



Ten Lessons Learned from 17 Years of Running Global E-Commerce Brands From China & Asia

Presented By: Michael Micheleni 迈理倪





Scan, ask a question, and
enter to win a prize

(Winner announced at the end)



Meet Michael Michelini

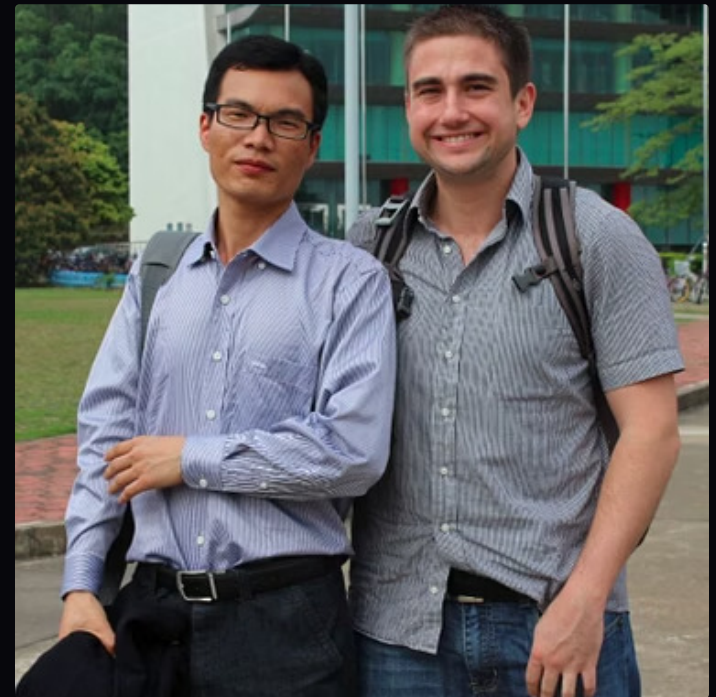
Founder & Host, Global From Asia

- An American expert in Social Media, E-Commerce, and SEO, recognized as a "Business Connector."
- Based in China since late 2007, with a background from Wall Street.
- Passionate about bridging global markets, assisting foreign companies entering China and Chinese companies expanding overseas.
- Founded GlobalFromAsia.com in 2013, a platform dedicated to international e-commerce.



Navigating the Global E-commerce Landscape

With 17 years of experience connecting brands from China and Asia to the world, Michael Micheleni offers unique insights into the dynamic global marketplace.





YouTube



Cigarette Flip Trip @ Chinese KTV

Last night I was with some business associates talking about some new product development...at a KTV of...

▶ 00:14

图文：思德通进出口有限公司总裁迈理倪演讲

<http://www.sina.com.cn> 2009年04月09日 17:24 新浪科技论坛



思德通进出口有限公司总裁迈理倪 (新浪科技 韩连巍/摄)

新浪科技讯 4月9日上午消息，全球搜索引擎营销大会近日在厦门国际会议展览中心召开，来自十多个国家和地区的700多名嘉宾参加会议。本次会议将连续举办两天，新浪科技作为独家网络媒体对会议全程直播。

图为思德通进出口有限公司总裁迈理倪演讲。

迈理倪：大家好！这里面包括头脑风暴还有客户清单，还有就是在自己的网站自己构建当中具体的问题。

Shadstone公司CEO演讲

2010-04-09 14:56:51 来源: 网易科技报道 跟贴 0 条 手机看新闻



Shadstone公司CEO迈理倪

网易科技讯 4月9日消息，2010厦门全球搜索引擎营销大会今日在厦门举行。[网易科技](#)作为独家门户网络支持媒体对大会进行图文直播。

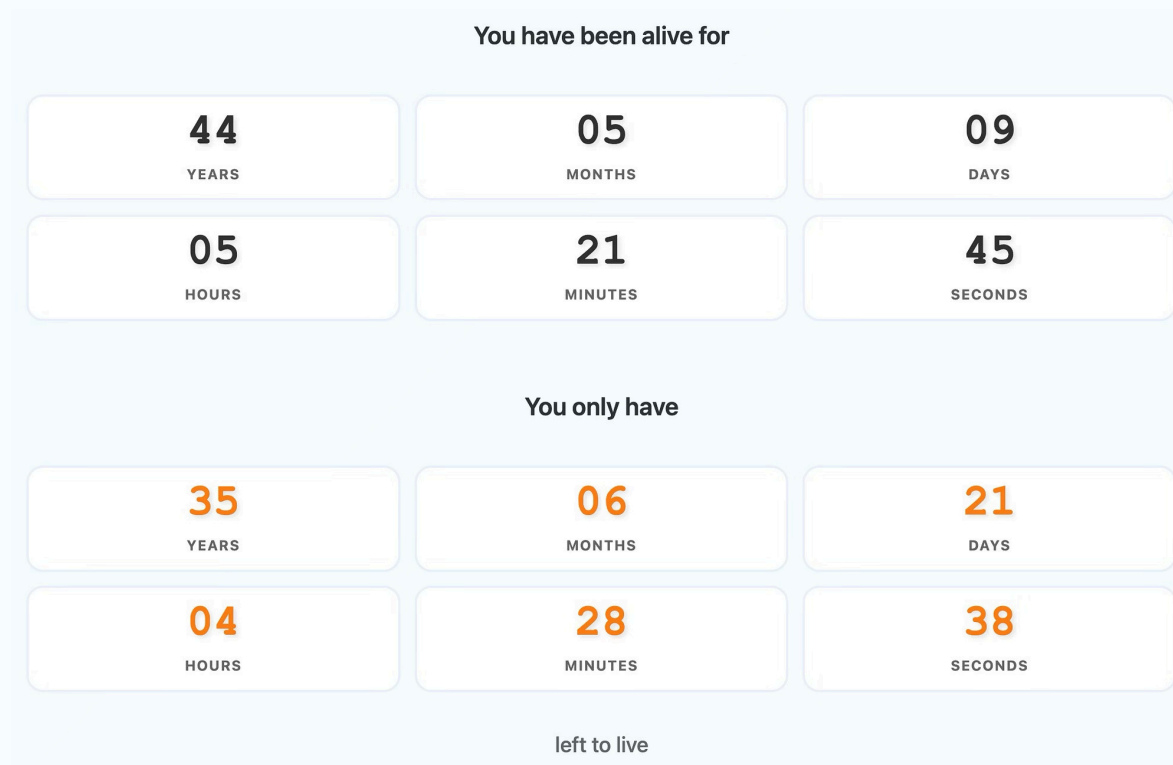
Shadstone公司CEO迈理倪（Michael Michelini）出席本次大会，进行了题为“如何把SEO/SEM技术应用于国际贸易与采购”的主题演讲。

