

Berlin | Shanghai | Hong Kong



GENUINE
GERMAN

BRIDGING BRANDS

AND CHINESE COMMERCE

- ① About us
- ② Genuine brand building
- ③ Genuine services
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- ⑤ Genuine core team

We partner with brands to drive their future growth by facilitating a swift entry and soft landing to the complex Chinese market – hassle-free, responsive, and absolutely dependable.

Our holistic approach to long-term brand building and strong ties to local sales channels ensure our clients their Chinese market share.

We like to push boundaries.

- With a well-rehearsed team of digital natives
- Hands-on China expertise and local infrastructure
- Fast access and measurable results for German brands abroad
- A dynamic and reliable one-stop distribution partner for their business expansion into one of the most promising markets

Genuine figures...



802mn

—

Chinese citizens actively
using the internet

\$1.989tr

—

Forecasted Chinese e-commerce
sales volume (2019)

19%

—

predicted annual growth for
China's e-commerce until 2022

Consider us your collaborative catalyst from start to finish.
We work closely coordinated with our clients on strategizing,
executing and managing their brand expansion in China.



1. Brand Prep

We devise a positioning strategy to build up your brand in China: by analyzing market potentials, assessing e-commerce platforms, laying out marketing, pricing and distribution schemes and by ramping up operations...



2. Sales Boost

After launching your e-platform stores we manage the entire value chain – from custom clearings to last mile delivery –, trigger social media and performance marketing campaigns and provide customer services.



3. Performance Control

As your brand is growing in a new market we keep track of facts & figures – running costs, sales development, media initiatives, revenue targets – to validate if the devised strategy needs another tweak.

„The Chinese market is a big opportunity, yet difficult to enter and manage. We have experienced enough challenges to understand what works and what doesn't. Therefore we prefer to generate sustainable growth based on realistic assumptions.“

Damian Maib, Founder & Managing Director

At Genuine German, we like to play fair, on mutual trust and benefit. Take us for an honest agent aspiring shared success.

Our business paradigm is simple and transparent. It starts with nothing but straight talking.



1. Efficient Market Entry



2. Full-service Operations



3. Growth Management

We offer all-in-one
solutions for your
successful, hassle-free
China market entry
and management.

Our offices: Shanghai & Berlin



1. Logistics

- Export Documentation
- Shipping (Sea/Air)
- Custom Clearance
- Product Registration
- Regulatory Labeling
- Warehousing / Inventory
- Last Mile Delivery
- Return Management



2. Marketing

- Online Marketing
- Content Marketing
- Influencer & KOL Campaigning
- Community Management
- CRM
- Public Relations
- Brand Image Control



3. Sales

- Shop Design & Setup
- Platform Operations
- Sales Channeling
- Pricing & Control
- Sales Campaigns
- Customer Services
- Performance Reporting
- Cross-border & General Trade

Category leaders across industries already partner with us.



2018



2019



2019



2019



2018



2019



2017



2019

From entry to growth to market maturity – we cover your brand's cohesive presentation on proven professional e-commerce platforms and control unofficial gray sales by activating both internal resources as well as solid platform relationships.

A simple vertical black line representing a seedling.

1. Brand Seeding

Educating the market about the brand story and its unique selling points.

A vertical black line with a single green leaf at the top.

2. Brand Nurturing

Carefully creating content and influencer cooperations to spur brand awareness.

A vertical black line with two green leaves at the top.

3. Brand Control

Inspecting the sales channel approach with respect to the long-term strategic positioning.

A vertical black line with three green leaves and a red circle at the top.

4. Brand Boost

Utilizing the created brand positioning to fully leverage consumption power.

A vertical black line with five green leaves and three red circles at the top.

5. Brand Maturity

Rigorously managing all important aspects of the grown foreign brand in China.

Some of the Genuine partner platforms



Founded by two experienced “Chinapreneurs”, Genuine German is comprised of an enthusiastic collective of digital natives from both Germany and China, sharing the same panache and verve for brands and e-commerce alike and loaded with hands-on China competence.

When working with us, expect no less than ...

- Deep market know-how paired with German precision and reliability
- Strong expertise in local sales channels and platforms
- Local infrastructure enabling fast moves
- Substantial sales experience in China, both as entrepreneurs and with our distribution network
- Competent, dynamic team players, enthusing clients with their collaborative attitude

GET YOUR FOOTPRINT

IN CHINA NOW



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Managing Director

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