

# NETWORK PARTNERS

## Alibaba

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Alibaba is a Chinese multinational conglomerate specialising in e-commerce, retail, Internet and technology. The company provides consumer-to-consumer (C2C), business-to-consumer (B2C), and business-to-business (B2B) sales services via web portals, as well as electronic payment services, shopping search engines and cloud computing services.

It owns and operates a diverse array of businesses around the world in numerous sectors and is named as one of the world's most admired companies by Fortune.

With operations in over 200 countries and territories, Alibaba is the world's largest retailer and e-commerce company, one of the largest Internet and AI companies, one of the biggest venture capital firms, and one of the biggest investment corporations in the world. The company hosts the largest B2B (Alibaba.com), C2C (Taobao), and B2C (Tmall) marketplaces in the world.

[www.alibaba.com](http://www.alibaba.com) | [www.taobao.com](http://www.taobao.com)  
[www.tmall.com](http://www.tmall.com)

## AuMake

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AuMake is an ASX-listed retailer connecting Australian suppliers directly with the influential daigou and Chinese tourist markets via its growing distribution network of AuMake and Kiwi Buy retail and e-commerce stores, in addition to strategic partnerships with the likes of Chemsave and JD.com.

AuMake's Australian operations are complemented in China by its newly established sales hub in Xiamen.

[www.aumake.com.au](http://www.aumake.com.au)

## Christchurch Airport

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Christchurch Airport, through its South programme, has identified an opportunity help New Zealand companies be more successful in the Chinese market, through better connecting with Chinese visitors and residents in New Zealand.

Partnering with Alibaba, the programme focuses on three streams of work, all underpinned by leveraging data from the Alibaba ecosystem:

- Increased holiday visitors to New Zealand from China - with a specific focus on growing premium Free Independent Traveller (FIT) customers, spreading geographic growth throughout the country, and achieving greater spread throughout the year. This is done through a flagship store on Alibaba's online travel agency, Fliggy.
- Increased spend in New Zealand from Chinese visitors and residents - through facilitating the roll-out and marketing activity for merchants on AliPay.
- Providing an opportunity for New Zealand businesses to further develop exporting opportunities into China, via a flagship store on Tmall Global.

[www.christchurchairport.co.nz](http://www.christchurchairport.co.nz)



## Health Element

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Health Element is a distribution company in New Zealand selling supplements, skin care and food category products into China through the cross-border e-commerce channel. It focusses on the local franchise stores, an online B2B2C platform, and China online cross-border e-commerce platforms.

Health Element ranks as a top account for many New Zealand supplement and beauty brands, helping them to promote their hero products in China.

For the last three years, it has been the top performer on Tmall Global's New Zealand area on China's Single's Day (November 11), the largest online and offline shopping day in the world.

[www.healthelement.co.nz](http://www.healthelement.co.nz)

## Health More

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Health More is Australia's pre-eminent cross-border e-commerce distribution, sales and marketing company, taking health, wellness, beauty and other products to China and South East Asia.

Health More is a key player in Australia's cross-border trade industry, with a specialised focus on China and South East Asia. It has teams located in Melbourne, Sydney, New Zealand, China, and Hong Kong.

[www.health-more.com.au](http://www.health-more.com.au)

## JD.com

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JD.com is a Chinese e-commerce company headquartered in Beijing. Partly owned by Tencent, it is one of the two leading B2C online retailers in China by transaction volume and revenue, and a member of the Fortune Global 500. As of the first quarter of 2018, JD.com's online platform has 301.8 million active users.

JD.com started out as an online magneto-optical store but soon diversified, selling electronics, mobile phones, computers and similar items.

Today it is the world's leading company in high tech and AI delivery through drones, autonomous technology and robots, and possesses the largest drone delivery system, infrastructure and capability in the world.

[www.jd.com](http://www.jd.com)

## Juplus

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Founded in 2012, Juplus is a full-service digital agency specialised in Chinese digital marketing. Juplus' key competencies lie in digital creativity, digital technology and digital media buying.

Juplus employs innovative ideas in digital marketing campaigns in Chinese digital spaces, including WeChat, Weibo, Baidu, e-commerce and other digital channels, to deliver measurable results for clients and help them to grow and scale their business in China.

[www.juplus.cn/en/about](http://www.juplus.cn/en/about)

## **Kaola**

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**NetEase Kaola is one of China's leading e-commerce sites. It focusses on selected and recommended high quality brands and products for its consumers.**

The categories cover mother, baby and children products, clothing, shoes and bags, beauty and makeup, household living goods, nutrition and health care products, direct mailed overseas commodities, digital products, home appliances, global delicacies, outdoor sports goods and fresh products.

[www.kaola.com](http://www.kaola.com)

## **Metcash**

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**Metcash is Australia's leading wholesale distribution and marketing company. Metcash China is the subsidiary of Metcash Group focussed on bringing quality Australian, New Zealand and other global products to China's local offline retailers, distributors and domestic e-commerce platforms.**

Metcash operates online flagship stores on major and niche platforms to sell products from around the world direct to Chinese consumers. Metcash China was acquired in February 2019 by China-based e-commerce group eCargo (ASX: ECG), which is interested in working with New Zealand brands who are planning to activate offline channels in China.

