



# Invigorate

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## Media Release

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### **New service launches to help US businesses sell and deliver products into China**

Australia's largest and most trusted independent ecommerce parcel and mail distribution company, AMS eGroup has just launched a groundbreaking new fully integrated parcel delivery service in the US called eSAL China that will enable US businesses to export their products direct to online shoppers in China with ease.

China is the largest online market in the world estimated to be worth over USD \$499 billion in value. Nearly 700 million Chinese shop online and many utilise social media platforms such as WeChat to buy online. Growth sectors for online shopping include health, wellbeing, fashion, beauty and other lifestyle items, with Chinese shoppers increasing their desire for US products.

While the internet has levelled the playing field for many US start ups and small businesses seeking to export overseas, China has proven a difficult market to access. Borders are tightly controlled and it can be a lengthy process to obtain the necessary approvals to sell into China.

eSAL China is about to change all of this. They have just received approval from the Chinese Customs to ship products directly into China to Chinese consumers using their innovative China Inbound Ecommerce Solution. eSAL China, which stands for ecommerce surface airlift to China, is a fully integrated platform that deals with sales, approvals, taxes, shipping, tracking and returns.

The solution will assist US businesses to:

- Register for an online selling certificate which must be displayed in their online store
- Register their products with Chinese authorities where relevant and necessary including the China Import and Export Inspection and Quarantine Bureau
- Set up online stores in China and online sales arrangements via online platforms
- Manage and remit any personal postal tax rates
- Manage the parcel shipping and delivery process from end to end including returns

The new service is a game changer for US businesses wanting to export to China. eSAL China is an approved customs platform which boasts partnerships with major Chinese delivery companies. The solution's user friendly interface means US businesses and their customers in China can view the status of parcels in transit. Customer and delivery information is translated from English into Mandarin via SMS and email ensuring Chinese customers enjoy a good experience and are kept up to date on the status of their online purchase.

eSAL China also provides a return processing service ensuring two delivery attempts are made before the parcel is returned and exported to its original origin.

"Our service will revolutionise the export sector for many US businesses, especially small to medium size businesses that want to sell into China cost effectively," President of eSAL China, John Archer, said today.

“China’s market is huge and represents significant export opportunity for US businesses, big and small, including those that are just starting their export journey.

“According to the Chinese Ministry of Commerce, the hot areas of e-retail growth for Chinese consumers is cross border ecommerce - purchases from foreign websites.

“There is a real opportunity for US businesses to ride this wave of growth across China. The Chinese love US goods. They see US products as being trendy, high quality, well made and manufactured in well regulated environments.

“The biggest challenge for US businesses is how to go about selling their products into China. Our new solution provides US businesses with the support they need to get their products registered for sale in China, creates the sales platforms to reach Chinese consumers and provides the end to end shipping so their products are delivered to the door-steps of Chinese buyers.

“Our new service is a turnkey solution to export into China which will revolutionise the export process for US businesses.”

AMS eGroup has been operating in Australia since 2002 and has representation across much of the world. Through its investment in proprietary technology, the company now offers the world’s most sophisticated and progressive cloud based software called eSAL, which manages the whole data process of parcel shipping from start to final mile delivery keeping customers and suppliers informed the whole way. To complete the delivery cycle, it also manages the reverse logistics of managing the collection of unwanted consumer goods shipping them back to suppliers or through a controlled disposal process.

“The main game in parcel shipping is being able to manage and track the movement of a parcel at all stages of its journey. This comes down to data and we own the best system in the world to collect and manage this data,” John added.

“We are excited to launch our new service eSAL China in the US which will enable US businesses to export their goods direct to consumers in China.

“Global expansion of eSAL will continue in 2019, with the product being rolled out across other countries including Europe and the UK in the first quarter of 2019.”

[www.amservices.net.au](http://www.amservices.net.au)

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## Contact

Please contact Tess Sanders Lazarus for further information and interview opportunities.

Tess Sanders Lazarus  
Chief Publicist  
Invigorate PR

P 0432 978 174  
E [tess@invigorate.com.au](mailto:tess@invigorate.com.au)  
W [invigorate.com.au](http://invigorate.com.au)

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