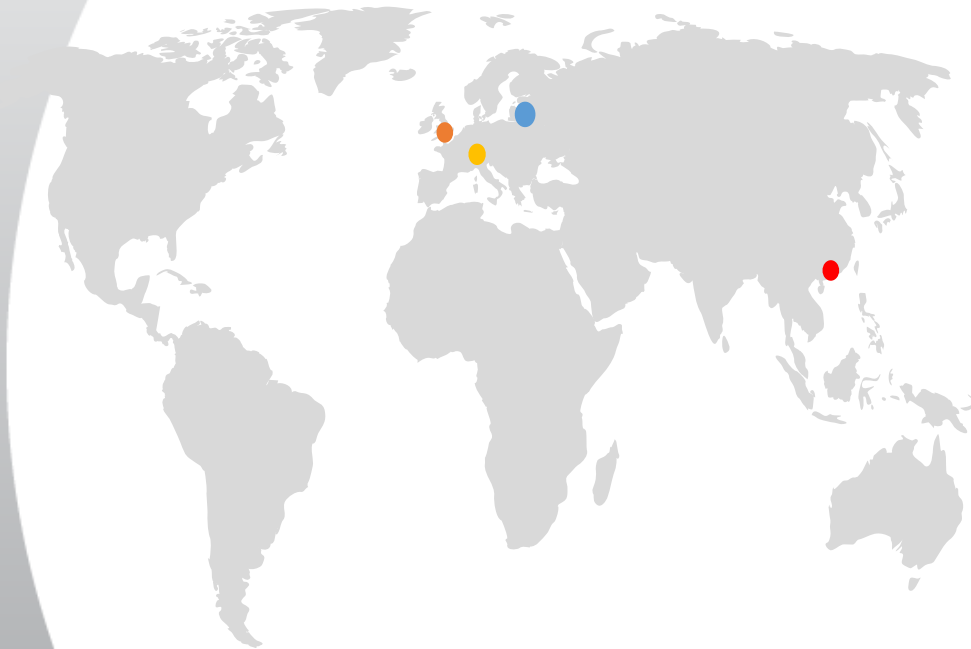




## Estonian Post Group: Logistics company moving goods and information



- National postal operator of Estonia
- 2 400 employees
- Operations:
  - China
  - Great Britain
  - Baltics
  - Germany
- Focus on Europe, Russia, CIS, Middle East

### **2016 highlights:**

- 90 million euros total revenue
- 45 million parcels
- Regular air cargo connection with China

## B2C trade into China

- SMEs? Entry barriers may seem high
- China B2C e-market ~ 300 bn EUR
- “Into China” will exceed “from China” by 2020
- Mature logistics in China
- Mobile e-commerce dominance
- Childrenware, food are most popular
- European Chinese highly involved