



GLOBALLINK TRADING
//WHITE PAPER

GLOBALLINK TRADING

AN INNOVATIVE LEADER IN THE FIELD OF CROSS-BORDER E-COMMERCE

BUILDING A NEW BRIDGE FOR GLOBAL TRADE

With advanced technology, perfect service system and global layout, GlobalLink Trading builds an efficient, convenient and safe cross-border e-commerce trading platform for global merchants and consumers, and promotes the vigorous development and innovation of global trade.

CROSS-BORDER INTERCONNECTION, GLOBAL TRADE, GLOBALINK
TRADING TO ACHIEVE UNLIMITED BUSINESS OPPORTUNITIES





INTRODUCTION



With the in-depth development of global economic integration, the cross-border e-commerce industry has shown a vigorous development trend. However, many businesses and consumers still face many challenges in this area.

For example, the trade process is complicated, involving regulations and policy differences in many countries and regions, resulting in difficulties for businesses to expand overseas markets; It is difficult to guarantee the timeliness of logistics distribution, and problems such as delay and damage are easy to occur in the process of commodity transportation. Payment security and currency fluctuations also create uncertainty in transactions.

GlobalLink Trading came into being in this context and is committed to solving these pain points and providing professional and efficient solutions for global cross-border e-commerce transactions.



MARKET PAIN POINT



THE TRADE PROCESS IS COMPLICATED

Different countries and regions have different trade regulations and policies, including import and export licensing, customs declaration, tax policies, etc. Businesses need to spend a lot of time and energy to understand and adapt, which increases trade costs and risks.



LOGISTICS DISTRIBUTION PROBLEMS

There are many cross-border logistics links, long transportation distance, and it is easy to be affected by weather, political situation and other factors, resulting in unstable distribution time, and logistics information tracking is not timely, and it is difficult for consumers to accurately grasp the transportation status of goods.



PAYMENT SECURITY AND EXCHANGE RATE RISK

Cross-border payment involves the exchange of different currencies, and the exchange rate fluctuates frequently, which may bring economic losses to merchants and consumers. At the same time, information security issues in the payment process are also concerned, such as data leakage, payment fraud and other risks.



Founded in 2016 and headquartered in Canada, GlobalLink Trading is an innovative enterprise focusing on cross-border e-commerce. The company brings together professionals from all over the world in the fields of e-commerce, logistics, technology, finance, etc. With rich industry experience and innovative thinking, it has quickly emerged in the cross-border e-commerce market. In addition, GlobalLink Trading has a subsidiary in Hainan, and both the head office and the subsidiary have their own exchanges.

GLOBALLINK TRADING

E-COMMERCE OPERATION EXPERT

with many years of cross-border e-commerce operation experience, familiar with the rules and operation mode of major global e-commerce platforms, and able to provide professional store operation guidance and marketing strategy advice for merchants.

LOGISTICS SUPPLY CHAIN ELITE

with deep professional knowledge and practical experience in logistics planning, warehousing management, transportation scheduling, etc., they can optimize logistics supply chain processes, reduce logistics costs, and improve distribution efficiency.

TECHNOLOGY RESEARCH AND DEVELOPMENT EXPERTS

The technical team composed of software engineers, data analysts, system architects, etc. is proficient in e-commerce platform development, big data analysis, artificial intelligence and other technologies, and can continuously optimize and upgrade the company's technology platform to provide users with stable and efficient service experience.

FINANCE AND RISK CONTROL PROFESSIONALS

skilled in cross-border payment, risk management, compliance operations and other fields, able to provide companies and users with comprehensive financial solutions and risk prevention and control measures to ensure the safety and compliance of transactions.

DEVELOPMENT COURSE



(2016-2017)

(2017-2018)

(2018-2020)

(2020-present)

START-UP EXPLORATION PERIOD

At this stage, the company set up a core team to deeply study the needs and pain points of the cross-border e-commerce market, and determined a technology-driven, service-oriented development strategy. At the same time, we actively establish contacts with suppliers and logistics partners around the world to build a preliminary business framework.

PLATFORM CONSTRUCTION PERIOD

A lot of resources have been invested in technology research and development, and a cross-border e-commerce platform with perfect functions and friendly interface has been built. The platform has basic functions such as commodity display, online trading, logistics tracking, payment settlement, etc. At the same time, it introduces big data analysis technology to provide merchants with market trend analysis and consumer behavior insight, and help merchants optimize product strategies and operation plans.

