

Pascal Coppens

China's New Normal

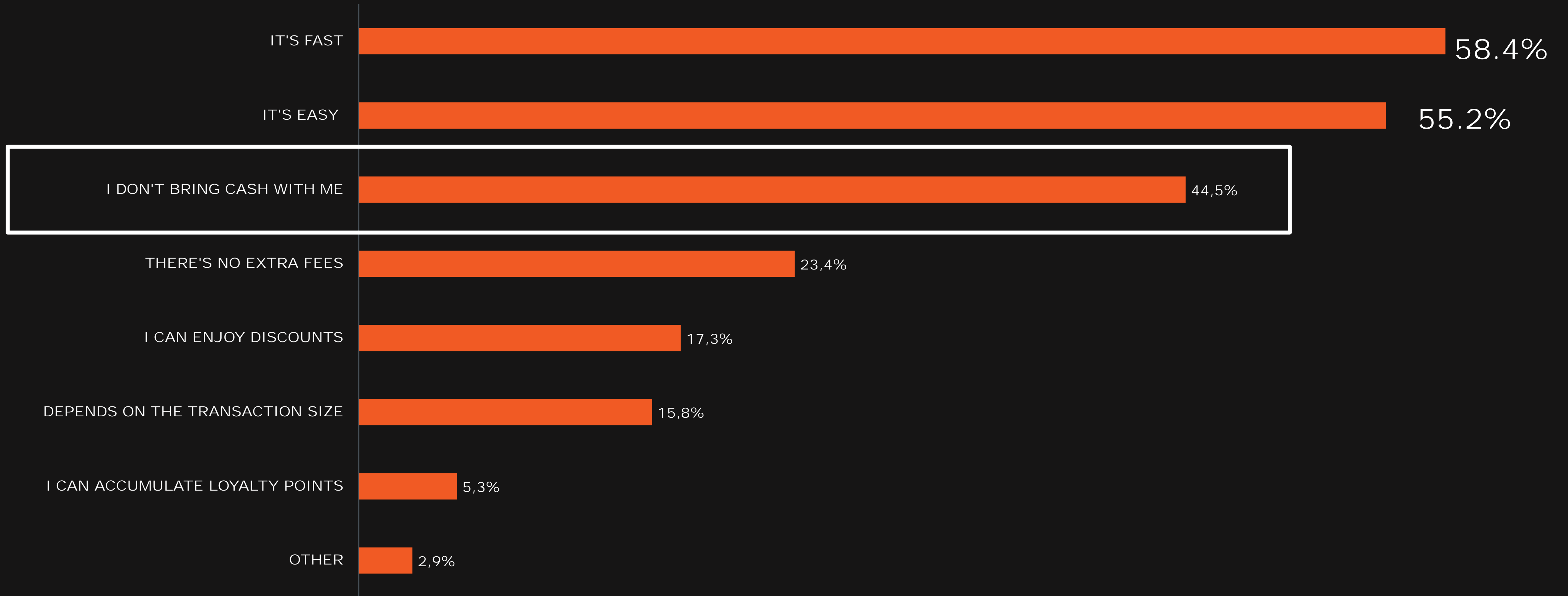
CHINA'S NEW NORMAL

MOBILE PAY





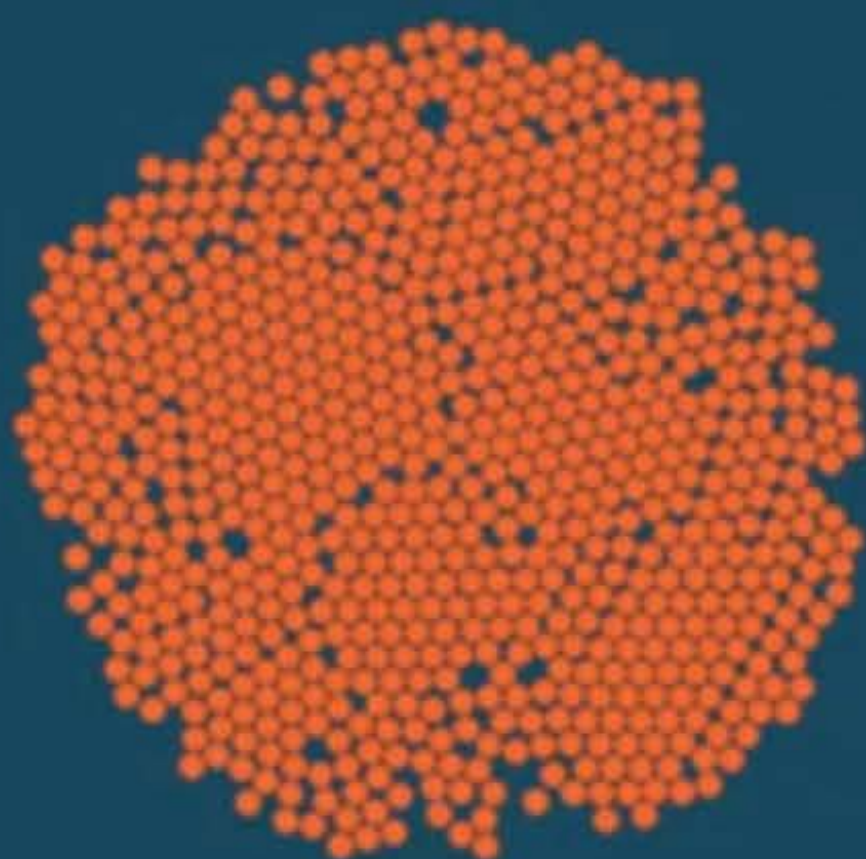
REASONS FOR USING MOBILE PAYMENTS FOR OFFLINE TRANSACTIONS





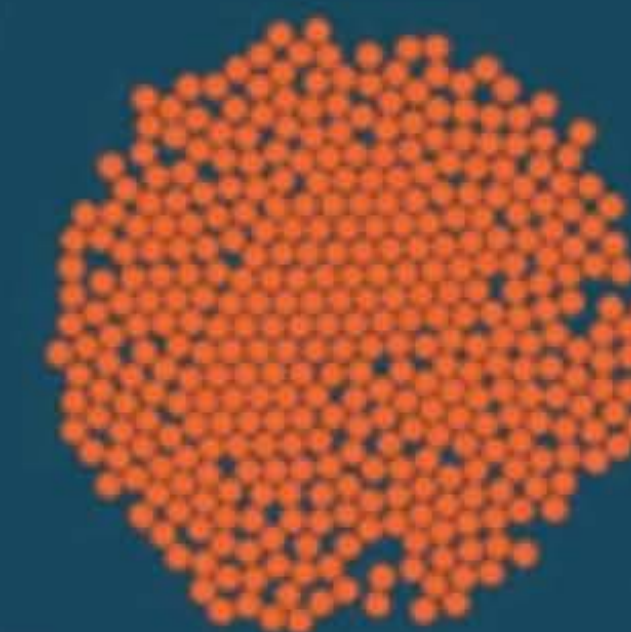
CHINA

1990



People living below extreme poverty line

754m

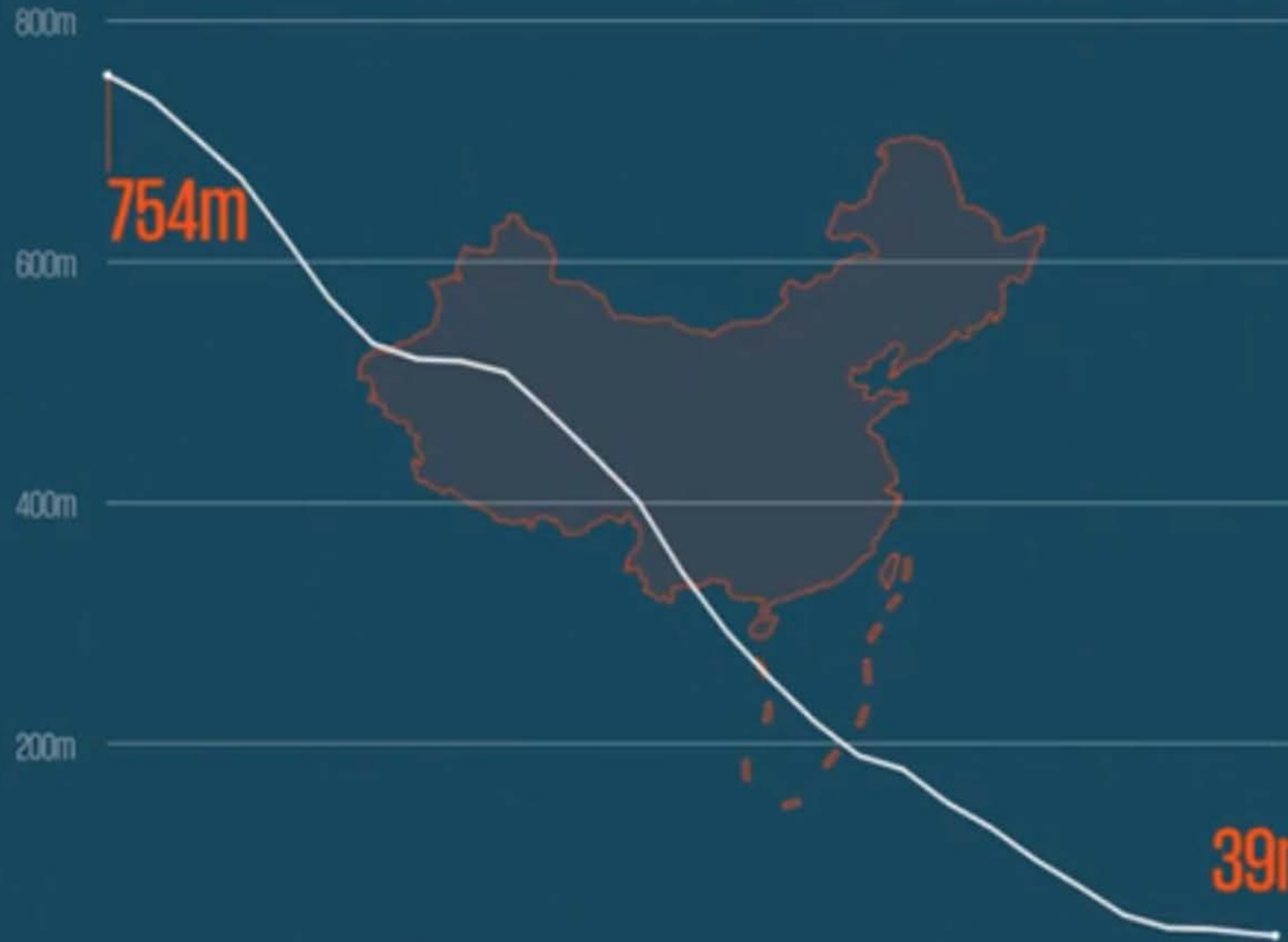


People living above extreme poverty line

481m

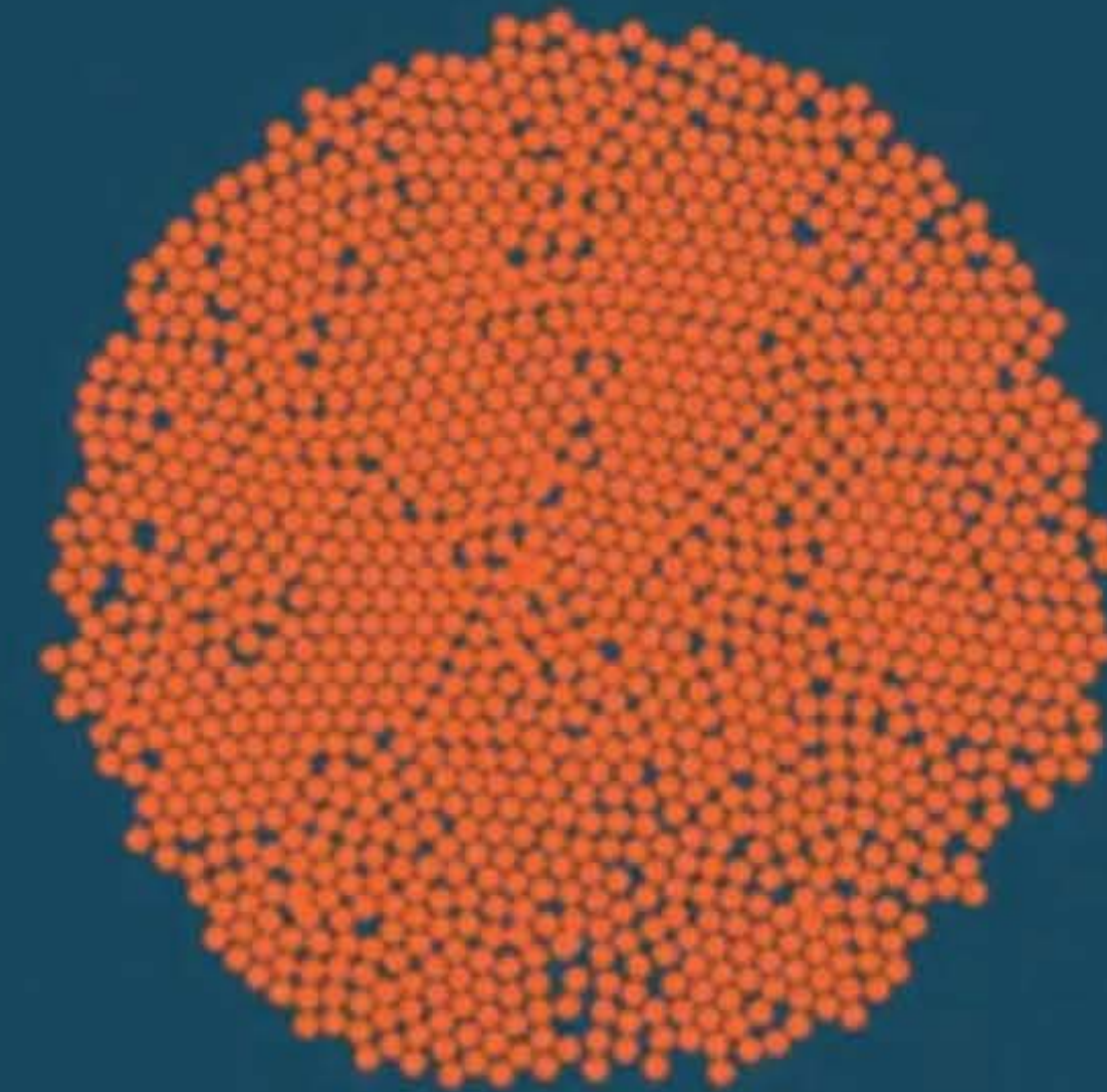
CHINA

2017



People living below extreme poverty line

39m



People living above extreme poverty line

1.3bn



98% of Chinese Internet Users are Mobile

Number of internet users in China (millions)







