

环 球 资 源 global sources

网站 • 展会 • 杂志 | NASDAQ: GSOL

环球资源买家社群之 超级电商

2017 年 3 月

环 球 资 源
global  sources

45
周 年

www.globalsources.com

目录

- 电商市场发展趋势
- 环球资源电商买家社群
- 如何开发电商买家社群
 - 环球资源峰会
 - 电商研讨会
 - 领袖电商合作
 - 播客
 - 其他推广渠道

环 球 资 源

global sources

电商市场发展趋势

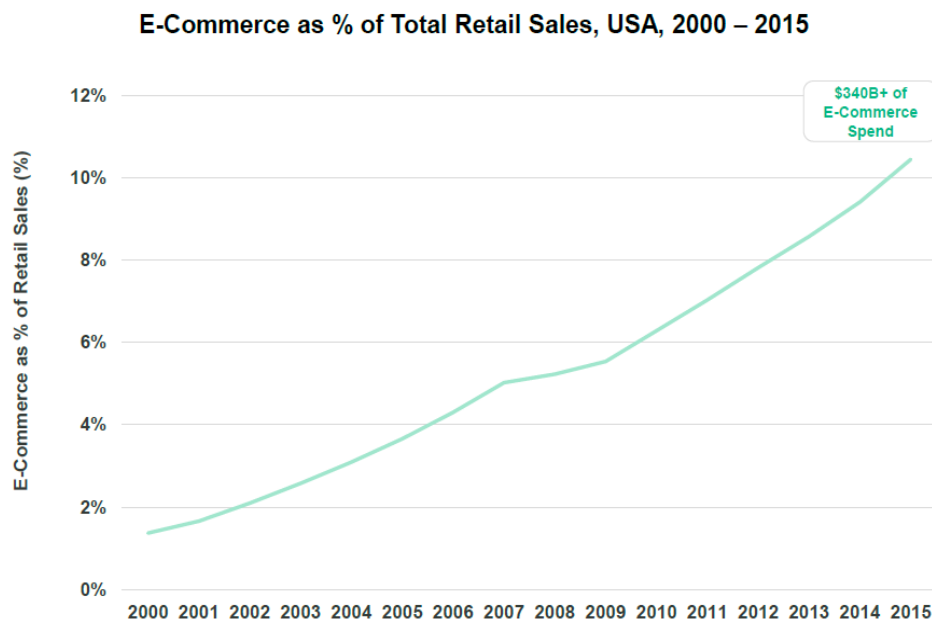
环 球 资 源
global  sources

45
周 年

www.globalsources.com

市场发展趋势

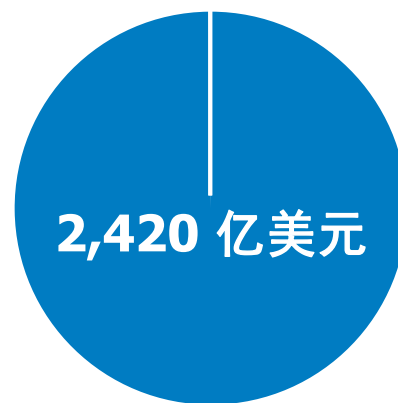
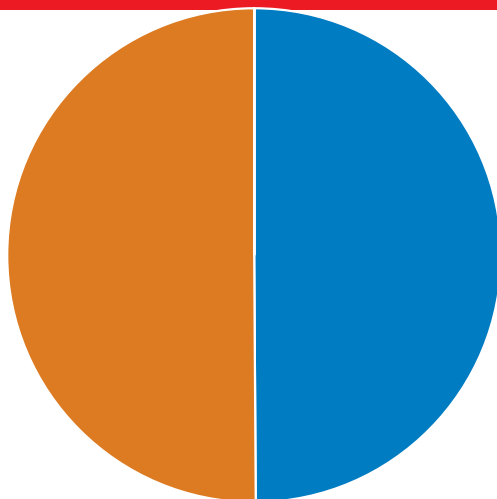
- 美国电子商务零售占整体零售市场的份额逐年提高
- 从 2000 年至 2015 年，美国电子商务市场销售占比从不到 2% 增长到了约 11%



市场发展趋势



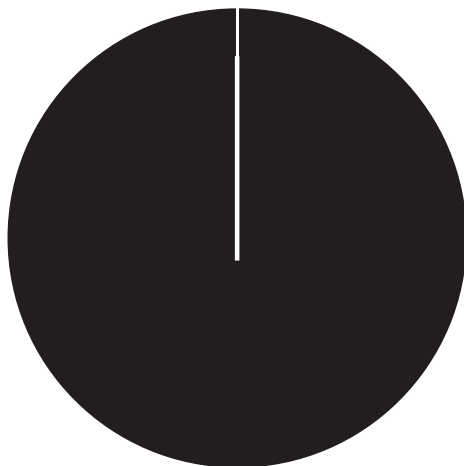
沃尔玛
销售额



(非食品杂货类销售额)

