

HANDBOOK

Logistics that makes business easier



Official logistics partner of



COMPANY HISTORY

From Local Partner to Eurasian Hub

UNI's journey began in 2004 with a small team managing export-import flows between Russia and China. In 2015, the company opened its representative office in China, marking the start of a strategy to unite the two largest eCommerce markets in Eurasia into one integrated delivery system.



Today, UNI is

- Handling over **6 million** parcels monthly
- Operating **100+** drop-off points, including 88 in mainland China
- Managing **4 exclusive hubs** in Russia
Moscow, Novosibirsk, Ussuriysk, Yekaterinburg
- UNI Seller Center — Running its own digital ecosystem
- UNI-CLUB — Offering an advanced loyalty program
- Providing multilingual support
RU, CN, TR, EN



When we say 'logistics,' we don't just mean moving boxes. We mean building bridges between markets, people, and opportunities.

— Jonathan Qiao, CEO



When we built UNI, we weren't building a transport company. We were building a digital empire of logistics

— Artem Kholin, Managing Partner

Delivery That Drives Growth

Delivery to Russia

UNI offers sellers from China and Turkey five core logistics options:

Economy 20–25 days

Best for low-cost items with minimal margins

Standard 10–15 days

The perfect balance of price and speed

Express 5–10 days

Fast deliveries for high-conversion orders

FBP Delivery 4–7 days

Fully integrated with Ozon, WB, and Yandex

Courier Service

Door-to-door across all Russian regions

Customs and Certification

One of the biggest barriers for eCommerce sellers entering Russia is customs. UNI eliminates this barrier through direct cooperation with the Russian Federal Customs Service and by operating under a unique, simplified B2C clearance model.

- One-day clearance
- Marking and packaging compliant with EAC requirements
- Mandatory photo documentation of each parcel
- Assistance with obtaining required certificates



We aim to make logistics not only fast, but also clear, transparent, and customer-friendly.

— Elaine, Head of Customer Service,



At our Ussuriysk hub, customs clearance is completed faster than you can cook noodles. That's next-generation digital logistics.

— Alexey Melnikov, Director of Logistics

UNI SELLER CENTER

Logistics in One Window

The UNI Seller Center platform is the digital heart of our system — connecting sellers, warehouses, logistics, customs, and marketplaces in one dashboard.