BUSINESS DEVELOPMENT PERIOD

Continuously expand the scope of business, with more international well-known brands and small and medium-sized enterprises to reach cooperation, enrich the platform's product categories. At the same time, it has strengthened the construction of logistics distribution network, established long-term and stable cooperative relations with a number of high-quality logistics enterprises around the world, optimized the logistics distribution process, and improved the distribution time. In addition, the company has also actively expanded market channels and promoted through a combination of online and offline methods, enhancing brand awareness and market influence.

ECOLOGICAL PERFECTION PERIOD

On the basis of consolidating the existing business, we will further improve the cross-border e-commerce ecosystem. It has launched value-added services, such as cross-border e-commerce training, intellectual property protection, supply chain finance, etc., to provide one-stop solutions for merchants. At the same time, it has strengthened communication and cooperation with governments and industry associations, actively participated in the formulation and promotion of industry standards, and promoted the healthy development of cross-border e-commerce industry.

COMPANY VISION AND MISSION



VISION

To become the world's leading cross-border e-commerce platform, build a digital trade ecosystem connecting global merchants and consumers, and make global trade more convenient, efficient and fair.

MISSION

Through innovative technology and high-quality services, we break the barriers to cross-border trade, help global businesses expand the international market, provide consumers with rich and high-quality goods and excellent shopping experience, and promote the prosperity and development of the global economy.



VALUE



INNOVATION-DRIVEN

Encourage the team to constantly explore new technologies, new models and new methods to enhance the company's competitiveness and industry influence through innovation.



CUSTOMER FIRST

Always put the needs of customers in the first place, and strive to provide high-quality, efficient and personalized services for merchants and consumers, and establish long-term and stable cooperative relations.



INTEGRITY AND COMPLIANCE

Adhere to the integrity of business, strictly abide by national laws and regulations and industry norms, to ensure that the transaction is fair, just and transparent.



WIN-WIN COOPERATION

Uphold an open and cooperative attitude, work together with global partners to share resources, complement each other's advantages, and jointly create value.

ADVANTAGES OF THE COMPANY



TECHNOLOGY LEADERSHIP

➤ INDEPENDENTLY DEVELOPED E-COMMERCE PLATFORM

With powerful functions and stable performance, support multi-language, multi-currency transactions, to meet the needs of users in different regions of the world. The platform adopts advanced technical architecture, such as microservice architecture, distributed cache, etc., To ensure the high availability and high concurrent processing capability of the system.

➤ BIG DATA AND ARTIFICIAL INTELLIGENCE APPLICATION

Through big data analysis technology, we can mine and analyze massive market data and user behavior data, and provide accurate market positioning, product recommendation and marketing strategy suggestions for merchants. At the same time, artificial intelligence technology is used to achieve intelligent customer service, intelligent pricing, intelligent warehouse management and other functions, improving operational efficiency and service quality.

➤ SAFE AND RELIABLE TECHNICAL GUARANTEE

A sound information security management system has been established, and a variety of security technologies have been adopted, such as SSL encryption, firewall, data backup and recovery, etc., To ensure the security of users' transaction information and personal privacy.

GLOBAL RESOURCE INTEGRATION

EXTENSIVE SUPPLIER NETWORK



We have established long-term and stable cooperative relationships with quality suppliers around the world, covering multiple industries and categories, and can provide consumers with a rich and diverse choice of goods.

STRONG LOGISTICS PARTNERS



In cooperation with a number of well-known logistics enterprises in the world, we have built a logistics distribution network covering the world, which can provide a variety of logistics solutions, such as international express delivery, overseas warehouse distribution, dedicated logistics, etc., to meet the needs of different merchants and consumers.

DIVERSIFIED PAYMENT CHANNELS



Cooperate with global mainstream payment institutions to support a variety of payment methods, such as credit card payment, electronic wallet payment, cross-border remittance, etc., to ensure safe, convenient and efficient payment.

ADVANTAGES OF THE COMPANY



PROFESSIONAL TEAM



CROSS-FIELD PROFESSIONALS

The company has a team composed of professionals in the fields of e-commerce, logistics, technology, finance, law, etc., with rich industry experience and professional knowledge, can provide all-round support for the development of the company.



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QUALITY SERVICE

ONE-STOP SERVICE

.01

It provides one-stop solutions for merchants from settling platform, store construction, product listing, marketing promotion, logistics distribution, after-sales service, etc., to help merchants easily carry out cross-border e-commerce business.

Localization Service

.02

We have set up localization service teams in many countries and regions around the world, which can provide timely and professional service support for local businesses and consumers, and solve the barriers in language, culture, regulations and other aspects.

24/7 CUSTOMER SUPPORT

.03

We have established a professional customer service team to provide 24-hour uninterrupted customer support, timely response and solve users' problems and complaints, and ensure users' shopping experience.

