



Cross-border E-commerce Newsletter

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1. CHINA BUSINESS

China unveils new lists of U.S. products to be excluded from additional tariffs

The Customs Tariff Commission of China's State Council on Sep. 13 unveiled the 12th set of lists of U.S. goods to be excluded from tariff countermeasures against the U.S. Section 301 measure.

The exemption of the 10th set of lists of goods excluded from tariff countermeasures will be extended and will be effective from Sept. 16, 2023 to April 30, 2024, the commission said in a statement.

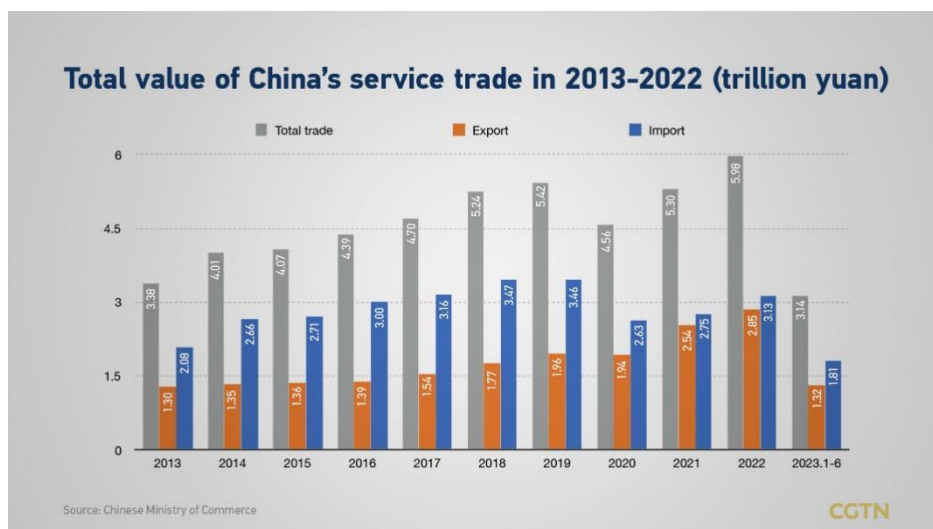
(Source: Xinhua)

China revives services trade in its opening-up endeavors

China is stepping up its opening-up endeavors to revive its services trade amid a complex and severe external environment, with its total value of services trade climbing 8.5 percent year on year to 3.14 trillion yuan (about \$430 billion) in the first half of this year.

The growth rate of trade in services is faster than that of trade in goods and outpaces the growth of services trade among the world's major economies.

In the first half of 2023, knowledge-intensive services represented 43.5 percent of the total services trade, while travel service trade has rebounded rapidly, with the trade value growing by 65.4 percent year on year to reach 650.94 billion yuan.



(Source: CGTN)

China's food trade with BRI countries soars 162% from 10 years ago

In the first eight months of this year, China's trade in food products with countries along the Belt and Road Initiative (BRI) reached 553.82 billion yuan (\$76.10 billion), a 10.4 percent increase compared to the same period last year and a significant 162 percent increase compared to 2013, officials said at the first conference on import & export food safety cooperation of the Belt and Road, which was held in Nanning, South China's Guangxi Zhuang Autonomous Region on Sep. 15.

As of June this year, China has signed over 200 cooperation agreements related to the Belt and Road Initiative with 152 countries and 32 international organizations, leading to a significant increase in the variety and volume of food trade.

Commercial Counselor of the Rwandan Embassy in China Samuel Abikunda said that products from Rwanda, such as coffee, tea and dried chili sauce, have successfully entered the Chinese market and have been warmly welcomed by Chinese consumers.

Omani Minister of Agriculture, Fisheries and Water Resources Saud bin Hamood Al Habsi said that Oman and China have signed a memorandum of understanding on the export of aquatic products, which will strengthen business cooperation between Oman and Chinese companies.

(Source: Global Times)

China aims to increase supply of high-end electronic devices

China aims to increase the supply of high-end electronic devices to boost consumption and bolster the economy, according to a plan jointly issued by the Ministry of Industry and Information Technology and the Ministry of Finance.

China will strive to ensure 5G mobile phone shipments account for over 85 percent of the domestic mobile phone market by 2024.

China's consumer electronics industry has witnessed stable growth in recent years. Major computer, communications and electronic device manufacturers saw their profits reach 276.32 billion yuan (about 38.39 billion U.S. dollars) in the first seven months of the year.

