

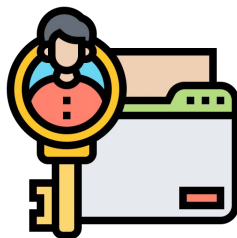


Shopee International Platform (SIP)

Edited: 3/1/2024

Take note: Protect yourself from scams!

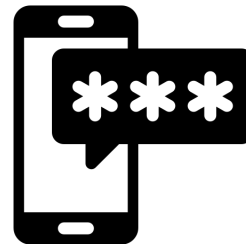
Shopee takes scams very seriously, and protective measures have been put in place to protect both buyers and sellers. However, we would also like to remind you to stay vigilant and alert; here's how you can do your part and protect yourself from online scams:



Never share any sensitive information with anyone.

This includes your username, passwords, OTPs, ShopeePay PIN, credit card details and bank details. Shopee will never request such information from users.

[Learn more about Keeping your account safe](#)



Set up additional verification methods to access your account. For example, this can be done through linking your account with your phone number or verifying your email address.

[Learn more about Additional verification methods](#)



Class Rules

1. Questions asked during the class must be related to the class itself. For example, if the class is about marketing, you should not ask about payment matters.
2. Please take note that this class is not a customer support channel. If you have any specific shop issues, please direct them to our customer support (<https://help.shopee.com.my/my/s/contactusform>) for help.
3. Slides can be accessed for **viewing only** on the webinar registration page on Seller Education Hub. Please note that you cannot download the slides.
4. Kindly take note that attendees who do not follow the class rules and disrupt the class session (e.g. rude comments, threats, or use of profanities) will be booted out of the session.

OBJECTIVES

Learn how to set up your store to sell internationally! Find out SIP's best practices, as well as how to set up your product, pricing and shipping details.

CONTENT

1. Introduction to Shopee International Platform (SIP)
2. Shopee International Platform Capabilities
3. Benefits for SIP Sellers
4. Best Practices of SIP Sellers
5. FAQs
6. Stay Connected



Shopee

Introduction to Shopee International Platform



Introduction



Planning on growing your business abroad to expand your customer base **but** facing operational difficulties? Worry no more because...

Shopee International Platform is here! Congratulations! You are one of our selected sellers to join Shopee International Platform where we will help you expand your business internationally at no additional cost or effort!

Our International Vision



International Expansion Strategy

Orders from the Shopee International Platform will come from **Singapore, Philippines & for the first time ever Latin America-Chile** now!

Shopee International Platform is projected to target other markets:

- Vietnam
- Indonesia

Note:

(i) Country list sequence is not an indication of market launch priority.

(ii) In the future, Malaysia sellers may expand to other international markets.

Overview



Maintain Local Selling Experience

Sellers can manage their overseas stores by operating their shops locally.



Hassle Free Cross-Border Services

Cross-border logistics, customer service, and payment solutions are 100% supported by Shopee at no additional cost to sellers.

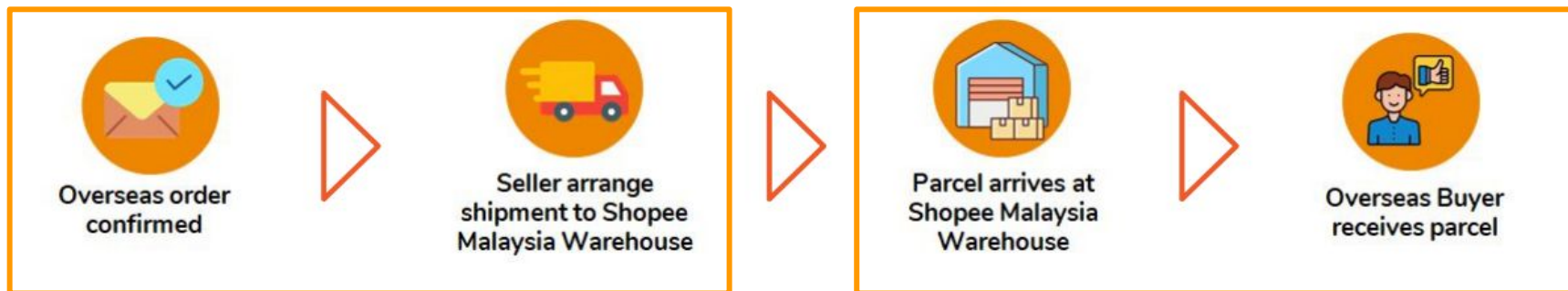


Expand Business Overseas

Sellers can take this opportunity to grow their business & diversify their market reach.

SIP Order Process Flow

Overall Process

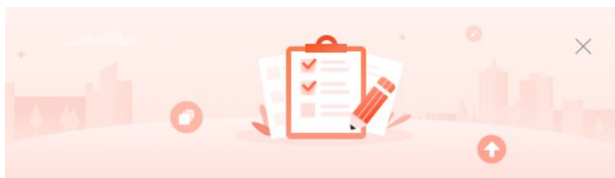


Managed by Seller:
Fulfill the shipment as per normal

Managed by Shopee

How will you be notified if you are selected to join SIP?

Pop-up TOS



Sell globally on Shopee International Platform!

Congratulations! You are one of our selected sellers to participate in the Shopee International Platform program where we will help you to expand your business internationally for **FREE!** Your local selling experience is maintained, and Shopee will provide you with value-added cross border services, such as logistics, payments and customer service.

By clicking on the 'Accept' button below, kindly acknowledge that you have read through and agreed to the [Terms of Service](#). To learn more about Shopee International Platform, please click [here](#).

If you have any questions, please drop an email to help@support.shopee.com

[Learn More](#)

Reject

Accept

1

Eligible sellers will receive a **pop-up Terms of Services ("TOS")** with the title "Sell globally on Shopee International Platform!" via Seller Centre.

