

EST 创于.  
2013

# About Us

## 公司简介

GFA Media | 跨境媒体

GFA Event | 跨境活动

Association | 跨境协会



Follow us

### Cross Border Business Leaders Community. 全球跨境生意人学习和社交的平台

Global From Asia (GFA) ,established in 2013, has now become the world's largest Cross Border Community platform for cross border business leaders to learn, network, and make business partnerships. Together we overcome the challenges you face as you grow your international business.

GFA 成立于2013年, 全球最大的跨境生意人学习和社交的平台, 帮助从事跨境生意的企业主互相学习, 社交沟通, 跨国合作, 共同解决跨国生意的挑战, 助力他们的全球业务。

**Media 媒体:** Podcast, Blog ,TV Show, Vlog,, Newsletter , GFA Review

**Events 活动:** Bootcamp, Workshops, Business Trips, CEO Retreats, Cross Border Matchmaker , Cross Border Summit

**Association 协会:** Cross Border Association

#### Media 媒体

**Podcast 音频播客/TV Show 视频节目**

Global From Asia 《从亚洲到全球》  
国际访谈秀

**GFA Reviews**

GlobalFromAsia.com/reviews  
reviews of various products and services

**Blog 博客**

Hundreds of blog and vlog posts digging deep into cross border business and life perspectives. 海量跨境生意最前沿的资讯内容

#### Events 活动

**Bootcamp 集训营培训**

Online Training, Take Your Amazon FBA  
Business To a New Level

**CBS 国际峰会**

CrossBorderSummit .com  
跨境电商国际峰会

#### Association 协会

**Cross Border Association**

CrossBorderAssociation.com  
跨境电商国际协会

# About Founder 创始人简介



Michael Michelini 迈理倪  
Founder & Host 创始人 & 主持人  
Global From Asia

## About Michael Michelini

- Grew up in NorthEast USA (CT, NJ, NYC)
- 3rd generation American
- Grandparents from Italy, Russia, France, Canada
- 1999: Built First website
- 2002 – 2007: Deutsche Bank, Wall St.
- 2003: Starting selling online
- 2004 – 2012 E-commerce company selling home & gift products B2C in USA (New York Bay Shore)
- 2007: Moved to China
- 2007 – now: Shadstone Ltd, Holding company for Asia business.
- 2008 – 2010: Sourcing & logistics office in China, Call Center in Philippines
- 2011 – 2014: Startup Weekend's China Facilitator
- 2012 – 2015: SocialAgent.me – mobile app helping companies find sales in China
- 2013 – now: Host of Global From Asia