[www.metcash.com](http://www.metcash.com)  
[www.ecargo.com](http://www.ecargo.com)

## **NZ Healthcare Group (NZHG)**

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**NZHG was established in 2015 with over 170 staff across New Zealand, Australia and China.**

After three years' experience in the fast-growing cross-border e-commerce market, NZHG achieved NZ\$100 million in turnover in 2018. As a B2B/S2B business, NZHG is specialised as a distributor for cross-border e-commerce channels, and can also provide supply chain solutions for various platforms in China.

[www.nzhg.co.nz](http://www.nzhg.co.nz)

## **NZ Story and the FernMark Programme**

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**The New Zealand Story is an initiative that defines the distinctly Kiwi attributes that make New Zealand unique, and provides a framework to help us better communicate our value to the world.**

For any exporter, building trust and authenticity with both consumers and distributors is becoming more and more vital. The FernMark Licence Programme helps promote and protect New Zealand products on a global scale.

The programme gives licensees the right to carry the FernMark as a simple way to authenticate their connection to New Zealand, and at the same time leverage the positive reputation associated with New Zealand for their product or service.

[www.nzstory.govt.nz](http://www.nzstory.govt.nz)



## **PARKLU.com**

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**PARKLU.com** is one of China's premier influencer marketing technology platforms and agencies, with more than 40,000 influencers across 12 social media platforms, offering a combined reach of more than 600 million Chinese customers.

[www.parklu.com](http://www.parklu.com)

## **Payplus**

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**PayPlus** is an authorised service provider for WeChat and AliPay, delivering Chinese payment and marketing solutions to customers in New Zealand and Australia.

PayPlus gives businesses outside China the ability to offer WeChat Pay and AliPay, China's largest and most popular mobile payment methods, for both offline payment applications.

Payplus is particularly recognised for delivering these solutions through integrations with customers' existing platforms, including POS systems, booking and reservation platforms, EFTPOS terminals, and website payment plugins.

## **UMS**

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**United Media Solution** is a full-service independent digital agency, specialising in social media.

From solid foundations in social media management and website localisation to marketing consultation and cultural analysis services, UMS' focus is always on how to help New Zealand businesses better understand their target audience in China.

[www.ums.co.nz](http://www.ums.co.nz)

## **Sinorbis**

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**Sinorbis** is a multi-award-winning software company on a mission to bring marketing and selling to Chinese consumers within reach for any business, by removing common market entry barriers through technology.

The company provides Western businesses with the world's first integrated marketing platform to create, measure and optimise their Chinese digital presence, all the while offering:

- **accelerated speed to market** – launching a digital presence within weeks without having to jump the usual administrative hurdles.
- **reduced cost** – setting up and managing digital marketing initiatives at a fraction of the investment previously required.
- **increased control** – offering businesses an integrated view of all their digital initiatives in China.

[www.sinorbis.com](http://www.sinorbis.com)

## TradeMonster

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**Founded in 2014, TradeMonster is a fast-growing consulting, trading and global logistics company based in Auckland. Being a strategic partner with New Zealand Post, TradeMonster provides e-commerce solutions in marketing, logistics, IT architecture and e-Payment to various enterprises and trade platforms in both New Zealand and China.**

Working with the 12 largest Chinese e-commerce platforms and high-end offline retail stores in China, TradeMonster partners closely with over 65 Australasian brands to enter the lucrative China market.

In addition, TradeMonster provides solutions to other cross-border merchants on both inbound and outbound logistics to China via New Zealand Post's logistics infrastructure.

[www.trademonster.co.nz](http://www.trademonster.co.nz)

## Unichem Export

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**Unichem is one the leading pharmacy brands in New Zealand, with 298 Unichem and 64 Life Pharmacies nationwide, both brands owned by the parent company, Green Cross Health.**

Since 2016, Unichem has been the market leader from New Zealand in China through cross-border e-commerce and platforms like Alibaba.

Unichem's Tmall Flagship Store is the second-largest pharmacy business on Tmall Global, and is opening its arms to more new brands in 2019.

Green Cross Health also plays a big role in the local New Zealand daigou market via its Unilife wholesale and distribution business.

Unichem aims to support and share resources with New Zealand SMEs, including brand incubation and distribution in New Zealand and China.

[www.greencrosshealth.co.nz](http://www.greencrosshealth.co.nz)

## Westwin

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**Westwin is one of the leading marketing consulting firms focussed on cross-border business. It provides branding strategies and digital marketing solutions to help clients achieve success in China and around the world.**

A certified marketing and advertising partner of Baidu, Tencent WeChat, Sina Weibo and other major digital platforms in China with years of experience in cross-border business and partnership growth, Westwin's team is equipped with knowledge and expertise to take businesses to the next level in overseas markets.

[www.westwin.com](http://www.westwin.com)