2018天猫双11全球狂欢节

因为相信 所以看见

2018 11.11 GLOBAL SHOPPING FESTIVAL
BELIEVING IS SEEING

24:00:08

2018年天猫双11
成交额

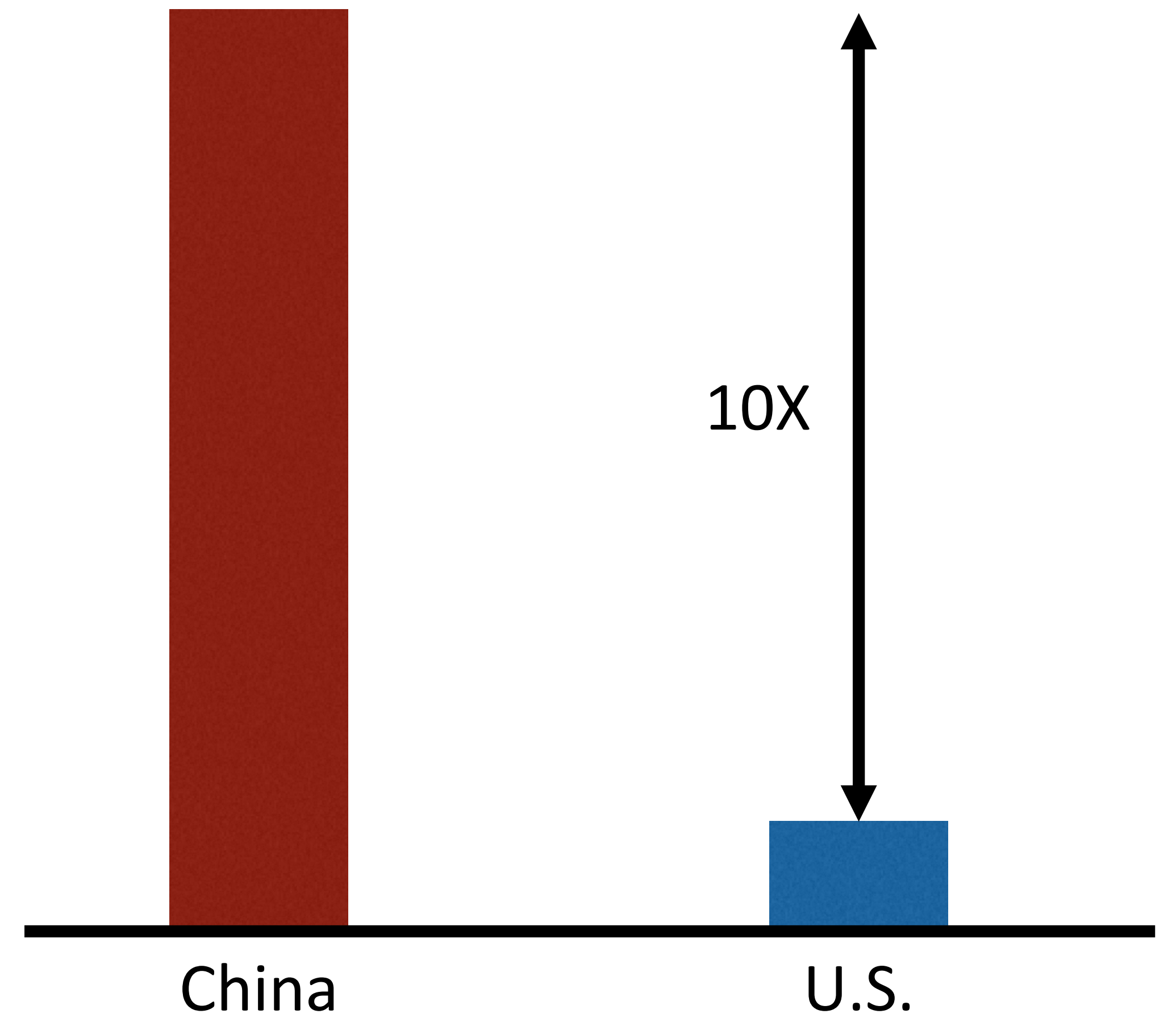
The GMV of 2018 11.11 Global Shopping Festival
has surpassed RMB213.5 billion

2135

亿



China vs. US Food delivery





The World's 50 Most Innovative Companies 2019

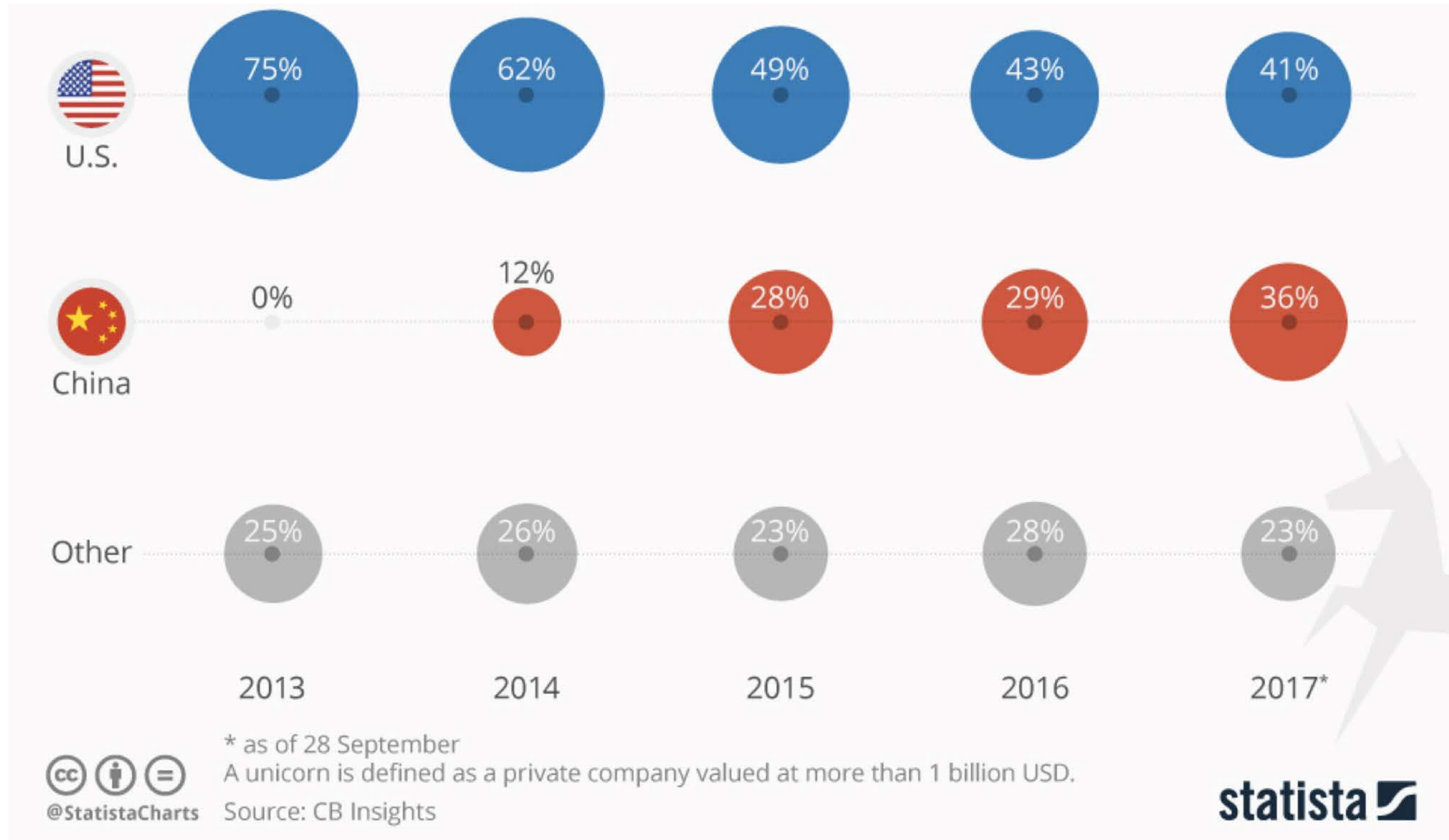


IT'S A **VUCA** WORLD

VOLATILE
UNCERTAIN
COMPLEX
AMBIGUOUS

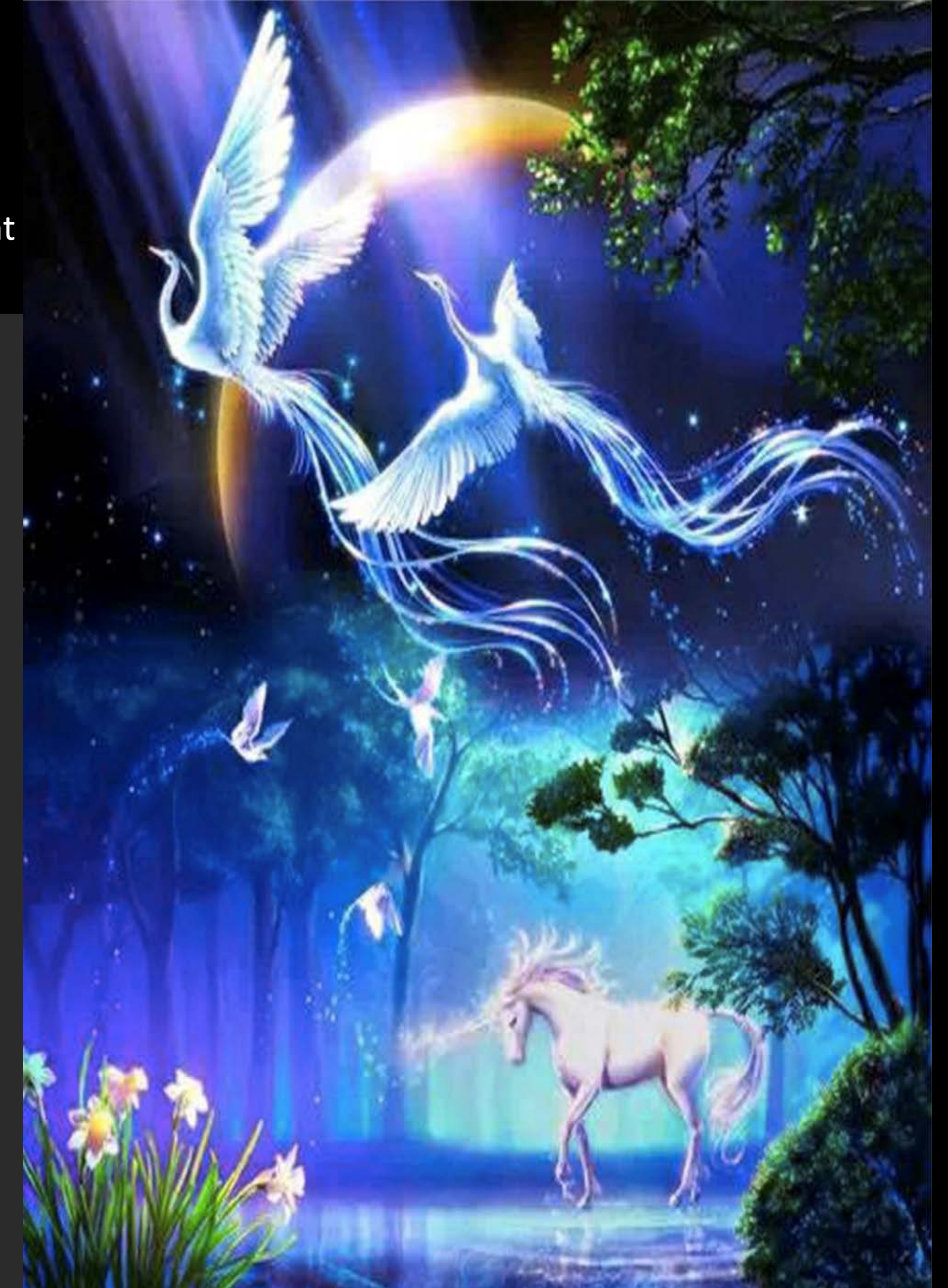
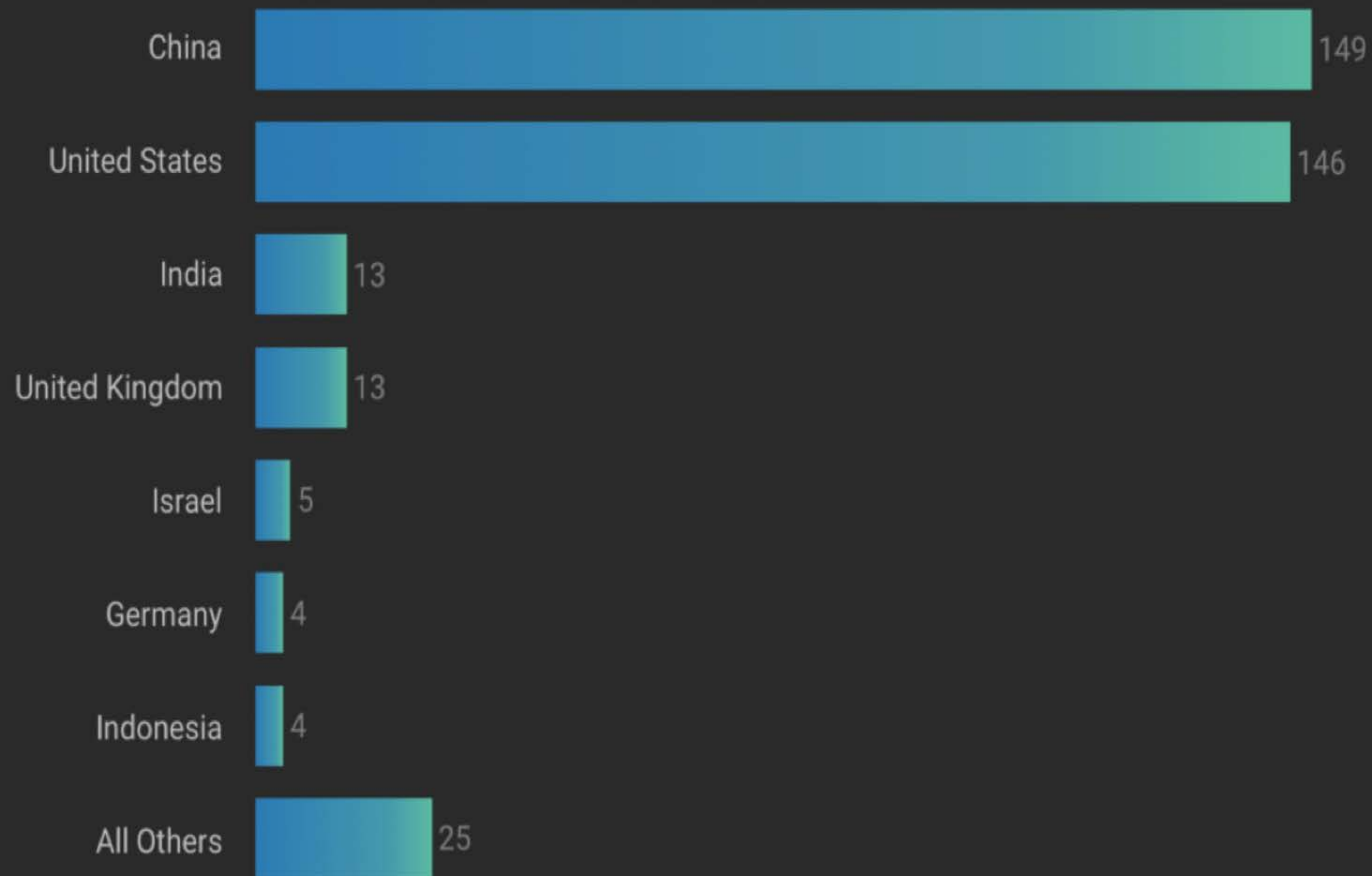
China is Threatening America's Unicorn Dominance

