旅

**Claudia Vernotti** · 1st   
Co-Founder & Director at ChinaEU  
Brussels Metropolitan Area · **500+ connections** ·  
[Contact info](#)

 **ChinaEU**  
 **The Johns Hopkins University - Paul H. Nitze...**

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## Giulio Finzi



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Netcomm China | Senior Partner Netcomm  
Services

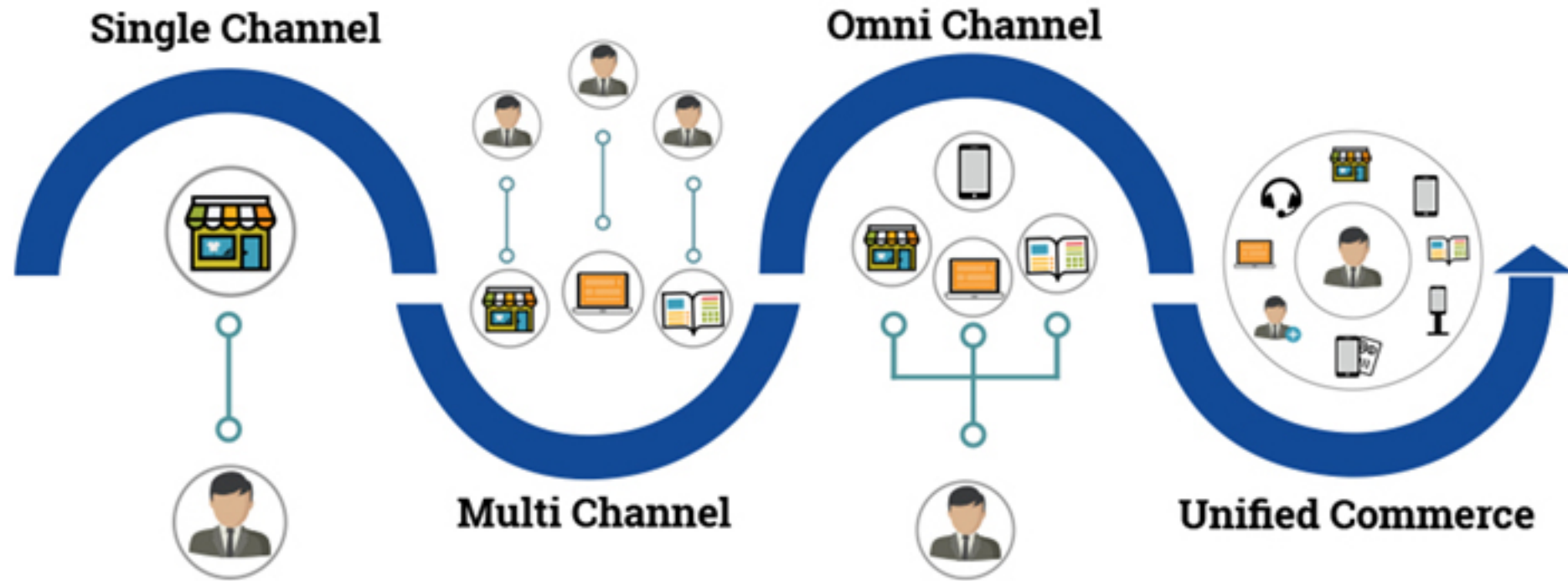
Milano, Lombardy, Italy · 500+ connections