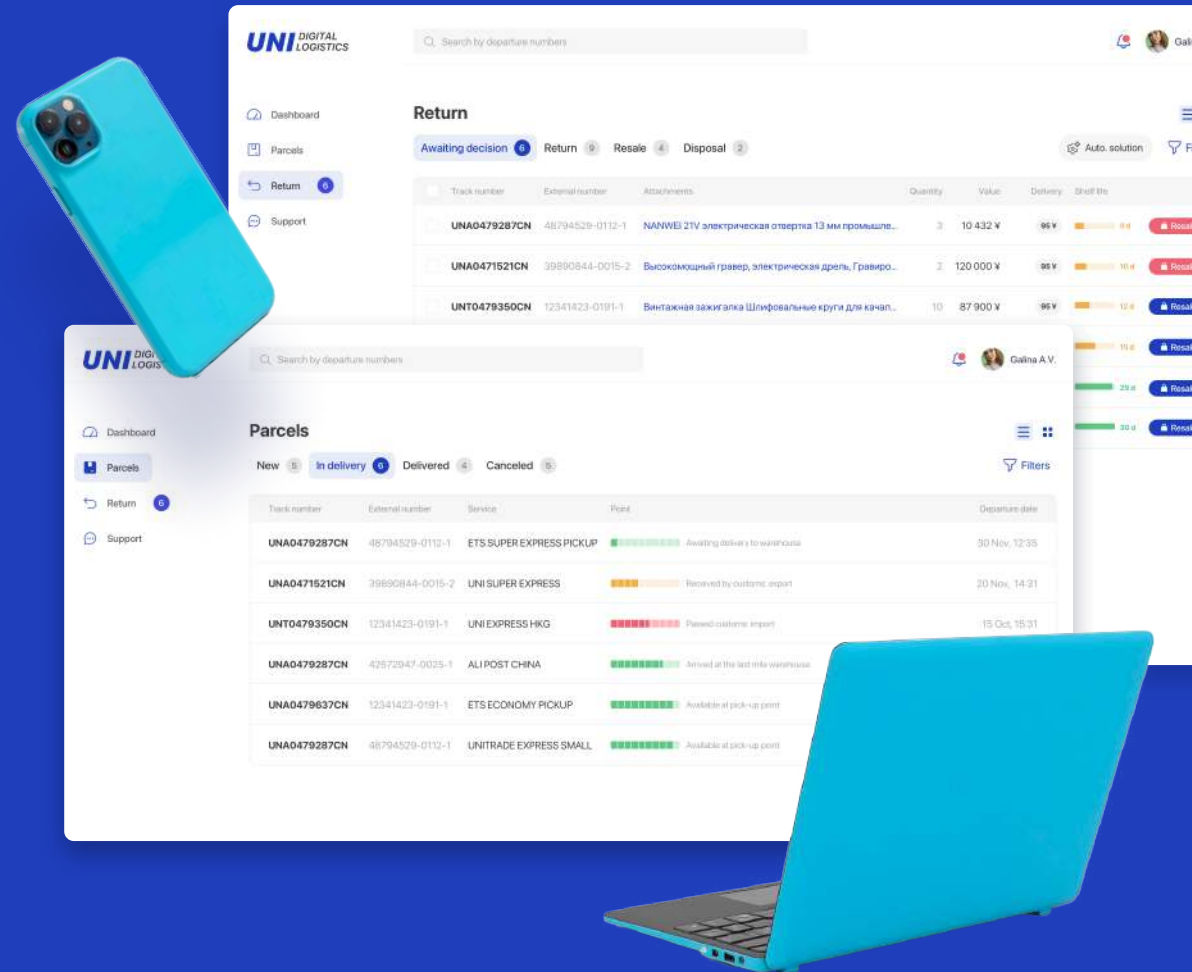
Features include

- Full online tracking of all orders
- Automatic declaration and label generation
- Voting for returns and resale
- Integrations with Ozon, Wildberries, Yandex Market
- Automated notifications and analytics export



*When I first opened my dashboard,
I realized — this is logistics I can trust my
business with.*

— Li Zhao, Ozon Seller, Guangzhou



5 SIMPLE STEPS

Getting Started with UNI

- 1 Select UNI as your logistics partner in the marketplace
- 2 Register in UNI Seller Center
- 3 Create your shipment and hand parcels to a drop-off point
- 4 Track statuses and manage returns
- 5 Receive cashback and order analytics



*With UNI, the entry barrier is minimal.
Even a beginner can start international
trading within 24 hours.*

— Anastasia Kovaleva, Head of Business Development



UNI-CLUB

Loyalty Program

Every order processed through UNI brings not only profit — but also rewards.
UNI-CLUB is built on gamification principles:

- Cashback up to 3% on logistics
- Points redeemable for gifts, advertising, and services
- Transparent activity ranking
- Challenges and real prizes
- Exclusive promotions for members



*UNI turned logistics into a game.
Play — and win every month.*

— Zhang Bo, Electronics Store Owner, Harbin



WHY SELLERS CHOOSE UNI

When Logistics Becomes a Competitive Advantage

While others make promises, we've already delivered.

UNI is more than just a service — it's a guarantee of stability, scalability, and growth that sellers feel from day one.



Geography

UNI covers over 80 regions across Russia and operates in 6 CIS countries, with more than 88 drop-off points in China. This allows us to build optimal routes based on seasonality, destination, and demand.

"When orders flooded in this January, only UNI was able to consistently collect our shipments from China. Everyone else simply shut down." — Li Zhou, Partner from China



Speed

We ship the same day we receive parcels, with air delivery to Moscow, Novosibirsk, or Vladivostok starting from just 5 days.

Even during peak seasons (11.11, New Year, major sales festivals), we maintain our pace.



Customs

UNI provides simplified clearance, including EAC, mandatory marking, and direct customs processing, eliminating unnecessary delays and surprises.



Integrations

API connections and direct channels to Ozon, Wildberries, and Yandex Market allow sellers to manage logistics without leaving the marketplace platform.



Security

Every parcel is insured. In case of force majeure, compensation is provided, and returns are handled through an automated interface.



Support

24/7 multilingual support in Russian, Chinese, and Turkish. Every seller has a dedicated account manager.

