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# The Future of E-commerce: Live Stream Shopping & Last Mile Innovations

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## Introduction

**Samer Hajjar, Vice President, South Asia**

- 20+ years' experience
- Started with Aramex in 1998
- VP, South Asia since 2022
- Key player in the company’s global expansion

## Inside Aramex: Global Capabilities

- Covering 70 countries
- Serving 37 million customers
- +100 million shipments annually
- Diversified products (Express, Domestic, Freight and Logistics)
- Digital first: live tracking & paperless returns
- Technology & automation focused

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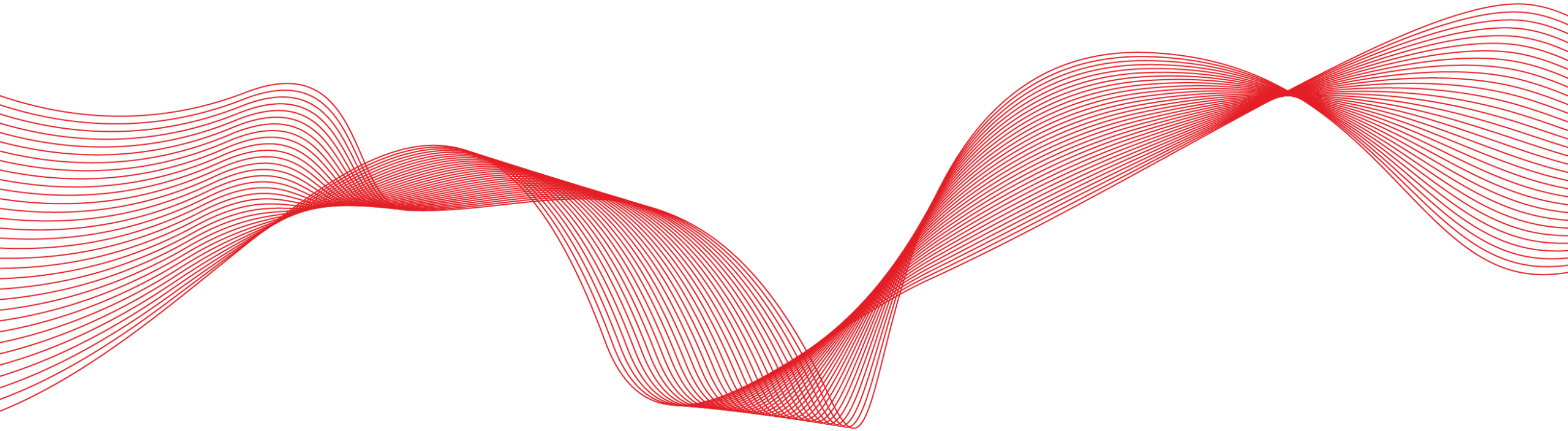
## Inside Aramex: Last Mile Innovations

- Packages worldwide
- Electric vehicles
- Automated smart boxes & drones
- Autonomous testing

# E-commerce Trends



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## How E-commerce has Evolved

- E-commerce transformed since 1990s, led by Amazon & eBay.
- Multi-trillion-dollar industry fueled by technology & mobile commerce.
- 2023 **global e-commerce** sales: $5.9 trillion.
- 2024 **mobile commerce** sales: $2.5 trillion.
- In Southeast Asia mobile purchases twice desktop.

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**Global Perspective:**

- Shopping experience must be seamless across multiple channels.
- Since last year, more than 60% of e-commerce sales were made via mobile.
- Personalization: 80% more likely to purchase.
- Social commerce: $45 billion U.S. sales in 2023.

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## Last Mile Delivery Trends

- Increased efficiency through AI and automation for real-time tracking & route optimization.
- Urban warehousing a must for reduced transit times.
- Consumer expectations: faster, flexible delivery options.
- Same-day delivery market CAGR: 21.4% by 2032.
- EVs & sustainable practices reduce carbon emissions.

