

贸易便利化论坛

中小企业国际贸易便利化创新论坛

——外贸综合服务平台解决方案

# 主题演讲：

Keynote Speech

## E-trade Process Reengineering and its Implication for Change on Trade Regulation: The Case of China

电子商务环节重构及其对外贸政策变化的影响  
以中国为例

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ADB

# E-trade Process Reengineering and its Implication for Change on Trade Regulation: The Case of China

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Economics (UIBE), Beijing

Asia-Pacific Trade Facilitation Forum 2013

Beijing, China

10 - 12 Sept. 2013

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# Agenda



- Definition and scope ?
- How E-trade platforms facilitate trade in China
- Platform cases of China
- Process reengineering of
- Enterprise-driven model to
- What happens next?



# Definition and scope

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- SMEs-Small and medium sized enterprises
- E-trade- Import and export by electronic means
- Third party platforms – Import and export process outsourcing
- Government authorities – Paperless trading

# SMES and export



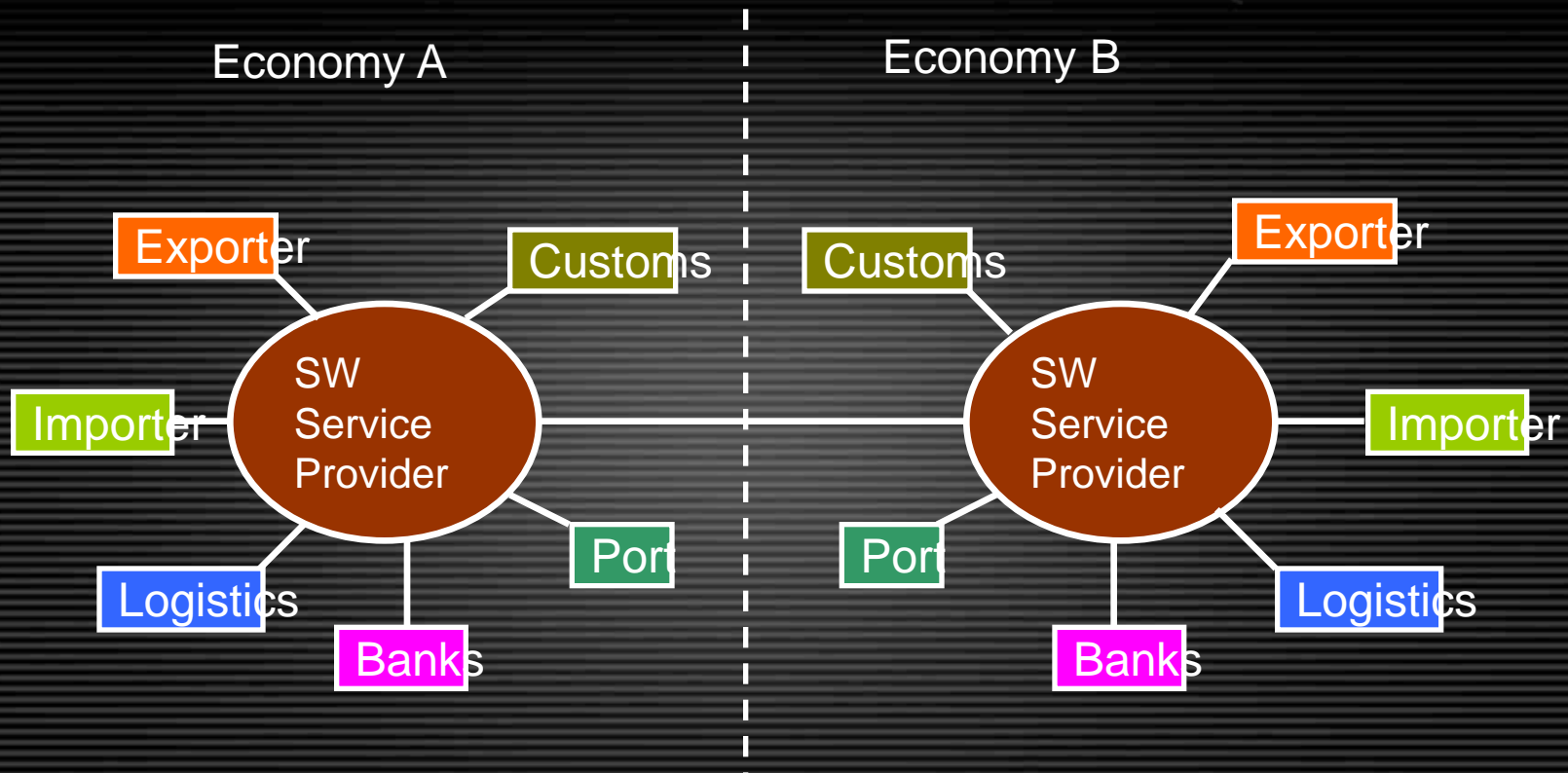
- Estimated: 2011, 90% of China's exports (1.9 trillion USD) is from 100 thousand qualified manufactures.
- 97% of them are SMEs.



