

China's Cross-Border E-Commerce Development Experience







Cross-Border E-Commerce: A Global Trade Growth Engine

Global Expansion of E-Commerce



01

**Rapid Growth in
Market Size**

02

**SMEs'
Participation**

03

**Digital Trade
Highway**

China's Achievements



Key Metrics in 2024

In 2024, China's cross-border e-commerce imports and exports amounted to RMB 2.63 trillion, a year-on-year increase of 10.8%, accounting for 6% of the country's total foreign trade.



Strategic Shift

China has shifted its focus from "buying globally" to "selling globally" through supply chain integration and digital innovation.



Leading Platforms

Chinese cross-border e-commerce platforms such as Alibaba International and JD Worldwide have become important hubs for global trade, attracting a large number of overseas users.

Policy Innovations Fueling China's Success

**Comprehensive
Policy Framework**



**Pioneering Pilot
Zones**

**Digital
Infrastructure**



Taxation Reforms

**Customs
Facilitation**



**Retail Import
Innovations**

Benefits of Cross-Border E-Commerce



Reducing Transaction Costs



Promoting Inclusive Growth



**Supporting Sustainable
Development**



Future Vision



**Initiative for International
Trade and Economy
Cooperation Framework
for Digital Economy and
Green Development**



**Open
Collaboration
and Mutual
Benefit**



**Invitation to
More Economies**



Thank you

