



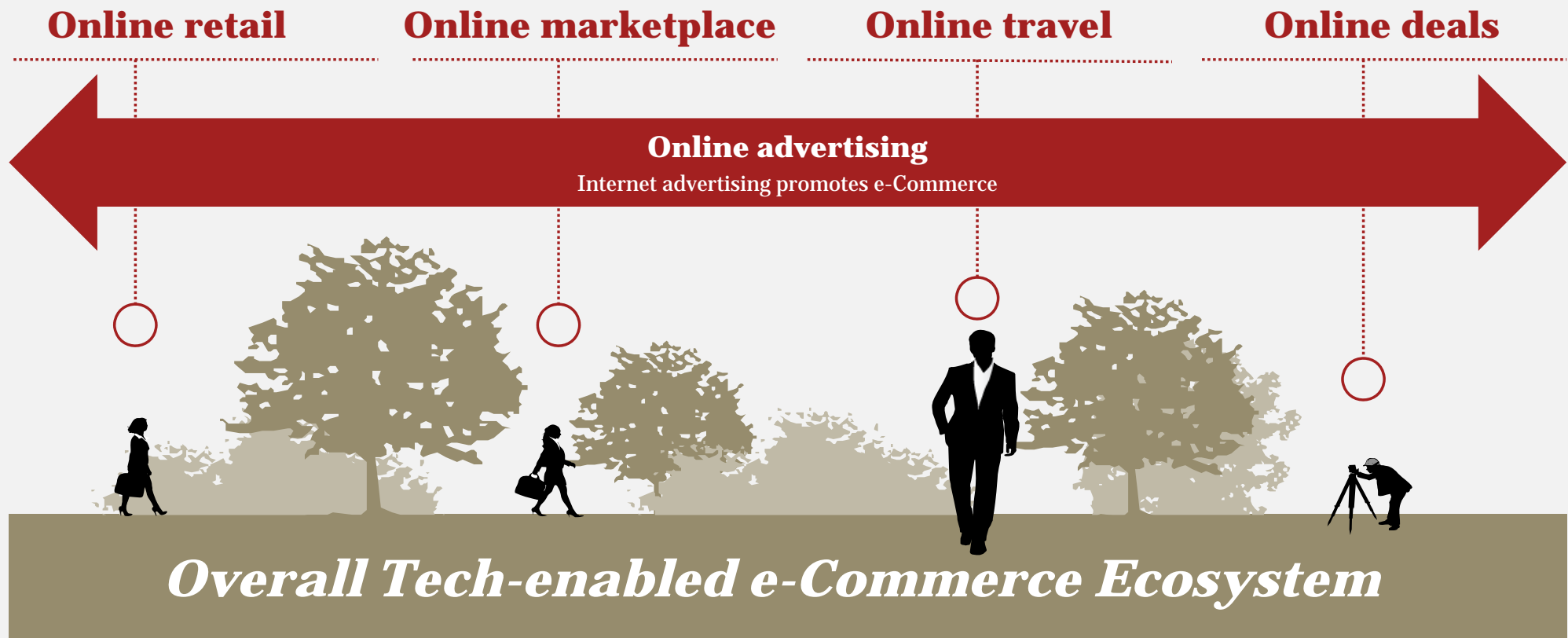
Global emerging technologies bring a new look to e-Commerce landscape

September 2017

Wilson Chow

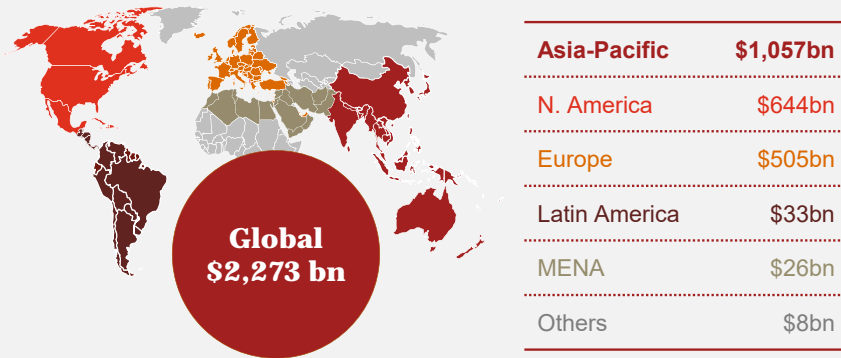
PwC Global and mainland China/Hong Kong
Telecommunications, Media & Technology (TMT)
Industry Leader