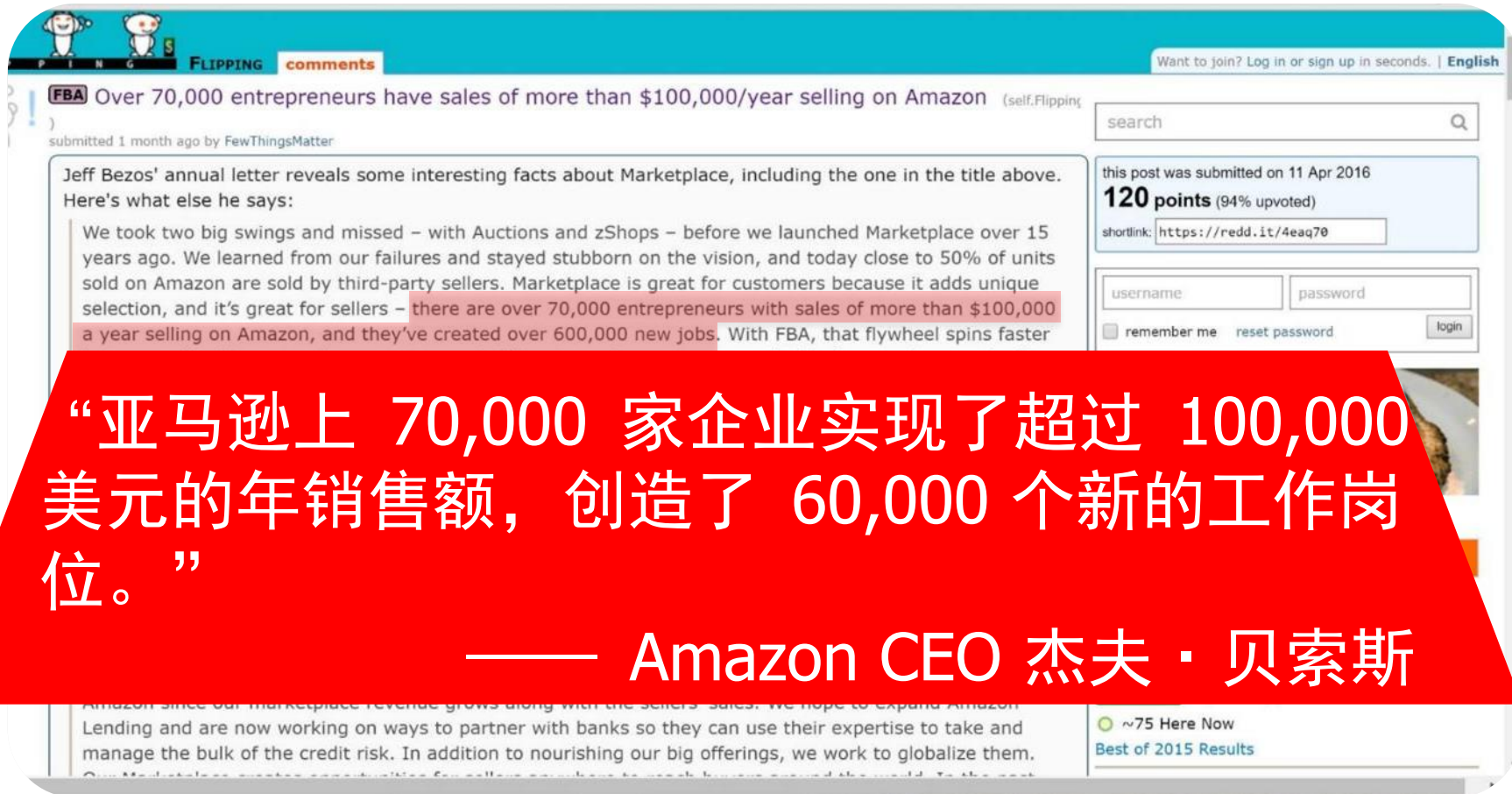


亚马逊
销售额



(自营+第三方同类别销售额)

