



**Activity Title and Number:** EU-China Seminar  
Cross-Border E-Commerce; A403-C4

**Location and Date:** Shanghai; 7-8 May 2015

**Beneficiary:** General Administration of China Customs (GACC), General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ), Ministry of Commerce (MOFCOM)

## Brief Activity Report

### Relevance and Impact

The Chinese government plans to boost domestic consumption and double household income by 2020. These changing economic and social conditions bring with them a raft of opportunities for both Chinese and EU businesses in the cross-border e-commerce sector. China's e-commerce market, including cross-border e-commerce, is growing rapidly. Based on prevailing growth rates since 2003, McKinsey and Co estimates that by 2020, e-tailing could generate \$420 billion to \$650 billion in sales, and China's market will equal that of the United States, Japan, the United Kingdom, Germany, and France combined today. However, there remain many barriers to growth which, if removed, could unleash a new wave of consumer spending and innovation by reducing trade costs and enabling new players into the cross-border e-commerce market. These barriers include complex and costly customs procedures, restrictive market access policies and a lack of information for consumers which might discourage them from making cross-border purchases. Against this background, EUCTP II organised a seminar which provided a platform for the Chinese Government to brief the EU Commission and businesses on its e-commerce reform agenda, and for business to provide advice to government on how best to unlock growth in the sector.

### Activity Description

More than 100 people attended the seminar from GACC, MOFCOM, SAFE, AQSIQ, the Shanghai and Hangzhou local governments and many EU and Chinese businesses (e-retail, B2C logistics, payments). Highlights included a briefing from the Hangzhou Government on the State Council-approved national cross-border e-commerce pilot zone, which will include a single window for customs clearance of B2C goods by the end of 2015. The seminar ended with a lively discussion on the main challenges faced by businesses in the cross-border e-commerce market. They made policy recommendations to government, including the need for streamlined customs clearance to enable faster B2C delivery, and less restrictive market regulation. With the help of the China Customs Brokers' Association, these recommendations will be compiled in a report and submitted to GACC and MOFCOM.



*Experts discuss cross-border e-commerce reforms at the seminar on 7-8 May 2015*

### Results and Dissemination

- ✓ A report will be submitted to GACC and MOFCOM, based on recommendations made by business at the seminar, for reforms to help unlock growth in cross-border e-commerce.
- ✓ Businesses gained new insights on the detail of e-commerce related reforms in Hangzhou and Shanghai which should increase regulatory efficiency and enhance consumer experience, boosting cross-border e-commerce activity.