

A light blue world map is centered in the background of the slide, showing the outlines of continents and countries.

New Development Trend of Cross-border E-commerce in the Era of Digital Economy

Wang Yaqiang, General Manager of Urumqi Cross-border
E-commerce Public Service Co., Ltd

November 8, 2022

1. Introduction to cross-border e-commerce development

1 Buying from the world, selling to the world

On May 10, 2014, when the General Secretary Xi Jinping inspected the development of cross-border e-commerce in Zhengzhou, Henan, he encouraged us to move towards the goal of "buying from the world and selling to the world".

2 China attaches great importance to large-scale development

- Total 132 cross-border e-commerce pilot areas were approved for 6 times
- In 2021, the import & export scale of cross-border e-commerce will reach 1.98 trillion, with a year-on-year growth of 15%



3 Construction of Urumqi Public Service Platform



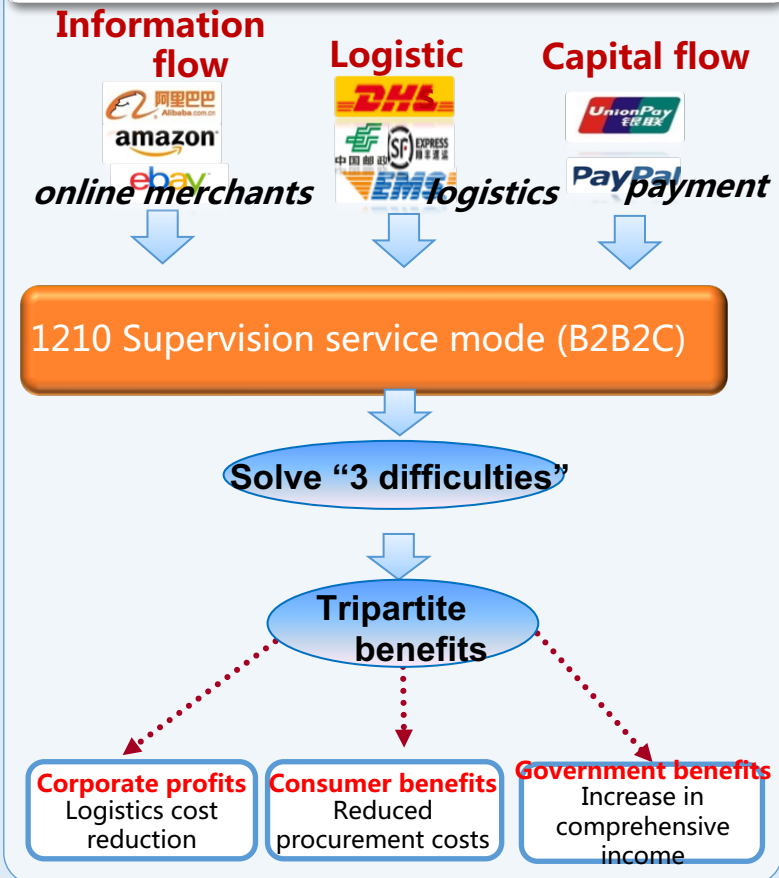
In April 2020, the State Council approved Urumqi Cross-border E-commerce Comprehensive Pilot Zone. The cross-border e-commerce public service platform is the system carrier of paperless customs clearance services. It uses the Internet, big data, cloud computing and other new generation information technologies to integrate basic transaction information resources and build a cross-border e-commerce public service platform integrating customs clearance services, data statistics and analysis, online transactions and supply chain services, It has the function of developing 1210, 9610, 9710 and 9810 modes.

