

# Cross-border E-commerce Newsletter

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## **1. CHINA BUSINESS**

### **Xi announces major steps to support high-quality Belt and Road cooperation**

Chinese President Xi Jinping announced eight major steps China will take to support high-quality Belt and Road cooperation in a keynote speech at the opening ceremony of the third Belt and Road Forum for International Cooperation (BRF).

First, China will build a multidimensional Belt and Road connectivity network.

Second, China will support an open world economy, with its total trade in goods and services expected to exceed 32 trillion U.S. dollars and 5 trillion U.S. dollars respectively in the 2024-2028 period.

Third, China will carry out practical cooperation for the BRI.

Fourth, China will continue to promote green development.

Fifth, China will continue to advance scientific and technological innovation.

Sixth, China will support people-to-people exchanges.

Seventh, China will promote integrity-based Belt and Road cooperation.

Eighth, China will strengthen the institutional building for international Belt and Road cooperation.

(Source: Xinhua)

### **China's int'l trade in goods, services tops 4 trln yuan in August**

China's international trade in goods and services totaled 4.02 trillion yuan, or 559.9 billion U.S. dollars, in August 2023, official data showed.

Exports of goods came in at 1.93 trillion yuan and imports hit 1.54 trillion yuan, resulting in a surplus of 384.6 billion yuan, the State Administration of Foreign Exchange said.

Services exports totaled 187.1 billion yuan last month, while services imports hit 357.5 billion yuan, resulting in a trade deficit of 170.5 billion yuan, according to the administration.

(Source: Xinhua)

### **China's farm produce foreign trade up 2.8 pct in first 8 months**

China's foreign trade of agricultural products went up 2.8 percent year on year in the first eight months of this year, official data showed.

The total value of China's farm produce exports and imports stood at 225.39 billion U.S. dollars during the period, according to the Ministry of Agriculture and Rural Affairs.

In breakdown, the country's exports of such agricultural products edged up 0.2 percent year on year to 63.9 billion dollars, while the figure for imports hit 161.49 billion dollars, rising 4 percent from the same period last year.

China's trade deficit of agricultural products came in at 97.59 billion dollars in the same period, up 6.6 percent on a yearly basis, the data showed.

(Source: Xinhua)

### **China issues over 510,000 certificates of origin for int'l trade in**

#### **August**

A total of 510,800 certificates of origin were issued by Chinese authorities in August, data from the China Council for the Promotion of International Trade showed.

Some 21,672 certificates of origin were issued by Chinese authorities under the Regional Comprehensive Economic Partnership (RCEP) free trade agreement, up 16.04 percent year on year.

The certificates are expected to reduce tariffs by 11 million U.S. dollars for Chinese products imported to RCEP member countries, the council said.

Certificates of origin are documents widely used in international trade transactions. They state that the products listed have met sufficient criteria to be considered as originating in a particular country. The issuance of these certificates is widely regarded as a barometer of foreign trade.

(Source: Xinhua)

## **China-Nepal commerce to grow further as PM kicks off visit**

Nepalese Prime Minister Pushpa Kamal Dahal Prachanda attended the Nepal-China Business Summit held on September 24 in Beijing.

On the sidelines of the summit, business participants from the two countries told that China and Nepal have many common interests and large scope for cooperation, especially in the fields of hydropower, tourism and infrastructure construction.

China is Nepal's second-largest trading partner and one of the most important sources of investment. Nepal needs China's help, and it will keep promoting bilateral trade and strengthening its exports to China, such as coffee and other agricultural products, according to Prachanda.

(Source: Global Times)

## **Landlocked Central Asian countries seek opportunities at BRI**

### **logistics base**

Kazakhstan is one of the world's top wheat producers, and has traditionally exported some of its wheat via sea routes. As a landlocked country, it found this option both time-consuming and expensive. However, the establishment of the China-Kazakhstan (Lianyungang) logistics cooperation base has provided it with a more convenient and economical choice.

The logistic cooperation base, launched in 2014, is the first entity project under the BRI. Acting as a dry port in the Horgos-Eastern Gate special economic zone and the Western China-Western Europe international transport corridor, it has become an important platform for products from Central Asian countries to reach seaports.

China-Europe freight trains slash the transit time of Kazakh wheat, and they are also cost-effective. Over 50,000 tonnes of wheat from Kazakhstan have been transported from the base so far.

(Source: Xinhua)

## **High quality, affordability drives Ghanaian importers toward Chinese products**

China has become the primary source of inputs for the group of importers surveyed in Ghana due to the high quality and fair prices, according to the Africa Trade Barometer 2023 released by the Stanbic Bank.