PRODUCTS AND SERVICES



CROSS-BORDER E-COMMERCE PLATFORM SERVICES

MERCHANT SETTLEMENT AND STORE MANAGEMENT

.01



Provide convenient settlement process for merchants and help merchants quickly open stores. At the same time, it provides perfect store management functions, such as commodity management, order management, customer management, marketing and promotion, so as to facilitate the daily operation of merchants.

CONSUMER SHOPPING EXPERIENCE

.02



To provide consumers with a simple and beautiful shopping interface, support multi-language, multi-currency switching. The platform provides rich product search and screening functions, as well as personalized product recommendations, to help consumers quickly find the goods they want. At the same time, it provides safe and convenient payment methods and fast logistics and distribution services to ensure that consumers can enjoy a quality shopping experience.

LOGISTICS AND SUPPLY CHAIN SERVICES

INTERNATIONAL LOGISTICS DISTRIBUTION

.01



Cooperate with a number of well-known logistics enterprises in the world to provide international express delivery, overseas warehouse distribution, dedicated logistics and other logistics solutions to meet the needs of different merchants and consumers. Logistics services cover warehousing, sorting, packaging, transportation, customs clearance and other links to ensure that goods can be safely and quickly delivered to the destination.

SUPPLY CHAIN FINANCIAL SERVICES

.02



Provide supply chain financial solutions for merchants, such as accounts receivable financing, inventory financing, order financing, etc., to help merchants solve the problem of capital turnover and improve the efficiency of capital use.

PRODUCTS AND SERVICES



VALUE-ADDED SERVICE

CROSS-BORDER E-COMMERCE TRAINING

Provide professional cross-border e-commerce training courses for merchants, including platform operation, marketing, logistics management, payment and settlement and other aspects of knowledge and skills training, to help merchants improve their operational capabilities and business level.

INTELLECTUAL PROPERTY PROTECTION

Provide intellectual property protection services for merchants, including trademark registration, patent application, copyright registration, etc., to help merchants protect their intellectual property rights and avoid infringement disputes.

DATA ANALYSIS AND MARKET INSIGHT

Through big data analysis technology, we provide market trend analysis, consumer behavior insight, competitor analysis and other data services to help merchants develop scientific business strategies.

GLOBALINK TRADING



BLOCKCHAIN TECHNOLOGY APPLICATION



Explore the application of blockchain technology in the field of cross-border e-commerce, and use the decentralization, immutable, traceable and other characteristics of blockchain to achieve commodity traceability, supply chain finance, smart contracts and other functions. For example, the production, transportation, sales and other links of goods can be recorded through the blockchain technology, and consumers can query the real information of the goods by scanning the two-dimensional code of the goods to ensure the quality and safety of the goods.

ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING



Continue to deepen the application of artificial intelligence and machine learning technology in cross-border e-commerce platforms, and realize intelligent customer service, intelligent pricing, intelligent warehouse management, intelligent marketing and other functions. Through artificial intelligence technology, it can automatically answer users' questions and improve customer service efficiency; Automatically adjust commodity prices according to market demand and competition to improve the profitability of merchants; Optimize warehouse management and improve inventory turnover; Accurately push marketing information to improve marketing effect.

BIG DATA ANALYSIS AND MINING



A perfect big data analysis platform has been established to collect, sort out, analyze and mine the massive data on the platform. Through big data analysis, we can deeply understand the needs and behavior habits of consumers, and provide accurate market positioning and product recommendation for merchants. At the same time, it can also help businesses optimize operational strategies and improve operational efficiency and competitiveness.

MARKET SITUATION

At present, the scale of the global cross-border e-commerce market continues to grow, but it also faces some challenges. On the one hand, trade protectionism is on the rise, and some countries and regions have introduced a series of trade restrictions, increasing the operating costs and risks of cross-border e-commerce; On the other hand, market competition is becoming increasingly fierce, and major cross-border e-commerce platforms have increased investment to compete for market share. In addition, consumers are increasingly demanding the quality of goods, the timeliness of logistics distribution and the quality of services.



MARKET TREND



ACCELERATED DIGITAL TRANSFORMATION

With the continuous development of artificial intelligence, big data, blockchain and other technologies, the cross-border e-commerce industry will accelerate digital transformation to achieve intelligent, automated and refined operations management.



LOCALIZATION OPERATION STRENGTHENING

In order to better meet the needs of consumers in different countries and regions, cross-border e-commerce enterprises will strengthen localization operations, including localized product design, marketing promotion, customer service and other aspects.



GREEN AND SUSTAINABLE DEVELOPMENT

Consumers are increasingly concerned about environmental protection and sustainable development, and cross-border e-commerce enterprises will pay more attention to the development of green packaging, environmental logistics and other aspects to promote the sustainable development of the industry.