2. Innovation promotes cross-border e-commerce development

Four innovations

1. Innovation in regulatory model, leading the development direction of the industry

Innovate 1210 model and solve the "three difficulties"



Innovative online shopping & bonded goods + new retail O2O
Cross-border self pick-up to attract consumption



Innovative "1 zone + multiple functions" & integrated supervision with 6 modes, "one-stop" convenient service



2. Innovation promotes cross-border e-commerce development

Four innovations 2. Operation mechanism innovation: Build a comprehensive service platform to provide one-stop service for enterprises

Four innovations 4. Business model innovation: Intelligent logistics integration to create a three-dimensional logistics transportation mode

Innovative "Three Ones" regulatory service mechanism – cross-border e-commerce comprehensive service platform



Four innovation 3. Pilot innovation for imported pharma in CB e-commerce: The national CB e-commerce retail drug import pilot was officially launched

The cross-border e-commerce retail of imported drugs adopts the "1210" bonded mode, and the drug manufacturers directly arrive at the domestic sales platform, greatly reducing the intermediate circulation links, so that drugs can reach consumers at the fastest speed



Air Silk Road+Land Silk Road+Online Silk Road: highlighting comprehensive advantages

3. Integrated development of CB e-commerce and industrial clusters

1 Xinjiang local cross-border e-commerce import



2 Cross-border e-commerce export logistics



Xinjiang is located in the west of China, bordering Central Asia by land. It is China's gateway to Central Asia. Cross-border e-commerce goods are gathered in Urumqi. Through the integrated logistics service products of China-Europe Railway Express, air freight and Central Asia land transportation, the goods exported to Central Asia cover clothing, electromechanical equipment, 3C products, chemical equipment, etc. The five Central Asian countries are located in the Silk Road Economic Belt, It is the fastest growing region of trade between China and the "Belt and Road" countries.

Urumqi West Gate Bonded Direct Purchase Center is the first "new retail commercial complex" focusing on cross-border e-commerce bonded direct purchase in Xinjiang. It connects CB e-commerce' s last step from platform to physical store to the user. Adhering to "buying everything in Xinjiang, the world' s products gather in Xinjiang", products cover more than 5000 well-known brands from more than 20 countries and regions in Europe, the Americas, Australia, Central Asia, etc., including cosmetics, maternal and infant products, nutritional health products, household products, food, etc. We shall establish a new image of Urumqi's economic development and opening up in the context of the "Belt and Road" era.

4. Digital technology opens a new racing track for CB e-commerce

1

Urumqi cross-border e-commerce public service platform and big data analysis platform