以下为具体的演讲实录（本实录为中英文同声传译速记）：

迈理倪：今天我主要跟大家讲一下这些贸易公司和工厂，他们可能今天想要考虑怎么进一步吸引客户。在我们开始之前我想要讲一下我自己个人和公司的背景，我是有一个非



 Our goal: make the highest impact possible for you today.



alivefor.com/michellini



Lesson 1: Build a Solid Brand Foundation

Brand Story

Chinese consumers crave authenticity. Your origin story, mission, and values must resonate with local cultural values like reliability, heritage, and innovation.

Visual Identity

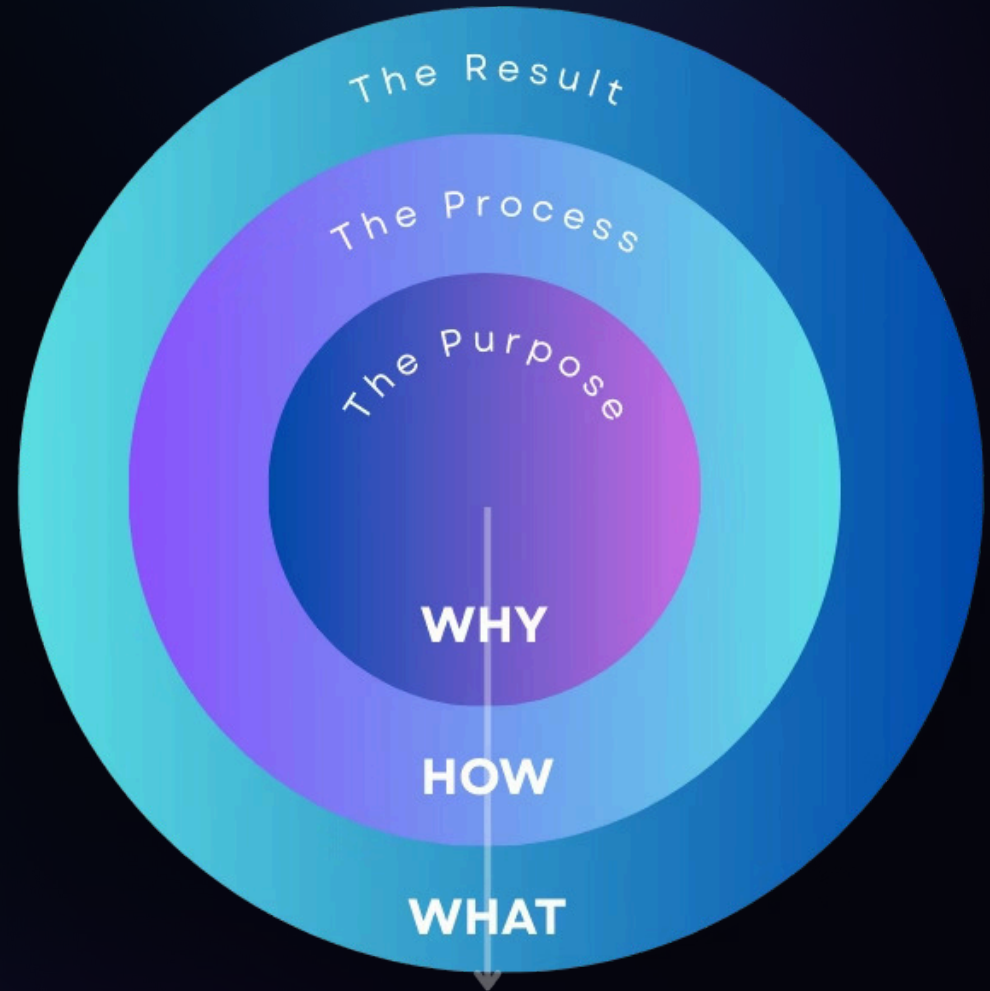
Consistent branding across Tmall, JD.com, and WeChat builds instant recognition and trust—critical for standing out in crowded marketplaces.