e-Commerce is more than online retail

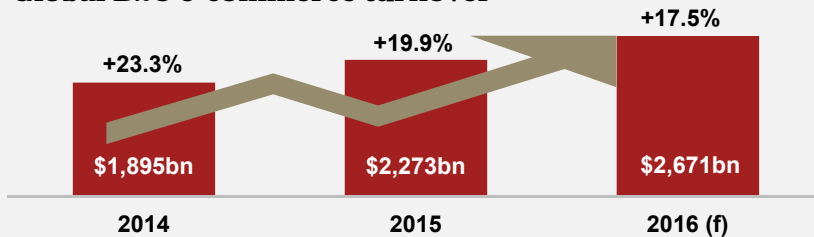


B&R demographic is the engine for future growth

Global B2C e-Commerce turnover by region



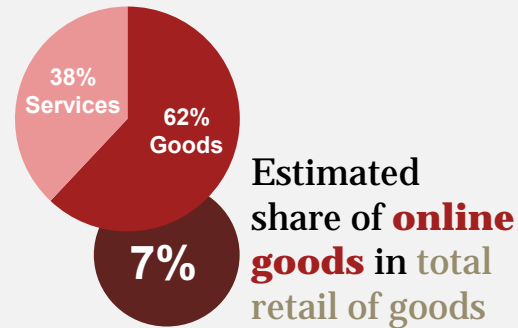
Global B2C e-commerce turnover



Source: Global B2C E-commerce Report 2016 Colophon — 2015 data in USD.
PwC and BMI (B&R countries include China) *

2,520mn
people use the
Internet (**45%**)

1,436mn
people are
e-shoppers (**26%**)



5,563mn people are
over the age of 15

>45%
from age 15 to 45 in
B&R countries*

Unlocking unique Belt & Road opportunity

It is an endeavour of unprecedented scale , involving 65 countries on six economic corridors, and impacts a third of global economy

Open to all countries beyond the

65 *developing national*



1/3

*developing national
Of the global economy*



Along the **6** *economic corridors*



*Estimated to have an impact on the
population of about 4.4 billion*



From Silk Road trade to Belt & Road e-Commerce

“China’s cross border e-commerce market is

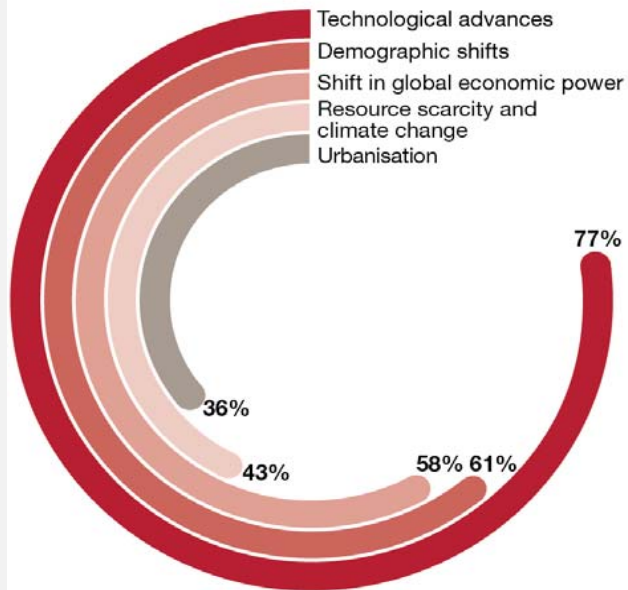
fragmented *along the Belt and Road countries.*

*There is **no key player** with more than 25% of the total market.*

*This represents **excellent opportunities** for small and medium enterprises to become dominant in the e-Commerce markets of these countries”*

77% of CEOs rank technological advances as the most disruptive megatrend

Q: Please rank the top three global trends which you believe will be most likely to transform wider stakeholder expectations of business within your sector over the next five years.