"Imports from China make up 31 percent of the average importer's gross imports, which is consistent with data at the aggregate country level. China is Ghana's top import partner, accounting for 17 percent of Ghana's total imports," said the report.

Despite the fact that some European countries also serve as important sources of imports into Ghana, the importers believed that imports from China would increase on average by about 47 percent over the current volume in the next two years.

(Source: Xinhua)

## **China succeeds significantly in chili pepper industry**

China is the world's largest producer and consumer of chili peppers, the annual planting area of chili peppers in China exceeds 30 million mu (2 million hectares).

Statistics from the Food and Agriculture Organization of the United Nations showed that from 2000 to 2021, more than 30 percent of the world's chili peppers were grown in China. The output of chili peppers in China accounts for nearly half of the global total, making it the world's largest producer of peppers.

China is also one of the major chili pepper exporting countries in the world, exporting both dried and fresh peppers. China's chili pepper exports reached \$1.7 billion in 2022, a year-on-year increase of 11.6 percent, according to data from the website of the Agricultural Trade Promotion Center of the Ministry of Agriculture and Rural Affairs (MARA). The country's exports of dried chili peppers stood at \$1.56 billion, up 8.1 percent year on year, while that of fresh peppers surged 71.2 percent from the previous year to \$140 million. The top three destinations of China's chili peppers were the United States, Japan and Spain.

(Source: People's Daily Online)

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

### **China sees prosperous development of digital trade**

China is seeing the thriving development of the digital trade. The total value of the country's foreign trade of digital services reached \$371.08 billion in 2022, up 3.2 percent year on year, according to a recent report jointly released by the Development Research Center of the State Council and the China Academy of Information and Communications Technology (CAICT).

In recent years, China's digital trade has maintained growth momentum and become an important force in driving the high-quality development of foreign trade. Data showed that the total value of China's digital trade (the sum of the value of cross-border e-commerce trade and digital service trade) increased from 3.17 trillion yuan (\$434.2 billion) in 2019 to 4.68 trillion yuan in 2022, with an average annual growth of 13.9 percent. In the first half of this year, the import and export volume of China's digitally deliverable services reached 1.36 trillion yuan, up 12.3 percent year on year.

China has made significant progress in digital infrastructure construction such as 5G, data centers, and cloud computing in recent years, and has taken the lead globally in areas like big data analysis, the mobile payment system and logistics distribution, laying a solid foundation for the development of digital trade.

(Source: People's Daily Online)

### **China's livestreaming e-commerce grows at rapid pace**

China's livestreaming e-commerce industry has developed at a rapid pace, with a continued increase in user numbers and turnovers, data from a recent industry report has shown.

Livestreaming sales on China's major e-commerce platforms amounted to 1.27 trillion yuan (about 176.9 billion U.S. dollars) in the first half of this year, according to the report jointly released by institutions including the National Institute of Metrology and the Science and Technology Research Center of China Customs.

During this period, there were over 110 million livestreaming e-commerce shows, displaying more than 70 million items, the report said.

Traditionally hot-selling goods such as jewellery, sports and outdoor equipment as well as apparel and underwear remain highly sought-after items on these livestream platforms, according to the report.

(Source: Xinhua)

### **New e-commerce models bring better customer experiences**

New e-commerce refers to various innovative models and business forms in the field of e-commerce, including livestream e-commerce, social e-commerce, new retail, interest e-commerce, and instant retail.

New e-commerce, a byproduct of the in-depth integration between the digital economy and the real economy, has significantly changed the models of production, logistics and consumption, playing an irreplaceable role in boosting high-quality economic and social development, upgrading the industry, unlocking the potential of consumption, and helping people achieve a higher-quality life.

Traditionally, buyers would first search for goods and then place orders on online shopping platforms. However, under new models of e-commerce, customers will buy products during the process of watching short videos and livestream sessions. Based on targeted market analysis, new e-commerce platforms recommend appropriate products to customers to help them make a decision fast.

For instance, to lure potential buyers, short video platforms, including Kuaishou, establish trust between streamers and users, and social platforms such as Xiaohongshu put more focus on users' personalized needs.

(Source: People's Daily Online)

### **Chinese e-commerce platforms expedite logistics**

China's cross-border e-commerce has sustained a steady expansion against global uncertainties as many e-commerce platforms step up investment and innovation in logistics to improve the shopping experience for global consumers.