# E-Trade Process: The Concept

## Single Window to facilitate trade

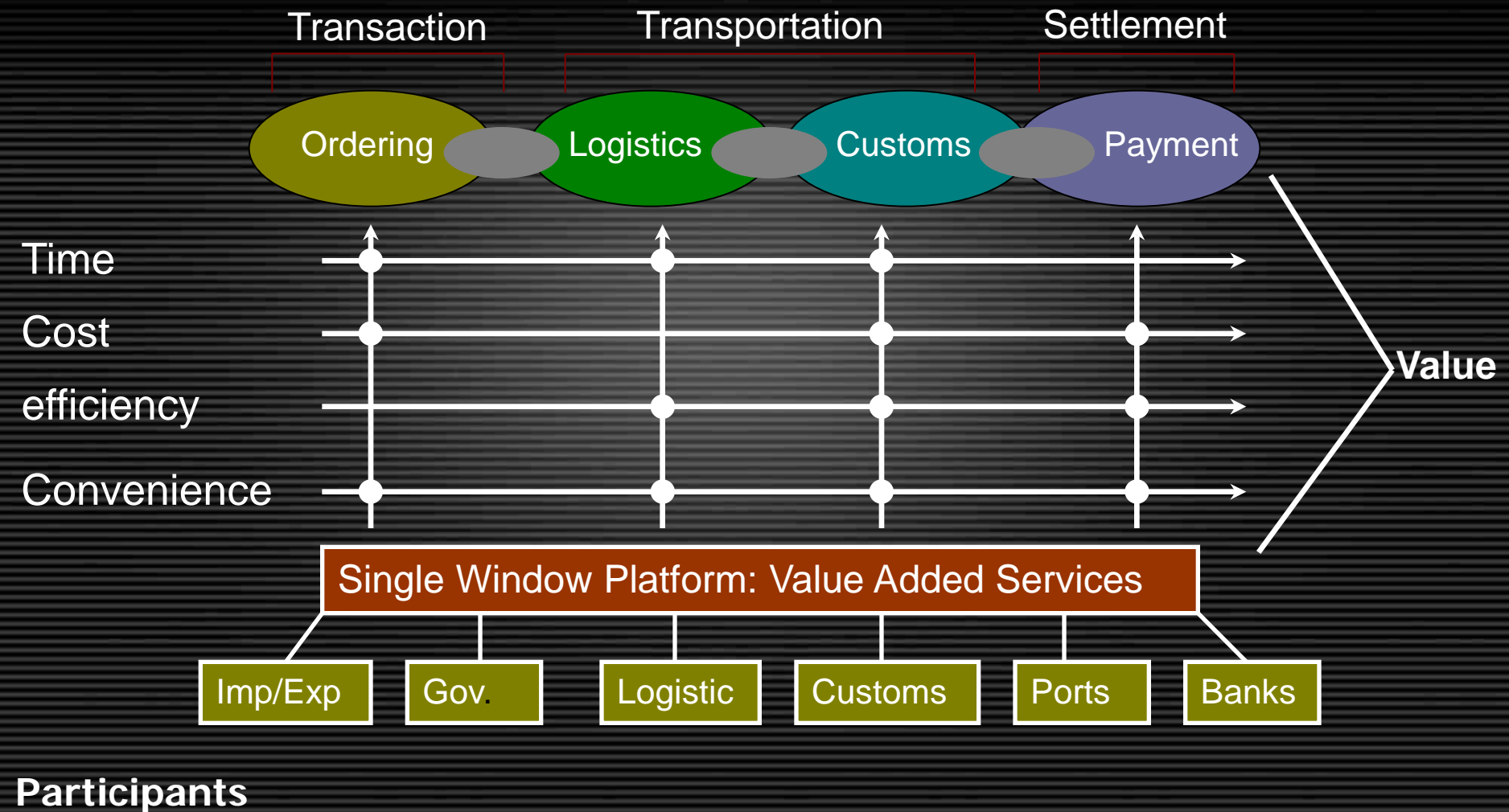
### Single Window Integration



# E-Trade Process: The Function

## Single Window to facilitate trade

### SW Value Proposition



# How E-trade platforms facilitate trade in China



## International Trade Transaction and process

### Before Transaction

- Potential buyers and sellers
- Information exchanges
- Trade leads
- Business opportunities
- Matching buyers and sellers

### Transaction

- Potential buyers and sellers
- Information exchanges
- Trade leads
- Business opportunities
- Matching buyers and sellers
- Transactions
- Payment
- Logistics integration

