

# Cross-border E-commerce Newsletter

Issue No.1 (2023)

June 9, 2023

## Contents:

- ◆ China launches cross-border trade facilitation campaign
- ◆ China, Philippines to implement RCEP tariffs
- ◆ China, Ecuador sign agreement for trade, investment cooperation
- ◆ China issues over 200,000 certificates of origin under RCEP
- ◆ Cross-border e-commerce injects stronger impetus into foreign trade
- ◆ Digital economy becomes new driving force for China's steady growth
- ◆ Chinese vendors sold billions of commodities to global consumers through Amazon
- ◆ Alibaba Unveils Top Technology Trend Forecasting for 2023
- ◆ Top Amazon Sellers by Country 2023
- ◆ **[RECOMMENDED EXHIBITIONS]**
  - The 17th EU-China Business and Technology Cooperation Fair
  - The 4th China On-Line International Fair & Matchmakings of Food & Agro-Products (CIFFA)
- ◆ **[Business Opportunities]**
  - IMPORT INQUIRY | Grade 3 wheat
  - BUSINESS OFFER | Vitro diagnose kits
  - BUSINESS OFFER | Consumer goods for the elderly

## **1. CHINA BUSINESS**

### **China launches cross-border trade facilitation campaign**

Chinese authorities have initiated a special campaign for 2023 to optimize business environment at key ports and further advance the facilitation of cross-border trade.

The campaign, initiated by six government agencies including the General Administration of Customs, will last for five months in 17 cities of 12 provincial-level regions, including Beijing, Tianjin, Shanghai and Chongqing.

Measures will be taken to ramp up the construction of smart ports and the digital transformation of ports, and to support the upgrading of the foreign-trade industry, as well as the healthy and sustainable development of emerging forms of business.

Efforts will also be made to improve the safe and smooth operation of logistics and supply chains for cross-border customs clearance, standardize and reduce import and export compliance costs, and improve the sense of gain and satisfaction among foreign-trade business entities.

(Source: Xinhua)

### **China, Philippines to implement RCEP tariffs**

China will adopt the tariff rates it pledged under the Regional Comprehensive Economic Partnership (RCEP) agreement on certain imports from the Philippines on June 2 this year, the Customs Tariff Commission of the State Council has said.

The annual rates for subsequent years will be implemented on Jan 1 each year.

The move means that by June 2 this year, the RCEP agreement will be in effect for all 15 members.

(Source: Xinhua)

### **China, Ecuador sign agreement for trade, investment cooperation**

China inked a free trade agreement with Ecuador on May 11th to further tap the potential of trade and investment cooperation between the two countries, according to the Ministry of Commerce.

China and Ecuador will keep their markets open to each other with higher standards through the trade pact and foster a more favorable, convenient, transparent and stable business environment for enterprises, the MOC said.

(Source: China Daily)

### **China issues over 200,000 certificates of origin under RCEP**

Chinese authorities had issued 201,700 certificates of origin under the Regional Comprehensive Economic Partnership (RCEP) agreement by March 2023, China's trade council said on April 26<sup>th</sup>.

The certificates are related to exports valued at a total of 8.41 billion U.S. dollars, and are expected to reduce tariffs by 126 million U.S. dollars for Chinese products in RCEP importing countries. Wang Linjie, spokesperson for the China Council for the Promotion of International Trade, told a press conference.

RCEP certificates of origin have been welcomed by more and more enterprises, and have brought tangible benefits to China's foreign trade companies in securing orders on the global market, Wang said.

(Source: Xinhua)

### **China's farm produce foreign trade up 11.5 pct in Q1**

China's imports and exports of agricultural products rose 11.5 percent year on year during the first quarter (Q1) of this year, official data showed.

The country's foreign trade of farm produce stood at 83.38 billion U.S. dollars in the first three months of 2023, according to the Ministry of Agriculture and Rural Affairs.

The country's trade deficit for farm produce climbed 17.2 percent year on year to 36.38 billion dollars in the same period, the data also revealed.

