

# Cross-border E-commerce Newsletter

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## **1. CHINA BUSINESS**

### **China announces zero-tariff treatment for least developed countries**

China will give all the least developed countries having diplomatic relations with China zero-tariff treatment for 100 percent tariff lines, according to a statement from the Customs Tariff Commission of the State Council published on September 12.

The treatment, effective from Dec. 1 of this year, aims to expand unilateral opening to the least developed countries and achieve common development, the statement said.

For products subject to tariff quota administration, goods within the quota will enjoy zero tariffs, while tariff rates on goods exceeding the quota will remain unchanged, it said.

(Source: Xinhua)

### **Chinese mainland, Hong Kong agree to promote services trade**

Li Yongsha, an official with the ministry, and Paul Chan, financial secretary of the HKSAR government, signed a document on amending the service trade agreement under the Closer Economic Partnership Arrangement (CEPA) in Hong Kong on October 10.

The agreement will take effect from the date of signing and will be officially implemented as of March 1, 2025.

According to the amendment, thresholds of market access for Hong Kong service providers in fields including finance, telecommunications, architecture and tourism, will be further lowered or removed.

(Source: Xinhua)

### **Hainan duty-free sales exceed during National Day holiday**

Offshore duty-free shops on south China's island province of Hainan generated 785 million yuan (about 111 million U.S. dollars) in sales during the recent National Day holiday, local customs said.

Hainan's offshore duty-free shops received some 110,200 customers with per capita consumption of 7,124 yuan during this period, Haikou Customs confirmed.

China released a master plan in June 2020 to build Hainan into a globally influential and high-level free-trade port by the middle of the century. During recent years, the island province has become an attractive shopping destination for domestic consumers.

Following years of efforts to enhance the local tourism and shopping sector, Hainan now boasts 12 offshore duty-free shops.

(Source: Xinhua)

### **China reports surge in home appliance sales under trade-in program**

The ongoing trade-in program for home appliances has led to a surge in sales revenues which topped 33.5 billion yuan (4.78 billion U.S. dollars) since August, the latest data from the Ministry of Commerce (MOC) showed, around 5.11 million consumers have benefited from the program for which the central government has provided more than 6.4 billion yuan in subsidies for consumers, the MOC said on Monday.

MOC data showed that green and smart home appliances are favored by consumers, with products labeled with top-level energy efficiency accounting for 92.53 percent of the sales revenues during the period.

Meanwhile, online and offline market sales are both booming, with sales of eight major categories of home appliances in the online and offline markets surging 44.9 percent and 47 percent year on year, respectively, the ministry said, citing data from third-party data companies.

(Source: Xinhua)

### **Snap, share, sell: influencer economy revives camera market in**

#### **China**

Across China, demand for cameras is reviving. Once sidelined by smartphones, cameras are back in style, fueled by the rise of social media, live-streaming and short videos.

From January to August 2024, China accounted for 23.3 percent of global camera shipments, ranking as the second-largest market after the Americas, according to the Camera & Imaging Products Association (CIPA).

The surge in demand is driven by the country's rapidly developing influencer economy, where likes and shares on social media platforms translate into sales.

(Source: Xinhua)

### **China was top destination for Saudi Arabia's merchandise exports**

Saudi Arabia's merchandise exports to China accounted for 13.9 percent of the kingdom's total in July, making China the largest destination for Saudi merchandise exports, according to a report issued by the Saudi General Authority for Statistics.

In July, China was Saudi Arabia's top trading partner for imports, accounting for 25.4 percent of the total. The United States accounted for 7.2 percent of the total, while Germany accounted for 5.1 percent of the total.

The report revealed that non-oil exports, including re-exports, registered an increase of 19 percent year-on-year in July. Meanwhile, merchandise exports increased by 2.0 percent, while oil exports fell by 3.1 percent in July.

The share of Saudi Arabia's oil exports in total exports dropped from 77 percent in July 2023 to 73.1 percent in July 2024. Meanwhile, imports increased by 12.6 percent in July, and the merchandise trade surplus decreased by 25.4 percent compared to July 2023.

(Source: Xinhua)

### **Nepal, China see surge in border trade**

Nepal-China trade through border routes rose around 70 percent during the first two months of Nepal's current 2024-25 fiscal year starting in mid-July, official figures showed.

Garments, footwear, electronic items, smartphones and electric vehicles are among goods imported from China through Rasuwagadhi and Tatopani border crossings ahead of Dashain and Tihar, two major festivals in Nepal which fall in mid-October and November.