2

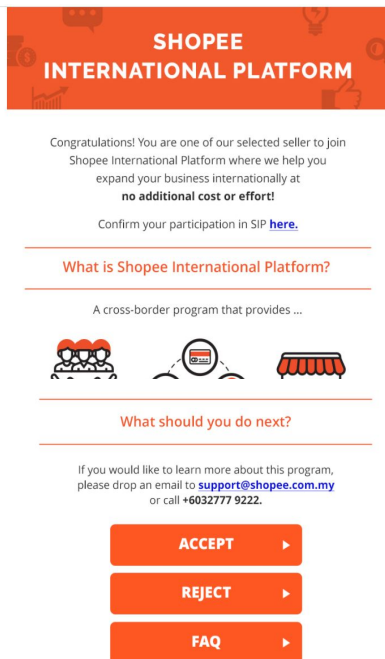
Sellers can click **any of the 3 buttons** as per below:

- a. "Accept" - Agree to participate SIP
- b. "Reject" - Disagree to participate in SIP
- c. "Learn More" - Additional details on SIP programme.

For sellers who click "Accept" or "Reject" in this pop-up TOS, there will be no further action required.

How will you be notified if you are selected to join SIP?

Landing Page



SHOPEE INTERNATIONAL PLATFORM

Congratulations! You are one of our selected seller to join Shopee International Platform where we help you expand your business internationally at **no additional cost or effort!**

Confirm your participation in SIP [here](#).

What is Shopee International Platform?

A cross-border program that provides ...

What should you do next?

If you would like to learn more about this program, please drop an email to support@shopee.com.my or call +6032777 9222.

ACCEPT ▶

REJECT ▶

FAQ ▶

Form

← MY Shopee International Platfo...

By clicking on the 'Yes' button below, I agree to join Shopee International Platform and acknowledge that I have read through and agreed to the Terms of Service (<https://help.shopee.com.my/my/s/article/Shopee-International-Platform-Terms-of-Service>).

- Yes
- No

If No, please provide the reason for opting out of Shopee International Platform. (optional)

- I want to focus on the local market
- I already have an overseas shop
- I do not have an overseas shop but I prefer to operate my overseas shop myself
- I have an overseas distributor / face brand restriction in distributing overseas
- I am not satisfied with Shopee International Platform's service
- My products are prohibited to send/sell overseas
- My products are too bulky to send/sell overseas
- I do not possess the license required to sell overseas
- I do not have sufficient stock
- I am selling counterfeit SKUs
- Others

SUBMIT

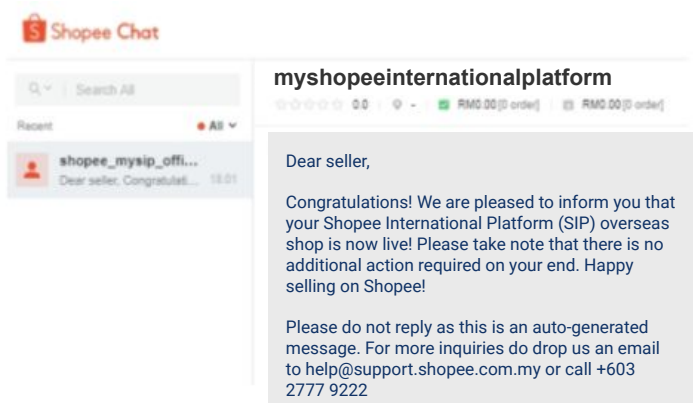
3

Sellers that clicked **“Learn More”** will be redirected to a **Landing Page** with additional details on the SIP programme. Upon further understanding the details and T&Cs of SIP programme, at the bottom of the landing page, sellers will be able to select to either **“Accept”** or **“Reject”** joining SIP.

Sellers that clicked either **“Accept”** or **“Reject”** are required to fill up the **form** provided to **confirm their response**.

How will you be notified if you are selected to join SIP?

Shop is live!



4

For sellers who have agreed to join SIP, Shopee will proceed to onboard sellers who have accepted the Terms of Service of SIP programme. This process will take a month.

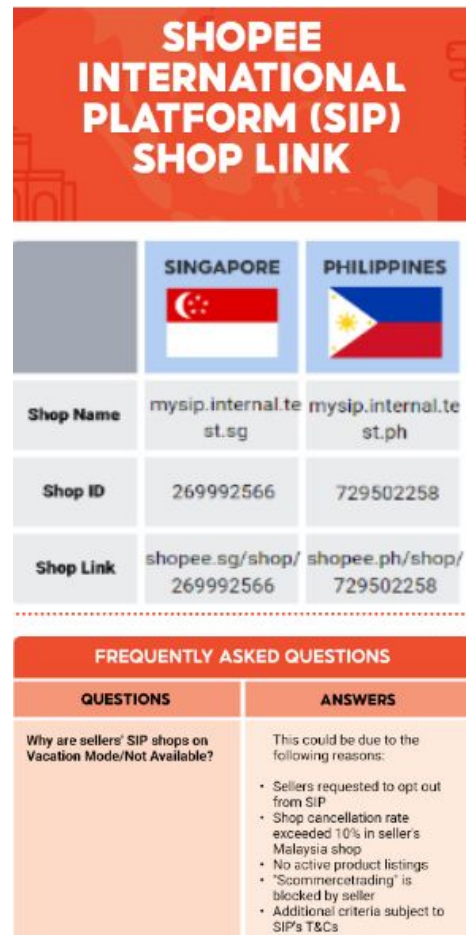
5

Once the shop has been set up and is live on Shopee oversea platform, sellers will receive a confirmation message from **myshopeeinternationalplatform**.

How to find your SIP shops?

- [Landing Page](#) showing the following details for all overseas SIP shops:
 - Shop name
 - Shop ID
 - Shop Link

**Note - if sellers are not on SIP, the fields will show as "N/A"*



	SINGAPORE	PHILIPPINES
Shop Name	mysip.internal.te st.sg	mysip.internal.te st.ph
Shop ID	269992566	729502258
Shop Link	shopee.sg/shop/ 269992566	shopee.ph/shop/ 729502258

FREQUENTLY ASKED QUESTIONS	
QUESTIONS	ANSWERS
Why are sellers' SIP shops on Vacation Mode/Not Available?	This could be due to the following reasons: <ul style="list-style-type: none"> • Sellers requested to opt out from SIP • Shop cancellation rate exceeded 10% in seller's Malaysia shop • No active product listings • "Scommerctrading" is blocked by seller • Additional criteria subject to SIP's T&Cs

**Screenshot of LP*

Example of Shopee MY vs SIP shops

Shopee MY

elianware BPA Free Shaker Blender Container (235ml)
 4.9 ★★★★★ | 2.1k Ratings | 59.8k Sold