2

Cross border e-commerce live stream sales

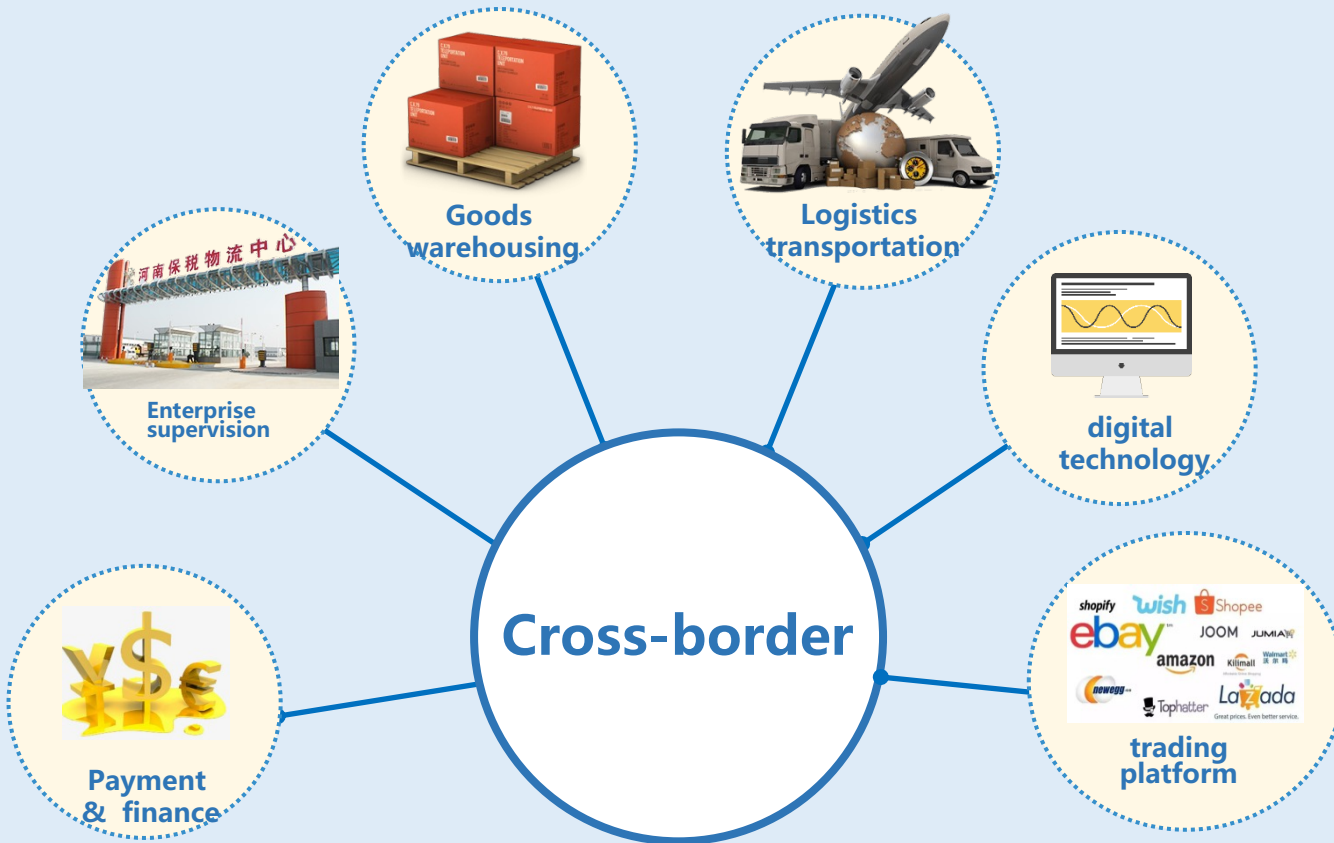


Through multi-dimensional analysis of park operation, business development, industry change, commodity classification proportion, import and export sales regions, etc., based on scientific decision-making of data enterprise operation, the big data analysis platform provides more sophisticated and personalized services for enterprises, create a development environment, build industrial chain, and develop a smart comprehensive park.

Cross-border live stream, short video, social media and other digital technologies break the restrictions of languages, regions and cultures, open up new tracks for cross-border e-commerce, and expand cross-border e-commerce channels to overseas.

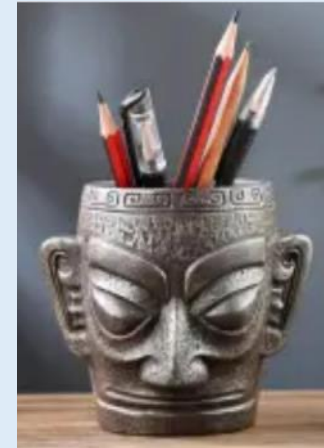
5. Deep integration of CB e-commerce and service trade

