

# Cross-border E-commerce Newsletter

Issue No.5 (2024)

December 17, 2024

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## **1. CHINA BUSINESS**

### **China strengthens policy support for foreign trade development**

In the first ten months, China's foreign goods trade rose 5.2 percent from a year ago to 36.02 trillion yuan (about 5 trillion U.S. dollars), with exports up 6.7 percent and imports up 3.2 percent, official data showed.

The country has built 22 pilot free trade zones (FTZs) covering coastal, inland and border areas. These zones contribute about 20 percent of the country's total foreign investment and import-export volume. Foreign trade in the FTZs expanded by 11.99 percent year on year in the first three quarters of 2024.

(Source: Xinhua)

### **China's foreign trade shows steady growth in first 11 months**

China's total goods imports and exports maintained steady growth in the first 11 months of 2024, expanding by 4.9 percent year on year in yuan terms, official data showed December 10.

Goods trade value expanded to 39.79 trillion yuan, or 5.6 trillion in U.S. dollar terms, in the January-November period, according to the General Administration of Customs (GAC).

Specifically, exports of mechanical and electrical products accounted for nearly 60 percent of the total during the January-November period, with exports of containers, ships and motorcycles increasing by 108.7 percent, 65.3 percent and 24.8 percent, respectively. Agricultural products reached a broad overseas market, as exports of dried and fresh fruits and nuts, vegetables and edible fungi, and alcohol and beverages increased by 22.2 percent, 11.4 percent and 7.5 percent, the data showed.

Market diversification also sustained momentum. In the first 11 months of 2024, China's trade with traditional partners such as the European Union, the United States and the Republic of Korea achieved growth of 1.3 percent, 4.2 percent and 6.3 percent, respectively. China's trade with countries participating in Belt and Road cooperation saw a year-on-year increase of 6 percent, while that with ASEAN countries rose by 8.6 percent. China's foreign trade with Latin America and Africa increased by 7.9 percent and 4.8 percent, respectively.

(Source: Xinhua)

## **China Intl Supply Chain Expo nets \$21B in deals, draws global tech giants**

The second China International Supply Chain Expo wrapped up in Beijing on Nov. 30, drawing more than 620 enterprises and institutions from 69 countries and regions, significantly surpassing last year's inaugural event in scale and impact.

Under the theme "Connecting the World for a Shared Future," the five-day expo yielded more than 210 trade deals and tentative agreements worth over 152 billion yuan (\$21 billion).

Participating companies established connections with more than 37,000 upstream and downstream enterprises, resulting in approximately 6,700 potential partnerships.

Exhibitors widely acknowledged the expo's crucial role in strengthening market confidence and deepening business relationships. The event's organizer, the China Council for the Promotion of International Trade (CCPIT), facilitated precise matchmaking between Chinese and foreign enterprises, leading to several significant deals.

(Source: China.org.cn)

## **Overwhelming majority of business entities in China from private sector**

The number of private business entities in China had exceeded 180.86 million by the end of September 2024, accounting for 96.37 percent of the country's total business entities, the State Administration for Market Regulation said on Nov. 6.

China has long promoted the development of its private sector and has consistently pursued the creation of a market-oriented, law-based and international business environment.

(Source: Xinhua)

## **China's industrial output up 5.8 pct in first three quarters**

China's value-added industrial output, an important economic indicator, went up 5.8 percent year on year in the first three quarters of 2024.

In September, the industrial output rose 5.4 percent year on year, and the growth pace was 0.9 percentage points faster from the previous month, according to the National Bureau of Statistics (NBS).

The industrial output measures the activity of enterprises each with an annual main business turnover of at least 20 million yuan (about 2.8 million U.S. dollars).

(Source: Xinhua)

### **FTZ reforms deepen China-ASEAN economic, trade ties**

In recent years, with the deepening of economic cooperation and the trade exchange of agricultural products between China and the Association of Southeast Asian Nations (ASEAN), the complementary advantages of agricultural products trade between Guangxi and ASEAN have become more prominent. The geographical advantages of land and sea links with ASEAN have also injected vitality into the continuous expansion of Guangxi's fruit exports.

According to data from the Nanning Customs, in 2023, Guangxi imported 16.71 billion yuan (about 2.4 billion U.S. dollars) of ASEAN agricultural products, a year-on-year increase of 43.1 percent.