RM XX
 100% Authentic Guarantee
 Guarantee Authentic or Money Back

Shipping: Free shipping
 Shipping To: Mid Valley City, Kuala Lumpur
 Shipping Fee: RMD.00

Colour: Blue Green Pink Random Colour

Quantity: 1 | 26981 pieces available

Add To Cart Buy Now

Share: Favorite (1k)

elianware_malaysia
 Ratings: 103.8k | Response Rate: 77% | Joined: 4 years ago
 Products: 820 | Response Time: within hours | Follower: 206.8k

elianware_malaysia

Shopee SG (SIP)

elianware Shop Malaysia Elianware Shaker Blender Container 235ML
 5.0 ★★★★★ | 1.8k Ratings | 2.5k Sold

\$ XX

Shipping: Free shipping
 Free shipping for orders over \$20.00
 Shipping From: Malaysia
 Shipping Fee: \$0.00-\$1.00

Colour: Blue Green Pink Random Colour

Quantity: 1 | 26981 pieces available

Add To Cart Buy Now

Share: Favorite (91)

elianware_malaysia.sg
 Ratings: 3.2k | Response Rate: 98% | Joined: 29 months ago
 Products: 311 | Response Time: within hours | Follower: 1.5k

elianware_malaysia.sg

Shopee PH (SIP)

elianware Elianware BPA Free Shaker Blender Container (235ml)
 No Ratings Yet | 0 Sold

₱ XX

Shipping: Free shipping
 Free shipping for orders over ₱249
 Shipping From: Malaysia to Binondo, Metro Manila
 Shipping Fee: ₱0 - ₱40

Colour: Blue Green Pink Random Colour

Quantity: 1 | 26981 pieces available

FREE SHIPPING 249

Add To Cart Buy Now

Share: Favorite (0)

elianwaremalaysiaph
 Ratings: 0 | Response Rate: 57% | Joined: 30 days ago
 Products: 210 | Response Time: within hours | Follower: 0

elianware_malaysiaph

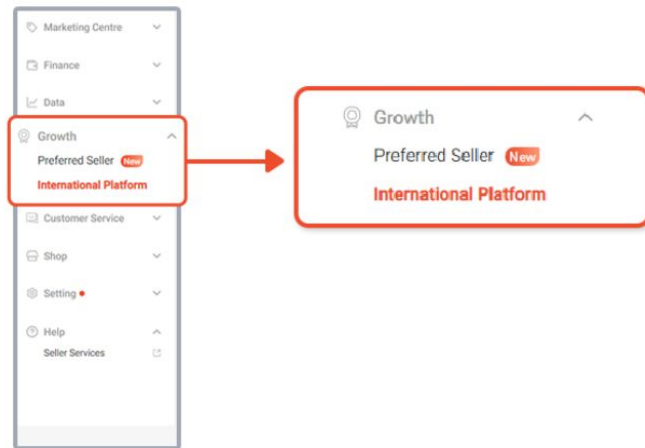
Seller Centre Feature - International Platform

A feature where sellers can have better insights on your SIP shops' performance, including the **following topics**:

1. Overall Performance
2. Sales Overview
3. Marketing Overview
4. Operations Overview

HOW TO ACCESS INTERNATIONAL PLATFORM?

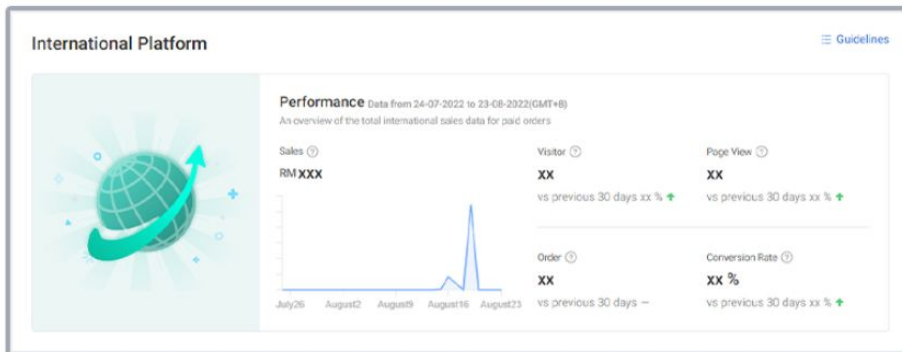
You may access the International Platform from **Seller Centre > Growth > International Platform**



What are the main features in International Platform?

1 Overall Performance

A brief overview of sales data across all your SIP shops



2 Sales Overview

A breakdown of your Sales, Orders, Conversion Rates, Visitors, and Sales Per Buyer for each SIP market



Pro Tip:

To improve your sales performance, standardise your listings to accommodate all markets. For example, do not use local currency and/or language(s) in your product images as they would be less relevant to international buyers.

Sales Overview Data from 24-07-2022 to 23-08-2022 (GMT+8)

Set discounts on your products now! (Promotion prices will be automatically synced over to overseas markets)

Market	Sales	Orders	Conversion Rate	Visitor	Sales Per Buyer
Singapore	RM XX	XX	XX %	XX	RM XX
Philippines	RM XX	XX	XX %	XX	RM XX
Taiwan	RM XX	XX	XX %	XX	RM XX

What are the main features in International Platform?

3 Marketing Overview

An overview of how your investments on your SIP shops are doing via Impressions, Clicks, Click-Through-Rates, Ads Orders, and Ads Credits

Pro Tip:

Maximise your Shopee Ads' effectiveness by including relevant information in your product listings to increase buyers' confidence in your products.

Marketing Overview <small>Data from 24-07-2022 to 23-08-2022 (GMT+8)</small>					
Top-up Shopee ads credit for your international shops to drive sales! >					
Market	Impressions	Clicks	CTR	Ads Orders	Credit
Singapore	XX	XX	XX %	XX	SS XX
Philippines	XX	XX	XX	XX	XX
Taiwan	XX	XX	XX	XX	XX

4 Operations Overview

An overview of your SIP shops' operational performance such as Non-Fulfilment Rate, Late Shipment Rate, Preparation Time, and Chat Response Rate and Time

Pro Tip:

Optimise your performance by responding to Shopee's Customer Service chats in a timely manner. This ensures that Shopee can address international buyer enquiries more efficiently.