市场发展趋势



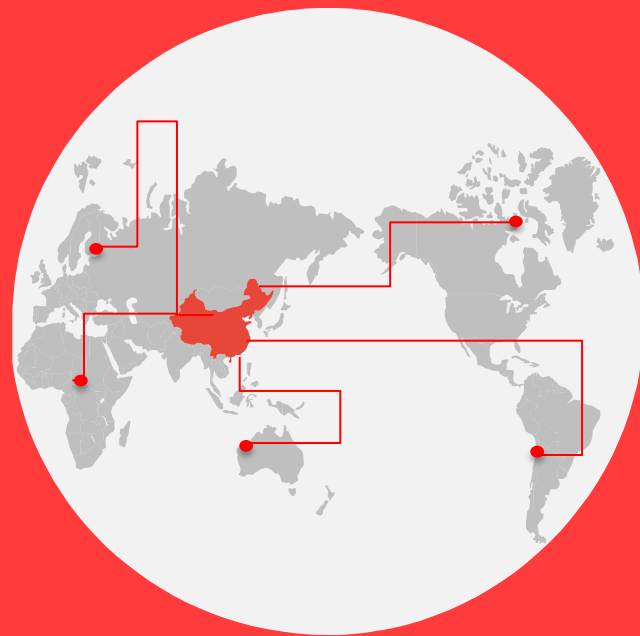
“亚马逊上 70,000 家企业实现了超过 100,000 美元的年销售额，创造了 60,000 个新的工作岗位。”

—— Amazon CEO 杰夫·贝索斯

市场发展趋势

随着互联网的普及，以及消费者购买行为的不断变化，电商市场这几年来风头正劲，国际权威机构预测，到2018年，全球电子商务市场规模将达2.6万亿美元。

环球资源也将顺应时代潮流，将电商买家纳为买家社群开发的重中之重。



环 球 资 源

global sources

环球资源电商买家社群

环 球 资 源
global sources

45
周 年

www.globalsources.com

电商买家对环球资源的评价



环 球 资 源

global sources

如何开发电商买家社群

环 球 资 源
global  sources

45
周 年

www.globalsources.com

我们的努力

环球资源紧贴买家采购需求，大力开发电商买家社群。四月及十月的**环球资源峰会**，以及每月在香港及新加坡举行的**电商研讨会**，专家现场解读电商市场发展趋势及采购技巧；环球资源首席信息官 Peter Zapf 活跃于各大著名**播客活动**，与**领袖电商合作**，向电商买家积极推广环球资源优质供应商。



环球资源首席信息官
Peter Zapf

环 球 资 源

global sources

环球资源峰会

环 球 资 源
global  sources

45
周 年

www.globalsources.com

峰会目标

- 提升亚马逊电商买家对环球资源服务及品牌的认可和认知度
- 创造电商买家与环球资源供应商面对面洽谈商机
- 吸引更多电商使用环球资源网站



Global Sources Summit
for online & Amazon sellers

Co-located with
Global Sources Trade Shows

April
17-19
Hong Kong

Featured on Forbes 12 Business Conferences in China You Should Attend

LEARN from Experts

- Acquire actionable strategies to grow your online & Amazon business
- Get insider tips on successful China importing
- Hear from 19 speakers including multimillion-dollar online sellers, successful e-commerce entrepreneurs, sourcing gurus & more

NETWORK with Peers

- Expand your network as you meet like-minded online sellers
- Connect with importing service providers

SOURCE at Shows

- Meet China exporters face-to-face at co-located Global Sources trade shows
- Explore the world's largest mobile electronics sourcing show
- Source from over 3,000 booths of gifts, home products & mobile electronics

Check out the official trailer!

Global Sources Summit is back!

Global Sources Summit IS BACK!

global sources

Reserve Your Seat!

Save US\$100 with early bird price!
Save US\$200 with group discount tickets!

从三大方面助力电商买家进行采购

- **专家分享**
 - 如何提升线上及亚马逊业绩
 - 如何有效从中国采购
 - 百万销售额卖家心经分享
- **拓展关系网络，整合资源**
- **环球资源展现场与优质供应商面对面洽谈**

环 球 资 源

global sources

环球资源峰会
— 往届精彩回顾

环 球 资 源
global  sources

45
周 年

www.globalsources.com

A man with a beard and short hair, wearing a dark suit and tie, is speaking at a conference. He is holding a microphone. In the background, a presentation screen displays a list of categories: Fashion Apparel & Footwear, Gifts & Premiums, Hardware, and Home Products. The text "global source" is visible at the bottom right of the image.

精彩环球资源峰会

2016 年 10 月，76 位付费与会者积极参与（53 位来自香港及深圳的亚马逊转销商参加了第二天的见面会），内容包括物流、质控、采购经验、亚马逊推广方式等，给予与会者大量的干货和一手资讯。

Facebook 现场直播，关注度爆表



峰会在 Facebook 上反响热烈

QY Chuckles Zhou > Amazon FBA Private Label - Smart China Sourcing
Yesterday at 9:06am · 🌐

Peter Zapf and the Global Sources team put on an awesome GS Sourcing Summit conference that every serious FBA seller should be going to. Not only is the content very useful and practical (encompassing sourcing, QC, logistics and selling on Amazon), but we get to meet some incredible and inspiring people. If we are the average of the 5 people we keep around, I know I wanna be here again in October for round 2!
— with Anthony Lee and 3 others.