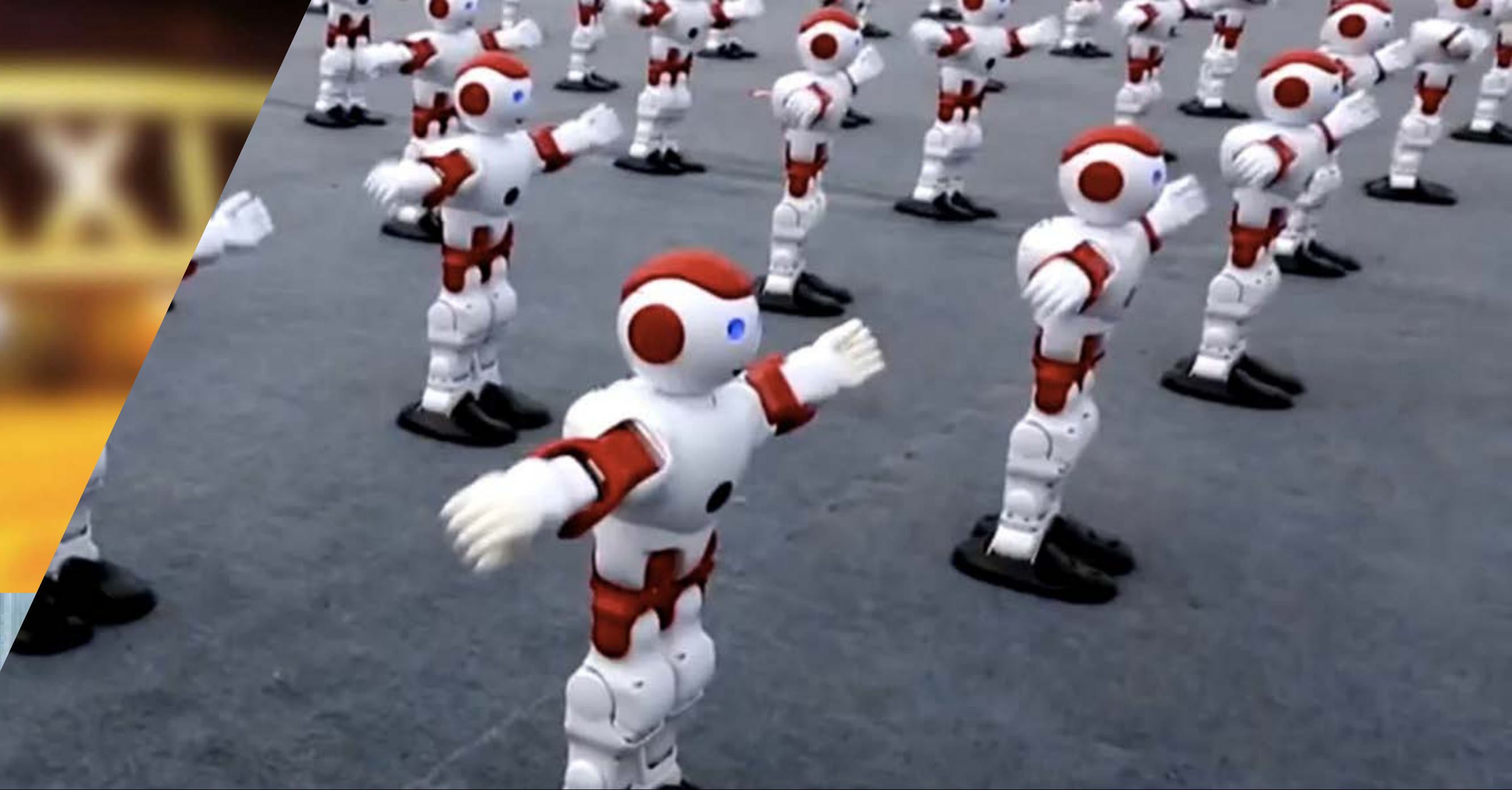
Distribution of unicorns 'born' from 2013 to 2017, by country

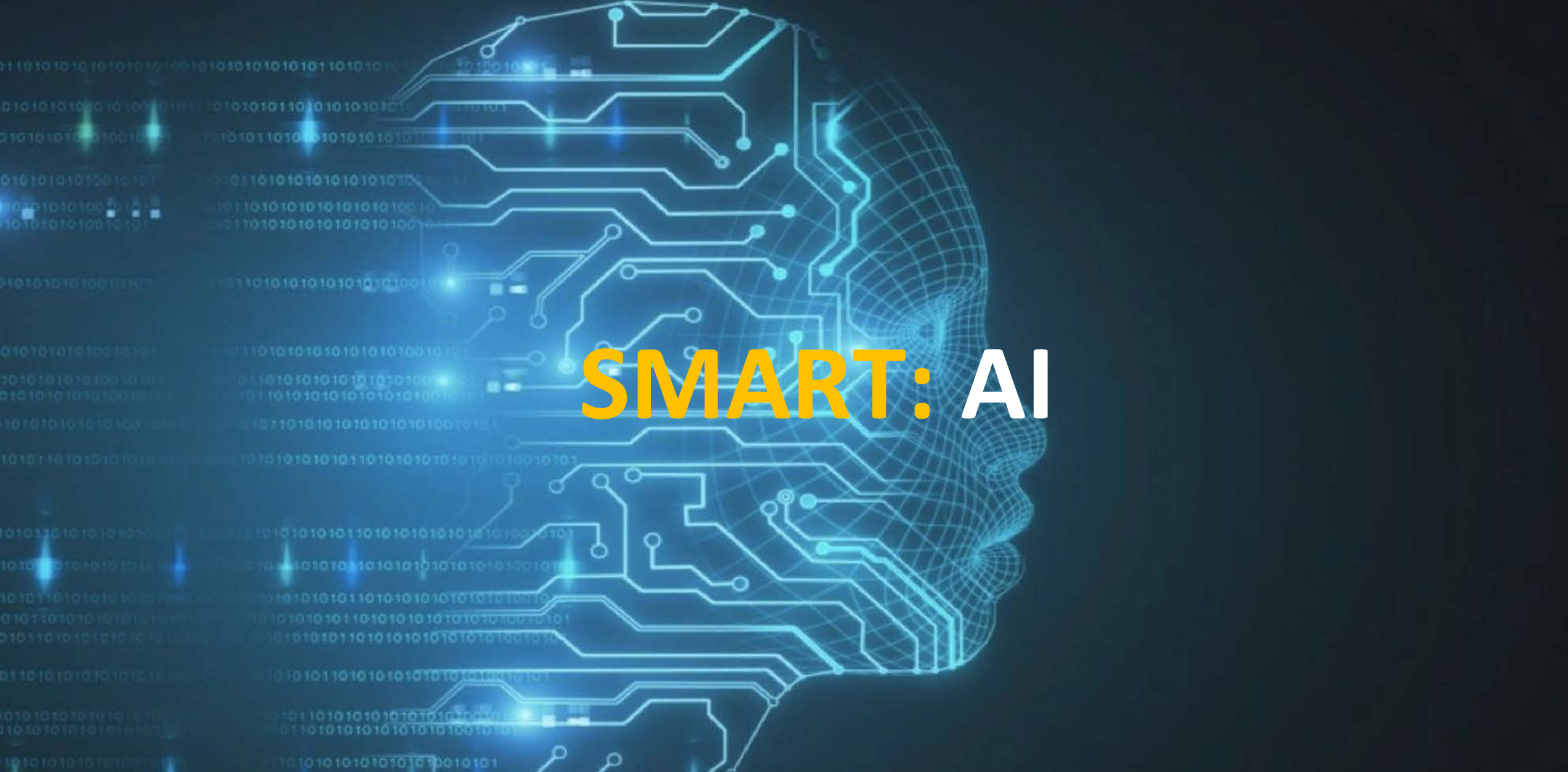


Total Count of Unicorns by Country

Count of privately-held companies valued at \$1 billion or more, post-money, in the most recent priced funding round included. Based on reported data in Crunchbase.



