

# Cross-border E-commerce Newsletter

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## **1. CHINA BUSINESS**

### **China's commerce ministry to boost opening-up, ease market access in 2025**

China's Ministry of Commerce will boost opening-up and ease market access in 2025, it said on Thursday.

After all foreign investment restrictions in the manufacturing sector have been lifted, the opening-up of the services industry will be advanced steadily, promoting pilot programs in fields such as telecommunication, health care and education, a ministry spokesman said.

The ministry will revise and expand the catalog of industries that encourage foreign investment to make investment policies more attractive, he noted.

A total of 59,080 new foreign-invested firms were established across China in 2024, an increase of 9.9 percent year on year, according to ministry data.

In 2024, foreign direct investment in the Chinese mainland in actual use totaled 826.25 billion yuan (115.22 billion U.S. dollars), down 27.1 percent year on year.

(Source: Xinhua)

### **China's foreign trade hits new high in 2024**

China's foreign trade hit a record high in total value in 2024 as the world's second-largest economy further consolidated its top position globally in goods trade.

The nation's total goods imports and exports in yuan reached 43.85 trillion yuan (about 6.1 trillion U.S. dollars) last year, up 5 percent year on year, according to data released by the General Administration of Customs (GAC). Exports grew 7.1 percent year on year to 25.45 trillion yuan last year, while imports expanded 2.3 percent from one year earlier to 18.39 trillion yuan, the data showed.

At a government press conference held in Beijing on Monday, GAC deputy head Wang Lingjun said that China's foreign trade growth in 2024 was relatively fast among major economies in the world.

"China's foreign trade has concluded the year 2024 with a successful ending," Wang said as he provided data on December's imports and exports, which exceeded 4 trillion yuan, marking a record monthly high and up 6.8 percent year on year. Foreign trade jumped to 11.51 trillion yuan in the fourth quarter, with

the quarterly growth rate also quickening by 0.4 percentage points compared to that in the third quarter.

The nation's status as the world's biggest goods trader was further strengthened with its exports and imports accounting for 14.5 percent and 10.5 percent of the world's total in the first three quarters of 2024, up 0.3 and 0.1 percentage points year on year, said Wang, citing data from the World Trade Organization.

(Source: Xinhua)

## **China's foreign trade shows steady performance, resilience in first two months**

According to data released by the General Administration of Customs (GAC), in the first two months of 2025, total goods trade value reached 6.54 trillion yuan (about 912.07 billion U.S. dollars), reflecting a moderate decrease of 1.2 percent from a year earlier.

Lyu Daliang, director of the GAC's Department of Statistics and Analysis, said that after excluding the impact of incomparable factors, China's total goods imports and exports grew by 1.7 percent year on year in the first two months of 2025, fully demonstrating the resilience of China's foreign trade development, Lyu noted. Exports rose 3.4 percent from the same period last year to reach 3.88 trillion yuan, while imports dropped by 7.3 percent to 2.66 trillion yuan, the data revealed.

Friday's data also showed that the innovation capabilities of China's private enterprises had continued to strengthen in early 2025. In the first two months, the total goods trade value of private enterprises totaled 3.69 trillion yuan, marking a year-on-year increase of 2 percent. This figure represents 56.4 percent of China's total foreign trade value during the period. Notably, imports and exports of high-tech products by private enterprises amounted to a combined 624 billion yuan, accounting for almost half of the total trade value of such products.

ASEAN remained China's largest trading partner in the first two months of 2025. During this period, trade between China and ASEAN countries reached a total of 1.03 trillion yuan -- or 15.8 percent of China's overall trade value, the GAC said.

(Source: Xinhua)

## **China to impose additional tariffs on some Canadian products after anti-discrimination probe**

China announced Saturday that it will impose additional tariffs on some products imported from Canada based on the ruling of an anti-discrimination probe.

