

丝路电商

考察手册

INSPECTION HANDBOOK



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杭州简介

杭州位于中国东南沿海，是浙江省省会和经济、文化、科教中心，长江三角洲中心城市。杭州市总面积 16850 平方千米，其中市区面积 8289 平方千米，常住人口 1237.6 万人。杭州历史悠久，是中国的七大古都之一，是国家首批命名的历史文化名城，以“东南名郡”著称于世。距今 5000 多年的良渚文化被史界称为“文明的曙光”。杭州曾是五代吴越国和南宋王朝两代建都地，被 13 世纪意大利旅行家马可·波罗赞叹为“世界上最美丽华贵之城”。

杭州是全球最值得去旅游的城市之一。杭州曾被美国《纽约时报》评选为“2011 年全球最值得去的 41 个地方”。杭州旅游资源丰富，拥有西湖、西溪、大运河、钱塘江等著名旅游目的地。中国最美丽的爱情故事《许仙和白娘子》、《梁山伯与祝英台》都发生在杭州。杭州先后被世界休闲组织评为“东方休闲之都”，被世界旅游组织和国家旅游局授予“中国最佳旅游城市”称号，被联合国环境规划署评为国际花园城市。西湖和京杭大运河被列入《世界遗产名录》。

杭州是中国最具经济活力的城市。2022 年，

杭州市实现地区生产总值 18753 亿元，人均生产总值 152588 元。杭州连续多年被世界银行评为“中国城市总体投资环境最佳城市”第一名，被《福布斯》杂志评为“中国大陆最佳商业城市排行榜”第一名，连续十六年荣获“中国最具幸福感城市”称号，曾获联合国人居奖，中国电子商务之都、中国十大创新城市、中国十大活力城市、中国十大低碳城市、中国民生成就典范城市最高荣誉奖、最佳中国形象城市。全球最大的 B2B 网络 -- 阿里巴巴和收购沃尔沃汽车的中国吉利汽车总部都在杭州。

杭州是中国具有良好服务环境的城市。会议住宿接待资源充分，举办了包括中国杭州国际动漫节、杭州西湖国际博览会、中国（杭州）电子商务博览会、世界休闲博览会等盛会。杭州有便捷的交通，杭州萧山国际机场跻身全国四大国际航空口岸行列，杭州火车站是中国最大铁路车站之一，形成了铁路、航空、轨交、公交等相互便捷换乘的综合交通枢纽。杭州是中国第一个推出公共自行车服务的城市，被英国 BBC 评选为 8 座全球公共自行车服务最棒的城市。

杭州跨境电商介绍

2015 年 3 月 7 日，国务院批复同意设立中国（杭州）跨境电子商务综合试验区，是全国首个跨境电商综试区。自设立以来，杭州综试区着力在跨境电子商务交易、支付、物流、通关、退税、结汇等环节的技术标准、业务流程、监管模式和信息化建设等方面先行先试，通过制度创新、管理创新、服务创新和协同发展，破解跨境电子商务发展中的深层次矛盾和体制性难题，打造跨境电子商务完整的产业链和生态链。

跨境电商卖家总部集聚。八年来，杭州跨境电商交易额增长 857 倍；跨境电商卖家数由 2012 年的不足百家增长到 2022 年的 52000 家；年交易额 2000 万元以上的跨境电商企业 832 家，年跨境电商交易额超亿元以上的龙头企业达 157 家。

跨境电商平台企业活跃。阿里巴巴国际站、阿里全球速卖通、天猫国际、考拉海购、Lazada、亚马逊全球开店、eBay、Shopee、Wish、日本乐天、云集、Fordeal、Wholee、Kikuu 等跨境电商知名平台，Pingpong、连连、万里汇、珊瑚

支付等第三方跨境收付汇平台，菜鸟国际、中外运、泛捷供应链、佳成国际、凯西国际等跨境电商供应链企业均汇聚于此。

跨境电商服务生态最优。集聚跨境电商服务商 2237 家，跨境电商海外仓 335 个，面积 714.76 万平方米，常态化运营国际货运航线 22 条，跨境支付交易额占全国七成，培育菜鸟网络、“三通一达”等全国头部跨境物流企业总部，年培训各类跨境电商人才近 10 万人次。

以“六体系两平台”为核心的跨境电商“杭州经验”多次向全国其他综试区复制推广，引领全国跨境电商的蓬勃发展。2021 年“七一”前夕，设立中国（杭州）跨境电子商务综合试验区编入《中国共产党一百年大事记》。2021、2022 连续两年杭州跨境电商综试区位列全国考核第一档“成效明显”。第五届、第六届连续两届进博会杭州跨境电商综试区作为全国跨境电商综试区唯一代表，携各项优秀成果登上国家馆中央展区。



中国(杭州)跨境电子商务综合试验区
CHINA (HANGZHOU) CROSS-BORDER E-COMMERCE COMPREHENSIVE PILOT AREA