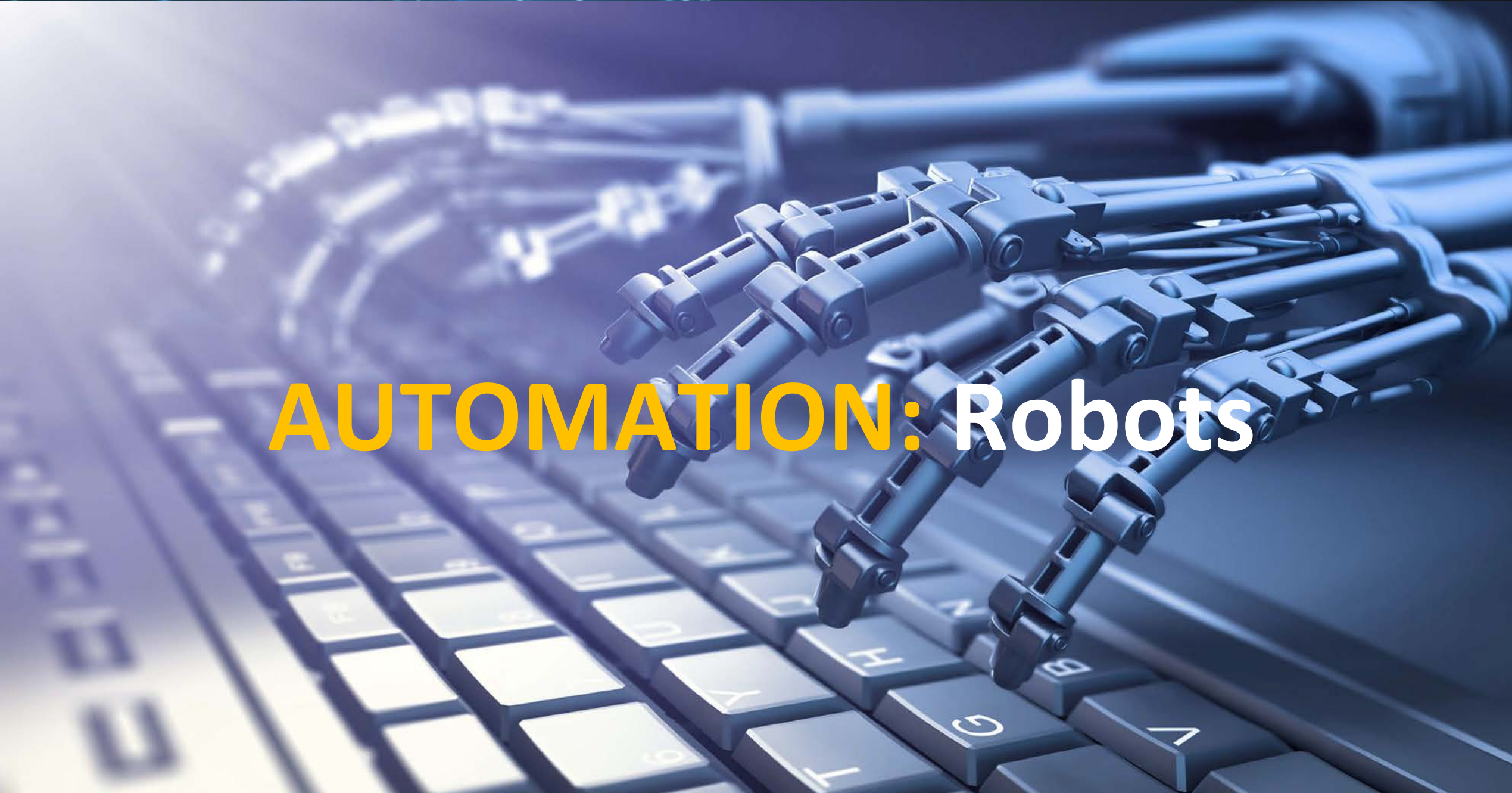




SMART: AI



CONNECTED: IoT



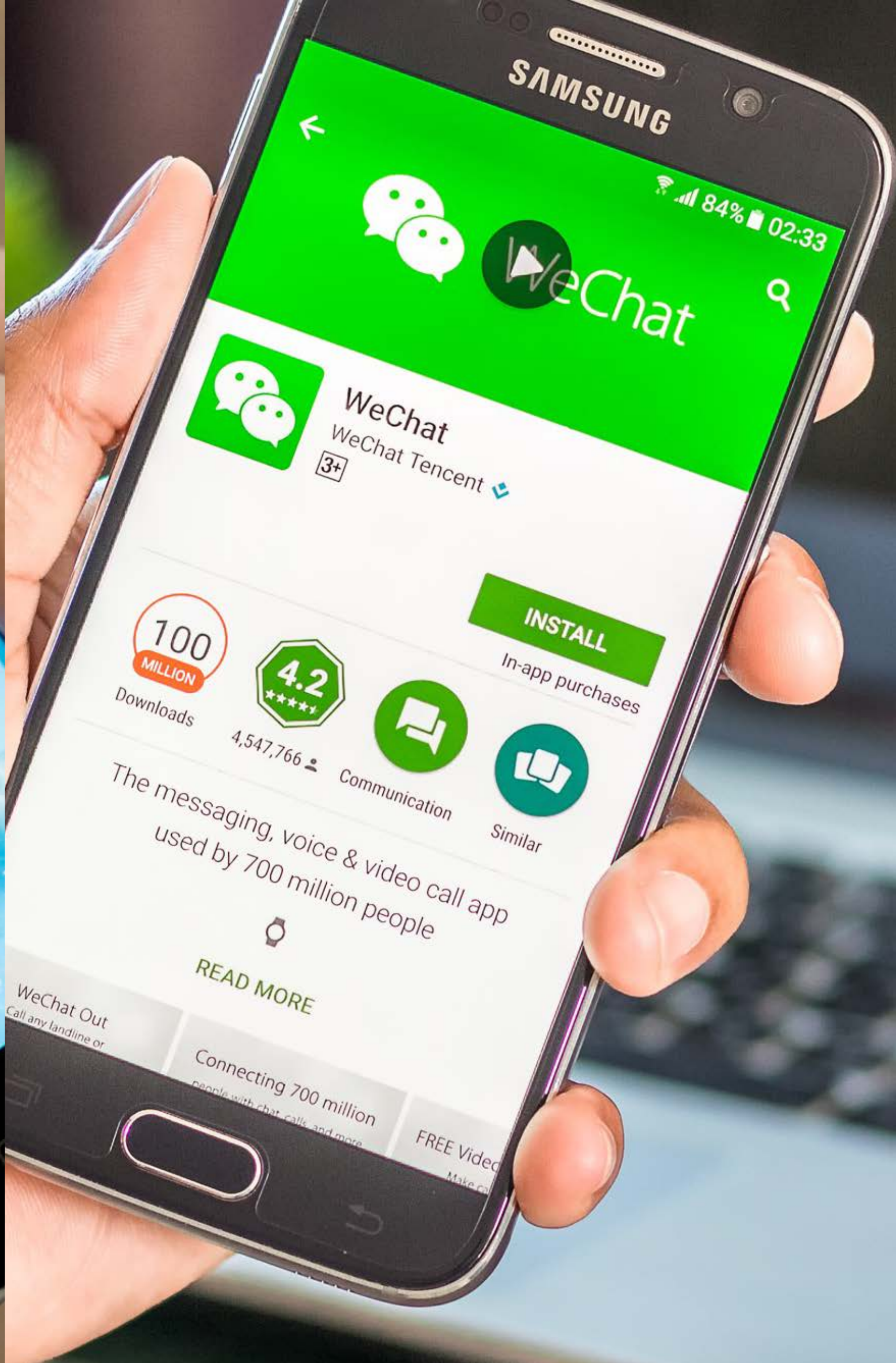
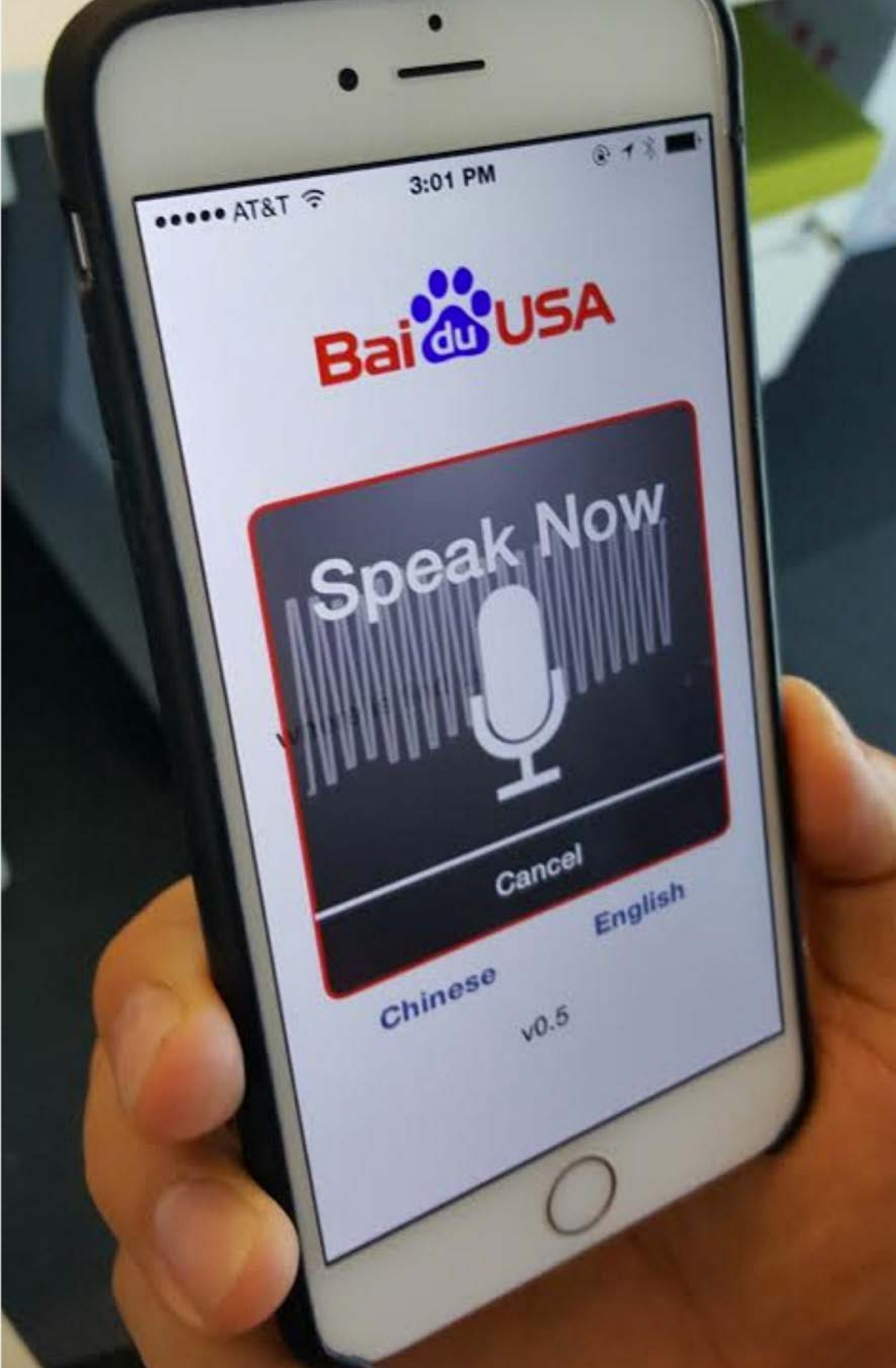
AUTOMATION: Robots



