

# Genuine

## CHINA E-COMMERCE AND DIGITAL MARKETING



Shanghai | Hong Kong | Berlin

[www.genuinegerman.de](http://www.genuinegerman.de)

# One stop solutions: Chinese market

Genuine – the hidden champion scaling international brands in the complex Chinese market via exceptional ecommerce and social media marketing.

We are the one-stop shop for operating the entire value chain for consumer brands in China ranging from operations, to Marketing, and Sales.

As a 5\* TP we deliver real impact and measurable results.










# Genuine Services

Basis of collaboration is a proper market entry strategy and business plan.








1

## Operations

-  Export documentation
-  Shipping (sea/ air)
-  Custom clearance
-  Regulatory labelling
-  Warehousing inventory
-  Last mile delivery
-  Return management








2

## Marketing

-  Online marketing
-  Content marketing
-  Influencer campaigns
-  Community management
-  CRM
-  Public relations
-  Brands image control

3

## Sales

-  Shop design and setup
-  Platform operations
-  Pricing and control
-  Sales campaigns
-  Customer services
-  Performance reporting
-  Cross-border / general trade

# Brands who trusts us

We are supporting **category leaders** in all different segments from strategy consulting to full service e-commerce and digital marketing solutions.







# E-COMMERCE IN ASIA

WE BUILD BRIDGES  
FOR BRANDS

## Get in touch

Your full-service partner for  
e-commerce and digital marketing  
in China and South East Asia

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