Cultural Adaptation

Your brand book should be easily shareable via WeChat and adapted for Chinese cultural preferences while maintaining global consistency.

Start with Why

by Simon Sinek



Lesson 2: Leverage China's Restricted Internet Landscape

The Great Firewall Reality

1

Platform Assessment

Map your target audience to the right Chinese platforms based on demographics and behavior patterns.

2

Content Localization

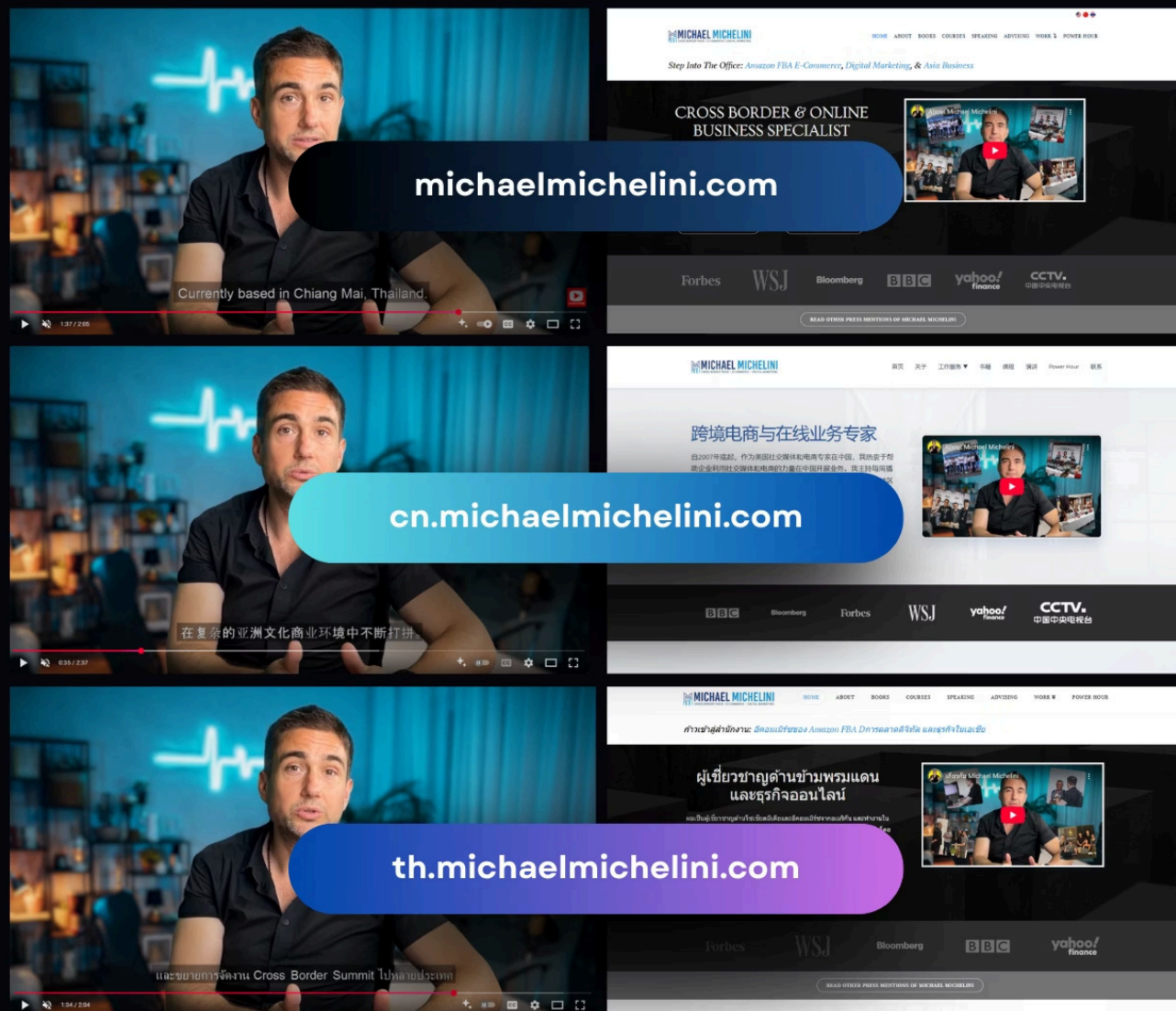
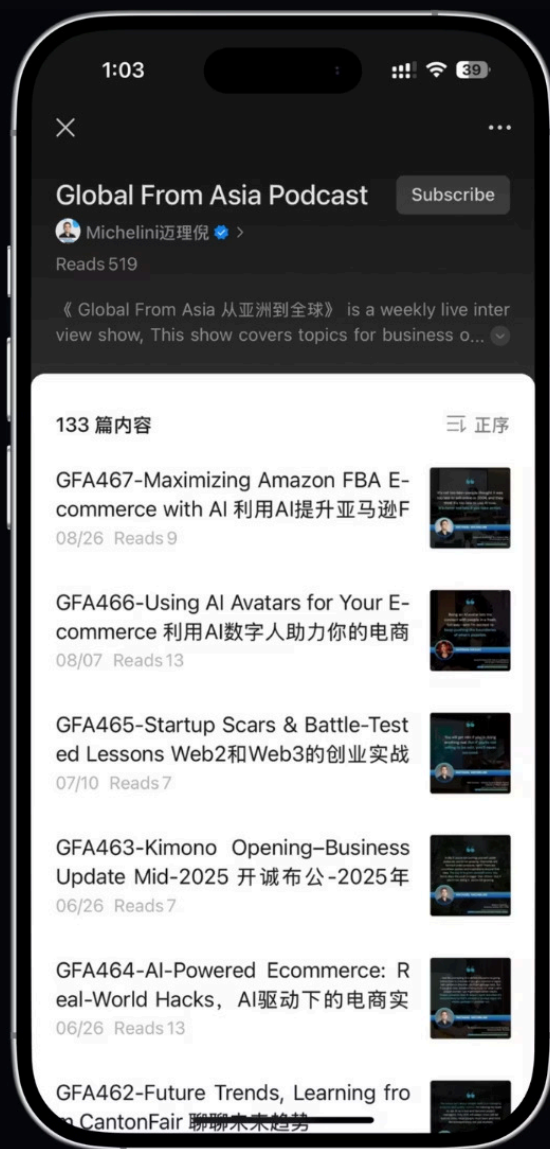
Adapt your content strategy for each platform's unique format and cultural expectations.