TRUST: Blockchain



ARTIFICIAL INTELLIGENCE

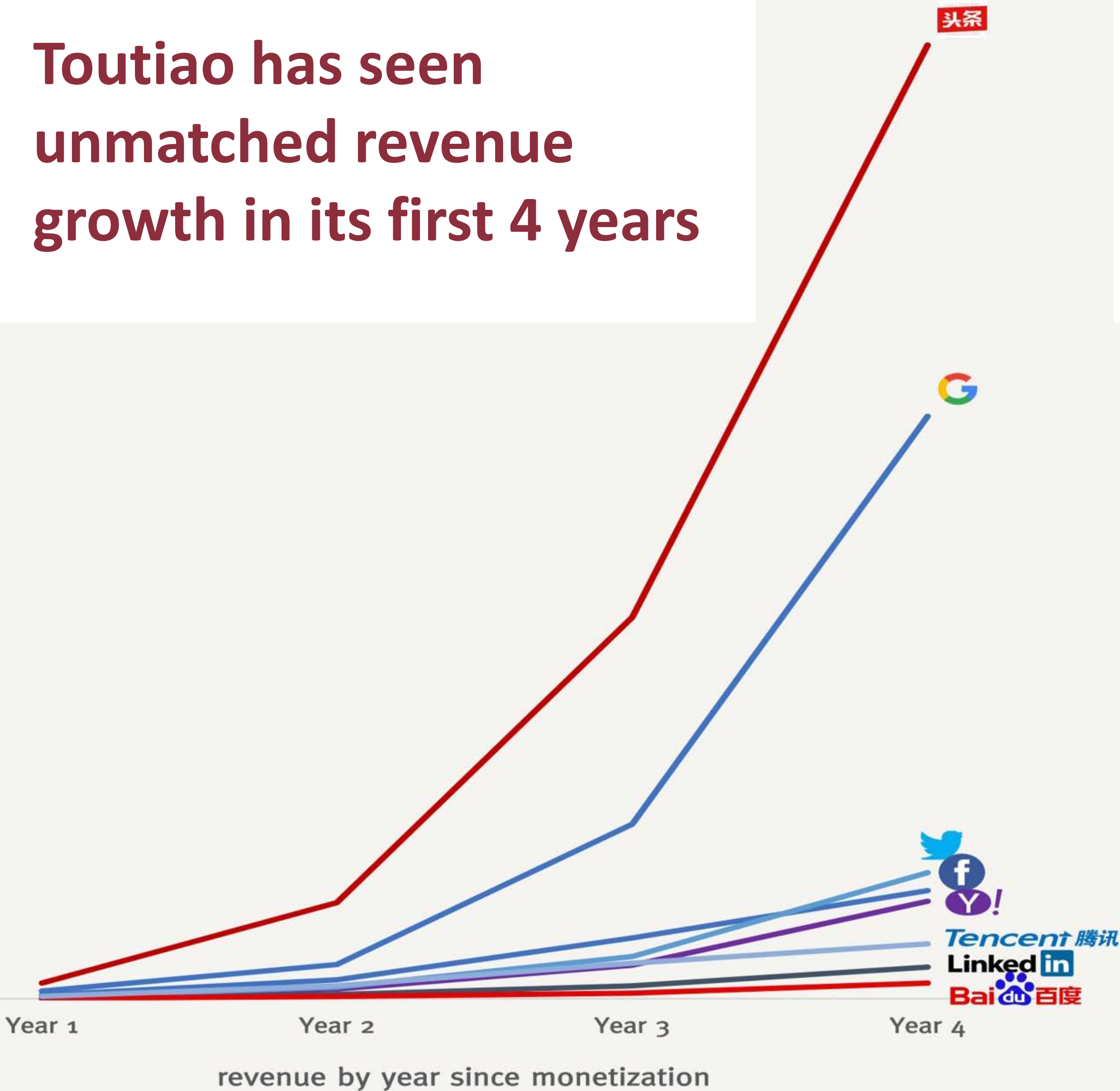


头条 TOUTIAO

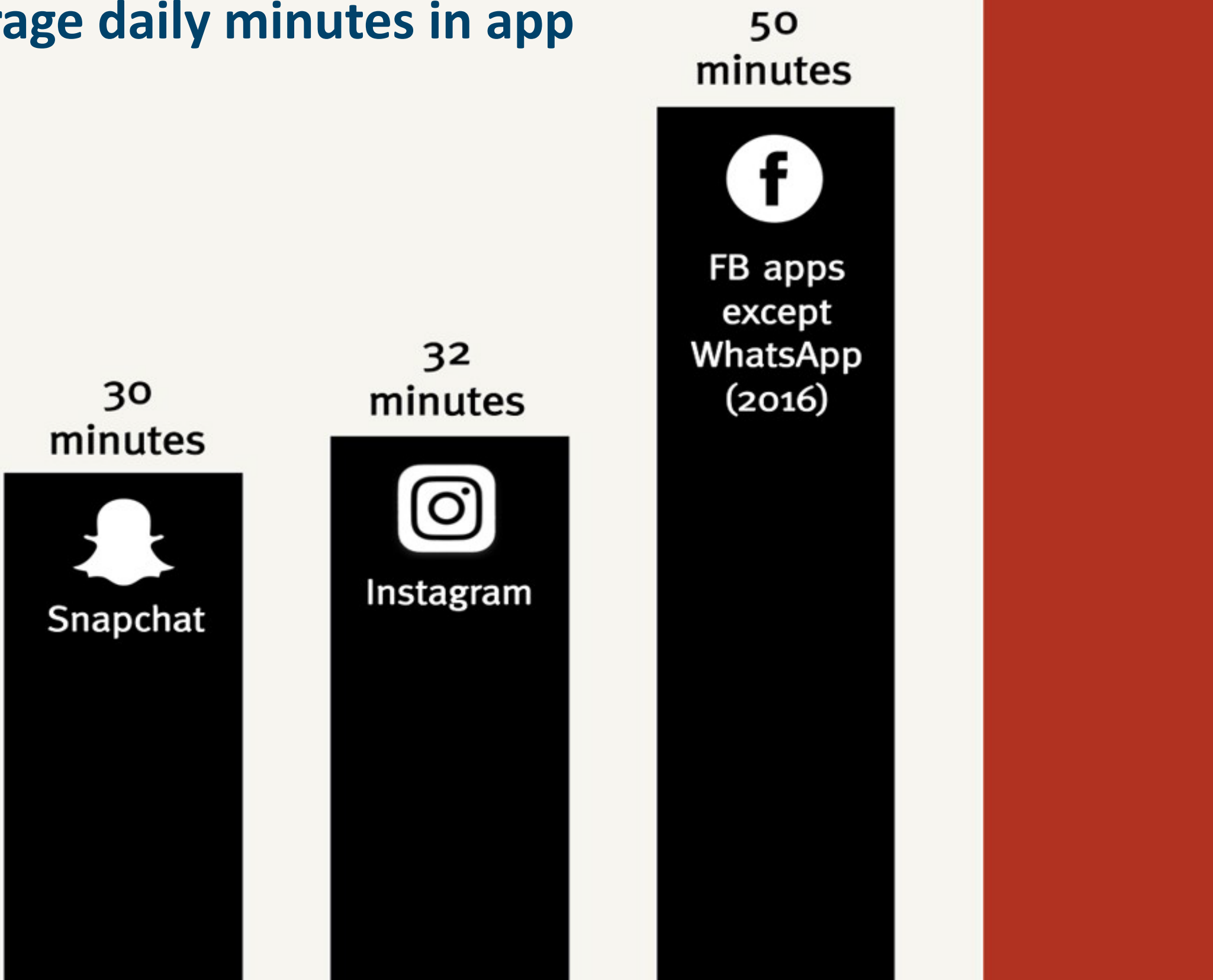


Toutiao has seen unmatched revenue growth in its first 4 years

Toutiao users spend 74 minutes in the app every day

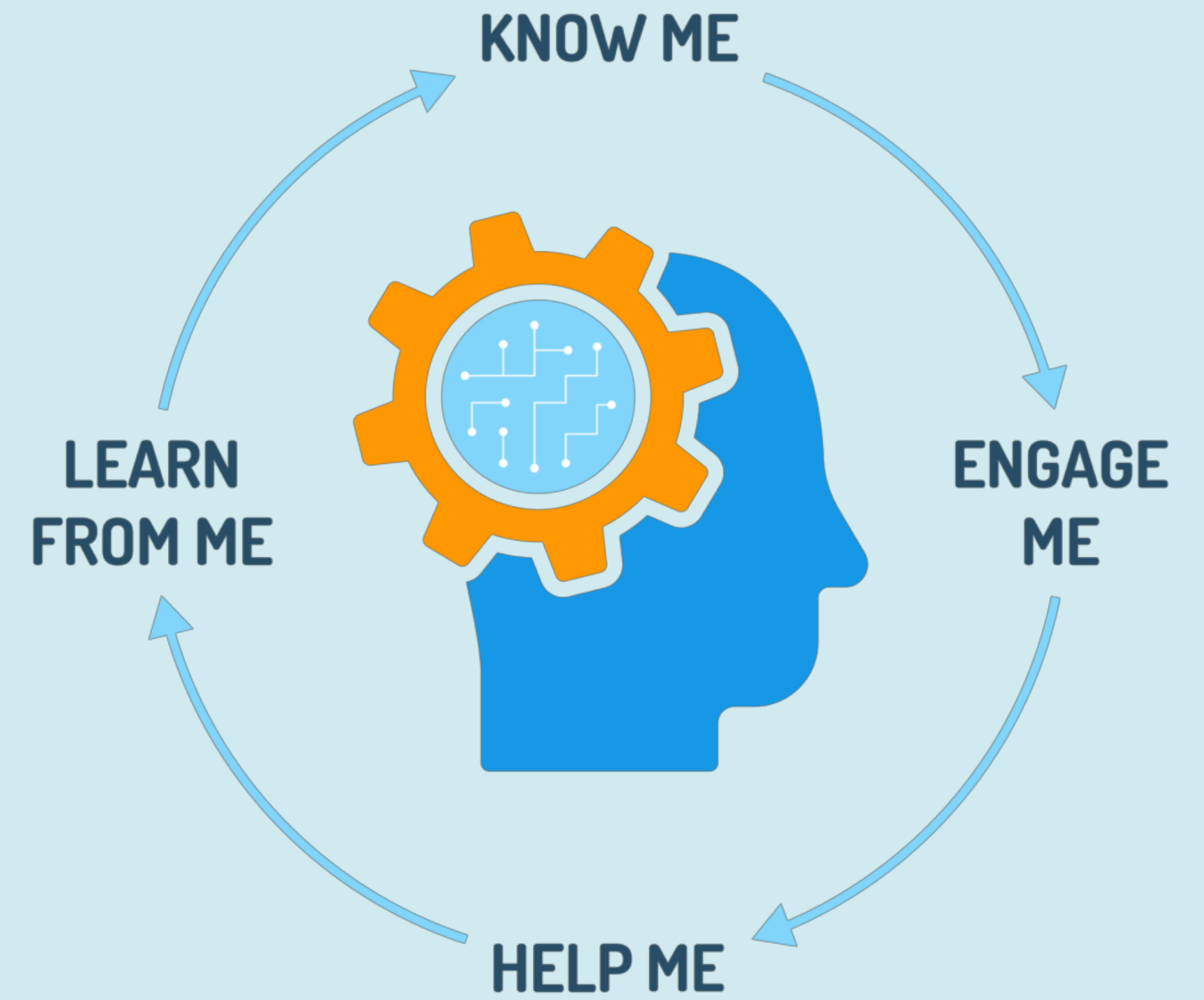
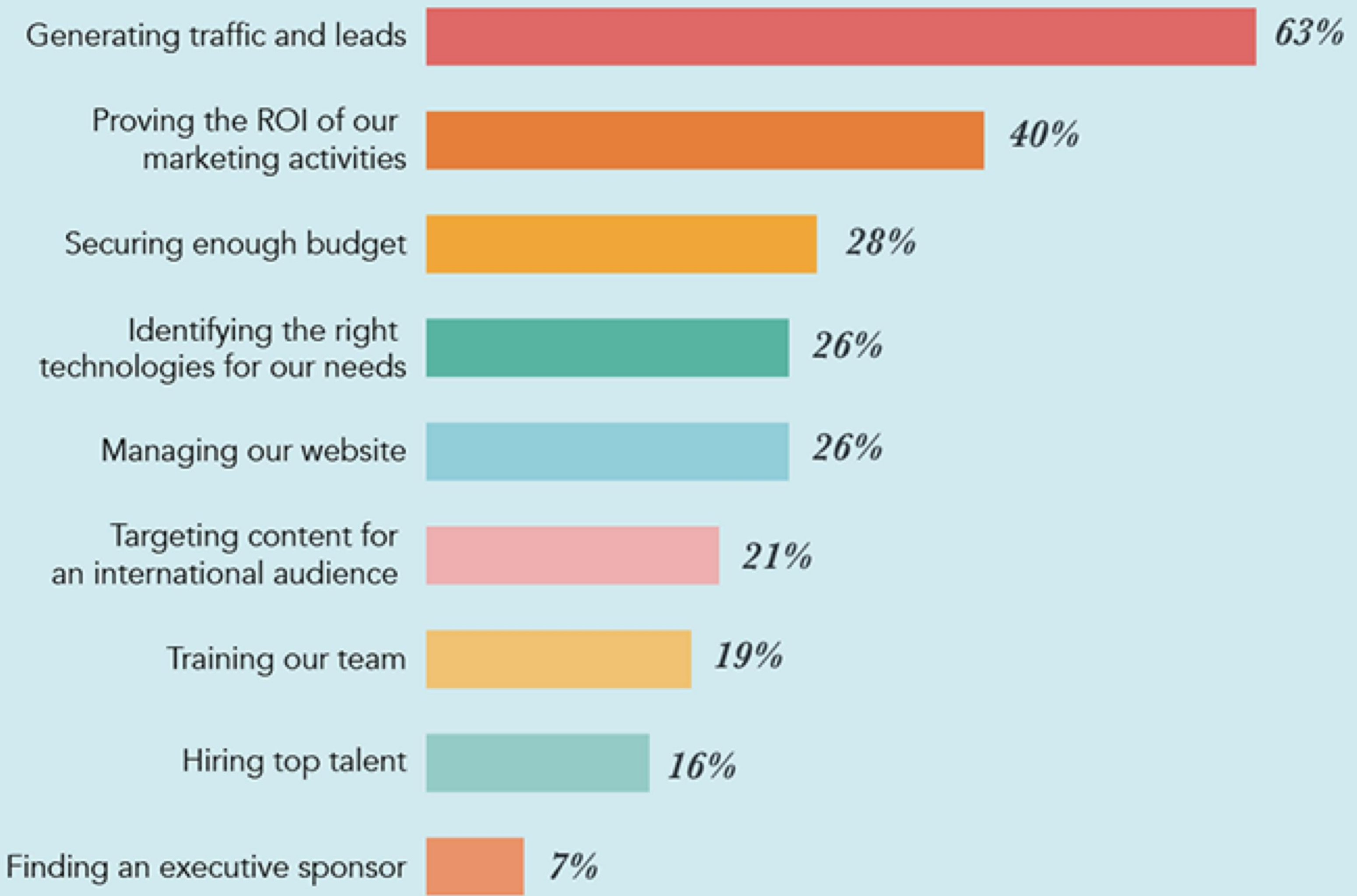


Average daily minutes in app



Sources: Public company filings

What are your company's top marketing challenges?



STATE of INBOUND



天猫全球狂欢节
2017

截至11月11日8时53分
天猫精灵双11总销量

破 **100万台**

Ali A.I. Labs
阿里人工智能实验室

天猫精灵
TMALL GENIE

小米AI音箱

听音乐、语音遥控家电的
人工智能音箱

你说 我做

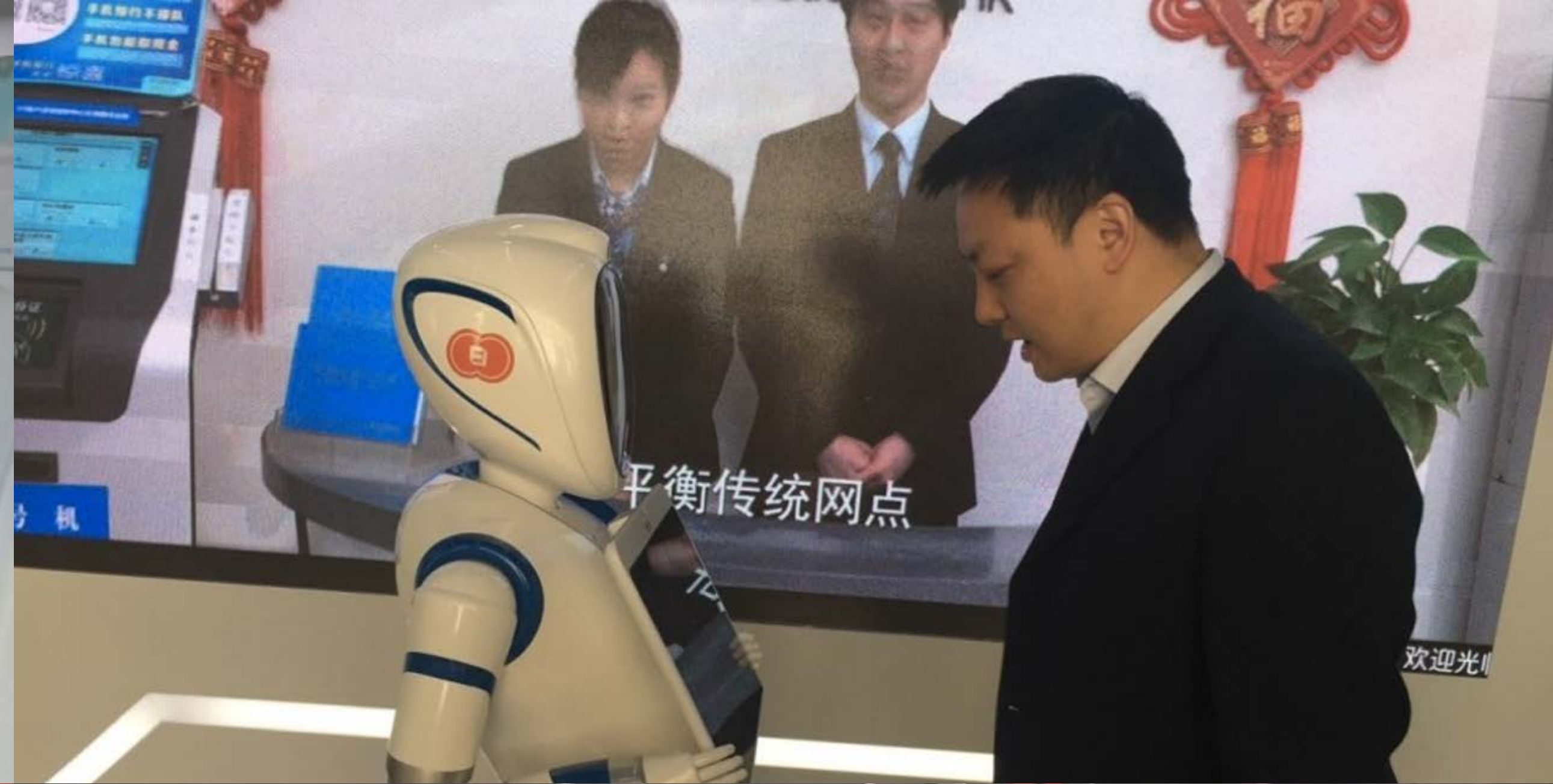
来自未来的智能语音助理

- 语音控制
- 智能家居
- 智能语音操作
- 智能家居中心
- Hi-Fi音质
- 全球音乐

会说话的音箱

音乐陪伴 | 智能家居 | 生活助手 | 京东购物







ID Cards

Driver License

Debit & Credit Cards

Loyalty Cards

Transport Cards

Cash

Business cards

Receipts

An aerial night view of a city, likely Shanghai, with the Oriental Pearl Tower prominent in the center. The image is overlaid with a network of glowing blue nodes and connecting lines, symbolizing the Internet of Things (IoT). The text 'INTERNET OF THINGS (IoT)' is written in large, bold, yellow capital letters across the middle of the image.

