Thanks for your interest in our global growth webinar. This document summarises the key points raised, as well as the tips shared on building business resilience and tapping into new international growth opportunities.

information, and services described are not a substitute for obtaining the advice of a competent professional, for example a licensed attorney, law firm, accountant, or financial adviser.

advice, but is designed to provide general information relating to business and commerce. The content,

Note: The information provided in this document does not constitute legal, tax, finance, accounting, or trade

Key global growth trends

10.6% growth expected in India¹

\$3.4trn projected global e-commerce revenue by 2025²

of small businesses are accelerating their digital transformation³

Emerging markets offer great opportunities to expand – with the Asia-Pacific region

set to recover the fastest in 2021 Enhancing your e-commerce capabilities could be key to competing with other European

What do these mean for your business?

- businesses already taking steps to expand online Consider how to digitise across your supply chain e.g. upskilling employees, partnering with a logistics provider that offers
- powerful digital solutions Did you know?





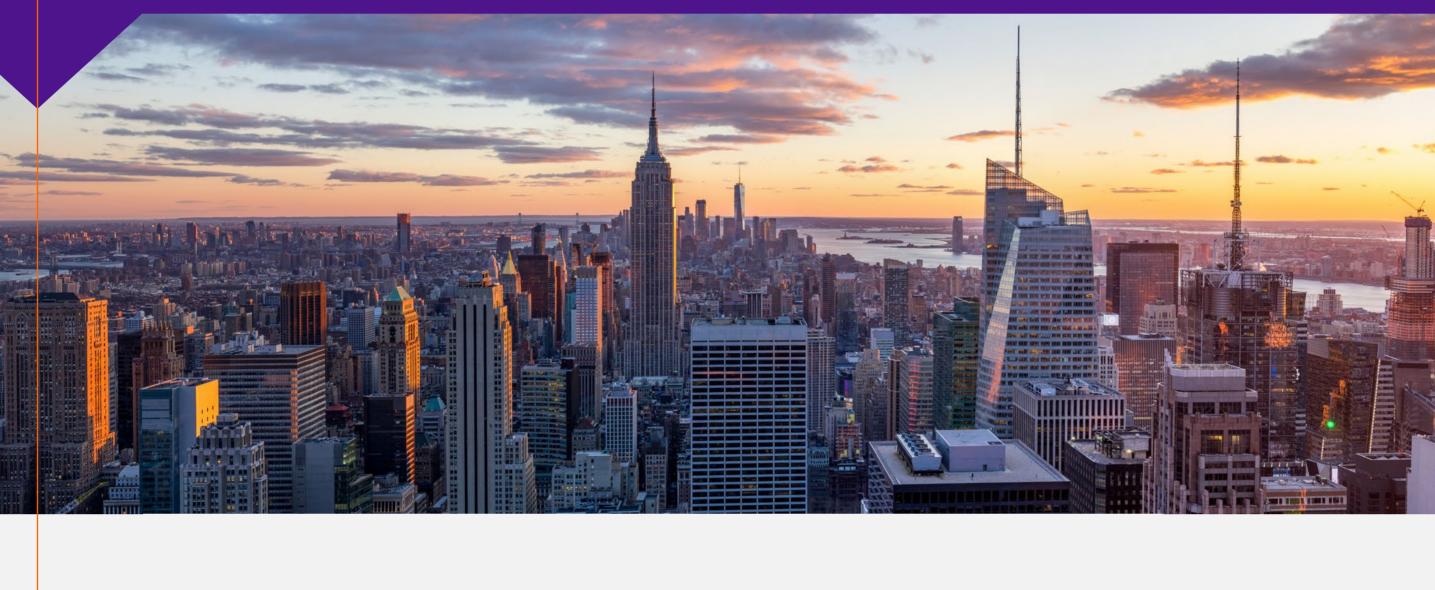
by **5.3%** in 2021⁴







new arrive



In tough times, strengthening your processes

Building the resilience to grow

Why is being resilient so important, and how can you

strengthen your own business to help you expand?

3 reasons why resilience is key to growth It improves your ability to react and thrive

and business relationships can help you

to adapt to change, and even help you to turn challenges into opportunities.

2

3

Resilient teams are often better able to adopt new ways of working, which can then boost productivity and positively impact your business' output. It boosts your competitiveness and durability

Delivering continuity better positions you as

a business people can work with and rely on

long-term, something you can then leverage

to explore new growth opportunities.