(Source: Xinhua)

### **China's railway cargo transportation rises in Q3**

China's railway network transported 1.004 billion tonnes of cargo in the third quarter of this year, marking a year-on-year increase of 3.8 percent and setting a new record for freight volume in a single quarter.

China's railway industry has been improving its transportation services and efficiency to support the high-quality development of the economy, according to China State Railway Group Co., Ltd.

(Source: Xinhua)

### **China-Europe freight train service hits 100,000 trips, boosting global economic, trade ties**

The 100,000th China-Europe freight train departed from southwest China's Chongqing Municipality on the morning of Nov. 15, a significant milestone in the

development of the service that facilitates economic and trade exchanges between China and Europe.

The China-Europe freight train service enables more high-quality Chinese products to reach overseas markets faster and at lower transportation costs, while also creating a new gateway for foreign businesses to enter the Chinese market.

(Source: Xinhua)

## **China's Yiwu jumps on bandwagon of holiday shopping spree amid latest trade reforms**

While customers in Europe and the United States are busy shopping for this year's Christmas supplies, Yiwu, a city in eastern China known as "the world's supermarket," is already preparing for next year's festive products.

Yiwu produces around two-thirds of the world's Christmas products, including towering artificial trees, festive costumes, colorful ornaments, lights and decorative paintings. Businesses in Yiwu usually receive Christmas product orders in April and May, with deliveries beginning in July.

Customs data show that in 2023, the city's Christmas supply exports reached 4.67 billion yuan (about 650 million U.S. dollars), an increase of 17.6 percent.

(Source: Xinhua)

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

### **Expansion of global free shipping zone drives growth of cross-border e-commerce**

Apart from east China's Jiangsu and Zhejiang provinces and Shanghai, the global free shipping zone of various e-commerce platforms has now expanded. For example, Taobao, Alibaba's online marketplace, has included 10 countries and regions in its global free shipping zone. These include Singapore, Malaysia, Thailand, Japan, South Korea, Vietnam, and Cambodia.

As a result, overseas customers placed a significant increase in orders on relevant e-commerce platforms. On Alibaba's Tmall, nearly 70,000 businesses experienced a doubling in cross-border transaction volume during this year's "Double 11" shopping festival in November.

(Source: People's Daily)

### **China's e-commerce logistics index hits 7-year high in November**

China's e-commerce logistics index hit a seven-year high in November, according to the results of a survey released by the China Logistics and Purchasing Federation and e-commerce giant JD.com on Dec. 8.

The e-commerce logistics index, an indicator of logistics operations, came in at 115.5 points last month, up 0.5 points month on month, according to the survey. The sub-index for total business volume increased 0.4 points month on month to 134.1, indicating rising demand in the sector.

(Source: Xinhua)

### **China releases guidelines for digital trade, aiming to boost development, openness**

China released new guidelines on Nov. 28 for reform and innovation in digital trade, aiming to create fresh momentum for the digital sector, boost its contribution to overall trade, and expand opening-up to encourage foreign investment.

By 2029, the scale of digitally deliverable services trade is expected to have grown steadily. It is set to surpass 45 percent of China's total services trade, with improved infrastructure, institutional frameworks, and significantly enhanced openness in the digital sector, aligning more closely with high-standard international trade rules. By 2035, this proportion is projected to exceed 50 percent, according to the guidelines released by China's State Council and the General Office of the Communist Party of China (CPC) Central Committee.

(Source: People's Daily)

### **China's Double 12 shopping festival set to boost consumption with trade-in policies**

As the annual Double 12 shopping event is unveiled, some major Chinese e-commerce platforms are preparing a range of promotional activities that integrate with the nation's trade-in programs, which are expected to stimulate consumer spending.

Starting at 8 pm on December 9, Tmall has launched more than 100 categories of products, encompassing major appliances, small appliances, home decor, and 3C digital products, all eligible for government subsidies, offering discounts as much as 50 percent, the Global Times learned from the platform on December 11. This year, various local governments across China are offering subsidies on Tmall for consumers purchasing energy-efficient or water-efficient home appliances. Buyers can receive a 20 percent subsidy on first-level efficiency products and a 15 percent subsidy on second-level efficiency products, with a maximum subsidy of 2,000 yuan (\$275) per product. Notably, these subsidies apply to both new purchases and trade-ins, according to Tmall.