INTERNET OF THINGS (IoT)

Microphone

Accelerometer

Gyroscope

Magnetometer

Barcode/QR Code

Touchscreen

Ambient Light

Fingerprint

Pedometer

Barometer

Heart Rate

Proximity

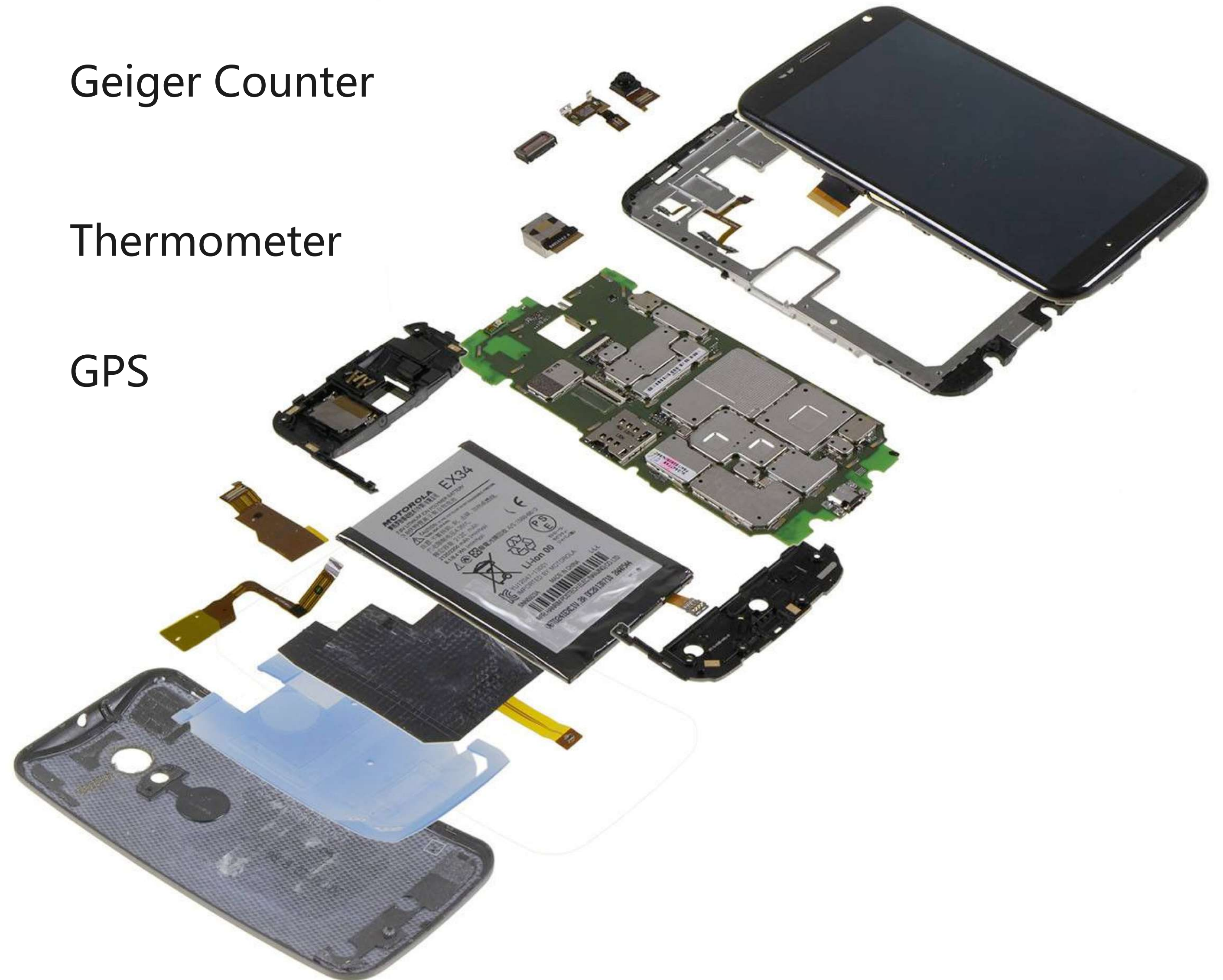
Cameras

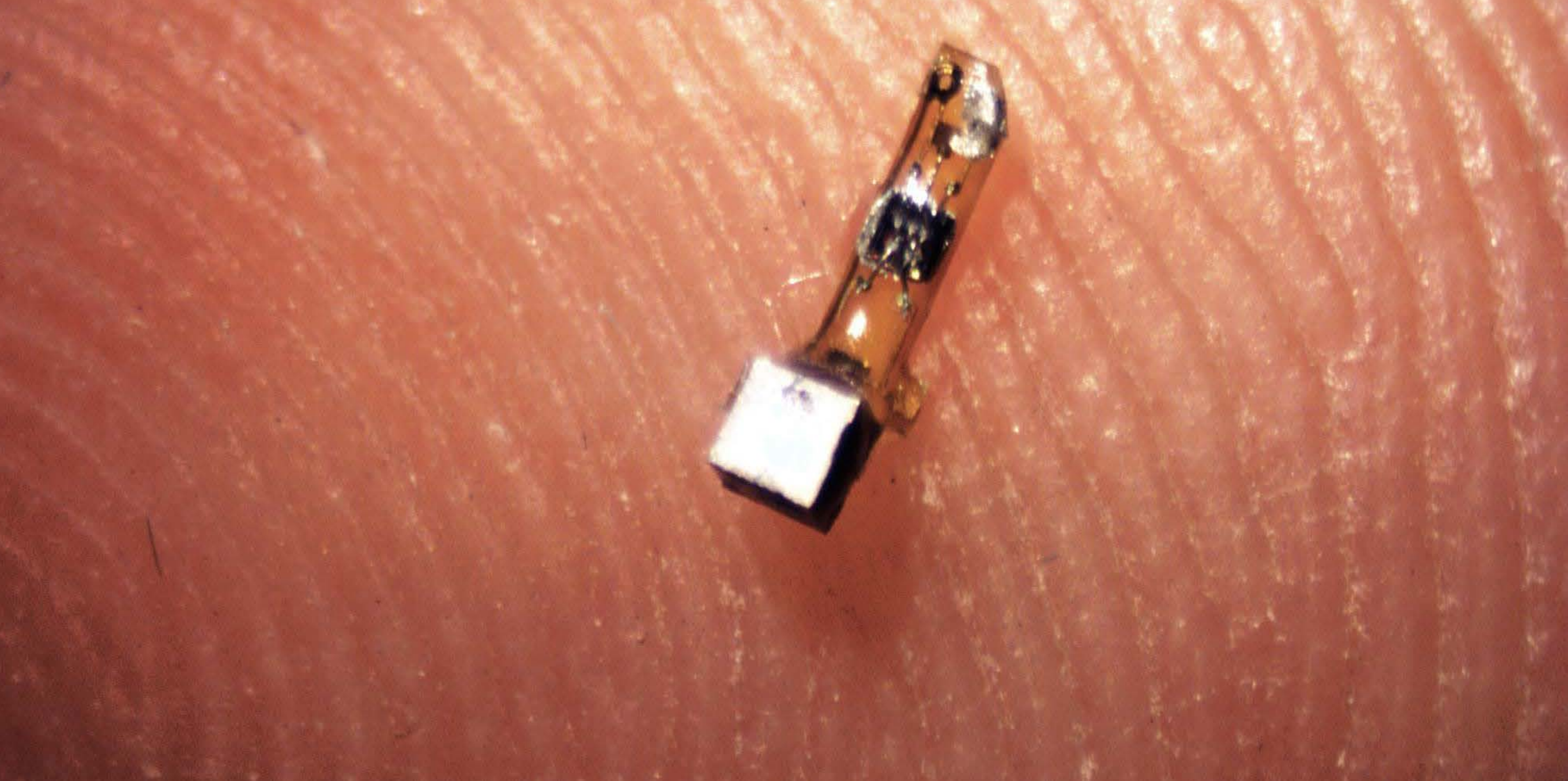
Air Humidity

Geiger Counter

Thermometer

GPS







SHENZHEN

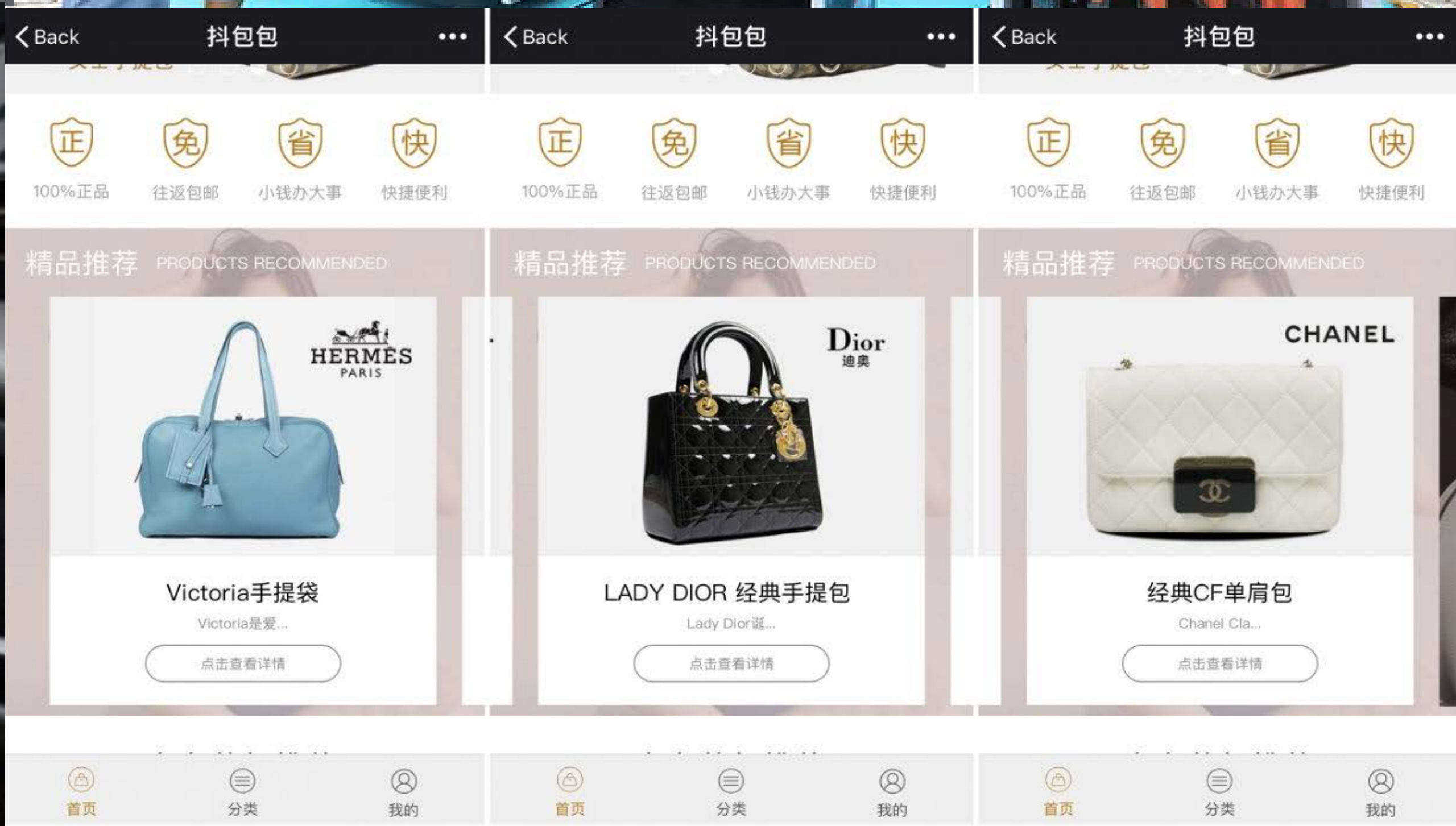
THE SILICON VALLEY OF HARDWARE



HUAQIANGBEI
COMMERCIAL STREET
华强北商业街









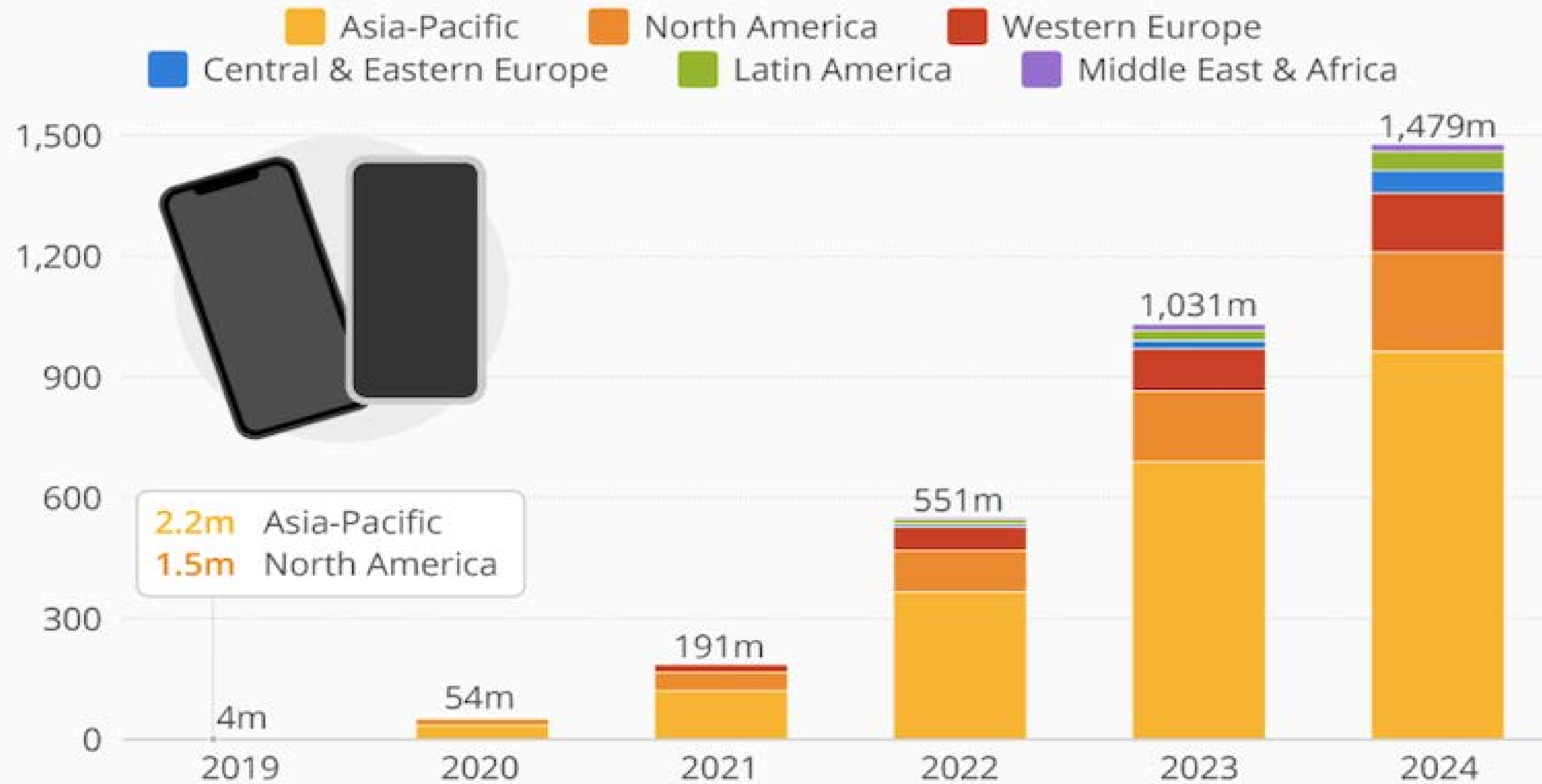
5G

开启
智能世界



Global 5G Adoption to Take Off in 2021

Forecast of 5G smartphone subscriptions by region



© StatistaCharts

Forecast as of November 2018
Source: Ericsson Mobility Report

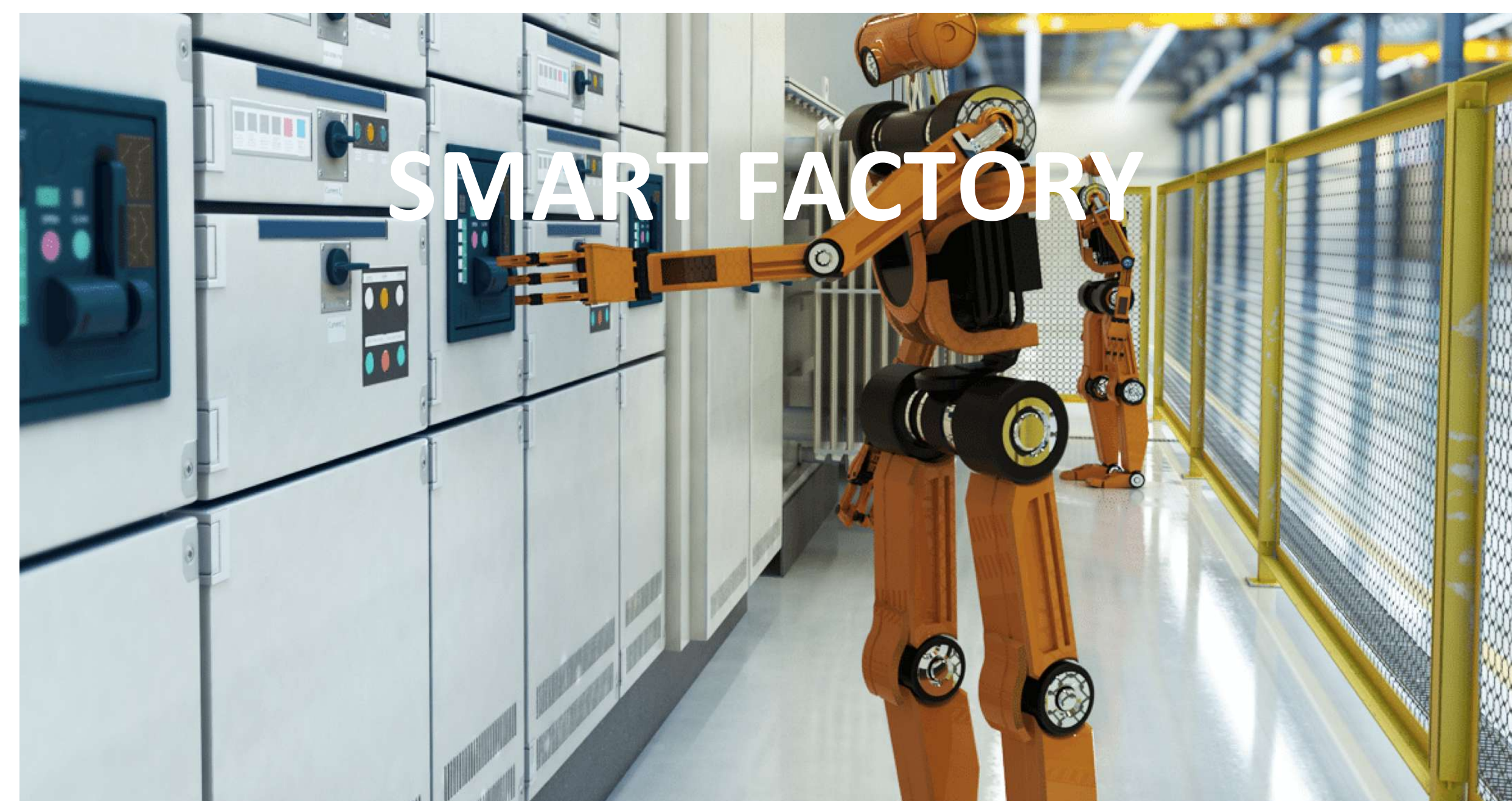
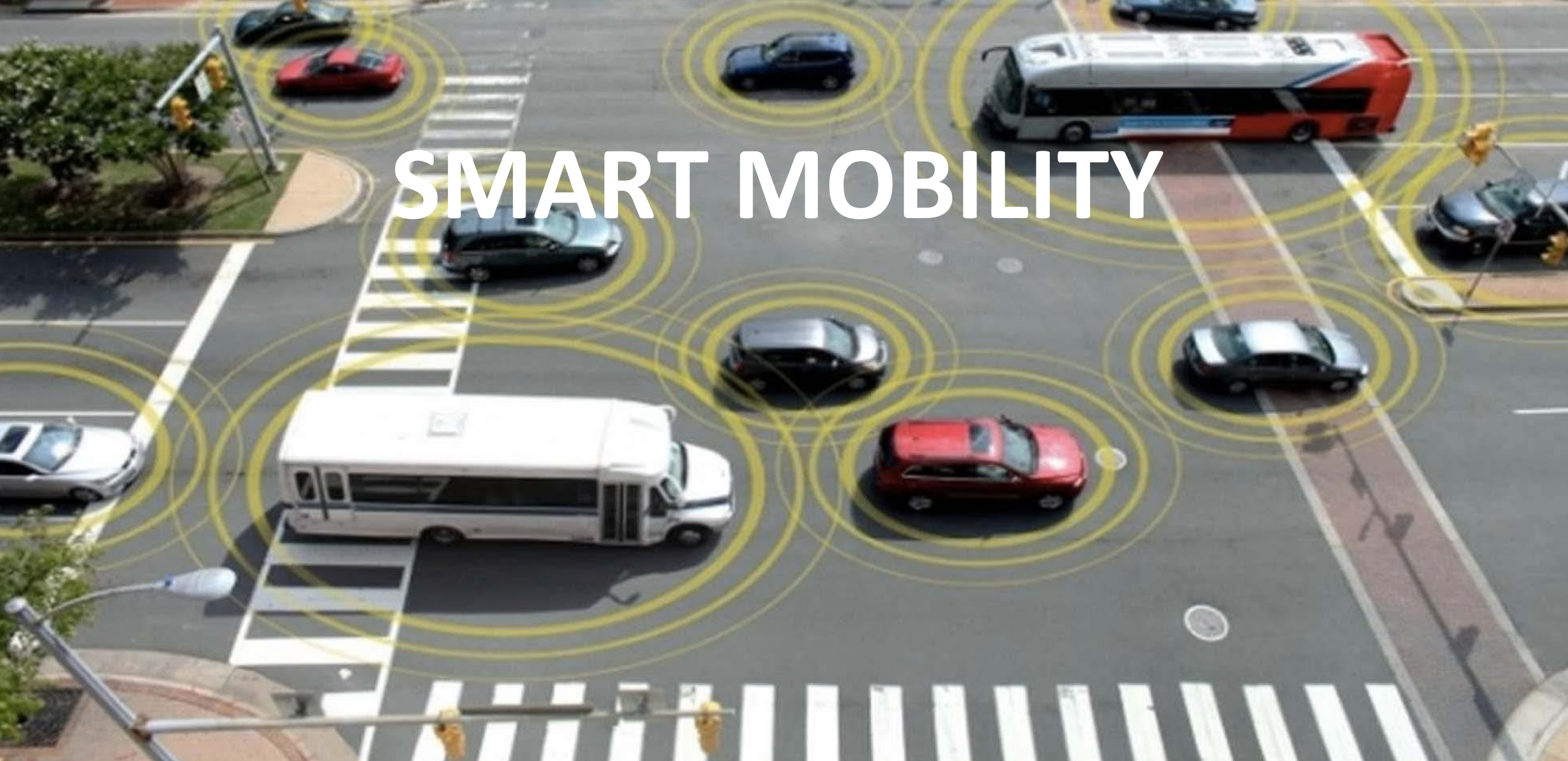
statista



AUTOMATION

SCARED RESOURCES





“Meet OMO Sapiens”

China is leading the way:

Smartphones
Mobile Payment
IoT
AI

— Lee Kai-Fu

Chairman Sinovation Ventures



BingoBox 缤果盒子 NO A1003

BE! 倍便利
24小时全自助智能便利店







红星二锅头 维军超市

