



ADB

# Facilitating the "Buy" Process for SMEs: Development of E-commerce and E-business Platforms to Facilitate Market Access and the Role of Governments

Jian Wang

Professor of University of International Business and Economics, Beijing, China

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Bangkok, Thailand

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# Content

- Cross-border e-commerce development
- E-commerce platforms
- Benefits of cross-border e-commerce for SMEs
- What are the challenges?
- Role of the government to facilitate e-trade

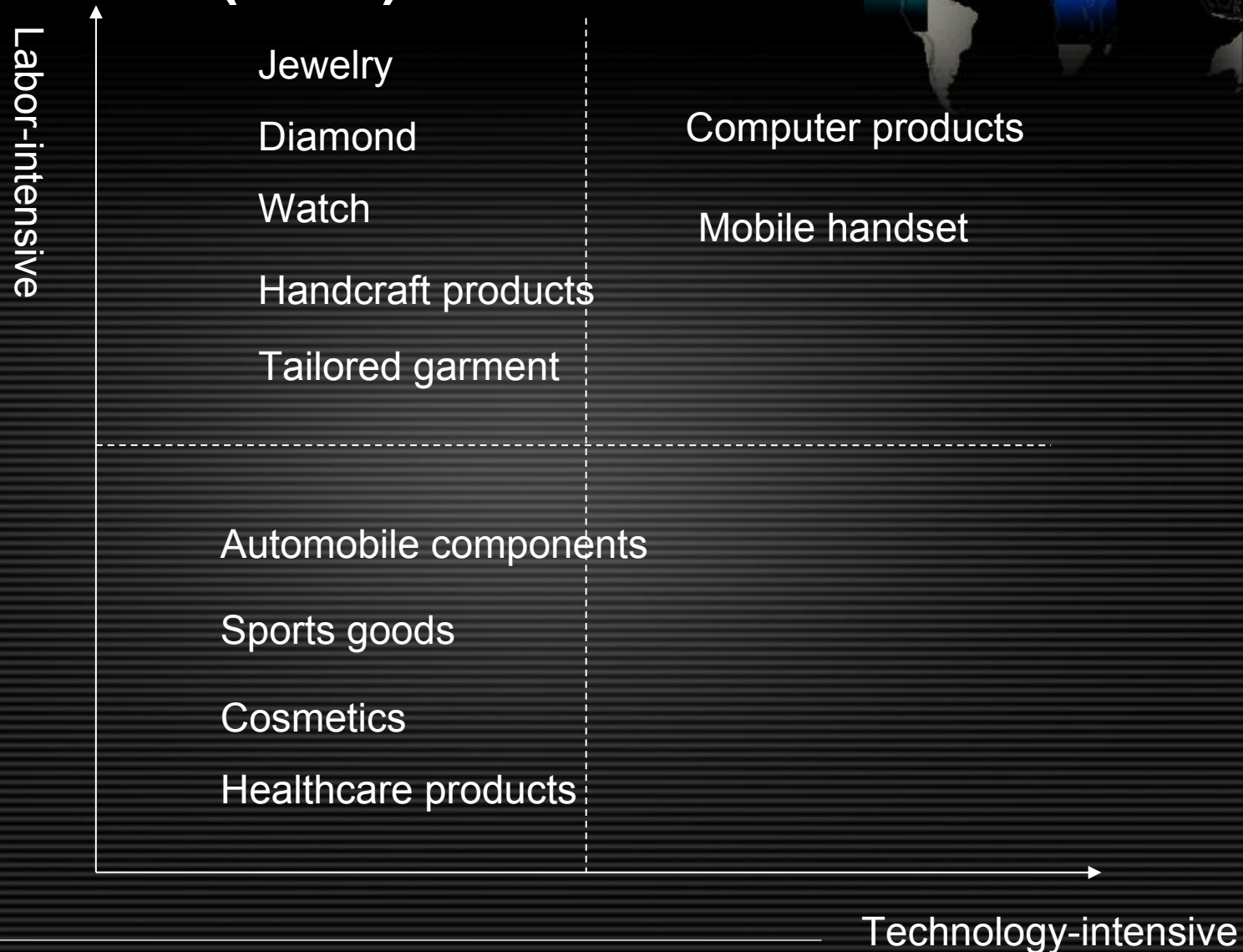


# Cross-border E-commerce (B2C) development

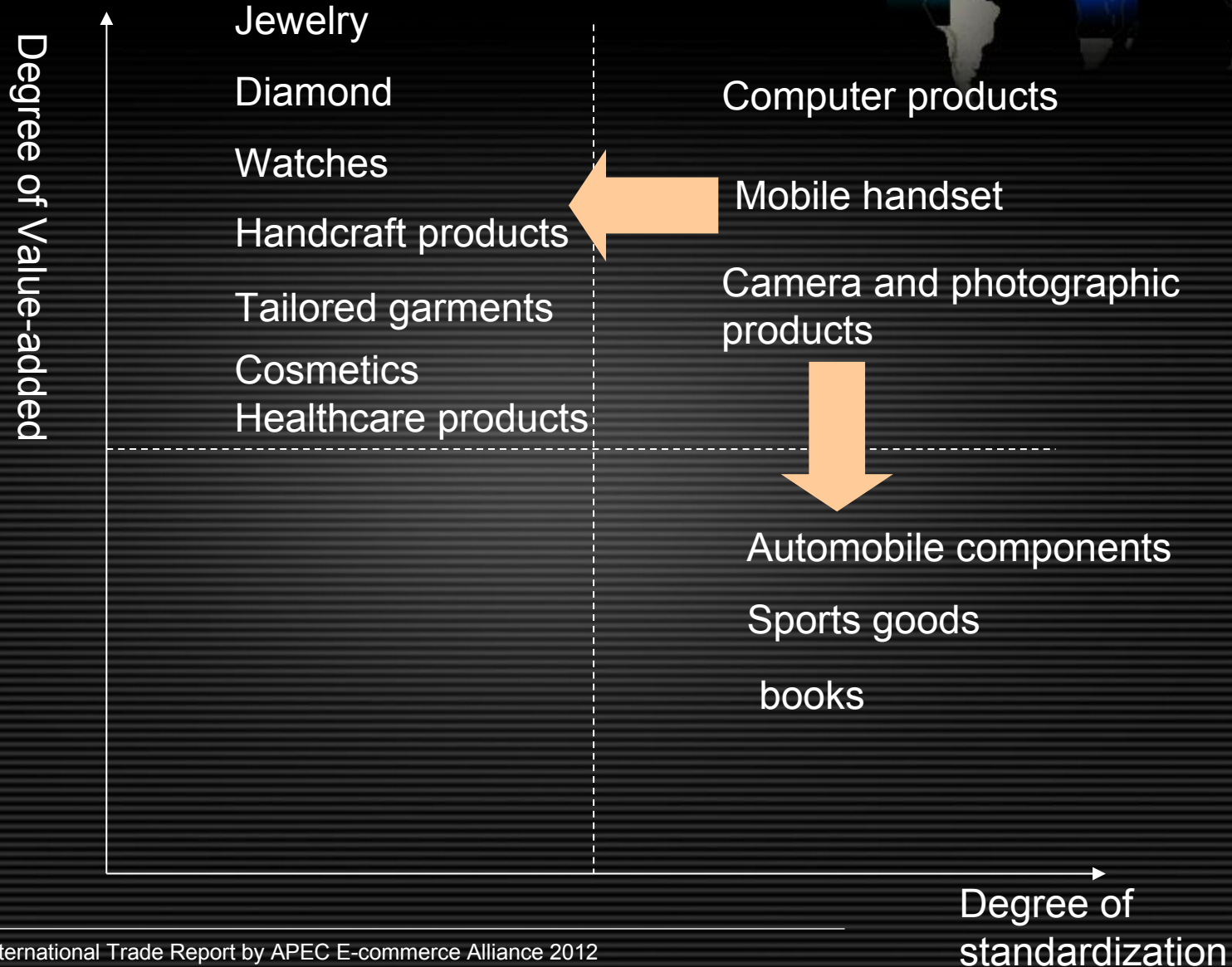


- eBay: the typical case of cross-border e-commerce
  - 23% growth
  - 20% of transactions (45 billion USD 2013) are cross-border
  - Growth of China is over 50% (ebay sales, 2013)
- China's cross-border e-commerce
  - 33 billion USD, 2013 with growth above 30%
  - 1.5% of China's total export
- APEC region
  - 65 billion USD, 2013 est.
- Global
  - 105 billion USD, 2013 est.(Papal research)
  - 307 billion USD est. in five years

# Cross-border EC Commodity Structure (B2C)



# Cross-border EC Commodity Structure (B2C)





# 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)

- Onetouch.cn (taken over by Alibaba)
- Shi Mao Tong in Ning Bo City

Note: Apart from the above third party platforms, there are a lot of online cross-border e-shops, e.g. Amazon, lightinthebox, etc.

# 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

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