

# Cross-border E-commerce Newsletter

Issue No.6 (2023)

December 5th, 2023

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## **1. CHINA BUSINESS**

### **China unveils vision and action plan for the BRI development in next decade**

China's Office of the Leading Group for Promoting the Belt and Road Initiative (BRI) released the Vision and Actions for High-Quality Belt and Road Cooperation: Brighter Prospects for the Next Decade, in a bid to further promote the world stabilization and regional mutual development.

The action plan released on Friday eyes enhancing connectivity and cooperation in multiple sectors, elevating people's sense of gain and fulfillment, and forming a new system supporting China's open economy, under the premise of holding extensive consultation, joint contribution and shared benefit.

The action plan has six key fields and directions for the BRI development in the next decade, namely the policy coordination, infrastructure connectivity, unimpeded trade, financial integration, people-to-people ties, and cooperation in new fields.

The plan also listed several detailed pathways and measures. The office will build leading brands and a multidimensional connectivity network, strengthen risk control and security system, improve cooperation mechanisms, platforms and policy service, and deepen mutually beneficial cooperation for a shared future.

(Source: Ecns)

### **China remains committed to global supply chain stability, innovation**

China will continue to maintain the stability of global industrial and supply chains while enhancing cooperation in technological innovation, according to a major Chinese expo focusing on supply chains.

Officials, experts and industry insiders gathered at the first China International Supply Chain Expo (CISCE), the world's first supply chain expo at a national level, which is being held in Beijing from Nov. 28 to Dec. 2.

During the opening ceremony of the expo, industrial and commercial representatives launched the Beijing Initiative for the Connectivity of Industrial and Supply Chains, calling for maintaining the stability and smooth flows of global industrial and supply chains.

Speaking ahead of the event, Ren Hongbin, president of the China Council for the Promotion of International Trade (CCPIT), said that China is firmly committed to upholding the public good aspect of industrial and supply chains to fully support multilateralism.

He noted that a new wave of scientific, technological and industrial transformation is imminent, and this will require major adjustments in the global innovation landscape and economic structure.

China will continue to improve the industrial system to provide strong support for the operation of global industrial and supply chains, he said.

China's manufacturing industry scale has ranked top in the world for 13 consecutive years, accounting for nearly 30 percent of the global total, according to data released by the CCPIT. This massive manufacturing industry leads to relatively low costs and high efficiency in producing various products.

(Source: Xinhua)

### **China's import expo sees record high tentative deals**

The value of intended deals reached at the sixth China International Import Expo rose 6.7 percent year-on-year to exceed \$78.41 billion (571.82 billion yuan), reaching a record high.

Sun Chenghai, deputy director of the CIIE Bureau, released the above information at a news conference on November 11th, when the six-day exhibition closed.

Up to 442 new products, technologies and service items made their debut at this year's CIIE, up from 438 last year, said Sun.

About 200 companies have signed up for the seventh CIIE, to be held in November next year, with the total booked exhibition area exceeding 100,000 square meters, he added.

This year's CIIE has set a new record of 367,000 square meters of exhibition area. A total of 3,486 companies from 128 countries and regions participated in the CIIE. Up to 289 global Fortune 500 companies and industry leaders were present at the exhibition, also a record high.

(Source: China Daily)

### **China's new business registration continues to rise in Jan-Sept**

The number of new business registrations in China continued to rise in the first nine months of the year, indicating that favorable government policies have boosted market confidence.

Some 24.81 million new business entities were established during the January-September period, up 12.7 percent year-on-year, according to data released by the State Administration for Market Regulation (SAMR) on Tuesday. Of the total, the number of new companies went up 15.4 percent, and that of self-employed households climbed 11.7 percent.

The number of new foreign-funded enterprises surged 29.3 percent from a year ago, and that of private firms grew 15.3 percent.

The figures point to improving market expectations and recovering confidence, the SAMR said, stressing that the Chinese market remains a popular investment destination.

The substantial rise in business registrations was consistent across the board, spanning both traditional agriculture and modern services. In accommodation and catering sectors, which were hit the hardest during the COVID-19 epidemic, reported an increase in business registration by over 40 percent.