(Source: Xinhua)

### **Trade of food products between China, Central and Eastern**

#### **European countries soars**

The trade of agricultural and food products between China and Central and Eastern European Countries (CEECs) has grown significantly in recent years, according to customs statistics.

China's trade with CEECs has grown at an average annual rate of 8.1 percent since 2012, and the growth rate in the trade of agricultural and food products is even more remarkable.

The two-way trade of these products totaled 720 million U.S. dollars from January to April, surging 34 percent year on year.

(Source: Xinhua)

### **Major northern Chinese land port reports record import, export value**

Import and export trade value via Erenhot Port in north China's Inner Mongolia Autonomous Region hit a new record since 2003, with a total value of 12.98 billion yuan (about 1.86 billion U.S. dollars) from January to April, up 105.3 percent year on year.

The Erenhot Port is the largest land port between China and Mongolia.

Among the commodities, trade of copper ore, coal, paper pulp and iron ore showed an upward trend during this period.

(Source: Xinhua)

### **China's logistics market scale ranks first in world for 7 consecutive years**

China's logistics market had ranked first in the world in terms of scale for seven consecutive years as of 2022, according to the China Federation of Logistics and Purchasing.

Last year, China's total social logistics rose 3.4 percent year on year to 347.6 trillion yuan (about 50 trillion U.S. dollars), data from the federation showed.

(Source: Xinhua)

### **China extends anti-dumping duties on chloroprene rubber from Japan, U.S., EU**

China will continue to levy anti-dumping duties on imports of chloroprene rubber from Japan, the United States and the European Union for another five years, the Ministry of Commerce (MOC) said on May 9.

Chloroprene rubber is used for wire and cable sheathing, rubber hoses and oil-resistant rubber products, and in fields such as waterproof building materials, sealing materials, adhesives, marine development, medical health and energy development.

(Source: Xinhua)

### **Xinjiang sees significant trade growth with Central Asia in Jan-April**

Northwest China's Xinjiang Uygur Autonomous Region saw its foreign trade with the five Central Asian countries increase by 92.2 percent to 75.11 billion yuan (about 10.7 billion U.S. dollars) in the first four months of the year, according to Urumqi customs.

The figure accounts for 43.4 percent of the country's total trade volume with the five Central Asian countries, namely, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan, during the period.

Kazakhstan, Kyrgyzstan, and Tajikistan have become the three major trading partners of the region in the first four months of the year. Among them, Xinjiang's import and export to Kazakhstan reached 35.48 billion yuan, an increase of 121.7 percent.

(Source: Xinhua)

### **Over 10 bln yuan of intent purchase deals inked at 3rd China-CEEC expo**

During the just-concluded third China-CEEC Expo & International Consumer Goods Fair, intent purchase orders worth more than 10.5 billion yuan (about 1.5 billion U.S. dollars) were signed, involving goods from Central and Eastern European Countries (CEECs), said the expo organizer on Sunday.

During the event held from May 16 to 20 in the eastern Chinese city of Ningbo, 62 foreign-funded projects were signed, with a total investment of 17.78 billion U.S. dollars, up 17.7 percent year on year in terms of the investment amount. Among the signed deals, 17 projects involve Fortune 500 companies and industry leaders, covering diverse fields such as high-end equipment manufacturing, biomedicine and digital economy.

(Source: Xinhua)

## **2. CHINA'S E-COMMERCE INDUSTRY**

## **Cross-border e-commerce injects stronger impetus into foreign trade**

This year's Government Work Report said the country has developed new forms of foreign trade, built 152 new integrated pilot zones for cross-border e-commerce, and supported the establishment of overseas warehouses in the past five years. It is the tenth time that cross-border e-commerce has been mentioned in the Government Work Report, indicating how important this sector is to China's foreign trade.

According to the General Administration of Customs, the import and export scale of the nation's cross-border e-commerce reached 2.11 trillion yuan (\$304.9 billion) last year, a year-on-year rise of 9.8 percent. E-commerce exports stood at 1.55 trillion yuan, up by nearly 12 percent.

In November 2022, approval was granted for the establishment of comprehensive pilot zones for cross-border e-commerce in a total of 33 cities and regions in the latest attempt to boost foreign trade growth. This is the seventh batch of such pilot areas, which now total 165 nationwide.