3

Compliance Integration

Build regulatory compliance into your strategy from day one, not as an afterthought.





Lesson 3: Distribution Channels Serve the Brand, Not Define It



Central Content Hub

Create brand-owned content that feeds all channels consistently



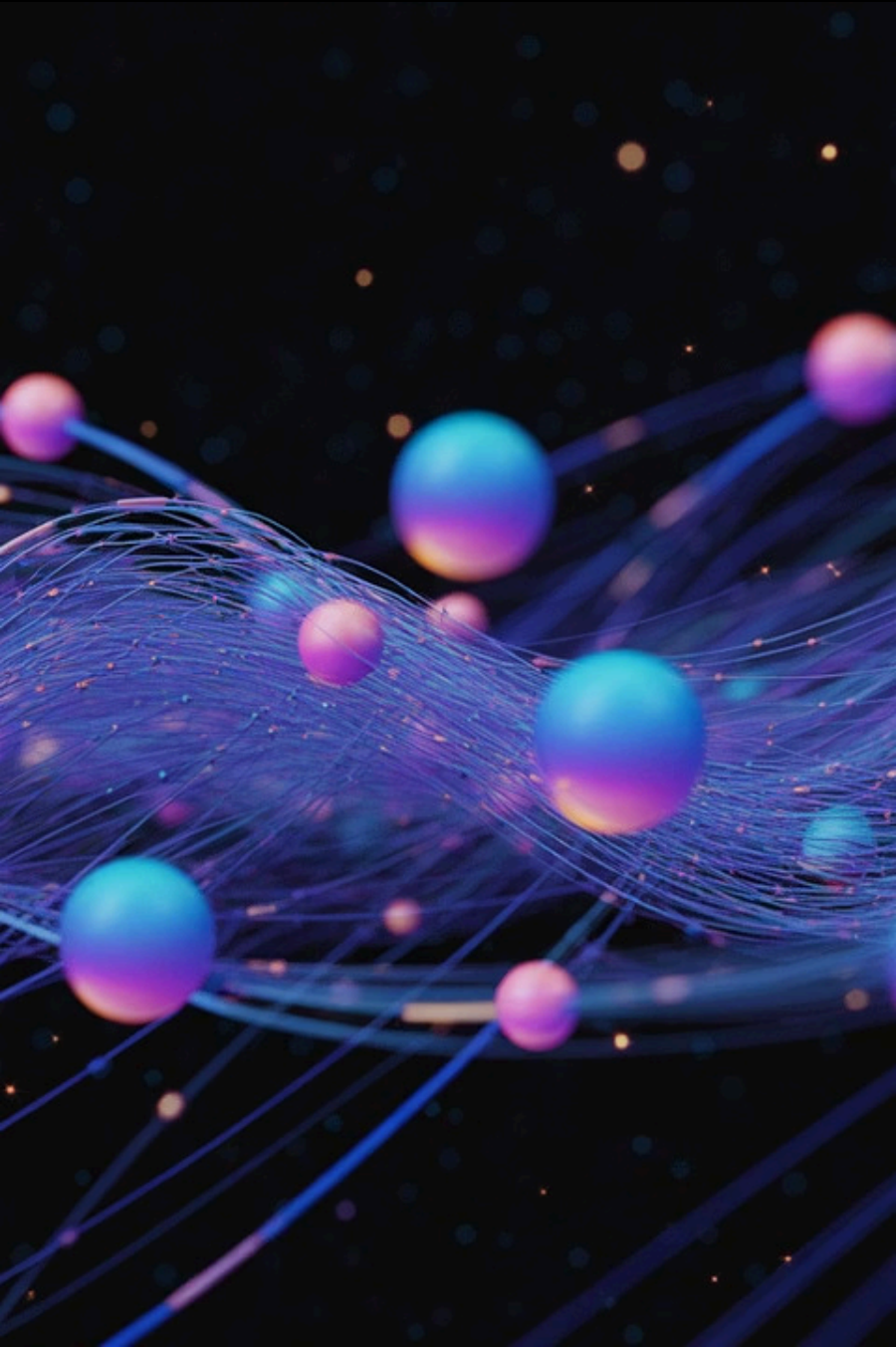
Platform Adaptation

Customize content for each channel's unique requirements and audience



Brand Control

Maintain consistent messaging while leveraging each platform's strengths



API is the Key (and AI Coding)

I truly believe the AI era is a great opportunity for an open internet, where we can distribute content through APIs.

