

中国跨境电子商务发展情况

Characteristics Of China's Cross-border E-commerce

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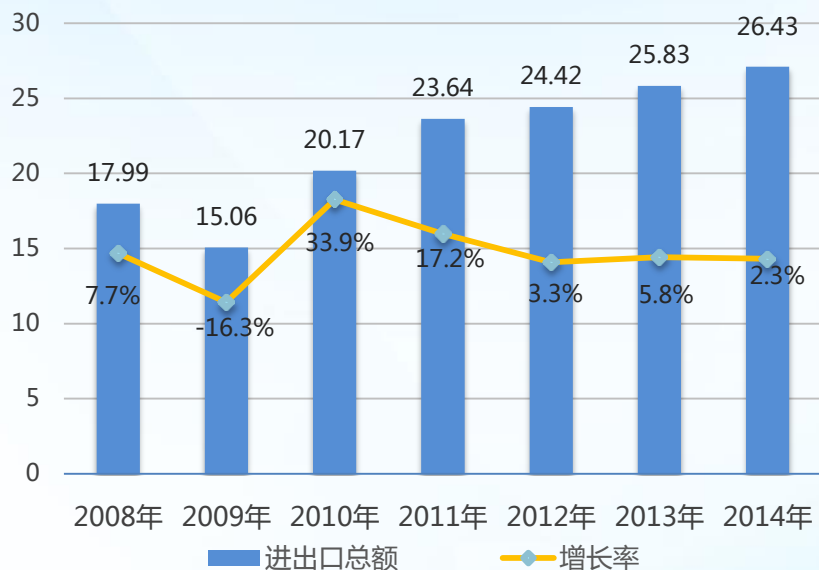
E-Commerce In “REPORT ON THE WORK OF THE GOVERNMENT 2015”



- We will implement policies and measures to enable China's foreign trade to develop new competitive edges, facilitate the transformation of processing trade, develop market purchase trade and a comprehensive service platform for foreign trade, **expand comprehensive trials in cross-border e-commerce**, turn more cities into trendsetters in undertaking services outsourced by other countries, and increase the share of service trade in China's foreign trade.
- We will develop the "**Internet Plus**" action plan to integrate the mobile Internet, cloud computing, big data, and the Internet of Things with modern manufacturing, **to encourage the healthy development of e-commerce**, industrial networks, and Internet banking, and to guide Internet-based companies to increase their presence in the international market.

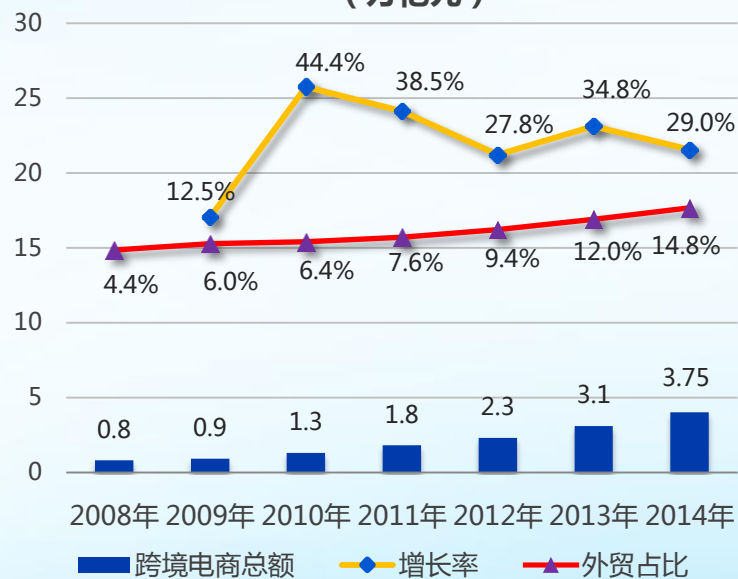
Rapid development of Chinese cross-border electronic commerce

2008-14年我国外贸进出口总额 (万亿元)



来源：《中国统计年鉴》

2008-14年跨境电商总额、增长及外贸占比 (万亿元)