Effective from March 20, an additional 100-percent tariff will be imposed on imported rapeseed oil, oil cakes, and peas originating from Canada, while aquatic products and pork will be subject to an additional 25-percent tariff.

The decision comes after China's first anti-discrimination probe into foreign countries and regions, which found that Canada's restrictive measures on certain Chinese products have constituted discriminatory restrictions that disrupt normal trade order and harm the legitimate rights and interests of Chinese enterprises.

Last year, Canada announced tariff hikes on electric vehicles (EVs) and steel and aluminum products imported from China, prompting the Chinese side to initiate an anti-discrimination probe in September.

(Source: Xinhua)

## **China to impose additional tariff on some U.S. products**

China will impose additional tariffs on some products imported from the United States, effective from March 10, the Customs Tariff Commission of the State Council said Tuesday.

An additional 15-percent tariff will be imposed on imported chicken, wheat, corn and cotton originating from the United States, according to a statement from the commission. Sorghum, soybeans, pork, beef, aquatic products, fruits, vegetables and dairy products will be subject to an additional 10-percent tariff.

The statement comes after the U.S. imposition of an additional 10-percent tariff on products imported from China, effective from March 4.

The unilateral imposition of tariffs by the United States undermines the multilateral trading system, increases the burden on American businesses and consumers, and erodes the foundation of China-U.S. economic and trade cooperation, the commission said in the statement..

(Source: Xinhua)

## **China's retail sales up 4 pct in first two months**

China's retail sales of consumer goods, a major indicator of the country's consumption strength, climbed 4 percent year on year in the first two months of 2025, according to official data. The growth rate is 0.5 percentage points higher than that in 2024, according to the National Bureau of Statistics (NBS).

Total retail sales of consumer goods reached over 8.37 trillion yuan (about 1.17 trillion U.S. dollars) from January to February. Excluding automobiles, the figure was 7.68 trillion yuan, registering a year-on-year growth of 4.8 percent.

Retail sales in the country's urban regions rose 3.8 percent year on year in the two-month period, while that in rural areas expanded 4.6 percent.

Online retail sales jumped 7.3 percent year on year to around 2.28 trillion yuan in the period. In particular, online retail sales of physical goods rose 5 percent year on year to 1.86 trillion yuan, accounting for 22.3 percent of the total retail sales of consumer goods.

(Source: Xinhua)

## **Free Trade Zones (FTZs) provide robust support for foreign businesses operating in China**

As a crucial platform for the government to promote high-level opening-up, China's pilot FTZs have introduced pioneering reforms to create a first-class business environment characterized by market-oriented practices, rule of law and internationalization, providing robust support for foreign enterprises operating in China, a spokesperson of the Ministry of Commerce said Thursday.

In terms of market access, the pilot FTZs have introduced a negative list for foreign investment and a negative list for cross-border service trade, while further opening-up arrangements have been made in sectors such as value-added telecommunications, commercial services, finance and culture, the spokesperson said.

To align with international high-standard economic and trade rules, the ministry has introduced over 110 pilot measures and supported eligible FTZs and the Hainan Free Trade Port to engage with frameworks such as the Comprehensive and Progressive Agreement for Trans-Pacific Partnership and the Digital Economy Partnership Agreement, the spokesperson said.

In 2024, the 22 FTZs attracted 28.25 billion U.S. dollars of foreign direct investment in actual use, accounting for 24.3 percent of the country's total, the spokesperson said.

(Source: Xinhua)

### **China's int'l trade in goods, services hits 4.05 trln yuan in January**

The value of China's international trade in goods and services reached over 4.05 trillion yuan in January, official data showed on Friday.

In U.S. dollar terms, the country's exports of goods and services amounted to 315 billion dollars, while the imports was 249.4 billion dollars, resulting in a surplus of 65.6 billion dollars, the State Administration of Foreign Exchange said.

In January, the export value of goods topped 2.01 trillion yuan, while the import value of goods reached nearly 1.38 trillion yuan -- a surplus of 634.2 billion yuan.

