



Sinolizing Your Business

A brief introduction to the Chinese consumers

Heron 鷺
Interverse 博

We Sinolize.

Sinolize ['sainɒ·laɪz] verb. make somebody/something become or have (strong) features related to China.

Chinese in America

Students, students, students
..and young professionals.

Chinese in America

In 2015-2016 Academy Year..

International Students in US = 1,043,839

Students from China = 328,547 (31.5%)

In Massachusetts..

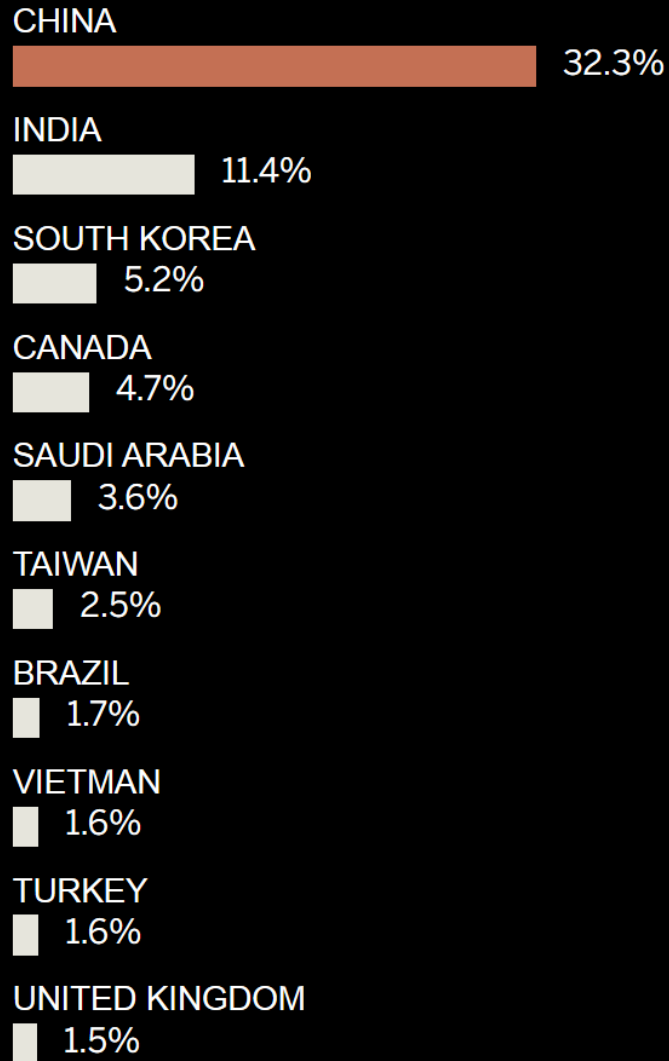
International Students = 55,447 (4th Nationwide after CA, NY, TX)

Total Economy Contribution = \$2.2 Billion in 2015

Source: Open Door Report, IIE funded by US State Department

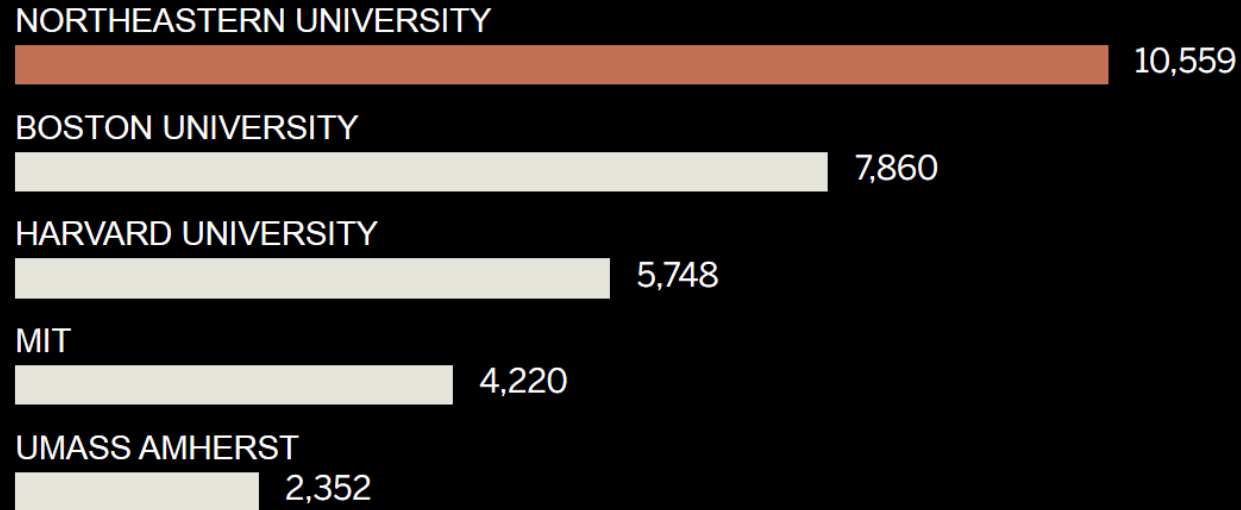
Chinese in America

Boston metropolitan area



Top five destination schools

About 86 percent, or 47,895, of the 55,447 foreign international students in Massachusetts attend a metro-area school.