Seizing the year-end consumption peak, the Chinese e-commerce platform Suning.com has launched its Double 12 event, which covers various categories such as kitchen and bathroom home decoration, winter heating, and 3C digital products. During the Double 12 period, Suning.com has partnered with major brands, offering discounts of up to 50 percent.

JD.com is providing offers on popular home appliances at half prices, along with an additional discount of 40 yuan for every 300 yuan spent. Consumers can also take advantage of national subsidies on various appliances, with discounts of up to 2,000 yuan on select items.

(Source: Global Times)

### **Chinese e-commerce giants make their way into Brazil**

Chinese e-commerce platforms are making a beeline for Brazil to cultivate new customers and rev up sales, as cross-border online marketplaces have become an important new driving force for bolstering the growth of China's foreign trade and promoting economic and trade cooperation with Latin America.

Online discounter PDD Holdings, the parent company of Chinese e-commerce platform Pinduoduo, launched its cross-border e-commerce platform Temu in Brazil in June. This is the 70th country that Temu has entered since its debut in September 2022 in the United States.

(Source: People's Daily)

### **Reports on cross-border e-commerce competitiveness released at WIC forum**

The 2024 World Internet Conference (WIC) Cross-Border E-Commerce Sustainable Development Forum was held in Wuzhen, East China's Zhejiang

province, on Nov 21. Three research reports on cross-border e-commerce competitiveness were released at the forum. The three reports, as the outcomes of these joint efforts, focus on countries, platform enterprises and logistics companies, respectively.

The Cross-Border E-Commerce Competitiveness Research Report – Country-Level Analysis evaluated 55 countries across six continents, using an indicator system to measure competitiveness based on two dimensions: business environment and industry competitiveness.

The Cross-Border E-Commerce Competitiveness Research Report – Platform Enterprises analyzed 50 leading global platform enterprises across four dimensions: operational capacity, service capacity, sustainability and innovation.

The Cross-Border E-Commerce Competitiveness Research Report – Logistics Enterprises examined 50 global leaders, focusing on transport, warehousing and end-to-end service capabilities.

(Source: wicinternet.org)

### **Cross-border e-commerce growing in China**

According to a report from Chinese e-commerce platform JD's Consumption and Industry Development Research Institute, imported brands, including mobile phones, personal care products, cosmetics, watches, eyeglasses, infant and maternal goods, nutrition and healthcare products, have gained in popularity among Chinese shoppers.

People in the 26 to 35 age group are the main consumers of imported products, accounting for nearly 50 percent of all age groups. In addition, consumers aged between 46 and 55 have contributed to the fastest growth in purchasing imported products, the report said.

Cross-border e-commerce in China has grown exponentially in recent years. Statistics from the General Administration of Customs show that the country's cross-border e-commerce imports and exports reached 1.22 trillion yuan (\$171.7 billion) in the first half of the year, an increase of 10.5 percent year-on-year.

(Source: China Daily)

### **China's Yiwu to launch new round of int'l trade reforms**



The eastern Chinese city of Yiwu, known as the "world's supermarket" and a key supplier for Chinese cross-border e-commerce platforms, is set to launch a new round of international trade reforms aimed at strengthening its role in global commerce.

The State Council has approved the overall plan for deepening comprehensive international trade reforms in the city located in China's Zhejiang Province, according to a circular released December 11.

The plan outlines a vision to promote reforms in Yiwu through further opening up, along with initiatives such as innovating market procurement trade mechanisms, promoting import trade development, enhancing the functionality of comprehensive bonded zones and strengthening cross-border e-commerce regulations, according to the circular.

(Source: Xinhua)

### **3. RECOMMENDED EXHIBITIONS**

#### **The 20th China Expo Forum for International Cooperation**

**(CEFCO 2025)**

**Date:** January 8<sup>th</sup> to 10<sup>th</sup>, 2025

**Location:** Tianjin, China

**Host:** China Council for the Promotion of International Trade (CCPIT), UFI, The Global Association of the Exhibition Industry (UFI), International Association of Exhibitions and Events (IAEE), Society of Independent Show Organizers (SISO) and International Congress and Convention Association (ICCA)

#### **Introduction:**

The theme of CEFCO 2025 is "Empowering a Sustainable Future with New Quality Productive Forces". Guests from the global exhibition and conference industry will engage in discussions on cutting-edge topics such as review and outlook for major exhibition and conference markets, region and strategy for business growth, global presence of China's exhibition and conference industry, building an exhibition and conference destination city, latest practices in empowering exhibitions and conferences with digital technologies and green and low-carbon exhibitions and conferences, etc. CEFCO 2025 will also hold a grand celebration of the 20th anniversary to review the win-win cooperation between China and other countries in the exhibition and conference industry, look ahead

to the prospects of future cooperation, and discuss key issues concerning further development of the exhibition and conference industry.