There are more than 100,000 cross-border e-commerce market players in China. Logistics has been a major concern for cross-border e-commerce and a major field of investment for market players.

JD Logistics, the logistics unit of Chinese e-commerce giant JD.com, has taken a leaf from the book of its domestic service, setting up forward warehouses in overseas markets like Germany and Spain to stay closer to consumers.

It has operated nearly 90 bonded warehouses, direct mail warehouses, and overseas warehouses around the world and plans to develop a comprehensive supply chain logistics network covering the globe's major countries within three years.

Another e-commerce heavyweight, Alibaba's international e-commerce platform AliExpress and its courier unit Cainiao, in late September, announced the launch of a five-day global delivery service in five overseas markets.

Consumers in the United Kingdom, Spain, the Netherlands, Belgium, and the Republic of Korea (ROK) can now select 'five-day delivery' to get orders from China within five working days.

(Source: Xinhua)

### **China' s “Double 11” online shopping spree to kick off this week as competition heats up among shopping platforms**

The "Double 11" online shopping festival, one of China's biggest and most popular annual shopping events, will kick off next week, with major e-commerce platforms striving to offer lower prices and faster delivery to attract new users and boost sales.

Chinese e-commerce platform JD.com said that the platform will kick off the event at 8 pm on October 23. The company said that plenty of goods will be in stock, which means faster delivery to customers. During the shopping festival, if customers find that prices of items they bought are further discounted later, they can apply for a refund of the price difference, according to a press release on its WeChat account.

Focused on offering lower prices, JD.com aims to offer subsidies worth 2 billion yuan (\$279 million) to individual stores on the online platform and provide better, faster but cheaper consumption experience, according to a separate press release.

Tmall, the e-commerce arm of Alibaba Group, announced that it will start the promotional event at 8 pm on October 24, with focus on offering the lowest price, Beijing Business Daily reported. Meanwhile, the platform will offer subsidies worth 3 billion yuan to stores on the platform as shopping incentives.

In addition, other major e-commerce platforms including Suning and Pinduoduo also announced their plans and discounts for the Double 11 shopping spree.



As part of the Double 11 shopping festival, Southwest China's Xizang Autonomous Region recently handed out consumption vouchers worth 8 million yuan which started on October 10 and will last till November 30.

(Source: Global Times)

### **New e-CNY feature to benefit foreigners**

China has upgraded its digital renminbi payment services as part of the country's efforts to improve the profile of its digital currency and make the payment process more user-friendly for foreigners.

As mobile payment has become the dominant means of payment in China, such steps will offer foreigners a better experience during their visit to or stay in the country, experts said, adding that more measures are expected to further promote the digital fiat currency.

The newly launched "recharge before use" feature on the e-CNY app allows foreigners to replenish the wallet of the app using online services of global payment networks Visa and Mastercard.

Foreigners can also go to bank service outlets to recharge the digital RMB wallet with cash. If there is a balance left in the digital wallet afterward, it can be returned to the foreign bank card or account that was used for topping up.

(Source: China Daily)

### **Turkish home appliances gain popularity in China**

The Chinese market has shown a growing preference for Turkish home appliances in recent years. According to Chinese customs data, China imported 52.06 million U.S. dollars worth of white goods from Türkiye in 2022. Among these imports, refrigerators and freezers were the primary products.

Beko, which is a subsidiary of the Turkish company Koc Holding, has established its own flagship stores on Chinese e-commerce platforms, such as Suning.com, Tmall and JD.com, selling refrigerators, washing machines and dryers.

Leading Turkish white goods firm Vestel has also established subsidiaries in Shanghai and Shenzhen.

(Source: Xinhua)

### **3. RECOMMENDED EVENTS**

#### **China International Supply Chain Expo (CISCE)**

**Date:** Nov. 28 – Dec. 2, 2023

**Location:** China International Exhibition Center (Shunyi Venue) , Beijing

**Host:** China Council for the Promotion of International Trade (CCPIT)

**Organizer:** China International Exhibition Center Group Limited

**Five Supply Chains :** Smart Vehicle, Green Agriculture, Clean Energy, Digital Technology, Healthy Life

**One Supply Chain Service Exhibition Area:** Comprehensive Logistics, banking, insurance, trade consulting, commercial law, culture and education, tourism services, and creative design, etc.

**One Summit:** The Global Supply Chain Innovation and Development Summit.

**Five Themed Sub-forums:** Each focusing on one of the five major chains, i.e. Smart Vehicle, Green Agriculture, Clean Energy, Healthy Life, and Digital Technology.

