



UNNExT workshop on Paperless Trade Facilitation for Small and Medium-sized Enterprises

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Integrated Foreign Trade Service Platform Based on PPP Model in China: The Case of Alibaba OneTouch

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Content

- E-commerce platforms
- Benefits of cross-border e-commerce for SMEs
- The case of OneTouch
- Phases of Development
- Role of the government to facilitate e-trade



Transformation of International Trade in China



Extended Cross-border E-commerce Concept: Transaction and process

Before Transaction

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

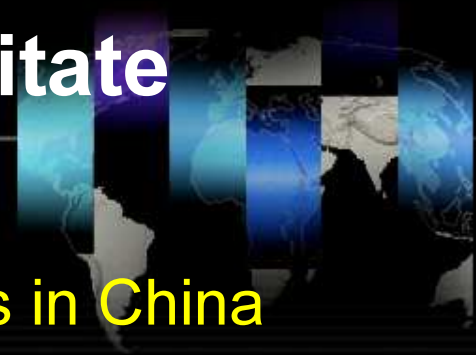
Transaction

- 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

Immerging Platforms to Facilitate Trade among SMEs



Immerging Third Party Platforms in China to facilitate International Trade

Before Transaction
(Information exchange)

- Alibaba.com
- MadeinChina.com
- Globalmarket.com
- Trade2cn.com
- Global Sources

Transaction
(Cross border Trading Exchange)

- Dhgate.com
- Aliexpress.com (Alibaba)
- M2Cmart.com (Global market)
- eBay.cn
- Rakuten Global Market

After Transaction
(Paperless trading and integrated service)

- Alibaba OneTouch
- Shi Mao Tong in Ning Bo City

Benifits of Cross-border E-commerce Platforms to SMEs

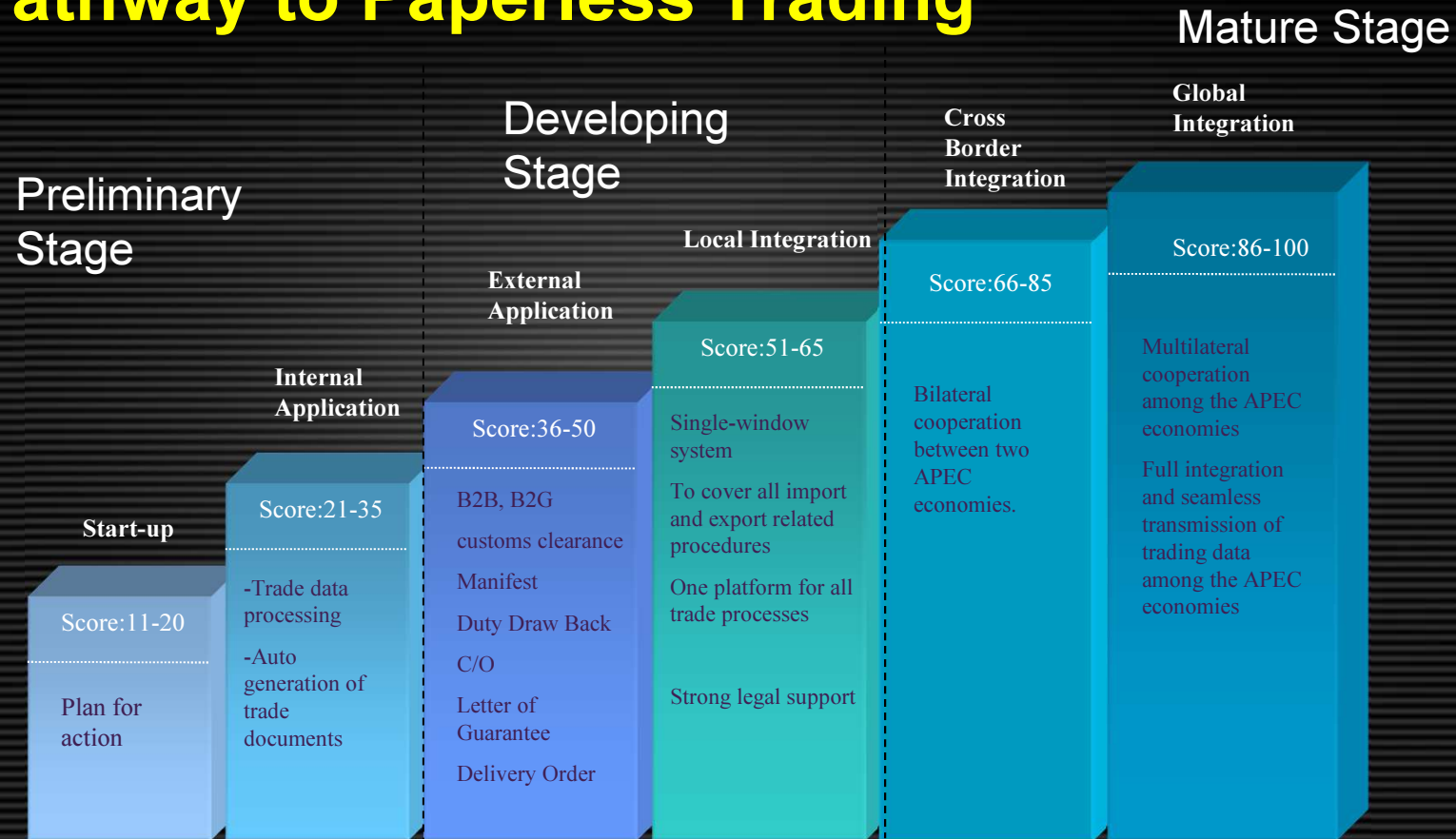


- Matching buyers and sellers
- Increase the availibility and choices of consumer products
- Easy and convenient for business and consumers
- Increase the market efficiencies
- Reduce the transaction cost
- Facilitate International trade and help the SME to participate in global trade

Government Role for Paperless Trade and Cross-border E-commerce



Pathway to Paperless Trading



https://www.yunbaogao.cn/report/index/report?reportId=5_4482

预览已结束，完整报告链接和二维码如下：



A Single Window Platform PPP Model

Single Window from the Private Sector:
Foreign Trade Service Platform for SMEs