The export value of services reached 251.8 billion yuan and the import value of services stood at 414.9 billion yuan last month, producing a deficit of 163.1 billion yuan, according to the data.

(Source: Xinhua)

### **China's logistics efficiency continues improvement, sets record in 2024**

China's logistics efficiency continued to improve in 2024, with the ratio of social logistics costs to gross domestic product (GDP) dropping to the lowest level in history last year, the National Development and Reform Commission (NDRC) said.

The ratio stood at 14.1 percent for 2024, representing a decrease of 0.3 percentage points from the previous year -- and reaching the lowest level since such statistics data was first published in 2006.

Across industry segments, the ratio of transportation costs to GDP decreased by 0.2 percentage points, while the ratio of management costs to GDP dropped by 0.1 percentage points, according to the NDRC.

In the future, the country will accelerate the implementation of the railway freight network project and the interconnected inland waterway transport system project, as well as support the establishment of international logistics

hubs and commodity resource allocation hubs in certain regions, the commission said.

(Source: China Daily)

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

### **China e-commerce logistics opens new warehouse in Poland**

China e-commerce enabler JD Logistics opened its third warehouse in Poland and its second in Warsaw this week to enhance supply chain logistics services.

Spanning nearly 10,000 square meters, the new facility will provide integrated cross-border supply chain solutions for businesses.

According to statistics from JD Logistics, by 2025, it plans to double its overseas warehouse capacity.

(Source: Xinhua)

### **China's Xiamen exports over 30 mln e-commerce parcels via air route to Sao Paulo**

China's Xiamen has exported over 30 million cross-border e-commerce parcels since an air cargo route linking it with Sao Paulo in Brazil was launched two years ago.

(Source: Xinhua)

### **China urges U.S. to optimize regulation on cross-border e-commerce**

The U.S. imposition of additional tariffs on Chinese exports and its tweaking of "de minimis" exemption policy will drive up the costs for American consumers and dampen their shopping experience, He Yongqian, spokesperson for the Ministry of Commerce, said on Thursday.

When asked to comment on the erratic behavior of the U.S. Postal Service, which suspended accepting parcels from the Chinese mainland and Hong Kong but reversed its decision a few hours later, He told a regular press conference that cross-border e-commerce has distinct advantages.

Cross-border e-commerce caters to the personalized demands of consumers, offers quick delivery, and cuts down on costs. It has emerged as a significant trend in the development of international trade, He said.

China hopes that the United States will align with the development trends of international trade, streamline its regulatory mechanisms, and foster a fair and predictable policy ecosystem for cross-border e-commerce. By doing so, the United States can offer its domestic consumers a more convenient consumption environment, with high-quality products at reasonable prices, He added.

(Source: Xinhua)

### **5th China Cross-Border E-Commerce Trade Fair opens in Fuzhou**

The 5th China Cross-Border E-Commerce Trade Fair opened in Fuzhou, southeast China's Fujian Province on Tuesday, attracting over 1,800 supply chain and service enterprises from various countries and regions.

This year's event coincides with the 2025 China Cross-Border E-Commerce Conference, which focuses on the upgrade of the cross-border e-commerce industry and seeks pathways for Chinese companies to expand internationally.

(Source: China.org)

### **China e-commerce hit again as USPS suspends handling parcels**

China and Hong Kong's e-commerce market has suffered a double hit in recent days as the US Postal Service (USPS) has unexpectedly suspended the handling of packages from both China and Hong Kong just days after US Customs and Border Protection (CBP) confirmed that shipments would no longer benefit from the de minimis exemption.

The USPS made its unexpected announcement yesterday without explaining the move. In a service alert, the mail provider said it would "temporarily suspend only international package acceptance of inbound parcels from China and Hong Kong Posts until further notice" .

Although no reason was given for the suspension, the move follows hot on the heels of the Trump administration's decision to add tariffs of 10% on imports from China.