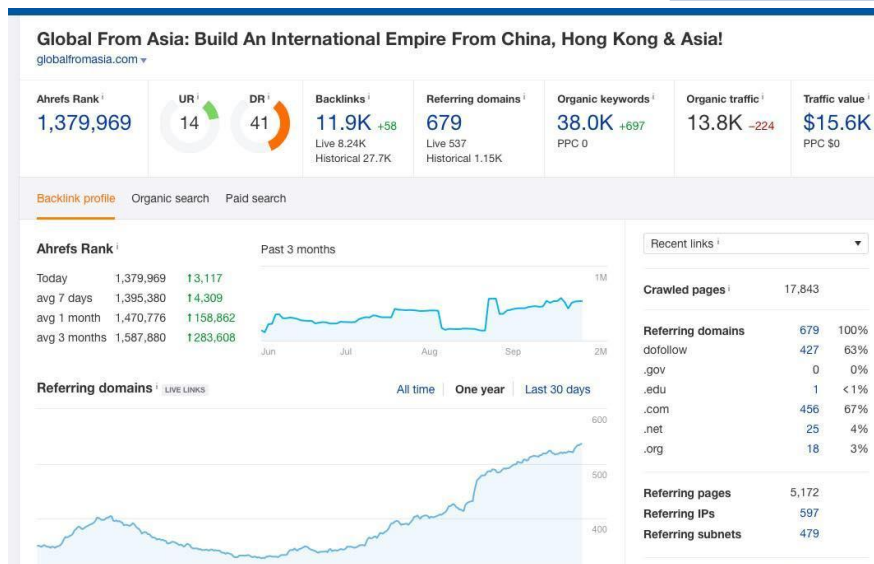


**Michael Michelini**, Senior consultant, is an American Social Media, E-Commerce & SEO specialist doing business in China since late 2007 from Wall Street. He is a “Business Connector, passionate with helping companies do business in China and helping Chinese companies expand overseas. He founded [GlobalFromAsia.com](http://GlobalFromAsia.com) in 2013.

**迈理倪**,来自美国的互联网资深咨询顾问,他是社交媒体内容营销、SEO搜索引擎优化、以及跨境电商方面的专家,2007年从美国华尔街来到中国,一直致力于全球生意人的连接,帮助国外企业来中国做生意,同时也帮助中国企业做海外市场。2013年创办Global From Asia.



# Traffic Data 平台数据



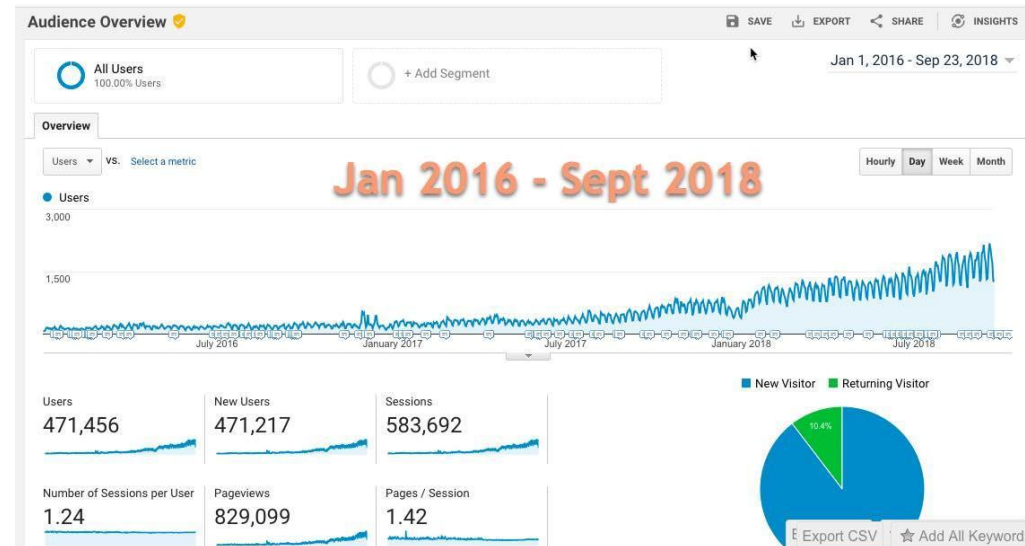
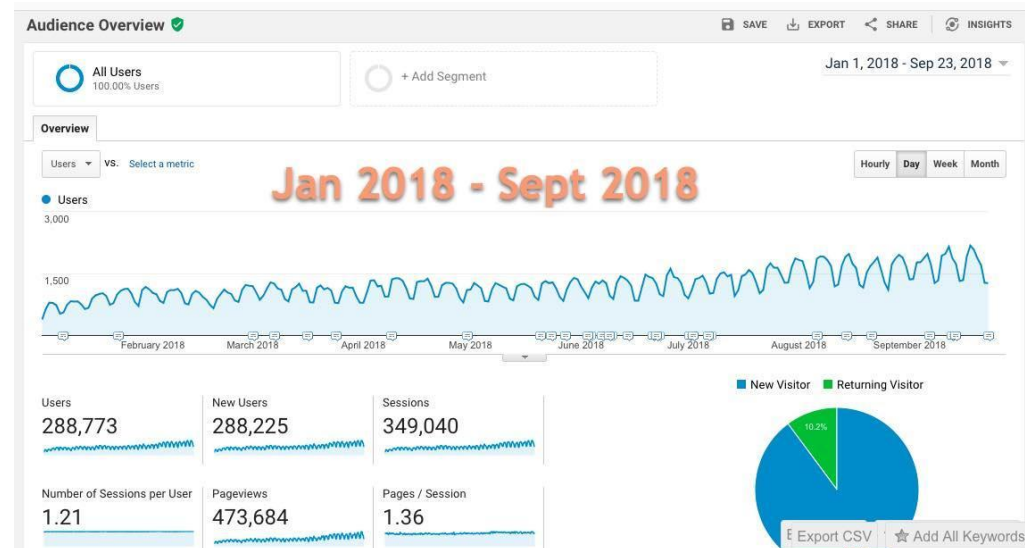
## Who are our members? 谁是我们的会员？

