

Cross-border E-commerce Newsletter

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1. CHINA BUSINESS

China vows to further cut negative list and lower tariff levels despite COVID-19

Chinese authorities said that China would boost the opening-up of the country's manufacturing, services and agriculture sector to allow foreign-controlled or owned enterprises into more sectors and remove all entry restrictions not included in its negative list.

The new guideline aims to improve pre-entry national treatment plus negative list management, while removing all entry restrictions not included in the negative list, the Xinhua News Agency reported.

This is the latest among China's moves to expand opening-up to benefit every economy. The 2019 version of the country's negative list released last June cut a further eight items. Chinese Commerce Minister Zhong Shan said earlier that the list will be further reduced.

(Source: Global Times)

China releases master plan for Hainan free trade port

Chinese authorities released a master plan for the Hainan free trade port, aiming to build the southern island province into a globally-influential high-level free trade port by the middle of the century.

A free trade port system focusing on trade and investment liberalization and facilitation will be "basically established" in Hainan by 2025 and become "more mature" by 2035, according to the plan jointly issued by the Central Committee of the Communist Party of China (CPC) and the State Council.

The authorities expect to make Hainan, China's largest special economic zone, the frontline of China's integration into the global economic system, according to the plan.

(Source: Xinhua)

China's only special integrated bonded zone unveiled in Shanghai

The Yangshan special integrated bonded zone in east China's Shanghai was unveiled in May.

As the only special integrated bonded zone in China, the Yangshan special integrated bonded zone is located in the southeast of Shanghai, with a planned area of 25.31 square kilometers.

It consists of the Luchaogang area, the Xiaoyangshan Island area and the southern area of Pudong Airport.

In January of this year, the State Council, China's cabinet, approved the establishment of the Yangshan special integrated bonded zone. The zone (Phase I) passed the acceptance in mid-May.

In the next step, it will accelerate the development of functions, industrial agglomeration, facilities upgrades, and system innovations, and build it into a special customs supervision area with the most international competitiveness, according to the zone.

(Source: Xinhua)

More than 50 new exhibitors sign up for 3rd CIIE

The third China International Import Expo (CIIE) has made strong inroads in attracting exhibitors, with more than 50 global companies signing up for the event during a ceremony that took place both offline and online in May.

The companies that confirmed their participation are mainly from the United States, Japan, Germany, France and Italy. They include renowned companies from the US such as General Electric, Pfizer and Estee Lauder.

Among the companies that signed up for the expo at the ceremony, 54 percent are Fortune 500 companies that have signed up for some 30,000-sq-m of exhibition space.

According to the CIIE Bureau, more than 80 percent of the planned exhibition area has been booked by exhibitors.

The third CIIE will take place from Nov 5 to 10 at the National Exhibition and Convention Center (Shanghai).

(Source: China Daily)

Premier Li stresses financial aid for small businesses

Chinese Premier Li Keqiang reiterated pledges to channel increased fiscal funds via the raising of fiscal deficits and issuance of government bonds directly to smaller businesses, self-employed individuals and low-income groups to help them ride out the COVID-19 pandemic.

The move, which could increase fiscal funds by 2 trillion yuan (\$280.2 billion), is an important step to alleviate businesses' difficulties and stimulate market vitality, Li said.

As part of special policies adopted at special times, the funds will be directly channeled to primary-level units at city and county levels in order to benefit businesses and the people, he said.

Li called it an innovative measure in macro regulation in that it gives more priority to helping businesses and leveraging the strength of market players in stabilizing economic fundamentals.

(Source: China Daily)

Quality norms stricter now for medical exports

China will continue to fortify quality control over exports of medical supplies and severely punish those who ship counterfeit and inferior goods as part of its ongoing efforts to better support the global battle against the COVID-19 outbreak, according to government officials.

To protect the international image of products made in China, the government has tightened procedures required to ship medical supplies overseas, and will severely crack down on illegal activities, said Jin Hai, director-general of the GAC's department of general operations.