Chinese Students in Boston = 15470 at least

Source: Open Door Report, IIE funded by US State Department



Chinese in Boston

Gender

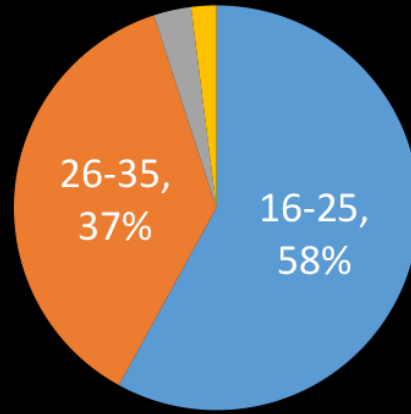


42.6% Male

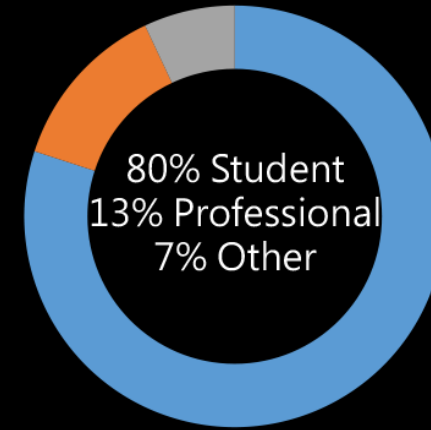


57.4% Female

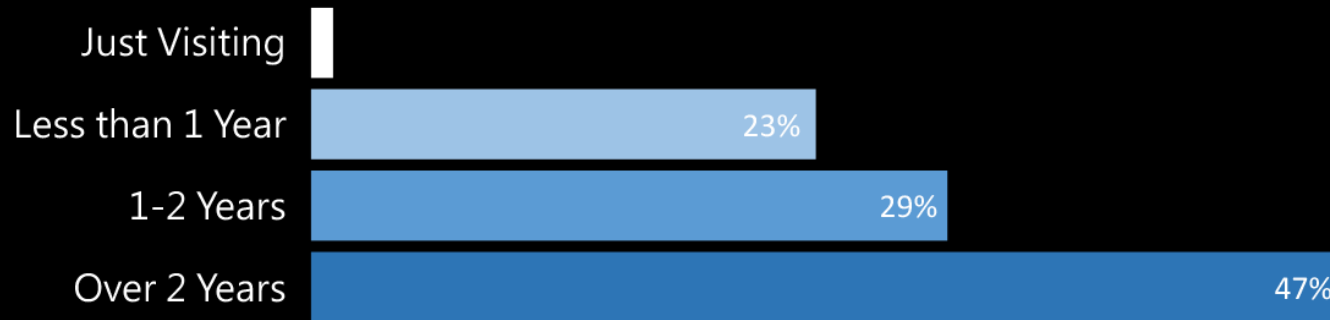
Age



Occupation



Length of Stay in Boston



Chinese in Boston

Source: LobsBoston Market Research

A typical Chinese expat in Boston..

is A Chinese student around 20-years old;

has been living in Boston for at least 2 years;

has a high spending power and enjoys dining out on a regular basis;

travels during breaks.

Source: LobsBoston Market Research

Chinese in Boston

They are Bostonians.

They are local.

They are Chinese.

An optimized local experience.

Sinolize.

['saɪnɒ·laɪz] verb. make somebody/something become or have (strong) features related to China.

Sinolized: Media Outlet & Content



@ 波 士 顿 龙 虾 君

Exclusive go-to for Chinese expats in Boston.

