

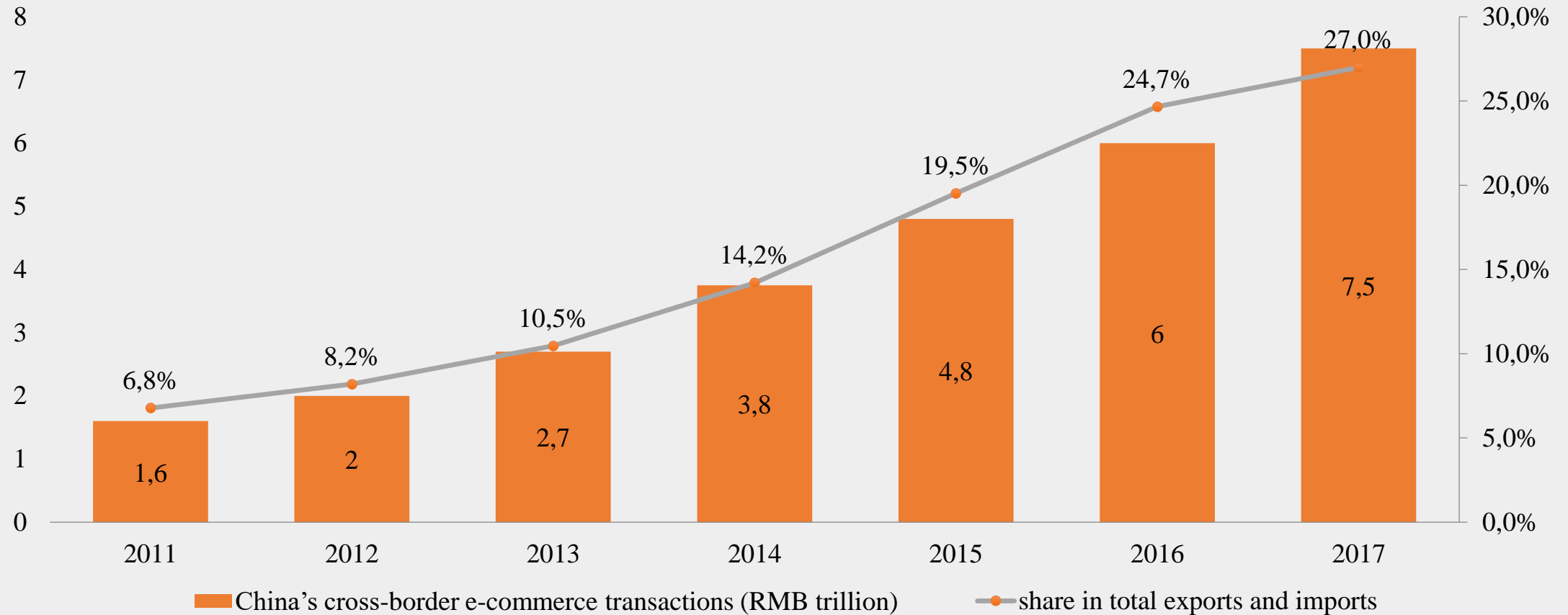
# How to Help MSMEs Trade through E-commerce: China's Experience

OUYANG Cheng

Ali Cross-border E-commerce Research Center

16 April 2018

# China's Cross-border E-commerce & the Share in Foreign Trade



Data Sources: Ministry of Commerce, Bureau of Statistics, AliResearch, etc.

# Some Important Value of Cross-border E-commerce

- New Players in International Trade
- New Forms of International Trade
- Industrial Transformation and Upgrading



