

CROSS BORDER

VIRTUAL SUMMIT 2020

Vinculum™
Sell Anywhere, Faster.

India's first **Cross Border Virtual Summit** that will help Brands & Retailers Scale Globally



WHAT'S THE CROSS BORDER VIRTUAL SUMMIT 2020?

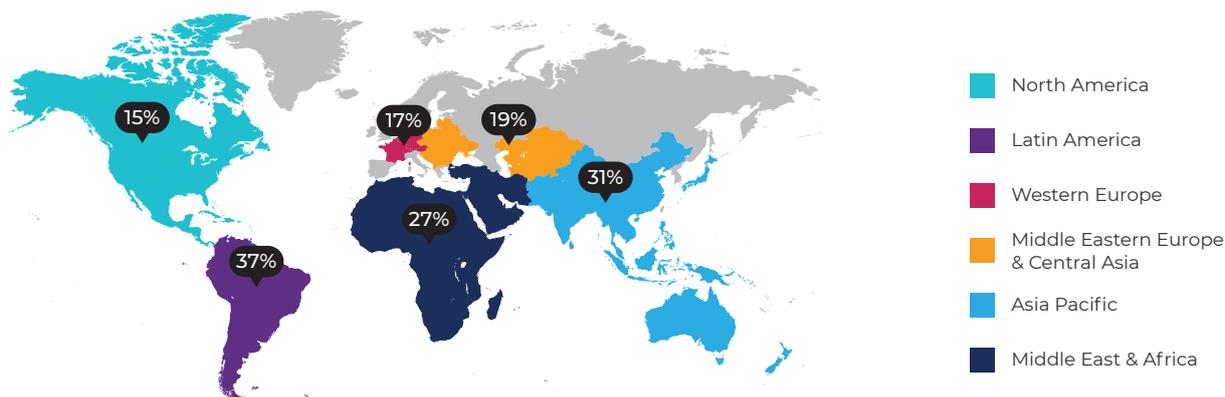
Vinculum's Virtual Cross Border Summit 2020 is a conference bringing together top e-commerce cross border business experts from around the world to share expertise about the right Cross Border model, Partners, local tax laws, tech investment requirement, preferred categories to sell and other strategies to stay ahead in today's global world. Keep on top of these trends by attending the Cross Border Summit!

Vinculum, a global player in Retail SaaS solutions & Cross Border solutions is holding a Virtual Cross Border Summit in July 2020. The Summit will be spread across 5 days over 1 hour-each-day-format targeting brands & retailers in SEA, India, USA, and MEA who are interested in going cross border.

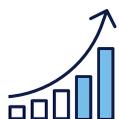
WHO SHOULD ATTEND

If you are a Brand, Retailer interested in expanding to India/SEA/MEA/USA, then the **Cross Border Virtual Summit** is a must-attend.

WHY CROSS BORDER



Cross border B2C eCommerce forecast - CAGR 2020



Increased brand equity

Being a global player enhances brand value



Larger addressable audience

Newmarket increases customer base and opportunities for enhanced sales



Enhanced product pricing

The variance in the purchasing power parity in different counties gives scope for pricing appreciation



Emerging opportunity

In 2020, Cross Border eCommerce is estimated to be roughly 22% share of the global eCommerce market



Opportunity to become a market leader

Become a market leader due to relatively less competition

OPPORTUNITY

- **20.6%** - CAGR for eCommerce globally
- **US\$ 4.8 Trillion** - Total value of eCommerce
- **17.50%** - eCommerce sales as of total Retail online sales in 2021
- **US\$ 75.7 Billion** - eCommerce gross merchandise value expected to grow in 2023 - SEA
- **7.8%** - (CAGR 2019-2023) - USA - revenue is expected to show an annual growth rate
- **3.3%** - (CAGR 2019-2023) - MEA - revenue is expected to show an annual growth rate



JOBS TO BE DONE (JTBD) TO GO CROSS BORDER

- Product and pricing selection
- Legal and tax compliance
- Payment remittance partner
- Registration and integration with eCommerce marketplaces
- Technology platform to manage orders & inventory
- A reliable logistic service provider with best in class SLA's and bonded warehouse
- Refurbishment and liquidation services
- Marketplace promotion and campaigns

AGENDA OF THE SUMMIT

 DAY	 AGENDA	 TIME
DAY 1 20 th July 2020, Monday	Introduction to Cross Border and Opportunities by Venkat Nott, Founder & CEO, Vinculum Group <hr/> Cross Border Models Facilitated by Global Marketplaces	02:30 PM - 04:00 PM IST 05:00 PM - 06:30 PM SGT 04:00 PM - 05:30 PM TH/ID 01:00 PM - 02:30 PM UAE 05:00 AM - 06:30 AM EST
DAY 2 21 st July 2020, Tuesday	Leveraging Brand Distributors to Go Cross Border	06:30 PM - 07:45 PM IST 09:00 PM - 10:15 PM SGT 08:00 PM - 09:15 PM TH/ID 05:00 PM - 06:15 PM UAE 09:00 AM - 10:30 AM EST
DAY 3 22 nd July 2020, Wednesday	Cross Border Ecommerce Enablement by 3PLs & Fulfillment Partners	02:30 PM - 04:00 PM IST 05:00 PM - 06:30 PM SGT 04:00 PM - 05:30 PM TH/ID 01:00 PM - 02:30 PM UAE 05:00 AM - 06:30 AM EST
DAY 4 23 rd July 2020, Thursday	Cross Border Local Laws, Taxes and Payment Remittance	06:30 PM - 07:45 PM IST 09:00 PM - 10:15 PM SGT 08:00 PM - 09:15 PM TH/ID 05:00 PM - 06:15 PM UAE 09:00 AM - 10:30 AM EST
DAY 5 24 th July 2020, Friday	Key Pivots of Success While Going Cross Border	02:30 PM - 04:00 PM IST 05:00 PM - 06:30 PM SGT 04:00 PM - 05:30 PM TH/ID 01:00 PM - 02:30 PM UAE 05:00 AM - 06:30 AM EST

PREFERRED CATEGORIES



Home & Living

- Bed Linen & Furnishing
- Home Decor
- White Goods
- Kitchen Goods (Non-Electrical)
- Luggage & Backpacks



Fashion & Lifestyle

- Apparel (Western & Ethnic)
- Footwear
- Handbags
- Sports & Active Wear
- Toys & Handicrafts
- Office Stationery



Beauty & Personal Care

- Health Supplements
- Baby Diapers
- Skincare
- Grooming Essentials



Accessories

- Watches
- Sunglasses
- Fashion Jewelry

OUR CONNECTED ECOSYSTEM

		ZALORA		
Marketplace	Marketplace	Marketplace	Marketplace	Marketplace
Marketplace	Brand Distributor	Brand Distributor	Brand Distributor	Brand Distributor
3PL	3PL	3PL	3PL	3PL
Value Add	Value Add	Value Add	Payment Remittance	IOR/SOR Partner