CHINA / RUSSIA / CIS

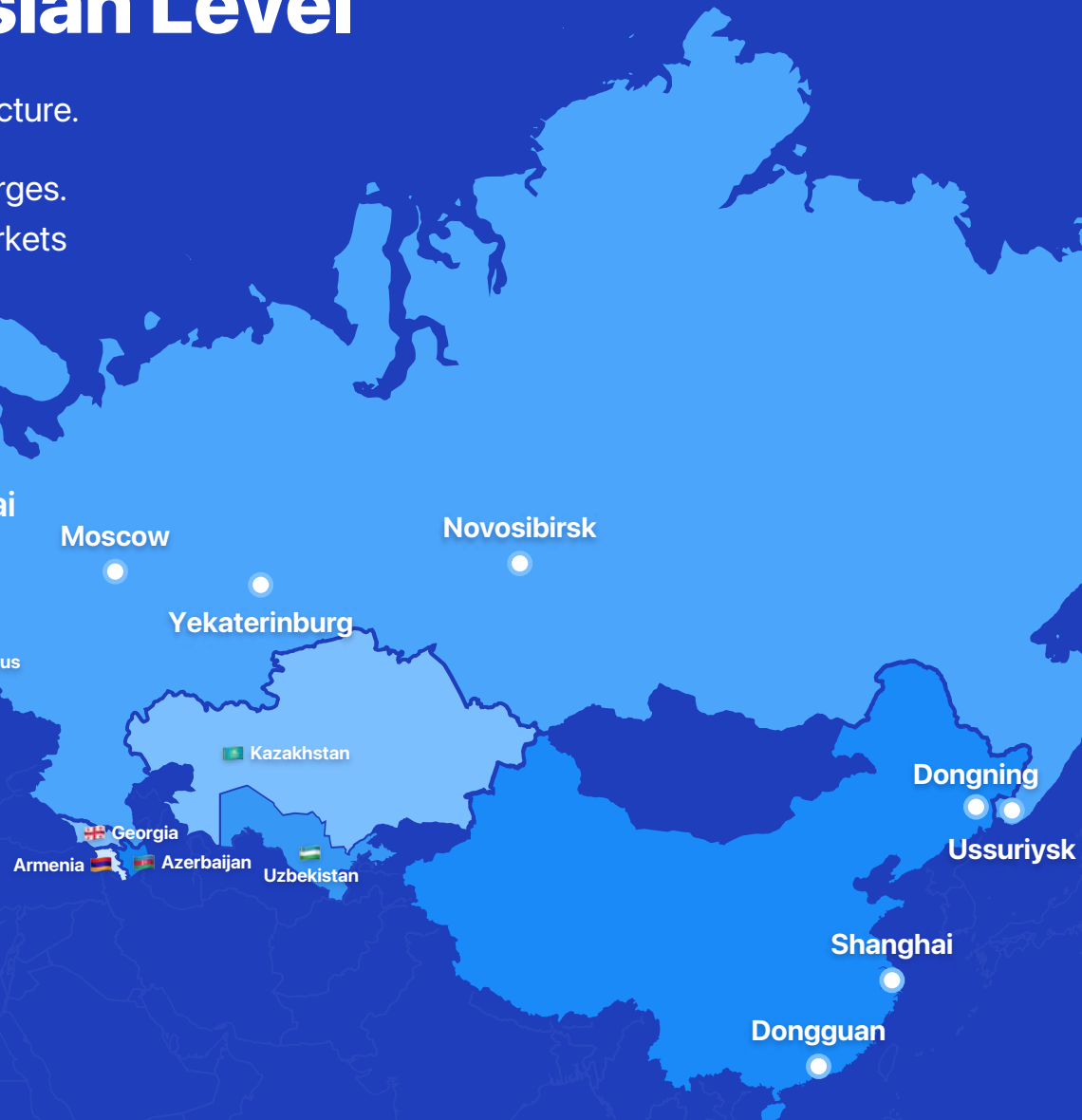
Logistics on a New Eurasian Level

UNI operates its own transport, warehouse, and digital infrastructure.

Each route is adapted for seasonality, holidays, and demand surges. We understand the cycles of both the Chinese and Russian markets and prepare our infrastructure in advance.

We operate via

- UNI Sorting Centers in Dongning, Dongguan and Shanghai
- UNI Customs Hubs in Moscow, Novosibirsk, Ussuriysk, and from September 2025 — Yekaterinburg
- Logistics to Kazakhstan, Uzbekistan, Georgia, Azerbaijan and from October 2025 — to Belarus and Armenia



When we first launched the Shanghai–Moscow route in 5 days, even our competitors didn't believe it. Today, it's the standard.

— Alan Zhou, Senior Operations Manager

FOCUSED ON WHAT MATTERS

The Key Ingredients of Successful Logistics



Infrastructure and Flexibility

Strength in the Details

We don't just build routes — we manage them at every stage.

