



e-commerce
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THE CROSS-CHANNEL EVENT



avec

Réussir son e-commerce européen



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X border challenges

A short presentation of 10 years
experience of x border trade



design

2003 - It looked easy with no obstacles.....

Oh boy, we were wrong,

- Legislation is a vital issue
- Payment methods has to be localized
- Cultural aspects are important to understand
- Doing business in another country is different
- We have logistic challenges being far from the center of Europe
- Customer expectations differs
- The importance of Trustmarks
- Lots of trade obstacles

So, what did we find out?

- We needed to set up virtual offices in Germany and Finland to get the TLD:s
- We needed to establish subsidiaries in Norway and Denmark
- We needed to establish procurement agreements with suppliers
- We needed to start reporting VAT to several countries
- We needed to work hard with the supply chain as suppliers did not understand just in time deliveries

and lots of other things

Conclusions, key findings

- Make a thorough market analysis
- Act after the principle that all business is local
- Make use of trustmarks
- Add a cultural dimension to all markets (web sites)
- Add the major payment methods on respective markets
- Comply with local laws and regulations

Be humble...

Merci beacoup, Thank you, Vielen dank, Tak, Kiitos, Takk, Dank, 感謝

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