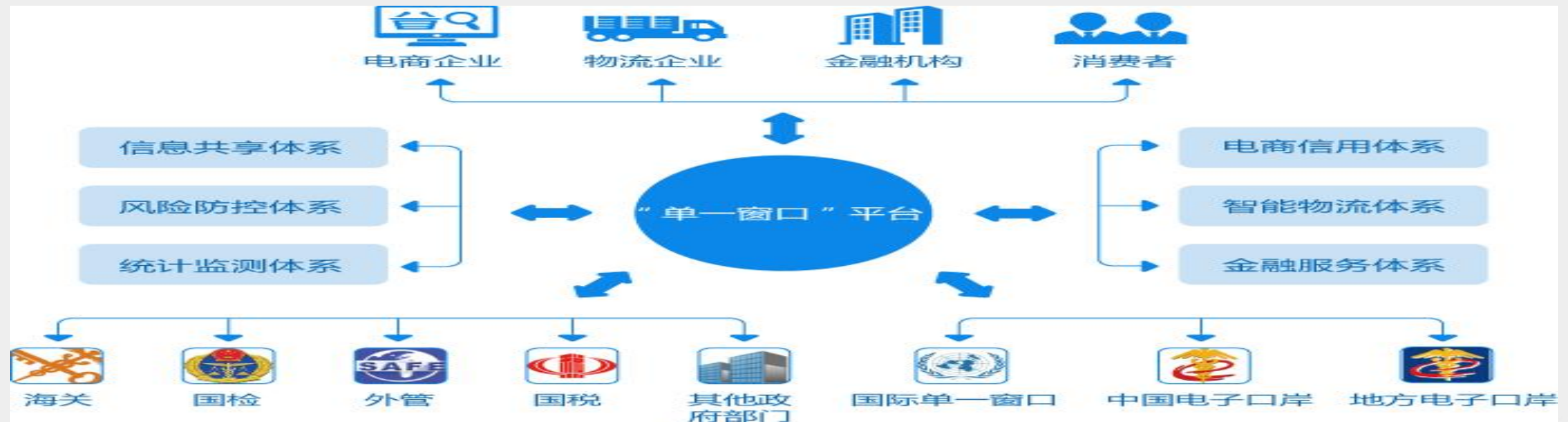
## From Government's Perspective:

# China's Cross-border E-commerce Comprehensive Pilot Zones

### Hangzhou Experience: Six Systems and Two Platforms

- Policy and Rules Innovation
- Governmental Management Innovation
- Intergrated Services Innovation

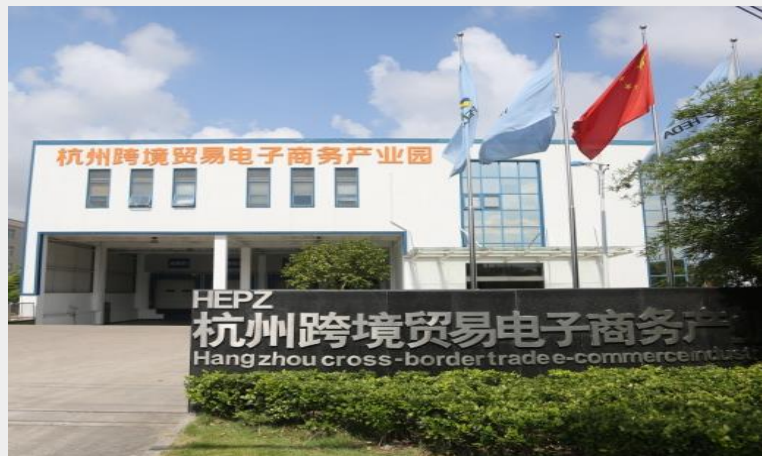
### Online Comprehensive Services platform