Operations Overview <small>Data from 17-15-2022 to 24-05-2022 (GMT+8)</small>			
Non-fulfilment Rate			
Market	Value	Target	Status
Thailand	8%	<10%	Passed
Taiwan	<div style="border: 1px solid gray; padding: 2px;"> Cancellation Rate: 4% Return Refund Rate: 7% </div>	<10%	Passed
Singapore	11%	<10%	Not Passed
Late Shipment Rate			
Market	Value	Target	Status
Thailand	8%	<10%	Passed
Taiwan	3%	<10%	Passed
Singapore	11%	<10%	Not Passed
Preparation Time			
Chat Response Rate			
Chat Response Time			



Shopee

Shopee International Platform Capabilities



Shopee International Platform (SIP) Capabilities

Leverage on Shopee's state-of-the-art capabilities to expand internationally:



Receive orders

Receive orders from overseas buyer and arrange parcel shipment to Malaysia Shopee Warehouse



Fulfilled by Shopee Supported Logistic

Parcel will be delivered by J&T / Shopee Express / NinjaVan / Pos Laju / DHL / CityLink. No additional effort required.



Sales Remittance

Receive sales proceeds via Seller Wallet once parcel delivery is completed

Shopee International Platform (SIP) Capabilities



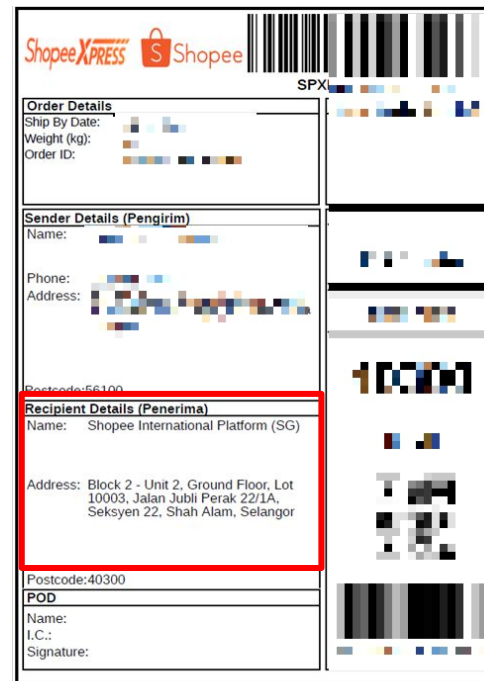
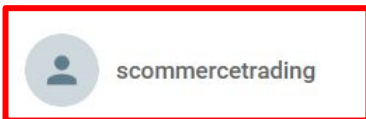
Receive Orders

Delivery Address

Shopee International Platform (SG), 60355453789
 Block 2 - Unit 5, First Floor, Lot 10003, Jalan Jubli Perak 22/1A, Seksyen 22

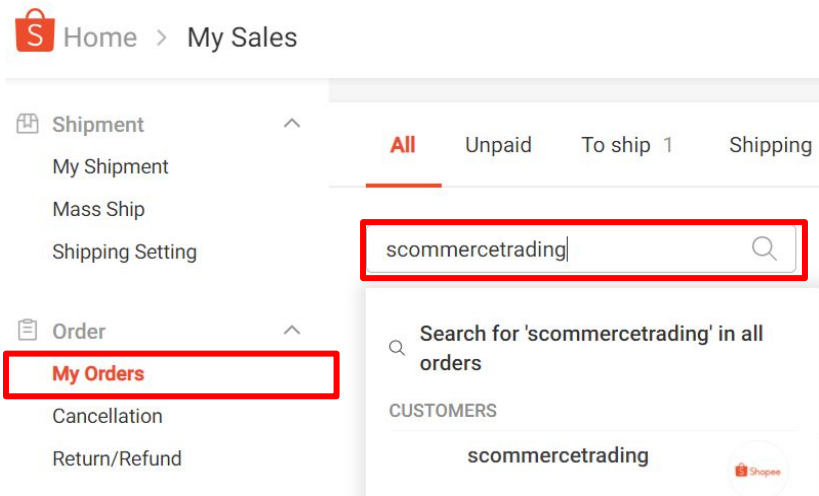
Logistic Information

Poslaju



Example of SIP's Airway Bill

How to identify SIP orders in Seller Centre?



- 1 In Seller Centre, go to “My Orders”
- 2 Search for “scommercetrading”
- 3 All SIP orders will be displayed accordingly

Shopee International Platform (SIP) Capabilities

2



Fulfilled by Shopee Supported Logistics



Delivery Address

Shopee International Platform (SG), 60355453789

Block 2 - Unit 5, First Floor, Lot 10003, Jalan Jubli Perak 22/1A, Seksyen 22



Logistic Information

Poslaju



scommercetrading

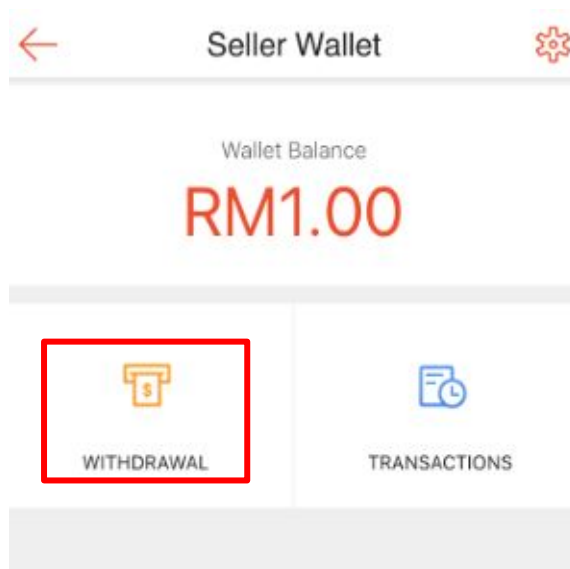
Follow

Chat Now

Shopee International Platform (SIP) Capabilities



Sales Remittance



Benefits for SIP Sellers



Benefits for SIP Sellers

We provide you with the required services to uncover new customers, amplify your brand, and grow your business internationally at zero cost.