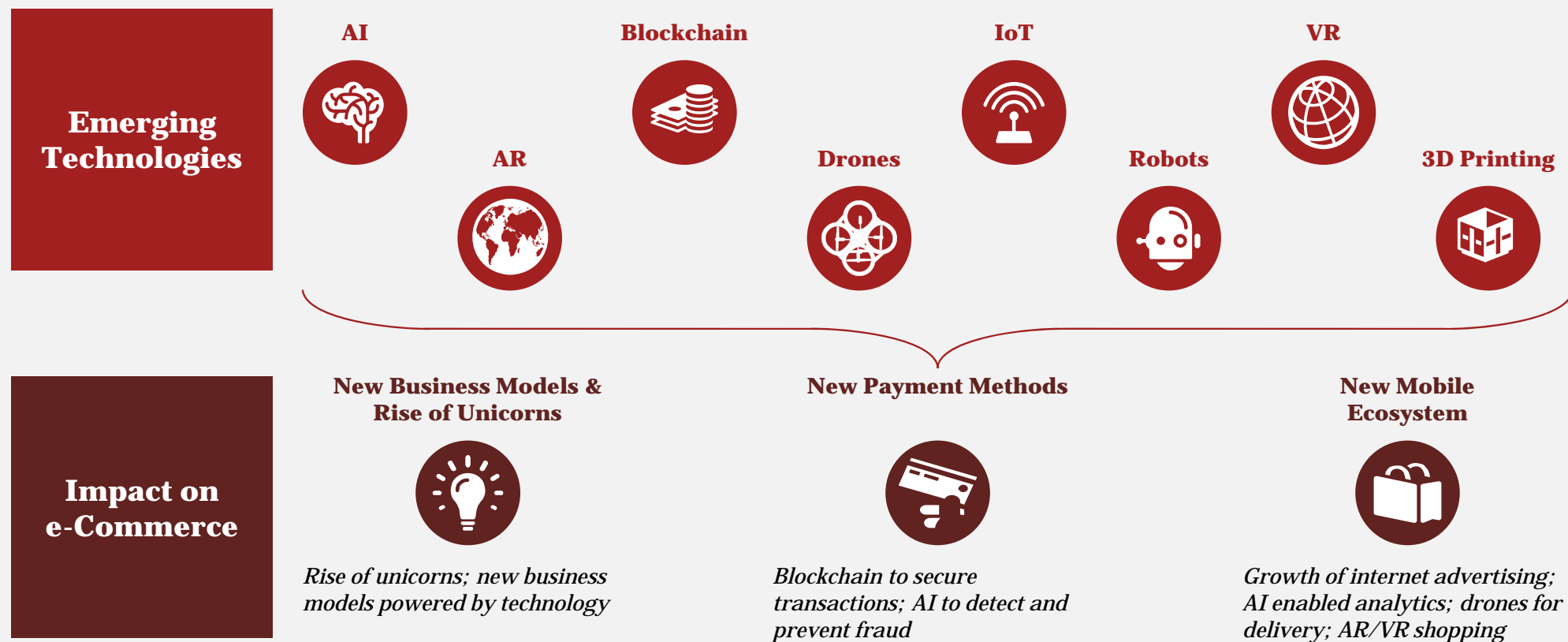
Source: PwC, 19th Annual Global CEO survey, January 2016