2023 “丝路电商” 走进杭城

一、时间

2023年11月24日

二、参加人员

“丝路电商” 伙伴国驻华使节，一带一路沿线国家政府、园区、高校、企业代表

三、参观方案

线路一：菜鸟集团 - 阿里巴巴集团 - 蚂蚁集团

线路二：杭州自贸展厅 - 海康威视 - 长河古镇

四、接待人员

1. 统筹协调联系人及联系方式

杭州市商务局	杨悦	18800199772
亿邦动力	刘玥	15213066727

2. 各考察点位联系人及联系方式

菜鸟总部园区	庞凯明	15988838561
阿里巴巴集团	王敏雅	13867450604
蚂蚁集团	华炜翔	13588149518
杭州自贸展厅	徐灿	15167174321
海康威视	周琳娅	18969197338
长河古镇	单华东	13372506491

线路一：菜鸟集团 - 阿里巴巴集团 - 蚂蚁集团



线路二：杭州自贸展厅 - 海康威视 - 长河古镇





菜鸟集团

菜鸟成立于2013年,是电商物流行业的全球领导者。菜鸟孵化于全球最大的电子商务生态系统——阿里巴巴全球最大的电子商务生态系统,构建起了一张全球智慧物流网络,通过不断创新,以满足高速增长之复杂电商物流需求。领先的科技能力,与深刻的电商理解相结合,让菜鸟在每一个业务领域均为领导者。

菜鸟是全球第一的跨境电商物流公司,业务涵盖国际快递、国际供应链、海外本地服务。通过“全球10日达”、“全球5日达”等颠覆性解决方案帮助中小企业开展跨境贸易。

菜鸟是中国顶尖的电商综合供应链解决方案提供商,帮助品牌和商家轻松应对全渠道的供应链复杂难题。凭借开创性的逆向物流产品,同时也成为中国最大的逆向物流解决方案提供商。

菜鸟在全球战略位置运营关键物流设施,服务范围覆盖200多个国家和地区,并将“科技基因”运用于物流运营的每一个环节,更建立了全球最大的数字化驿站网络。

菜鸟的ESG措施深植于物流价值链的每个环节,重点围绕绿色物流、客户体验、社区服务、应急物流和高质量就业五个领域展开。

展望未来,菜鸟将努力为全球商家和消费者提供时效更快、成本更优、更绿色环保的服务。

全球跨境电商 DTC 创新中心

全球跨境电商 DTC 创新中心是在杭州市商务局、综试区指导下运营的产业中心。该中心围绕跨境数贸的新形态:独立站、全包模式电商等打造全生态服务体系,围绕商流、物流、资金流、信息流进行产业聚集,形成上下游产业协同。

将打造生态三大中心。首先是国际区域型电商平台的招商中心,帮助全球电商平台面向华东产业带进行招商,让平台和产业带零距离;其次是海外服务商的服务中心,围绕 DTC 生态有大量海外服务商,服务中心将海外服务商整合推荐给有需求的中国卖家;最后是海外平台的培训中心,专业的培训教室,提供全部跨境数贸人才的输出。

创新中心将围绕招商、服务、培训三大功能为全杭州跨境生态企业服务。

“一带一路”跨境电商运营中心

“一带一路”跨境电商运营中心,是中国(杭州)跨境电商综试区建设领导小组重磅发布,落地杭州余杭,主要对接从亚欧大陆延伸到非洲和拉美,150多个国家、30多个国际组织的合作。中心围绕“一个服务体系”“二个产品中心”“三大重点工作”,实现产业转型升级的重要抓手,也是畅通国内国际双循环的重要引擎。

中心联动 FORDEAL、集酷、seasta、光速汇跨境支付、珊瑚跨境、Afitty One Stop Solution、Ximple、Excelle international Pte Ltd、Yinfinity Media Inc、越南运达、泰国云针、PT KAWAN HAI HAI REMITANCE、HISTARTH CO.,LTD.、菲燕海外仓(SWALLOW OVERSEA LOCATION WAREHOUSE AND LOGISTICS CORP)、Tapartner Logistics Pte Ltd 等服务商,

做好一带一路服务链路体系打造。

中心设有“跨境选品中心”和“共富产品中心”。跨境电商选品中心,入驻品牌有 REST、泰普森、中艺易达工具、浙江德裕、姣珍珠等15个跨境电商品牌产品;设有共富选品中心有瓶窑雨伞、径山茶、余杭笋干等农产品。

中心设有“三大重点工作”中心联动杭州阿里巴巴商学院、浙江树人大学、浙江美院等高校做好海外人才对接以及国内跨境人才培养与企业对接;进行企业产品海外渠道打通,目前正在海外垂直平台和商超进行渠道联动;中心进行活动举办、培训、沙龙等氛围打造,近期举办之江创客(亚洲)赛区,有来自新加坡、马来、泰国、越南多国选手参与。



阿里巴巴集团

阿里巴巴创立于1999年，以“让天下没有难做的生意”为使命，通过电商营销平台和云计算等技术能力，帮助企业提升数字化和工作协作能力，变革营销和经营方式，提升企业生产经营效率。我们的业务包括云计算、中国商业、国际商