OMNI-CHANNEL RETAIL INTEGRATION

Online and offline channels will be further integrated, and cross-border e-commerce enterprises will provide consumers with a more convenient and diversified shopping experience by expanding offline stores and cooperating with physical retailers.

CONVENIENT OPERATION PROCESS

01

Simplify the merchant settlement and store management process, reduce cumbersome operation steps, and improve the work efficiency of merchants. At the same time, optimize the consumer shopping process, from product search, order, payment to logistics tracking, to provide a simple and smooth operating experience.

PERSONALIZED SERVICE CUSTOMIZATION SYSTEM

02

Use big data and artificial intelligence technology to provide personalized service recommendations and customized solutions for merchants and consumers according to their behavior habits, preferences and other information. For example, it provides personalized marketing promotion programs for merchants and recommends products that meet consumers' interests.



THE PURSUIT OF ULTIMATE USER EXPERIENCE



BEAUTIFUL INTERFACE DESIGN CONCEPT

VISUAL PRESENTATION OF INFORMATION

03

Use visual elements such as intuitive and understandable charts and graphs to display key information such as commodity information, sales data, logistics status, etc., to help merchants and consumers quickly understand the relevant situation and make decisions.

MULTI-PLATFORM SEAMLESS ADAPTATION OPTIMIZATION

04

Ensure that the platform can be perfectly adapted on different devices such as computer web terminal, mobile phone mobile terminal, tablet client, etc., to provide a consistent user experience. At the same time, according to the characteristics of different devices, personalized interface design and interaction optimization are carried out to improve the user's convenience.

OPEN AND INCLUSIVE ECOLOGICAL CONSTRUCTION

PLATFORM CONNECTIVITY STRATEGY

Establish close cooperation with major cross-border e-commerce platforms, logistics enterprises, payment institutions, suppliers, etc., and realize interoperability and data sharing between platforms through open API interfaces and other means to provide users with more convenient and comprehensive services.



DEVELOPER COMMUNITY PROSPERITY PROGRAM

Build a developer community and attract outstanding developers from around the world to participate in the development and innovation of the platform. Provide developers with rich development tools, technical documents and technical support, encourage developers to develop a variety of applications and plug-ins, enrich the functions and services of the platform.

MULTI-FACETED PARTNERSHIP

LOGISTICS PARTNERS



Establish long-term cooperative relations with DHL, FedEx, UPS and other international well-known logistics enterprises to ensure efficient and stable logistics distribution. At the same time, we cooperate with local logistics companies in various regions to optimize last-mile delivery services.

PAYMENT PARTNERS



We cooperate with Visa, MasterCard, PayPal and other major global payment institutions to provide secure and convenient payment solutions. At the same time, we actively explore cooperation with emerging payment institutions to meet the payment needs of different users.

SUPPLIER PARTNERS



Establish deep cooperation with quality suppliers around the world, jointly develop products, optimize supply chain management, and provide consumers with high quality goods.

CONSTRUCTION OF COMPREHENSIVE RISK MANAGEMENT SYSTEM

ACCURATE RISK IDENTIFICATION AND EVALUATION



Establish a scientific risk identification and evaluation mechanism to comprehensively and systematically identify and evaluate market risks, credit risks, operational risks, technical risks, compliance risks, etc. Through the combination of quantitative analysis and qualitative judgment, the occurrence probability and impact degree of risk are determined to provide a basis for risk response.



INTELLIGENT RISK MONITORING AND EARLY WARNING

The use of big data, artificial intelligence and other technologies to establish intelligent risk monitoring and early warning systems. Real-time monitoring of market dynamics, transaction data, logistics information, etc., and timely warning of potential risks. At the same time, by setting risk thresholds and early warning indicators, automatic early warning and hierarchical risk management are realized.

SCIENTIFIC RISK RESPONSE STRATEGY IMPLEMENTATION



DIVERSIFICATION OF MARKET RISK RESPONSE

Reduce market risks through diversified market layout, product structure optimization, price strategy adjustment and other ways. At the same time, strengthen the research and analysis of market trends, timely adjust business strategies, and respond to market changes.



STANDARDIZATION OF OPERATIONAL RISK CONTROL

Develop a sound internal control system and operational process, strengthen the training and management of employees, and improve their risk awareness and operational skills. At the same time, establish a sound internal audit and supervision mechanism to carry out regular inspection and assessment of operational risks.



STRICT CREDIT RISK PREVENTION

Establish a strict credit evaluation system for merchants and consumers, and conduct real-time monitoring and evaluation of credit status. For businesses and consumers with bad credit, measures such as restricting transactions and increasing margin should be taken to reduce credit risks.



