

WELCOME TO THE BREAKOUT SESSION

MASTERING CROSS BORDER E-COMMERCE

OPERATIONAL INSIGHTS FOR TECH SUPPLY CHAINS



MASTERING CROSS BORDER E-COMMERCE



What aspect of cross-border ecommerce would you like to delve deeper into during this breakout session?

[Slido Poll](#)

TRADITION IS OUT. DIGITAL IS IN.

WHAT IS Direct to Consumer E-COMMERCE?

- D2C E-COMMERCE, describes order transactions between businesses via an online sales portal.
- In general, is used to advance a company's sales efforts; because orders are processed digitally
- Buying efficiency is improved for wholesales, manufacturers, distributors, and other types of B2B sellers

Emerging e-commerce technologies are reducing barriers to entry for traditionally B2B-focused companies to sell directly to consumers (B2B and B2C)

A SNAPSHOT OF GROWTH OPPORTUNITIES

The Global B2B marketplace in 2023 was estimated at US \$18.6 Billion

The B2B e-commerce market is projected to grow at an 18.2% CAGR between 2024 through 2030

B2B e-Commerce Technology Sector growth is forecasted at 11.3% globally between 2023 through 2030 with a revenue projection of + US \$2.3 Billion

Source: Allied Market Research

THE CHANGING B2B CUSTOMER

B2B customers were asked:

What is your top criterion when choosing a new supplier?

- Not having to wait for sales rep to get in contact: 52%
- Ability to online order track: 39%
- The ability to place orders via an online sales portal: 38%

Research by Gartner found that **44%** of millennials prefer no sales rep interaction at all in a B2B sales purchase setting, and projects that by 2025, **80%** of B2B sales interactions between suppliers and buyers will occur in digital channels.



B2B CUSTOMER FEATURES



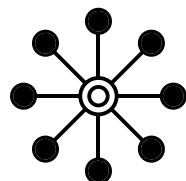
Digital Infrastructure



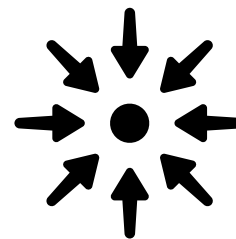
Personalization



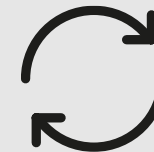
Customer Experience



Omni Channel



Now you know that customers are migrating towards online channels to make their purchasing decisions, how can your business make an impact there?



Synchronization of Logistics

PANEL DISCUSSION



Michael Connors
Head of Technology Sector
DHL Express

Panel Facilitator



Chet Paul
SVP, Global Accounts
DHL Express

Panelist



Mathew Merrilees
CEO,
Global E

Panelist

WHO WANTS TO BUY LEMONADE?



THANK YOU

WHAT IS NEXT ON THE AGENDA?

4.30 – 5.00 pm

Shifting Gears - The 70-year-old start up and the new age of F1

From 7.00 pm

Networking Dinner

Questions for Panel

General Questions for All Panelists:

- 1.Challenges and Opportunities: What are the biggest challenges and opportunities in cross-border ecommerce today? How have these evolved over the past few years?
- 2.Consumer Behavior: How has consumer behavior in cross-border ecommerce changed? What are the key trends driving this evolution?
- 3.Regulatory Landscape: What are the most significant regulatory challenges and changes impacting cross-border ecommerce? How are businesses adapting to these changes?

Specific Questions for the DHL Express CEO:

- 1.Logistics and Shipping: How is DHL Express addressing the growing complexity of cross-border logistics and shipping? What innovative solutions are you implementing to improve efficiency and reduce costs?
- 2.Last-Mile Delivery: What strategies are you employing to optimize last-mile delivery in different markets? How are you addressing challenges like urban congestion and remote areas?

Specific Questions for the Global-e CEO:

- 1.Payment and Localization: What are the key challenges in payment processing and localization for cross-border ecommerce? How is Global-e addressing these challenges?
- 2.Customer Experience: How can businesses enhance the customer experience in cross-border ecommerce? What role does technology play in this process?

Specific Questions for the Fortune 500 Vice President in Tech:

- 1.Technology Adoption: How has your company leveraged technology to improve its cross-border ecommerce operations? What specific technologies have been most beneficial?
- 2.Data and Analytics: How are you using data and analytics to optimize your cross-border ecommerce strategy? What insights have you gained from this data?

Additional Questions for Discussion:

- 1.Sustainability: How can businesses in cross-border ecommerce become more sustainable? What are the challenges and opportunities in this area?
- 2.Emerging Markets: What are the most promising emerging markets for cross-border ecommerce? What are the unique challenges and opportunities in these markets?

Future Trends: What are your predictions for the future of cross-border ecommerce? What technologies and trends will shape the industry in the coming years?