Thanks to a range of policies aimed at boosting domestic demand, fostering confidence and supporting the private economy, Chinese business entities have experienced a more robust growth momentum, the SAMR said, vowing more efforts to create an equitable and orderly business environment.

As of September end, the number of registered business entities nationwide stood at 181 million, up 6.7 percent from the end of 2022.

(Source: Xinhua)

## **Shanghai holds 'invest in China year' summit to showcase investment opportunities**

In a bid to amplify the spillover effect of the CIIE, as well as exhibit investment opportunities, the "Invest in China Year" Summit and Shanghai city promotion were held on Sunday in Shanghai.

Themed as "Working Together for a Bright Future of Openness and Prosperity", the promotion event has fully reflected Shanghai's confidence and determination of opening up to the world, creating a market-oriented, law-based and a first-class international business environment, deepening market-oriented

reforms, stimulating the vitality of business entities and welcoming investors from all over the world to invest in China and Shanghai.

Jointly held by the Ministry of Commerce and Shanghai Municipal People's Government, the event looked to better highlight the China International Import Expo's role of investment as a promotion platform and showcase China's investment opportunities.

The China International Import Expo (CIIE) has become an important stage to showcase Shanghai as a host city's image to the world.

More than 300 guests including officials, multinational corporations' executives, representatives of international organizations and foreign business associations attended the conference, according to ThePaper.cn.

(Source: China Daily)

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

### **China's digital trade records significant progress in 2022**

China's digital trade made remarkable progress in its scale in 2022, while its global competitiveness continued to improve, an official with the Ministry of Commerce (MOC) said on Thursday.

In 2022, China's digitally-delivered service trade value rose 3.4 percent year on year to 372.71 billion U.S. dollars, hitting a historic high, said Wang Dongtang, an official with the MOC, at the opening ceremony of the second Global Digital Trade Expo in Hangzhou, capital city of east China's Zhejiang Province.

In this period, the import and export scale of cross-border e-commerce totaled 2.11 trillion yuan (about 296.3 billion U.S. dollars), expanding 9.8 percent year on year, Wang said while releasing a report on China's development of digital trade in 2022.

By the end of 2022, the number of Chinese digital service platform enterprises with an individual market value of over 1 billion U.S. dollars had exceeded 200, he said.

Digital trade is becoming a new engine for China's drive to build a strong trade nation and a new tool for high-level institutional opening up, said Wang, adding that efforts will be made to strengthen top-level design, develop new business forms and align digital trade rules with high standards.

(Source: Xinhua)

## **2nd Global Digital Trade Expo kicks off in east China's Hangzhou**

The second Global Digital Trade Expo kicked off in Hangzhou, the capital of east China's Zhejiang Province, November 23rd, with an eye on global digital trade cooperation.

The expo, themed "Digital Trade, Global Access," has attracted 68 international organizations and business associations, as well as over 800 enterprises. Finland and South Africa have been invited as guest countries of honor.

With an exhibition area of 100,000 square meters, the second expo has set up a comprehensive pavilion, two special pavilions and four digital industry pavilions. Over 15,000 professional purchasers are expected to attend the event.

Hot topics such as cross-border data flow, digital finance and digital security governance will be discussed during the five-day event. More than a hundred activities are expected to take place at the expo, as well as the debuts of over 100 cutting-edge products and services in digital trade.

In recent years, digital trade has flourished into an important pillar in China's construction of a trade powerhouse. In 2022, the scale of China's digital service trade reached a record high of 372.7 billion U.S. dollars, said Guo Tingting, deputy minister of commerce, during the opening ceremony.

(Source: Xinhua)

## **China's express delivery volume surges in "Double 11" shopping spree as consumption further recovers**

China's express delivery volume saw a sharp increase during the annual "Double 11" online shopping spree, adding evidence to the recovery and expansion of the consumer market, official data showed.

From Nov. 1 to Nov. 16, express delivery enterprises across the country collected a total of about 7.77 billion packages, surging 25.7 percent from a year earlier, according to the State Post Bureau.

A total of 7.51 billion packages were sent during the period, representing a 30.9-percent growth compared with the same period in 2022, the bureau said.

Express delivery firms have added couriers, extended working hours, and deployed more automated facilities to meet the surging delivery demand during the shopping peak season, the bureau said.

