



Event Leader 活动领袖

Secure payments are one of the most important elements of implementing successful e-commerce. Tong Li, founder and CEO of Yoopay, China's leading event management e-commerce website, talks to The Bridge about how the online payment sector is developing in China.

by **Mark Andrews**

Can you give a brief outline of what Yoopay does?

Yoopay.cn is the leading cloud-based event and membership management platform in China, providing tools for events publishing, registration, payment, CRM, marketing and membership management. We cater to every type of event and now have had more than 40,000 international forums and exhibitions, academic conferences, business events, training events and other events that have used Yoopay.cn. To name a few, clients include such organisations as the American Chamber of Commerce in China, Yale Club of Beijing, Harvard Center in Shanghai, Swissnex China, Huawei, Oracle, Microsoft, British School of Beijing and Dulwich College.

What made you set up the company?

My venture fund, Origin Capital, invests in and operates tech companies in China. We were organizing lots of events for entrepreneurs, investors and the connected community. However, the lack of a good event management system became a bottleneck, so in 2012 I started to develop Yoopay to help automate some of the tasks for event management. The system went online in two weeks and worked well. It began to attract attention, and soon people started to ask if they could use Yoopay for their events as well. This led us in 2013 to develop Yoopay as a business platform and it has been growing at a rate of 300% per year since then.

安全付款是电子商务取得成功的重要因素。中国的活动管理行业翘楚，电子商务网站Yoopay的创始人、CEO，Tong Li，就线上支付在中国的发展与《桥》杂志进行了一场对话。

作者 **Mark Andrews**

您能简单介绍一下Yoopay是做什么业务的吗？

Yoopay.cn是中国基于云计算的活动和会员管理平台，提供活动发布，注册，付款，客户关系管理，市场营销和会员管理等服务。我们服务于各种类型的活动，现在已超过40,000场国际论坛和展览，学术会议，商业活动，培训活动和和其他活动使用过Yoopay.cn。简单列举下，譬如美国商会，耶鲁北京校友俱乐部，上海哈佛中心，瑞士联邦政府科技文化中心，华为，甲骨文，微软，北京英国学校和上海德威英国国际学校。

贵公司是如何建立起来的？

我的风险投资来自原点资本，一家在中国投资和运作的科技公司。我们曾为企业家，投资人和相关社会团体组织了很多的活动。但是，缺乏良好的活动管理系统成为一个瓶颈，因此我于2012年开始发展Yoopay来帮助活动管理中的部分工作实现自动化。这个系统两周后即在线发布，反响很好，并逐渐引起广泛关注，随后有人开始询问是否能够使用Yoopay组织他们自己的活动。这促使我们在2013年将Yoopay发展为一个商业化的平台，自此就以300%的年增长率在增长。

Yoopay accepts WeChat, Alipay and UnionPay payments. What value does Yoopay add compared to using these payment gateways directly?

Yoopay provides much more than just acting as a payment system. But even as a payment gateway, Yoopay offers clients four main advantages. First, there is speed. Clients can get up and running and start accepting payments in less than 10 minutes, without any training or need to go through the set-up process with each payment gateway, which could take up to eight weeks - if not more. Then there is reliability, Yoopay has already done more than RMB 150 million in transactions. Next there is the convenience of being able to view and manage transactions in different channels via one console. And finally we are international. Yoopay supports both English and Chinese languages along with transactions in US dollars and renminbi, along with the capability to withdraw funds from payments made into both domestic and international banks.

How is the e-commerce market in China developing?

Alibaba continues to dominate and diversify, while JD.com has established its place as runner up. Ctrip has started to consolidate the online travel market, and leads that market by a large margin. But there are newcomers in some industry's vertical markets, such as in second-hand cars, baby products and luxury goods. These are often well capitalized, and it is likely that the two or three that emerge as the leading platforms in their vertical market will then get acquired by Alibaba, JD, or Tencent. An interesting dark horse to watch is Netease. The company is generating lots of cash with its online gaming business and is moving now seriously into e-commerce. In my view there are three defining trends for e-commerce in China that we will see in the coming years. First there is mobile. We have seen transactions as large as Rmb30,000 per item being conducted using Yoopay on mobile devices, and we expect this trend to continue. Second, we are experiencing consumer spending upgrades where they are starting to pay for quality and experience. Third, there is the impact of social media. Young consumers are no longer so swayed by traditional marketing, and more likely to be influenced by their friends online and a new breed of internet personalities.

