



**.XD.DONGXii**  
直接从德国买



# »We help German SMEs to capture the Chinese market«

## Things move China GmbH

Transaction facilitator

### Our idea

DONGXii is a transaction service provider that helps small and medium-sized manufacturers from Germany to market their products in China.

A new approach in the B2C communication enables direct sales from the factory in Germany to the end customer in China.

Single orders from Chinese customers are processed analogue to orders from Germany, in this way the German manufacturer has no additional expenditure, since the established handling processes remain unchanged.

At the same time the customer buying behaviour does not have to change, as the products of the German manufacturers are presented in a local manner (localized) and get integrated into established sales channels.

As technical back-end processes are automated, the potential for large savings in the logistics chain are fully exploited, as transactions are smoothly facilitated.

### Team

#### Marcel Münch

(BA Asian Studies and Management/Chinese & M.Des. Design Management)

#### David Ruisinger

(BA Music Business)

#### Miriam Theobald

(BA Asian Studies and Management/Chinese & MA Cities – Urban Geography)

#### Sector

International E-Commerce/  
Cross-border E-Commerce

#### Mentor

Prof. Dr. Christiane Barz,  
Faculty VII – Economics and Management

#### Support

EXIST start-up grant (2016)

#### Year founded

2016

[www.dongxii.com](http://www.dongxii.com)

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EXIST  
Existenzgründungen  
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