HIGH EFFICIENCY OF TECHNICAL RISK RESOLUTION

Strengthen technology research and development and maintenance, and establish a sound technical emergency plan. Regular system vulnerability scanning and security assessment, timely repair of vulnerabilities, to ensure the safe and stable operation of the system. At the same time, a data backup and recovery mechanism is established to ensure data security and integrity.



STRICT COMPLIANCE RISK AVOIDANCE

A dedicated compliance management department is set up to closely monitor the changes in laws, regulations and policies of countries around the world to ensure that the company's business operations comply with relevant regulations. Strengthen compliance training for employees and improve their compliance awareness. At the same time, actively communicate and cooperate with regulatory authorities to win policy support.



THE EUROPEAN AND AMERICAN MARKETS ARE INTENSIVELY CULTIVATED

01

In-depth study of European and American market consumption habits, regulations and policies and competitive situation, to develop targeted market strategies.

In terms of products, optimize product categories and designs according to the needs and preferences of European and American consumers;

In terms of marketing, we use social media, e-commerce platforms and other channels in Europe and the United States to carry out accurate advertising and brand promotion;

In terms of logistics, we will strengthen cooperation with local logistics enterprises to improve distribution timeliness and service quality.

At the same time, we actively apply for the relevant local qualifications and certifications to ensure the company's compliance operation in the European and American markets



THE ASIAN MARKET IS PIONEERING

02

Asia, with its huge consumer market and abundant supply chain resources, is a key region for the company's global expansion.

In Southeast Asia, strengthen cooperation with local governments and enterprises, take advantage of local policy advantages and market opportunities, and rapidly expand business. In Northeast Asia, we cooperate with enterprises from Japan, South Korea and other countries to introduce high-quality commodities and technologies and enrich the product categories of the platform. At the same time, strengthen localized operations, establish localized teams and service systems, and improve user satisfaction and loyalty.

FOSTERING AND EXPANDING EMERGING MARKETS

03

Focus on the development potential of emerging markets such as Africa and Latin America, and understand the local market demand and consumption characteristics through market research and pilot projects. Work with local partners to develop products and services suitable for the local market, and establish localized logistics and payment systems. At the same time, strengthen brand publicity and promotion, improve the company's visibility and influence in emerging markets, and lay the foundation for large-scale market expansion in the future.



PRODUCTS AND SERVICES ARE ADAPTED TO LOCAL NEEDS

In the Asian market, optimize the user experience on mobile because of the high penetration of mobile Internet in the region, consumers are more inclined to shop through mobile phones. Simplify the order process, launch small promotional activities and group buying models suitable for Asian consumers, and meet the needs of Asian consumers to pursue cost-effective and social sharing. At the same time, according to the language and cultural characteristics of different countries, we provide accurate language translation and product description and marketing content in line with local cultural customs.

In emerging markets, offering products that are simple to use and affordable, given differences in local infrastructure and spending power. Pay attention to the practicality and durability of products, and develop special products suitable for local living environment and consumption habits. In terms of service, the establishment of a localized customer service team, able to communicate with consumers in the local language, timely solve consumer problems and complaints. At the same time, it provides flexible payment methods, such as supporting local popular mobile payment platforms or installment payments, and lowers the payment threshold for consumers.

MARKETING LOCALIZATION



In the European and American markets, social media platforms such as Facebook, Instagram, Twitter, etc. are used for precision marketing. Deliver personalized advertising and marketing content based on consumer interests and behavior data in Europe and the United States. Cooperate with well-known bloggers and influencers in Europe and the United States to promote products and brands, and expand brand awareness with their influence. Participate in local e-commerce exhibitions, industry forums and other activities, display the company's products and services, and conduct face-to-face exchanges and communication with local merchants and consumers.

In the Asian market, the promotion is combined with local social media and e-commerce platform characteristics. For example, in the Chinese market, wechat, Weibo and other social platforms are used for marketing promotion, and online interactive activities, such as lottery, punch card, etc., are carried out to attract consumers' participation. In the Japanese market, focus on brand image building, through cooperation with local well-known brands or participation in local cultural activities, to enhance the brand image in the minds of Japanese consumers. In the Southeast Asian market, cooperate with local e-commerce platforms to carry out joint promotional activities, use local stars and Internet celebrities to promote products, and improve brand awareness and market share.

Brand promotion in emerging markets through partnerships with local media and community organizations. Use local radio, television, newspapers and other media channels to publish product information and advertising. Participate in local community activities, such as public welfare activities, cultural festivals, etc., to improve brand awareness and reputation in the local community. At the same time, products are displayed and sold in local offline stores and marketplaces, so that consumers can intuitively understand and experience products.