业、本地生活服务、智慧物流、数字娱乐及其他创新业务。

2023财年，阿里巴巴服务全球13.1亿消费者，其中超过3亿消费者来自于海外。此外，阿里巴巴为数百万企业提供云计算服务。



蚂蚁集团

蚂蚁集团起步于2004年诞生的支付宝，源于一份为社会解决信任问题的初心，经过十九年的发展，已成为世界领先的互联网开放平台。

我们通过科技创新，助力合作伙伴，为消费者和小微企业提供普惠便捷的数字生活及数字金融服务；持续开放产品与技术，助力企业的数字化升级与协作；在全球广泛合作，服务当地商家和消费者实现“全球收”、“全球付”和“全球汇”。

【数字支付】我们致力于数字支付开放平台的建设和发展。基于电脑、手机和IoT智能设备，研发了快捷支付、条码支付、刷脸支付、二维码支付等创新支付技术，服务于商业经营、便民缴费、交通出行等不同场景下的数字支付需求。

【数字互联】我们致力于通过开放数字化产品、技术接口和平台资源，助力商家机构数字化转型，助力实体经济经营降本提效、可持续发展。支付宝为超过1.1万家数字化服务商提供产品和服务接口，联合他们，助力商家、机构通过小程序、生活号等数字化经营阵地及辅助经营工具进行数字化经营，并通过支付宝APP为数亿消费者

提供便捷丰富的生活服务。

【数字金融】我们通过技术、数据和平台能力，服务全国超过2000家金融机构，一起为消费者和小微商家提供小微信贷、消费金融、理财、保险等普惠金融服务；并推出了蚂蚁保、蚂蚁财富，以及花呗、借呗等信用购、信贷类服务。

【数字科技】我们持续推动数字科技的创新与应用，在区块链、隐私计算、安全科技、分布式数据库等领域，不断研发出蚂蚁链、OceanBase、SOFAStack等领先的科技品牌及产品。同时，持续将自身产品与服务，向行业与社会全面开放，携手各方为中小金融机构的数字化升级、服务业小微商家的数字化经营、产业链的数字化协作贡献力量。

【全球化】我们通过分享前沿的移动支付技术，逐步和全球合作伙伴共建开放共赢的全球数字普惠生态。从提升中国人的跨境支付体验，到助力解决亚洲用户跨境支付难题；从帮助中国商家更快更好地出海经营，到实现全球商家一次性接入多种数字支付方式、连接全球消费者。





杭州自贸展厅

自贸大厦位于滨江物联网小镇,总面积4.4万平方米,于2021年1月揭牌,目前已集聚全省首个数据安全实验室、浙江大数据交易中心、杭州国际数字交易中心等平台企业近10家。2022年10月,位于自贸大厦22层的杭州数字自贸试验区展厅正式亮相,面积约1141平方米,全面展示

杭州围绕“三区一中心”功能定位,聚焦“458”系统架构,打造数字自贸区的特色优势、系统架构和功能布局,推进自贸试验区、联动创新区和辐射带动区协同发展,形成全域自贸开放新格局的建设情况。



杭州海康威视数字技术股份有限公司

海康威视成立于2001年,是一家专注技术创新的科技公司。

秉承“专业、厚实、诚信”的经营理念,践行“成就客户、价值为本、诚信务实、追求卓越”的核心价值观,海康威视致力于将物联感知、人工智能、大数据技术服务于千行百业,引领智能物联新未来:以全面的感知技术,帮助人、物更好地链接,构筑智能世界的基础;以丰富的智能产品,洞察和满足多样化需求,让智能触手可及;以创新的智能物联应用,建设便捷、高效、安心的智能世界,助力人人享有美好未来。

公司现有员工58,284人(截至2022年末),其中研发人员和技术服务人员超27,951人,研发

投入占全年营业收入11.80%(2022年),绝对数额占据业内前茅。海康威视是博士后科研工作站单位,建立了以杭州为中心,辐射北京、上海、武汉、西安、成都、重庆、石家庄、加拿大蒙特利尔、英国伦敦、迪拜的全球研发中心体系。

公司在中国大陆设有32家省级业务中心、300多个城市分公司,在港澳台地区及海外国家/地区设立了72家分支机构(截至2022年末),为全球150多个国家和地区的客户的产品和服务,在G20杭州峰会、北京奥运会、上海世博会、APEC会议、北京大兴机场、港珠澳大桥等重大项目中发挥了重要作用。





长河老街历史文化街区

长河老街地处钱塘江南岸、白马湖畔、冠山脚下，素有“江南槐市”之称，以泽街、山下里与长河、槐河街交叉口为中心区域，占地约20公顷，年客流量超400万人次。步行街长度超5000余米，街区内既有咖啡茶饮、特色餐饮、文创艺术等业态，又新添多个国潮老字号品牌，经营情况较好的代表性店铺有财神饭店、山壹山、艾浙里、齐物记、朱府铜艺等。