**One Flagship Report:** The Global Supply Chain Promotion Report.

**Side Events:** Investment and financing salons, policy interpretation seminars, technical seminars, new product releases, matchmaking and business signing ceremonies, etc.

**Visitor Registration link:**

[https://en.cisce.org.cn/exhibition/registration.html?expo\\_source=A018](https://en.cisce.org.cn/exhibition/registration.html?expo_source=A018)

#### **China-Oceania and South Pacific Region International Trade Digital Expo**

**Date:** Dec. 5th - Dec. 14th, 2023

**Venue:** Online Exhibition

**Host:** China Council for the Promotion of International Trade (CCPIT)

**Organizer:** CCPIT Information Center

**Scale:** 400+ Chinese exhibitors, 1000+ buyers Oceania and South Pacific

**Exhibit Category:** (1) Medical Equipment, (2) Textile & Apparel, (3) Furniture & Home Appliances, (4) Building Materials & Hardware, (5) Office Supplies, (6) Consumer Electronics, (7) Food, (8) Gifts, (9) Mechanical Equipment

**Exhibition format:** Visitors can contact suppliers for free through instant messaging, virtual meetings, etc.

**Brief Introduction:**

The exhibition is a large-scale national digital exhibition, aims to promote economic and trade cooperation between China and countries in Oceania and the South Pacific region, and help bilateral enterprises efficiently develop trade relations through a digital platform.

The exhibition will set up five special matchmaking meetings for different industries, and select a total of more than 125 high-quality Chinese suppliers to showcase their companies and uniquely designed latest products in the online conference, more than 150 buyers from Oceania and south Pacific will participate, and free matchmaking between exhibitors and buyers on the conference is possible. Meanwhile, we'll invite industry experts to give lectures on the market situation and trade opportunities in China, Oceania and the South Pacific region.

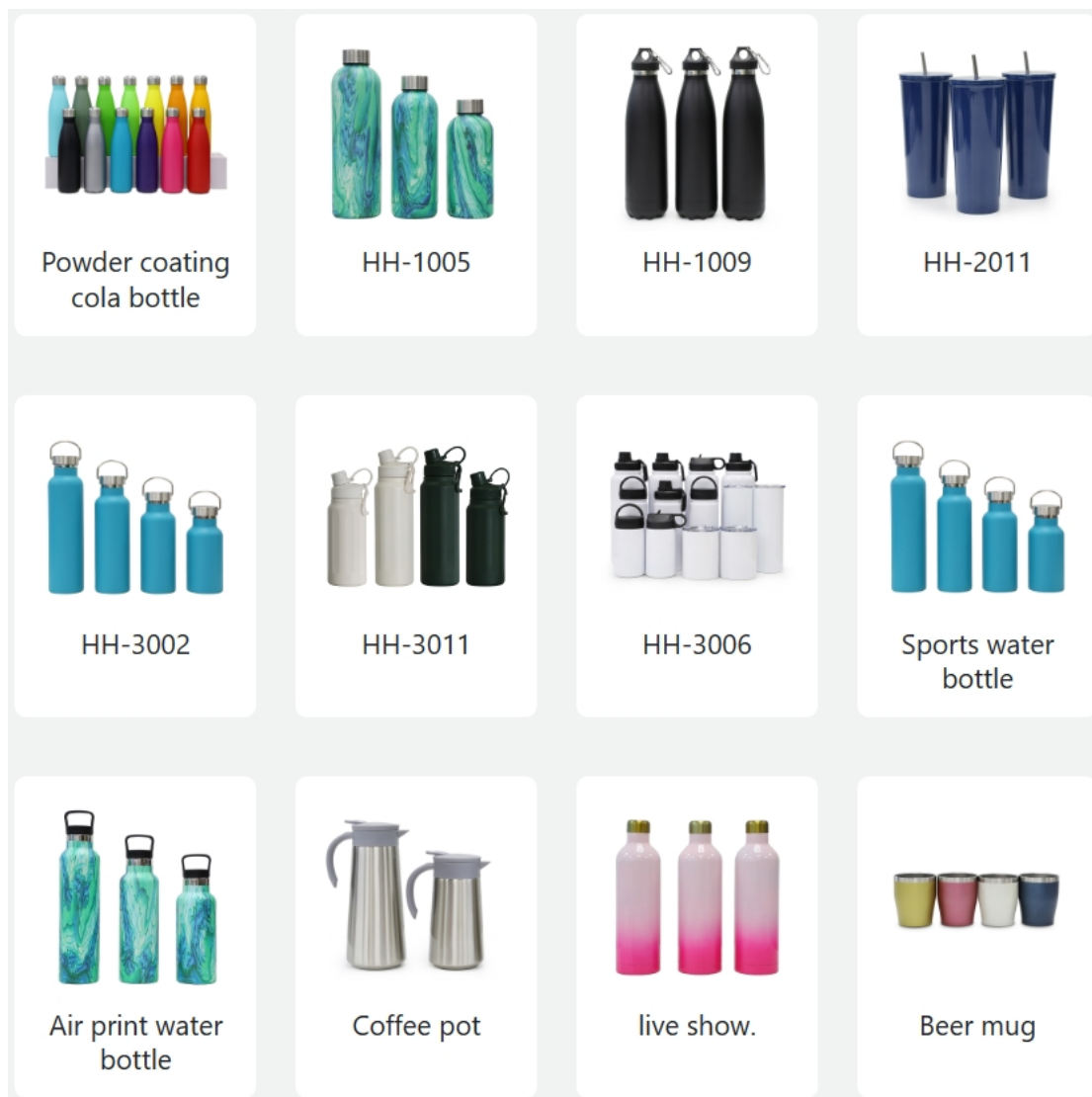
**Contact:** [wangxicui@ccpit.org](mailto:wangxicui@ccpit.org)