Maintain local selling experience



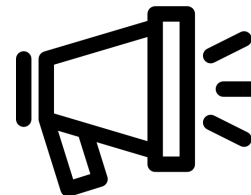
Enjoy free cross-border logistics, customer service, and payment solutions



Boost cash flow and minimise business risks through diversification of markets



Expand customer base and achieve higher orders



Amplify your brand through Campaign & Flash Sale exposure

SIP Inquiries

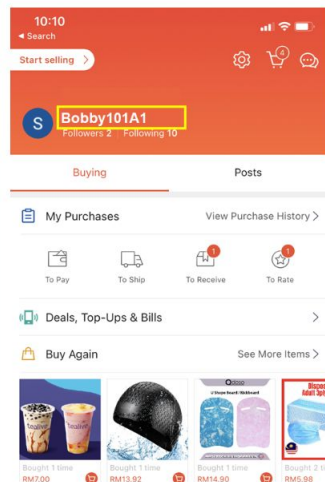
Seller Inquiry Form

Shopee International Platform: Seller Inquiry (Platform Antarabangsa Shopee: Pertanyaan Penjual)

Shop Username (Nama Pengguna Kedai) *
Enter your Malaysia Shopee Username. (Masukkan Nama Pengguna Belian Malaysia anda.)

Your answer

Where is my Username?

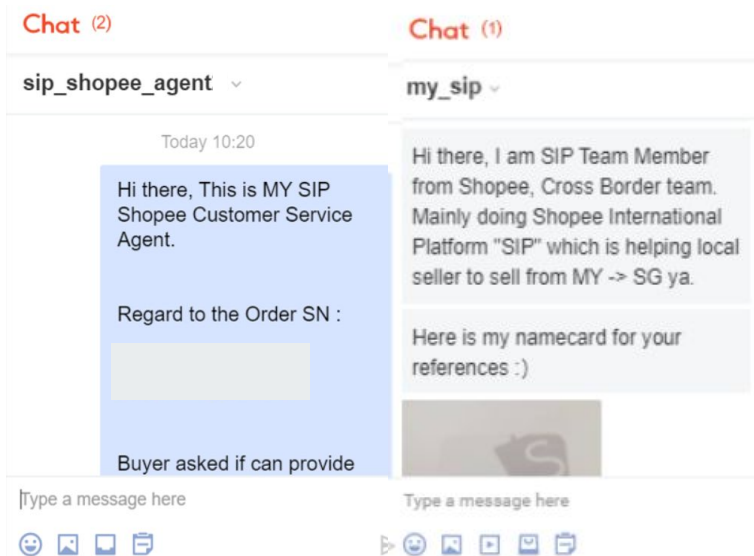


For any SIP related inquiries, sellers can reach out to the dedicated SIP Customer Service team with Order ID via [Seller Inquiry form](#) and agents will contact sellers respectively.

* Please do not send any message to scommercetrading buyer account as the chatbox for this account is not being monitored.

SIP Official Chat Accounts

Chat Box



For customer enquiries, SIP Customer service team will contact sellers through Shopee Chat as **SIP_shopee_agent**.

For special/urgent matters, SIP Team Members will contact sellers through Shopee Chat as **MY_SIP**.

**Kindly note that the chat account for MY_SIP will be used by the SIP team members to reach out to sellers for relevant matters only. Inquiries from sellers should go through customer service team, any inquiries from sellers will not be entertained via this account.*



Shopee

Best Practices of SIP Sellers



Best Practices of SIP Sellers



Accept Shopee's Terms and Conditions

(Log into Shopee App → Notification
→ Shopee updates)



Ensure accurate **product weight** is updated



Provide product name and description in **English**



Do not block shopee customer service email/chat (SIP_shopee_agent) and SIP buyer account (scommercetrading)



Ensure that **Days-to-Ship (DTS)** is less than **2 days** for ready-stock listings and less than **10 days** for pre-order listings



Ensure pictures of the products are **not labelled with any prices**



Maintain **Non-Fulfilment rate below 10%**

Frequently Asked Questions (FAQs)



FAQs - Shop / Product

Q: Do we have to pay additional charges to enrol into the Shopee International Platform program?

A: Don't worry! No additional cost is required to participate in this program. Shopee International Platform aims to provide you with cross border services that will ensure no additional effort required to sell overseas. At the same time, local selling experience is maintained!

Q: How is the price determined in overseas shops?

A: Prices of listings on overseas shops are calculated using our internal system, which takes into consideration the item's weight, overseas shipping fees, and currency conversion rates. Any promotion prices set in Malaysia will be synced over to the overseas platform accordingly.

Q: Do sellers need to create a new account to sell on SIP?

A: No, sellers do not need to create a new account. Sellers' Malaysia shops will be synced to overseas platforms.

Q: How long does the system take to update the shop and product information?

A: Shop info (shop name, profile image, shop banner, shop decoration) will be synced once the overseas shop is created. Currently, we are unable to update the shop info on a real time basis due to system limitations. Product info (product names, image, description, variation, stock) will be synced on a real time basis. However, marketing features such as seller vouchers, bundle deals and add-on deals will not be synced to overseas platforms.

FAQs - Shop / Product

Q: Why are there discrepancies between the number of listed items in Malaysia and overseas SIP shops?

A: The number of listed items may vary due to prohibition & restriction of item in overseas market policies, lack of orders and ratings for more than 60 days, days of Pre-Order Listings more than 10 days and violation of SIP's Terms of Services.

Q: Why are sellers' SIP shops on Vacation Mode/Not Available?

A: Shops can be put on Vacation Mode for a variety of reasons. This may include, but not limited, to the following:

- When sellers request to opt out from SIP
- Malaysia Non-Fulfilment rate exceeds 10%
- Product listing is not active in overseas shops
- "Scommercetrading" is blocked by seller
- Any additional criteria subject to SIP's T&Cs.

FAQs - Onboarding

Q: Which overseas platform will sellers be on-boarded onto once sellers joined Shopee International Platform (SIP)?

A: Sellers will be on-boarded onto Shopee Singapore, Shopee Philippines and Shopee Chile.

Q: How do sellers search for their shops on the overseas platform?

A: Sellers may search for their overseas shops via this [link](#).

Q: Why is the overseas shop username different from the Malaysia shop username?