### After Transaction

- Import and export process management
- Documents preparation
- Documents exchange
- Payment integration
- Logistics integration
- Banking
- Foreign exchange
- Customs and other government authorities



# How E-trade platforms facilitate trade in china



## Immerging Platforms in China to facilitate Trade

### Before Transaction

- Alibaba.com
- MadeinChina.com
- Globalmarket.com
- Trade2cn.com

### Transaction

- Dhgate.com
- Aliexpress.com (Alibaba)
- M2Cmart.com (Global market)
- Ebay.cn

### After Transaction

- Onetouch.cn (taken over by Alibaba)



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**Learn Global Trade Data**

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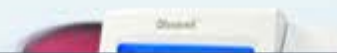
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Customs Clearance

Logistics

Tax Reimbursement

Foreign Exchange



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For SME



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Outsourcing Service of imp.& Exp Process



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Finance

# How E-trade platforms facilitate trade in china

## Business models of these third party platforms

### Before Transaction

- Trade leads
- Matching buyers and sellers
- Membership fees
- Loan without security to the qualified members
- All classified goods

### Transaction

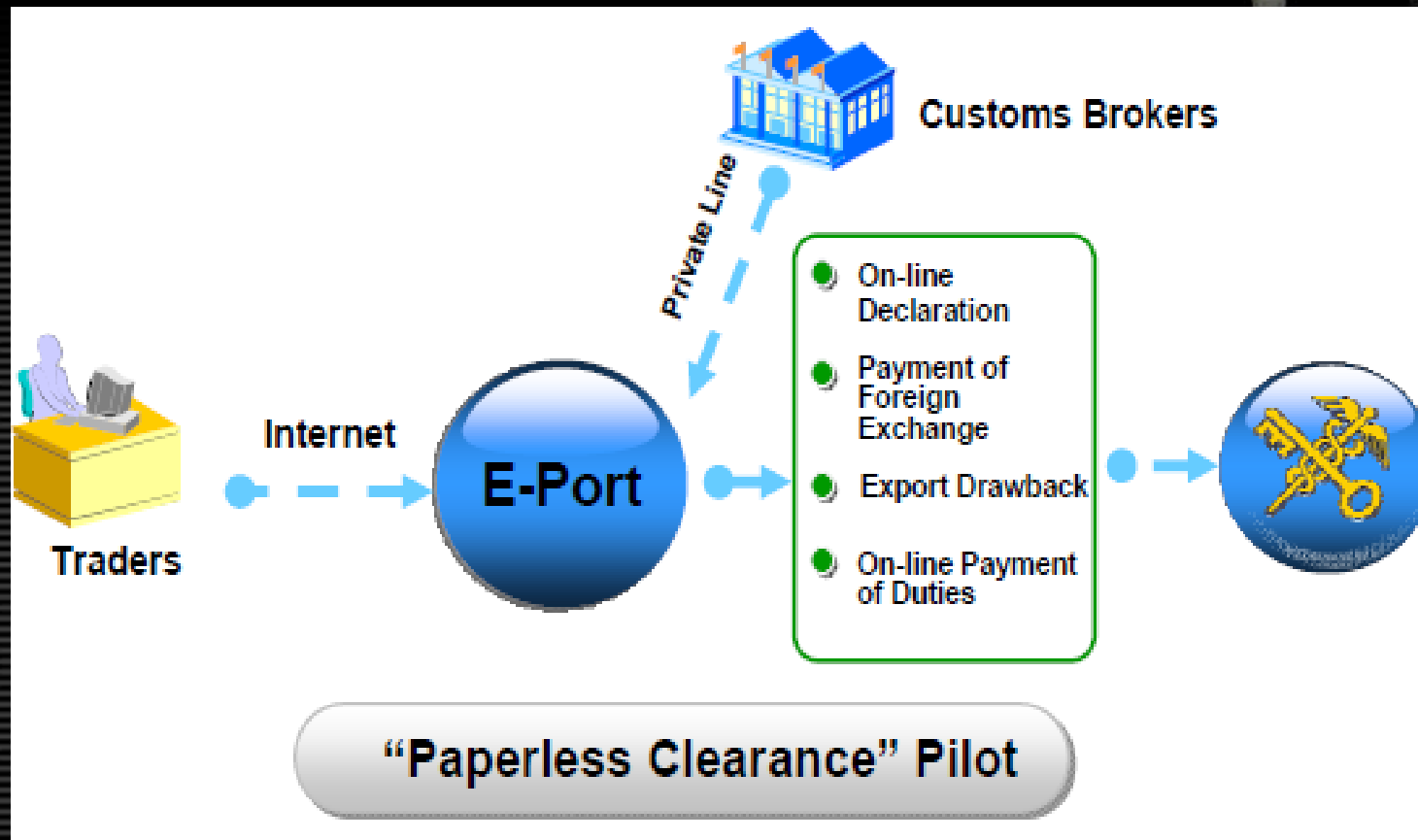
- Online sales in quantities
- Payment services (Credit card, Paypal, etc)
- Cross-border express delivery
- Customs parcel declaration
- Commission or transaction fee
- Loan without security
- Online sales products

