

**Consultation on Trade Facilitation for Poverty
Reduction** 20120305 bangkok



對外經濟貿易大學
UNIVERSITY OF INTERNATIONAL BUSINESS AND ECONOMICS

E-Commerce and Paperless Trade Facilitation for Poverty Reduction: Initiatives or Experience of China

Prof. Chen jin

**Dean, School of Information Technology & Management
University of International Business and Economics, China**



KEY FACTORS



- E-COMMERCE DEVELOPMENT
- INTERNATIONAL TRADE IN CHINA
- CASE STUDIES

E-COMMENCE IN CHINA

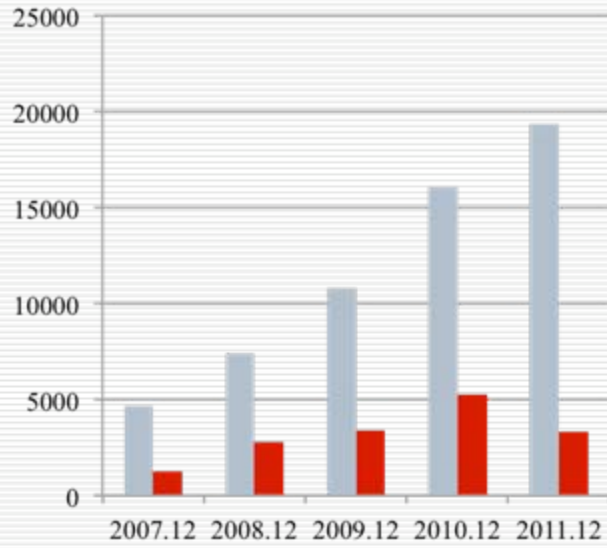
- By December 2011, the number of Chinese net citizens has mounted to 513 million, with online shoppers 194 million. Online shopping utilization rate has reached 37.8 percent. Online shopping has become one of the main applications of the Internet for net citizens.
- In 2011, the total amount of e-commerce trade in China has reached 7 trillion yuan, with an increase of more than 60% year on year. Internet retailing has become an important way for commodity and service circulation in China.
- From 2009 to 2011, the volume of online trade(not including platforms of information service) in Chinese small enterprises has been growing with the annual rate of 92.2%. The market of online e-commerce foreign trade is developing rapidly. Chinese third party e-commerce platform, focusing on online B2B foreign trade, can help small and medium enterprises meet overseas demand directly.

E-COMMENCE

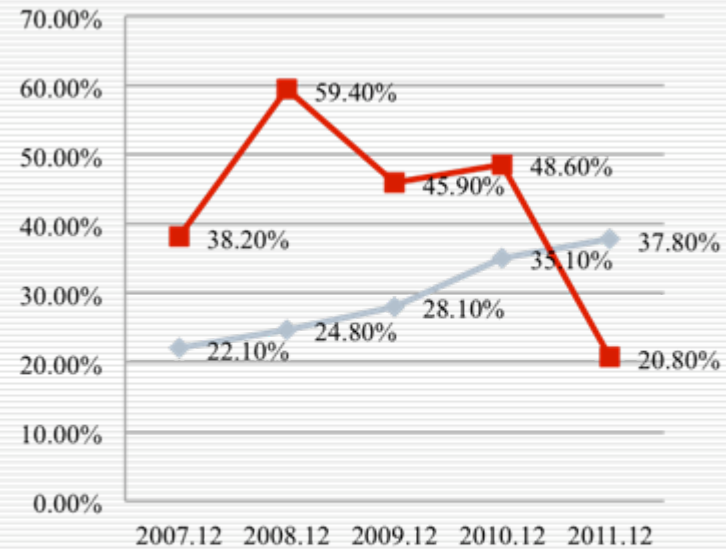


- In 2011, the number of mobile Internet users in China has mounted to 356 million, which accounts for 69.3% of the total, with an increase of 52.85 million over the end of last year.
- The applications of e-commerce continues to develop steadily, including online shopping, online banking, trip reservation, etc. They still accord with the trend of steady development.
- In 2011, the number of online shoppers has mounted to 194 million, with an increase of 20.8 percent over the end of last year. The number of online payment and online banking also increase at the rate of 21.6% and 19.2% respectively. By far the number of users are 167 million and 166 million respectively.

INTERNET USERS



■ The number of online shopper
unit: 10,000
■ User growth in the absolute amount



◆ Annual growth rate
■ Penetration

Data source : China Internet Network Information Center

The Rapid Advancement of EC Industry

- E-commerce service industry like e-commerce business service platform, credit guarantee system, electronic payment, logistics and distribution and electronic authentication, etc. are developing steadily and rapidly.
- In 2010, the number of e-commerce information, transactions and technical service enterprises have reached 25 thousand and third party payment has mounted to 1.01 trillion yuan.
- Total logistics amount reached 125.4 trillion yuan and national express service enterprises above designated size amount to 2.34 billion.
- Total 780 billion by internet shopping
- Income 120 billion for E-Commerce service industry

The Development Goal of EC

- E-commerce service industry is undergoing the development of scale and standardization. It has turned into an integral part of the construction of modern commercial circulation system in China.
- By 2015, enterprises above designated size that adopted e-commerce account for more than 80 percent. The volume of import and export trade that is accomplished by e-commerce takes up over 10% of the total volume. Online retail sales account for more than 9 percent.
- By 2015, the total amount of e-commerce trade in China has reached 13 trillion Yuan
- Income 1 trillion Yuan for E-commerce service industry

Projects of EC

the construction of e-commerce city and e-commerce base; all-off areas to accelerate the perfection of e-commerce action system, integrity system, standard regulation system.

ommerce model enterprises and establish e-commerce se. Select enterprises, e-commerce industry base and platforms and comprehensive exhibition sort of e-platforms with good performance, high reputation, prospects and innovation capability. Give policy support, eriences and enhance the ability of regional guidance, erage and industry driving.

l a batch of e-commerce external trade platforms featuring peration, honest running, good economic profits, strong external influence to foreign trade enterprises.

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_7728