A: By default, the username for SIP stores in overseas markets uses Malaysia's shop username with an ".sg", ".ph", or ".tw" added at the end. However, if there is already a shop with the exact username in the overseas market, the username will be changed slightly in order for the shop to be opened.

Q: How long does it take for the shop to be on-boarded onto SIP?

A: After the seller accepts the invitation, SIP onboarding process will usually take a month. Once the onboarding process is completed, sellers will receive a confirmation message from "*myshopeeinternationalplatform*" via Shopee Chat.

FAQs - Fulfilment

Q: How long will it take for the parcels to be delivered to overseas buyers?

A: It will take approximately 5 - 10 business days for SIP orders from South East Asia, and approximately 10 - 14 business days for SIP orders from Latin America.

Q: Do sellers need to bear overseas shipping fees?

A: No overseas shipping fees will be charged to the sellers. Sellers can fulfill shipment as usual by shipping the parcels to Shopee's warehouse. From there onwards, Shopee will handle all the logistics and ship the parcel to overseas buyers.

Q: Do we need to use Shopee supported logistics (J&T / ShopeeExpress / NinjaVan / Pos Laju / DHL / CityLink) to send the parcel to Shopee warehouse ?

A: Yes, sellers will need to use either integrated J&T / ShopeeExpress / NinjaVan / Pos Laju / DHL / CityLink to fulfill the shipment as usual. The delivery process will still be the same as the current process (arrange shipment > print out air waybill > paste airway bill on the parcel > drop off / arrange pick up as usual).

FAQs - SIP Related Accounts

Q: What is scommercetrading?

A: “scommercetrading” is Shopee’s account that syncs all of the orders from overseas shops to sellers’ shops, all SIP orders will be purchased using this account. Please do not ban this account as SIP orders will not show up in your orders.

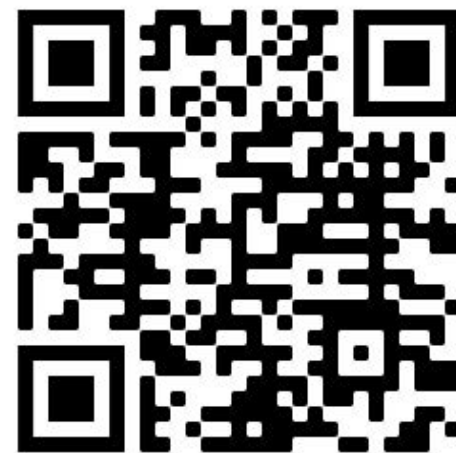
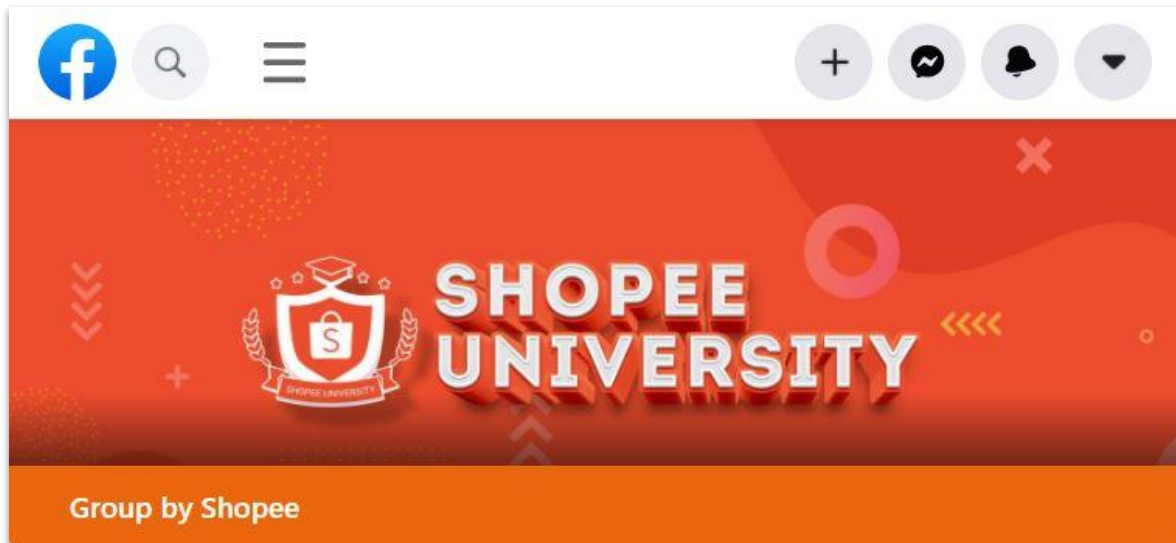
Q: Who is sip_shopee_agent?

A: “sip_shopee_agent” is Shopee’s SIP Customer Service Agents that handles the enquiries raised by overseas buyers. Sellers are advised to respond to our SIP Customer Service Agent as soon as possible to resolve overseas buyers’ enquiries.

Q: What is my_sip?

A: “my_sip” is the primary account used by the SIP team members to reach out to sellers for any campaign/promotion matters.