HZ-JN-2016-08-033-01

电话: 18106566988





A glowing fingerprint is shown on a blue circuit board. The fingerprint is illuminated with a bright yellow and white light, making it stand out against the blue background. Above the fingerprint, a stream of binary code (0s and 1s) is falling, creating a digital rain effect. The circuit board below has intricate patterns of lines and dots, representing a complex digital network.

TRUST





For ecommerce, the most important thing is trust.

Jack Ma
Founder Alibaba

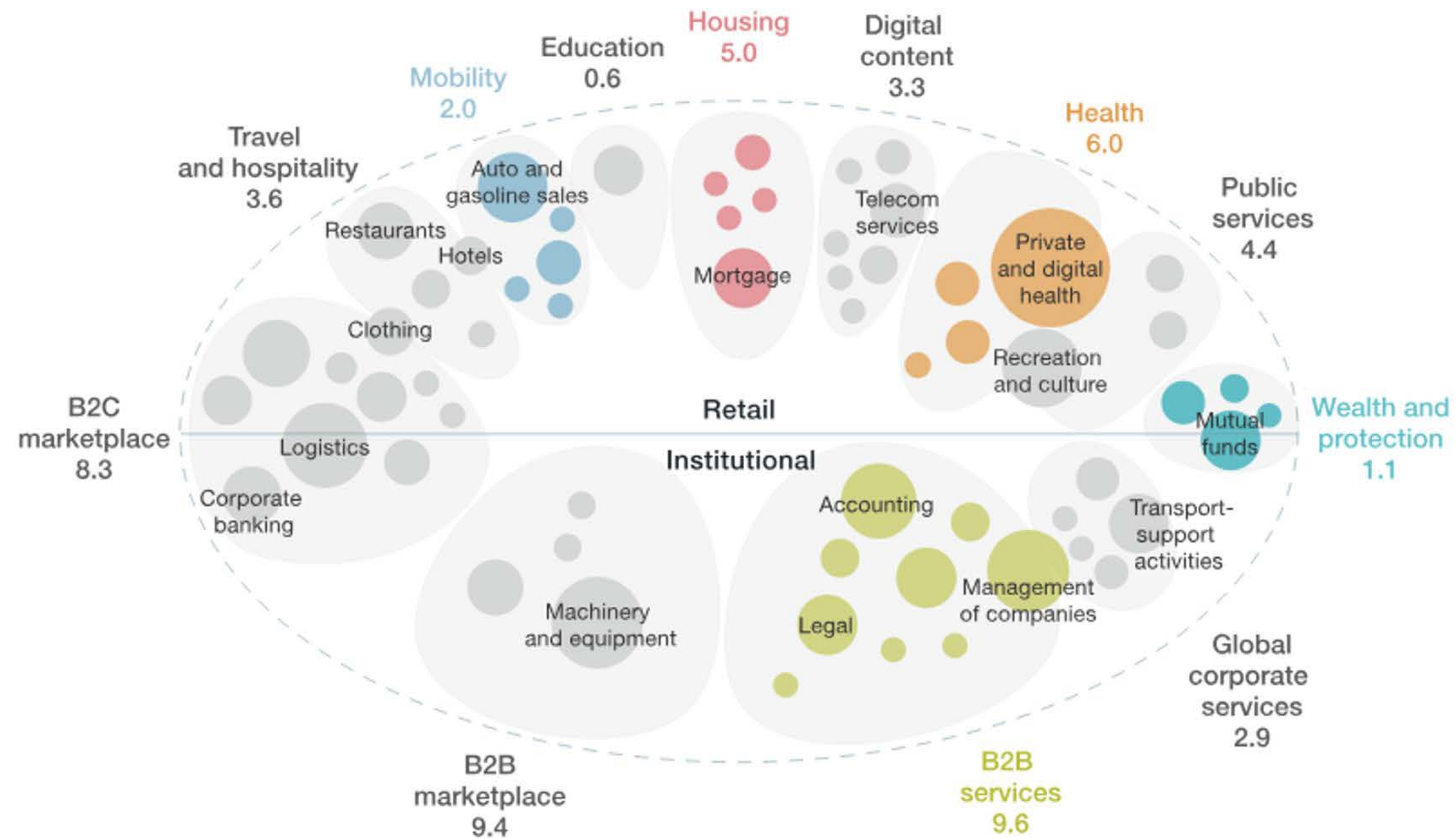






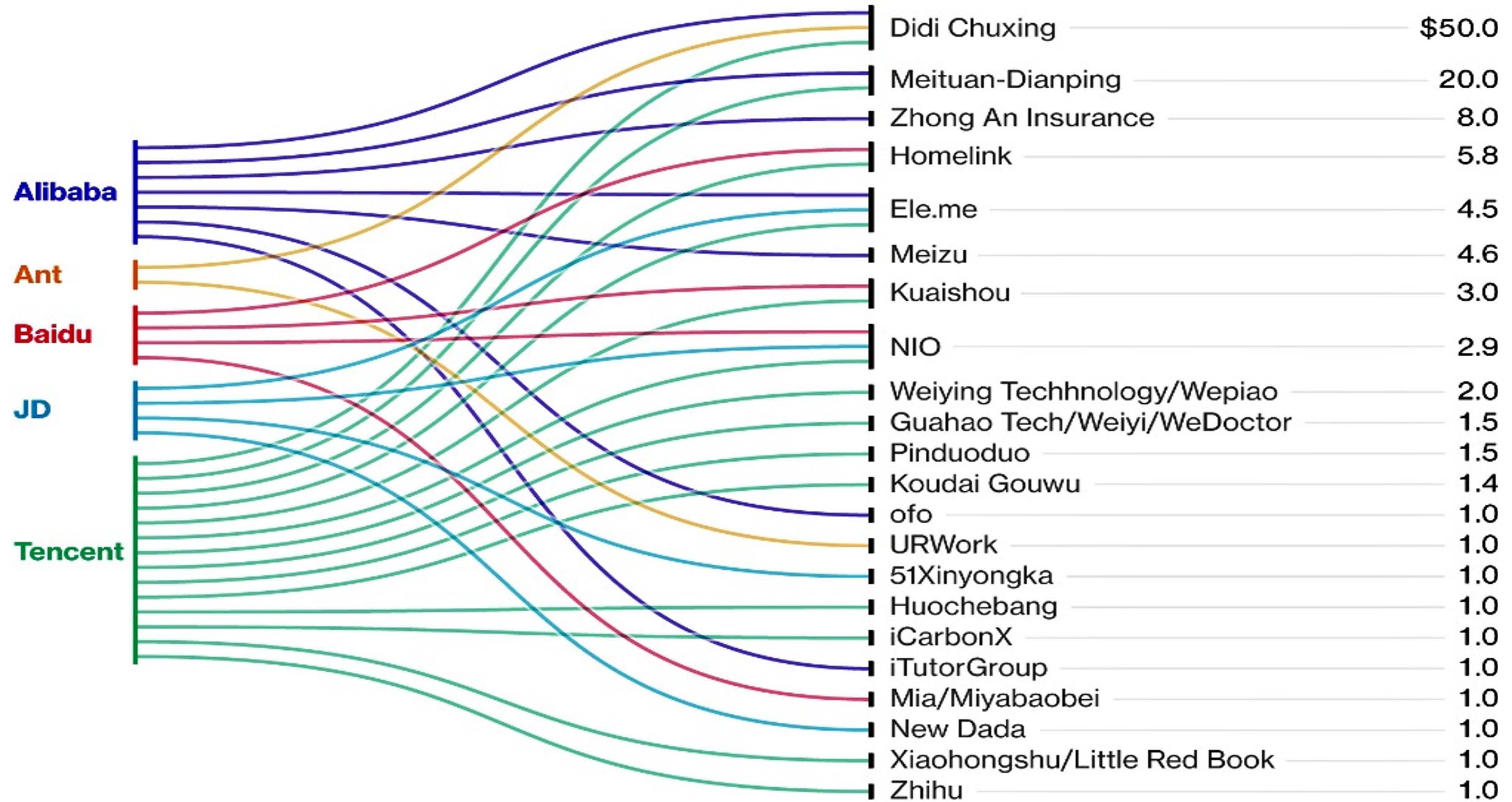
New ecosystems are likely to emerge in place of many traditional industries by 2025

Ecosystem illustration, estimated total sales in 2025,¹ \$ trillion





¹Circle sizes show approximate revenue pool sizes. Additional ecosystems are expected to emerge in addition to those depicted; not all industries or subcategories are shown.
Source: IHS World Industry Service; Panorama by McKinsey; McKinsey analysis.