(Source: China Daily)

## **Digital economy becomes new driving force for China's steady growth**

The digital economy, driven by technologies including the Internet of Things (IoT), big data and cloud computing, has gradually become a new driving force for China's steady growth.

The scale of China's digital economy reached 50.2 trillion yuan (\$7.26 trillion) in 2022, and the share of the digital economy in the country's GDP rose to 41.5 percent, according to data released at the 6th Digital China Summit held in Fuzhou, capital of southeast China's Fujian Province, from April 27 to 28.

China has built the largest and technologically advanced network infrastructure in the world and become the world's largest online retail market. The scale of the core industries of the country's industrial internet has exceeded 1.2 trillion yuan. New business forms related to digitalization have emerged in the country.

(Source: People's Daily Online)

## **Chinese vendors sold billions of commodities to global consumers through Amazon**

The latest data from Amazon showed that Chinese vendors sold billions of commodities to global consumers through the company's 18 overseas marketplaces last year. The number of Chinese sellers using Amazon's logistics services rose by more than 20 percent year-on-year and sales revenue achieved double-digit growth.

The number of Chinese brand owners on Amazon surged nearly three times in the past three years, with their turnover posting double-digit growth in 2022. Meanwhile, Chinese sellers have shown diversification trends in terms of merchandise categories and technological innovation as well as brand and business types.

(Source: China Daily)

## **China's e-commerce logistics sector sees robust expansion in April**

China's e-commerce logistics activities continued to see a strong expansion in April as holidays further boosted the recovery of domestic demand, industry data showed.

Last month, the index tracking e-commerce logistics activities went up 0.7 points from March to 109 points, exceeding the highest point in 2022, according to a survey jointly conducted by the China Federation of Logistics and Purchasing and e-commerce giant JD.com.

(Source: Xinhua)

## **Digital technologies expand China's foreign trade**

China's consumption scenarios of foreign trade have been constantly widened thanks to the development of digital technologies, such as AI-assisted real-time translation, remote equipment trouble-shooting and traceable technology in production, packaging, shipping and sales processes.

In an exhibition area of an intelligent international freight system of Cainiao, the logistics arm of Chinese e-commerce giant Alibaba, a batch of digital services is displayed.

Visitors can get a clear path of an express parcel from China to its overseas destination by just typing a few parameters into the system. All important logistics nodes are marked along the path on the screen.

An employee of Cainiao said that with this system, every logistics link has become traceable, from domestic warehouses to ports and overseas warehouses, and in end-range delivery.

(Source: People's Daily)

## **A Majority of Asia Businesses Expect to Increase Cloud Investment in 2023**

Eighty-four percent of existing users of cloud services are expecting to increase their investment in the cloud technology in 2023, while more than four in five (84%) are planning a full cloud migration in two years, as stated in a new survey report entitled "The Next-Generation Cloud Strategy in Asia", commissioned by Alibaba Cloud, the digital technology and intelligence backbone of Alibaba Group.

As more companies move their critical businesses online to efficiently handle their workloads in the post pandemic world, businesses in Asia that are already using cloud services plan to increase their investment across various cloud strategies over the coming year.

The increase will most likely come from Thailand (95%), Indonesia (94%), the Philippines (91%), Hong Kong Special Administrative Region (S.A.R.) (83%), and Singapore (83%), while a larger percentage of the surveyed businesses in Japan and South Korea indicate that they will maintain their current levels of investment. Among the key industries, the gaming sector is expected to see the sharpest increase in cloud investment, followed by Media & Telecommunications, Internet & Technology and Financial Services.

(Source: Alibaba group)

## **Alibaba Unveils Top Technology Trend Forecasting for 2023**

Alibaba has shared its annual forecasting of the leading technology trends that could shape many industries in the years ahead.