Cross Border E-Commerce Business Leaders who do import and export business. 全球做进出口贸易或跨境电商的生意人.

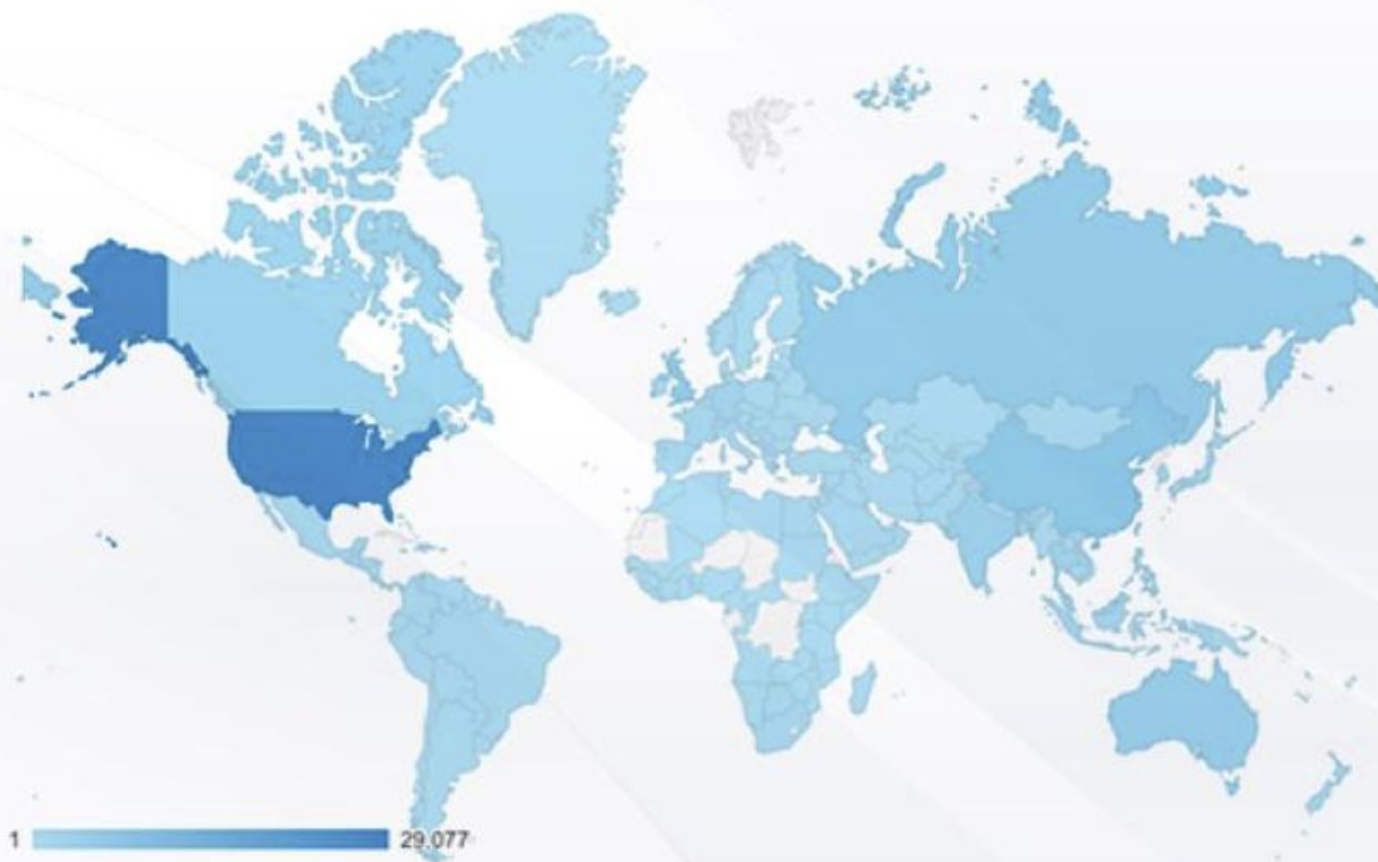
- 65% Western Foreigners (65% 西方欧美会员)
- 25% Asia Members (25% 亚洲会员)
- 10% Middle East (10% 中东会员)