“每个做亚马逊的人都该去参加！不仅演讲内容很实用（涵盖了采购、质控、物流及营销等等），而且还有机会见到一些很棒很有见地的人！”

Manuel Becvar
April 19 at 8:17pm · Hong Kong

Extremely honoured to have been part of the Sourcing Summit! Many thanks to Peter Zapf and his crew for making this such a high quality event! Great to meet fellow speakers but most of all meeting all the attendees in person! Wish I would have had more time to meet and speak with everyone longer.... Hope to join the next event soon! Well done everyone 😊

“非常荣幸能作为这次的峰会的演讲嘉宾！感谢 Peter Zapf 和他的团队组织了一场如此高质量的盛会！能和这么多优秀的演讲者以及听众面对面交流真是一件幸事，希望能再次参与下次的会议。”

Asn Monga added 5 new photos — with Meghla and 4 others.
10 hrs · 🌐

One of the best conferences I have attended in a long time. "actionable advice" and some really cool people. Quite an achievement for Peter Zapf, Jennifer, Meghla and the Global Sources team to pull off something like this in just over a year.
#globalsourcessummit

Marshall Taplits shared QY Chuckles Zhou's photo.
April 18 at 12:28am · 🌐

Dinner after the first day of the Global Sources China Sourcing Summit organized by Peter Zapf. If you are in Hong Kong and selling on Amazon you should buy a ticket and come - it includes access to the Global Sources sourcing fair as well. I've been to a lot of conferences and this is definitely one of the best I've seen. Lots of great people, positive energy and opportunity everywhere...
#GlobalSourcesSummit

“如果你在香港做亚马逊电商，你一定要买张门票来听一听！我参加过很多会议，这绝对是最有价值的会议之一！”

“绝对是这么久以来参加过的最棒的一场会议！Peter Zapf 做的很棒，邀来了很多很酷的人，分享了大量的实战干货！”

峰会在 Facebook 上反响热烈



Source From Asia

October 19 at 12:24am · Hong Kong ·

Great event at the Asia Expo in Hong Kong #globalsourcesummit

“这是香港亚洲国际博览馆最棒的会议！”



Jamie Graham

October 19 at 11:23am ·

Having a great time in Hong Kong at #globalsourcesummit learning some great stuff about selling on Amazon. I really recommend future events for all my Amazon/eCommerce friends.

“（环球资源峰会）太多关于在亚马逊上销售产品的独家猛料了！强烈推荐从事电商业务的朋友们来听！”



Chris FBA4U @fba4you · Oct 19

Great event in HK, if your an Amazon seller, coming to Asia in April for expos, make sure this event is on your agenda #globalsourcesummit

“香港最棒的会议，如果你是亚马逊卖家，而且四月会来亚洲国际博览馆，那么，这绝对是一场你不能错过的盛会！”



Chris Thomas

October 22 at 2:54pm

Thanks again Peter and the whole team #globalsourcesummit - I got so much out of October's event!

“非常感谢 Peter 和环球资源团队！透过十月的这次峰会，我获益匪浅！”



Carla Pfisterer Top notch content Peter Zapf. I'm loving the facebook live videos.

“我超级喜欢这些（峰会）视频！”

So many amazing products to see - hard to fit it in my 5 minute video blog



1.1K Views

Like Comment Share

Neale G O'Connor, Gerwin Co and 38 others

“十月展会季，我首选环球资源展作为第一个参观的展会。而我来参观环球资源展最主要的目的就是想来参加这个峰会，内容太棒了！另外，展会现场还有很多创新产品！”

与会电商买家感言

“在参加了环球资源峰会及环球资源展之后的四个月内，我们的月收益达到了 2.5 万美金。峰会帮我们节省了三到四个月的（采购）学习时间。我们在展会现场见到了很多优质的供应商。”



KJ Robinson
2016 年 4 月环球资源峰会与会买家
在移动电子展现场采购便携式音箱

更多与会者感言



Mr. James G, sourcing and manufacturing in China for 5-6 years and concerned with IP protection

https://www.youtube.com/watch?v=Hmd2R1_lsdI



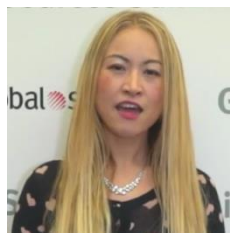
Ms. Hanan S, new Amazon seller and looking for information, tips and looking to build up her network

