



# PLATFORM TO BOOST SICHUAN E-COMMERCE

By LIYU and PENG CHAO  
in Chengdu

The Chengdu Cross-border E-commerce Public Service Platform, launched on Feb 29 in Chengdu, capital of Southwest China's Sichuan province, is widely expected to help local companies explore international markets and boost both the local development and internationalization of the city's e-commerce sector, according to Li Hao, deputy director of the Chengdu Commission of Commerce.

The platform was opened roughly one month after Chengdu received approval from the State Council to set up a cross-border e-commerce experimental zone, along with another 11 cities.

It marks a new stage in the city's development of supervision and public service in e-commerce, and offers new opportunities for e-commerce companies, said Fu Yonglin, deputy mayor of Chengdu.

Xu Kai, vice president of iSoftStone, one of the developers of the platform, said: "The platform aims to provide one-stop services for companies that conduct foreign trade. The services include customs clearances, commodity inspections, tax rebates and foreign exchange settlements."

Xu said the platform also improves the management of transaction information, allowing customers to trace their orders from placement to delivery.

Chen Ming, deputy director of Chengdu Customs, said the platform also allows companies to offer a more efficient service to customers.

"Through this platform, imported items from, for example, Australia, can be delivered to customers within three days after an order is placed," he said.

Jia Bin, deputy manager of Sinotrans' southwest branch, anticipates the platform will lead to a surge in trade in Chengdu for the company.

"Our firm has engaged in cross-border e-commerce since 2014, but our trade peaked at 3 million yuan (\$455,000) per month last year," he said. The platform is likely to facilitate much more trade for the company because of the excellent service it offers to both enterprises and customers, he added.

Li said the platform will accelerate the transformation and upgrading of the city's traditional businesses and drive the city's service sector in its bid to "go global".

"We will help improve local companies' capacity in product designing, manufactur-



College students from Sichuan take photos to post online to promote their e-business.

LIU CHUANFU / FOR CHINA DAILY

ing, and supply chain service to strengthen their competitiveness in global trade," he said.

Chengdu will also take full advantage of its position as a cross-border e-commerce comprehensive experimental zone to explore new ways in which inland cities can develop the cross-border e-commerce model, he added.

The city has prioritized the development of e-commerce in

recent years, following changes in the global market.

Chengdu's customs authority launched a management system to handle imported express delivery items in September 2014.

In 2015, the local government implemented a number of policies to boost the development of cross-border e-commerce, in a bid to build the city into a "western gateway" for the sector between China and

the rest of the world.

According to the city's commission of commerce, Chengdu will continue to offer subsidies to support the development of cross-border e-commerce.

Companies and organizations in the sector as well as another eight sectors in the city's service industry can apply for subsidies from July 1 to 15.

Cross-border e-commerce enterprises and supply chain

## Western logistics hub

As a mega city in western China and one of the first national e-commerce demonstration cities, Chengdu has built solid foundations in the sector.

The total transaction volume of Chengdu's e-commerce sector reached 629.8 billion yuan (\$95.67 billion) in 2015, an increase of 20 percent from 2014.

Chengdu Shuangliu International Airport is the busiest airport in China's western and central regions.

With 88 international air routes, the airport provides the city with a broad aviation logistics channel to develop cross-border e-commerce.

In line with China's westward opening-up strategy and the Belt and Road Initiative, Chengdu started the Chengdu-Europe Express Rail service in April 2013.

The trains running between Chengdu International Railway Port and the terminal station in Lodz, Poland, carry laptops, iPads, auto parts and home appliances to Europe, and bring back mechanical and electrical products, food and beverages to China.

Attracted by the city's status as a logistics hub for western China, a number of major Chinese large-scale e-commerce companies have established distribution centers in Chengdu.

During the 2015 "Double 11" online shopping gala sponsored by Taobao, a leading online retail portal in China, the city handled nearly 90 million packages, according to the Chengdu Commission of Commerce.

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service platforms that set up headquarters, regional operation centers or logistics distribution centers in Chengdu could receive a subsidy of up to 2 million yuan.

Companies and service

providers that conduct e-commerce through Chengdu port could receive a subsidy of up to 5 million yuan.