- **88+ drop-off points in China**
from major cities to border zones
- **Centralized hub management**
accelerates routing
- **AI-based peak prediction**
- **Regional route flexibility**
to the Far East via Ussuriysk, to the Urals
via Novosibirsk and Yekaterinburg,
to Moscow directly

"When one of the Suifenhe routes shut down in January 2025, we rerouted all volumes through Dongning in just 24 hours. That's flexibility."

— Tatyana Spiridonova, Logistics Manager



Digital Technologies

When AI Thinks Faster Than People

UNI invests heavily in digitalizing all processes

- **AI route optimization**
factoring in load, weather, and processing speed
- **Marketplace integrations**
- **Automated cost calculations, tracking, and notifications**
- **Smart return management**
sellers see statuses, make decisions, and receive analytics

"We see more than just logistics. We see how it impacts conversion, repeat sales, and customer loyalty."

— UNI Digital Logistics Analytics Department



Support and Adaptation

Guidance and Growth

UNI is not "one-size-fits-all" logistics. It's logistics adapted to each seller.

- **Step-by-step video tutorials**
- **Marketplace onboarding support**
- **Legal assistance: documentation, certification**
- **Participation in international projects**
- **Personal business consultations for large sellers**

"My sellers ask not only about delivery. They want to know the best way to enter Ozon, how to handle returns, how to optimize logistics. UNI always answers — 'we're with you.'"

— Liu Zheng, UNI Digital Logistics Agent in Yiwu

RETURNS

Control and Strength in Your Hands

We treat returns not as a burden, but as part of a growth strategy. Every returned parcel is under control, every decision is in your hands, and every loss is a chance to improve.

4 Types of Returns. 1 System. 0 Chaos.



Unclaimed (Buyer Did Not Collect)

The buyer didn't collect the parcel?
You choose:

- **Resell** free
- **Return**
to China 50¥, Hong Kong 100¥
- **Disposal** free, with 10¥
compensation

14 days to decide — then automatic
disposal.



Customer Returns

Item received but sent back.
Why? We'll show you. You decide:

- **Resell**
from H2 2025
- **Return**
from 40 ¥/kg
- **Disposal** free

If no choice is made within 14 days
— automatic disposal.



Re-Export (Customs Rejection)

Parcel didn't clear customs?
You can:

- **Return to China or Hong Kong**
- **Dispose without extra steps**

7 days to decide — then automatic
disposal.



First Mile Cancellations

Cancellation
in China:

- **From UNI sorting center**
return is free
- **From drop-off point**
arrange directly with the point



Returns aren't a problem — they're an opportunity. An opportunity to regain control, profit, and customer trust.

— Kirill Durnov, Managing Partner



When you see all returns on one panel, with photos, videos, and a button — you realize you're in control.

— Liu Zheng, UNI Agent in Yiwu

Why Russia Is the No. 1 Market

When UNI first began working with Chinese sellers in 2015, many thought the Russian market was “unpredictable.” Today, it’s the main growth driver for most brands and sellers from Asia.

Reasons

- **Low competition**
compared to the US and EU, where millions of sellers fight for one customer
- **High loyalty to Chinese goods**
especially in the sub-\$100 segment
- **Regional sales growing faster than in Moscow**
over 60% of orders are outside the capitals
- **UNI’s infrastructure covers the entire country**
- **Sales can start within 7 days**
from registration and shipment to the warehouse

What UNI offers

- **Integrations with Ozon, Wildberries, Yandex Market**
- **FBP model goods securely stored in our warehouse and quickly processed upon order**
- **Return processing and automated inventory management**
- **Marketing and product card support**



*Russia is a market where you can get results quickly.
The key is the right logistics partner. For us, that’s UNI.*

— Mei Lin, Electronics Seller, Guangzhou

Key CIS Market Potential



Belarus — The Country of Digital Commerce

Figures & Trends

- E-commerce volume 2025:
≈ USD 2.61B
- 13–15% of retail, +40–50% YoY
- Russian marketplaces
(WB, Ozon) — 48%; local — 49%
- Ozon: USD 530M (+194%),
AliExpress: USD 115M (+21%)

Strategy

- Partner with local couriers
- Develop reverse logistics
infrastructure
- Join national e-commerce
programs

*"We started with weekly shipments, now it's daily.
Belarus responds clearly to speed."
— Tatyana, Regional Logistics Manager*



Kazakhstan — The Largest Market in Central Asia

Figures & Trends

- eCommerce:
\$4.5–5 billion in 2025
- No.1 player — Kaspi.kz
- Also popular: WB, Ozon, Satu.kz

Strategy

- Routes via Altai and Xinjiang
- FBP delivery to Ozon/WB
warehouses
- Work with marketplaces
and local APIs
- Expand return warehouse
network