A lot of Swiss companies are small or medium sized enterprises, often family owned, and usually operating in the B2B market. What is the best way for them to succeed in this space?

My suggestion is to go local. The successful foreign companies and entrepreneurs I have seen tend to be the ones who work with Chinese partners, employees and clients, rather than staying in their expat comfort zone and working only with foreign companies. The sooner they start to engage with their Chinese partners, clients and employees, the better. I don't think there is any magic bullet in the B2B market, but Swiss companies do have something that works for them: strong country branding. Chinese consumers associate Switzerland with a clean environment and superior quality. Using social media to tell your brand story in an engaging way is a pretty good way to start when entering the market.

How do you see the future of Yoopay?

With Rmb150 million in transactions, Yoopay has barely scratched the surface of the Rmb100 billion event market in China, and there are lots of exciting new product features that we will continue to implement. It is also an exciting time internally as we are preparing to have an initial public offering in 2019. ○

Yoopay 接受微信, 支付宝和银联支付。与这些支付通道相比, Yoopay 的服务有什么过人之处吗?

Yoopay能够提供的服务不仅限于一种支付通道。就算是作为一种支付通道, Yoopay仍具备四大优势: 首先, 速度。客户启动系统10分钟后就可以开始接受支付, 不需要经过任何的培训或者支付门户通道的安装程序—通常这些繁琐的程序会花费至少8周的时间。其次, 可靠性。Yoopay经手的线上交易额达到1.5亿人民币。再次, 同一个操作平台可兼容不同的支付通道给顾客带来了极大的便利。最后, 国际化。Yoopay支持中英双语, 可以支付美元或者人民币, 使用美元或人民币直接交易, 并拥有将支付款项直接存至本地银行或国外银行的强大功能。

中国的电子商务市场发展状况是怎么样的?

阿里巴巴继续占有本地市场并不断孵化新产品, 京东也渐成气候, 奋起直追。携程在线上旅游市场一展拳脚, 市场占有率很大。但这个行业仍有很多的新兴市场, 例如二手车, 婴幼儿用品和奢侈品。这些市场能够很好地进行资本运作, 并且在两、三个垂直市场异军突起的品牌往往会被阿里巴巴、京东或者腾讯收购。Netease就是其中一匹引人注目的黑马。该公司用网游业务套取了大量现金, 目前正谋篇布局以期进军电子商务。

在我看来, 中国的电子商务在未来几年有三种可预见的趋势。第一, 手机端的使用。我们见证了通过Yoopay手机端完成的单个商品单笔消费达30,000人民币, 我们坚信这个趋势会继续。第二, 我们正在经历消费者花销升级的阶段, 他们愿意付费获得优良的品质和经验。第三, 社交媒体的影响。年轻的消费者不再为传统市场所动, 更多的是被他们的线上好友和新兴互联网衍生出的特质所影响。

许多瑞士公司都是中小企业, 大多属家族企业, 且倾向在B2B市场运营。对他们来讲, 在该领域成功的秘诀是什么?

我的建议是本土化。我见过的成功的外资公司和企业通常都有中国合作伙伴, 中国员工和中国顾客, 而不是呆在驻华外籍人士的舒适圈里, 只同外资公司打交道。同中国合作伙伴、客户和员工建立联系越快越好。

我认为在B2B市场没有任何的杀手锏, 但是瑞士公司有其通行证: 强大的国家品牌战略。中国消费者总是把瑞士同清洁的环境和卓越的品质联系在一起。使用社交媒体, 以一种引人入胜的方式来讲述品牌故事是一个打开中国市场的不错方式。

你如何看待Yoopay的前景?

目前Yoopay的区区1.5亿人民币的交易额还丝毫没有撼动中国活动运营市值至少1000亿元人民币的这棵大树。我们目前拥有的许多令人耳目一新的产品特性还会被继续应用下去。如今也是一个令我们公司上下极其振奋的时刻, 我们正积极筹备于2019年首次公开发行(IPO)。○