## How many members do we have? 我们有多少会员？

- Monthly Active Members 月活跃用户: 100k (10万)
- Sellers Member 卖家会员: 13K
- VIP Member 会员: 100 People (100人)



# OUR AUDIENCE



我们的全球用户国家分布图



**United States**

29,077 (26.88%)



**Hong Kong**

15,823 (14.63%)



**China**

5,971 (5.52%)



**United Kingdom**

5,130 (4.74%)



**Russia**

4,513 (4.17%)



**Australia**

3,527 (3.26%)



**Singapore**

3,362 (3.11%)



**Canada**

3,155 (2.92%)



**India**

2,909 (2.69%)

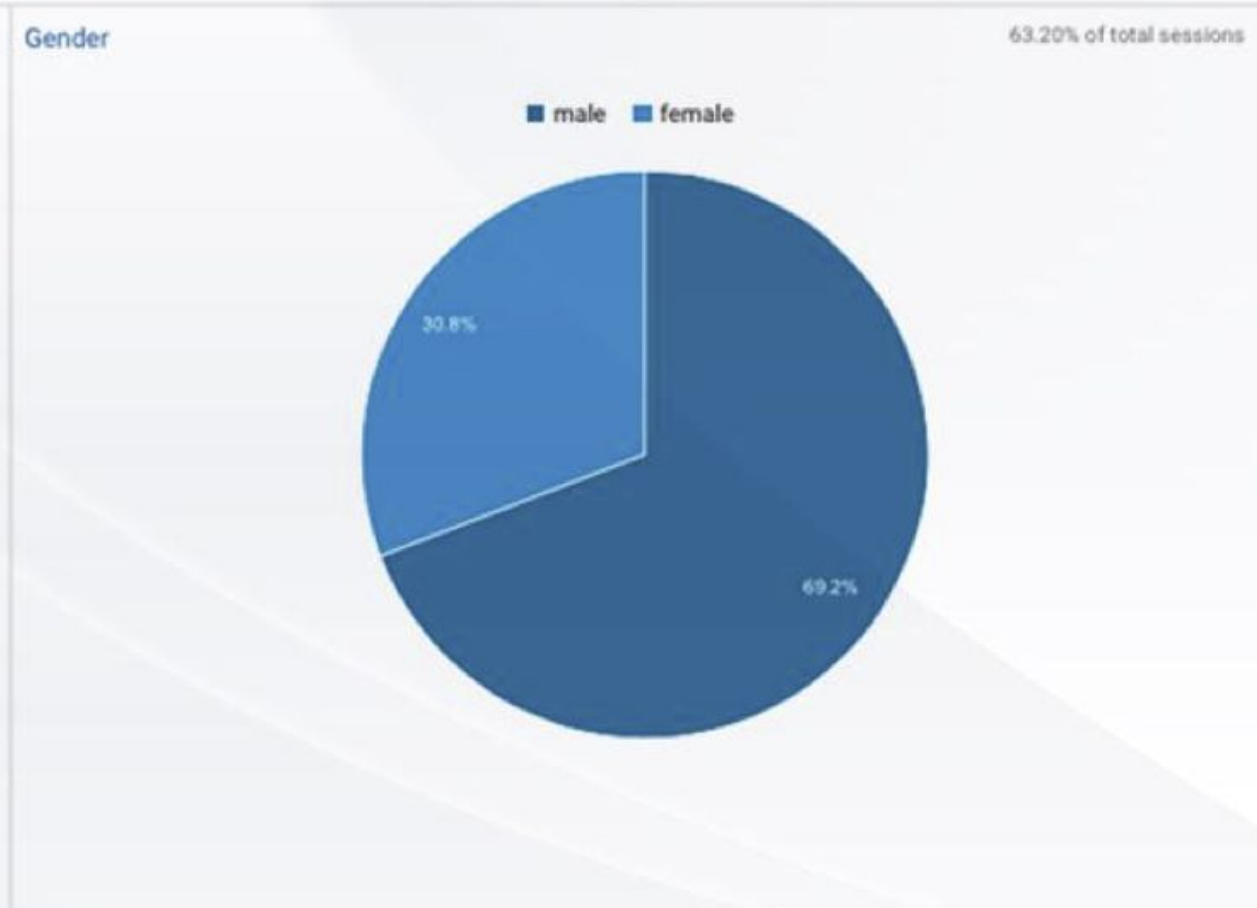
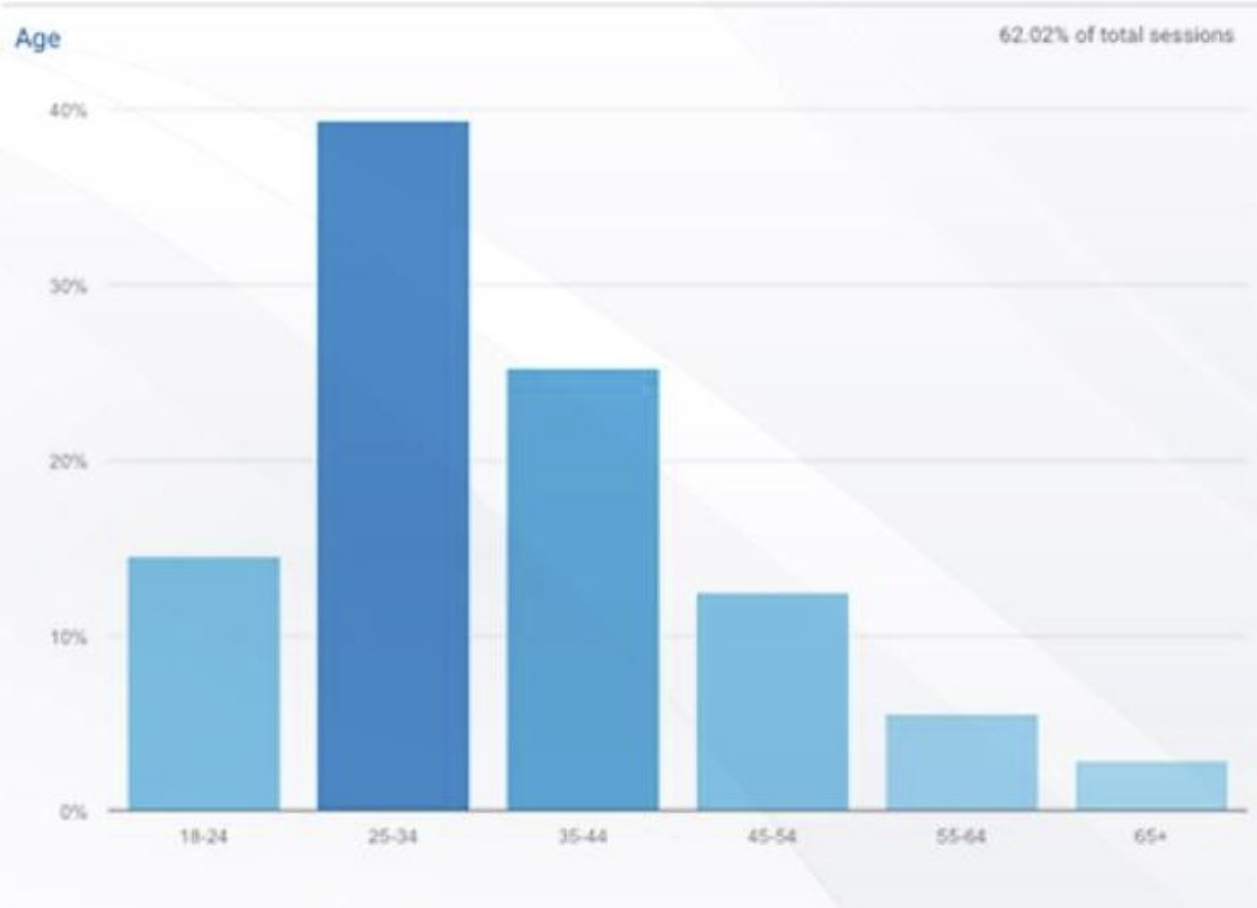