### After Transaction

- Outsourcing trade services (documentation, exchange of documents)
- International payment and settlement supporting services
- Customs declaration
- Foreign exchange control supporting services
- Service fees
- Loan without securities
- Trade financing

**E-Trade Process  
Reengineering**

# Original E-port and Single Window Model and Concept





# Window website for China E-port

## 中国电子口岸 China E-port

首页 公告 新闻动态 新项目推广 专题策划 政策法规 统计信息 客服专区 网上授课 站内搜索 输入您要搜索的内

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- > 免税品监管系统项目
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- > 农药进出口电子数据...

为降低出口企业在向国税总局  
进行出口退税申报时的报关单数据  
录入工作量，同时保证出口退税申



### 一家外贸企业的“脱困”启示：“寒冬”求生...

我国外贸形势今年以来异常严峻，外资实际利用金额FDI连续六个月下降，这意味这外部资本对中国市场的热情继续减退。 外贸企业的寒冬求生，依旧需要的是魄力和耐力。

### » 低成本使贸易大国产生“负财富收益”

更多>>

4月份贸易数据并不乐观，6%的增长远不及商务部预定的对外贸易10%的目标。然而，我们更担忧的是，在数据全面趋冷的背后，中国贸易利益状况同样值得忧虑。

- » 中美贸易会有更多摩擦 **NEW**
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- » 关注技术性贸易措施的新特点和新... **NEW**
- » 美国重振制造业战略 将和中国形... **NEW**
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- 中国电子口岸数据中心关于
- 中国电子口岸数据中心关于

中国电子口岸  
用户服务双月

海关企业管理网上办事

在线财

集成通

电子回单

# Limitations with China E-port

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- China E-port is only for customs clearance and related procedures
- China E-port is a data checking system with foreign exchange authorities
- China E-port has online payment system for paying duty and tax
- China E-port runs independent from other import and export control authorities, e.g. Ministry of Commerce, Inspection and Quarantine Services, etc.

# Window website of MFCOM



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# Window website for China Inspection and Quarantine Service



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- “报检企业报检员管理系统”用户手册



报检企业注册登记 **NEW**



报检企业日常管理 **NEW**



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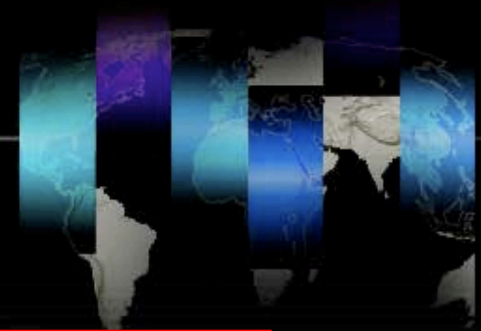
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国家质量监督检验检疫总局



# Case Study: Outsourcing service platform



The screenshot shows the Alibaba.com OneTouch website. The header includes the Alibaba.com logo, the OneTouch logo, and navigation links for "中文版" (Chinese version) and "JiangSu OneTouch". The main navigation bar contains links for "Home", "About Us", "Finance", "Imp. /Exp. Service", "Cost Analysis", and "Contact Us". The main content area features a large blue sky background with a person running on a hill and a kite flying. The text "Welcome to OneTouch" and "IMP.& EXP.BPO SERVICE FOR SME" is displayed. A red box highlights the text "Business process outsourcing" with a line pointing to the "IMP.& EXP.BPO SERVICE FOR SME" text.

Alibaba.com one touch

中文版 JiangSu OneTouch

Home About Us Finance Imp. /Exp. Service Cost Analysis Contact Us

Welcome to OneTouch

IMP.& EXP.BPO SERVICE FOR SME

Business process outsourcing

Just One Touch!



## *Imp. & Exp. BPO Service*



### Service Details



Customs Clearance



Transportation



Storage



Insurance



Tax Reimbursement



Foreign Exchange



Port

All services in import  
and export trade.....