Ranking by valuation, in billions





There's an  **Alibaba** for that

Alibaba Entity	Deals in	Is kind of like
Alipay	Online payments	 PayPal
Aliyun	Cloud services	 amazon web services
Aliyun App Store	Mobile apps	 Google play
Aliyun OS	Mobile OS	 ANDROID
AutoNavi	Maps and navigation	Google maps
InTime	Retail outlets	JCPenney
Juhuasuan	Group buying	 GROUPON
Kanbox	Cloud storage	 Dropbox
Laiwang	Mobile messaging	 WhatsApp
Lyft, Kuaide	Car service, ride sharing	 UBER
Taobao	C2C e-commerce	 eBay
Taobao Travel	Online travel booking	 ORBITZ
Tmall	B2C e-commerce	amazon.com
TutorGroup	E-learning	 KAPLAN
Weibo	Microblogging	twitter 
Xiami	Music streaming	 Spotify
Youku Tudou	Streaming video	hulu
Yu'e Bao	Money-market funds	ING  DIRECT

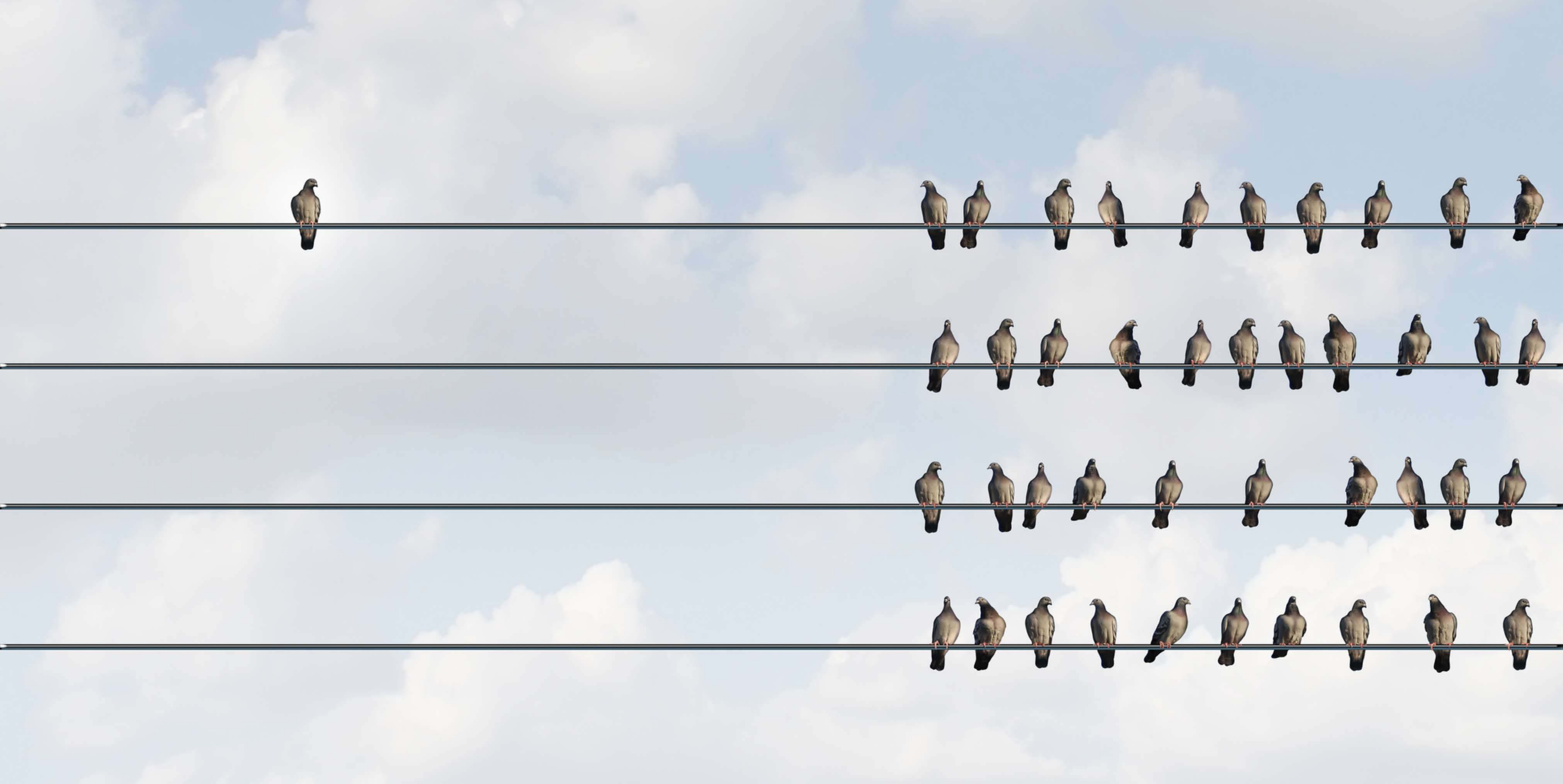
先知 先见 先行

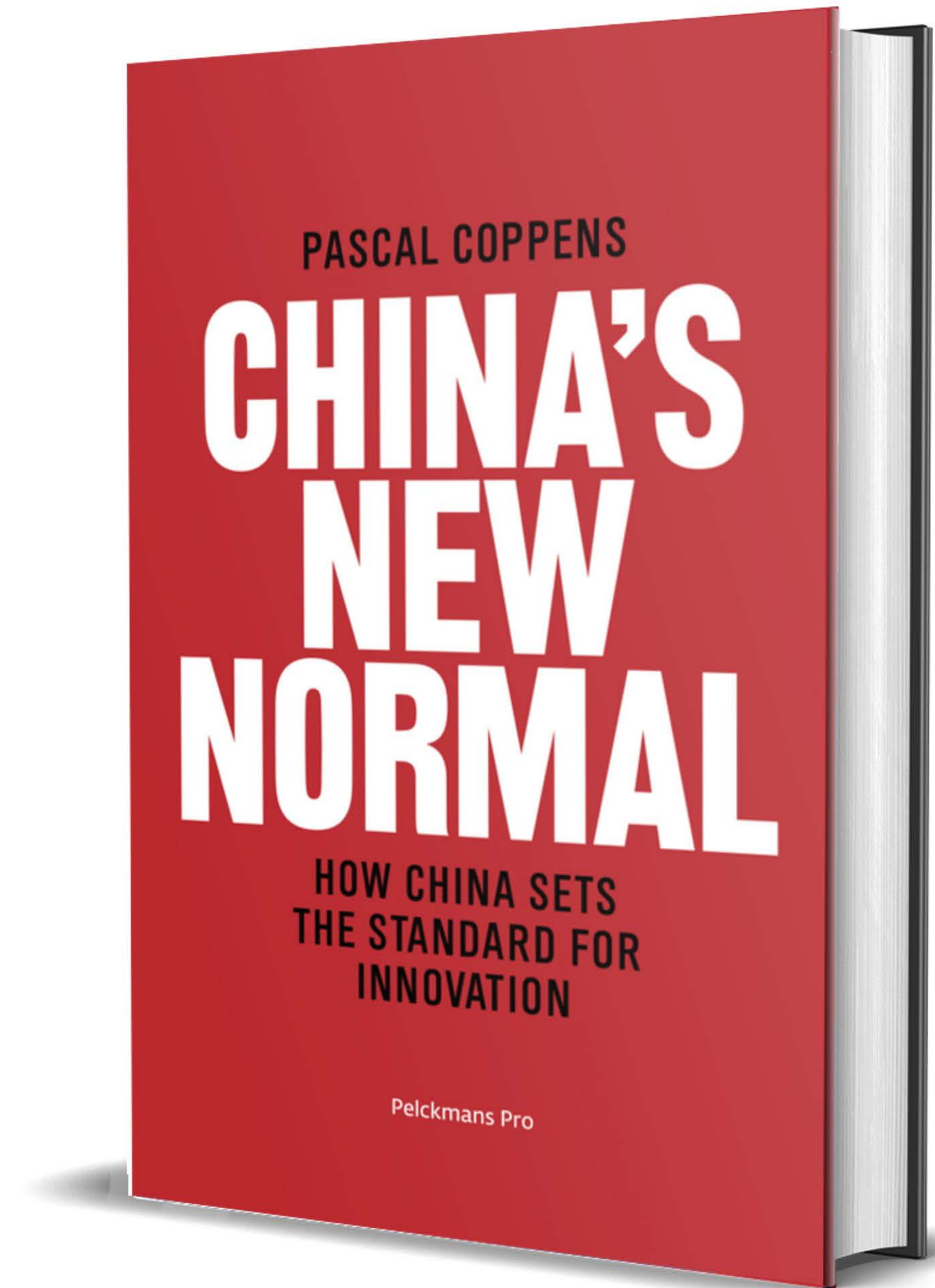
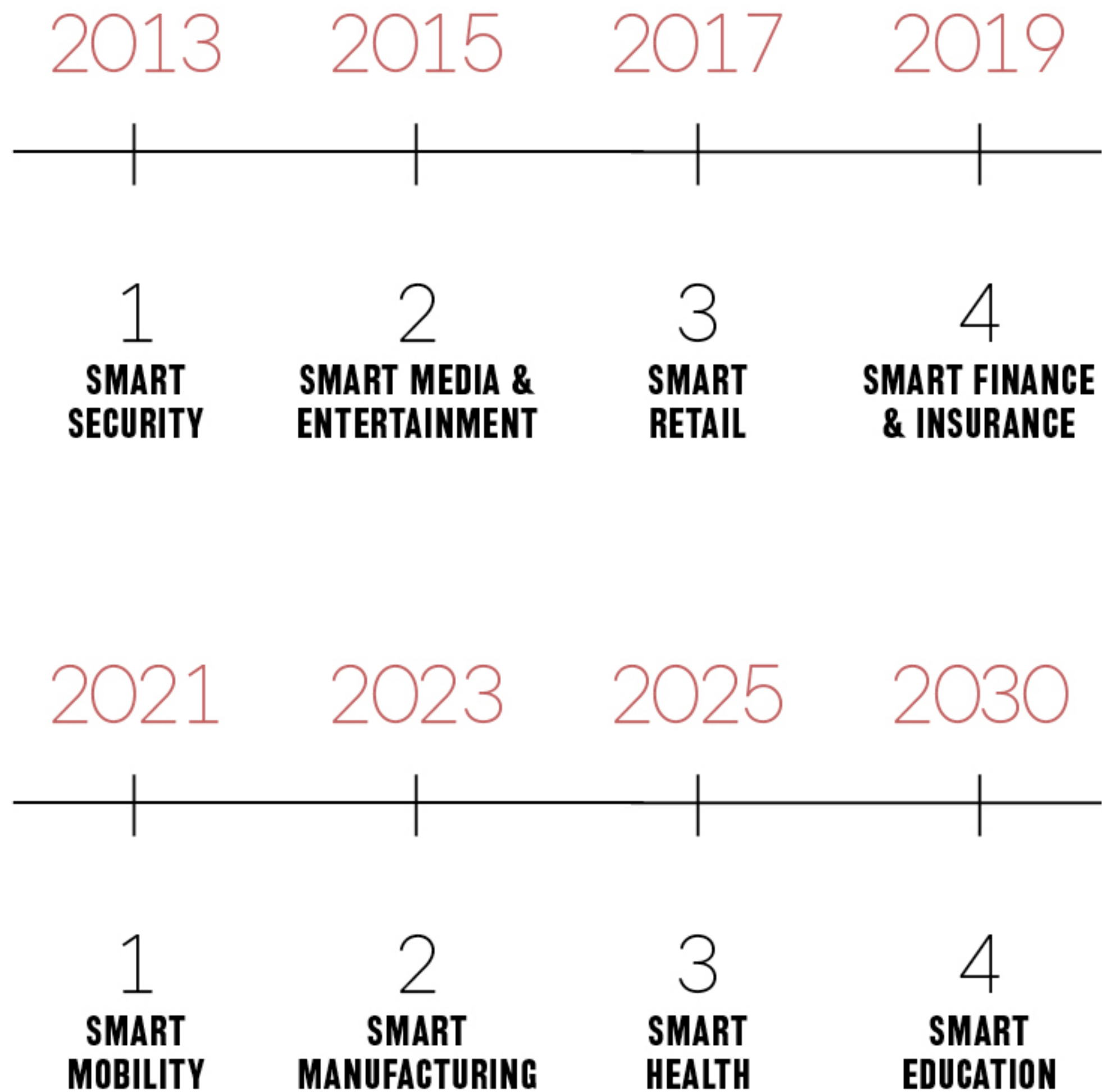
互联网金融论坛暨众安保险启动仪式

Internet Financial Industry Forum &
ZhongAn Insurance Launch









A man in a white short-sleeved shirt and dark trousers is riding a motorized suitcase on a city street. The suitcase is brown and has two wheels. The background is blurred, showing a city street with a railing and buildings. The text "GET INSPIRED BY CHINA" is overlaid on the left side of the image.

GET
INSPIRED
BY CHINA

IT'S
MOVING
FAST