*"Chinese sellers used to fear the complexity of returns
to Kazakhstan. UNI made it simple."
— Marat, Ozon Seller*

Key CIS Market Potential



Georgia — Transit and Growth

Figures & Trends

- eCommerce: \$300–400 million
- 85% internet penetration
- Main channels: AliExpress, Ozon, eBay

Strategy

- Operate a hub in Tbilisi with delivery to Armenia and Azerbaijan
- Partner with KiwiPost (50+ pick-up points)
- Offer courier delivery in 8–13 days
- Enable reverse logistics via the Caucasus

"Customers in Georgia especially value transparency. UNI gave them the ability not just to wait, but to see everything in their dashboard."

— Misha, Electronics Seller, Tbilisi



Armenia — A Social Selling Market

Figures & Trends

- 2025 turnover: \$766 million
- 80% online population
- Active imports from China: \$161 million in Jan 2025
- Growth in TikTok and Instagram sales

Strategy

- Work with top commercial partner in Armenia
- Consolidate parcels in China and ship directly to Yerevan
- Connect Armenian sellers to UNI Seller Center
- Run social campaigns and seller support programs

"In Armenia, you can't just be a logistics provider.

You need to explain how to manage product cards, marketing, and where to get support. UNI delivers all of that."

— Lilit, Apparel Seller, Yerevan

Key CIS Market Potential



Uzbekistan — The Growth Hub of Central Asia

Figures & Trends

- E-commerce market by 2025: ≈ USD 1.2–1.5B
- Internet penetration: ≈77% (30M users)
- Major platforms: Wildberries, Ozon, Asaxiy, ZoodMall

Strategy

- Establish logistics hub in Tashkent
- Offer 8–12 day express delivery
- Connect local sellers to UNI Seller Center
- Partner with local payment and courier networks

“While others were still talking about the ‘Rail — China–Uzbekistan’ route, we were already testing it through Torugart.”
— Asel, UNI Representative, Tashkent



Azerbaijan — A Fast-Growing E-commerce Market

Figures & Trends

- E-commerce volume 2024: ≈ USD 306 M; forecast for 2025 — USD 350 M (+15%)
- Internet penetration: 89% (9.2 M users)
- Major platforms: Temu, Trendyol, Taobao, iHerb, Ozon, Shein

Strategy

- Integrate with key e-commerce platforms
- Develop local delivery and reverse logistics networks
- Connect to the ASE network — 570 pickup points nationwide
- Provide seller training and marketing support

“The Azerbaijani market is rising rapidly, with a strong digital foundation and tremendous growth potential. UNI is here to help sellers seize this new wave of cross-border opportunity.” — UNI Business Development Team

How to Beat Returns Before They Happen

45% of fashion category items get returned. This isn't just a statistic — it's a challenge.

Every return is a hit to your business: logistics, finances, ratings. Most importantly — buyers who return once are 65% less likely to purchase again.

How to protect yourself and reduce returns? Proven tips:

1 Optimize product cards

- Use model photos showing fit and fabric in real life
- Include multiple angles, details, and natural lighting
- Ensure images match reality

2 Provide accurate sizing info

- Detailed size charts
- Note fit characteristics: runs small, loose, long, etc.

3 Increase delivery speed

- Ozon data: reducing delivery from 4 days to 2 increases conversion by 2.3x
- Use UNI Super Express: faster delivery = fewer cancellations

4 Centralize return management in UNI Seller Center

- All returns in one system
- Real-time status updates
- Support responds within 24 hours

5 Control packing and assembly quality

- Record packaging before shipment
- Photograph items upon return
- Keep proof — it's your protection

6 Monitor return analytics

- Identify where and why returns happen
- Spot unprofitable products
- Adjust product cards or logistics accordingly

CONCLUSION

Voices of Partners and the Team

UNI is not just a logistics operator — it's a growth ecosystem for international trade.

Through warehouses, digital tools, and market-specific adaptation, we help thousands of sellers from China, Turkey, and the CIS reach their customers.

Our goal is to be the leader in smart logistics across Eurasia. And we know: the future belongs to those who build infrastructure, think years ahead, and aren't afraid to lead.



We're building the logistics of the future. Not just delivering, but helping sellers grow.

— Jonathan Zhao, CEO



With UNI, we cut order cancellations by three times. This isn't just logistics — it's business management.

— Murad, Electronics Seller, Istanbul



The key is making logistics transparent — and ensuring the seller feels it in every parcel.

— Tuna, Product Director





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From the heart



to Russia!