Output of mobile phones reached 810 million units during the period, including 593 million smartphones.

Consumer electronic devices are one of China's key export products. Stabilizing their exports is crucial to the development of the entire industry.

China will also encourage consumer electronic device manufacturers to launch cross-border e-commerce businesses and tap the potential of online and offline global markets, the plan said.

(Source: Xinhua)

China remains largest market for Australia's agriculture exports

China was the largest market for Australia's agricultural products in the 2022-23 financial year, with the value of exports reaching a new high, a report has found.

In its summary of Australian agricultural exports released on Sep. 12, the Rural Bank noted that while Australia's top 13 export markets recorded year-on-year growth, China remained the largest growth market for the second year in a row.

According to the yearly report, the value of exports to China rose 3.1 billion Australian dollars (1.98 billion U.S. dollars), or 22.7 percent, in 2022-23 financial year (July 2022-June 2023) to a record high of 16.6 billion Australian dollars.

The summary found that the growth to China during 2022-23 was driven by a 66-percent jump in wheat exports, with increases also seen in beef, almonds and cotton.

Though Japan and the United States retained their places as Australian agriculture's second and third biggest markets, both saw modest growth of less than 10 percent, it added.

(Source: Xinhua)

Cambodia begins 1st direct shipment of wild aquatic products to

China

Cambodia on Sep. 14 exported its first batch of wild aquatic products directly to China, marking another fruitful cooperation between the two countries in the fisheries sector.

Kim Chou Co., Ltd Import Export and International Transportation is the first Cambodian company authorized to export wild aquatic products directly to China.

The export came after the General Administration of Customs of China in May allowed the Southeast Asian nation to ship its wild aquatic products directly to China, and the company is allowed to export 11 kinds of Cambodian wild aquatic products to China, including wild shrimp, wild fish, wild eel and wild snails.

Wild aquatic products are the Cambodia's second agricultural products authorized to be exported to China this year after pepper.

(Source: Xinhua)

China to keep anti-subsidy tariffs on imports of EU potato starch for 5 more years

The Chinese Ministry of Commerce (MOFCOM) on Sep. 14 announced that it will continue to impose anti-subsidy tariffs on imports of potato starch from the EU for another five years, saying that a review found that ending the tariffs might continue to hurt Chinese industry.

In 2011, MOFCOM imposed anti-subsidy tariff rates between 7.5 percent and 12.4 percent on potato starch from the EU. After a review was launched in 2016, the tariffs were extended to five more years in 2017.

(Source: Global Times)

China unveils 2023 list of top 500 private enterprises

The All-China Federation of Industry and Commerce on Sep. 12 released the 2023 list of China's top 500 private enterprises.

According to the report, the country's leading 500 private enterprises recorded total revenue of 39.83 trillion yuan (\$5.46 trillion) last year, which represents a 3.94 percent year-on-year growth.

E-commerce company JD topped the revenue rankings with 1.05 trillion yuan, followed by e-commerce and tech heavyweight Alibaba Group Holding with 864.53 billion yuan, oil and coal enterprise Hengli Group with 611.75 billion yuan and nonferrous metal enterprise Amer International Group with 608.76 billion yuan.

In terms of R&D investment, tech company Tencent Holdings won the crown with 61.4 billion yuan, followed by Alibaba Group and Baidu Inc, with 53.8 billion yuan and 23.3 billion yuan, respectively.

(Source: China Daily)

Asiad boosts sports goods exports in small commodities hub

Exports of sports products registered a robust growth in the first half (H1) of 2023 in China's small commodities hub of Yiwu, as the approach of 19th Asian Games brings in more overseas orders.

Customs data shows that Yiwu, in east China's Zhejiang Province, exported 3.52 billion yuan (about 488 million U.S. dollars) of sports goods in H1, an increase of 22.5 percent from the same period in the previous year.

With the 19th Asiad, scheduled from Sept. 23 to Oct. 8 in Zhejiang's provincial capital Hangzhou, just around the corner, orders from other Asian countries are mounting.

(Source: Xinhua)

China starts regular importation of Kenyan anchovies

A 52-tonne shipment of Kenyan anchovies arrived in central China's Hunan Province on Sep. 6, marking the start of China's regular, large-scale importation of the small fish from the East African nation.

China started to import anchovies from Kenya in June with a 315-kg batch taking a flight to reach Hunan. Kenyan officials have hailed the historic consignment for injecting fresh vitality into the local blue economy.