**Philippines**

2,728 (2.52%)

# SME Entrepreneur 25-44 Year Old Male

用户以25-44岁男性企业家为主





# Podcast 播客电台

1

## 《Global From Asia 从亚洲到全球》

E-Commerce Entrepreneur Interview Talk Show

We dive in from different angles and different levels, Corporate, Business, Lifestyle to show the personal qualities of these entrepreneurs and uncover wonderful entrepreneurial stories.

《Global From Asia 从亚洲到全球》,是由美国 Michael Micheleni 迈理倪,推出的跨境生意人创始人国际访谈。每期访谈一位做跨国生意的企业家,商业精英,从三个Corporate法人, Business生意, Lifestyle生活,不同角度、不同层面访谈他们的创业故事,个人性情和精彩人生。

Weekly Podcast 周播

Listeners 听众:

8000 People/ Episode

8000人/期

# GLOBAL FROM ASIA

## HITS

# 200 SHOWS

Thanks For Listening!  
GlobalFromAsia.com team





# TV Show 视频节

## 《Global From Asia 从亚洲到全球》 E-Commerce Entrepreneur Interview Show 跨境电商创始人国际访谈

Global From Asia TV Show is an E-Commerce Entrepreneur Interview Talk Show. We dive in from different angles and different levels to show the personal qualities of these entrepreneurs and uncover wonderful entrepreneurial stories.

不定期期访谈一些做跨国生意的商业精英，从不同角度、不同层面访谈跨国企业家的创业故事，个人性情和精彩人生。

节目中英文双字幕，以网播形式，在国外和国内新媒体做全方位的传播，帮助中国企业做海外市场的宣传，带领中国企业走出去！

访谈主持人: 迈理倪 Michelin

拍摄地点: 走访企业, 各企业办公场所

节目时长: 15-30分钟

Weekly Show 周播  
Viewers 观众:  
10k People/ Episode  
10万人/期





# Blog博客 & Vlog视频博客

## About Michael Michelini 关于迈理倪

- Internet Geek and Writer
- 极客 & 写手
- Cross Border Business Connector
- 跨国生意连接者
- Content Creator Machine
- 内容制造机器
- Prolific Podcaster, Blogger and Host
- 知名主播 & 博客主 & 主持人
- Passionate On Cross Border business
- 专注于全球跨境生意