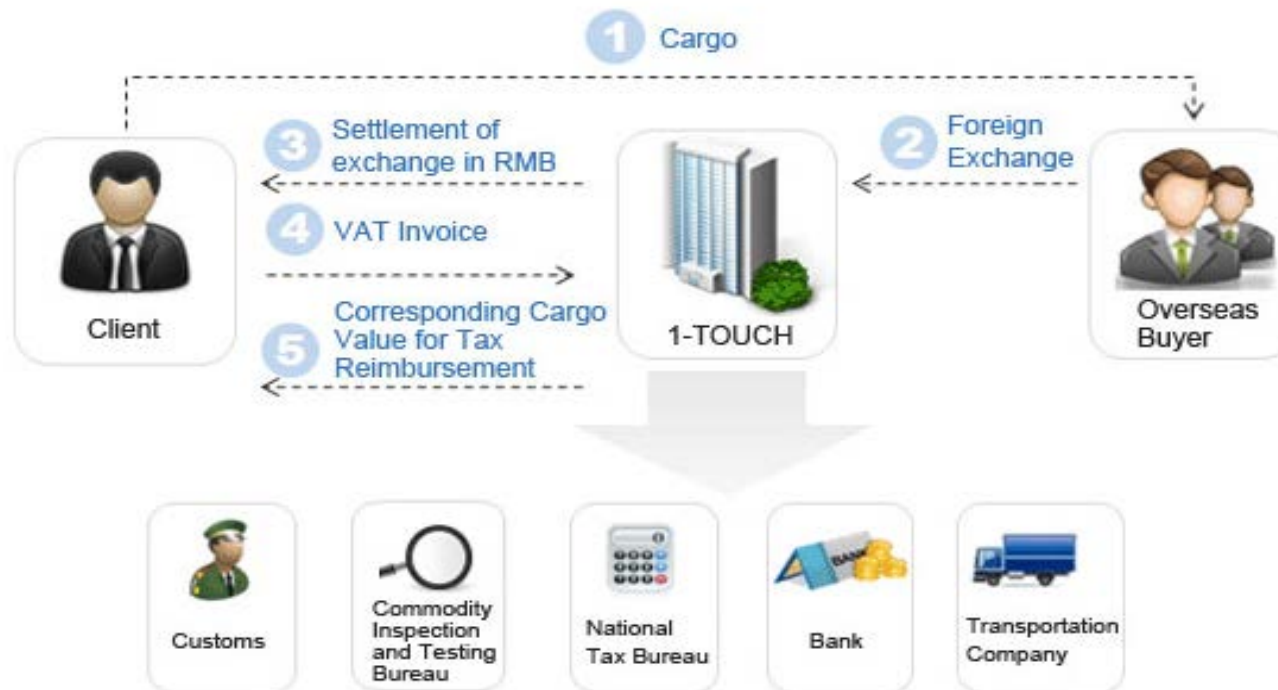
**Fastest Customs Clearance, Lowest Export Cost!**