The tariffs also remove China's ability to benefit from the de minimis exemption that allowed packages worth less than \$800 to enter the country without paying duties and with minimal customs scrutiny.



(Source: Aircargo News)

## **China's e-commerce giant ramps up AI investment to innovate business landscape**

The Qwen foundation model, developed by China's Alibaba Group, has spawned over 100,000 derived models, claiming the top spot globally. This advancement comes as the e-commerce giant continues to ramp up its investment in AI, aiming to bring about transformative changes to its business landscape.

Alibaba recently announced that it would invest more than 380 billion yuan (about 53 billion U.S. dollars) in building cloud and AI hardware infrastructure in the next three years.

"We will focus on the domestic and overseas e-commerce business, cloud computing technologies and internet platform products," said Eddie Wu, Alibaba Group's CEO, at an earnings call in February.

The development of AI is bringing about significant changes to the industry, Wu said. "Our planned investment in cloud and AI infrastructure over the next three years is set to exceed what we have spent over the past decade."

(Source: People's Daily)

## **Alibaba's B2B Marketplace 1688 to Scrap 'Refund Only' Policy in Boost to Sellers**

Alibaba Group Holding's online business-to-business platform 1688 said it will cancel its "refund only" policy starting late this month, following suit other Chinese e-commerce sites in optimizing relevant strategies to improve the business environment for merchants.

When handling transaction disputes related to product quality, 1688 will make judgments based on accounts' integrity, the wholesale marketplace announced. Merchants meeting certain requirements will have the platform provide subsidies to buyers and not bear any related costs, it added. Buyers will not be required to return the products after receiving the subsidy, with other refund requests to be handled by merchants independently, 1688 noted.

Over the past six months, several major Chinese e-commerce platforms have shifted their stance on "refund only" issues to boost their protection for top merchants. Alibaba's Taobao began optimizing its strategy last July, with the

platform no longer intervening in such requests for stores with a comprehensive experience score of more than or equal to 4.8.

Taobao intercepted over 400,000 unreasonable "refund only" requests per day over the two months after implementing its new optimization strategy, it noted. Short-video platform Kuaishou Technology terminated its "refund only" service on Dec. 2. PDD Holdings' discount shopping site Pinduoduo unveiled five new measures to optimize its policies in January, ceasing active intervention in top merchants' refund requests.

(Source: Yicai)

## **More than 1 billion Chinese e-commerce goods entered Belgium last year**

In 2024, Belgium saw an influx of over 1 billion Chinese e-commerce goods, each valued under 150 euros. According to figures requested by Flemish MP Peter Van Rompuy from former minister of finance Vincent Van Peteghem, 1,009,712,459 such items were declared.

Earlier this week, the European Commission announced plans to address the mass import of low-cost goods, particularly from China. Among its proposals is the introduction of "administrative costs" to monitor the growing volume of online purchases.

Belgium has witnessed a 166 per cent increase in these imports compared to 2023 and a sevenfold rise since 2020. "E-commerce does not stop at national borders. The popularity of international web shops such as Shein and Temu also proves this," Van Rompuy said. "Strong and effective action must, therefore, be taken at the European level. It is positive that the European Commission is now effectively taking up the challenge."

(Source: Belga News Agency)

## **Kazakhstan and China Set to Expand Trade and E-Commerce**

Trade between Kazakhstan and China continues to grow, reaching \$43.8 billion in 2024, according to China's General Administration of Customs. Kazakhstan's exports to China amounted to \$15.8 billion, marking a 9% increase from the previous year. These figures were announced by Han Chunlin, China's newly appointed ambassador to Kazakhstan, during a meeting with Kazakh Minister of Trade and Integration Arman Shakkaliyev on February 8.

The meeting focused on expanding Kazakh-Chinese trade and economic cooperation, with particular emphasis on e-commerce platforms.

