E-Commerce Promotes Inclusive Trade

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In 2015, China’s total e-commerce volume was expected to be 20.8 trillion yuan, a year-on-year growth of about 27 percent, over-fulfilling the target set in the “E-commerce 12th Five-Year Development Plan” and quadrupling the e-commerce trade volume. E-commerce has become a driver to national economic development.
In 2015, China’s internet retailing volume reached 3.8773 trillion yuan, a year-on-year growth of 33.3 percent, accounting for 10.8 percent of the total retail sales of social consumer goods.
E-commerce of manufacturing field is rapidly expanding to both upstream and downstream of the supply chain.

The popularity rate of e-commerce purchase and sale in manufacturing field in China has been further raised, reaching 37.24 percent on average, with some sectors approaching 60 percent.
Problems the SMEs are facing

- The Market demand (Large? Small?)
- Lack of Talent people
- Policy Impact (Encourage? Support?)
- Funding
- Psychological preparation (for women, star-up)
In 2015, the trading volume of rural online shopping was 353 billion yuan, a year-on-year growth of 96 percent; the internet retailing amount of agricultural products was 150.5 billion yuan, a year-on-year growth of over 50 percent. The construction of rural e-commerce service outlets is in full swing, currently covering nearly 250,000 villages in more than 1000 counties.
CIECC Training Institute provides comprehensive, systematic, professional, useful theoretical knowledge and practical skills for management and application levels in E-Commerce related fields through integrating business experts and quality education resources both domestic and abroad. Being as a National-level training service organization, CIECC Training Institute is committed to develop dynamic senior E-Commerce professionals in management, operational and application levels with global views, creative thinking and outstanding technique.
The Practices in China

China International E-Commerce Expo

Exhibitors 参展商

<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitors</td>
<td>756</td>
<td>1,031</td>
<td>1,185</td>
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Visitors 观众

<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors</td>
<td>91,256</td>
<td>101,294</td>
<td>116,569</td>
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15 countries and regions attend the Expo, including: U.S.A, UK, Ireland, Germany, Spain, France, Russia, Korea etc. Exhibitors include: 美国、英国、爱尔兰、德国、西班牙、法国、俄罗斯、韩国等15个国家和地区的企业参加了展会。部分参展商如下:

43,432 Cooperation intentions was agreed 签定合作意向43432个

International standard booths (国际标准展位): 2400
Exhibition area (展览面积): 60,000 M²
Possible buyers (预计采购商): 6500+
Possible visitors (预计观众): 130,000+

Key Exhibitors (主要参展商):

On Apr. 11-13 2017
Proposed Solutions

➢ Capacity Building Program
  ◆ Talent Training
  ◆ Pilot Project (Assistive Devices?)
  ◆ Talent Training + Pilot Project + Funding
Proposed Solutions

- Collaborations
  - Data Exchange and Sharing
  - Joint Research with outcome releasing
    - <Jianjiang Proposal> to APEC
  - Joint Project
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