



# Global-to-China

## Extend Your Success with AWS in China

### Today in China

As the world's fastest-growing country for over 30 years, China is emerging quickly with tech power:

- The largest number of mobile phone users
- 5G base stations installed, ranking #1 worldwide
- Leads the world in mobile payments adoption
- The largest single e-commerce market
- The largest IoT market
- Leads in AI patents and AI corporate adoption

### China, 2nd Largest Cloud Marketplace in the World

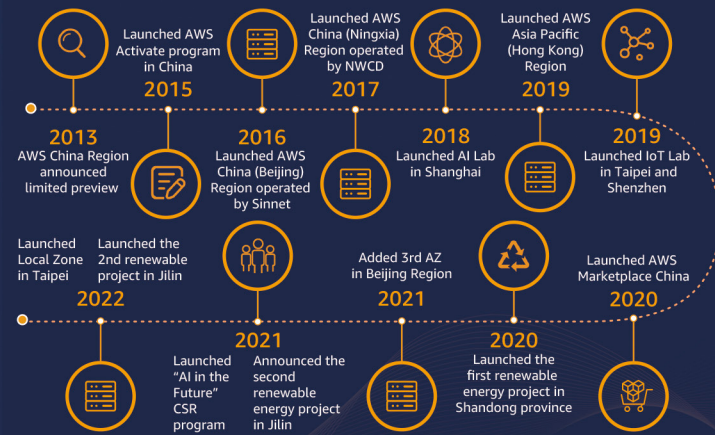
IDC Worldwide Public Cloud Services Forecast, 2022



Source: IDC Public Cloud Services Spending Guide (June 2022)

### AWS in China

#### AWS's Journey in China



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### Sustainable Investment and Growth

AWS came to China in 2013, and has been relentlessly investing and expanding our infrastructure and business since then. AWS launched its China (Beijing) Region (operated by Sinnet) in September 2016 and its China (Ningxia) Region (operated by NWCD) in December 2017. In 2019, AWS added a new region in Hong Kong, making China the only country with three AWS regions aside from the U.S. AWS has also established an AI lab in Shanghai and two IoT labs in Shenzhen and Taipei.

### Choose AWS in China

Three reasons make AWS the best partner for global businesses to expand to China

- One AWS Team
- Consistent Experience
- Compliant with Regulations

#### Compliance and security certificates in AWS China Regions



#### APN Partners

In the last five years, the number of partners has grown more than 8 times. Nowadays, we have more than thousands of partners.

### AWS's Strategy in China

AWS's strategy in China is "Leveraging Global Strengths, Acting Locally." – using our global strengths to enable customers' digital transformation and innovation.

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- Unmatched breadth and depth of services and features
- Global best practices to benefit local customers
- Global infrastructure for any business/organization to establish a global footprint
- Globally-proven operational and security expertise and compliance practices
- The vibrant global partner community

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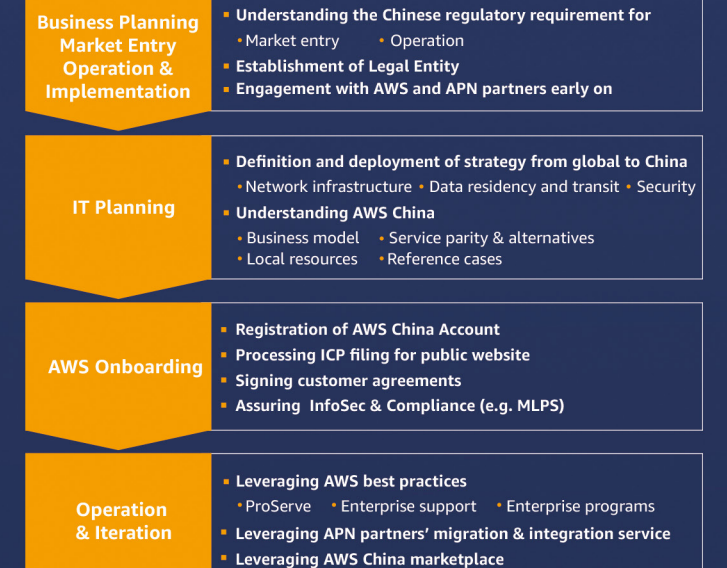
- Strong support from across One Amazon