TALENT LOCALIZATION MANAGEMENT

Recruit and develop local talent around the world and build local teams. In the European and American markets, we recruit local talents with rich e-commerce experience and marketing ability to be responsible for local market operation and business development. In the Asian market, we recruit talents who are familiar with the local culture and consumption habits, and are responsible for the localization design of products and service optimization. In emerging markets, recruit talents with local market resources and communication skills to be responsible for communication and business cooperation with local partners.



Strengthen the training and development of localization talents, provide cross-cultural communication and learning opportunities, so that localization talents can better understand the company's strategy and culture, but also be able to feedback local market information and consumer needs to the company headquarters. Establish a fair and reasonable salary and welfare system and incentive mechanism, attract and retain excellent localization talents, and improve the work enthusiasm and creativity of the localization team.

STRATEGIC PARTNERS SELECTED AND COORDINATED DEVELOPMENT



Actively seek to establish strategic partnerships with leading companies in various industries around the world. In the field of technology, we cooperate with internationally renowned cloud computing service providers such as Amazon Cloud Technology (AWS) and Microsoft Azure, and use their powerful cloud computing infrastructure and technology to improve the stability and scalability of the company's e-commerce platform. Cooperate with artificial intelligence and big data technology companies to jointly develop more advanced data analysis models and intelligent applications to provide more accurate services for businesses and consumers.

In the field of logistics, we cooperate with the world's leading logistics solution providers to jointly explore innovative logistics models and technology applications. For example, in cooperation with Deutsche Post DHL, we use its global logistics network and advanced logistics management system to optimize the company's logistics distribution process, improve logistics efficiency and service quality. Cooperate with logistics technology companies to introduce advanced technologies such as intelligent warehousing and automated sorting to reduce logistics costs and improve user experience.

In the financial field, we cooperate with internationally renowned banks and financial institutions, such as HSBC and Citibank, to jointly develop cross-border payment solutions and supply chain financial products. Through cooperation, we will provide merchants with more convenient and secure payment services, solve the capital turnover problem of merchants, and promote the development of cross-border e-commerce business.

M&A INTEGRATION PLANNING AND IMPLEMENTATION



Pay close attention to potential M&A opportunities in the cross-border e-commerce industry and related areas. For enterprises with unique technologies, quality brands or rich market resources, develop detailed merger and acquisition plans. In the process of merger and acquisition, pay attention to cultural integration and business integration. Promote the integration of both teams through cultural exchange activities and the establishment of common values and corporate culture.



In terms of business integration, conduct a comprehensive evaluation and analysis of the business of the merger enterprise, integrate the superior resources of both sides, and optimize the business process. For example, combining the advanced technology of the acquired enterprise with the existing e-commerce platform of the company to enhance the technical level and competitiveness of the platform; Integrate the supply chain resources of both sides, realize resource sharing and optimal allocation, and reduce procurement costs and logistics costs. At the same time, strengthen the management and supervision of the M&A enterprises to ensure that the M&A enterprises can operate and develop in accordance with the company's strategic objectives and development plans.



GLOBAL TALENT ATTRACTION MECHANISM



Formulate a competitive salary and welfare system, including basic salary, performance bonus, equity incentive, etc., to attract global outstanding talents in e-commerce, logistics, technology, finance and other fields to join. Provide rich career development opportunities, such as internal promotion, cross-department rotation, overseas work, etc., so that employees can achieve personal value in the company.

Carry out recruitment activities on a global scale, participate in internationally renowned talent fairs, industry forums and academic conferences, and cooperate with universities and scientific research institutions to establish talent recruitment channels. Use social media, professional recruitment websites and other platforms to publish recruitment information and attract the attention of global talents. At the same time, we provide visa support and settlement services for overseas talents to solve their worries, so that they can join the company and work smoothly.

CONSTRUCTION OF TALENT CULTIVATION AND GROWTH SYSTEM

Establish a sound talent training system, provide on-boarding training for new employees, and help them understand the company's culture, business and rules and regulations. Provide professional skills training, management training, leadership training, etc., to enhance the professional quality and comprehensive ability of employees. Organize regular internal training courses, seminars and experience sharing sessions, so that employees can continue to learn and communicate, and master the latest trends and technologies in the industry. Establish a mentor system, and assign each employee a mentor, who can be a senior employee or industry expert in the company, who can provide work guidance, career planning advice and technical support to employees. Encourage employees to participate in external training courses, industry certification examinations, etc., the company provides corresponding training subsidies and time support. At the same time, establish employee development files to track employees' career development, and provide employees with personalized development suggestions and promotion opportunities.