The administration unveiled a list of 16 companies exporting unqualified COVID-19-related supplies, including masks and protective suits earlier this month. Punishments such as administrative penalties, credit downgrade and disqualification for exports have been imposed on some erring manufacturers from Jiangsu, Shandong, Zhejiang, Guangdong and Sichuan provinces.

(Source: China Daily)

Chinese ventilator firm aids in global COVID-19 fight

A Chinese ventilator enterprise is aiding global COVID-19 fight by providing essential ventilators to the United States, Germany and many other countries around the world.

More than 1,300 ventilators from Beijing-headquartered BMC Medical Co Ltd, with a note reading "Every gray cloud has a silver lining", have been transported from North China's Tianjin to New York, US.

Another 140 ventilators have been sent to Germany, which maintains high quality standards for market access. The entry into the German market represents an endorsement of BMC by the high end of the value chain.

As the novel coronavirus spreads globally, BMC has exported about 20,000 ventilators to Italy, the US, India and Nigeria since February.

Currently, the company has tens of thousands of orders and is operating at full capacity.

The company conquered many challenges, including a lack of labor and key components to provide the machines. Of the 180 countries and regions to receive shipments, there have been zero complaints about ventilator quality or price.

(Source: China Daily)

China-Europe freight train service in Yiwu up 72%

As of end of May, China-Europe freight trains running from Yiwu, Zhejiang province carried out 200 trips this year, transporting 16,672 containers, a growth rate of 72 percent year-on-year, according to China Railway Shanghai Group Co Ltd.

With air and sea transportation coming to a near stop due to the novel coronavirus outbreak, freight trains leaving Yiwu recorded a surge in the number of trips and shipment volume from a year earlier, and around 1,000 trips are projected for the whole year.

China-Europe freight trains departing from Yiwu connect five cities in eastern China and 36 countries in Europe, including Spain, Denmark, Switzerland and France, achieving the cross-border mail delivery of over 2,000 tons.

(Source: China Daily)

China releases list of major logistics firms for int'l transport

China has released a list of major domestic logistics companies that are capable of undertaking international transport businesses amid the novel coronavirus epidemic, according to a statement on the website of the Ministry of Industry and Information Technology.

The move is believed to help ensure smooth international delivery of goods and that the global supply chain is not disrupted due to the disease.

There are 54 companies on the list, with one shipping enterprise, two air cargo firms, two courier companies, four comprehensive logistics firms, 35 road transport enterprises and 10 others mainly providing logistics services for the China-Europe freight trains.

The well-known companies including SF Holding (Group) Co., JD.com and Deppon Logistics Co. were included on the list.

(Source: Xinhua)

Nation helping fill gap in air cargo demand

China is working hard to ensure the safety and efficiency of its air cargo sector together with global peers.

Air cargo has become increasingly important in the global anti-pandemic fight amid growing demand for medical supplies. Great challenges lie ahead for both government authorities and airlines.

China's civil aviation authorities have continuously introduced supportive policies, guidance and "green channels" to ensure the smooth and safe operation of airlines in their cargo activity at home and abroad.

China has provided support to the international community within its capacity while ensuring its domestic epidemic control and prevention work, said Jin Junhao, an official with the Civil Aviation Administration of China.

(Source: China Daily)

China to accelerate development of industrial big data sector

The Ministry of Industry and Information Technology (MIIT) has unveiled a guideline on expediting the development of the industrial big data sector to promote the country's high-quality development.

A national industrial big data center will be established to gather data to support the monitoring and analysis of industries, so as to empower innovative corporate development and enhance industrial safety.

The guideline highlighted continued efforts to advance the development of the industrial Internet and realize the full connection of industrial equipment to enrich databases.

Industrial big data is an umbrella term referring to all the data generated during the whole life cycle of products and services in the industrial sector. Industrial enterprises create and utilize such data in their research and development, operation and management and maintenance.

China also seeks to achieve more breakthroughs in key generic technologies. Artificial intelligence, blockchain and edge computing will be further deployed and integrated, according to the guideline.