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## Live Stream Shopping

- Live stream shopping revolutionizes brand-consumer interaction.
- Global live shopping market CAGR: 27%, $661 billion by 2027.
- Live shopping events: 10x higher conversion rates.
- 70% of Gen Z purchase from live shopping.

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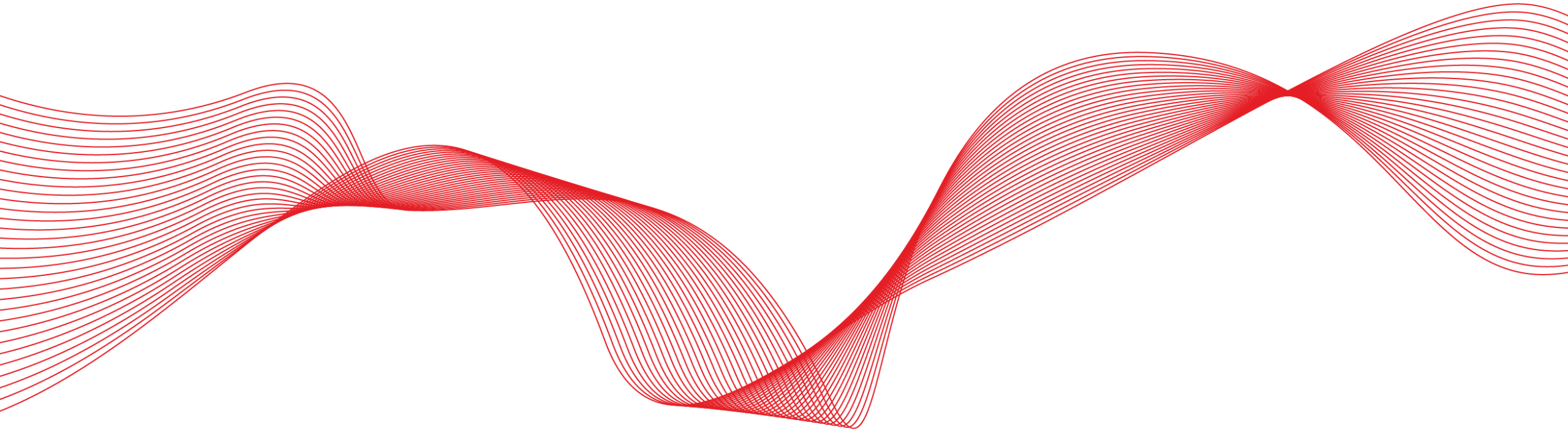
## Impact of AI and Digitalization

- Enhanced customer experience: personalized recommendations & increased satisfaction.
- Operational efficiency: automates processes, reduced costs.
- Increased sales: hyper-targeted marketing & social commerce.
- Chatbots handle up to 80% of routine inquiries.
- Big data to predict demand & optimize inventory.