We should all aim to be more technical and invest time in learning this.

Lesson 4: Stay a Student, Not a Teacher

The Humility Advantage

I smile because I have no idea what is happening

"Every customer complaint is a free consulting session. Every supplier suggestion is a competitive advantage waiting to be unlocked."



But Teaching (well) Keeps You Sharp



Lesson 5: Make Video the Core of Your Content Strategy

Video Creation

Start with short, engaging 15-30 second videos optimized for mobile viewing

Audio Repurposing

Extract audio for podcasts and voice-based content on emerging platforms

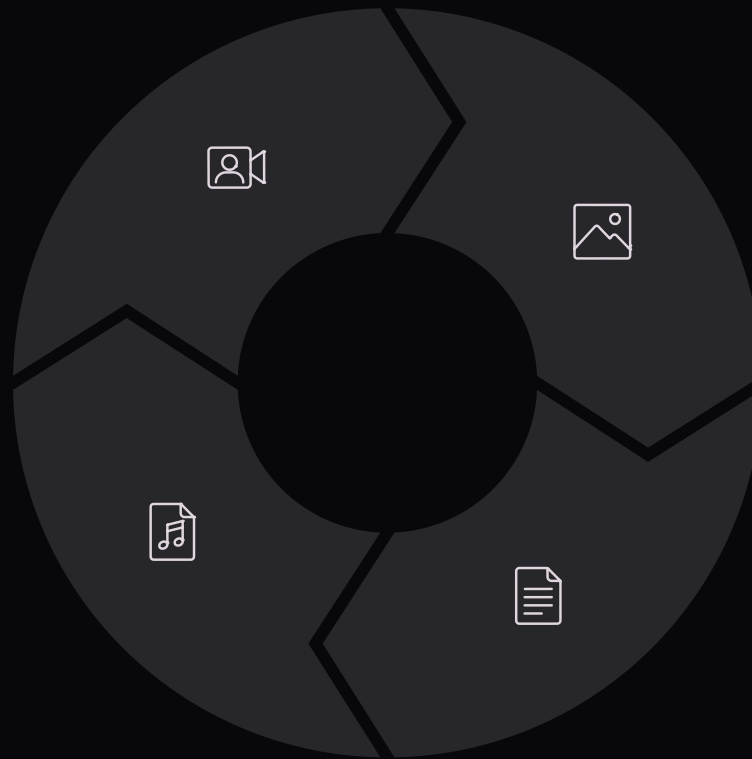


Image Extraction

Pull high-quality stills from videos for WeChat posts and product listings

Text Adaptation

Convert video narratives into compelling copy for articles and descriptions

Our Global From Asia Podcast



Raw video



Content Schedule & Coordination



Episode	Topic	Guest	Status	Script	Audio	Video	Thumbnail	Category
EP 468	Journey From Amazon FBA in 2015 To Now: NPDP Process for Growth	Sean Chow	Completed	Completed	Completed	Completed	Completed	Business
EP 467	From Coconut Cowboy to Million-Dollar Systems	Sean Chow	Completed	Completed	Completed	Completed	Completed	Business
EP 466	The Five-Failure Foundation	Sean Chow	Completed	Completed	Completed	Completed	Completed	Business
EP 465	Consumer Goods vs. Amazon Hacks	Sean Chow	Completed	Completed	Completed	Completed	Completed	Business
EP 464	The NPDP Revolution	Sean Chow	Completed	Completed	Completed	Completed	Completed	Business

Global From Asia Podcast Episode 468: Intro and Outro Script

Preview (10-15 seconds)

Michael Michelin: "Ever wonder how a seasoned Amazon FBA seller scales to millions? This week on Global From Asia, I sit down with Sean Chow, founder of Smackers Group, to unpack his journey from 2015 to now, sharing his game-changing product development strategies. Stick around for the Blah Blah Blah, where I reveal why some folks think I've vanished from the internet!"

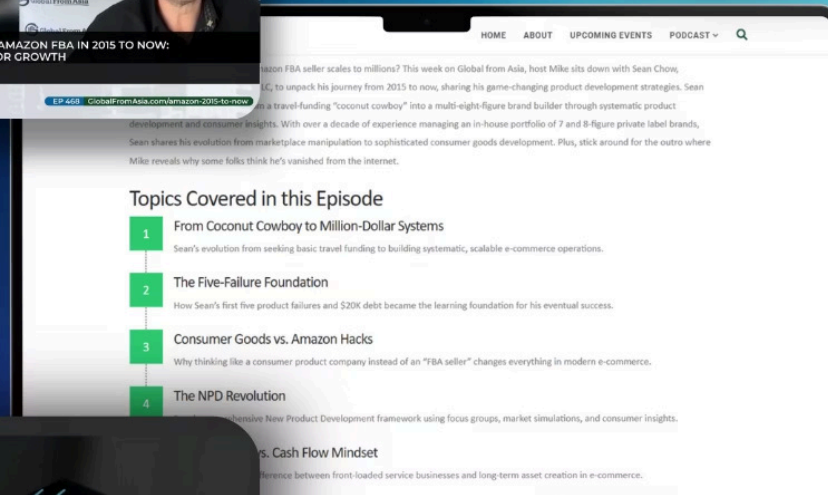
Intro (2 minutes)

[Branded Audio Bumper: Upbeat music plays, Global From Asia jingle, signaling the start of the show]

Michael Michelin: "Welcome to Global From Asia, where the daunting process of setting up and operating a global business is broken down into straight-up actionable advice I'm your host, Mike Michelin, and as always, joined by the amazing Lisa Yusem, our GFA community manager. Lisa, what's the vibe in the community this week?"

