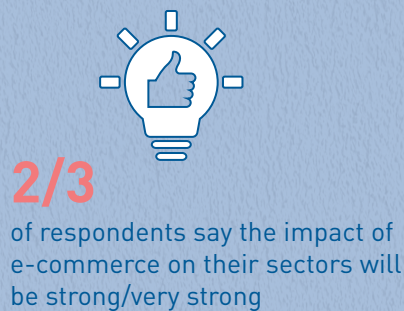


E-COMMERCE RISK

MANAGING RISK IN THE DIGITAL AGE

OCT 2017

VENTURING ABROAD



TOP 5 CHALLENGES TO GO ABROAD



Local customer expectations



Legal and regulatory issues



Competition



Logistics issues



Taxes, VAT and customs

TOP 3 STRATEGIC CHOICES TO GO ABROAD



ALLIANCES



CHANGE OF BUSINESS MODEL



DIVERSIFICATION

Only **16%** of respondents score their company's culture as 'agile enough to make the necessary changes'.