# Zooming in: E-commerce in Southeast Asia



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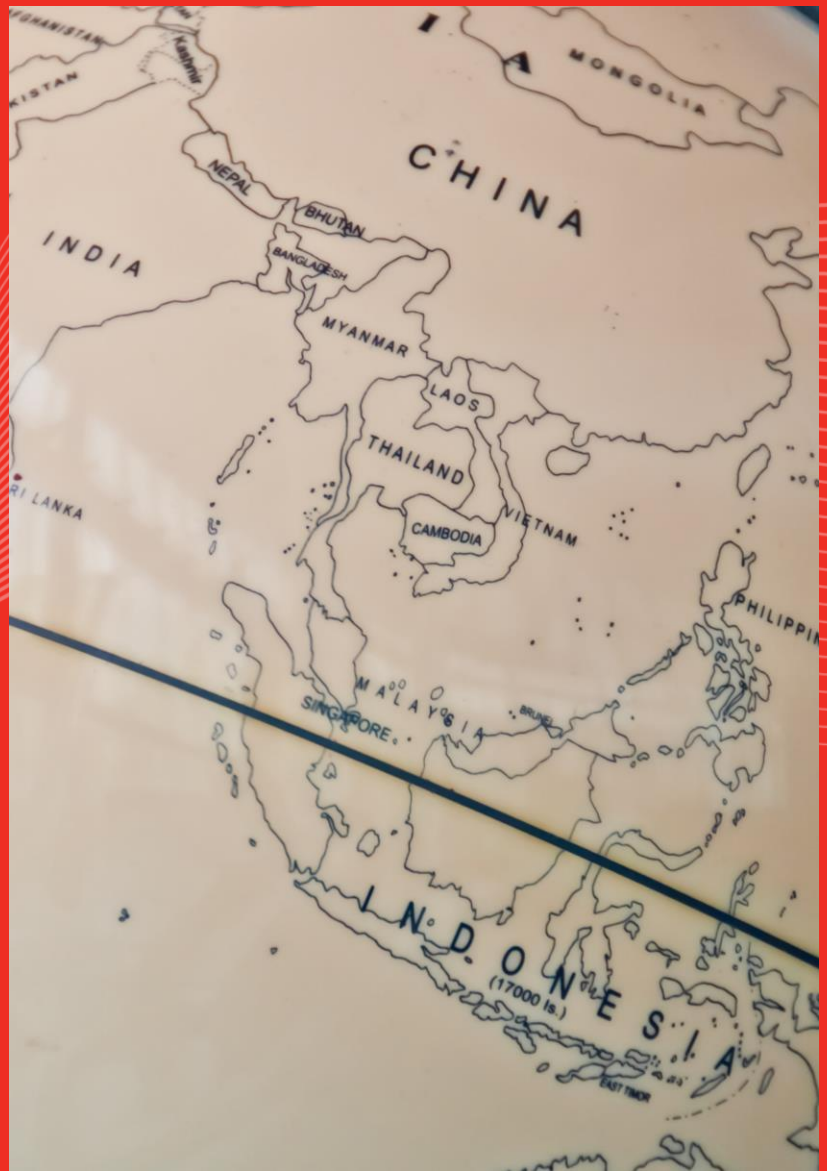
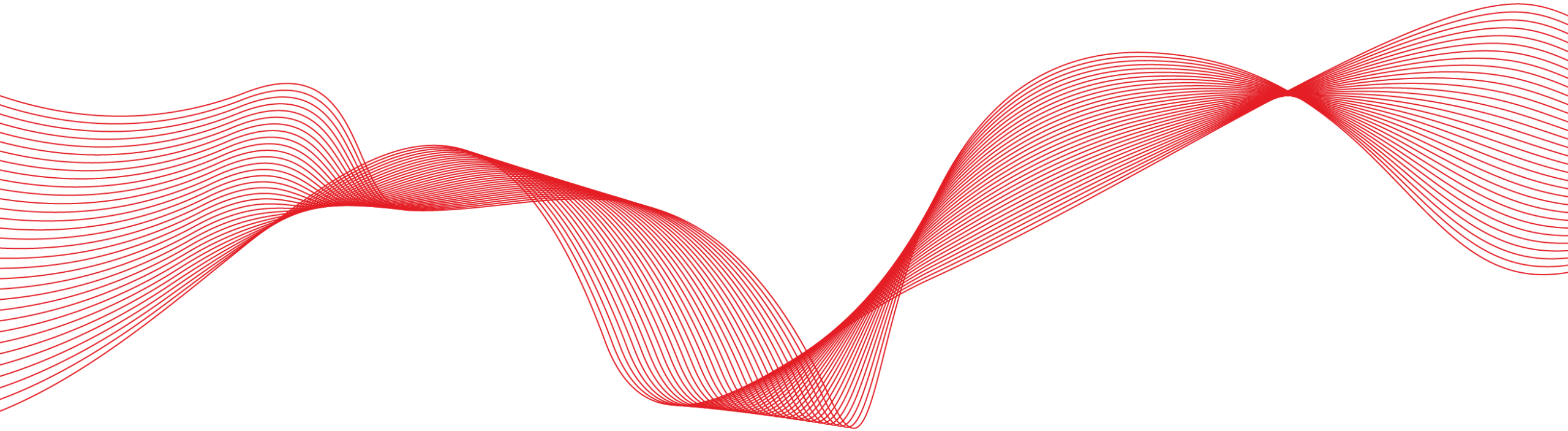
## E-commerce in Southeast Asia