<https://www.youtube.com/watch?v=Er7p0Y2C3UA>



Mr. Kenny E, sourcing and manufacturing in China for 5-6 years and concerned with IP protection

<https://www.youtube.com/watch?v=AVD4ZAUT-lo>



Ms. Ashley L, learned a lot about sourcing, procurement, QC and FBA, and connected with vendors on the show floor

<https://www.youtube.com/watch?v=7vEc7jRbNxA>

更多与会者感言



Mr. Harold S, sourcing for products to sell on his Amazon store

<https://www.youtube.com/watch?v=BTkN6dSsfjw>



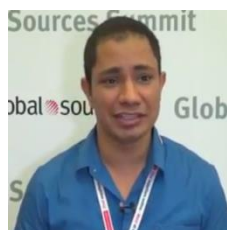
Mr. Scott D, sourced extensively in China and concerned about legal and contractual issues

<https://www.youtube.com/watch?v=bJ4zQM7uuFU>



Mr. T. Will Z, increased awareness in developing products and inspection

<https://www.youtube.com/watch?v=m4-VqUvVM-8>



Mr. Ashish M, learned about marketing and selling on Amazon

<https://www.youtube.com/watch?v=7FsnM3VSrgU>

环 球 资 源

global sources

环球资源峰会
– 2017 惊喜预告

环 球 资 源
global sources

45
周 年

www.globalsources.com



- 2017 年 4 月 17-19 日，与移动电子展、礼品及家居用品展同期举行
- 19 场专家级演讲分享
- 预计 100 位与会者



优酷宣传片



Youtube 宣传片

新一届峰会备受领袖电商热推



EfficientEra 为峰会站台

Attending the @GlobalSources Summit in April? Bernie Thompson of Efficient Era is a featured speaker. buff.ly/2iiMpFS #AmazonSellers

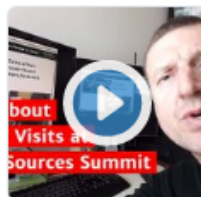
Chris FBA4U @fba4you · Oct 19
Great event in HK, if your an Amazon seller, coming to Asia in April for expi make sure this event is on your agenda #globalsourcesummit



Dr. Neale G O'Connor
@nealeoconnor

Follow

Getting ready for the Global Sources (Amazon Power Seller) Summit in April



Learn about Factory Visits at Global Sources Summit

A shout-out from Neale O'Connor, co-founder of China Sourcing Academy, who will be speaking at Global Sources Summit in April 2017 in Hong Kong. Neale will b...

youtube.com

2:16 AM - 2 Feb 2017

采购专家 Neale 博士在其 Twitter 上表示将参加峰会

新一届峰会备受媒体热捧

Forbes

被福布斯推荐为《12 个在中国必去的商业大会》之一！

12 Business Conferences In China You Should Attend

Global Sources Summit: This popular summit shows entrepreneurs and small businesses how to create and build an Amazon FBA (Fulfillment by Amazon) business. You'll learn actionable strategies to grow your Amazon seller business and get insider tips on successful China importing. With over 3,000 booths this conference is huge! It will be held April 17-19, 2017, in Hong Kong.

<http://www.forbes.com/sites/baymclaughlin/2017/01/10/12-business-conferences-in-china-you-should-attend/#e1631d815cde>