Trend 1: Generative AI

Trend 2: Dual-engine DecisionIntelligence

Trend 3: Cloud-native Security

Trend 4: Pre-trained Multimodal Foundation Models

Trend 5: Hardware-Software Integrated Cloud Computing Architecture

Trend 6: Predictable Fabric based on Edge-Cloud Synergy



Trend 7: Computational Imaging

Trend 8: Chiplet

Trend 9: PIM

Trend 10: Large-scale Urban Digital Twins

(Source: Alibaba group)

### **Top Amazon Sellers by Country 2023**

Ecomcrew Collected the top 2000 selling products on Amazon according to Amazon's very own Brand Analytics. The data shows China accounts for over 63% of the top sellers on Amazon. American sellers accounted for less than 35% of sellers. Sellers from countries outside of China and America make up less than 2% of all sellers.

In reality, the number of sellers from outside the United States is actually almost certainly higher than reported as many companies have registered LLCs in the United States although their operations are mostly outside of America.

(Source: Ecomcrew)

### **Top 15 Chinese E-Commerce websites in 2023**

This ranking was updated with the latest data in February 2023.

1. Taobao (淘宝) Website: taobao.com  
Estimated monthly traffic: 240 mln
2. JD (京东) Website: jd.com  
Estimated monthly traffic: 150 mln
3. Douyin (抖音) Website: douyin.com  
Estimated monthly traffic: 160 mln
4. Pinduoduo (拼多多) Website: pinduoduo.com  
Estimated monthly traffic: 168 mln
5. TMall (天猫) Website: tmall.com  
Estimated monthly traffic: 64 mln
6. Xiaohongshu (小红书) Website: xiaohongshu.com  
Estimated monthly traffic: 120 mln

7. SMZDM (什么值得买) Website: xiaohongshu.com  
Estimated monthly traffic: 32 mln

8. 1688 (Alibaba, 阿里巴巴) Website: 1688.com  
Estimated monthly traffic: 25 mln

9. Vipshop (唯品会) Website: vip.com  
Estimated monthly traffic: 6 mln

10. Dianping (大众点评) Website: dianping.com  
Estimated monthly traffic: 10 mln

11. Meituan (美团) Website: meituan.com  
Estimated monthly traffic: 7 mln

12. Amazon China (亚马逊中国) Website: amazon.cn  
Estimated monthly traffic: 5 mln

13. Suning (苏宁) Website: suning.com  
Estimated monthly traffic: 6 mln

14. Dangdang (当当) Website: dangdang.com  
Estimated monthly traffic: 3 mln

15. VMall (华为商城) Website: vmall.com  
Estimated monthly traffic: 2.5 mln

(Source: TMO Group)

### **3. RECOMMENDED EXHIBITIONS**

#### **The 17<sup>th</sup> EU-China Business and Technology Cooperation Fair**

**Date:** June 30<sup>th</sup> - July 1<sup>st</sup>, 2023

**Location:** Chengdu, Sichuan Province, China ( also held online)

**Host:** China Chamber of International Commerce (CCOIC), European Union Chamber of Commerce in China

**Organizer:** CCPIT Chengdu Sub-council, Chengdu Hi-Tech Industrial Development Zone, Chengdu Chamber of International Commerce (CCOIC Chengdu).

**Introduction:** Cultivated and accumulated in the past 20 years, the EU-China Fair has become a grand event for innovation, exchange and cooperation in investment, trade and technology with a wide participation of enterprises, business institutions and governmental sectors from EU Member Countries and

China. In 2021, a lot of representatives from European Embassies, consulates, chambers and enterprises took part in series activities, which were conducive to maintain and strengthen the business ties between EU and China. They delivered messages, exchanged ideas, conducted talks with their Chinese counterparts. By now, more than 4,100 European enterprises and more than 7,700 Chinese enterprises have participated in the EU-China Fair, with 29,100 matchmaking talks successfully held and more than 3,200 preliminary agreements generated.