(Source: Xinhua)

### **China online retail sales steadily expand in first 10 months**

China's online retail sales logged steady growth in the first 10 months of 2023, with livestreaming e-commerce gaining steam, according to the Ministry of Commerce on Friday.

In the January-October period, online retail sales of physical goods nationwide rose 11.2 percent year on year to 12.3 trillion yuan (about 1.72 trillion U.S. dollars), contributing 32.1 percent to China's retail sales growth, said the ministry.

During the period, sales of livestreaming e-commerce exceeded 2.2 trillion yuan, surging 58.9 percent year on year and driving the growth of online retail sales by 7.5 percentage points, it said.

In the Mid-Autumn Festival and National Day holiday last month, daily average online sales in sectors of accommodation, tourism, entertainment and catering increased by 133.7 percent, 123.1 percent, 82.1 percent and 19.7 percent year on year, respectively, according to the ministry.

(Source: Xinhua)

### **China's online shopping spree reveals fresh spending preferences**

Young Chinese consumers are showing a growing interest in domestic brands while imported products continue to gain popularity, according to insights from Chinese e-commerce giant JD.com.

About 62 percent of the spending on products of domestic brands are made by consumers born in the 1990s and 2000s, analysis of the shopping big data on JD.com during the country's annual online shopping bonanza "Double 11" showed.

On the other hand, the national pavilions that sell local specialties of foreign countries and online supermarkets selling imported products on the e-commerce platform saw their total transaction rise more than three times.

Products from European countries are very popular, especially those from France, Germany, the Netherlands, Italy, and Spain, data from JD.com pointed out, adding that cosmetics, maternal and infant products, and health products are among the best-selling goods.

First introduced in 2009, "Double 11" has continued to see the robust spending stream of one of the world's largest consumption markets.

The number of merchants participating in JD.com's "Double 11" promotion campaigns broke the record again, increasing by over 1.5 times compared with the same period of last year. Meanwhile, over 60 brands saw their sales top one billion yuan (about \$137.2 million) on JD.com during the online shopping festival.

The e-commerce festival also witnessed the further rise of livestreaming as a channel to promote products and grab discounts. JD.com's procurement and sales staff have drawn wide attention this year by turning into livestreamers, attracting over 380 million visits by the end of Nov 11, according to the company.

(Source: China Daily)

### **'Double 11' more than a one-day e-commerce wonder**

The total amount of express deliveries was 2.03 billion pieces over the first four days of this month, a year-on-year increase of 16.1 percent, a record high for the just-passed "Double 11" shopping spree. The total amount spent is not known yet. But it will certainly be a rise on last year.

This was the 15th "Double 11" shopping gala, which has evolved from a one-day sales promotion into a shopping carnival spanning two months. It has released the consumption potential of residents and reflected the resilience and vitality of China's consumer market. The total transaction volume during the "Double 11" period exceeded 1 trillion yuan (\$137.2 billion) in 2022.

The longer "Double 11" is not only a common demand of consumers and businesses, but also a demand of macroeconomic development. Correspondingly, the daily transaction volume of the "Double 11" is no longer so much in the spotlight.

According to the latest data from the Ministry of Commerce, in the first three quarters, the total retail sales of consumer goods in China reached 34.2 trillion yuan, a year-on-year increase of 6.8 percent. In the third quarter, consumption expenditure contributed 94.8 percent to economic growth. Of this, online retail was a key driver of consumption growth.



In the first three quarters, the national online retail sales reached 10.8 trillion yuan, a year-on-year increase of 11.6 percent, accounting for 26.4 percent of the total retail sales of consumer goods, playing a positive role in expanding domestic demand.

(Source: China Daily)

### **Xinjiang FTZ to promote digital trade**

The pilot free trade zone or FTZ in Northwest China's Xinjiang Uygur autonomous region will exploit its locational advantage, diverse resources and economic strengths to grow into a new model that can promote reform and opening-up, senior officials said on Wednesday.

Addressing a news conference in Beijing to mark the launch of the pilot FTZ, the first in the country's northwest border area, they said the zone will also advance industrial upgrading and boost digital trade.

