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## BigCommerce Broadens International Presence with Entry into Poland, Romania, India, the UAE and South Africa

*With retail ecommerce sales worldwide forecasted to reach \$8.1 trillion (USD) by 2026<sup>1</sup>, BigCommerce expands engineering team and leverages growing partner ecosystem to equip B2C and B2B merchants with modernized ecommerce experiences to build, grow and scale their online presence*

AUSTIN, Texas--(BUSINESS WIRE)--Apr. 26, 2023-- [BigCommerce](#) (Nasdaq: BIGC), a leading Open SaaS ecommerce platform for fast-growing and established B2C and B2B brands, today announced it has entered into Poland, Romania, India, the UAE and South Africa with an expanded engineering team based in Poland, two partner-led entities in Eastern and Central Europe and a new country lead in South Asia.

Through this expansion and localized partnerships, BigCommerce delivers its modern enterprise ecommerce platform to help merchants of all sizes build and grow their online presence with innovative shopping experiences that power online sales and drive revenue.

"BigCommerce's entry into these markets paves the way for innovative merchants to revolutionize their business with a cutting-edge, composable ecommerce platform that offers unrivaled flexibility and customization," said Meghan Stabler, senior vice president of marketing at BigCommerce. "With our trusted regional partners taking the lead, the BigCommerce Open SaaS platform equips merchants with a complete ecommerce foundation that removes common management barriers so they can concentrate on what really matters most — growing and scaling their business and enhancing customer experiences."

BigCommerce partners Romanian-based [CustomSoft](#) and Poland-based [Snowdog](#) will lead in broadening the BigCommerce footprint across Eastern and Central Europe.

"Merchants need a modular and adaptable ecommerce platform if they want to build a strong online presence and remain competitive in today's fast-paced digital world," said Octavian Dumitrescu, chief executive officer at CustomSoft. "Together with BigCommerce, we look forward to providing our joint customers with customized design and development solutions to create storefronts that deliver unforgettable shopping experiences that turn browsers into buyers, and increase revenue in the process."

The UAE, Poland, Romania and South Africa markets will be managed by BigCommerce EMEA in London. Notable brands in the EMEA region on BigCommerce include [Liwa Stores](#), [L'Azurde](#), [Al Ain Club](#) (UAE), [Ted Baker](#), [ToolSaver/ToolStop](#), [MKM Building Supplies](#) (UK) and [Cambio Bikes](#) (ITL).

"Together with BigCommerce, we're committed to taking the weight off retailers' shoulders and providing them with a technologically superior, scalable, cost-effective and easy-to-operate ecommerce platform that empowers them to grow and thrive," said Damian Harateh, head of qanuk.AI and partnerships manager at Snowdog. "With customizable storefronts, secure payment processing and robust shipping and inventory management, BigCommerce has everything Polish retailers need to succeed in the fast-paced ecommerce landscape."

India will be led by newly hired [Anshuman Jain](#) who was formerly with Shopify. Anshu joins as BigCommerce India Director and Country Lead, and will focus on building brand awareness in the market and expanding the local BigCommerce partner and merchant ecosystems. India will report into BigCommerce APAC in Sydney. Notable brands in the APAC region on the BigCommerce platform include [Jimmy Brings](#) and [ResMed](#) (ANZ), [InfraMarket](#) and [Kapiva](#) (India).

"B2C and B2B ecommerce in India is evolving at a significant pace and merchants across industries are capitalizing on the opportunity to invest in their online businesses to turbocharge their growth," said Jain. "BigCommerce along with our regional agency and tech partner ecosystem are committed to giving brands the best combination of ecommerce solutions to fuel their innovation and success."

BigCommerce's open commerce solution provides merchants with the freedom and flexibility to build stores their way using sophisticated and easy-to-use enterprise-grade functionality, customization and performance. Merchants in Poland, Romania, India, the UAE and South Africa can up-level their online businesses to:

- **Create versatile shopping experiences that power growth.** In addition to a fully translated control panel and native-language support, retailers can use multi-language, multi-currency, secure payment capabilities and more to easily create local storefronts or expand their customer reach in new markets. Global merchants can also use [Multi-Storefront](#) to efficiently manage multiple storefronts, brands, customer segments and/or geographies from a single BigCommerce store.
- **Deliver an omnichannel shopping experience and surface new revenue streams.** BigCommerce's Open SaaS approach enables direct integrations with global channels such as Facebook Shopping, Instagram Shopping and TikTok Ads to help merchants develop strong omnichannel strategies to bolster sales.
- **Tap into B2B functionality to build powerful B2B storefronts.** BigCommerce's [advanced suite](#) of native functionality and strong ecosystem of integrated partner applications make it easy for B2B merchants to offer seamless B2C-like

experiences to customers.

- **Leverage headless technology for composable-oriented storefronts.** As a leader in composable ecommerce and an early member of the MACH Alliance, BigCommerce integrates with top front-end frameworks. Its best-of-breed technology ecosystem enables businesses to evolve from monolithic architectures to agile, future-proof tech stacks.

Ready to digitally transform your business? Connect with BigCommerce in [Poland](#), [Romania](#), [the UAE](#), [India](#) or [South Africa](#) and sign up for a demo or free trial today.

<sup>1</sup>[Statista](#), *Retail ecommerce sales worldwide from 2014 to 2026*

#### **About BigCommerce**

BigCommerce (Nasdaq: BIGC) is a leading open software-as-a-service (SaaS) ecommerce platform that empowers merchants of all sizes to build, innovate and grow their businesses online. BigCommerce provides merchants sophisticated enterprise-grade functionality, customization and performance with simplicity and ease-of-use. Tens of thousands of B2C and B2B companies across 150 countries and numerous industries use BigCommerce to create beautiful, engaging online stores, including Ben & Jerry's, Molton Brown, S.C. Johnson, Skullcandy, Solo Stove, Ted Baker and Vodafone. Headquartered in Austin, BigCommerce has offices in London, Kyiv, San Francisco, and Sydney. For more information, please visit [www.bigcommerce.com](http://www.bigcommerce.com) or follow us on [Twitter](#), [LinkedIn](#), [Instagram](#) and [Facebook](#).

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