- Southeast Asia e-commerce: $363 billion by 2025.
- Key drivers: digital payments, online marketplaces (e.g. Shopee, Lazada).
- CAGR: 22% from 2020 to 2025.
- +90% internet users access via mobile.
- Government initiatives support e-commerce growth.



# Success Stories



## Success Stories: Last Mile Innovation

- Amazon’s AI-driven route optimization: Driving faster shipping
- AI-Powered Route Optimization: Reduces delivery times, fuel costs.
- Micro-Fulfillment Centers: Quicker delivery, reduced transportation costs.
- Autonomous Delivery Vehicles: Increased efficiency, reduced costs.
- Sustainable Delivery Practices: Lower carbon footprint, eco-friendly.
- Real-Time Delivery Tracking: Higher satisfaction, reduced inquiries.

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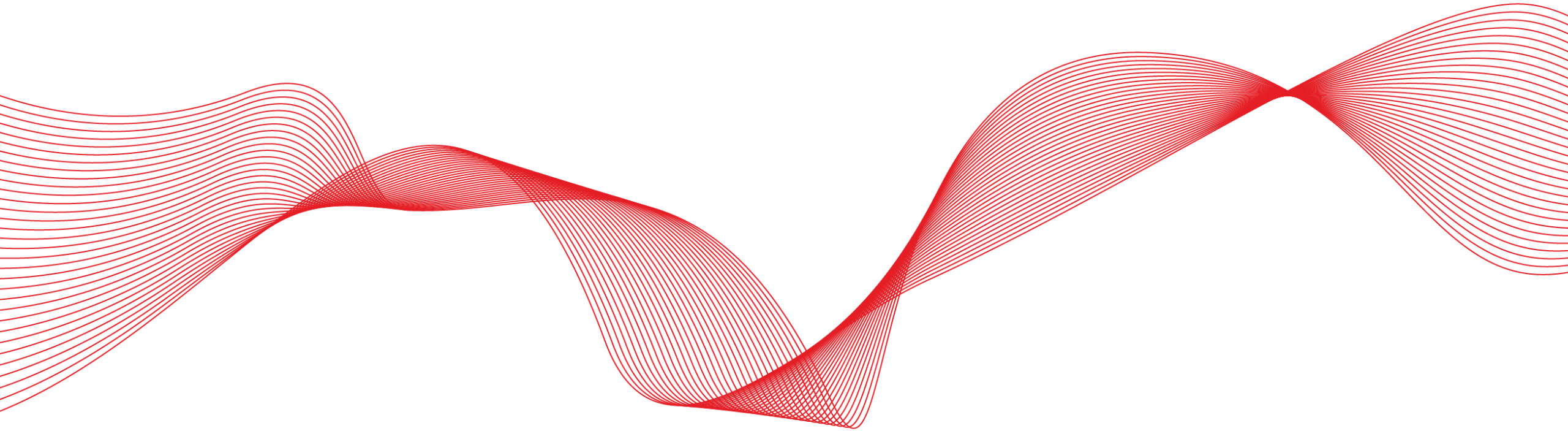
## Success Stories: AI in E-commerce

- Sephora: AI-powered recommendations & personalized interactions.
- Chatbots: real-time beauty advice & customer inquiries.
- Increased sales: 15% increase through personalization.
- Uber: dynamic pricing during surges balances demand & ensures ride availability.
- Maximize revenue during high demand.
- Fraud detection: anomaly detection, behavioral analytics & real-time prevention.