New growth avenues

Realising e-Commerce opportunity
with new emerging technologies

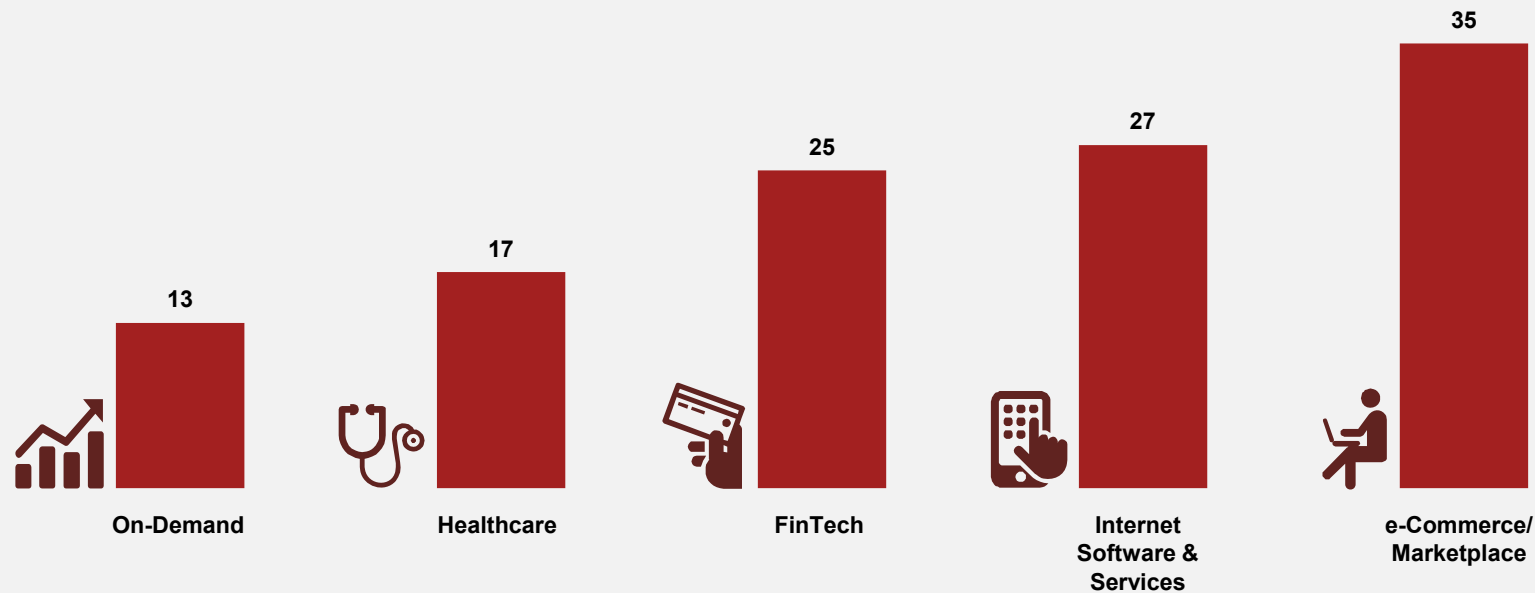


Emerging technologies are impacting business models and consumers' behaviors, globally