老街内现存的传统民居大多属清至民国初的建筑，保有建于明代的官邸“九厅十三堂”的遗迹，被列入第五批浙江省历史文化街区，是高新区（滨江）历史文化的一张名片。这里的每一方土地，都彰显着诗意的光华、文化的底蕴和动人的风姿。街区内拥有2处市级文物保护点（单位），

30处杭州历史保护建筑，其中天官第、槐河等被纳入杭州市首批地名文化遗产保护名录。

“一村桑柘长河里，小市槐荫暑不侵。旅客经过聊息足，好依树下听蝉琴”，诗句所描绘的世外桃源般的场景，正是素有“江南槐市”之称的长河。长河，不仅是滨江区内一条河的名字，也代表着拥有悠久历史的千年古镇，它曾与塘栖、乌镇等齐名。

长河早在吴越国时期就有村落，南宋开始形成自然镇，明代形成了今长河老街泽街和槐河街的格局。历史上，老街是簪缨世族聚居之地，因来氏望族而名，历代甲第不断，有“无来不放榜”的俗谚。



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Hangzhou Profile

Hangzhou, situated on the southeast coast of China, stands as the capital of Zhejiang Province and serves as the hub for economic, cultural, and educational activities in the region. As a central city in the Yangtze River Delta, Hangzhou encompasses a total area of 16,850 square kilometers, with the urban area covering 8,289 square kilometers and hosting a resident population of 12.376 million. With a rich historical legacy, Hangzhou is recognized as one of China's seven ancient capitals and has earned the distinction of being among the first cities named as historical and cultural landmarks, renowned as the "famous county in southeast China." Its roots in the Liangzhu culture, spanning over 5,000 years, are hailed as the "dawn of civilization." Hangzhou holds the historical significance of being the capital during the fifth generation Wu Yueguo and the Southern Song Dynasty, with the 13th-century traveler Marco Polo expressing admiration for it as the "most beautiful and luxurious city in the world."

Regarded as one of the world's most captivating destinations, Hangzhou garnered acclaim from the "New York

Times" in 2011 as one of "41 places worth visiting globally." Boasting a wealth of tourism resources, the city is home to iconic attractions such as West Lake, Xixi, the Grand Canal, and Qiantang River. The enchanting narratives of China's most beautiful love stories, "Xu Xian and Bai Niangzi" and "Liang Shanbo and Zhu Yingtai," unfold against the backdrop of Hangzhou. Internationally recognized as the "Oriental Leisure Capital" by the World Leisure Organization, Hangzhou has earned accolades including "China's Best Tourist City" from the World Tourism Organization and the National Tourism Administration, as well as the distinction of being named an international garden city by the United Nations Environment Programme. Both West Lake and the Grand Canal have secured a coveted place in the prestigious "World Heritage List."

As China's economic powerhouse, Hangzhou reported a robust economic performance in 2022, achieving a regional gross domestic product of 18,753 billion yuan, with a per capita gross domestic product reaching 152,588 yuan. The city has consistently secured the top position in the World Bank's assessment of "the city with the best overall investment environment

in Chinese cities" for several consecutive years. Recognized as the "ranking of the best commercial cities in mainland China" by "Forbes" magazine, Hangzhou has clinched the title of "China's happiest city" for an impressive 16 years in a row. It has received prestigious awards, including the UN Habitat Award, and holds distinctions such as China's e-commerce capital, one of China's top ten innovative cities, one of China's top ten dynamic cities, one of China's top ten low-carbon cities, the highest honor as a model city for the achievements of the Chinese people, and the best representation of China's image. The global B2B giant, Alibaba, and the headquarters of China's Geely Automobile, which acquired Volvo Cars, are strategically located in Hangzhou.

Hangzhou stands out as a city with an excellent service environment. Abundant resources for conference accommodation and reception facilitate the hosting of major events, including the China Hangzhou International Animation Festival, Hangzhou West Lake International Expo, China (Hangzhou) E-Commerce Expo, and World Leisure Expo. The city boasts convenient transportation, with Hangzhou Xiaoshan International Airport ranking among the top four international air ports in the country. Hangzhou Railway Station, one of China's largest railway stations, forms an integrated transportation hub, offering seamless connections between railways, aviation, rail transit, and buses. Pioneering the launch of a public bicycle service in China, Hangzhou has been recognized by the British BBC as one of the eight cities with the best public bicycle services worldwide.

Hangzhou Cross-border E-Commerce Profile

On March 7, 2015, the State Council approved the establishment of the China (Hangzhou) Cross-border E-commerce Comprehensive Pilot Area (HCECPA), which is the first of its kind in China. Since its establishment, HCECPA has focused on taking the lead in technical standards, business processes, regulatory models, and information construction in cross-border e-commerce transactions, payments, logistics, customs clearance, tax refunds, and foreign exchange settlement. Through institutional innovation, management innovation, service innovation, and collaborative development, it has resolved deep-seated contradictions and institutional challenges in the development of cross-border e-commerce, and created a complete industrial and ecological chain for cross-border e-commerce.