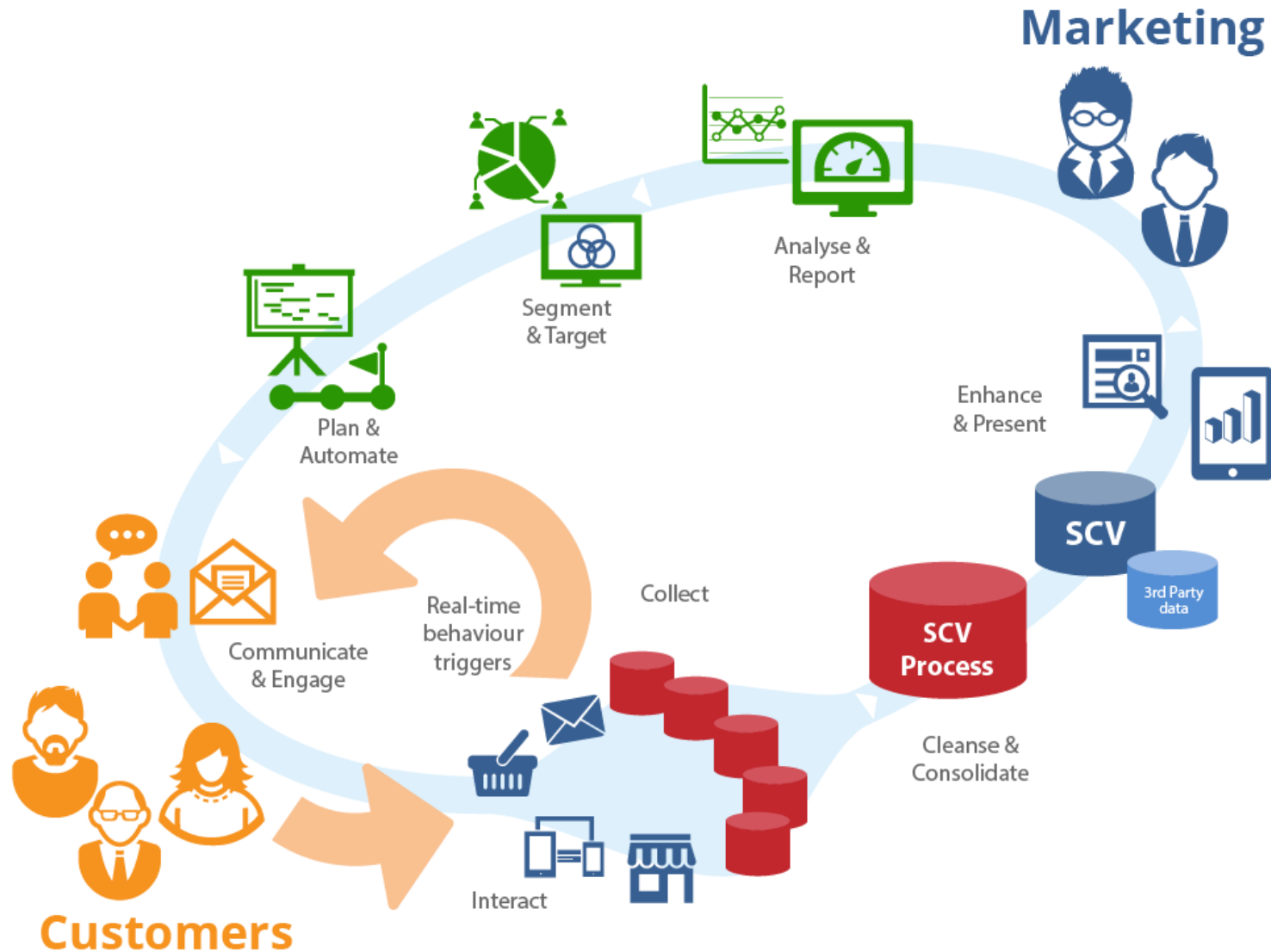
# Five Steps Digital Transformation Road Map

1. Develop a new digital driven business strategy
2. Create a “perfect customer experience”
3. Modernize technology and data capabilities
4. Find and recruit talented people
5. Drive cultural change within the business

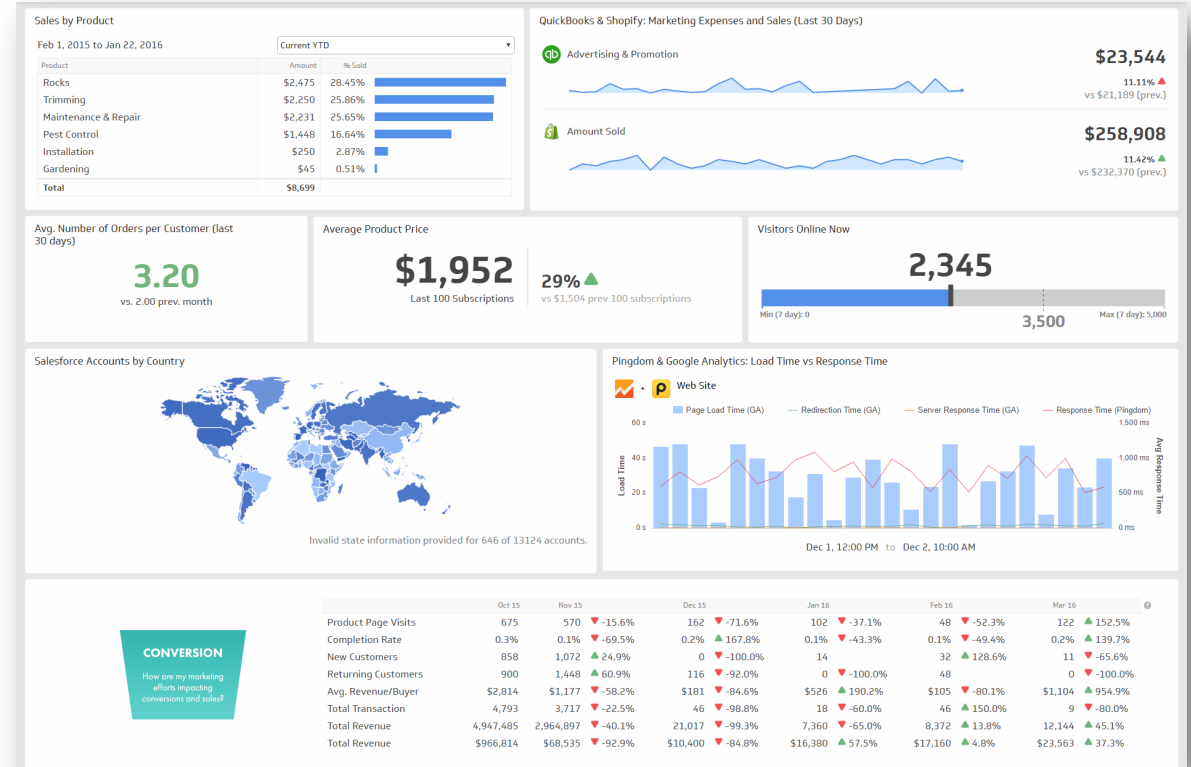
# Step 1 – Develop a new digital driven business strategy