(Source: Xinhua)

China's service outsourcing industry speeds up recovery

China's service outsourcing industry sped up its recovery from the novel coronavirus epidemic, recent data from the Ministry of Commerce showed.

Chinese firms inked service outsourcing contracts worth about 374.39 billion yuan (\$54.58 billion) during the first four months, down 6 percent year-on-year.

The decline was 12 percentage points lower than in the first quarter, showing a recovery in the sector.

Outsourcing is the business practice of hiring a party outside a company to perform services and create goods that traditionally were performed in-house by the company's own employees and staff.

In China, service outsourcing is typically divided into three sub-sectors: information technology outsourcing, business process outsourcing and knowledge process outsourcing.

(Source: Xinhua)

Shanghai metro to have full 5G coverage before CIIE

Shanghai is on course to have its metro system covered by 5G ahead of the third China International Import Expo scheduled for November.

In a kickoff ceremony, Shanghai Shentong Metro Group, the local underground operator, signed a strategic cooperation agreement with the country's major telecom carriers to ensure the full coverage of the superfast network across the 297 metro stations in the city.

Shentong's tie-up with the Shanghai branches of China Telecom, China Unicom, China Mobile and China Tower will focus on 5G system construction and integrated and innovative application of the technology, in areas like metro security management, operation and services, smart maintenance of equipment and customer services.

By the end of this year, the average download speed is expected to surpass 200 megabits per second, whereas that of key areas like exhibition halls and commercial premises will top 500 Mbps.

(Source: China Daily)

U.S. blueberry growers see huge opportunity in China

U.S. blueberry growers got a ray of sunshine when the U.S. Department of Agriculture (USDA) and the Office of the U.S. Trade Representative announced recently that blueberry was one of the agricultural products approved to be exported to China.

The United States is the largest producer of blueberries in the world, and, according to United Nation's FAOSTAT, is responsible for over 56 percent of

global production, or more than 700 million pounds (about 318 million kilograms).

A recent press release from the USDA said that U.S. blueberry exports to China could total 62 million U.S. dollars annually, reported Agweb, a U.S. agriculture news website.

Fresh blueberries from Florida, Georgia, Indiana, Louisiana, Michigan, Mississippi, New Jersey and North Carolina may be exported to China after treatment, according to the release. Blueberries from California, Washington and Oregon can export to China if growers use a systems approach to control pests.

(Source: Xinhua)

New Zealand export meat prices fall back from recent highs

Export prices for meat, including lamb and beef, fell in the March 2020 quarter, from record levels at the end of 2019, New Zealand's statistics department Stats NZ said.

"The fall in export prices coincided with the COVID-19 outbreak, which was declared a global pandemic in March 2020," business prices delivery manager Geoff Wong said in a statement.

"The COVID-19 outbreak affected demand in export markets and disrupted supply chains, such as sea and air freight," he said.

Export lamb and beef prices fell in the March 2020 quarter, down 10 percent and 5.8 percent respectively, retreating from record high levels experienced towards the end of 2019. Volumes and values for lamb and beef also fell in the quarter, statistics showed.

(Source: Xinhua)

Ireland ensures safe supplies of infant formula amid COVID-19

The Irish ambassador to China said the Irish dairy sector has taken measures to ensure safe production and consistent supplies of infant formula products to China, and he praised efforts by Beijing in restoring cargo transport across the country.

The impact at the beginning of the COVID-19 outbreak was most visible on Ireland's transport of goods coming into China. Fortunately, within China itself, deliveries of infant formula by all Irish firms were not disrupted.

Ireland provides 15 percent of the imported infant food and formula in China and is the production base for infant formula brands including Nutricia and Wyeth. Ireland exports 80 percent of all the food it produces.

(Source: China Daily)

Lego unveils new toy series based on Chinese legend

World-leading toy maker Lego Group debuted recently the LEGO Monkie Kid in Shanghai, marking the first-ever series featuring a Chinese legend.

Inspired by the 500-year-old story of the Monkey King, the latest series pays tribute to stories known and admired across Chinese communities worldwide, and aims to provide a common ground for multigenerational families to build and play together.

