

## SPSR Express enables Russian exporters to sell their products to Chinese consumers on JD Worldwide

24-03-2017

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The solution follows a partnership agreement with the Russian Export Center (REC) that SPSR announced last month. The two companies agreed to develop logistics solutions for Russian exporters and create an e-commerce platform for listing products across online marketplaces and stores worldwide.

To open a store on JD Worldwide, Russian producers will need to pay a minimum of \$1,000 at the first stage of the launch. The time needed to set everything up, including the necessary documents, the registration of the store, the approval of the opening, the signing of the contract, the payment of the deposit and listing the goods on the platform, will average one month.

For the management of the shop on JD Worldwide platform, Russian producers will pay no more than RUB 80,000 (€1,295) on a monthly basis. Additional sales commission will amount to 5.5-12.5% of the product value.

In addition to the creation and launch of an

online store (front office), SPSR's solution includes sales support, financial and marketing support as well as logistics and fulfillment. Delivery of goods to the end-user in China will take from four to ten days.

Alex Borisov, Business Development Director at SPSR Express, said: "The comprehensive solution of SPSR Express for exports will allow Russian producers to enter foreign markets, including the Chinese market, and make Russian goods available through online sales. The first platform is the one for direct online sales of JD Worldwide, which has a share of about 57% in this segment in China."

As part of the partnership between SPSR and REC, the two companies assist Russian producers in registering, creating online stores and placing the products on international B2C and B2B online marketplaces. The agreement also covers the subsequent support of Russian producers. This includes, in particular, international product adaptation, patenting and intellectual property protection, as well as marketing and support related to insurance and credit guarantees.

Founded more than 15 years ago, SPSR is the largest private express operator in Russia with a fully-owned regional network which covers over 6,000 cities. In 2013, the company launched its international division, becoming the leader among private express operators in Russia.

Source: [CEP-Research](#)

