Expert Meeting on

CYBERLAWS AND REGULATIONS FOR ENHANCING E-COMMERCE:
INCLUDING CASE STUDIES AND LESSONS LEARNED
25-27 March 2015

Characteristics of China's E-Commerce and E-commerce Legislation Progress

By

Li Mingtao
China International Electronic Commerce Centre
Ministry of Commerce, China

The views reflected are those of the author and do not necessarily reflect the views of UNCTAD
Characteristics Of China’s E-commerce and e-commerce Legislation Progress

Mingtao Lee
Deputy President, State Institute for E-Commerce, China
International Electronic Commerce Centre, Ministry of Commerce, China
Emerging industries and new types of businesses are areas of intense competition. We will launch major projects to develop high-end equipment, information networks, integrated circuits, new energy, new materials, biomedicines, aero engines, and gas turbines, helping a number of emerging industries to become leading ones. 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.
E-Commerce In China
E-Commerce In China
E-Commerce In China
Chinese government’s new slogan “popular entrepreneurship and innovation”

CHINA Economic Life Survey, a program of CCTV, released the result of a survey which was carried out by printing on free post cards and got answers from respondents from 100 thousands families. The data showed that 13.6% of the respondents actually participated in starting up their own business in 2014, while the percentage of the respondents who have the plan to start up in 2015 is 20.5%. And the top 3 industries which are seen to be the most promising ones are e-commerce (19.9%), healthcare (18.9%) and finance (14%).
E-Commerce In China
Chinese Government’s Efforts

- 53 demonstration cities
- 34 demonstration parks
- Over 500 e-commerce parks
Chinese Government’s Efforts

Three policy principles:

◆ giving more and taking less
◆ more freedom and less control
◆ more help and less shirking
New development of Chinese E-Commerce

◆ **2.1 trillion dollar**: 2014 Chinese E-commerce transaction volume exceeded 2.1 trillion US dollar, an increase 26% over 2013.

◆ **0.45 trillion dollar**: 2014 Chinese online sales reached more than 0.45 trillion US dollar, an increase 46% over 2013. accounting for the total retail sales of consumer goods has reached 10 percent share.

◆ **14 billion**: 14 billion pieces express delivery business in China, up 52% from a year earlier, ranked first in the world.
Driving force of Chinese E-Commerce

- 649 million Internet users
- 557 million mobile Internet users
- 361 million online shoppers

The application of internet technology

Innovation

B2C

C2B

B2C

Real Economy

e-business enterprises
The challenge brings by the E-commerce
The challenge brings by the E-commerce
The challenge brings by the E-commerce
The challenge brings by the E-commerce
The challenge brings by the E-commerce
China will fully promote the law-based governance of the country; move more swiftly to build an innovative, clean, service-oriented rule of law government.
Progress of Legislation on E-commerce in China

Law on Electronic Commerce

Schedule:
• In October 2013, the law on E-Commerce has already come into the lawmaking plan of NPC.
• In October 2015, the draft legislation will be completed.
• In June 2016, the draft for examination and approval will be completed.
• In 2018, the Law will be approved by NPC.

Guiding Ideology: promote development, normative order, protect rights and interests

Basic principle: minimal government intervention, encourage innovations, technology neutrality

Focus on: How to coordinate with the existing law; Market access; The responsibility of the platform; Personal information protection; ODR; Tax policy, Government administration, cross-border E-Commerce
Thanks!

Mingtao Lee
leevien@ec.com.cn
www.ec.com.cn