The image displays a screenshot of Michael Michelini's website, 'Global From Asia', which focuses on international business. The website features a header with the logo and a navigation bar. Below the header, there's a section titled 'Blog on International Business' with a brief introduction and a call to action. The main content area is divided into two columns: 'Corporate' and 'Business'. The 'Blog Posts' section lists several articles, including 'Rico Ngoma of Source Find Asia', 'Third Annual Cross Border Summit April 20-21, 2018: Ascension and Enlightenment', 'A Solution for the Hong Kong Banking Nightmare? Introducing Neat - Online HK BUS', 'Mar Rodriguez a Youtuber and Owner of MarCarib & KI', and 'Documenting Your Chinese Factory Visit: Example Supplier Status Report'. To the right of the website screenshot, there's a grid of video thumbnails from his '迈理倪视频博客VLOG' channel. These videos cover various topics such as business decisions, family and career balance, and specific business events like the 'Rise' conference and 'Cross Border Summit'. Each video thumbnail includes a title, a duration, and a view count. Below the video grid, there's a list of video titles and their corresponding view counts and dates, such as '《从亚洲到全球》：行大道链天下，市值16亿，价之链公司创' (1599 views, 2017-11-16) and '迈理倪Vlog086-半生回顾，人生感悟' (1.4万 views, 2017-04-05).



# Cross Border Summit

**Cross Border Summit** is the annual conference that brings top business leaders from around the world to share their insights and experience how to optimize business in today's competitive world markets. The conference will be covering topics like Marketing tactics, staff management, cross-border payment settlement, logistics, warehousing, How to sell on Amazon, eBay, Tmall, JD and other major platform as well as the latest trends on cross-border E-Commerce.

Cross Border Summit, 是一年一度的跨境电商国际峰会, 将聚集来自世界各地的跨境电商企业业主, CEO, 高管, 分享他们跨境电商产业链相关的经验与知识, 共同探讨和交流学习跨境电商业务发展战略, 市场营销, 团队管理, 跨境支付, 物流, 仓储, 如何在亚马逊、亿贝、天猫、京东等主流电商平台, 保持你的销售份额处于领先地位。参加Cross Border Summit, 关注最前沿的全球跨境电商趋势变化!



**CROSS BORDER SUMMIT**  
GROW YOUR ASIA BASED BUSINESS

**4TH ANNUAL**

**BE A PART OF  
SOMETHING  
BIG**

第三屆跨境电商国际峰会

**OCTOBER 22-23  
2019**

**GUANGZHOU, CHINA**

Powered by  
**Global From Asia**

**CrossBorderSummit.com**

**VIP  
MEMBERS**  
GET FIRST ACCESS AND  
DISCOUNTS TO THE EVENT



# FOR PERSONAL BRAND 高管个人品牌推广

GFA VIP MEMBER



GFA VIP Member 会员权益：

1. 优先考虑GFA团购服务，特殊会员宣传推广
2. 参与月度线上圆桌论坛会议
3. VIP会员专题页面及推广
4. 网站开通会员浏览权限，学习更多有价值的资料。
5. 邀请加入会员微信群，和官网BBS论坛
6. 根据不同地区可选择参加会员专属的线下活动。
7. GFA大会及活动门票，享受会员折扣。



Join us

加入我们

# FOR COMPANY DEALS 公司业务推广

GFA Reviews  
公司业务好评

好评服务，导流量的服务，我们通过谷歌SEO搜索引擎优化，让用户通过搜索看到贵公司好评而促进客户与贵公司合作的意愿。

<https://www.globalfromasia.com/reviews/>

Business Deals  
公司业务团购

贵公司需要提供优惠套餐价格，我们通过组团采购合作的形式，促进双方达成交易。

<https://www.globalfromasia.com/deals/>

# CBA Association 跨境电商国际协会

Cross Border Association (CBA) exists to provide the cross-border business industry the following 3 benefits:



**Member Fee 会费: (Yearly 年费)**

**\* Protection 会员保护** — We want to ensure that those in the industry and in our association are “playing fairly”. If there is an issue in the industry, especially between our members, we as an association will work for the greater good to resolve this issue. By being part of the GFA Experts Association, you would feel safe that we have your best interests at heart.

