



国家高端智库



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# Cross-border E-commerce Policies in PRC

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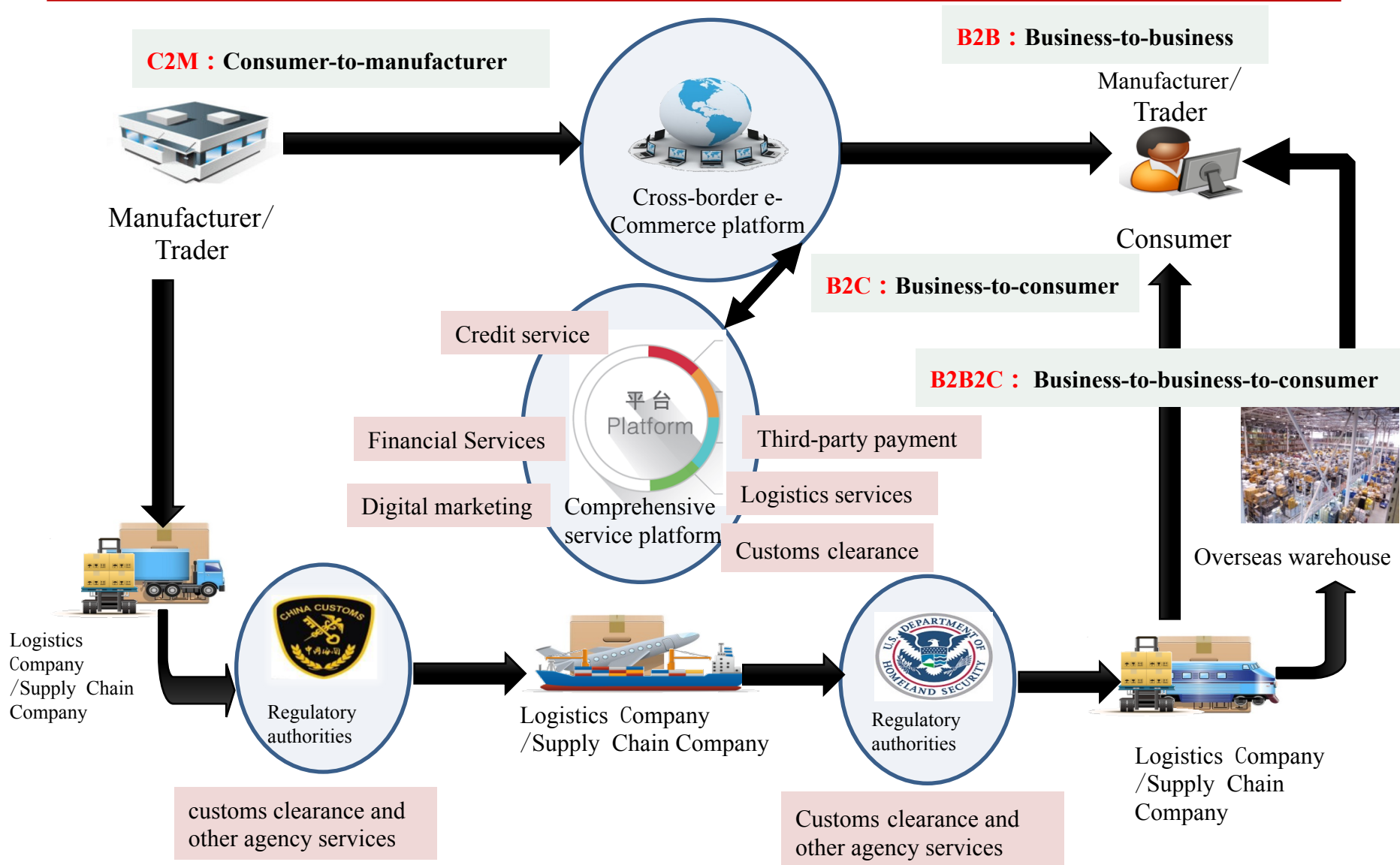
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Ministry of Commerce, P.R.China**