(Source: Xinhua)

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

### **China's cross-border e-commerce trade grows rapidly**

The third Global Digital Trade Expo was recently held in Hangzhou, capital of east China's Zhejiang Province. According to the Global Digital Trade

Development Report 2024 released during the event, global digital trade soared to around 7.13 trillion U.S. dollars (about 1.02 trillion yuan) in 2023, up from 6.02 trillion U.S. dollars in 2021, marking an average annual growth rate of 8.8 percent.

The report also highlighted that the import and export scale of China's cross-border e-commerce reached 2.37 trillion yuan last year, up 15.3 percent year on year.

Mercado Libre, a leading Latin American e-commerce platform, witnessed a 70-percent increase in online Chinese sellers and a 75-percent surge in their sales on its platform in 2023.

The company has opened its cross-border e-commerce services to Chinese sellers in Mexico, Brazil, Chile and Colombia, according to its representative at the expo, who also emphasized the escalating significance of the Chinese market.

(Source: Xinhua)

### **AI technology injects new momentum into e-commerce**

The digital livestreamer named Yanxi has completed over 400,000 hours of livestreaming for more than 5,000 brands, attracting at least 100 million views, said a staff member at the booth of Chinese e-commerce giant JD.com at the 2024 China International Fair for Trade in Services (CIFTIS), which runs from Sept. 12 to 16 in Beijing.

With the help of Yanxi, merchants can set up an e-commerce livestreaming room within just two hours, at a cost only one-tenth of that required for a human livestreamer, providing consumers with 24/7 services.

JD.com also launched an AI-generated content (AIGC) platform, which assists merchants in making product images, marketing copy, and short product videos with a simple click. This innovation helps increase efficiency by more than 90 percent.

It is evident at the CIFTIS that AI, with its diverse array of products, is bringing new vitality and momentum to e-commerce.

Alibaba.com, a Chinese cross-border e-commerce giant, announced at the CIFTIS the launch of comprehensive AI application in foreign trade. Every step of cross-border trade, including procurement, search, product launch, reception, logistics, is now connected to AI technology.

Last year, Alibaba.com launched an AI business assistant that's now utilized by over 30,000 small and medium-sized enterprises. It can automatically generate a

full set of product information such as title, keywords, price and pictures according to a product image or several keywords, reducing the time for sellers to publish goods from 60 minutes to around 60 seconds.

(Source: Xinhua)

### **Alibaba launching two AI-embedded products**

Xianyu, Alibaba Group's online trading platform for secondhand goods, will launch two AI-embedded products this year to improve transaction efficiency, said its president Ding Jian on Friday at the ongoing 2024 China International Fair for Trade in Services.

The two products, named "Smart Product Launch" and "Smart Sales Management", will use technologies such as image and text generation to help users quickly upload items for sales, as well as offer automatic message replies and price adjustments.

This initiative also aligns with the government's push for large-scale equipment upgrades and the action of trading in used items for new ones, which was firstly issued in March, aiming to promote investment and consumption.

(Source: China Daily)

### **Chinese e-commerce giants promote Silk Road e-commerce cooperation**

The 2024 China-ASEAN Silk Road (Cross-border) E-commerce Open Cooperation Promotion Event kicked off in Nanning, capital of south China's Guangxi Zhuang Autonomous Region, on Sept. 24, 2024.

Chinese e-commerce giants, including Taobao, JD.com, and Meituan, as well as cross-border e-commerce companies pledged their support for the promotion event via video link, further promoting Silk Road e-commerce cooperation.

Representatives from e-commerce platforms and cross-border e-commerce companies, including Alibaba's Taotian Group, JD Group, the international site of Alibaba.com and Voghion, as well as livestreamers, said they would actively promote online sales of products from Vietnam, the guest country of honor, and northwest China's Xinjiang Uygur Autonomous Region, the guest provincial-level region of honor, through Silk Road e-commerce.

(Source: People's Daily)

## **Chinese e-commerce platforms are investing more resources to expand their presence in Africa.**

Tech heavyweight Alibaba Group Holding Ltd has been offering a range of specialized training programs for African entrepreneurs, including teaching them how to run online stores and sell distinctive agricultural products. Such training complements support in local smart logistics and fulfillment services, so as to promote the development of the digital economy in African countries.

Alibaba has worked with the Rwanda Development Board since 2018 to help Rwandan small and medium-sized enterprises sell their products, including coffee and handicrafts, to Chinese consumers through Alibaba's online marketplaces. So far, more than 250 African companies have registered with Alibaba.com.

Chinese e-commerce giant JD has opened online national pavilions covering a broad range of commodities from African countries such as South Africa, Tanzania, Ethiopia and Mali. The company said African agricultural products like wine, coffee and tea are gaining popularity among Chinese consumers, while some local skincare products, such as shea butter produced in Mali, are also favored by shoppers.