The new lineup includes eight sets, an animated mini movie and TV series. Targeting the Chinese market, the offerings also anticipate an avid response from the Chinese diaspora overseas and even consumers in the West, said Paul Huang, senior vice-president of Lego Group and general manager of Lego in China.

Lego plans to open 80 stores in China this year.

(Source: China Daily)

2. CHINA'S E-COMMERCE INDUSTRY

China details measures to boost rural e-commerce

Chinese authorities have detailed new measures to boost e-commerce in rural areas, pledging diversified financial support to tap consumption potential in the underdeveloped market.

China will accelerate the building of a more efficient circulation system for agricultural products and a modern market system, according to a joint work plan released by government agencies including the Ministry of Finance and the Ministry of Commerce.

The plan seeks to foster more demonstration counties that feature upgraded e-commerce, low logistics costs and smooth flows of industrial goods and farm produce.

Local authorities will be encouraged to adopt a string of financial support policies including direct and indirect subsidies to boost consumption, the plan said.

China will also fast-track allocations of central fiscal funds and enhance capital efficiency to enable social capital to join the effort, according to the plan.

(Source: Xinhua)

E-commerce air freight route links central China, Moscow

A regular e-commerce cargo air route was launched on May 28 to link the central Chinese city of Changsha with Moscow, Russia.

At 12:24 a.m., the cargo flight operated by Cainiao Network, the delivery arm of Chinese e-commerce powerhouse Alibaba, took off from Changsha Huanghua International Airport, carrying 20 tonnes of goods in nearly 40,000 parcels including clothes and household items.

The service will include three flights per week, Cainiao Network said, adding that after the launch of the new air route, goods manufactured in Hunan will be delivered to Russian consumers in about 10 days, down from the previous 20-30 days.

(Source: Xinhua)

New cargo air route brings more imported fresh food to central China

A regular fresh food cargo air route was launched on May 28 to link the central Chinese city of Zhengzhou with foreign cities including Miami, Los Angeles and Mexico City.

At around 8 p.m., the cargo flight carrying fresh cherries from Los Angeles in the United States arrived in the Zhengzhou Xinzheng International Airport in the capital of Henan Province.

Using a Boeing 747 aircraft, the service is scheduled three times a week. It mainly imports cold chain fresh products including seafood, fruits and beef from countries such as the United States, Canada and Mexico.

(Source: Xinhua)

Alibaba's online market to sponsor 100,000 influencers worldwide

AliExpress, a global online retail marketplace and part of Alibaba Group, announced that it will empower over 100,000 content creators and influencers worldwide to bring new jobs and help them generate incomes to recover from the global economic downturn caused by COVID-19.

The program, named "AliExpress Connect," is a platform dedicated to content influencer campaigns. On the platform, influencers and those who want to launch an influencer career can access collaboration opportunities, both with AliExpress and with brands that are selling through the marketplace. In return, they will be

rewarded for creating original content that helps brands sell their products and brings new customers to the marketplace.

AliExpress has been working with local influencer agencies in Europe, to nurture influencer talent and create a new business approach that goes beyond the traditional one-off cooperation with brands.

(Source: Xinhua)

Sephora, Alibaba team up to sell beauty products

Global beauty retailer Sephora is responding to the increasingly sophisticated skincare demands and fast-changing consumer preferences by adding a new omni-channel presence in the Chinese market.

The recent launch of the Sephora Tmall Global Flagship Store, in a partnership with Alibaba Group's e-commerce site for imported goods, aims to "answer this craving appetite" for a growing portfolio of beauty products not yet familiar to Chinese customers, said Benjamin Vuchot, Asia president of Sephora.

He said the virtual store, which took nine months to put together, came at a time when COVID-19 further complicated people's skincare regime.

The site was launched with a string of signature brands making their China debut. They include social media darling Natasha Denona, French independent perfume house Bon Parfumeur, and other brands which were previously not available in the local market.