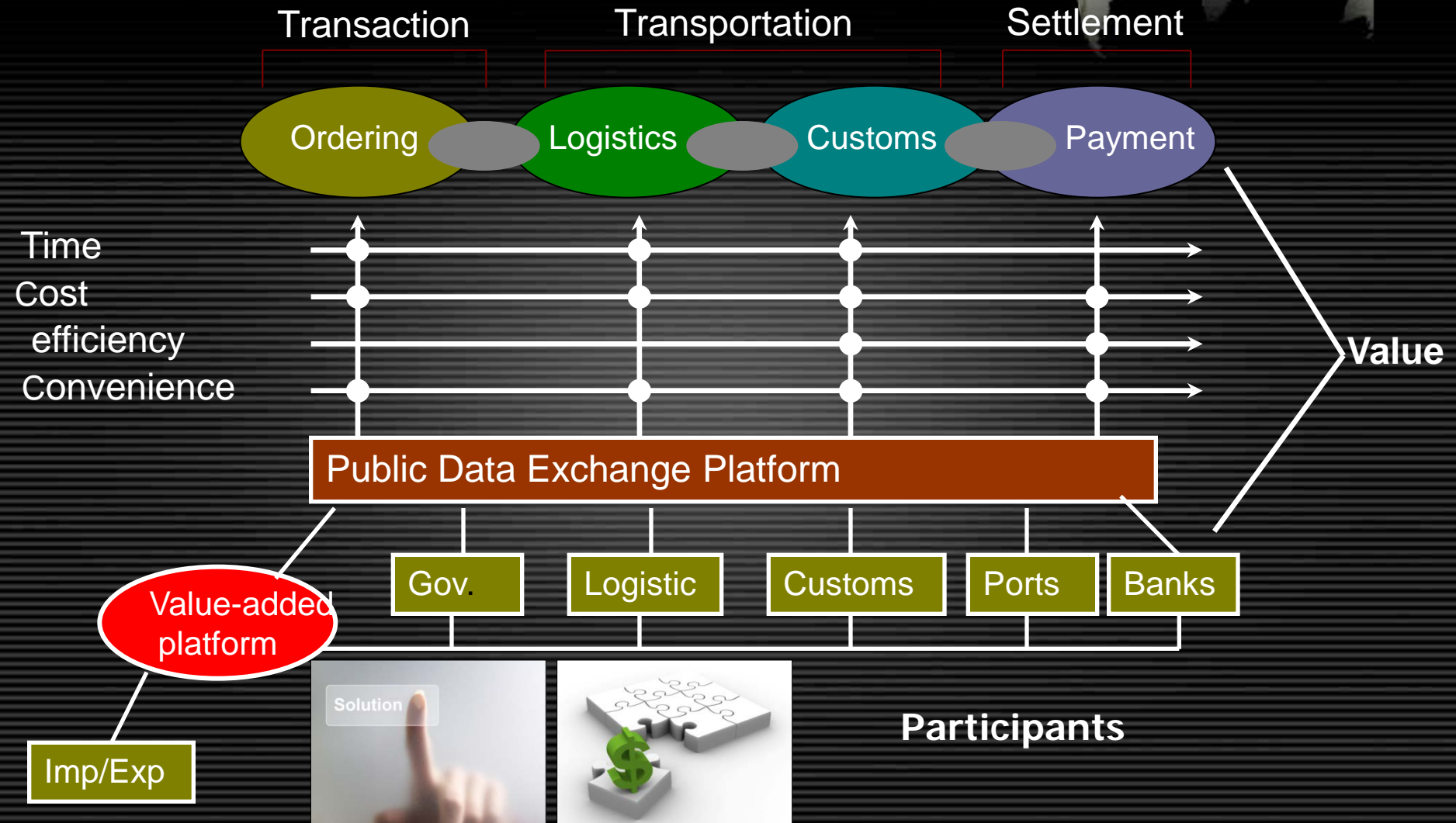
## For Export-Oriented Clients

(General Taxpayers, such as Factories and Trading Companies)