Policy measures to expand opening-up in areas like tourism, medical care, finance, science and technology education, and cultural and creative industries will be explored, said Sun Hongmei, vice-chairperson of the regional government.

Xinjiang's opening to the outside world, she said, will be even wider, to further increase the enthusiasm and confidence of domestic and foreign enterprises to invest in the region.

Construction of international communication facilities will be expedited, and the development of software and information technology services aimed at Central Asian countries will be accelerated, to drive innovation in the digital economy, Sun said.

The FTZ will be aligned with international digital trade rules. It will explore orderly data and information exchange and cooperation with Central Asian countries as per the law, Sun said.

(Source: China Daily)

### **3. RECOMMENDED EVENTS**

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

#### **Expo**

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

**Venue:** <https://osp.fastexpo.cn/>

**Organizer:** China Council for the Promotion of International Trade

**Contents:** Medical Equipment & Health Products, Machinery & Building Materials and Hardware, Furniture and Home Appliances & Office Supplies, Textiles and Clothing & Outdoor products, Food and Beverages & Related Ingredients.

**Brief Introduction:**

the China-Oceania and South Pacific Region International Trade Digital Expo is organized by the CCPIT and hosted by the CCPIT Information Center. The exhibition, spanning a period of 10 days, aims to provide a cutting-edge platform for Chinese and Oceania/South Pacific enterprises to engage in virtual communication, negotiations, and precise business matching.

With the participation of over 400 esteemed companies, the exhibition showcases nearly 10,000 products across 12 major industries. These industries include building materials and hardware, machinery and equipment, automotive parts, furniture, household appliances, and more. Notably, there is a dedicated exhibition area highlighting "Xinjiang Cotton Products." Simultaneously, specialized sessions such as "Building Materials and Hardware," "Machinery and Automotive Parts," "Furniture, Household Products, Gifts, and Consumer Electronics," "Textiles, Apparel, and Sports & Outdoor Products," and "Food, Agricultural Products, and Medical Devices" offer targeted matchmaking opportunities to foster meaningful collaborations and business prospects.

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## **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:** 7000m<sup>2</sup>

**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 | Nonwoven Fabric Rolls**

Hangzhou Hongrun Nonwovens Co., Ltd. specializes in producing spunlaced non-woven fabric rolls and products, including wax strips, wax roll, cleaning rags, disposable sheets, disposable towels, and disposable facial masks, wet wipes and, so on.

**HOT PRODUCTS**



Disposable Sheet Rolls



Pillow Cover



Pink Wax Strips



Wax Rolls



Wax Strips



Yellow Wax Strips



## **BUSINESS OFFER | Home Essentials**

Zhongqing Furniture (Ningbo) Co., Ltd is a dynamic trading company integrating industry and trade. Serving European and American wholesale distributors, importers, retailers, and e-commerce platforms, it specializes in home decor, daily essentials, kitchenware, bathroom products, garage organization, toolboxes, and custom printing. Its focus is on quality and innovation. In home decor, it offers stylish furniture and lighting. For kitchenware, it provides practical utensils. In bathrooms, it offers trendy and comfortable solutions. Its garage organization products maximize space efficiency.



## **BUSINESS OFFER | LED Ceiling Light**

Foshan NB Lighting Co., Ltd. was founded in 2009, its` main production base Jiangxi NB Lighting Co., Ltd. was founded in 2017 and covered an area of 32 mu about 23300 square meters. It has a total construction area of 28,000 square meters, Products mainly cover LED driver and lamps with CE,TUV, GS certificate. Total employees of more than 200 people. The company passed BSCI social responsibility system certification every year, and got ISO14001 and FSC certification in Sept 2022, and BSCI- QMI quality control system certification in sept 2023. The company has 15 standardized assembly lines , automatic LED light aging and automatic wave soldering production line, advanced spectrum analyzer, ultrasonic welding machine, imported LED chip SMT lines, the injection molding machine, environmental protection powder spraying and automatic

spray paint line, packaging production line, etc. Other kinds of testing instruments more than 100 sets. Products with novel in design, safe, environmental protection and energy saving, beautiful and durable, good in quality and cheap. The annual sales are rising year by year, and the annual output value is more than 150 million RMB.



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.

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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.

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).