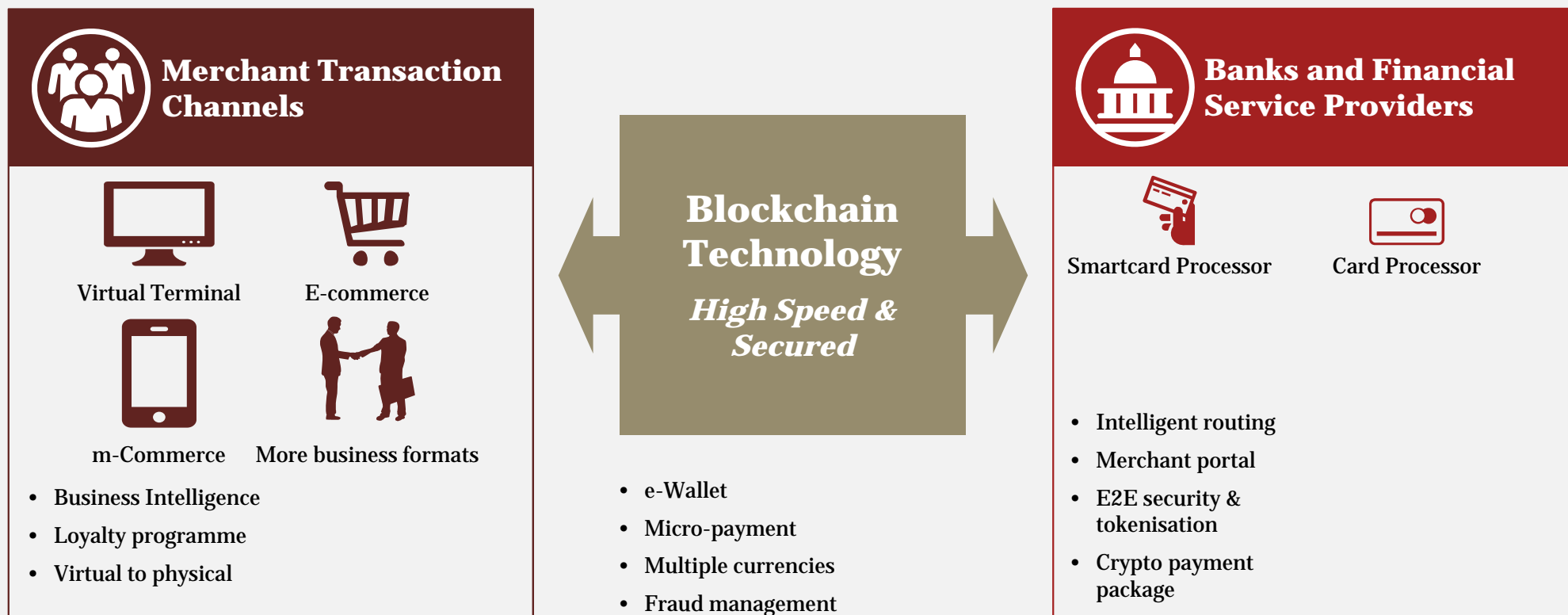
Rise of Unicorns in e-Commerce market

Global Landscape — Top industries



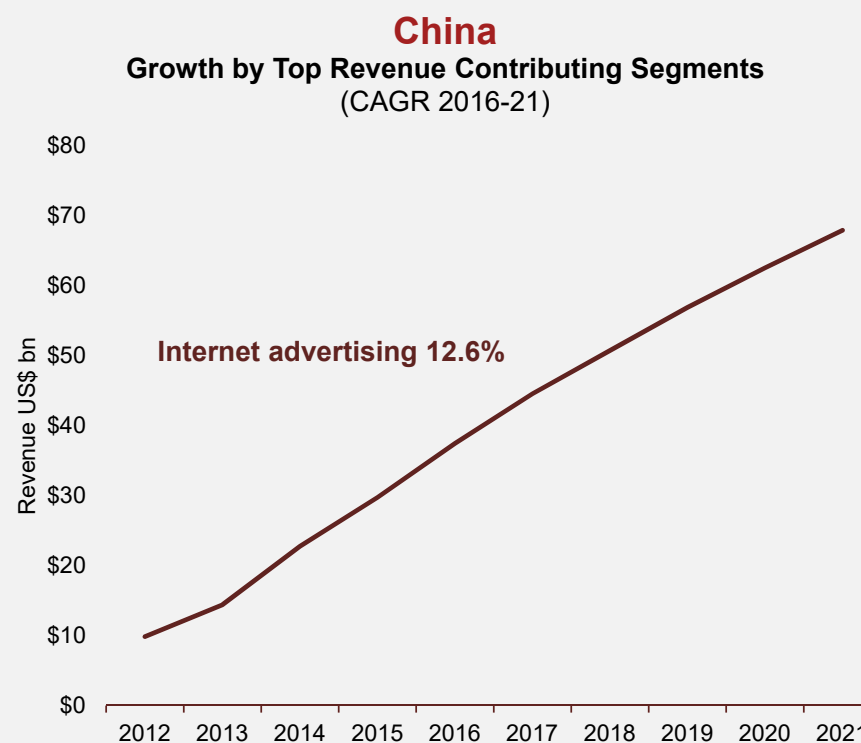
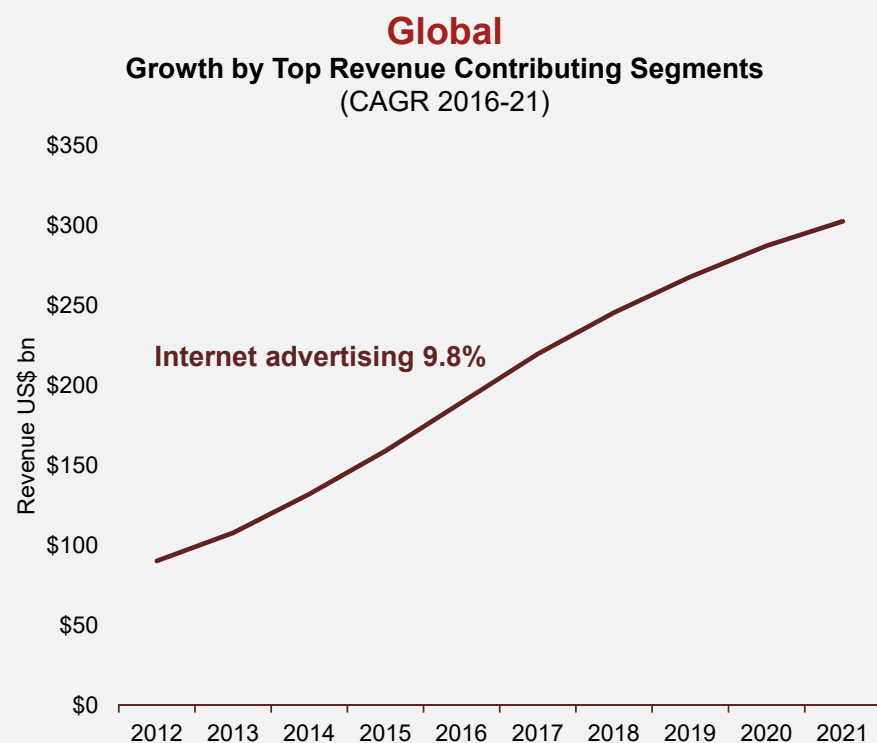
Source: CB Insights' The Global Unicorn Club from 30th June, 2017 (Q2 data).