来源：艾瑞报告、中国电子商务报告2014

Ecological chain of Chinese cross-border electronic commerce



E-Commerce In China

- ✓ Chinese government's new slogan "popular entrepreneurship and innovation"
- ✓ CCTV's survey data(based on hundred thousand families) show: In 2014, 13.6% of respondents actually participated entrepreneurship, Going to entrepreneurship in 2015 respondents has surged to 20.5%. The most promising industry in the top three, respectively is e-commerce, health care, financial sector (19.9% of e-commerce, health care, 18.9% financial 14%)

E-Commerce In China



E-Commerce In China



Chinese Government's Efforts

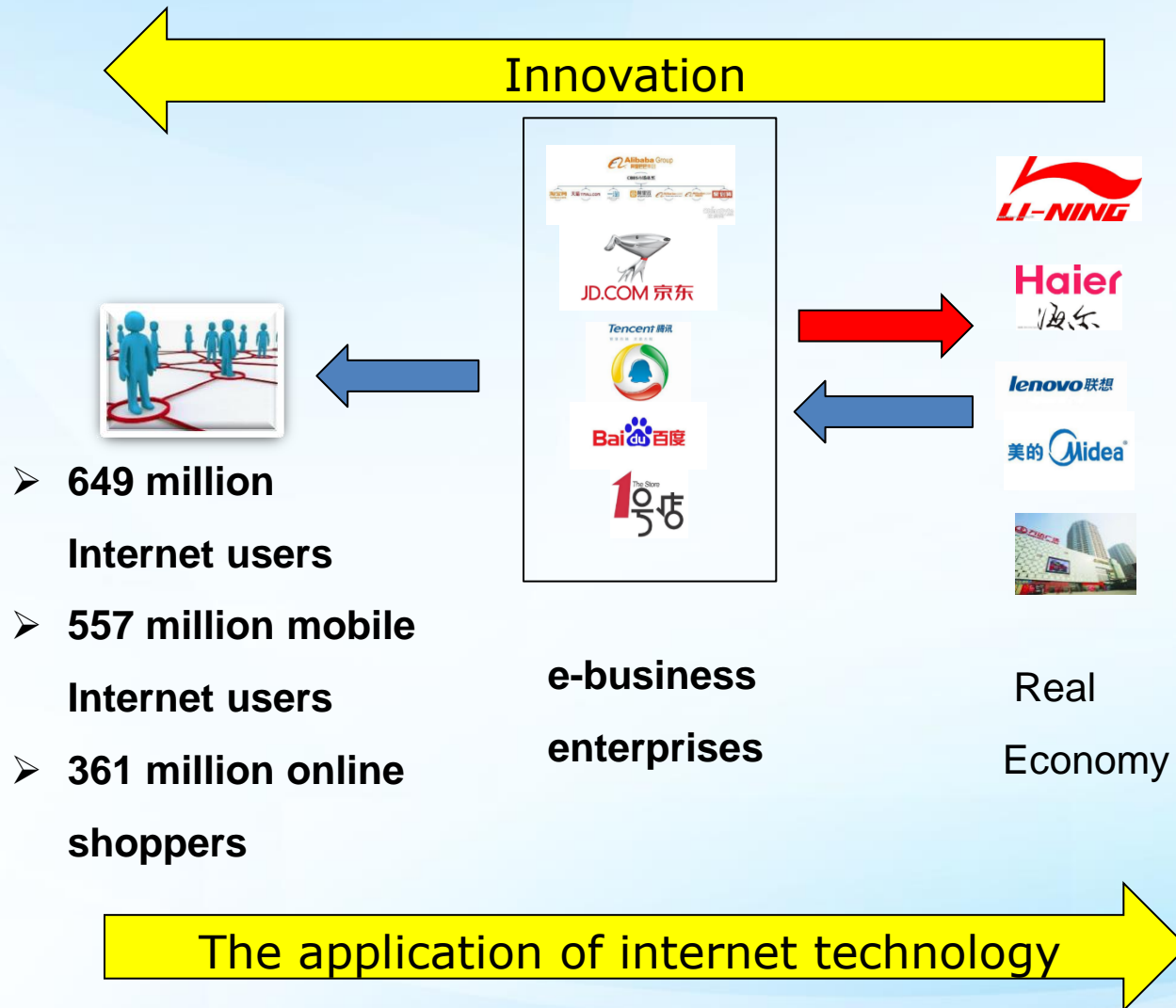


🚩 电子商务示范城市

🚩 电子商务示范基地

- ◆ 53个国家电子商务示范城
- ◆ 34个国家电子商务示范基地 34 demons
- ◆ 全国近500个专业电子商务产业园区 500 e-commerce gardens