REGULATORY POLICY DYNAMIC TRACKING RESPONSE



Set up a dedicated regulatory compliance team to pay close attention to the cross-border e-commerce regulatory policy dynamics in countries and regions around the world. Timely collect, sort out and analyze changes in relevant policies and regulations, including import and export policies, tax policies, consumer rights and interests protection policies, etc. Organize regular internal training and learning activities to let all employees know the latest regulatory requirements and improve compliance awareness.

Timely adjust the company's business processes and operational strategies according to changes in regulatory policies to ensure that the company's business always complies with local laws and regulations. Establish a good communication mechanism with regulators, actively participate in the activities of industry associations, discuss industry development and regulatory issues with regulators and other enterprises, and strive for a favorable policy environment for the company.



ELABORATE PREPARATIONS FOR GLOBAL MARKET ACCESS

Develop detailed market access plans according to the market access requirements of different countries and regions. Organize a professional team to conduct market research to understand the local market demand, competition and policies and regulations. Prepare sufficient application materials, including company qualification certificate, business model description, product certification, etc., to ensure the authenticity, integrity and compliance of application materials.



In the process of applying for market access, we actively communicate and coordinate with local government departments, industry associations and partners to win their support and help. Submit application materials in a timely manner according to local approval process and requirements, and follow up the approval progress. For the problems and questions arising in the approval process, timely answer and handle to ensure that the market access application can be successfully passed.



GLOBAL TECHNOLOGY R&D NETWORK LAYOUT

Technology research and development centers are laid out worldwide to form a collaborative innovation research and development network. Set up a core technology research and development center in Singapore headquarters, responsible for the company's e-commerce platform infrastructure research and development, big data analysis platform construction and artificial intelligence technology application research. Set up application technology research and development center in China, combined with China's rich e-commerce practical experience and huge market demand, focusing on the function optimization of e-commerce platform, mobile application development and localization technology research and development.

Set up cutting-edge technology research and development centers in Europe and the United States, and cooperate with local universities and scientific research institutions to track and study the application of cutting-edge technologies such as artificial intelligence, blockchain, and Internet of things in the field of cross-border e-commerce. Set up technical support centers in other parts of Asia and emerging markets, responsible for local technical maintenance and service, and timely solve the technical problems encountered by users in the process of use.



TECHNOLOGY SHARING AND EXCHANGE ECOLOGY



Establish an internal technology sharing platform to facilitate technology exchange and sharing between R&D teams around the world. The platform shares the latest technical research results, code bases, technical documents, etc., so that R&D personnel can timely understand the company's technical dynamics and development direction. Global technical seminars are held regularly, inviting internal technical experts and external industry authorities to carry out technical exchanges and sharing, and discuss the cutting-edge technologies and development trends of the industry.

Encourage R&D teams to carry out collaborative projects to solve technical problems together. Establish a reward mechanism for technological innovation, commend and reward teams and individuals who have made outstanding contributions to technological research and development and innovative application, and stimulate the innovation enthusiasm and enthusiasm of R&D personnel. At the same time, we actively participate in the formulation of open source community and industry technical standards to enhance the company's technical influence in the industry.

BRAND IMAGE UNIFIED SHAPING COMMUNICATION

Formulate a unified brand strategy, clearly position the brand as the world's leading cross-border e-commerce platform, and take innovation, efficiency and reliability as the core value of the brand. Design a recognizable brand identity and image, including brand name, logo, color system, etc., to ensure that the brand is consistent and unique across the globe.

Brand communication through multiple channels, both online and offline. Online, use the company's official website, social media platforms, industry websites, etc., to promote the brand, release the company's latest news, product information, successful cases and other content to attract users' attention. Use search engine optimization (SEO), search engine marketing (SEM) and other means to improve the company's brand ranking in search engines and increase brand exposure. Offline, participate in international e-commerce exhibitions, industry forums, business activities, etc., display the company's brand image and products and services, and conduct face-to-face exchanges and communication with merchants and consumers around the world.



LOCALIZATION BRAND MARKETING STRATEGY DEVELOPMENT

In the European and American markets, we pay attention to the professionalism and high-end image building of the brand. Enhance brand awareness and reputation by cooperating with well-known brands in Europe and the United States and participating in high-end business activities. Make use of local media resources to carry out brand publicity and promotion, release professional industry analysis reports, market trend forecasts and other content, and establish the authoritative position of the brand in the industry.

