

Expert Meeting on

CYBERLAWS AND REGULATIONS FOR ENHANCING E-COMMERCE:
INCLUDING CASE STUDIES AND LESSONS LEARNED

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

By

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The views reflected are those of the author and do not necessarily reflect the views of UNCTAD

中国电子商务发展特点与立法进展

Characteristics Of China's E-commerce and e-commerce
Legislation Progress

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



新兴产业和新兴业态是竞争高地。制定“互联网+”行动计划，推动移动互联网、云计算、大数据、物联网等与现代制造业结合，促进电子商务、工业互联网和互联网金融健康发展，引导互联网企业拓展国际市场。

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



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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



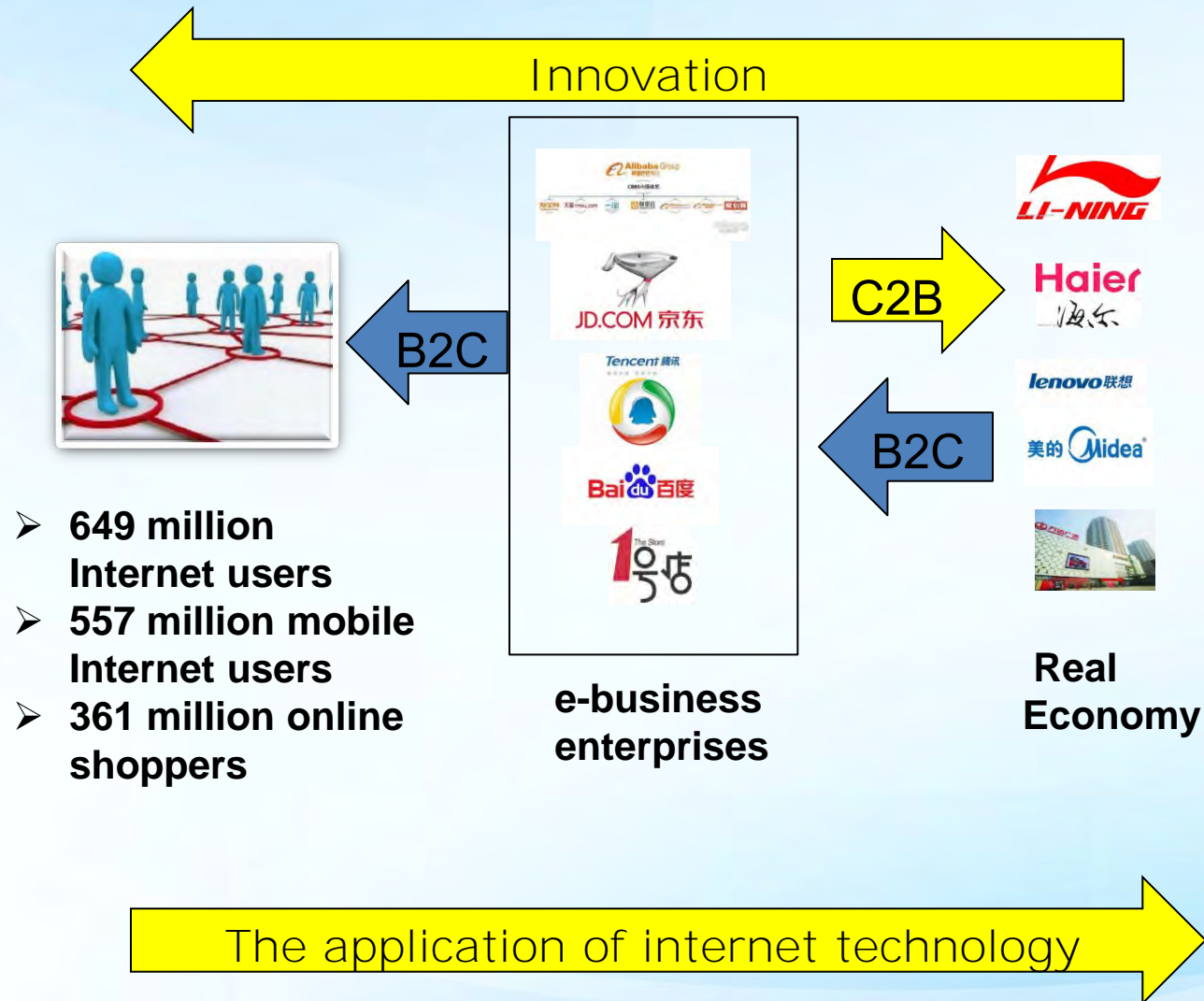
- ◆ 53 demonstration cities
- ◆ 34 demonstration parks
- ◆ Over 500 e-commerce parks



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.

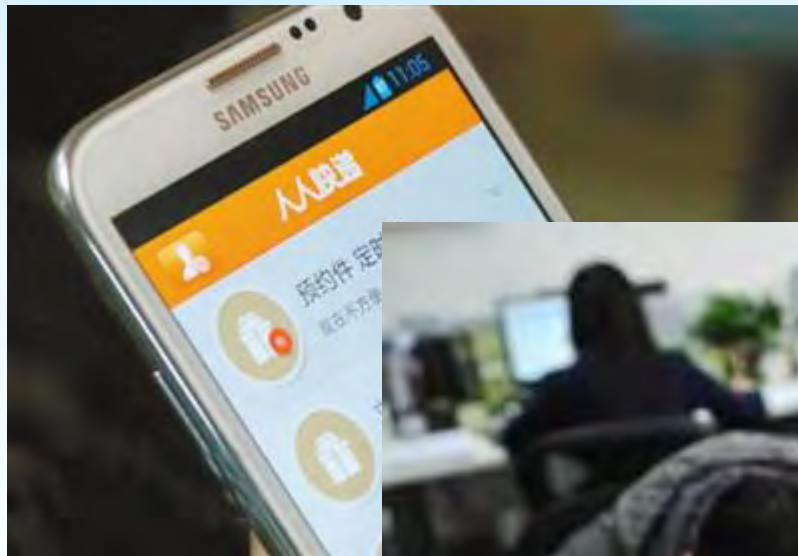
Driving force of Chinese E-Commerce



The challenge brings by the E-commerce



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The challenge brings by the E-commerce

BloombergBusiness News Markets Insights Live TV

China Accuses Alibaba of Lax Oversight of Merchants



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Energy Financials Health Industrials Luxury 360 Media Retail & Consumer Tech

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

The challenge brings by the E-commerce



Progress of Legislation on E-commerce in China



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 !

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