环 球 资 源

global sources

电商研讨会

环 球 资 源
global sources

45
周 年

www.globalsources.com

电商研讨会

- 每月在香港、新加坡、泰国（即将启动）举办电商研讨会，每场邀请 20-25 家电商出席，现场与采购专家共同分享实战心经，探讨发展趋势



图为新加坡电商研讨会实况，场场爆满，Facebook 同步直播

环 球 资 源

global sources

领袖电商合作

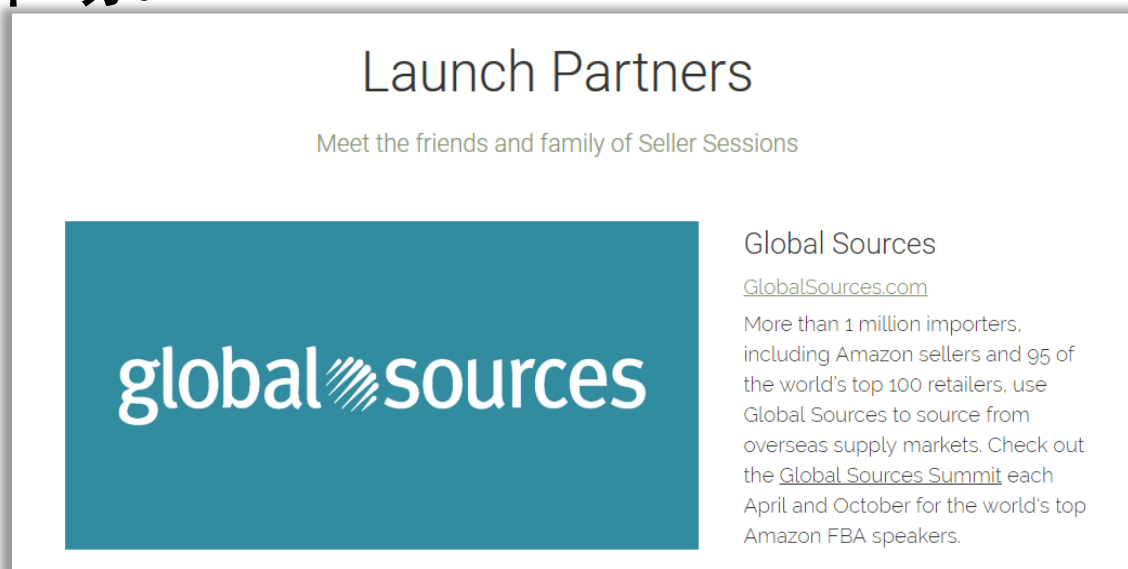
环 球 资 源
global  sources

45
周 年

www.globalsources.com

与 Seller Sessions 成为合作伙伴

Seller Sessions: 著名在线课程平台，专门开设关于电商及亚马逊平台操作相关的课程。环球资源与其合作，通过环球资源峰会的影响力助供应商开拓海外电商市场。



The screenshot shows a webpage titled "Launch Partners" with the subtitle "Meet the friends and family of Seller Sessions". It features the Global Sources logo on a teal background. To the right of the logo, the text reads: "Global Sources", "[Globalsources.com](\"http://Globalsources.com\")", "More than 1 million importers, including Amazon sellers and 95 of the world's top 100 retailers, use Global Sources to source from overseas supply markets. Check out the [Global Sources Summit](\"http://Globalsources.com/summit\") each April and October for the world's top Amazon FBA speakers."

<http://www.sellersessions.com/partners>

电商社群网站推广

WebRetailer.com: 著名电商社群网站, 全球拥有超过 10,000 名会员。

50+ Predictions for Ecommerce in 2017

🕒 January 3, 2017

🗂 Expert Voices

🔗 Amazon, eBay, Multichannel

👤 Andy Goldman

22. Sellers Move Over From Arbitrage



“ Competition among sellers will become tougher as Amazon's increased restrictions on branded products will push more sellers from arbitrage to private label. In addition, more global sellers will start selling on Amazon's US and European sites.

It will become crucial for private label sellers to consistently offer high quality products in order to succeed on Amazon and be profitable, due to the recent change of policy on incentivized reviews. Sellers will need to ensure the overseas suppliers they work with are reliable, professional, and understand the quality standards of their markets.

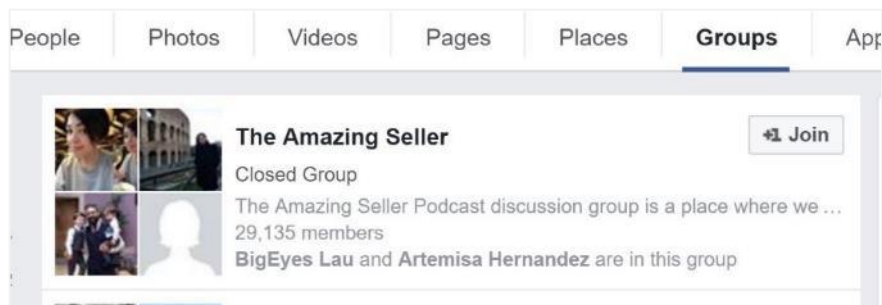
— Meghla Bhardwaj, Senior Manager, [Global Sources](#)

<http://www.webretailer.com/lean-commerce/ecommerce-predictions-2017/>

社交媒体群组建设

为了促进行业之间的深入交流和思想碰撞，环球资源加入了一些业内知名的 Facebook 群组，成员皆为亚马逊电商或业界专业人士。

The Amazing Seller



41,000+ 行业群友

Amazon FBA High Rollers



16,000+ 行业群友

社交媒体群组建设

同时，环球资源也成立了自己的**亚马逊电商 Facebook** 群组，在成员专页回答相关采购问题，向国际电商买家推广环球资源优质供应商社群。截至2017年3月，已拥有超过**13,000** 位群组成员。