# **China's cross-border e-Commerce enjoys a continuous rapid growth**

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- **From 2016 to 2019, the compound annual growth rate of China's cross-border e-Commerce retail imports and exports reached 55.1%.**
- **In 2020, China's cross-border e-Commerce import and export amounted to 1.69 trillion Yuan (about 260.9 billion U.S. dollars), increased by 31.1% (YoY) , accounting for 5.25% of the total foreign trade volume.**
- **From Jan. to May in 2021, China's cross-border e-Commerce import and export exceeded 700 billion Yuan, increased by 36.9%.**
- **The rapid development of cross-border e-Commerce benefits from the continuous improvement of policies and the application of new technologies.**

# Cross-border e-Commerce industry chain



# China's cross-border e-Commerce policy system

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- From 2015, the State Council began to set up **Cross-border e-Commerce Comprehensive Pilot Areas** in order to explore policies and regulatory models to support the development of cross-border e-Commerce. New policies are usually first implemented in the Cross-border e-Commerce Comprehensive Pilot Areas. Then experience formed are replicated and extended nationwide.
  - Building cross-border e-Commerce public service platform (online platform) and industrial cluster development platform (offline platform)
  - Building cross-border e-commerce information sharing system, financial service system, intelligent logistics system, credit system, statistical monitoring system, and risk prevention and control system.
  - Developing cross-border e-Commerce market entities
  - Establishing overseas warehouses and improving service overseas
  - Enhancing application of new technologies

# Setting up Cross-border e-Commerce Comprehensive Pilot Areas

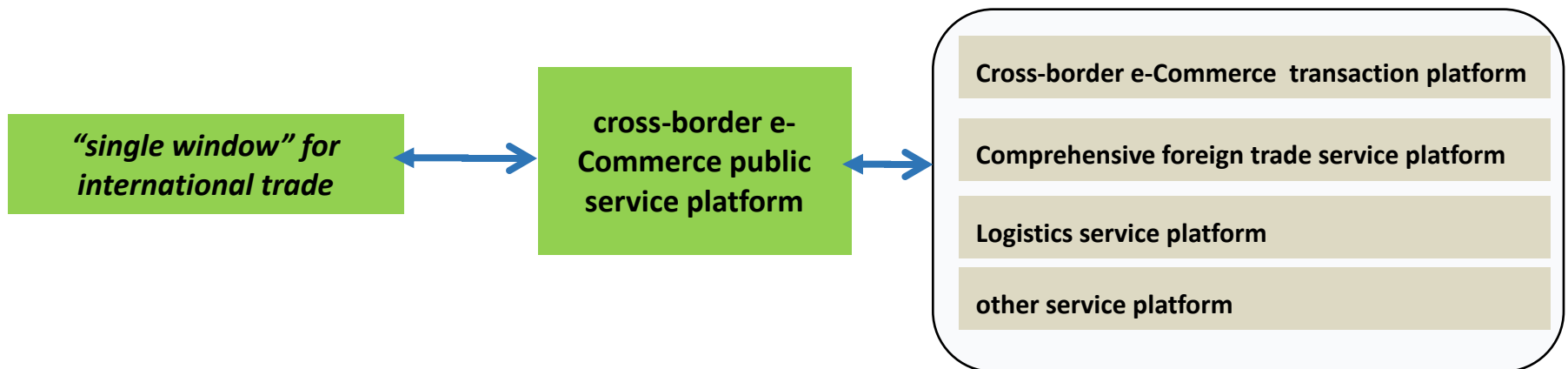
- Since 2015, the State Council has set up 105 Cross-border e-Commerce Comprehensive Pilot Areas in five batches. Generally, the layout of the pilot areas moves towards central-west and northeast regions from east coastal regions.



# Building cross-border e-Commerce public service platforms

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- Information sharing system allows for information interconnection among enterprises, service institutions and supervision departments.
- Public service platform carries out information exchange, government supervision and trade service, promotes reorganization and optimization of business operation process, and improves comprehensive service function.
- Promoting coordinated and optimized management based on information sharing.



# Industrial cluster development platform

- Industrial cluster development platform bears offline resource aggregation relating to cross-border e-Commerce industry chain, and helps improve supporting facilities and services, fostering comprehensive services enterprises, building incubation systems for innovation and startups, and promoting the transformation and upgrading of traditional industries.