**Part of the Content:**

- The China-EU Geographical Indications Cooperative Show
- Business Cooperation Forum for EU-China
- Trade and Investment in European Countries and B2B Matchmaking
- Cooperation between China Specialized and Special New Enterprises and EU SMEs
- The 4th Exchange Event on Sino-European Cooperation for Vocational Education and Training

**Registration:** eucn.fastexpo.cn

**Contact:** tradeinvest@itc.ccpit.org

## **The 4th China On-Line International Fair & Matchmakings of Food & Agro-Products (CIFFA)**

**Date:** May 29<sup>th</sup> -Nov 29<sup>th</sup>, 2023

**Form:** Virtual Exhibition & Promotion Meetings & 1:1 negotiations

**Organizer:** China Council for the Promotion of International Trade (CCPIT) Information Center

**Exhibit Category:** Grain and staple food, Vegetables and fruits, Meat and seafood (fresh / frozen), Milk and dairy product, Wine and beverage, Snack food, Healthy food, Edible oil, Other related products

**Introduction:** CIFFA will promote exhibitors' products through multiple channels at home and abroad, and will also organize promotion meetings and one-on-one negotiations between exhibitors and buyers, providing a platform for exhibitors to connect with global buyers and expand their international business.

**Registration:** ciffa.fastexpo.cn

**Contact:** zhaotian@itc.ccpit.org

## **4. BUSINESS OPPORTUNITIES**

### **IMPORT INQUIRY | Grade 3 wheat**

**Product Name:** Grade 3 wheat

**Specification Requirements:** 27-28 gluten

#### **Product Introduction**

A Chinese company is sourcing wheat of Grade 3 from Russia or Kazakhstan, the supplier shall have wheat export quota. The destination is Xining City, Qinghai Province, China.

### **BUSINESS OFFER | Vitro diagnose kits**

#### **Company Profile**

Beijing North Institute of Biological Technology(BNIBT) was established on July 1<sup>st</sup>,1985,which has engaged in researching, producing and selling of in vitro diagnose kits. It's one of the biggest and earliest institutes of the field in China.

BNIBT has the ability to produce more than 200 products including RIA, EIA, TRFIA and CLIA now, There are about 2000 hospitals and companies in China using its kits, which has a 10% market share and some of which are exported to foreign countries. The market share of EIA,TRFIACLIA kits is growing year by year.

### **BUSINESS OFFER | Consumer goods for the elderly**

#### **Business Overview**

China Zulijian Group aims to become the leading consumer goods enterprise in China for the elderly. With a diversified portfolio of brands including Zulijian, Bubugao, and Xinglijian, the company operates in various fields such as senior shoes and clothing, healthy food, healthcare products, household items, and elderly tourism. These efforts aim to provide customers with a more enjoyable experience.

China Zulijian enior Industry Development Co., Ltd. is the main distributor of Zulijian senior shoes product series, with multiple branches and an annual sales revenue of 3 billion yuan. Its marketing channels cover online, offline and new

retail sales, and online channels include Tmall, Taobao, JD.com, Vipshop, Pinduoduo, Tiktok, and Kuaishou, and offline channels includes franchisees and agents, with nearly 3,000 stores nationwide.

### **Seeking partners for cooperation in Singapore**

Zulijian is the leading consumer goods company in China for the elderly. It is one of the top 500 brands in China, with a brand value of 9.1 billion yuan. It owns 13 factories and has 272 national patent certifications. Its offline stores cover nearly 3,000 locations across China. We are currently seeking a Singaporean agent to expand the market together in Singapore.

For the contacts of the above or more business opportunities, please send the following information to [tradeinvest@itc.ccpit.org](mailto:tradeinvest@itc.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 Industry Promotion of China Council for the Promotion of International Trade (CCPIT) and compiled by CCPIT Information 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 [zhaotian@itc.ccpit.org](mailto:zhaotian@itc.ccpit.org).

***Newly Released!***

**FAIRS AND EXHIBITIONS IN CHINA 2023**

China Council for the Promotion of International Trade (CCPIT) has recently released the Chinese and English bilingual edition of **FAIRS AND EXHIBITIONS IN CHINA 2023**.



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 2023** is coordinated by the Department of Industry Promotion of CCPIT and compiled by CCPIT Information Center.

If you need the **FREE electronic version** of the book, welcome to send us an email of request at [zhaotian@itc.ccpit.org](mailto:zhaotian@itc.ccpit.org).