Amazon FBA Private Label



环 球 资 源

global sources

播客

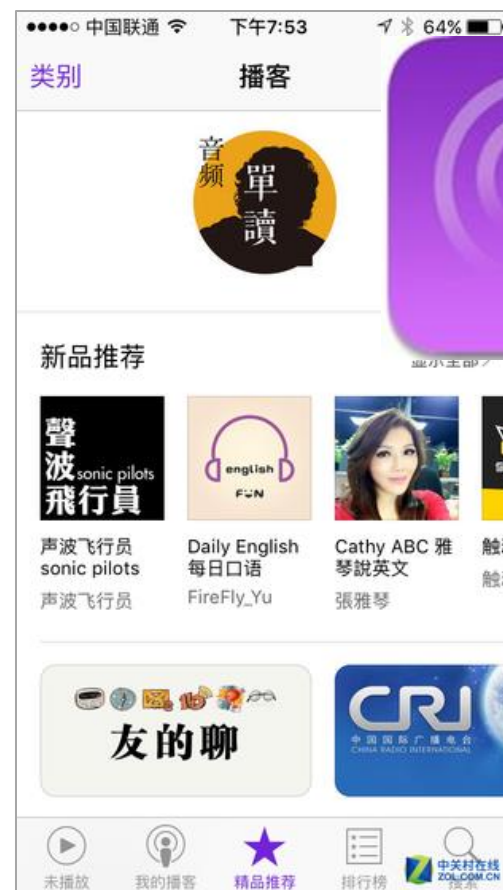
环 球 资 源
global  sources

45
周 年

www.globalsources.com

什么是播客 (Podcast) ?

播客是 iPod+broadcasting，是数字广播技术的一种，是一个**音频期刊的播放工具**。播客在美国越来越受到欢迎已经是不容置疑的事，并且，近几年来，播客产生了一种名人效应，许多明星及专业行业人士都设立自己的播客，听众甚广。



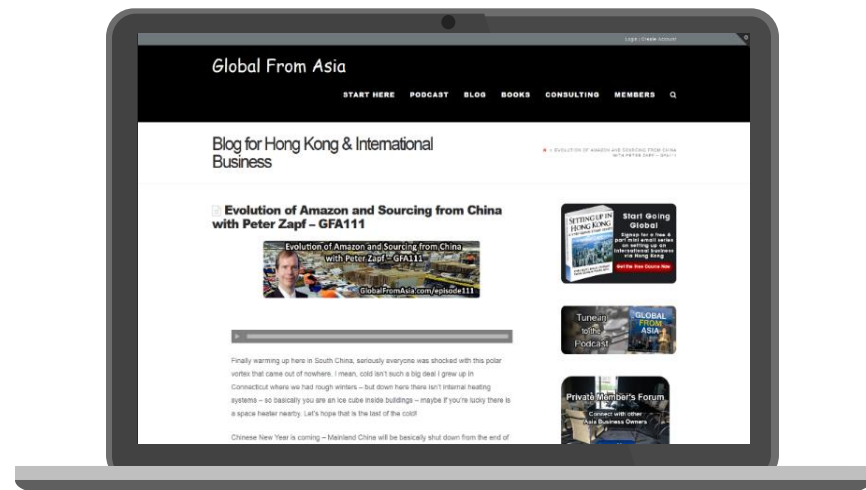
Global From Asia 播客采访 Jungle Scout CEO

“近几年，Peter Zapf 成功将环球资源带入了亚马逊卖家的视野！他做的很棒！事实上，我认为环球资源是一个比阿里巴巴更好的采购平台。”

— Greg Mercer, Jungle Scout CEO

* Global From Asia 的主持人 Michael Micheleni 是一名电商专家，自 2007 年起专业从事于通过社交媒体平台帮助人们在中国和亚洲其他地区做生意。

* Jungle Scout 属于谷歌浏览器扩展，可以将整个页面总结，估计产品每月的销量、价格、排名等信息，自定义品类，调查热销产品的相关信息。帮助电商卖家很快的挑选产品，是国外电商卖家的常用工具。



（点击收听）

AM/PM 播客采访 Peter Zapf

“我在我的 Facebook 上看到了很多关于这次的环球资源峰会的赞誉和好评，我非常期待参加下一次的环球资源峰会，面对面和 Peter 交流！”

— Manny Coats



（点击收听）

* AM/PM 的主持人 Manny Coats 本身在亚马逊上运营电商生意，第一年便实现了 100 万美元的收入。他的 Facebook 群组拥有 3000 多名成员。

The Amazing Seller 播客采访 Peter Zapf

问：环球资源有做展会，我们可以过去面对面见到供应商对吗？

答：是的，我们的展会主要在香港举办，展会的规模带来了绝佳的机会，曾有一个买家告诉我：“我喜欢去参加展会，因为可以面对面见到供应商，我可以快速地看到大量的产品，可以快速地发现谁的产品更优质，而且也正因为我参加了展会，供应商也会觉得我是一个认真想合作的买家。”