(Source: China Daily)

China's JD.com teams with live streaming site to boost sales

China's e-commerce giant JD.com has moved to tap further into live streaming sales by partnering with Kuaishou, a leading short-video and live streaming platform, ahead of its upcoming mid-year shopping festival.

Under the new partnership, users of Kuaishou will be able to buy products from JD.com without leaving the live streaming site, according to the agreement reached by the two companies.

The partnership came in time for JD.com's "618" online shopping festival, which was created by the company to mark its anniversary in June. This year, celebrity vloggers will sell JD.com's products via live streaming on Kuaishou, which boasts some 300 million daily active users.

(Source: Xinhua)

Chinese e-commerce platform Oriental Culture Holding seeks US IPO

Oriental Culture Holding, which operates an online marketplace for artists and collectors in China, has filed for an initial public offering (IPO) on the US stock market.

The company plans to list on the Nasdaq under the symbol "OCG," by offering 5.065 million shares at \$4 apiece, according to its latest prospectus filed with the US Securities and Exchange Commission.

Founded in 2018, the company facilitates trading by individual and institutional customers of all kinds of collectibles, artwork and commodities on its online platform.

It intends to use the net proceeds of this offering mainly for upgrading infrastructure, cultivating new business and developing overseas markets.

(Source: Xinhua)

Dada Group may raise \$100m from US IPO

Dada Group, a Shanghai-headquartered on-demand delivery and retail company, filed with the US Securities and Exchange Commission to raise up to \$100 million in an initial public offering. It plans to list on the Nasdaq under the symbol DADA.

Dada Group operates JD-Daojia ("JDDJ"), one of China's largest local on-demand retail platforms by gross merchandise volume in 2019, and Dada Now, a leading local on-demand delivery platform in China by number of orders in 2019, according to market consultancy iResearch, the company said in the prospectus.

Chinese e-commerce giant JD.com held 51.4 percent shares of the company as its largest shareholder.

Goldman Sachs, BofA Securities and Jefferies are the joint bookrunners on the deal.

(Source: China Daily)

Amazon appeals for federal law against price gouging amid

COVID-19

Amazon's Vice President for Public Policy Brian Huseman recently wrote an open letter to U.S. Congress, asking for a strong federal anti-price gouging law amid the COVID-19 pandemic.

"We're seeing a nationwide surge in complaints about price gouging," Huseman penned, suggesting that when the federal government declares a public health crisis or national emergency, it should also establish clear pricing standards,

define who and what are covered by law, and ensure strong enforcement authority.

"Our collaborative efforts to hold price gougers accountable have clarified one thing: To keep pace with bad actors and protect consumers, we need a strong federal anti-price gouging law," he said.

Some U.S. states define price gouging as a price ranging from 10 to 25 percent above average sales prices, while others simply prohibit "unconscionably excessive" price increases.

Amazon has already deployed technology to seek out and remove unreasonable prices on its platform, and has a team focused on investigating unfairly priced products that are now in high demand, such as protective masks and hand sanitizers, Huseman wrote.

(Source: Xinhua)

eBay Releases The Ultimate Father's Day Gift Guide

Packed With Big Savings

Father's Day is just a few weeks away, and eBay is releasing hundreds of must-have gifts for dads. Beginning Monday, June 1, shoppers can score major savings at [eBay.com/FathersDay](https://www.eBay.com/FathersDay) from top brands including Bose, Milwaukee, Cuisinart, and more, available while stocks last. Whether your father is an outdoor enthusiast, tech expert or coffee aficionado, eBay is the perfect one-stop shop for all your Father's Day gifting needs. For more information, please scan the following QR code.



(Source: eBay)

3. BUSINESS OPPORTUNITIES

CHINA EXPORT | Medical Mask (KKF-1A)

Product Name: Medical Mask (KKF-1A)

Product Model: KKF-1A

Product Introduction:

- 1 piece/bag
- 40 pieces/box
- 20 boxes/carton (totally 800 bags)
- Carton size: 60*56*44cm

CHINA EXPORT | Valves for Industry**♦ Major product**

Gate valve, Globe valve, Check valve, Ball valve, Butterfly valve, Steam trap valve, API valve, Cryogenic valve, Molten salt valve

♦ Pressure & Temperature Range

1.0Mpa~ 69Mpa, Class 150lb~4500lb, -196°C~ 800°C

♦ Material

Iron, Ductile Iron, Carbon Steel, Stainless Steel, Duplex SS, Inconel, Monel, etc.

