

CHINA'S STARTUP ECOSYSTEM

The gateway to China's 1 billion consumers

CHINESE CONSUMERS ARE WIRED AND TECH-SAVVY



- 1.09 BILLION UNIQUE CELLULAR SUBSCRIBERS
- 884.5 MILLION USERS ON 4G
- 229 MILLION M2M CONNECTIONS¹

DECIPHER CHINA'S BURGEONING E-COMMERCE ECOSYSTEM – SOCIAL, KOL, ON THE GO



OF CHINESE CONSUMERS USE **MOBILE DEVICES** TO SHOP WEEKLY OR EVEN DAILY²



ROUGHLY 1/3 ACTIVELY RELY ON KOL RECOMMENDATIONS TO SHOP, TWICE THE GLOBAL AVERAGE





ON 11 NOV 2016, THE SINGLE-DAY SALES ON **ALIBABA'S TAOBAO AND TMALL TOPPED CNY 121 BILLION**³

963 MILLION WECHAT MONTHLY ACTIVE USERS⁴




Go global in a growing tech hub

BY **2025** **INNOVATION**  WILL BE DRIVING BETWEEN **2-3%** OF YEARLY GDP GROWTH 



CHINESE IP COURTS

HAVE A WIN RATE ABOVE **75%** EVEN FOR FOREIGN PATENTEES & INJUNCTION RATES ABOVE 95%⁵

KEY DRIVERS OF **FINTECH** INCLUDE 

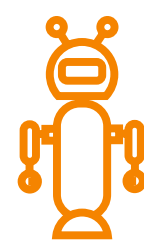
 UNMET FINANCIAL NEEDS IN THE CONSUMER SPACE

UBIQUITOUS CONNECTIVITY

SURGING E-COMMERCE SECTOR 

PRE-EXISTING INTERNET GIANTS DRIVING INNOVATION ACROSS THE SECTOR

CHINA SAW **US \$37.6 BILLION** IN VC INVESTMENT WITH 1519 CASES IN THE FIRST HALF OF 2017, REMAINING THE TOP ASIAN DESTINATION FOR VC INVESTMENT OVERALL⁶ 



CHINESE VC EXPECTED TO BROADEN FURTHER INTO **DEEP TECH** INCLUDING IOT, AI, COGNITIVE LEARNING, BLOCKCHAIN, ECO AND HEALTH TECH

IN 2016, FINTECH INVESTMENT MORE THAN **TRIPLED TO \$10BN** REPRESENTING **90% OF INVESTMENT** IN APAC⁷ 

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www.australiaunlimited.com/landing-pads

AUSTRALIAN LANDING PAD SHANGHAI



Australian Government


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1) By the end of Q2 2017, GSMA Intelligence 2) Total Retail Survey 2017, PwC 3) <http://alibabagroup.com/en/news/article?news=p161112> 4) By the end of June 2017, Quartley Report, Tencent 0777.HK 5) www.managingip.com/Article/3755374/China-Patents-IP-courts-under-review.html 6) Tencent & ITjuzi.com 7) <http://fortune.com/2017/02/28/more-evidence-of-asias-obsession-with-fintech-firms/>