**\*Promotion 会员推广** — We want to spotlight and promote our members and their businesses. As a qualified business in the cross-border industry, we want to help you get the exposure you need. Listed on our member directory and in our member marketing materials, you will be part of an association who gives you the eyeballs you need.

**\*Community 会员社交** — The purpose of the association is to provide an opportunity for global e-commerce business leaders to socialize, learn, communicate, help and cooperate with each other.



# Cross Border Association 跨境电商国际协会

## Who Should Join The Cross Border Association? 谁应该加入协会？

Who are our members? We break them into 3 categories:

- **Seller 卖家** – This is an online seller such as an Amazon FBA seller, but also can be an offline distributor. These are companies who are buying from manufacturers and selling in their home markets around the world.
- **Manufacturer / Supplier 供应商** – This is a business who is making products that are then distributed around the world. They are looking for more sellers and distributors to help them increase their turnover.
- **Service Provider 服务商** – This is a business who assists sellers and/or suppliers in the cross-border ecommerce industry. Ranging from legal services to marketing agencies, these are important parts of a successful ecosystem.

Together, these three types of members together create an amazing ecosystem to grow and thrive on. All 3 are needed in order to flourish as an association and an industry as a whole.

## The Benefits of Joining The Association 加入协会有哪些权益？

1. Monthly Online Calls & Live Podcasts
2. Get Personal 1 on 1 Call With Mike
3. Cross Border Summit Online Pass Ticket
4. Discounts And Priority Access to Cross Border Summit
5. Hong Kong Supercharged Book
6. Promotion Of Your Business in our GFA Media Platform
7. Join the Wechat Members Only Group

1. 可以加入会员月度线上电话会议或者播客直播
2. Mike私享电话一次, 深度咨询沟通
3. 赠送CBS年度的跨境国际峰会线上门票
4. 优先参加CBS年度的跨境国际峰会并享受会员折扣
5. 赠送Mike创作的关于如何在香港做生意的电子书
6. 在GFA的媒体平台宣传推广你的生意
7. 加入会员微信群

# ONLINE/ OFFLINE MEDIA NETWORK 在线/离线媒体网络



Podcast  
播客访谈

TV Show  
视频访谈

Blog  
博客资讯

Vlog  
视频博客

Ask For  
Help

CBS  
国际峰会

Events  
活动

VIP会员  
Member



# Global From Asia Partner Package

## GFA深度合作伙伴合作套餐

Partner Benefits Include 深度合作伙伴可获权益:

One Year Global From Asia Association Membership 1	One Time Interview Guest Chance on Podcast 播客访谈嘉宾机会(1期) Or 5 Times Mention On Podcast Show 或者5次口播宣传机会 2	One TV Series, Making Advertising Video (1 Time) 制作视频宣传片(1次) 3	Promotion On Mike Vlog (1 Mention) 迈理倪视频博客广告植入(1次) 4
One Year GFA Review Promotion (Company Profile) GFA 公司好评服务1年 (安排写手专业文章报道一篇, 谷歌SEO搜索引擎优化) 5	Get a chance to be a Speaker at the 有机会成为演讲者 CBS2019 Summit CBS2019大会演讲机会	2 Tickets To The Cross Border Summit2019 赠送CBS2019 大会门票2张 7	A Display Table during the GFA Summiit 赠送GFA CBS2019大会广告展位 1个 8



GlobalFromAsia.com, Cross Border Business  
Leaders Community.

致力于全球跨境生意企业主的连接，  
为大家提供一个合作、学习和社交的平台。



### Business Connector

Podcast  
播客访谈

TV Show  
视频访谈

Blog  
博客资讯

Vlog  
视频博客

Ask For  
Help

CBS  
国际峰会

Events  
活动

VIP会员  
Member

Scan The QRcode To Join Us 欢迎扫码加入我们!

Email us

[support@GlobalFromAsia.com](mailto:support@GlobalFromAsia.com)

Website

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