Agglomeration of cross-border e-commerce enterprise headquarters. In the past eight years, the HCECPA has seen growth in the cross-border e-commerce transaction volume by over 850 times. The number of cross-border e-commerce sellers have increased from less than 100 in 2012 to

52,000 in 2022, including 832 enterprises registering an annual transaction volume of over 20 million yuan, and 157 with an annual cross-border e-commerce transaction volume of over 100 million yuan.

Active cross-border e-commerce platform enterprises. HCECPA has Alibaba.com, AliExpress, Tmall Global, Kaola.com, Lazada, Amazon Global Selling, eBay, Shopee, Wish, LOTTE (Japan), yunjiglobal.com, Fortea, Wholee, Kikuu and other well-known cross-border e-commerce platforms, as well as third-party cross-border payment and settlement platforms such as Pingpong, LianLian Pay, WorldFirst, and CoralGlobal, as well as Cainiao International, Sinotrans, Panex Supply Chain, and JCEX, Cathy International Logistics and other cross-border e-commerce supply chain enterprises.

Optimal cross-border e-commerce service ecosystem. HCECPA has 2,237 cross-border e-commerce service providers, 335 cross-border e-commerce overseas warehouses, with an area of 7.1476 million square meters. It has 22 international freight routes, and cross-border payment transactions accounting for 70% of the country's total. It has cultivated leading cross-border logistics

enterprise headquarters in China, such as Cainiao Network and YTO Express, STO Express, ZTO Express and Yunda Express, and trained nearly 100,000 cross-border e-commerce talents annually.

The “Hangzhou Experience” of cross-border e-commerce centered on “six systems and two platforms” has been replicated and promoted to other comprehensive pilot zones across the country, leading to the vigorous development of cross-

border e-commerce nationwide. On July 1, 2021, HCECPA was incorporated into the Chronicle of the Communist Party of China. In 2021 and 2022, HCECPA ranked first in the national assessment and achieved significant results. At the 5th and 6th China International Import Expo (CIIE), HCECPA as the only representative of the national cross-border e-commerce comprehensive pilot zones, appeared at the central exhibition area of the China Pavilion with various outstanding achievements.



Exploring the "Silk Road E-commerce" in Hangzhou, 2023

I. Date:

November 24, 2023

II. Participants:

Delegates from "Silk Road E-commerce" partner countries, representatives from governments, industrial parks, universities, and enterprises along the Belt and Road.

III. Visit Plan

Route 1: Cainiao Group - Alibaba Group - Ant Group

Route 2: Hangzhou Free Trade Zone Exhibition Center - Hikvision - Changhe Ancient Town

IV. Reception Staff

1. Coordination and Contact Person:

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2. Contacts for Each Inspection Point:

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Alibaba Group: Wang Minya, 13867450604

Ant Group: Hua Weixiang, 13588149518

Hangzhou Free Trade Zone Exhibition Center : Xu Can, 15167174321

Hikvision: Zhou Linya, 18969197338

Changhe Ancient Town: Shan Huadong, 13372506491

Route1: Cainiao Group-Alibaba Group-Ant Group



Route2: Free Trade Exhibition Hall-Hikvision-Changhe Town





CAINIAO GROUP

Cainiao is a global leader in e-commerce logistics, the largest provider of cross-border e-commerce logistics services globally and a leader in China logistics services.

Cainiao was founded by Alibaba Group and other partners in 2013 to address the growing, evolving requirements for logistics services of the buyers and sellers on Alibaba Group's e-commerce platforms.

Cainiao's leading technology capabilities and deep e-commerce insights set it apart, enabling it to become a leader in each of its business segments.

Cainiao is the world's No.1 cross-border e-commerce logistics company, with solutions covering cross-border express delivery, global supply chain, and overseas local services. Through its disruptive solutions such as "10-day global delivery" and "5-day global delivery", Cainiao helps small and medium-sized enterprises engage in cross-border trade.

In China, Cainiao is a top e-commerce

supply chain solution provider, helping brands and merchants tackle complex omni-channel supply chain challenges. Cainiao is also the largest reverse logistics solution provider in China, with its industry-leading reverse logistics products.

Cainiao operates logistics facilities in strategic locations around the world, serving over 200 countries and regions, with its technology DNA ingrained into every aspect of the network. Through "Cainiao Post" solution, it also built the largest digital "pick up, drop off" network in the world.

Cainiao's ESG initiatives are deeply embedded in every element of the logistics value chain, revolving around five focus areas, namely green logistics, customer experience, community services, emergency logistics and high-quality employment.

Looking ahead, Cainiao is committed to delivering faster, more cost-effective, and environmentally friendly services to merchants and consumers across the world.

Global Cross-Border E-commerce DTC Brand Innovation Center

Global Cross-Border E-commerce DTC Brand Innovation Center is an industry center operated under the guidance of the Hangzhou Municipal Bureau of Commerce and the Comprehensive Trial Zone. The center focuses on new forms of cross-border digital trade, such as independent stations and fully packaged e-commerce, creating a comprehensive service system around the flows of commerce, logistics, funds, and information, fostering industry collaboration.

