

欧洲市场需求和电商合规

*Demand of the Ecommerce Market
and the Regulations in EU*

Dr. Jörg Brettschneider

Rechtsanwalt (German Attorney-at-Law)

2019.5.10 郑州

A. 海外电子商务是跨文化电子商务

Overseas Ecommerce is x-Culture Ecommerce

- 电子商务是全球性的，但消费者和规则仍然是地区性的

Ecommerce is global, but customers and regulations are regional still.

- 文化差异性的问题

Cultural differences matter.

- 中国买家需要知道欧洲消费者的需求和相关规则

Chinese sellers need to know the expectations of European customers and relevant regulation.

B. 消费者期望和规则

Customer Expectations and Regulations

I. 适合欧洲人的好的产品的设计

Good Product Design that suits European Taste

II. 店铺的专业外观（法律信息）

Professional Appearance of the Shops; (Legal) Information

III. 有前途的品牌与故事

Promising Brand and Storytelling

IV. 遵守当地产品法规

Compliance with Local Product Regulations

V. 基本的产品质量

Basic Product Quality

VI.有吸引力的价格

Attractive Prices

VIII. 运送时间、费用

Delivery Time, Delivery Costs

X.良好的售后服务

Good Aftersales Service

VII.有创新的产品

Innovative Products

IX.简单的支付方式

Easy Payment

XI. 开具发票

Issuing Invoices

C. 比欧洲卖家更好

Be Better than European Sellers

- 当认真考虑到欧洲消费者的需求，以及建立适合欧洲消费者的品牌。设计，产品质量，产品故事和信任将是中国海外卖家在欧洲市场更成功的关键点

Chinese overseas sellers will be more successful on European market when considering the expectations of European customers carefully and built up brands that suit the European customer expectations. Design, product quality, a brand that tells a story and trust are key points in this context.

- 法律合规对中国卖家来说是一个非常重要的问题

Legal Compliance is an important future question for Chinese sellers.

- 形成一个顾客可以信赖和喜欢的“中国制造”的品牌

Let's make "Made in China" to a brand the customers can rely on and the customers love.

谢谢

thanks for invitation and watching