Changsha Customs said it is actively implementing China's initiative of building a "green channel" for agricultural and food imports from Africa and has taken multiple measures to raise customs clearance efficiency.

Hunan is one of the most active provinces in terms of economic and trade ties with Africa and a trailblazer in China-Africa cooperation. The province's trade with Africa reached 34.69 billion yuan (4.82 billion U.S. dollars), a yearly increase of 18 percent, in the first seven months of this year.

(Source: Xinhua)

Hainan sees total import, export value of goods up in first eight months

The total import and export of goods in south China's Hainan Province hit 152.07 billion yuan (about 20.89 billion U.S. dollars) in the first eight months of this year, up 21.8 percent year on year, according to official data released recently by Haikou Customs.

(Source: Xinhua)

2. CHINA'S E-COMMERCE INDUSTRY

China establishes e-commerce cooperation mechanisms with 29 countries

As China actively expands and deepens the "Silk Road E-commerce" cooperation, the country has established bilateral e-commerce cooperation mechanisms with 29 countries, a spokesperson of the Ministry of Commerce (MOC) said on Sep. 7.

China has also signed memorandum of understandings on strengthening investment cooperation in the digital economy with 18 countries, said He Yadong, the MOC spokesperson, at a press conference.

In 2022, the country's digitally deliverable trade in services stood at 372.7 billion U.S. dollars, up 3.4 percent year on year, making it the fifth largest in the world, He added.

China will hold the second Global Digital Trade Expo in Hangzhou, east China's Zhejiang Province, from Nov. 23 to 27 this year, according to the spokesperson.

(Source: Xinhua)

China to add 16 national e-commerce demonstration bases in 2023

China's Ministry of Commerce announced on Sep. 2 that 16 more e-commerce parks will be listed as national e-commerce demonstration bases this year.

Speaking at a national e-commerce conference, Chen Chunjiang, assistant minister of commerce, said that the digital economy has provided a strong impetus for

Chinese modernization and highlighted the vital role of the e-commerce sector in the economy and the country's development.

Official data showed that China's digital economy exceeded 50 trillion yuan (\$6.96 trillion) for the first time in 2022, accounting for 41.5 percent of GDP.

The e-commerce-related sectors in the country have created approximately 70 million jobs, and nationwide online retail sales have ranked first globally for ten consecutive years, the data showed.

(Source: Xinhua)

China's fast-growing e-commerce market benefits Thai exporters

China's fast-growing e-commerce market has provided potential benefits to Thai businesses with its cross-border trade boom, a Thai Commerce Ministry study showed on Sep. 12.

The expansion of the Chinese e-commerce market is fueled by the shift in consumer behavior in the wake of the COVID-19 pandemic and the increasing number of internet users who have opted to shop online, according to the study released by the ministry's Trade Policy and Strategy Office (TPSO).

The Chinese government has implemented regulations and set up 165 pilot cross-border e-commerce (CBEC) zones in 33 major cities. These zones facilitate the sale of Chinese products on foreign websites and the sale of foreign products on Chinese websites, the study said.

Trading through the CBEC is key to tapping into Chinese markets. It will help Thai entrepreneurs increase their opportunities due to its tax benefits as well as faster and simpler customs procedures, said Poonpong Nainapakorn, director of the TPSO, in the report.

(Source: Xinhua)

E-commerce service TikTok Shop launched in US

Short-video app TikTok, owned by Chinese tech company ByteDance, has officially launched its e-commerce service — TikTok Shop — in the United States after months of testing amid a broader push to cultivate tech-savvy young consumers and diversify revenue sources.

The Shop Tab, where products from TikTok's marketplace are listed, is now available for 40 percent of users on the app's home screen. The feature will be rolled out gradually until being available for the app's 150 million US users by early October, TikTok said.

TikTok Shop allows users to find and directly purchase products used in livestreaming and short videos. More than 200,000 sellers have registered for the e-commerce service.

(Source: China Daily)

Livestreaming poised to attract customers, sales

Short-video platform Douyin and e-commerce giant Alibaba Group's online marketplace Taobao have invested significantly to attract top-notch livestreaming hosts as part of a broader push to gain a new group of users and bolster sales of products online, industry experts said, amid intensifying competition in China's burgeoning e-commerce livestreaming segment.