WeChat/Weibo: 波士顿龙虾君

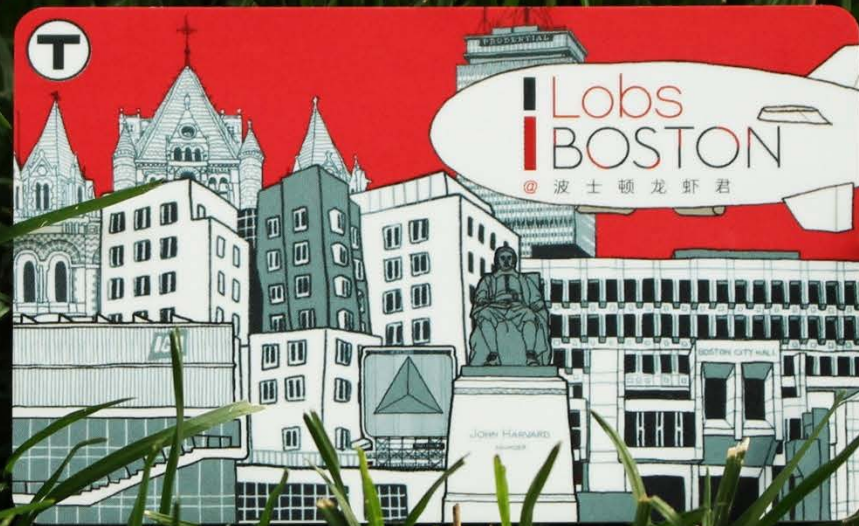
Instagram/Twitter/Facebook: LobsBoston



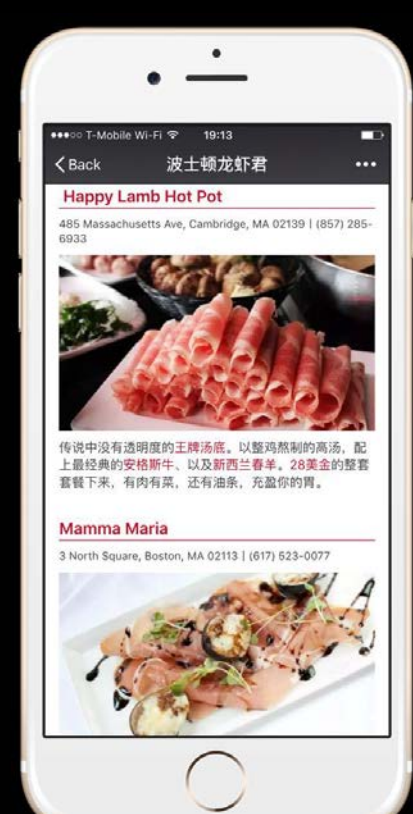
@ 纽 约 松 鼠 君

A guide for food and drink in New York City.

WeChat: 纽约松鼠君



LobsBoston Powerpack – Online to Offline



- Featured activities for weekend from GBCVB members
- Raffles and suggestion of restaurants fits Chinese's taste for Dine Out Boston

Case Study – GBCVB + Dine Out Boston

Sinolized: Event and Special Promotion



- Double Eleven Day and Lunar New Year special events.

Case Study – The Paint Bar

January/February – Chinese New Year (7-day holiday)

May 1 – Labor Day (3-day holiday)

August – Qixi Festival (Chinese Valentine's Day)

September/October – Mid-Autumn Festival (3-day holiday)

October 1 – National Day (7-day holiday)

November 11 – Double Eleven Online Shopping Fiesta / Singles Day

December 12 – Double Twelve Shopping Fiesta

Important Dates for Chinese

Sinolized: Mobile Payment



Alipay + WeChat Pay



Alipay + WeChat Pay

Socialized mobile payment methods -

red pockets, merchant discounts..

Unlike Apple Pay, there is NO device threshold -

as long as it has a screen, with Alipay or WeChat installed.

Alipay + WeChat Pay

400M
monthly active users

twice the
size of



\$14B
transacted in...

24hrs
11th Nov 2015

\$600 Billion
Transactions
Annually

70% of
Chinese
use WeChat



8 Billion
Transactions
in ONE day
(2016)

China will have \$2.3 Trillion of Mobile Payment TPV (Total Payment Volume) in 2016, which is 14 times more than the USA, this is a HUGE opportunity.

Alipay + WeChat Pay



Chatime × 支付宝 ALIPAY
科技金融旗下品牌

美国波士顿 Chatime日出茶太

请双十二
你喝奶茶

波士顿

2016/12/1 - 12/31 × 2016/12/9 - 12/12 ×

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使用说明 >

Alipay promotes offline payment - first time in the U.S. market.

Case Study – Alipay 12.12 Shopping Fiesta

买！买！买！（mai! mai! mai!）

Top 10 most frequently used phrase.

Buy! Buy! Buy!

Sinolized: What else?



Earth is the only planet has Wi-Fi..

..and only with Wi-Fi we can send pictures to social pages and friends.

Wi-Fi



Chinese Menu / Picture Menu

Hotels – Slippers, toothbrush...

Retails – Chinese-speaking staff

Restaurants – Hot water, hot drinks..

Sinolized: What else?

Thank You!

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Questions?