In the Asian market, combine the local culture and consumption characteristics, develop a localized brand marketing strategy. For example, in the Chinese market, the Spring Festival, Double 11 and other important festivals and shopping carnivals are used to carry out large-scale promotional activities to improve brand awareness and market share. In the Japanese market, we pay attention to the quality and details of the brand, and enhance the image of the brand in the eyes of Japanese consumers by cooperating with well-known local brands or participating in local cultural activities.

In emerging markets, strengthen brand popularization and promotion. Make use of local media, community organizations and other channels for brand publicity and promotion. Carry out brand experience activities, so that consumers can experience the company's products and services, improve brand awareness and trust. At the same time, pay attention to the social responsibility of the brand, participate in local public welfare activities, and enhance the image of the brand in the local society.

TECHNOLOGICAL TECHNOLOGICAL BREAKTHROUGH BLUEPRINT OUTLOOKBREAKTHROUGH BLUEPRINT OUTLOOK

In the future, the company will continue to increase its investment in technology research and development, and is committed to achieving breakthroughs in several key technology areas. In terms of blockchain technology, further optimize the application of blockchain in cross-border e-commerce to achieve more efficient supply chain management and smart contract execution. Through blockchain technology, the whole process of traceability of goods from production to sales can be realized, improve the quality and safety of goods, and enhance the trust of consumers. In the field of artificial intelligence, the application of artificial intelligence technology in e-commerce platforms is constantly deepened. Develop more intelligent customer service robots that can achieve natural language interaction with consumers and provide more accurate services and solutions. Use artificial intelligence technology to forecast market trends and analyze consumer behavior, and provide more forward-looking market strategy suggestions for merchants to help merchants better grasp market opportunities. In terms of big data technology, we will establish a more complete big data analysis platform to integrate market data and user data around the world. Through big data analysis, more accurate product recommendation and personalized marketing can be achieved to improve users' shopping experience and satisfaction. At the same time, the use of big data technology for risk assessment and early warning, to provide more powerful support for the company's risk management.

MARKET EXPANSION GRAND VISION PLANNING

The company plans to expand its business to more than 100 countries and regions in the next five years to further expand its global market share. In the European and American markets, consolidate the existing business foundation, and constantly expand new business areas and customer groups. Strengthen cooperation with local large enterprises and brands to enhance the company's brand influence and market position in the European and American markets. In the Asian market, we will continue to increase investment and tap the market potential of the Asian region. Especially in emerging markets such as Southeast Asia and India, we take advantage of local policy advantages and market opportunities to rapidly expand our business. Strengthen localization operation, establish a more perfect localization team and service system, and improve user satisfaction and loyalty. In emerging markets, establish localized e-commerce platforms and logistics distribution networks through cooperation with local partners. Carry out market education and training activities to increase awareness and acceptance of cross-border e-commerce among local consumers. Gradually cultivate the market and lay the foundation for large-scale market expansion in the future.

SOCIAL IMPACT ENHANCEMENT FAR-REACHING GOAL SETTING

As an enterprise with a sense of social responsibility, the company will actively fulfill its social responsibility and enhance its social influence. In terms of promoting the development of the industry, we actively participate in the formulation and promotion of cross-border e-commerce industry standards, and contribute to the healthy development of the industry. Carry out industry exchange activities to share experience and technology with other enterprises to promote the common progress of the entire industry. In terms of environmental protection, we will actively promote the development of green e-commerce. Environmentally friendly packaging materials are used to optimize logistics distribution routes and reduce energy consumption and carbon emissions. Encourage businesses to sell environmentally friendly products, guide consumers to green consumption, and contribute to environmental protection. In terms of social welfare, it carries out public welfare activities and pays attention to social issues such as education, poverty alleviation and disaster relief. Through donations of materials, financial support, volunteer services and other ways to provide help to the vulnerable groups in society. Use the company's e-commerce platform to carry out charity sale activities, raise funds for public welfare undertakings, and contribute to the harmonious development of society.



GLOBALLINK TRADING

SUM UP

With its advanced technology, perfect service system, global layout and excellent team, GlobalLink Trading has made remarkable achievements in the field of cross-border e-commerce. The company always adheres to the customer-centric, innovation-driven, and constantly optimizes products and services, expands the market, and enhances competitiveness.

In the future development, GlobalLink Trading will continue to uphold the values of innovation, customer first, integrity and win-win cooperation, actively respond to market challenges, seize market opportunities, and constantly promote the development and innovation of cross-border e-commerce industry.

Through continuous technological innovation, market expansion and social responsibility fulfillment, GlobalLink Trading is committed to becoming the world's leading cross-border e-commerce platform, providing more high-quality, convenient and safe services to global merchants and consumers, and making greater contributions to the prosperity and development of the global economy.