Online discounter PDD Holdings, parent company of Chinese e-commerce platform Pinduoduo, launched its cross-border e-commerce platform Temu in South Africa in January. It is the 49th country that Temu has entered since its launch in September 2022 in the United States.

The overall revenue of the e-commerce market in Africa is expected to reach \$59.18 billion in 2027, up from \$32.49 billion in 2022, according to TechCabal Insights, an Africa-focused digital economy consultancy.

(Source: China Daily)

## **Most popular products from Vietnam and China's Guangxi, Xinjiang unveiled**

The results of a vote for the most popular specialty products from Vietnam, south China's Guangxi Zhuang Autonomous Region and northwest China's Xinjiang Uygur Autonomous Region among consumers are announced at the 2024 China-ASEAN Silk Road (Cross-Border) E-commerce Open Cooperation Promotion Event in Nanning, capital of Guangxi, Sept. 24, 2024.

Cashews, mung bean cakes, and coconut candies from Vietnam, luosifen (river snail rice noodles), sea duck eggs, and buffalo milk from Guangxi Zhuang Autonomous Region, and milk powder, common plums, and roasted walnuts from northwest China's Xinjiang Uygur Autonomous Region, made it on the list of the most popular specialty products among consumers.

In addition to the products mentioned above, Vietnamese specialty products on the list also included durian cakes, dried jackfruit, and coffee.

Orah mandarins, mangoes, and Liubao tea from Guangxi, as well as Xinjiang's red dates, nuts, and Aksu apples, were also listed among the most popular specialty products.

(Source: People's Daily)

### **Lebanese e-commerce platform aims to tap into Chinese market with local specialties**

According to the founders of Lebanese Signature, an e-commerce platform, their collaboration this year with Chinese e-commerce leader JD.com has opened up new opportunities for Lebanese products by accessing China's expansive online marketplace.

"Overall, the sales outlook is promising, with Lebanese wines notably popular among Chinese consumers," the founders said.

However, entering the Chinese market has been challenging. One of the main difficulties has been introducing products that are well-known in Lebanon but relatively unfamiliar in China. Initially, Lebanese Signature focused on raising awareness of Lebanese products among Chinese consumers, including olive oil, wine, soap, and chocolate. Looking ahead, the team intends to broaden its offerings to include high-end brands, fashion designers, and artisanal crafts, aiming to attract Chinese consumers during major shopping events like the Chinese Spring Festival.

(Source: Xinhua)

### **Eyewear industry of Danyang, Jiangsu expands into international market**

Danyang has blossomed into the world's largest lens manufacturing hub. It boasts over 1,600 companies engaged in eyewear production and related



supporting industries. The city produces more than 400 million pairs of lenses each year, or approximately 70 percent of China's total and about half of the global output.

When a customer in Europe orders a pair of custom glasses from an optical shop, the order is transmitted to a lens supplier in Danyang. The supplier then immediately begins production, leveraging a complete industrial chain that integrates eyewear design, manufacturing, sales, and logistics. This entire process takes only a week. Currently, Danyang receives over 15 million custom lens orders annually from international clients.

In the first half of 2024, Danyang's eyewear enterprises reported exports of over 2.57 billion yuan (approximately \$365.6 million), up 2.8 percent year on year.

The development of cross-border e-commerce has significantly broadened the overseas customer base for Danyang's eyewear companies. In 2021, an eyewear cross-border e-commerce industrial park was inaugurated in Danyang. Since then, an increasing number of local eyewear enterprises have been exploring cross-border e-commerce export models. Today, the industrial park houses 68 companies engaged in cross-border e-commerce.

(Source: People's Daily)

### **China's textile hub Gaoyang sees thriving e-commerce**

Known as "the hub of textile production in China", Gaoyang county in Baoding city, north China's Hebei Province has emerged as a powerhouse of e-commerce in recent years. Gaoyang's triumph in the e-commerce arena is built on the solid foundation of its textile industry.

Gaoyang is now home to four Taobao townships and towns, over 1,000 e-commerce companies, and more than 10,000 e-commerce stores. A Taobao township or town refers to a township, town, or sub-district with at least three Taobao villages, which are rural e-commerce hubs that feature Alibaba's logistics, service and training.

According to official data, the number of parcels delivered surged 51.12 percent year on year in 2023 to about 254.84 million, ranking first in Baoding city and second in Hebei Province. In the first seven months of 2024, Gaoyang delivered 190 million parcels, up 43.39 percent from the same period last year.

