

CAREC

E-Commerce Development – Experience from the PRC

Department of Electronic Commerce and Informatization,
PRC MOFCOM

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Overview of E-commerce Development

The 13th five-year plan period (2016-2020)

The national e-commerce transaction volume increased from RMB 26.10 trillion to RMB 37.21 trillion, with an average annual growth rate of 9.3%

The national online retail sales have grown at an average annual rate of nearly 25%, and the online retail sales of physical goods accounted for a quarter of the total retail sales of consumer goods.

Cross-border e-commerce has an average annual growth rate of 30%, supporting the high-quality development of trade.

In 2020, China's cross-border e-commerce trade volume reached 1.69 trillion yuan, a year-on-year increase of 31.1%. A large part comes from Central Asian countries.

Silk-Road E-commerce



“丝路电商” —— 电子商务国际合作

Silk-Road E-commerce — E-commerce international cooperation



"Silk Road E-commerce" is an important measure under the "Belt and Road" cooperation initiative. It aims to leverage the respective comparative advantages with partner countries in accordance to jointly grasp development opportunities in the digital age. Since 2016, China has established an e-commerce bilateral cooperation mechanism with 22 countries.

Silk-Road E-commerce



Mechanisms to deepen e-commerce cooperation



目前已与 **22个国家** 签署电子商务合作文件并建立了双边合作机制



智利



新西兰



越南



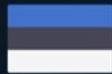
巴西



澳大利亚



柬埔寨



爱沙尼亚



匈牙利



奥地利



哈萨克



俄罗斯



科威特



阿联酋



卢旺达



冰岛



阿根廷



巴拿马



意大利



萨摩亚



瓦努阿图



哥伦比亚



乌兹别克

Up to now, China has signed e-commerce cooperation memorandums with 22 countries, establishing bilateral e-commerce cooperation mechanisms to facilitate trade and investment, enhance cooperation, and expand new channels for bilateral and regional cooperation.

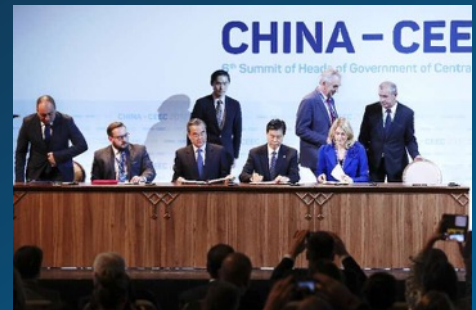
"Silk Road E-commerce" - a highlight for economic cooperation

Rapid growth of cross-border e-commerce good for world economic growth and people's

livelihood.

"Silk Road E-commerce", new channel and new highlight for international cooperation

Cooperation in policy communication, information sharing, matchmaking, provincial/city level cooperation, capacity building, etc.



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Strengthening policy coordination



Hold regular meetings with partner countries to share new developments and breakthroughs, study new models and formats of e-commerce applications, and explore new ideas and paths for e-commerce governance. Carry out routine exchanges in cross-border e-commerce, SME digital transformation, online consumer protection and digital poverty reduction.

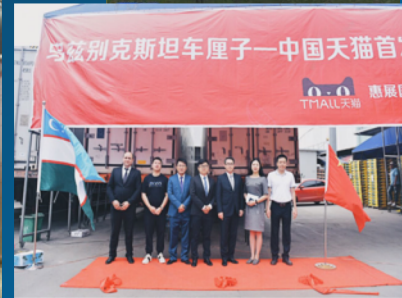
Silk-Road E-commerce



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Promoting business cooperation

- Provide enterprises with information on market, investment and legal environment, and policy guidance
- Promote cross-border trade by supporting cross-border logistics, mobile payment, supply chain networks, overseas warehouses, etc.



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Supporting the construction of overseas warehouses



Support building interconnected and intelligent trade infrastructure in B&R countries, and encourage the construction of overseas warehouses covering key countries and markets.

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Carrying out country-tailored studies



Since 2017, the “Belt and Road” e-commerce research project has been set up, to conduct research on the development of e-commerce, cross-border e-commerce goods supervision systems and trade facilitation measures in key countries and regions, to provide support for cooperation.

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Capacity building

- Bilateral and multilateral e-commerce training projects, and think tank cooperation
- Cooperate with companies, think tanks and research institutions to conduct e-commerce training for companies and young entrepreneurs in partner countries
- During the pandemic, hold online training sessions, introducing policies and regulations, development trends, innovative practices and operational skills, attracting more than 100,000 online viewers



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International e-commerce rule-making

1. Progress in rules negotiation, including WTO E-commerce negotiation and FTA negotiation.
2. Constructive role in multilateral consultations, including G20, APEC, Shanghai Cooperation Organization, China-Central and Eastern European Countries (CEEC), and Lancang-Mekong Cooperation.



WTO OMC



Asia-Pacific
Economic Cooperation



Silk-Road E-commerce

Support international pandemic control



- Guiding e-commerce companies to use the advantages of procurement channels and logistics networks to stabilize import and export
- Support enterprises to use digital technology to carry out international cooperation in pandemic prevention and control
- Carry out experience sharing of e-commerce in helping fight the epidemic and guarantee supply

Poverty alleviation through E-commerce

MOFCOM explored poverty alleviation through e-commerce, by tapping into the unique advantages of e-commerce to directly connect production and consumption, and achieved remarkable results in supporting farm to fork, promoting the digital transformation and upgrading of agriculture, stimulating entrepreneurship of farmers, and improving the rural outlook.



Establish an e-commerce poverty alleviation work mechanism



Promote of e-commerce in rural areas



Develop agricultural products brands



Make full use of e-commerce platform

Poverty alleviation through E-commerce



Thank you!