# Developing cross-border e-Commerce market entities

## ➤ Promoting diversified development of cross-border e-Commerce platforms

- **Third-party cross-border e-Commerce platforms:**

providing services for third-party merchants



- **Self-operated cross-border e-Commerce platforms:**

providing services for their own products or various products purchased on large-scale



- **Self-operated & third-party cross-border e-Commerce platforms :**

providing services for both third-party merchants and their own products

- From 2016 to 2020, the number of cross-border e-Commerce platform operators increases by 70% year on year

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# Developing cross-border e-Commerce market entities

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## ➤ **Developing all market entities**

**Guiding traditional medium, small and micro- manufacturing companies and foreign trade companies to conduct their business on the cross-border e-Commerce platforms.**

- **Using feedbacks on market demands collected on cross-border e-Commerce platforms, companies can design and develop their products more precisely.**
- **Manufacturing companies can strengthen their cooperation with other companies on the industry chain, developing networked and flexible manufacturing and accelerating product iteration.**

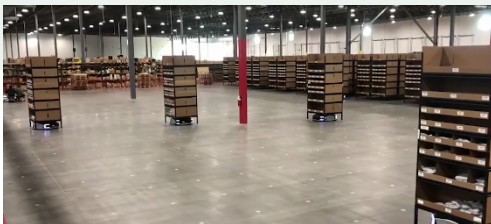
# Establishing overseas warehouses and improving service overseas

- Overseas warehouse refers to the storage facilities established overseas. Overseas warehouses are now an indispensable part of Cross-border e-Commerce. Cross-border e-Commerce companies export goods to overseas warehouses in batches. When the order is placed, the goods are delivered to consumers.
- Apart from traditional storage and logistics functions, it also accommodates functions like customs clearance, taxation, light processing, changing or refunding, labeling and relabeling, marketing and promoting.



# Establishing overseas warehouses and improving service overseas

- **Number of China's overseas warehouses** : 1200 in 2019, 1800 in 2020, and 1900 by now. Its business reaches to countries around the globe, with nearly 90% of warehouses built in North America, Europe and Asia.
- **High informatization and intelligence level of overseas warehouses**  
Information devices like robots, automatic storehouse stacker, automatic transmission line, automatic sorting line are used in some overseas warehouses. The information systems of overseas warehouses are connected with cross-border e-Commerce platforms and EIS, improving the analyzing and predicting capability of the supply chain, so companies can make stock according to consumer demands, meeting consumer demands and optimizing inventory at the same time.



# Promoting management optimization

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## ➤ Diversified supervision

- **New Customs Supervision Code “9610” “1210” “9710” “9810”** were added for new foreign trade business modes, in order to carry out diversified supervision on different business
- **Cross-border trade e-Commerce “9610”** : Customs clearance for B2C and B2B business :“ list-based clearance and simplified declaration”
- **Bonded e-Commerce (B2C): “1210”**
- **Cross-border e-Commerce B2B direct export: “9710”**
- **Cross-border e-Commerce export to overseas warehouse(B2B2C): “9810”**

# Promoting management optimization

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## Credit System

- **Credit evaluation**
- **Credit mutual recognition**
- **Enhancing credit supervision**
- **Diversified credit service**

## Risk prevention and control system

- **Building platforms for risk prevention and control**
- **Building a “risk portrait” supervision model**
- **Building risk assessment and sourcing systems for product quality**

# Enhancing application of new technologies

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- **Digitalization of trade business process:** Digital technology is being applied in all business sectors including transaction, logistics, payment and settlement, enabling speedy online transfer of information and documents, improving the transaction efficiency.
- **Integrated online and offline transaction channels:** New technologies closely integrate online and offline channels, which meets the diversified scenario demands of consumers and reduces trade cost.
- **Data becomes an element of innovation for enterprises:** Using technologies such as big data and cloud computing to analyze market demands, and applying data collected in the whole process of product design, manufacture, sales and after-sale services, companies can produce functional and cost-effective new products. They can also adjust their marketing strategies and service modes to provide more customized services for consumers.

**Thank you !**