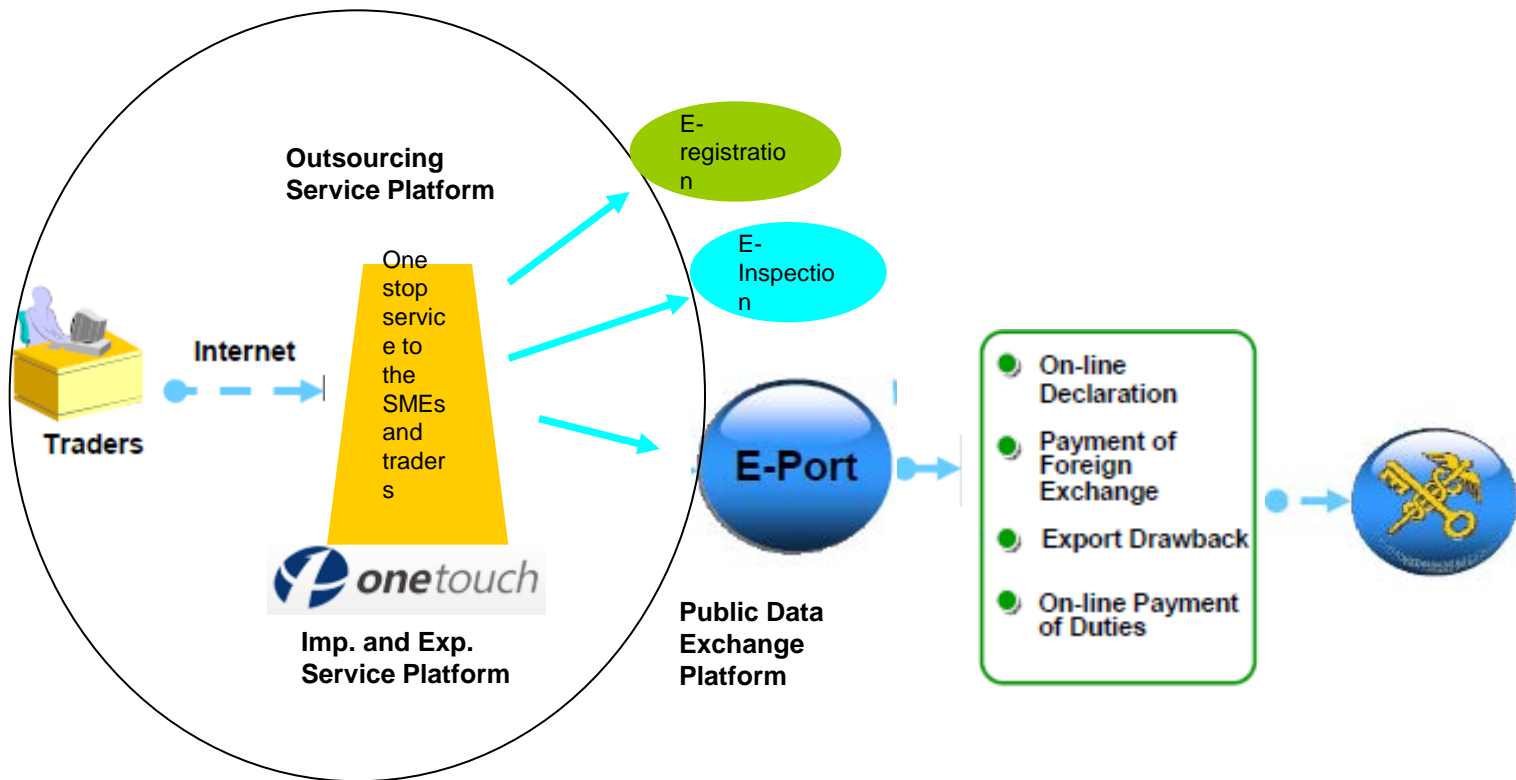


1. The transportation company can be designated by the client.
2. Foreign exchange can be received in advance before dispatching the cargo
3. Client VAT Invoice Amount = Foreign Exchange Amount + Tax Returned- Service Charge