**Visitor Registration link:** <https://osp.fastexpo.cn/>

#### **4. BUSINESS OPPORTUNITIES**

##### **BUSINESS OFFER | Vacuum Cup**

Ningbo Huahong Vacuum Cup Co., Ltd. is a comprehensive factory integrating R&D, production, sales and service. The company specializes in the production of 16 series, more than 100 varieties of cup products. The products have exported to more than 50 countries in Europe, America, Japan, southeast Asia etc. Meanwhile the company provides OEM services for many international famous brands.



## **BUSINESS OFFER | IT Products**

Founded in 2018, Wuhan Dongzhishenglian Technology Co., Ltd. integrated customized production and R&D of IT products, information R&D and system integration, and domestic and foreign trade. The company has signed long-term strategic cooperation with YOFC and IP3 Tech; established long-term partnership with Lenovo, HIKVISION, Microsoft, LOONGSON, SEEWO and SUNDRAY.

Meanwhile, combined with the advantages of the manufacturer's supply chain, the company provides customers with comprehensive and convenient integrated services, aiming to provide high-quality products and services for domestic information construction and R&D, and domestic and foreign e-commerce platforms.



All sizes of tablet computers with...



DONGZHI customized medical..



DONGZHI ACB19 Mini PC AMD Ryzen...



DONGZHI ACB19 Mini PC AMD Ryzen...



DONGZHI XS42/ XS44 — 4S rack...



DONGZHI ALL IN ONE computer...



DONGZHI ultra-thin mini ITX small...



DONGZHI ultra-thin mini ITX small...



DONGZHI ATX industrial computer



Super thin notebook customized by...



DONGZHI custom small notebook...