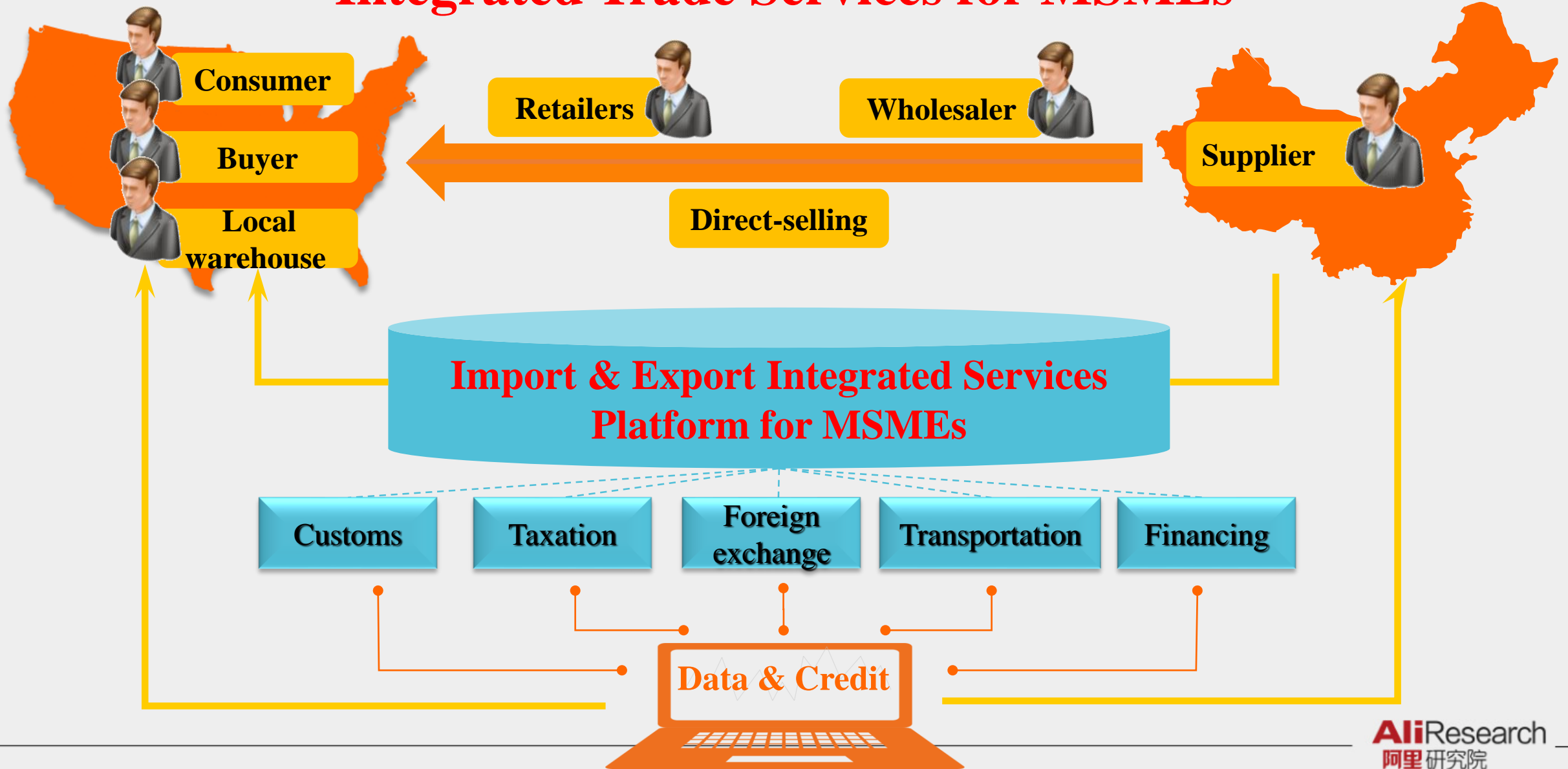
# China's Cross-border E-commerce Comprehensive Pilot Zones

## Offline Industrial Zones Platform



## From Platform's Perspective:

# Integrated Trade Services for MSMEs





# eWTP Pilot: Malaysia's Digital Free Trade Zone (eHub)



**Regional  
Logistics  
Hub**



**One Stop  
International  
Trading  
Services  
Platform**



**Cloud  
Computing  
and Big Data**



**E-payment  
and Inclusive  
Financial  
Service**



**Global  
Digital Talent  
Training**

From Industry's Perspective:

## Wig Production and Sales in Juanchen County, Shandong





## 3 Pioneers of E-commerce in Shaji Town, Suining County, Jiangsu



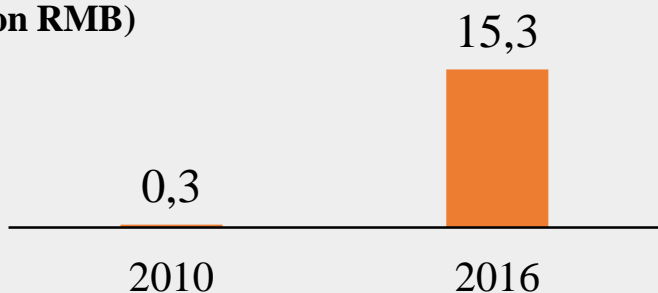
- In 2006, H. Sun, K. Xia and L. Chen returned to hometown and started e-commerce business.
- Disadvantages of off-line channel, such as high initial investment, long cash flow cycle and high market uncertainty. On e-commerce platforms, they could reach consumers and reduce cost.
- Rapid development of grassroots entrepreneurship. Currently, 90% of young people open factories or open e-stores.



# New Economic Landscape in Suining County, Jiangsu

## E-commerce Sales in Suining

(Billion RMB)



**1,320,000** Population

**42,000** Online Stores

**51** Taobao Villages

**3,956** Registered Trademarks

**210,000** Job Opportunities Created

Equipment

Year 2010



Year 2017



Logistics





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## Inclusive Growth and E-commerce: China's Experience

April 2017

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## Future of Global Trade: Connecting the World through E-commerce

2016 China Cross-border E-commerce Report

Alibaba Research Institute  
Ali Cross-border E-commerce Research Center



## E-COMMERCE IN CHINA OPPORTUNITIES FOR ASIAN FIRMS



In partnership with  
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## Unleash the \$3 Trillion Potential of Online Retail in BRICS

—BRICS E-commerce Development Report 2017

September 2017

accenturestrategy  
埃森哲战略

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