It can make for a more productive workforce

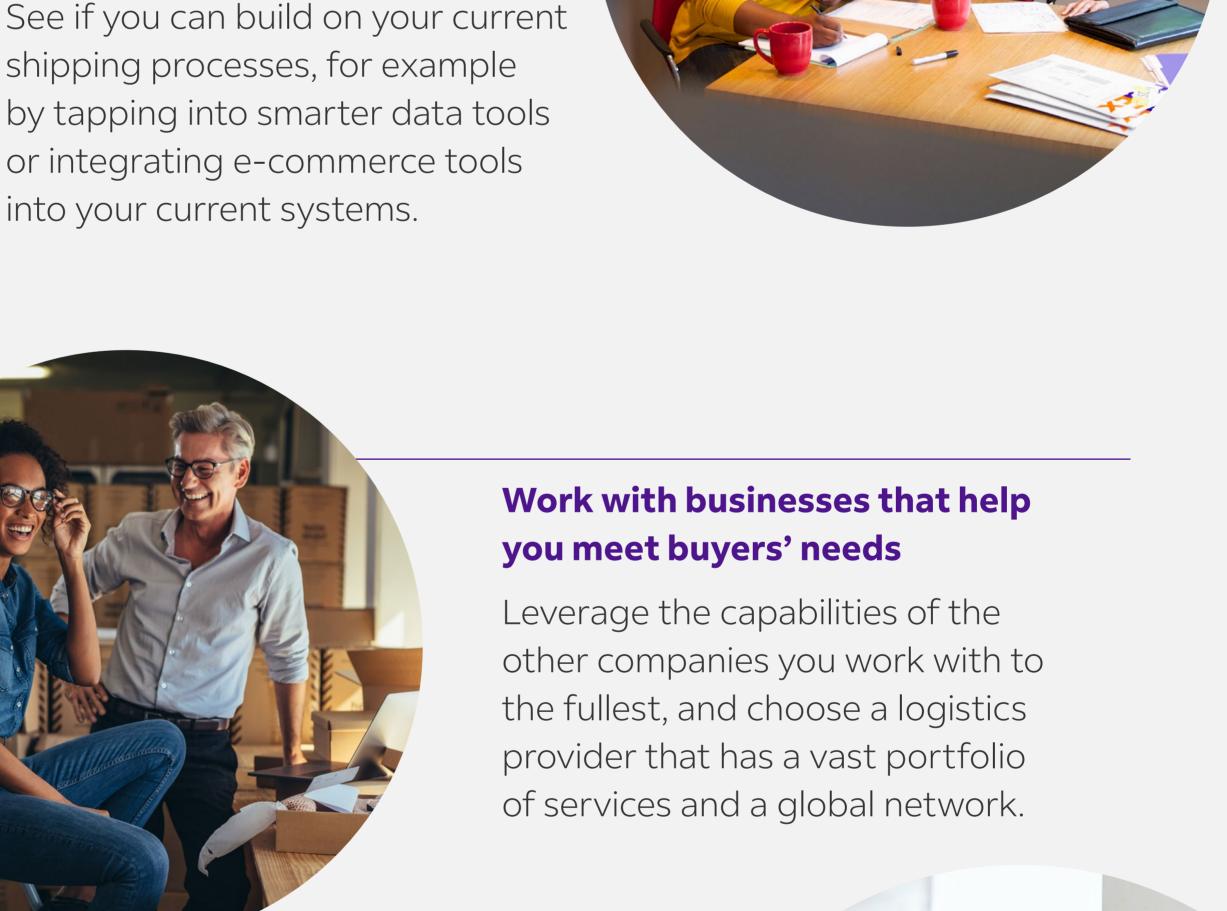
into your current systems.

How to build resilience

Maximise your strengths

shipping processes, for example

or integrating e-commerce tools



Increase flexibility and control across your supply chain Diversify your network, for instance by setting up warehouses in different locations or switching to a direct-to-consumer model.

Top tips from a FedEx customer How to get the most out of going global, according to one of our customers.

Go big on the markets you do focus on Put everything into the new markets you

3

Take your growth one step at a time

choose to reach in order to maximise

your success in those countries.

Don't rush to expand to every country at once –

adapt to meet customers' needs in that market.

look at where you're starting to get more sales then

Leverage the power of social media to attract new customers Social media allows you to attract

Watch the webinar on demand to hear more about how you can achieve global growth.

customers anywhere in the world and

to raise awareness of your brand.

opens you up to influencers, who can help

Uncover new opportunities

For more insights on the markets and

WATCH NOW

sectors presenting new opportunities and to get practical information on how to grow, simply visit <u>fedex.com</u>. There, you'll find: Information on our wide range of

- 2021 Trade Trends Report
- Guides to help you take your e-commerce
- business global **Sources**

1,5,6 Passport, Euromonitor International 2 eCommerce report 2020: Statista Digital Market Outlook – Market Report, Statista 3 2020 Small Business Maturity Study, Cisco 4 Global growth in GDP and trade from 2007 to 2021, Statista

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