**Success Stories: Live Stream Shopping**

- Alibaba’s Taobao Live: $7.5 billion sales on Singles’ Day.
- L’Oréal: Strong sales growth during live streams.
- Tommy Hilfiger: 14 million viewers, 1,300 hoodies in 2 minutes.
- Douglas: 40% conversion rates from live streams.

# Challenges



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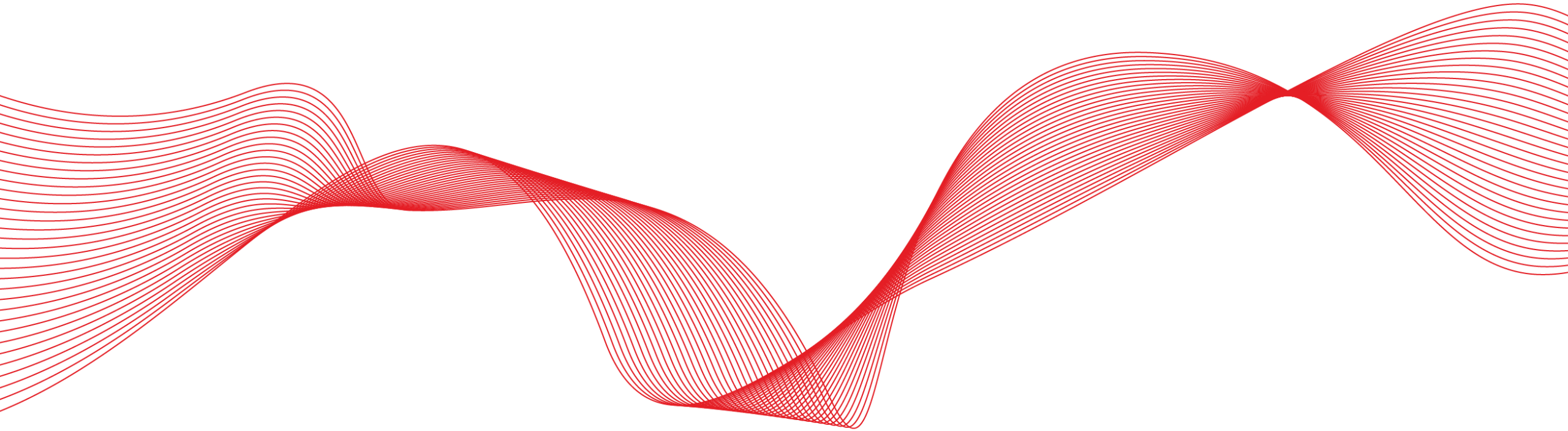
## Challenges in E-commerce and Last Mile Delivery

- Logistical complexities: congested networks, narrow windows, coordination.
- High delivery costs: up to 53% of shipping costs.
- Customer expectations: faster, same-day/next-day delivery.
- Operational efficiency: disruptions, higher costs.
- Customer satisfaction: delays, poor reviews, repeat business.

# Solutions and Future Outlook



## Solutions and Best Practices

- Robust logistics systems: AI route optimization, real-time tracking.
- Leverage data analytics: demand forecasting, performance monitoring.
- Collaborate with 3PLs: scalability, expertise, efficiency.
- Customer-centric approach: personalized delivery, proactive communication.
- Recommendations: invest in technology, focus on sustainability.

## Future Trends in E-commerce

- Sustainable shipping: eco-friendly packaging, electric vehicles.
- AR shopping: visualize products, reduce returns.
- Blockchain: supply chain transparency, trust, fraud reduction.
- Voice commerce: smart speakers, hands-free shopping.

Predictions: AI personalization, social commerce, data security.

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# THANK YOU.

Any Questions?