Blockchain Payment Gateway in e-Commerce



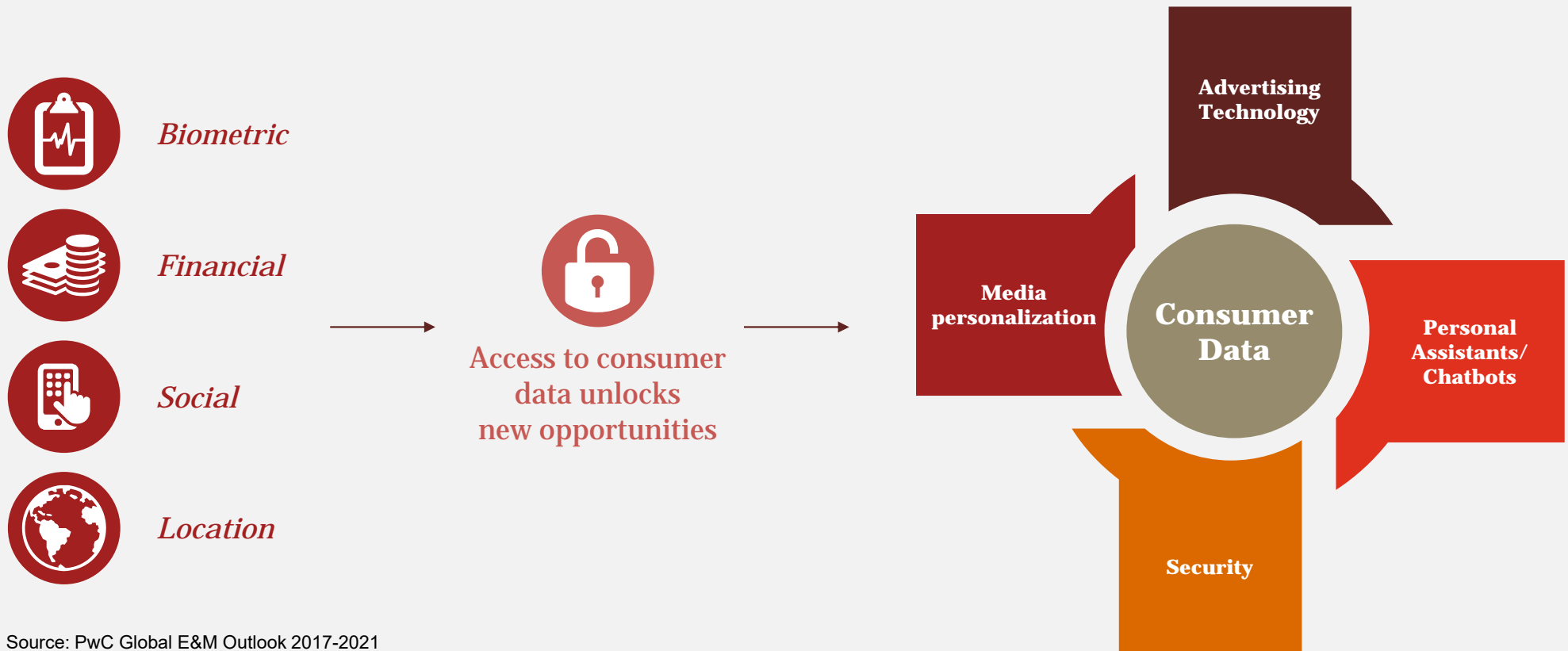
Source: Blockchain Payment Solutions, Future Financial Technology

Internet advertising enables customer acquisition



Source: PwC Global E&M Outlook 2017-2021

Social media and Emerging technologies as e-Commerce enablers



Source: PwC Global E&M Outlook 2017-2021

e-Commerce growth drivers



Seize the opportunity!



Contact us



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