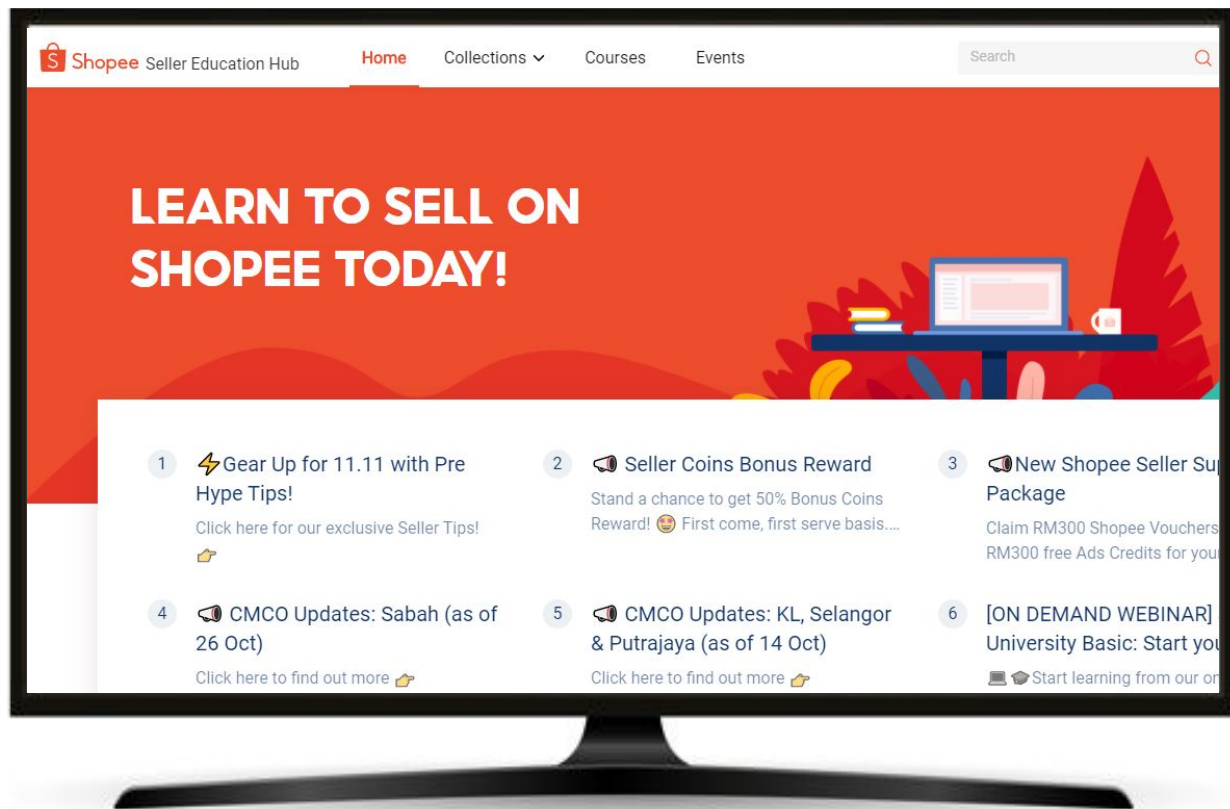
Join our Shopee University FB Group Now!



[#ShopeeUni Malaysia](#)



Seller Education Hub: Shopee Encyclopedia



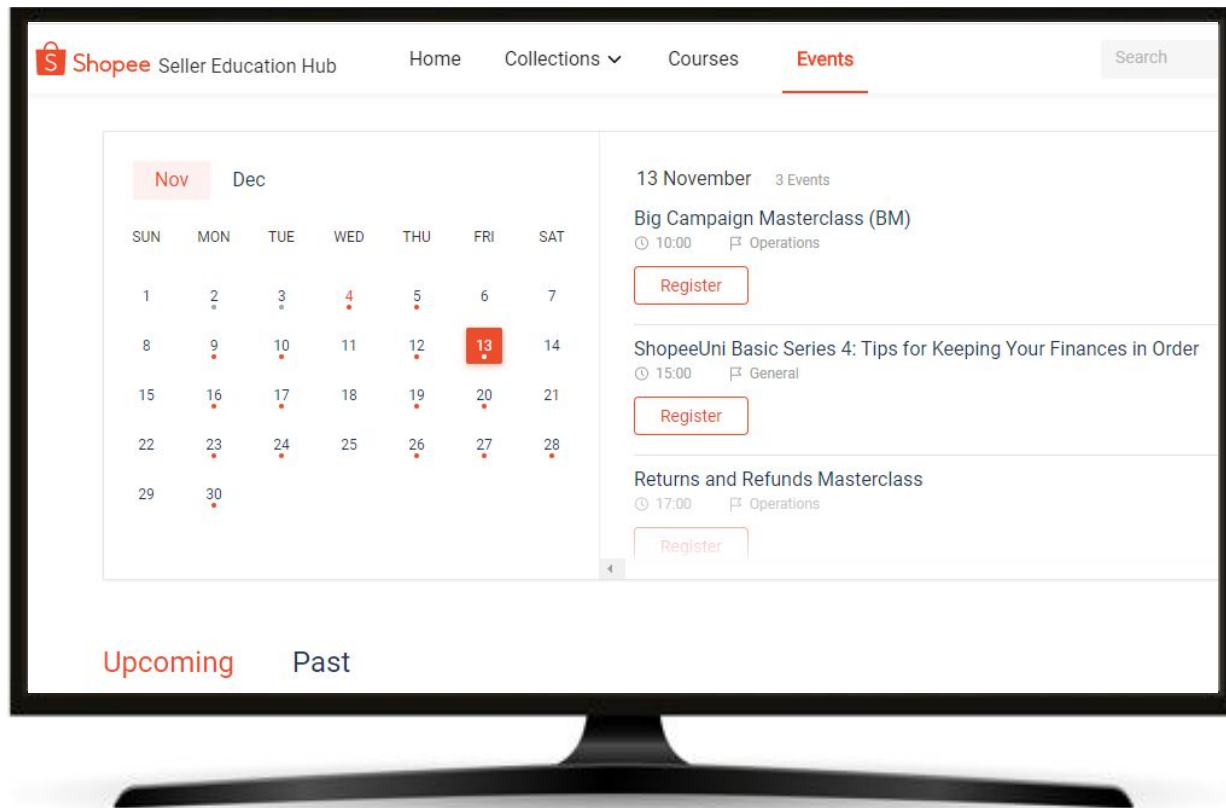
Step 1
[Go to SEH!](#)



SCAN ME

Step 2
Type at Search Bar to
find the latest
information

Seller Education Hub: Check Out the Calendar For Live Webinars!