Oriental Selection, the livestreaming arm of Chinese education company New Oriental Education & Technology Group, kicked off a livestreaming session on Alibaba's livestreaming platform Taobao Live, at 8 am on Aug. 29, attracting more than 2.1 million viewers and surpassing 10 million yuan (\$1.4 million) in sales within the first hour.

A number of goods including agricultural products, daily necessities, beauty and skin care items, home appliances and consumer electronics, were peddled during the livestreaming session. Oriental Selection used to sell products via Douyin.

Taobao has stepped up efforts to net online celebrities to promote sales and entice a more diversified customer base via livestreaming.

Luo Yonghao, founder of smartphone maker Smartisan Technology and a key online opinion leader on Douyin, started a livestreaming session on Taobao last October. Luo peddled household appliances, mobile phones, computers, food and beverages, wine and healthcare products, attracting 5.5 million viewers in just an hour.

(Source: China Daily)

Digital workers turn heads as they promote products

In view of the booming AI sector, companies and governments in Hangzhou, Zhejiang province, China's largest livestreaming hub, have been exploring the use of AI-generated hosts for use in livestreaming.

Data from the Zhejiang Provincial Department of Commerce show that Hangzhou is home to 32 livestreaming platforms and nearly 50,000 livestreamers. More than 5,000 livestreaming-related companies are registered in Hangzhou.

One of the main challenges facing such companies is reducing the costs associated with building livestreaming rooms and teams while attracting more online traffic. The emergence of the AI hosts has been touted as an ideal solution.

Qianxun Holdings, one of China's top livestreaming companies, recently launched an AI host service and a one-stop comprehensive AI livestreaming service platform in Hangzhou. Major companies, including Suning and sports equipment manufacturer Xtep, have used Qianxun's virtual hosts to promote their products through livestreaming.

Tests conducted by Qianxun show the performance of virtual hosts in terms of gross merchandise volume, average view duration, number of viewers, and transaction rate is the same as, if not better than, that of human hosts.

(Source: China Daily)

3. RECOMMENDED EVENTS

China (Ningbo) Export Cross-border E-Commerce Expo

Date: May. 29– May. 31, 2024

Venue: China (Ningbo)International Convention & Exhibition Center Hall 1-8

Host: Ningbo Municipal Bureau of Commerce, CCPIT Ningbo Sub-council, Ningbo Culture and Tourism Exhibition Group Co., Ltd.

Area: 7000m²

Scale: 1300+ Manufacturer Exhibitors, 60000+ Purchasing Visitors

Contents: Electronics & Lighting; Home Furnishings & Garden Tools; Pets Supplies & Toys; Gifts; Cross-border E-commerce Platforms & Service Providers

Brief Introduction:

China (Ningbo) Export Cross-border E-commerce Expo, as the "first cross-border exhibition in East China", is currently one of the most appealing cross-border high-end professional exhibitions in China. On the basis of the previous two editions,

the 2024 China (Ningbo) Export Cross-border E-commerce Expo will be comprehensively upgraded, focusing on four keywords: professionalism, growth, leader and internationalization.

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4. BUSINESS OPPORTUNITIES

BUSINESS OFFER | Kiwi Fruit

Company Profile

Established in 2014, Liupanshui Liangdu Kiwi Industry Co., Ltd. is a largest agricultural enterprise integrating the production, processing and sales of kiwi fruit in Guizhou Province.

Product Catalog

Red heart kiwi, kiwi wine, kiwi juice, kiwi cake.

BUSINESS OFFER | Chili Products

Company Profile

Guizhou Dingpeng Food Co., Ltd. is a modernized food enterprise focusing on pepper planting, R&D, production and sales. The company has a number of advanced pepper processing production lines and testing equipment at home and abroad.

The company has passed ISO9001/22000 international management system certification, HACCP, FDA and other international certifications.

Product Catalog

The products mainly include 137 series such as pepper noodles, spicy chicken, red oil, oil pepper, hot pot base, Guizhou sour soup, XO chili sauce, etc.

BUSINESS OFFER | Automotive Oil Tubes

Company Profile

Jingzhou Tianyu Auto Parts Co., Ltd. was established in July 2003 and located in Jingzhou, Hubei province, China. The Tianyu plant covers an area of 200,000m², with the total investment over 120 million CNY.

Product Catalog

Copper coated steel strip, double wall steel tube, zinc-plated tube, PVF coating tube, PA coating tube, GALFAN Tube, Stainless steel tube, brake line, tube assembly.

For the contacts of the above or more business opportunities, please send the following information to 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.

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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.

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