* The Amazing Seller 的主持人 Scott Voelker 拥有多年亚马逊运营经验，对于亚马逊的营销方式和产品选择都有独到的经验。他的 Facebook 群组现已拥有 30,000 多个成员。



（点击收听）

环 球 资 源

global sources

其他推广渠道

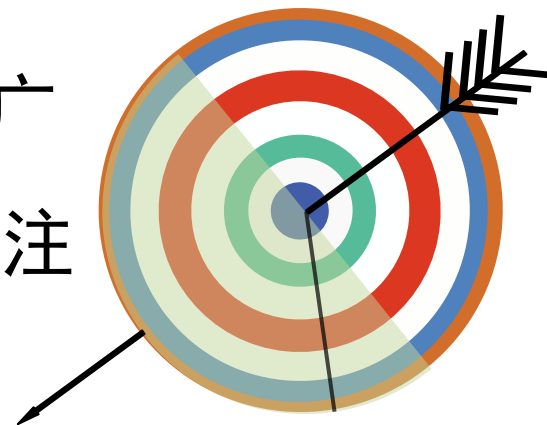
环 球 资 源
global  sources

45
周 年

www.globalsources.com

其他推广渠道

1. 通过专注电商领域的网站，如 WebRetailer.com 等，展开邮件及标识广告推广
2. 制作电商推广活动专属页面
3. 面向电商的 Google 点击付费推广
4. 通过 Gmail 推广吸引相关买家关注



Google 点击付费推广/再营销示例

示例 — 文字广告

Selling On Amazon?
www.globalsources.com
Earn High Profit Margins. Source With Reliable China Exporters Today

示例 — 网站上其他位置的广告

Import **cool and innovative**
products from China

Inquire Now

global  sources



Foldable 3D Printer



Agricultural drones

Import from China

More than one million products online

通过关键词广告、线上广告等推广，锁定有兴趣在亚马逊、eBay 等电商平台销售的潜在电商买家群体

Source Now

global  sources

示例 — 必应广告

These ad preview layouts might be different than what you see on Bing, AOL or Yahoo! [Learn more](#)

Side ad

Private Label Sourcing
www.globalsources.com
Earn High Profit Margins With
Reliable Exporters From China.

Mainline ad

Private Label Sourcing | globalsources.com
www.globalsources.com
Earn High Profit Margins With Reliable Exporters From China.


Attention:
E-Commerce Sellers



Source products


Import private label products from China factories

global  sources
www.globalsources.com

global  sources
www.globalsources.com

示例 — Gmail 里显示的广告

Collapsed ad on desktop

Global Sources  Selling on Amazon? - Earn High Profit Margins. Source With Reliable China Ex...

Collapsed ad on mobile

 Global Sources
 Selling on Amazon?
Earn High Profit Margins. Source With Reli...

Expanded ad

Selling on Amazon? 

Global Sources

global  sources

Reliable Exporters

Earn High Profit Margins. Source With Reliable China Exporters Today



Consumer Electronics



Mobile Electronics



Drones & Robotics

Get Quotations

Get Quotations

Get Quotations

Consumer Electronics

Mobile Electronics

Drones & Robotics

Fashion Accessories

Gifts & Premiums

Auto Parts & Accessories

Get Quotations

Get Quotations

Get Quotations


Facebook 点击付费/再营销示例

示例 — 静态广告

Global Sources Sponsored

Like Page

Spend your time calculating profit margins instead of finding the RIGHT product to sell online.



Fulfill your sourcing needs at GlobalSources.com

Sourcing inspiration for your Amazon/eBay business? Find quality products from China suppliers on Global Sources to increase your profit today.


WWW.GLOBALSOURCES.COM

Learn More

Global Sources Sponsored

Global Sources remains the TOP choice for buyers worldwide as they source for new, cool and innovative products from verified China and Asia suppliers. Start your sourcing with us now!

Private Label Sourcing - Import Innovative Fashion Accessories & Footwear




New & Innovative Fashion Accessories & Footwear

globalsources.com

Learn More

Increase Revenue with Private Label Fashion & Fabrics



New & Innovative Fashion Apparel and Fabrics

globalsources.com

示例 — 再营销动态广告

Global Sources Sponsored

Like Page

Are you looking for this? Import from Global Sources, the top choice to find private label products from verified China suppliers!



Men's sleeping robes

Robe made of 100% cotton, suits...

Learn More



Gourmet boxes

Creative Bamboo Style Rigid GI

通过关键词广告、线上广告等推广，锁定有兴趣在亚马逊、eBay 等电商平台销售的潜在电商买家群体

环 球 资 源

global sources

网站 • 展会 • 杂志 | NASDAQ: GSOL

谢谢

环 球 资 源
global sources

45
周 年

www.globalsources.com