Shakkaliyev highlighted that bilateral trade reached a historic high in 2024 and reaffirmed Kazakhstan's commitment to diversifying its exports while expanding the range of products supplied to China. He also announced plans for trade and economic missions in 2025, alongside Kazakhstan's participation in major exhibitions in China.

Kazakhstan's e-commerce industry has seen rapid growth in recent years. According to the Ministry of Trade and Integration, online transactions from January to November 2024 totaled approximately 3.2 trillion KZT (over \$6 billion), accounting for 14.5% of total retail trade.

(Source: The Times of Central Asia)

### **3. RECOMMENDED EXHIBITIONS/EVENTS**

#### **The 3rd China International Supply Chain Expo (CISCE)**

**Date:** July 16<sup>th</sup> to 20<sup>th</sup>, 2025

**Location:** Beijing, China

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

#### **Introduction:**

As the world's first exhibition with the theme of supply chain, the China International Supply Chain Expo (CISCE) aims to connect upstream, midstream and downstream sectors, bring together large, medium and small enterprises, coordinate industry, academia, research, and practical application, and foster interaction between Chinese and international businesses. It serves four significant functions of promoting trade, fostering investment cooperation, aggregating innovation, and encouraging learning and exchange. CISCE is committed to creating a new window for promoting high levels of openness, a fresh platform supporting the establishment of a new development paradigm, as well as a new vehicle for promoting the construction of an open world economy.

The 3rd CISCE is scheduled on July 16-20, 2025, at the China International Exhibition Center (Shunyi Venue) in Beijing. The exhibition covers more than 120,000 square meters with 6 key industrial chains and 1 exhibition area: Advanced Manufacturing Chain, Clean Energy Chain, Smart Vehicle Chain, Digital Technology Chain, Healthy Life Chain, Green Agriculture Chain and Supply Chain Service Area. It vertically showcases advanced concepts, products, and technologies of relevant industrial chains, and horizontally showcases supporting services such as finance and

insurance, logistics and distribution, business consulting, legal service, etc.

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

Please scan the QR code for visitor registration



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

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

**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/)

## **2025 China (Ningxia) - Kazakhstan and Uzbekistan Economic and Trade Cooperation Online Promotion and Matchmaking Meeting**

**Date:** March.27th, 2025 13:30-15:30 (Beijing time)

**Format:** Zoom Online Conference

**Main Theme:** Agricultural and Pasture Cultivation, Food and Agricultural Product Processing, Chemical and Advanced Materials, Machinery Manufacturing

**Organized by:** China Council for the Promotion of International Trade (CCPIT) Information Center

### **Introduction:**

This event is designed to foster deeper cross-border trade and investment ties, enhance supply chain integration, and promote collaboration between enterprises from Ningxia, China, Kazakhstan and Uzbekistan, specifically in the

fields of Agricultural and Pasture Cultivation, Food and Agricultural Product Processing, Chemical and Advanced Materials, Machinery Manufacturing.

**Website:** <https://bizevent.ccpit.org//meetings/3409>

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

##### **BUSINESS OFFER | Organic Astragalus Products**

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

Inner Mongolia Quanmin Lianghuan Agricultural Limited Liability Company was founded on December 30, 2015, under the umbrella of Guyang County Yongmaofeng Agricultural and Animal Husbandry Professional Cooperative. Focusing on the cultivation, research and development, processing and sales of organic astragalus and related products, the company is committed to providing high-quality, green and healthy agricultural products and daily chemical products.

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

Organic Astragalus, Astragalus Superfine Powder, Astragalus Main Stem Slices, Astragalus Shower Gel, Astragalus Refreshing Silky Shampoo, Astragalus Purifying Mite Anti-bacterial Hand Soap, Astragalus Hydrating Hair Mask, Astragalus Soft Hand Cream.