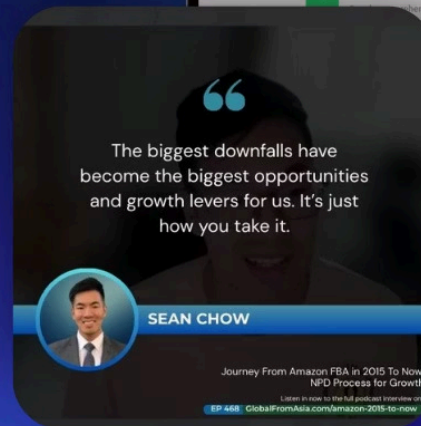
Lisa Yusem: "Hey Mike, the GFA community is buzzing! We've got folks gearing up for Q4 sales, and there's tons of excitement for the Cross Border Summit 2025 in Chiang Mai, November 3-5. Our listeners are also sending in some great questions—keep 'em coming via our Google Form on the website!"

Michael Michelin: "Love that energy, Lisa! Today, we're diving into Episode 468, a human edition with Sean Chow, founder of Smackers Group and a Cross Border Summit 2025 speaker. Sean's dropping serious knowledge on scaling an Amazon FBA business and mastering new



Topics Covered in this Episode

- 1 From Coconut Cowboy to Million-Dollar Systems
Sean's evolution from seeking basic travel funding to building systematic, scalable e-commerce operations.
- 2 The Five-Failure Foundation
How Sean's first five product failures and \$20K debt became the learning foundation for his eventual success.
- 3 Consumer Goods vs. Amazon Hacks
Why thinking like a consumer product company instead of an "FBA seller" changes everything in modern e-commerce.
- 4 The NPDP Revolution
Introducing the New Product Development framework using focus groups, market simulations, and consumer insights.



Lesson 6: Build Relationships Through Content



Guanxi Through Storytelling

In China, trust grows from authentic stories, not product features.



Customer-Centric Narratives

Real testimonials on WeChat and Douyin build stronger trust than traditional ads.



Supplier Partnerships

Showcasing factories and quality processes creates transparency.

Content that builds guanxi is about long-term relationships. Interviews, factory visits, and success stories foster loyalty.

I met my wife on social media

(Don't tell her I told you)



Lesson 7: Add Fun and Engagement to Your Brand

Gamification That Works

- Chinese consumers love interactive, rewarding brand experiences.
- WeChat Mini Programs = perfect gamification platform.



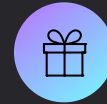
Point Systems

reward reviews, shares,
purchases.



Achievement Badges

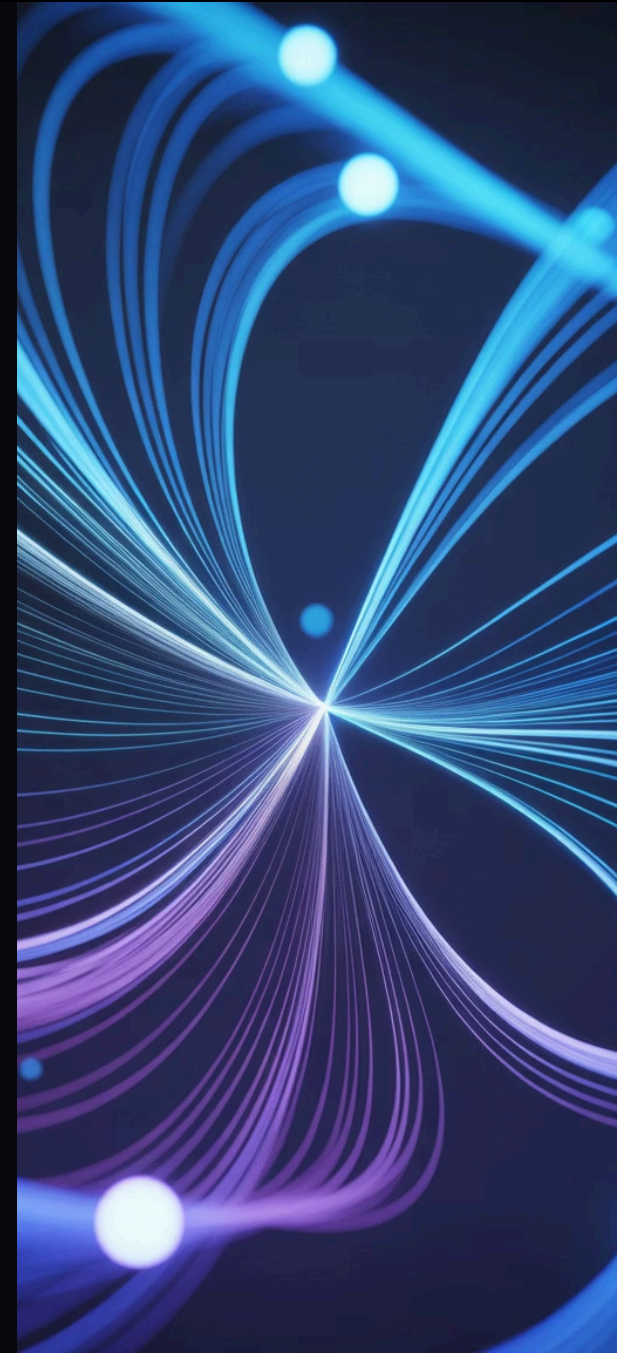
unlock levels & privileges.