♦ Operation Type

Level, Gear, Motorized, Pneumatic, Hydraulic, Gas-over-oil, Electro-Hydraulic, etc.

♦ Design Standard

GB, API, ASME, ANSI, JIS, DIN, and BS etc.

♦ Application

Petroleum, Natural Gas, Chemical, Refining, Chemical, Power Plant, Ore Treatment, Metallurgy, Infrastructure Construction, etc.

CHINA EXPORT | BioMind (AI-COVID)

Product Name: BioMind (AI-COVID)

Product Model: HABMSWCOVID19CN

Product Introduction:

BioMind (AI-COVID) is able to screen for pneumonia, detect COVID-19 pneumonia and differentiate from other types of pneumonia. It can also provide quantitative analysis of COVID-19 pneumonia and comparison of sequential scans of the patients.

Internationalize & Global Marketplace:

The company is in the midst of applying for international product certification for BioMind (AI-COVID). The existing application BioMind, which can assist in the diagnosis of neurological disorders such as stroke, vascular conditions and brain tumour, has already obtained the following medical device certifications: CE mark, Singapore HSA, UAE MoHAP, Malaysia MDA, Philippines FDA, Thailand FDA, Indonesia MOH, EN ISO13485:2016. We have since obtained hundred over orders in these regions.

CHINA EXPORT | Medical Imaging Processing Software

Product Name: Medical Imaging Processing Software

Product Model: PneumoniaDoc

Product Introduction:

Rapid pneumonia lesion detection, progression measurement by analyzing non-contrast CT chest images within 10s for each patient. Capable for batch processing, assisting diagnosis.

Internationalize & Global Marketplace:

Certified by ISO13485, FDA applying. Shukun Technology is the chair of WHO Disease Risk Assessment focus group. Collaborating with CMU AI Lab, University of South Wales, BioMedx among technology development and clinical testing.

For the contact of the above or more business opportunities, please send the following information to tradeinvest@ccpit.org:

- (1) Company name, main business, product catalogue, etc.
- (2) Scanned copy of business license
- (3) Contact person and contact information
- (4) Interested products and business projects

THE CROSS-BORDER E-COMMERCE NEWSLETTER, initiated by the Department of Trade and Investment Promotion of China Council for the Promotion of International Trade (CCPIT) and compiled by CCPIT IT Center, provides information regarding Chinese trade policy watch, industry update and business opportunities in China. It caters to the needs of international e-commerce companies, import & export trade dealers, foreign embassies, chambers of commerce and industry of all countries who are seeking biz updates and trade opportunities.

Welcome to subscribe **FREE** to our newsletter at +86-10-82217961/57 or email us at tradeinvest@ccpit.org, weitong@ccpit.org.

Newly Released!

FAIRS AND EXHIBITIONS IN CHINA 2020

China Council for the Promotion of International Trade (CCPIT) has recently released the Chinese and English bilingual edition of **FAIRS AND EXHIBITIONS IN CHINA 2020**.



Since 1995, CCPIT has compiled and printed the Chinese and English bilingual annual report of Fairs and Exhibitions in China every year, and published information about major economic and trade exhibitions to be held in China that year, providing a significant reference for enterprises to participate in the

exhibitions or expos held in China and have been welcomed by embassies, consulates, trade associations and enterprises in China throughout the years.

FAIRS AND EXHIBITIONS IN CHINA 2020 is coordinated by the Department of Trade and Investment Promotion of CCPIT and compiled by CCPIT IT Center.

Should you need the **FREE electronic version** of the book, welcome to send us an email of request at weitong@ccpit.org. Appreciate your warm support.