# Step 2 – Create a “perfect customer experience”



# Step 3 – Modernize technology and data capabilities





# Step 4 – Find and recruit talented people



# Step 5 – Drive cultural change within the business





# Amazon Leadership Principles



# 14 leadership principles

Customer  
Obsession

Ownership

Invent and simplify

Hire and Develop  
the Best

Are Right, A Lot

Learn and Be  
Curious

Insist on  
Highest Standards

Think Big

Earn Trust

Dive Deep

Bias for Action

Frugality

Disagree and  
commit

Deliver Results



## **Customer Obsession**

Leaders start with the customer and work backwards. They work vigorously to earn and keep customer trust. Although leaders pay attention to competitors, they obsess over customers.

## **Ownership**

Leaders are owners. They think long term and don't sacrifice long-term value for short-term results. They act on behalf of the entire company, beyond just their own team. They never say "that's not my job."

## **Invent and Simplify**

Leaders expect and require innovation and invention from their teams and always find ways to simplify. They are externally aware, look for new ideas from everywhere, and are not limited by "not invented here." As we do new things, we accept that we may be misunderstood for long periods of time.

## **Are Right, A Lot**

Leaders are right a lot. They have strong judgment and good instincts. They seek diverse perspectives and work to disconfirm their beliefs.

## **Learn and Be Curious**

Leaders are never done learning and always seek to improve themselves. They are curious about new possibilities and act to explore them.

## **Frugality**

Accomplish more with less. Constraints breed resourcefulness, self-sufficiency, and invention. There are no extra points for growing headcount, budget size, or fixed expense.

## **Earn Trust**

Leaders listen attentively, speak candidly, and treat others respectfully. They are vocally self-critical, even when doing so is awkward or embarrassing. Leaders do not believe their or their team's body odor smells of perfume. They benchmark themselves and their teams against the best.

## **Dive Deep**

Leaders operate at all levels, stay connected to the details, audit frequently, and are skeptical when metrics and anecdote differ. No task is beneath them.

## **Have Backbone; Disagree and Commit**

Leaders are obligated to respectfully challenge decisions when they disagree, even when doing so is uncomfortable or exhausting. Leaders have conviction and are tenacious. They do not compromise for the sake of social cohesion. Once a decision is determined, they commit wholly.

## **Deliver Results**

Leaders focus on the key inputs for their business and deliver them with the right quality and in a timely fashion. Despite setbacks, they rise to the occasion and never settle.

## **Hire and Develop the Best**

Leaders raise the performance bar with every hire and promotion. They recognize exceptional talent, and willingly move them throughout the organization. Leaders develop leaders and take seriously their role in coaching others. We work on behalf of our people to invent mechanisms for development like Career Choice.

## **Insist on the Highest Standards**

Leaders have relentlessly high standards — many people may think these standards are unreasonably high. Leaders are continually raising the bar and drive their teams to deliver high quality products, services, and processes. Leaders ensure that defects do not get sent down the line and that problems are fixed so they stay fixed.

## **Think Big**

Thinking small is a self-fulfilling prophecy. Leaders create and communicate a bold direction that inspires results. They think differently and look around corners for ways to serve customers.

## **Bias for Action**

Speed matters in business. Many decisions and actions are reversible and do not need extensive study. We value calculated risk taking.

Thank you!  
Let's keep in touch

Giulio Finzi