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- Amazon's world-famous culture of innovation

### Land and Expand Business in China with AWS

#### Roadmap to Success with AWS



Contact AWS China Global Account Team:  
[aws-g2c@amazon.com](mailto:aws-g2c@amazon.com)

Explore more information via the AWS China Gateway Website:  
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### MNCs on AWS

AWS helps customers succeed in China



### Automotive

Due to the rapid development of New Energy Vehicles (NEVs), their sales in China grew 1.6 times to hit 3.52 million in 2021, ranking first in the world for seven years. Behind this trend, data plays a crucial role. Multinational automobile manufacturers are all facing universal challenges in setting up a worldwide internal data-sharing platform, while staying in compliance with the increasingly strict data protection laws in China. AWS is partnering with a number of automakers to rebuild their local data platform.



In 2020, BMW announced a strategic collaboration with AWS to build its data and analytics capability on the cloud, namely the "Cloud Data Hub" which enables BMW to share internal data and drive business intelligent requirements while not physically moving sensitive data.

Toyota Connected worked with AWS to quickly build their Toyota Big Data Center China to store and process terabytes of data generated from millions of connected vehicles as a part of its worldwide connected vehicle strategy.



### Manufacturing

China has set strategic goals to develop from a factory in 2021 into a "manufacturing powerhouse" by 2025, forging ahead with emphasis placed on greater innovation and vitality. This strategic decision has also pushed multinational companies to continuously upgrade their plants towards Industry 4.0.



Schneider Electric's Wuhan plant has selected AWS and its partner Thundersoft to build an integrated and intelligent industrial quality inspection solution, and achieves a zero-miss detection rate in marking all faulty products.

With the support of AWS' comprehensive serverless architecture, Siemens has encountered few server maintenances and other O&M issues, with overall development efficiency having increased by at least 30-40%, while O&M costs having been reduced by at least 10-20%.



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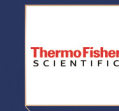
### Healthcare & Life Sciences

With over 4,000 pharmaceutical players, the Chinese pharmaceutical industry is the second largest in the world. The Chinese pharmaceutical industry has been undertaking a critical transformation toward high-quality and innovation-oriented development. In addition, compliance is the foundation for all multinational HCLs companies doing or planning to do business in China.



By leveraging AWS China wide service offering and ProServe delivery capabilities, Bayer built China cloud platform environment along with an advanced cloud operation model, which have served the customer well to carry out both global and local digital innovation.

Thermo Fisher chose AWS for world-leading and consistent architecture and services that are fully compliant with data and business operation laws and regulations in China. AWS China team helped Thermo Fisher construct a cloud platform in China that meets Chinese industry and corporate security compliance requirements.



### Retail

China is a powerhouse in social commerce, a full decade ahead of other markets in social-driven sales. In view of such development, every multinational company must reconsider its product mix and pricing strategy, and digitize its marketing and sales channels.



Full migration to AWS Cloud not only improved the performance of application systems but also delivered benefits to the company in the following three areas.

### Global Independent Software Vendors

Independent Software Vendors (ISVs) are B2Bs that generate the majority of their revenue through software licenses and subscriptions. ISVs deliver software on-premise, as a hosted managed service, or a SaaS.



Palo Alto Networks launched Prisma Cloud Business Edition Hosting on AWS China in January 2020. Prisma Cloud leverages cloud service provider APIs to provide visibility and control over public cloud environments while extending security to hosts, containers, and serverless functions with a single, unified agent framework that has been used by many customers.

One of the greatest benefits of being on the AWS Cloud is the ability to tap into data centers across the globe. Currently, Canva runs most of its operations out of the U.S., apart from China. Independent software vendors often struggle to break into the Chinese market due to the "Great Firewall" blocking many foreign-run sites, but AWS has an established presence in the country.



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