##### **BUSINESS OFFER | Magnetic Resonance Imaging System**

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

Shandong Xingaoyi Medical Technology Co., Ltd. is a high-end medical equipment manufacturing project jointly invested and constructed by Zhejiang Xingaoyi Medical Equipment Co., Ltd., Shandong Longzhiyuan Medical Equipment Co., Ltd., and Junan Caijin Group in 2022. Xingaoyi Medical Equipment Co., Ltd. was established in 1998 and is a high-tech enterprise that integrates research and development, production, sales, and after-sales of magnetic resonance equipment.

The company has introduced more than 80 doctors, masters, senior engineers, and clinical application experts in magnetic resonance imaging. Since 2002, the company has successively developed 11 magnetic resonance imaging systems (MRI) and 4 medical X-ray imaging systems.

### **Product Catalog:**

3.0T magnetic resonance, 1.5T non liquid helium magnetic resonance, 1.5T liquid helium magnetic resonance, 0.35T permanent magnetic resonance, magnetic wave knife, 64 rows of 128 layer high-end spiral CT, 48 rows of 96 layer CT, 16 rows of 64 layer CT, X-ray bone density meter, DR digital X-ray machine, color ultrasound, etc.

## **BUSINESS OFFER | Special Precision Steel Balls**

### **Company Profile:**

Fuxin Tianyuan Steel Ball Manufacturing Co., Ltd. is a special precision steel ball manufacturer integrating scientific research, production and business. It is a national high-tech enterprise, a provincial enterprise technology research and development center. It won the Fuxin Mayor Quality Award, and "Tianyuan Brand" steel ball was rated as a famous trademark in Liaoning Province. Micro silicon nitride ball won the excellent New Product Award of Liaoning Province in 2012.

The company has passed management system certifications such as ISO9001, ISO40001, and IATF16949, and the CQI-9 heat treatment special process system assessment. It can provide customers with high-quality, low-cost (low-cost, high-quality), and G5-level or above products with diameters ranging from 0.6 millimeters to 100 millimeters.

### **Product Catalog:**

High-end silicon nitride bearing balls, zirconia balls, alloy balls, stainless steel balls, bearing steel balls, carbon steel balls.

## **BUSINESS OFFER | Fruit Picker**

### **Company Profile:**

Inner Mongolia Nongyuan Green Scientific Research Co., Ltd. was founded in 2006, nearly 20 years, rooted in the agricultural picking machine industry, with a number of independent intellectual property rights of the patented technology.

The company's current market launch of the agricultural edge of the "fast easy to get" brand picking machine is a suitable for picking goji berries, coffee, sea buckthorn, dogwood, jujube, star anise, plum blossom, etc., a single portable fruit picking machine. The picker can greatly reduce the production cost and labor

intensity of workers, and at the same time improve labor productivity and ensure the timely harvesting of mature fruits.

It has been used in sea buckthorn planting areas in the three eastern provinces, dogwood planting areas in Henan, Shaanxi and Shanxi, wolfberry planting areas in Qinghai, star anise planting areas in Guangxi and Yunnan, and coffee planting areas in Southeast Asia to realize fruit picking on a large scale.

**Product Catalog:**

Fruit Picker.

## **BUSINESS OFFER | Building materials**

**Company Profile:**

A Chinese company ranked in the top ten in the cement industry plans to invest in Africa to build an annual capacity of 3-5 million tons of cement production base (Phase I), and simultaneously promote the localization of industrial chain support. Now it needs to screen cement bag manufacturers with the ability to invest locally in Africa, and requires that they can build intelligent packaging production lines and continue to match the enterprise's 10-million-ton expansion plan in Ethiopia and Uganda in the next three years.

In addition, the enterprise is currently in the key window period of capacity expansion in Africa, and needs to simultaneously solve the replacement of the US dollar debt due in 2025 and new liquidity demand. The company is now open for debt financing cooperation within 200 million US dollars, with priority given to US dollar funds and foreign banks and other financial institutions that have experience in underwriting overseas bonds for Chinese enterprises.

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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