1 Integration of service trade



2 Service trade extension

Cultural & creative products sales overseas

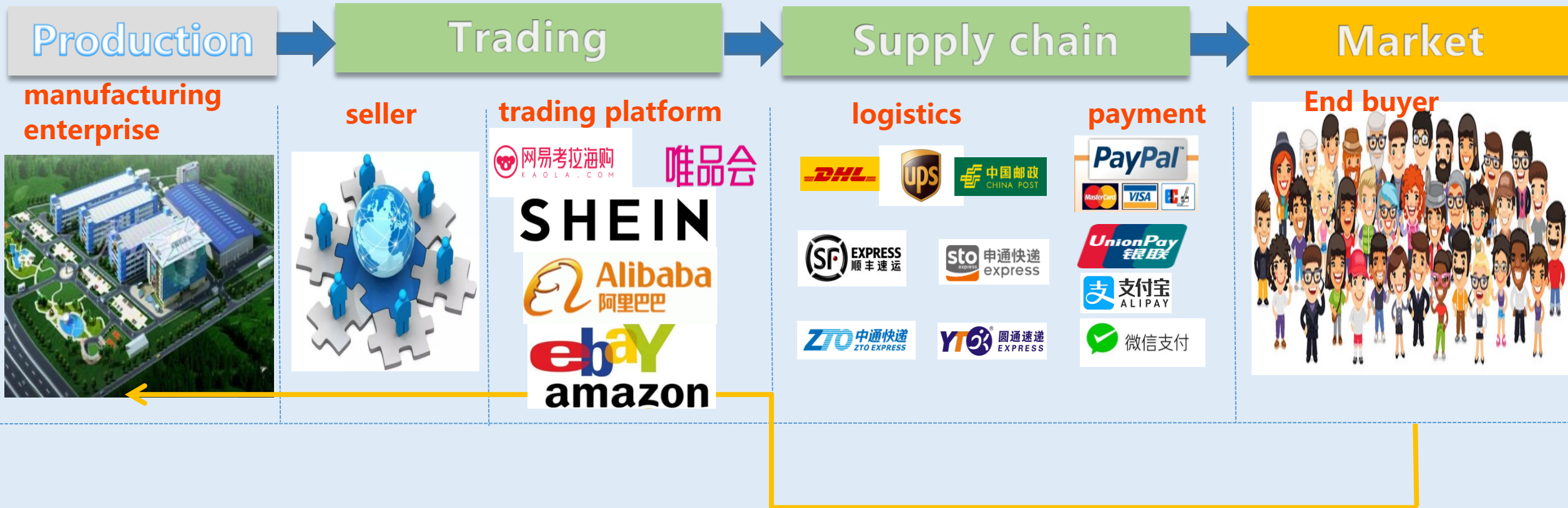


Cross-border medical treatment

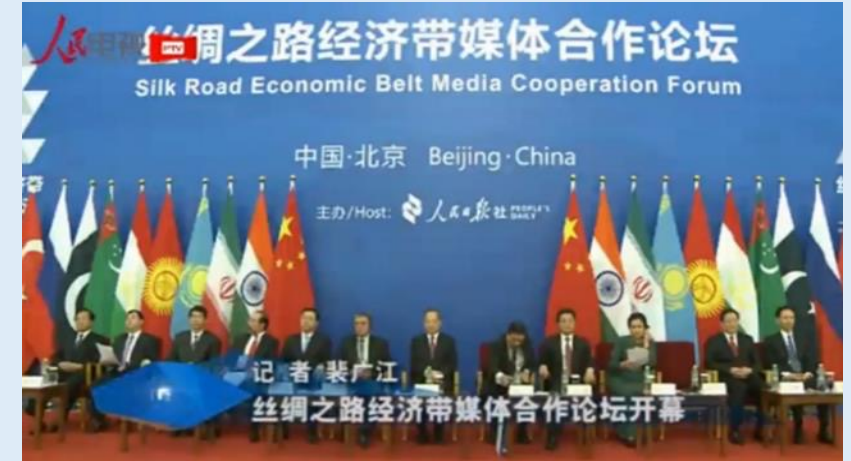


6. CB e-commerce supply chain builds core competitiveness

Supply chain Flexible supply chain will be the new development direction of cross-border e-commerce



7. Silk Road e-commerce becomes a new highlight of economic & trade cooperation



In recent years, with the gradual improvement of the cross-border e-commerce trade mechanism and the continuous smoothing of international logistics network, more and more market players are realizing "buy from the world and sell to the world" through this channel. China has carried out practical cooperation in the cross-border e-commerce field with more countries along the "Belt and Road". At present, China has signed the "Silk Road E-Commerce" memorandum of understanding with 22 countries and established a bilateral cooperation mechanism to help partner countries actively expand the Chinese market and enrich domestic consumption supply. It also hopes that China's e-commerce enterprises can actively go global, promote the development and growth of e-commerce in host countries, and jointly cultivate new growth areas for economic and trade cooperation.

A light blue world map is centered in the background of the slide.

Thanks for listening !

Thank you!