# Enterprise-driven model and value proposition

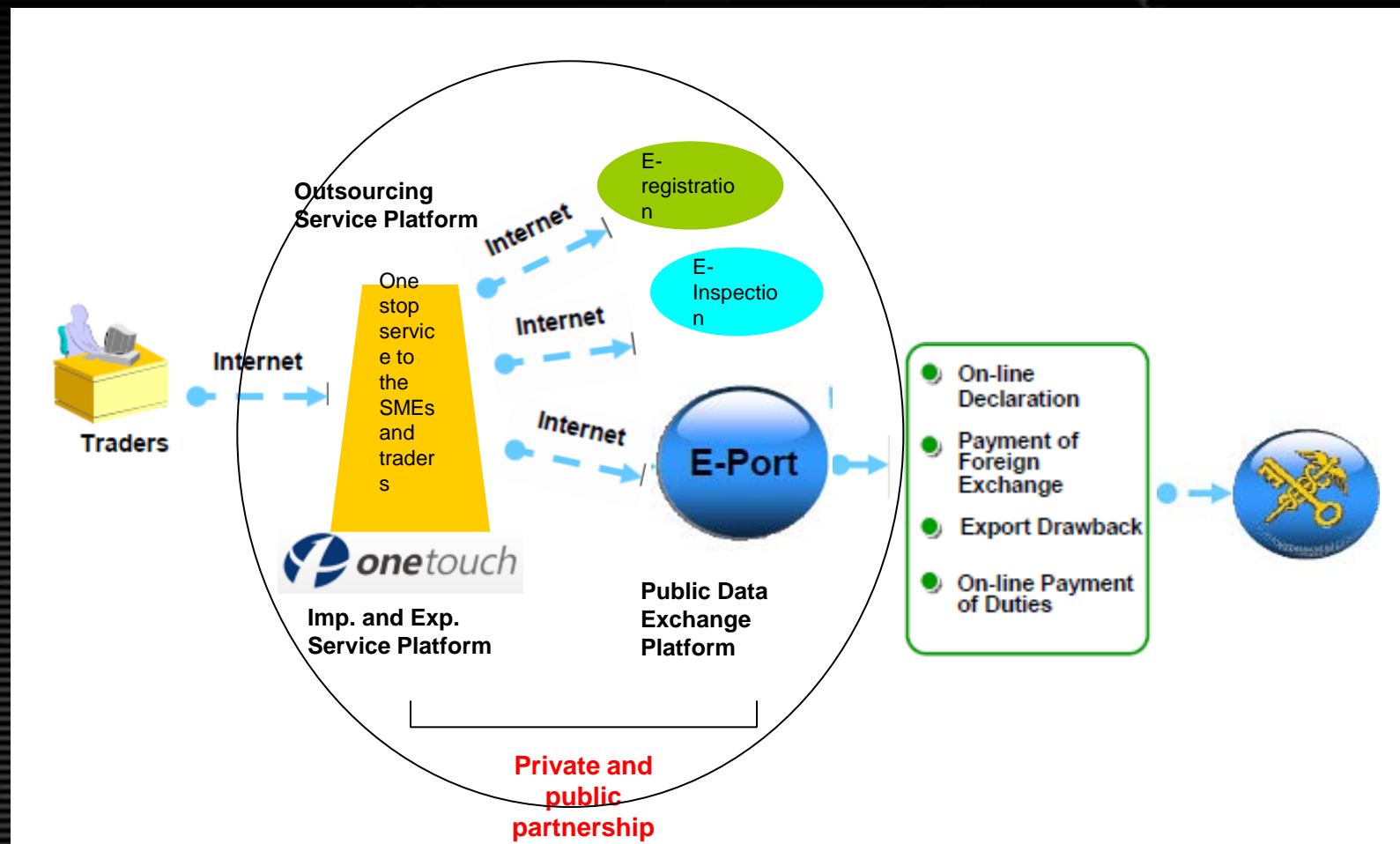


# One stop service: a single platform for importers and exporters

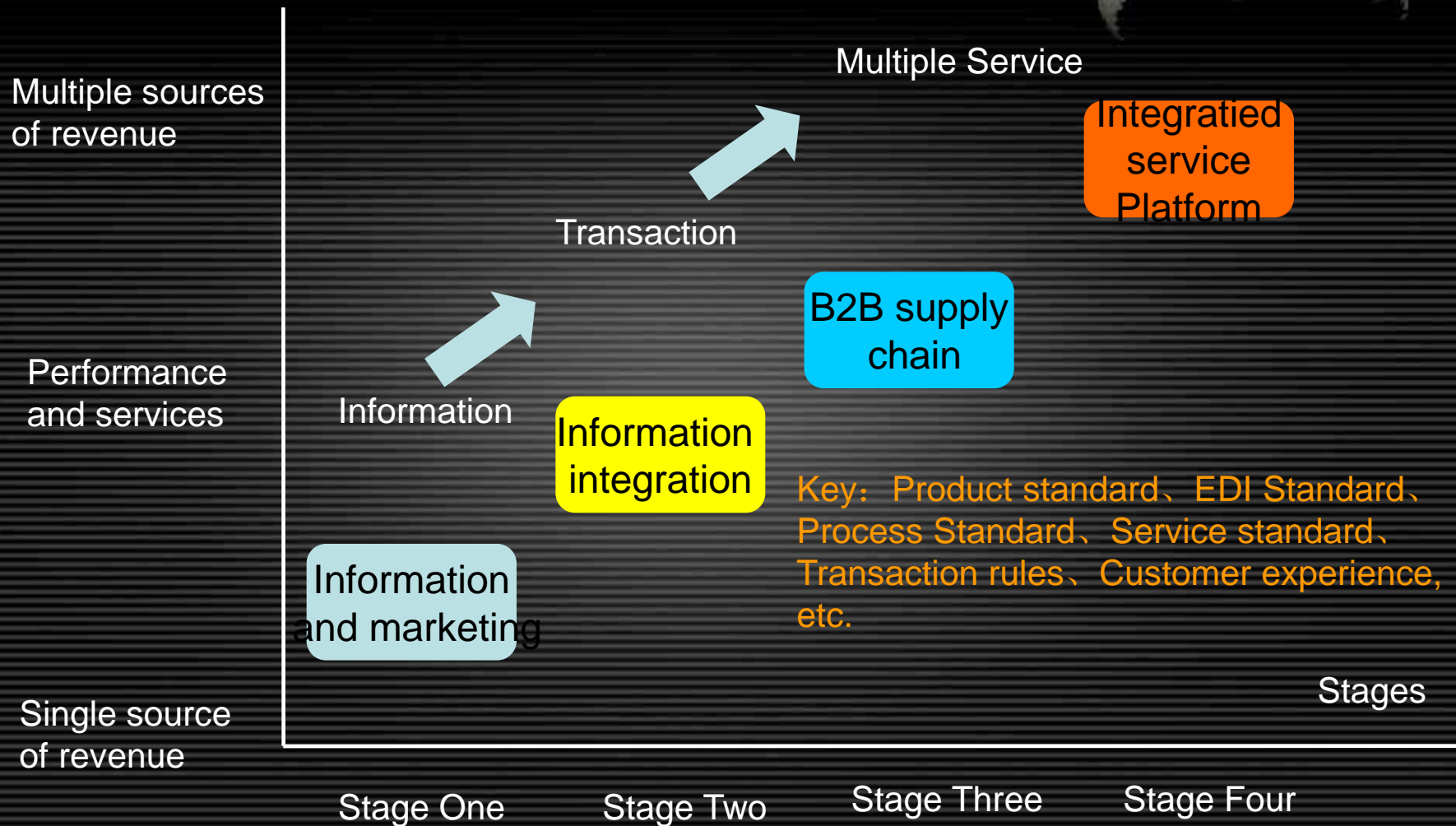


# What happens next?

## Immerging Model of Single Window: Integrated International Trade Service Platform



# Third Party Trade Service Platforms:



# Implications for Change on Trade Regulation



- Third party trading platforms
- Integrated international trade service industry
- Government trade regulation
  - Change on the supervision of trade
  - Change on the customs procedures
  - Change on the rules of quarantine services
  - Change to support the service industry
  - Change to support PPP (public-private partnership) practice



# Thanks

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