

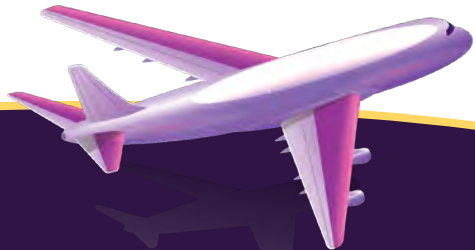
# E-Commerce in CHINA



## MARKET OVERVIEW



Population:	<b>1.398</b> Billion
GNI per Capita:	US \$ <b>10,410</b>
Ease of Doing Business:	Rank <b>31/ 190</b> Score <b>77.9/ 100</b>
Logistics Performance Indicator:	Rank <b>26/ 190</b> Score <b>3.51/ 5</b>
Currency:	Yuan <b>¥</b>
Free Trade Agreement:	N/A
Official Language:	Standard Chinese or Mandarin
Domain:	.cn



Internet Inclusivity:	Rank <b>36 / 100</b>
E-Government Development:	Rank <b>45/ 193</b>
% of Internet Users:	<b>54%</b>
Top 3 Search Engines:	Baidu <b>67%</b> , Sogu <b>24%</b> , Google <b>3%</b>
Social Media Stats:	Wechat <b>41%</b> , Weibo <b>19%</b> , Douyin <b>17%</b> , Kuaishou <b>14%</b> , Zhuhu <b>7%</b> , Red <b>3%</b>
Mobile vs Tablet vs Desktop:	Mobile <b>62%</b> , Desktop <b>37%</b> , Tablet <b>1%</b>
Level of Cross-border E-commerce:	<b>33%</b>
E-commerce Market Value:	US \$ <b>1.94</b> trillion
E-commerce Payment Method:	Digital wallet <b>54%</b> , credit card <b>21%</b> , bank transfer <b>11%</b> , cash <b>10%</b>
Top Payment Services:	WeChat Pay, Alipay, Union Pay

## E-COMMERCE TRENDS



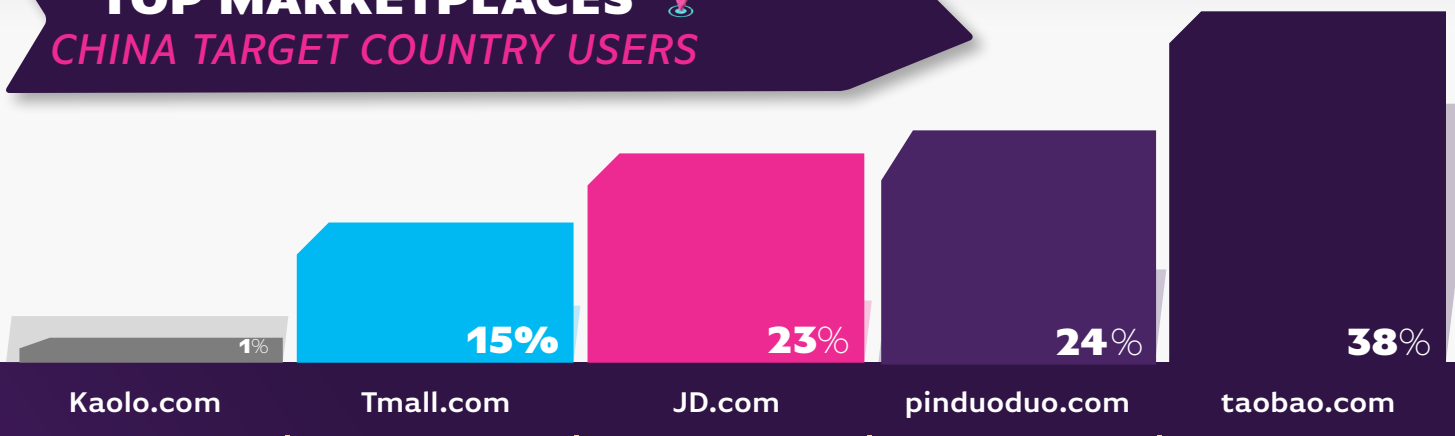
- Singles' day and other shopping festivals serve as an entry strategy for international brands in China
- Mobile e-commerce has accelerated the transition of the advertising to social media platforms
- Increasing integration of Online to Offline (O2O) business model through marketplace
- Chinese e-commerce companies utilized autonomous vehicles for delivery during COVID-19
- Livestreaming is an increasingly popular mode of advertisement by social media moguls



## TOP MARKETPLACES



### CHINA TARGET COUNTRY USERS



Marketplace	Type	Offering	Business Model
<a href="#">taobao.com</a>	B2B /B2C	Horizontal-everything	Transaction fees and External Advertisements
<a href="#">pinduoduo.com</a>	B2C	Horizontal-everything	Commission Fees and External Advertisements <i>What is Pinduoduo.com?</i>
<a href="#">JD.com</a>	B2C	Horizontal-everything	Various Fees and required deposit <i>How to partner with JD.com</i>
<a href="#">Tmall.com</a>	B2C	Horizontal-everything	Commission Fees <i>Open your Store</i>
<a href="#">Kaola (alibaba)</a>	B2C	Horizontal-everything	Commission Fees and External Advertisements

# E-COMMERCE SERVICE PROVIDERS IN THE MARKET

- Logistics Providers: *SF Express ZTO Express STO Express YTO Express*
- E-commerce Payment Processors: *Tenpay Alipay Unionpay*
- Digital Marketing Providers: *Gentlemen Marketing Agency MOBUPPS WPIC*
- E-commerce Platform Providers: *Tmall JD Ecwid Chinafy*

# E-COMMERCE RELATED LEARNING RESOURCES

## Atlantic Online Global Program

- § *Website Localization*
- § *Online Marketing*
- § *Online Regulation Compliance and Security*
- § *Global E-commerce*

## Export Development Canada

- § *Get digital: Upping your e-commerce game*
- § *E-commerce for business: A platform primer*
- § *The new e-commerce: An eight-part series to help your company thrive*

## Trade Commissioner Services

- § *Doing Business in China*
- § *An introduction to China*
- § *E-commerce – Grow your global presence*
- § *Step-by-Step Guide to Exporting – Step 10 – Selling Online: e-Commerce for Exporters*

## Business Development Bank of Canada

- § *E-commerce Toolkit*

## Other

- § *Go Digital Canada*
- § *Digital Mainstreet*
- § *Ignite Atlantic*

# FUNDING RESOURCES FOR INTERNATIONAL E-COMMERCE

## Federal Programs

- § *Atlantic Canada Opportunities Agency*
- § *Business Development Bank of Canada*
- § *Global Affairs Canada*

## Provincial Programs

- § *New Brunswick*
- § *Newfoundland and Labrador*
- § *Nova Scotia*
- § *Prince Edward Island*

## Other programs

- § *LearnSphere*