The center aims to establish three major hubs:

A recruitment center for international

regional e-commerce platforms, assisting global e-commerce platforms in attracting investment from the Yangtze River Delta Industrial Belt, eliminating distance barriers. A service center for overseas service providers, integrating and recommending overseas service providers around the DTC ecosystem to Chinese sellers in need.

A training center for overseas platforms, providing professional training classrooms and facilitating the export of all cross-border digital trade talents.

The Innovation Center will serve as a comprehensive support hub for cross-border businesses across Hangzhou.

"Belt and Road" Cross-border E-commerce Operation Center

The "Belt and Road" cross-border e-commerce operation center was announced by the China (Hangzhou) Cross-border E-commerce Comprehensive Pilot Zone Construction Leading Group. It was launched in Yuhang, Hangzhou. It mainly connects cooperation from mainland Asia and Europe to Africa and Latin America, more than 150 countries, and more than 30 international organizations. The center focuses on "one service system," "two product centers," and "three key tasks". It is an important gripper for industrial transformation and upgrading, and an important engine for unblocking domestic and international dual cycles.

The center collaborates with service providers such as FORDEAL, Jiku, Seasta, MoneyExpress Cross-border Payment, CoralGlobal, Afitty One Stop Solution, Ximple, Excelle International Pte Ltd, Yinfinity Media Inc, Vietnam Express, Thailand's Cloud Needle, PT KAWAN HAI HAI REMITANCE, HISTAR TH CO., LTD., Swallow Oversea Location Warehouse and Logistics Corp, Tapartner Logistics Pte Ltd, among others. It strives to build a service chain

system around the Belt and Road.

The center includes the "Cross-border Selection Center" and the "Common Wealth Product Center." The former features 15 brands, including REST, Thomson, CoralGlobal, Zhejiang Deyu Technology Co., Ltd., and Jiao Pearl. The latter includes products such as Pottery Kiln Umbrellas, Jing Mountain Tea, and Yuhang Dried Bamboo Shoots.

The center focuses on three major tasks: partnering with Hangzhou Alibaba Business School, Zhejiang Shuren University, and Zhejiang Academy of Fine Arts to facilitate overseas talent connections and domestic cross-border talent cultivation; opening overseas channels for enterprise products, currently coordinating channel linkage with overseas vertical platforms and supermarkets; and organizing activities, training, and salons to build a conducive atmosphere, recently hosting the "Jiangnan Maker (Asia) Regional Competition" with participants from Singapore, Malaysia, Thailand, and Vietnam.



Alibaba Group

Founded in 1999 with the mission of "making the world free from difficult business," Alibaba utilizes e-commerce marketing platforms and technological capabilities such as cloud computing to assist enterprises in enhancing their digital and collaborative work capabilities. This transformation aims to revolutionize marketing and management methods, ultimately boosting overall production and operational efficiency. Our diverse business portfolio includes cloud computing, Chinese business, international business, local

lifestyle services, smart logistics, digital entertainment, and various other innovative ventures.

In the fiscal year 2023, Alibaba served a staggering 1.31 billion consumers globally, with over 300 million consumers hailing from overseas. Additionally, Alibaba is dedicated to providing cloud computing services to millions of businesses, solidifying its commitment to fostering digital advancement.





ANT GROUP

Ant Group traces its roots back to Alipay, which was established in 2004 to create trust between online sellers and buyers. Over the years, Ant Group has grown to become one of the world's leading open Internet platforms.

Through technological innovation, we support our partners in providing inclusive, convenient digital life and digital financial services to consumers and SMEs. In addition, we have been introducing new technologies and products to support the digital transformation of industries and facilitate collaboration. Working together with global partners, we enable merchants and consumers to make and receive payments

and remit around the world.

【Digital Payment】 We are committed to the creation and development of a digital payment open platform. We developed Quick Pay, barcode payment, smile-to-pay and QR code payment solutions through computers, mobile phones, and IoT smart devices to serve the digital payment needs across a vast array of use cases, including commercial operations, public services, and transportation.

【Digital Connectivity】 We are committed to facilitating the digital transformation of Independent Software Vendors (ISVs) and merchants, assisting businesses in reducing

costs, enhancing efficiency and growing sustainably.

Through introducing digital products, application programming interfaces (APIs) and platform resources, Alipay collaborates with 11,000 ISVs to support millions of businesses in operating digitally and delivering convenient life services to hundreds of millions of consumers via the Alipay app, utilizing operational tools and channels such as Alipay mini-programs.

【Digital Finance】 Through our expertise in technology and analytics capacity, we support over 2,000 financial institutions in China to provide inclusive financial services ranging from consumer finance, wealth management and insurance to consumers and SMEs (small and micro-sized enterprises). We have launched insurance and wealth management platforms, such as Ant Insurance and Ant Fortune, as well as credit-purchase and credit loan services, such as Huaibei and Jiebei.