Surprise Rewards

daily bonuses, limited-time
offers.

Luckin Coffee's app success demonstrates how gamification drives habitual usage. Their daily check-in rewards and surprise discounts transformed coffee buying from a transaction into an engaging daily ritual.




Example:

now.mikesblog.com

weekly winners

now.mikesblog.com/winners

MIKE'S BLOGDashboard+ Create BoardCategoriesLeaderboardPrizesLv1.130ptsSearch...admin

All Prize Winners

Celebrating our community champions and their achievements

View Current Competitions


11Total Winners

11Prizes Delivered


11Happy Testimonials


Up To Now - Aug 31 - Sept 6, 2025

Competition ended: September 05, 2025 at 06:00 AM Thailand time

sccarreon


WINNERDELIVERED

Prize: 25usd Amazon Gift Card


Won on: September 06, 2025


Winner's Testimonial

"👉 Prize delivery confirmed! Thank you for your participation."

Diezah29


WINNERDELIVERED

Prize: 25usd Amazon Gift Card


Won on: September 06, 2025


Winner's Testimonial


"👉 Prize delivery confirmed! Thank you for your participation."

DonW


WINNERDELIVERED


Prize: 25usd Amazon Gift Card

Won on: September 06, 2025

Mak45

WINNERDELIVERED

Prize: 25usd Amazon Gift Card

Won on: September 06, 2025

Lesson 8: Partner Locally

Local Partnership Power

Empower these partners to own their domains—don't micromanage from abroad.

Starbucks succeeded in China by embracing local festivals, creating zodiac-themed merchandise, and adapting store designs to local preferences. Meanwhile, effective partnerships like my experience with Justin at Easy China Warehouse show how modular operations—where local experts own logistics, marketing, and content distribution—create scalable success.

- ✓ Key insight: Localization without local partnerships is just expensive translation. True success requires both cultural adaptation and operational delegation to trusted local experts.

Blessed with Good Partners



The image shows five people (three men and two women) standing in a warehouse behind a large vertical banner for 'EASY CHINA' shipping services. The banner is white with red and blue accents. It features a cartoon character of a person in a warehouse uniform. The text on the banner includes 'SHIPPING FROM CHINA MADE EASY', 'All-in-one Services for Your E-Commerce Business', and a list of services: 'CHINA WAREHOUSE SERVICES', 'AMAZON FBA SHIPMENTS', 'KITTING, BUNDLING, ASSEMBLY', 'LOGISTICS PLANNING', 'GLOBAL D2C SHIPMENT', and 'GLOBAL B2B SHIPMENTS'. Below this, it says 'WHY EASY CHINA WAREHOUSE' and lists five benefits: 'All-in-one Services', 'Global Freight Forwarding', 'Strategic Location', 'No Minimum Order Fee', and 'Best Amazon FBA Freight Forwarder'. It also mentions 'Integrations with Top e-Commerce Platforms' and lists 'shopify', 'WOO COMMERCE', 'amazon', and 'ebay'. At the bottom, it says 'Boost Your Amazon FBA Business to the Next Level' and 'How it Works:'. A red button at the bottom left says 'Get a Free Price Quote Now'.

EASY CHINA
SHIPPING FROM CHINA
MADE EASY

All-in-one Services for Your E-Commerce Business

- CHINA WAREHOUSE SERVICES**
Easy access to both Hong Kong and Guangzhou.
- AMAZON FBA SHIPMENTS**
Ship your shipments by Air or Sea to any FBA warehouse.
- KITTING, BUNDLING, ASSEMBLY**
Consolidate, package and label items based on requirements.
- LOGISTICS PLANNING**
Shipment choices and a custom plan just for you.
- GLOBAL D2C SHIPMENT**
Low cost direct line shipments directly to your customers.
- GLOBAL B2B SHIPMENTS**
Manage B2B wholesale and retail orders to customers.

WHY EASY CHINA WAREHOUSE

- ✓ All-in-one Services
- ✓ Global Freight Forwarding
- ✓ Strategic Location
- ✓ No Minimum Order Fee
- ✓ Best Amazon FBA Freight Forwarder
- ✓ Fast Customer Service Resolutions

Integrations with Top e-Commerce Platforms:

shopify WOO COMMERCE amazon ebay

Boost Your Amazon FBA Business to the Next Level
Enjoy efficient inventory management, expert shipment coordination, and seamless customs compliance.

How it Works:

- Tell us your Chinese factory address for pickup.
- Give us your product details.
- Tell us the FBA warehouse code.
- We'll do the rest!

[Get a Free Price Quote Now](#)

Lesson 9: Authentic Localization

Chinese

- 1 My Chinese name 迈理倪 (Mai Li Ni) isn't just phonetic; it carries meaning that connects with local audiences in ways my English name cannot.

Thai

- 2 My Thai name ไมตรี ศรีเมือง (Maitree Srimuang)

Conclusion: No Lesson 10—Focus on Authenticity

After 17 years, the biggest lesson isn't a complex strategy or a hidden trick. It's the enduring power of authenticity. In China's dynamic e-commerce landscape, genuine connection and value stand the test of time.

