

Global growth

Making it happen for your business



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.

Note: The information provided in this document does not constitute legal, tax, finance, accounting, or trade advice, but is designed to provide general information relating to business and commerce. The content, 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.

Key global growth trends

1 — 10.6% growth expected in India¹

2 — \$3.4trn projected global e-commerce revenue by 2025²

3 — 70% of small businesses are accelerating their digital transformation³



What do these mean for your business?

- 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 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?



Global trade growth is expected to rise by **5.3%** in 2021⁴



After India, the top growth forecasts are for **China (7.9%)** and **Spain (6.7%)**⁵



3%-4% growth is expected in Latin America and the Caribbean in 2021⁶

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

- 1 — **It improves your ability to react and thrive**
In tough times, strengthening your processes and business relationships can help you to adapt to change, and even help you to turn challenges into opportunities.
- 2 — **It can make for a more productive workforce**
Resilient teams are often better able to adopt new ways of working, which can then boost productivity and positively impact your business' output.
- 3 — **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.

How to build resilience

Maximise your strengths

See if you can build on your current shipping processes, for example by tapping into smarter data tools or integrating e-commerce tools into your current systems.



Work with businesses that help you meet buyers' needs

Leverage the capabilities of the other companies you work with to the fullest, and choose a logistics provider that has a vast portfolio of services and a global network.

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.

- 1 — **Take your growth one step at a time**
Don't rush to expand to every country at once – look at where you're starting to get more sales then adapt to meet customers' needs in that market.
- 2 — **Go big on the markets you do focus on**
Put everything into the new markets you choose to reach in order to maximise your success in those countries.
- 3 — **Leverage the power of social media to attract new customers**
Social media allows you to attract customers anywhere in the world and opens you up to influencers, who can help to raise awareness of your brand.

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

WATCH NOW

Uncover new opportunities

For more insights on the markets and sectors presenting new opportunities and to get practical information on how to grow, simply visit [fedex.com](https://www.fedex.com). There, you'll find:

- Information on our wide range of international shipping services
- The latest growth insights in our FedEx 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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