(Source: People's Daily)

### **3. RECOMMENDED EXHIBITIONS**

#### **The 2nd China International Supply Chain Expo (CISCE)**

**Date:** November 26<sup>th</sup> to 30<sup>th</sup>, 2024

**Location:** Beijing, China

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

**Introduction:**

With the theme of Connecting the World for a Shared Future CISCE is not only an exhibition platform, but also a comprehensive platform that reflects the developments of the industrial chains and the trends of supply chain cooperation.

Focusing on 6 major chains-Advanced Manufacturing, Clean Energy, Smart Vehicle, Digital Technology, Healthy Life and Green Agriculture, as well as a Supply Chain Service Area.

**Website:** [www.cisce.org.cn](http://www.cisce.org.cn)

Please scan the QR code for visitor registration



#### **Ningbo Export Cross-border E-commerce Expo**

**Date:** May 28<sup>th</sup>-30<sup>th</sup>, 2025, 2024

**Location:** Ningbo, China

**Host:** Department of Commerce of Zhejiang Province, China Council for The Promotion of International Trade Zhejiang Provincial Committee, The People's Government of Ningbo Municipality

**Categories:** Pets & Baby, Big Home, Electronics & Lighting, Hardware Tools & Automotive Product, Household Goods & Gift

**Website:** [www.chinaecee.com/](http://www.chinaecee.com/)

## 4. BUSINESS OPPORTUNITIES

### **BUSINESS OFFER | New Energy Commercial Vehicle**

#### **Company Profile:**

Established in 2014, Farizon New Energy Commercial Vehicle Group is a wholly-owned subsidiary of Geely Holding Group. As the first commercial vehicle group focusing on new energy field in China, the Group has formed a new-generation commercial vehicle product and business development direction centered on "R&D as the guide, focusing on green and intelligent".

#### **Product Catalog:**

Heavy Truck (GXA-T Architecture), LCV (GXA-M Architecture), Light Truck, Mini Truck, Bus.

### **BUSINESS OFFER | Energy Storage**

#### **Company Profile:**

Founded in 2001, Great Power is a professional lithium-ion battery public company. Today, the company has 2200+ engineers, 10000+ employees, has exported to more than 50 countries and regions.

All manufacturing facilities have certification of 1s09001, 1S014001, 1ATF16949, GJB90018 and 1s045001:2018, guaranteeing a strict quality management system that adds customer value. All ESS batteries are certified by UL, RoHS, CE, and QCT-743-2006.

#### **Product Catalog:**

- Batteries: Energy storage products(cell/pack/rack), Consumer batteries, EV batteries
- Energy Storage: Customized solutions for Utility Scale, Standardized solutions for commerce and industry

### **BUSINESS OFFER | Energy & Environment Conservation**

#### **Company Profile:**

Since 1982, the more than 40 years history of endeavor and constant improvements has transformed Shuangliang from an air conditioning equipment manufacture to a conglomerate maintaining operations in machinery, clean energy, chemical, new materials, and hotel management. Shuangliang has been recognized as a China Well-known Mark, with the 2,000-mu Shuangliang Industrial Park and 700-mu Shuangliang Machine Building Park, and operates 22 subsidiary companies.

#### **Product Catalog:**

solar wafer, solar module, absorption chiller, heat exchanger, boiler, air-cooled condenser, water-electrolytic hydrogen production equipment, poly-silicon reduction furnace, etc.

### **BUSINESS OFFER | New Chemical Materials**

#### **Company Profile:**

HangYang is founded in 1950 and is a worldwide supplier of ASU, Up to now, more than 4,000 sets of ASU Supplied to the Market. It's the largest ASU manufacturer in Global, and its ASU Market share is over 50% in China.

#### **Business Field:**

- ASU Manufacture: Large & Medium-size ASU, Modular ASU, New ASU Process
- Engineering Design: Engineering Design, EPC
- Gases Investment: Gas Factory Construction, Acquiring existing gas companies
- Petrochemical Equipment: Ethylene Cold Box, LNG Equipment, Nitrogen Wash Equipment
- Environmental equipment: Hydrogen Liquefaction Equipment, CCUS Device, Energy Storage Device

### **BUSINESS OFFER | Smart Vehicle**

#### **Company Profile:**

CiDi was founded in October 2017, and focuses on technological innovation and execution to create practical intelligent driving products for commercial vehicles.

#### **Product Catalog:**

As the industry's earliest autonomous driving company to lay out cooperative vehicle-to-road technology, CiDi products encompass "smart vehicles" and

"intelligent roads", including autonomous heavy trucks, unmanned electric mining trucks, and driverless logistics vehicles for industrial parks. With a rich suite of products for cooperative vehicles, CiDi provides multiple types of intelligent networking solutions for connected vehicle pilot areas, dual-intelligence cities, and smart expressways – allowing intelligent vehicles to take full advantage of digital infrastructure.

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

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