【Digital Technologies】 We continue to promote the development and application of digital technology, introducing leading

products like AntChain, OceanBase, and SOFAShield based on our expertise in blockchain, privacy computing, security technology, and distributed database. We are committed to working with partners across different industries to support the small and medium-sized financial institutions in their digital transformation, enable SMEs in the service industry to operate digitally and facilitate digital collaboration across industries.

【Globalization】 We have worked with worldwide partners to establish an open and “win-win” global, digital and inclusive ecosystem through the continued sharing of our cutting-edge mobile payment technology that has enhanced the cross-border payment experience for Chinese consumers and helped other Asian users solve cross-border payment challenges when they traveled abroad. We also made it possible for Chinese merchants to operate faster and better in overseas markets and enabled global merchants to access multiple digital payment methods and connect with global consumers through a simple, one-time integration.





Hangzhou Free Trade Zone Exhibition Center

Situated in the Binjiang IoT Town, the Free Trade Zone spans a total area of 44,000 square meters and was officially inaugurated in January 2021. Presently, it hosts nearly 10 platform companies, including the province's pioneering data security laboratory, Zhejiang Big Data Exchange Center, and Hangzhou International Digital Exchange Center. In October 2022, the exhibition hall of the Hangzhou Digital Free Trade Zone, located on the 22nd floor of the Free Trade Building, was unveiled, covering

an approximate area of 1,141 square meters. This exhibition comprehensively showcases the "458" system architecture, focusing on Hangzhou's functional positioning. Emphasizing the "458" system architecture, the exhibition elucidates the unique advantages, system architecture, and functional layout of the Digital Free Trade Zone. This initiative aims to promote collaborative development among the Pilot Free Trade Zone, Joint Innovation Zone, and the radiation-driven zone, fostering a novel paradigm in global free trade opening.



Hangzhou Hikvision Digital Technology Co., Ltd.

Hikvision, established in 2001, stands as a technology company dedicated to continuous technological innovation. Guided by the business philosophy of "professionalism, richness, and integrity" and guided by the core values of "customer achievement, value-centricity, honesty and pragmatism, and the pursuit of excellence," Hikvision is devoted to deploying Internet of Things (IoT) sensing, artificial intelligence, and big data technology to serve a myriad of industries. This commitment positions Hikvision at the forefront of shaping the future of intelligent IoT. With a holistic approach to sensing technology, Hikvision strives to enhance the connection between people and objects, establishing the groundwork for an intelligent world. The company offers a diverse range of intelligent products to address and fulfill varied needs, making intelligence easily accessible. Through innovative applications of intelligent IoT, Hikvision is actively contributing to the construction of a

convenient, efficient, and secure intelligent world, thereby contributing to a better future for everyone.

As of the end of 2022, Hikvision boasts a workforce of 58,284 employees, including over 27,951 research and development (R&D) professionals and technical service personnel. The company's commitment to R&D is evident, with an investment accounting for 11.80% of the annual revenue in 2022, positioning it as a leader in the industry. Hikvision proudly holds the status of a post-doctoral research workstation unit and has established a global R&D center system centered in Hangzhou, extending its influence to key locations such as Beijing, Shanghai, Wuhan, Xi'an, Chengdu, Chongqing, Shijiazhuang, Montreal (Canada), London (UK), and Dubai.

Hikvision's reach spans across mainland China with 32 provincial business centers and over 300 city branches. Internationally,

it has established 72 branches in Hong Kong, Macao, Taiwan, and various overseas countries (as of the end of 2022). This extensive network enables Hikvision to provide products and services to customers in more than 150 countries and regions

worldwide. The company has played a pivotal role in significant projects, including the G20 Hangzhou Summit, Beijing Olympics, Shanghai World Expo, APEC conference, Beijing Daxing Airport, and Hong Kong-Zhuhai-Macao Bridge.



Changhe Old Street Historical and Cultural District

Changhe Old Street, situated on the southern bank of the Qiantang River, along the shores of Baima Lake and at the foot of Guan Mountain, is renowned as the "Jiangnan Huai Market." Encompassing an area of approximately 20 hectares, it attracts over 4 million visitors annually. The pedestrian street spans a length exceeding 5000 meters. Within this district, one encounters a diverse array of establishments, including coffee and tea shops, specialty restaurants, cultural and creative art venues, and an array of new, well-performing national brand stores such

as Fortune God Restaurant, Shan Yishan, Aizheli, On Levelling All Things, and Zhu Fu Copper Art.