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

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

##### **BUSINESS OFFER | Grinding Machine**

###### **Company Profile:**

Guilin Guibei Machinery Co., Ltd. was founded in 1966 and is a national high-tech enterprise located in Guilin, Guangxi. The company specializes in the research and development and production of high-precision surface grinding machines and related machinery. Equipped with advanced manufacturing and testing equipment, its products are widely used in industries such as automotive and aerospace, enjoying a 30% domestic market share. Guibei Machinery exports its products to over 40 countries and regions worldwide, making it a well-known brand in the industry. The company has received multiple national awards and was recognized as a national "Specialized, Precise, Unique, and Excellent" (SPUE) "Little Giant" enterprise in 2022.

###### **Product Catalog:**

Head-Mobile Surface Grinding Machine, Column-Mobile Surface Grinding Machine.

##### **BUSINESS OFFER | Sterilizer**

###### **Company Profile:**

HENAN SHORTCUT NEW MATERIAL TECHNOLOGY Co., Ltd. specializes in the research, development, production, and sales of medical-grade air purification and disinfection machines. The company provides comprehensive air purification and disinfection solutions for various applications, including healthcare facilities, schools, and office spaces. Its products effectively control critical air quality indicators such as bacteria, viruses, particulates, harmful gases, and oxygen concentration, ensuring safe and healthy indoor environments.

###### **Product Catalog:**

Piezoelectric net atomizer, Medical Plasma Air Sterilizer, Air Disinfection Screen, Medical Plasma Air Sterilizer, Medical compression atomizer.

## **BUSINESS OFFER | Mechanical components**

### **Company Profile:**

Zhangjiakou Hongxing Machinery Co., Ltd. specializes in producing high-quality roller shells, ring dies, and flat dies for pellet mills. With over 24 years of experience, the company is a trusted supplier for global pellet industry leaders like GF, BÜHLER, and ANDRITZ.

Hongxing holds the CQC ISO9001 certification and is an Alibaba Golden Supplier, a lifetime board member of WECBA, and a Grade A exporter according to China Customs. It is the only listed company in the pellet industry on the Shanghai Equity Exchange Center. Committed to world-class quality, Hongxing's "BOBSHELL" products offer competitive advantages in animal feed, biomass fuel, chemicals, and organic fertilizers.

### **Product Catalog:**

Roller shells, Ring dies, CPM gear, CPM clamp.

## **BUSINESS OFFER | Home Appliance**

### **Company Profile:**

The company has become a modern high-tech home appliance enterprise that integrates technology research and development, production and manufacturing, and domestic and international sales. It has a professional research and development team and a mature market development team, providing professional services from research and development design, production manufacturing, and marketing.

### **Product Catalog:**

Currently, the company mainly develops and produces best-selling kitchen appliances at home and abroad, such as coffee machines, electric mixers, flour machines, juicers, bean grinders, can openers, and cooking machines. The company follows the international quality system management guidelines of ISO9001:2015 and ISO14000:2008.

## **BUSINESS OFFER | Home Appliance**

### **Company Profile:**

Pingle Group is a supplier of Grain Machinery Engineering Equipment/Flour Mill Plant integrating R&D, design, production, installation, and commissioning. The company focuses on the business of complete sets of grain (wheat/ maize) processing equipment, undertakes the turn-key project for complete sets of grain processing equipment with steel structure building and steel silos, and can provide scientific and integrated solutions of grain fine-processing equipment and process technology.

The company has more than 300 pieces/sets of modern equipment of R&D, production/manufacture, and testing/detection. Its product markets cover major grain producing areas across China, and the products are exported to 40 countries and regions.

### **Product Catalog:**

Wheat flour milling plant, maize flour milling plant, single machine.

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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