Step 1
Go to SEH

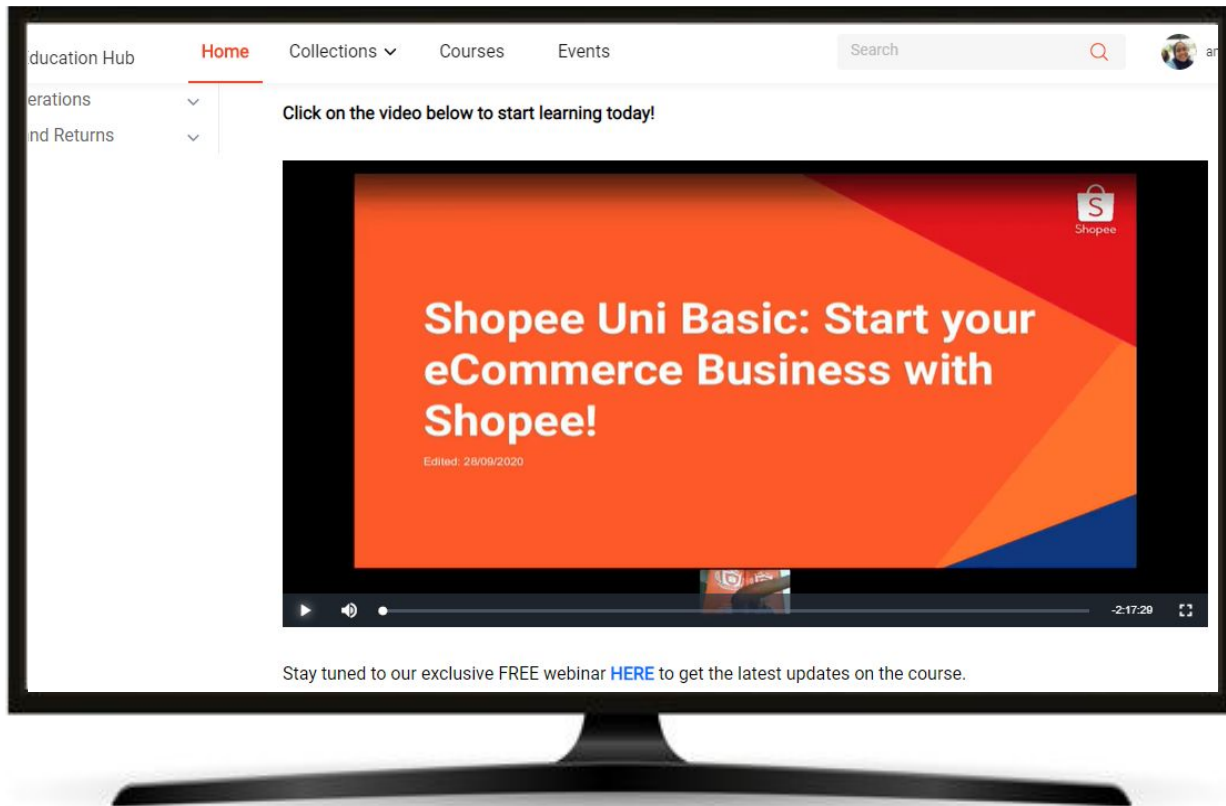
Step 2
Click "Events"

Step 3
Register for desired Live
Webinars!

[Register Now!](#)



Seller Education Hub: Watch On Demand Webinars!



Step 1
Go to SEH and scroll
down to bottom

Step 2
Click "Maximise Sales"

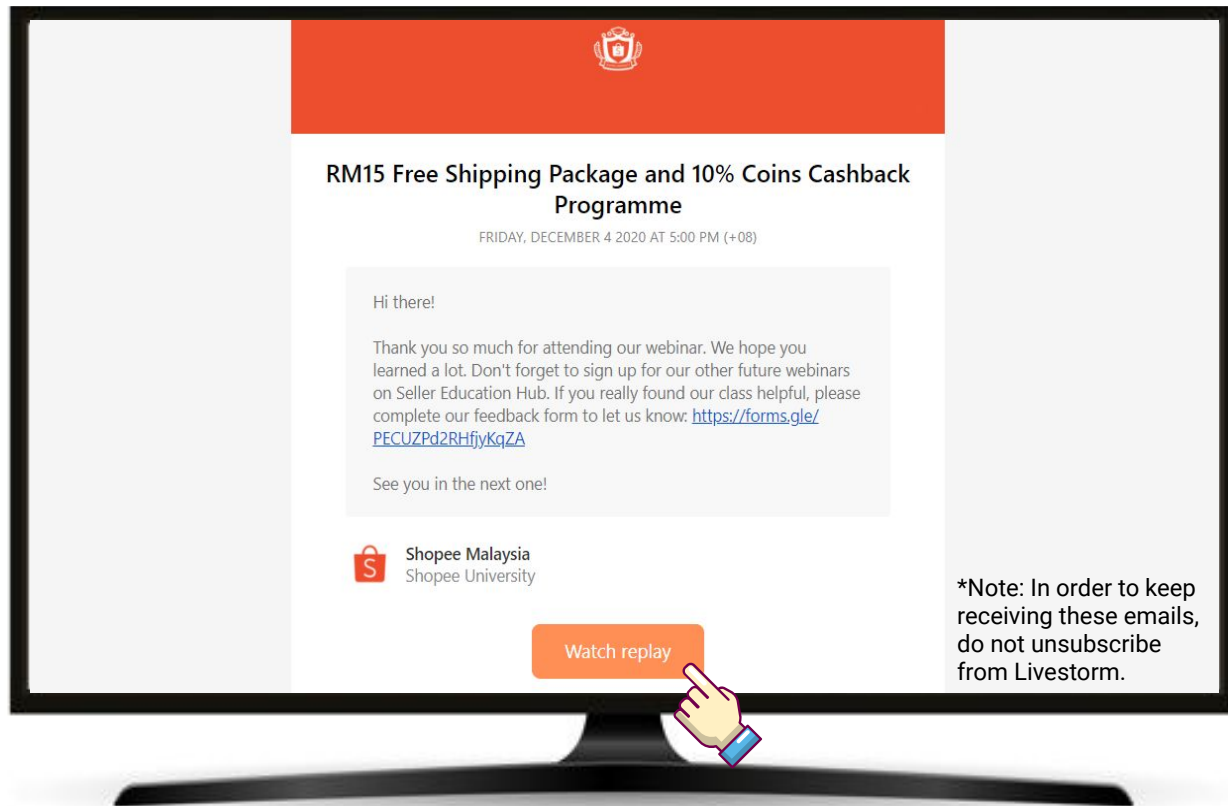
Step 3
Select the desired
webinar

Step 4
Start watching!

[Watch Now!](#)



Watch a replay of this webinar!



Step 1

Check your inbox for a post-webinar email from Shopee Malaysia

Email Subjects:
Thanks for showing up



or

Shopee University missed you 😞

Step 2

Click **Watch Replay**

Step 3

Start watching!

A horizontal bar with a blue segment on the left and an orange segment on the right.

Give us your feedback!





THANK YOU