The majority of the traditional residences in the Old Street date back to the Qing Dynasty, with some even tracing their roots to the early Republic of China. Among its historical gems is the remnant of the Ming Dynasty official residence known as "9 Hall and 13 Hall." Recognized as the fifth batch of historical and cultural districts in Zhejiang Province, Changhe Old Street stands as a notable cultural heritage site for the High-

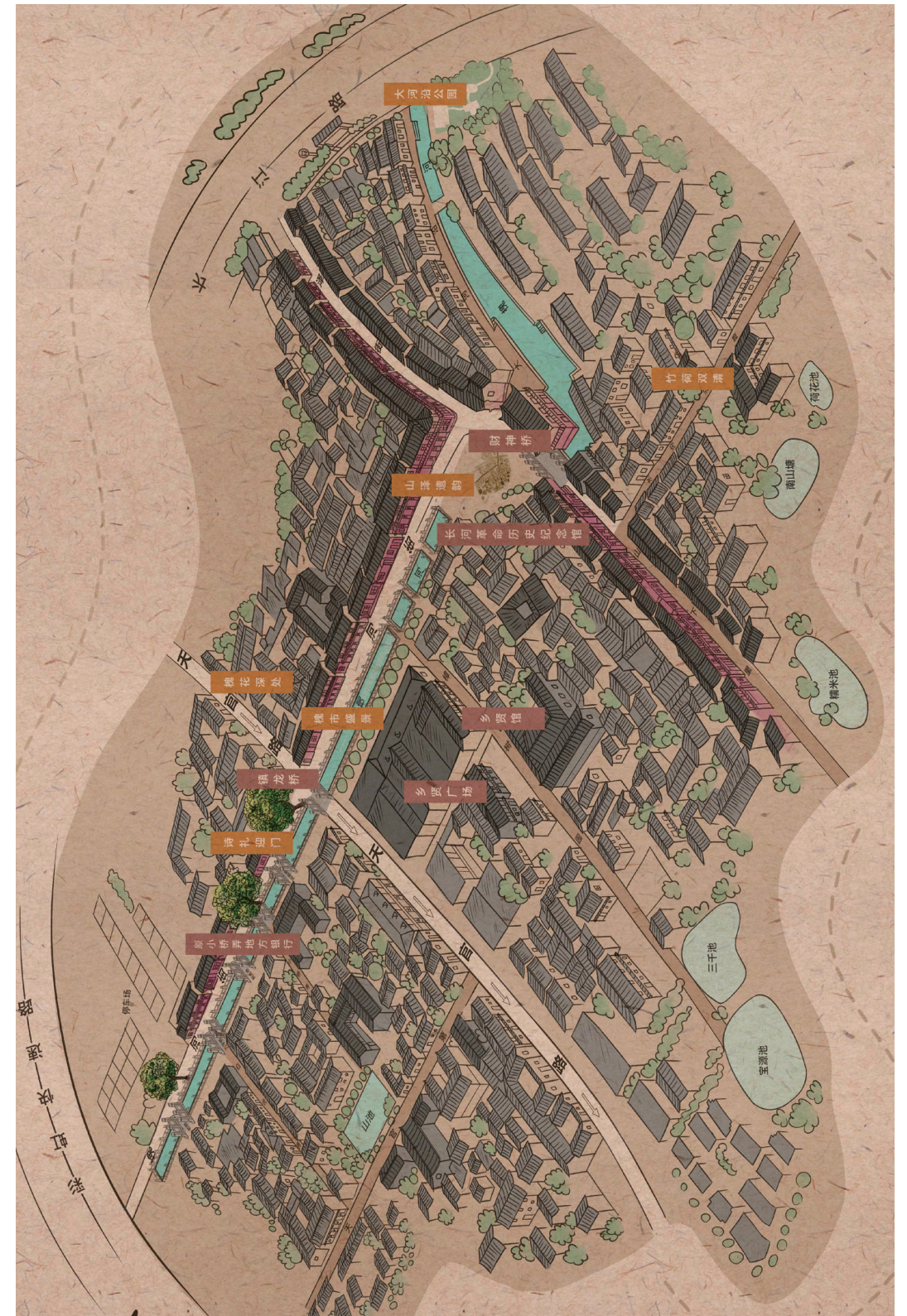


tech Zone (Binjiang). Each parcel of land within this district exudes poetic brilliance, cultural richness, and an enchanting ambiance. The neighborhood houses 2 municipal cultural relic protection sites (units) and 30 Hangzhou historic protected buildings. Notably, Tianguandi and Huai River are enlisted in the initial group of geographical names and cultural heritage protection listings in Hangzhou.

Described by the poetic phrase "One village is in a long river, and the small city is shaded and not invaded by the heat. The hideaway scene depicted in the poem "After a long conversation, it's nice to listen to the cicada piano under the tree" encapsulates the charm of Changhe, often referred to as the "Huai City of Jiangnan." More than just

the name of a river in Binjiang, Changhe represents a thousand-year-old town with a storied history, once mentioned in the same famous as Tangqi and Wuzhen.

The Changhe was home to villages as far back as the Wu Yueguo period, evolving into a natural town during the Southern Song Dynasty. The Ming Dynasty shaped the existing layout of Zejie and Huaihe Street, forming the historical streets of the Changhe. Throughout history, Old Street has been a gathering place for the imperial examinations family, gaining fame due to the noble lineage of the Lai clan. Continuously topping the rankings through the ages, Old Street is associated with the popular saying "Every list includes the 'Lai' family".





“丝路电商” 走进杭城

SILK ROAD E-COMMERCE VISIT HANGZHOU