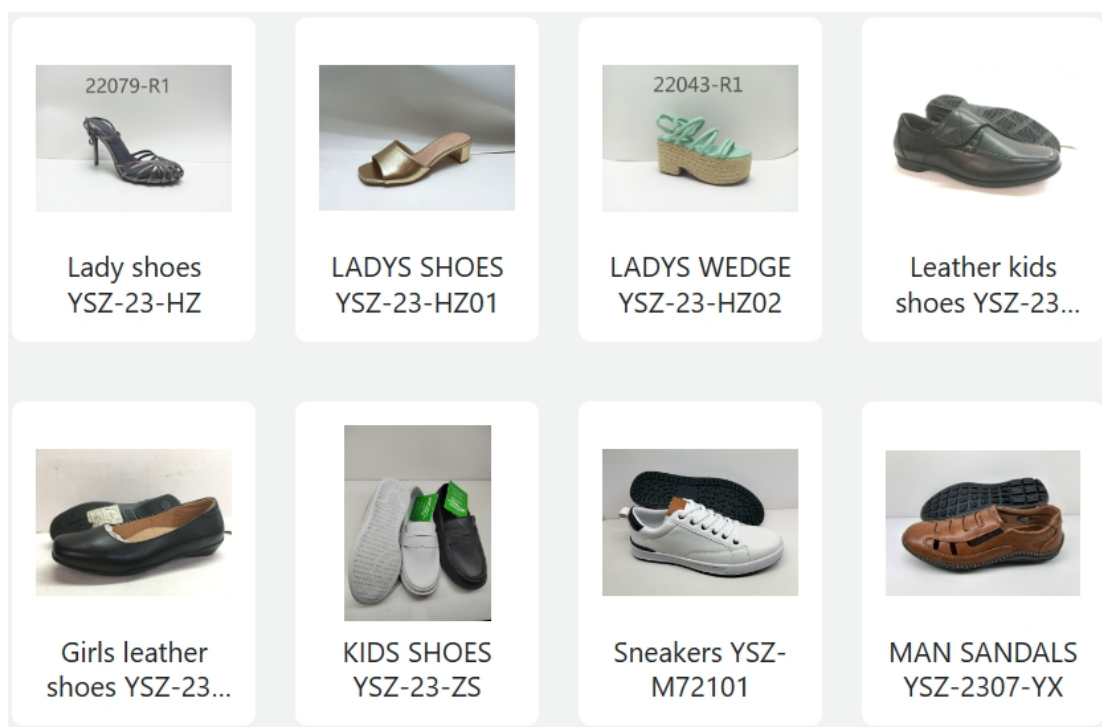


DONGZHI Full touch screen of customize...



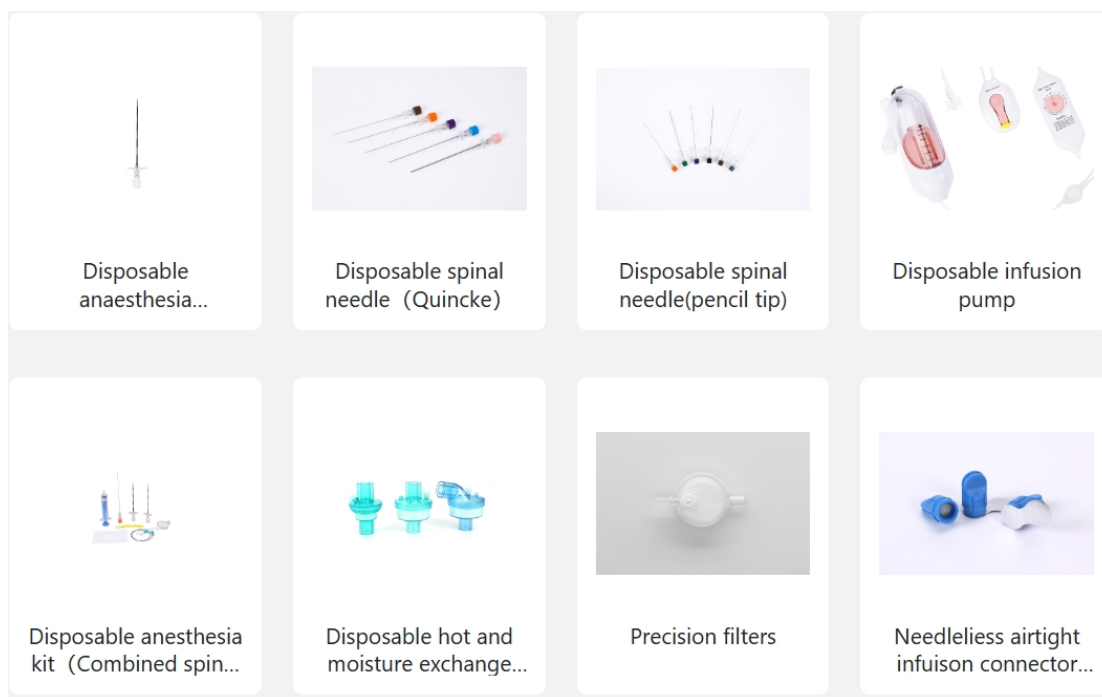
## BUSINESS OFFER | Shoes

Guangzhou YU SHI ZHU Leather Co., Ltd. is specialized in shoes trading exporting, including man casual shoes, comfortable shoes, fashion shoes, lady heel shoes, lady sandals. All products are made of PU and Leather materials.



## BUSINESS OFFER | Sterile Medical Equipment Products

Zhejiang Fert Medical Device Co.,Ltd. was established in December 2003 with a registered capital of 88.88 million CNY, covering an area of 23300 square meters and a building area of 40600 square meters. It's a national high-tech enterprise and own a national title "Little Giant". The company specializes in the R&D, production, and sales of sterile medical equipment products such as disposable anesthesia pain instruments and precision infusion series.



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).