Authenticity is Key

Success isn't found in hacks or shortcuts. It's built on a foundation of authentic, high-quality content and products.

Context is King

Chinese consumers value brands that resonate through compelling storytelling and unwavering reliability, beyond just SEO or automation.

Deliver Lasting Value

Build a long-term brand by consistently delivering genuine value, whether it's through your products, your content, or your relationships.

Your time is finite, just like the ticking clock on [AliveFor.com](https://www.alivefor.com) reminds us. Invest it wisely in building a brand that truly connects, consistently delivers, and genuinely matters in the vibrant Chinese market.

And the Winners Are...

We're thrilled to celebrate the incredible engagement and creativity within our community!



Trip to Sticky Waterfalls – Family Memory Unlocked

In [blog](#), [family friends](#), [motivation](#), [travel](#), [vlog](#) by Michael Michelini / 08/18/2025

Life is short, and you've got to make the most of it. The Sticky Waterfalls has been on our family trip list for a while, and with Wendy in Japan (and not interested in this adventure), we seized the opportunity to visit while she was away. The Sticky Waterfalls, officially known as Bua Thong Waterfalls, is a free national park ...



Epic AI & Ecommerce Sharing at Bangkok Top Tier Ecomm AI Seminar

In [blog](#), [business](#), [travel](#), [vlog](#) by Michael Michelini / 08/12/2025

Recapping an amazing workshop where a lineup of top ecommerce and AI implementers I have to admit, I feel late to the AI hype but in my speech you can watch on an upcoming Global From Asia podcast (semi AI semi human). And if you want the slides and more of my presentation you can get the free course by ...

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Mike's Blog The Journey of Michael Michelini

*Because It Isn't Where You Are, It Is Where You Want To Go,
And Getting There*

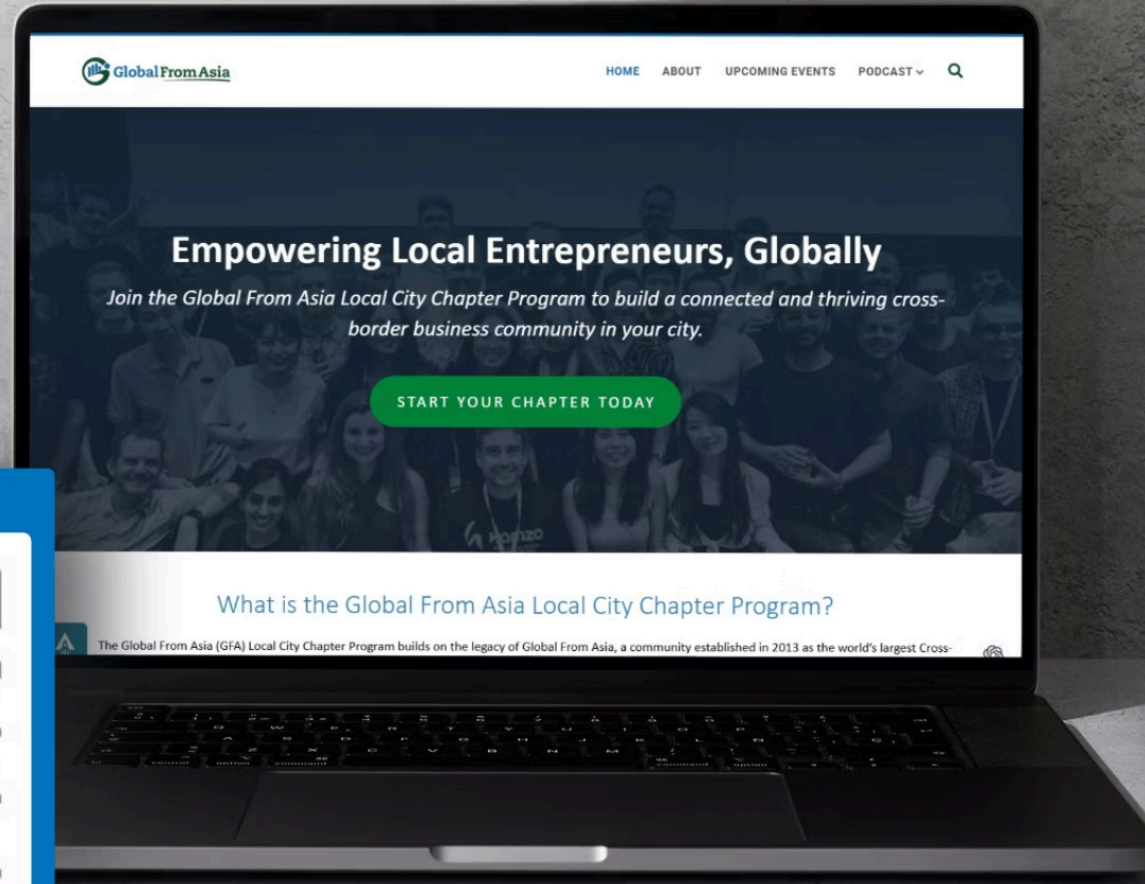
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CROSS BORDER SUMMIT 2025

NOVEMBER 3 - 5, 2025

CHIANG MAI, THAILAND

IGNITION



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for Global Growth

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2025.CrossBorderSummit.com