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By LIYANG and LIYU  
in Chengdu

Chengdu, capital of Southwest China's Sichuan province, will host a series of international conferences, forums, trade fairs and exhibitions later this year.

The events include a G20 finance ministers and central bank governors meeting, the 2016 Chengdu Global Innovation and Entrepreneurship Fair, the 16th Western China International Fair, the 22nd World Route Development Forum, the 11th EU-China Business and Technology Cooperation Fair, the 18th International Wheelset Congress, the 17th Chengdu International Furniture Exhibition, and the 19th Chengdu International Automobile Show.

A spokesman for the Chengdu exhibition bureau said: "Chengdu attaches great importance to the branding, professionalism and internationalization of the exhibitions and conventions it holds, and Chengdu will do its best to become a famous city for exhibitions and conventions."

Reed Exhibitions of Britain, Messe Frankfurt and Koelnmesse of Germany, and Singapore Exhibition Services have organized events in Chengdu, making it a popular destination for international exhibition companies.

"Chengdu will make its innovation industry an important content in its exhibitions and show the city's vitality, development potential and prospects to attract talents and resources from around the world," the spokesman said.

Chengdu was listed as one of the top 10 cities in China fit for innovation by Fortune magazine last year. Chengdu ranked first among the cities in central and western China in the number of newly registered enterprises and new patents last year.

The Chengdu government hopes to make the Chengdu Global Innovation and Entre-



An artistic rendering of the new Western China Exhibition City. PROVIDED TO CHINA DAILY

## City looks to exhibition industry for new growth

A new Western China Exhibition City is under construction in the Tianfu New District in Chengdu.

The building will house eight exhibition centers and 16 exhibition halls.

It will have 200,000 square meters of indoor exhibition area and 100,000

square meters of exhibition area outdoors. The building will become a permanent site of the Western China International Fair, and has the ability to host large-scale exhibitions, conventions and commercial activities.

After it is finished in August, Chengdu will have two large-

scale exhibition centers with the largest exhibition area of all cities in the west of China.

A spokesman for the city's exhibition authorities said Chengdu would show its five development concepts in the conventions and exhibitions it hosts — innovation, balance, greenness,

openness and sharing.

The Chengdu city government believes that holding influential international conventions and exhibitions is an effective marketing and promotion of the city, and will boost consumption and create jobs in the city.

The government hopes

the aggregation effects of a multitude of production factors and resources can help the city upgrade its industrial structures, and boost the development of its innovation, emerging industries and service sectors.

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preneurship Fair that opens in June an important platform for exchanges of capital, projects and technology, and use the annual event to promote Chengdu's business and technology innovations.

The city will make the fair

an influential annual event in the world, the spokesman said.

It will hold about 520 large-scale conventions and exhibitions this year, among which 20 percent are international events. The city's revenue from

these is expected to hit 77.92 billion yuan (\$12 billion) this year, up 10 percent year-on-year.

The government is committed to winning more approvals from UFI (the Global Association of the Exhibition Industry)

and the International Congress and Convention Association for its activities, and organizing local enterprises to enter the international market, especially Africa, Southeast Asia and South Asia, through these events.

The government actively supports local convention and exhibition corporations to cooperate with international partners, and constantly enhance their international influence and exhibition organizing level.



## 77.92

### billion yuan

Chengdu's expected revenue from the exhibition sector in 2016

The Power of Bookstore: 2016 Chengdu International Bookstore Forum was held at the Fangsuo Bookshop in downtown Chengdu, Sichuan province from May 6 through 8.

The event attracted delegates from well-known booksellers in China and abroad, including Shakespeare and Company from France and Waterstones and Foyles from Britain.

The writers, publishers, architects and cultural industry businesspeople attending the forum discussed bookstore operations, designing public cultural spaces and the role of bookstores in a city.

The 94th China Food and Drink Fair concluded in success in the city in late March.

Chengdu hosted the 15th Western China International Dental Show in its new International Exhibition Center on April 29.

The exhibition area covered over 34,000 square meters and there were more than 1,000 exhibit booths.

More than 25,000 dentists attended the activity, which was approved by the Global Association of the Exhibition Industry, the first exhibition in Sichuan province to win such approval and the first dental show in China to obtain that approval.

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