Driving force of Chinese E-Commerce



The challenge brings by the E-commerce

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January 28, 2015 2:25 pm

Alibaba denies misleading investors over Chinese regulator's probe

Charles Clover in Beijing, Gina Chon in Washington and Sarah Mishkin in San Francisco



Ecommerce group Alibaba has denied that it misled investors in its record \$25bn initial public offering, after a powerful Chinese government regulator revealed the group had failed to disclose a regulatory probe last July.

The challenge brings by the E-commerce

传统海淘流程——以在海外网站上购买电子产品为例

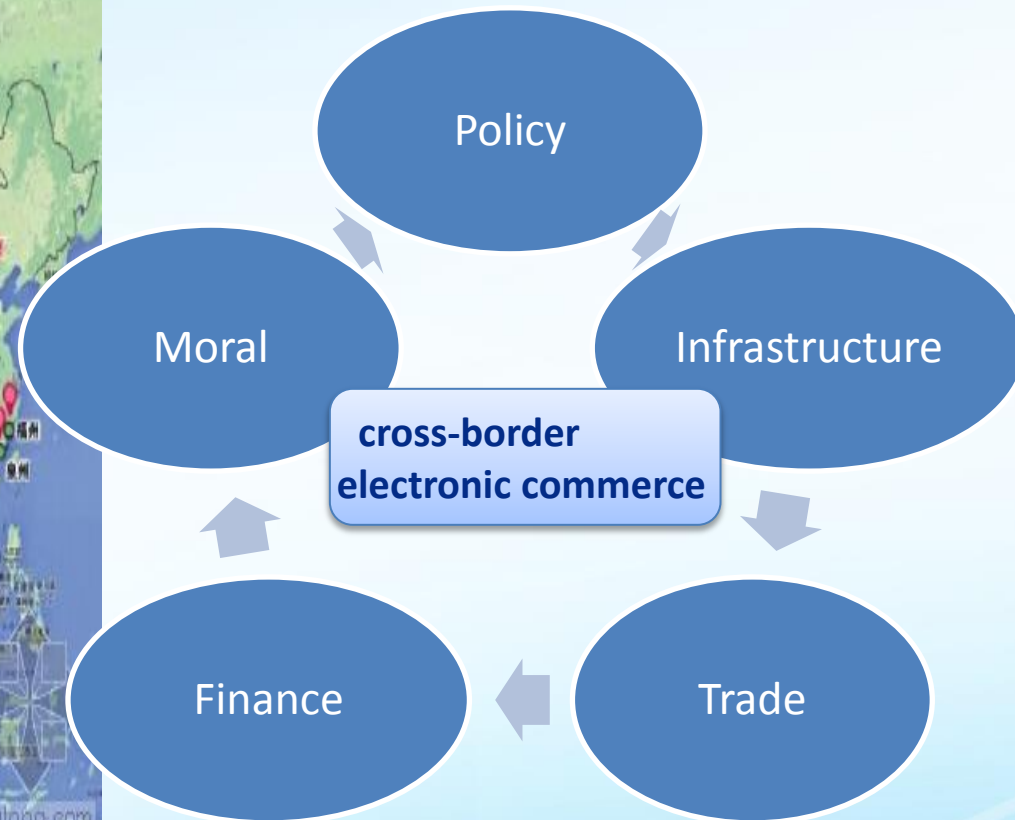


在线下单



资料来源：国信证券经济研究所整理

New opportunities of One Road, One Belt strategy





Thanks !

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