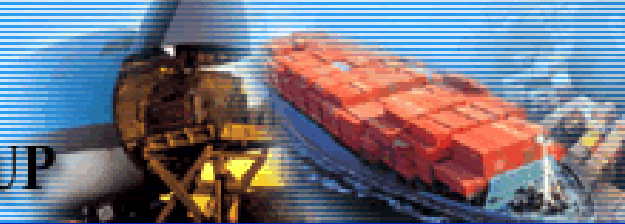




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# Cross Border Ecommerce Logistics (Import into China)

Presented by: Paul Li  
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# Agenda

**1**

**Transland Introduction**

**2**

**Overview and Related Rules**

**3**

**Benefit and pitfalls**

**4**

**中国出入境检验检疫 (CIQ perspectives)**

**5**

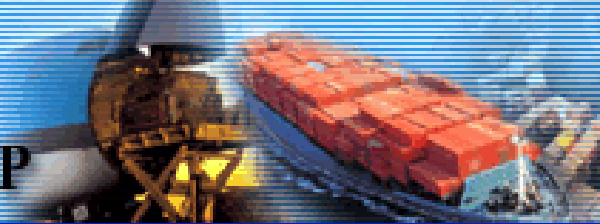
**Tax on Commodity & Personal Items**





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## Agenda (cont'd)

**6** Common Platform 跨境電商公共服務平台

**7** Logistics Import Channels

**8** Favorable policies - 扶持政策

**9** Opportunities, Challenges, Limitation

**10** Transland Strategies





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# TRANSLAND INTRODUCTION



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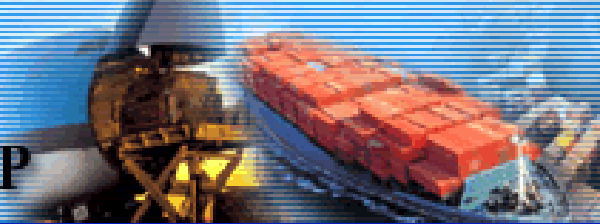


- Established in 1971
- Offer Shipping and logistics solutions in Hong Kong and China
- 18 business units
- Fast in change adoption
- Newly receive Cross Border Ecommerce Integrated Service Providers Qualification in Whampoa.



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# **OVERVIEW AND RELATED RULES**



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- 国家质检总局发布总局137号令《跨境电子商务经营主体和商品备案管理工作规范》，并于2016年1月1日起实施  
[http://mp.weixin.qq.com/s?\\_\\_biz=MjM5NzUxMDIwNA==&mid=400662609&idx=1&sn=90d011ebbbbed30bcc83b66dc9b32ca16&scene=0#wechat\\_redirect](http://mp.weixin.qq.com/s?__biz=MjM5NzUxMDIwNA==&mid=400662609&idx=1&sn=90d011ebbbbed30bcc83b66dc9b32ca16&scene=0#wechat_redirect)
- 2015跨境电商发展现状模式全解析及投资策略  
[http://mp.weixin.qq.com/s?\\_\\_biz=MjM5NzUxMDIwNA==&mid=27993760&idx=1&sn=e9b957e9f353bc54a0e6a8bbc2b67759&scene=0#rd](http://mp.weixin.qq.com/s?__biz=MjM5NzUxMDIwNA==&mid=27993760&idx=1&sn=e9b957e9f353bc54a0e6a8bbc2b67759&scene=0#rd)
- 2015中国跨境网购报告  
[http://mp.weixin.qq.com/s?\\_\\_biz=MjM5NzUxMDIwNA==&mid=400100681&idx=1&sn=5124a4e2f2ec1e4412ea9ff6576cd4f9&scene=0#rd](http://mp.weixin.qq.com/s?__biz=MjM5NzUxMDIwNA==&mid=400100681&idx=1&sn=5124a4e2f2ec1e4412ea9ff6576cd4f9&scene=0#rd)
- 海关总署公告2010年第43号（关于调整进出境个人邮递物品管理措施有关事宜）  
<http://www.customs.gov.cn/publish/portal0/tab399/info231089.htm>
- 海关总署公告2014年第56号（关于跨境贸易电子商务进出境货物、物品有关监管事宜的公告）  
<http://www.customs.gov.cn/publish/portal0/tab49564/info714483.htm>
- 海关总署公告2014年第57号（关于增列海关监管方式代码的公告）  
<http://www.customs.gov.cn/publish/portal0/tab49564/info714795.htm>
- 海關總署加貿函 58號文，非試點城市不能做跨境備貨，嚴厲打擊刷單，附文件！  
<http://www.wtoutiao.com/p/EedxOu.html>



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## **BENEFIT AND PITFALLS**



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- More choice for China consumer - 更多選擇
- Without CIQ monitoring - 缺乏商檢下顧客存有風險
- Product source tracing
- Under value declaration - 有低價申報貨品以逃稅的例子
- WTO open market issues - 世界貿易組織中“開放”市場的因素
- China government encourage B2B2C mode - 鼓勵B2B2C模式



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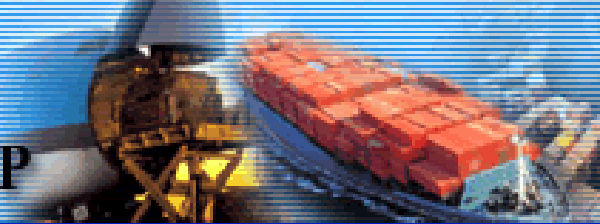
# **中国出入境检验检疫 (CIQ PERSPECTIVES) - COMMODITIES AND PERSONAL ITEMS**





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- Commodities – according to China quality import rules (the same rules as the general trading requirement)
- Personal items – lesser CIQ import requirement (if the product can be bought at the country of origin, the product can be imported). Personal use items cannot be resold and at a reasonable quantities.
- In short, commodities cannot be imported through B2B2C if they require permit registration such as cosmetics and health products.



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# **TAX ON COMMODITY AND PERSONAL ITEMS**



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Tax on commodities (Import permit) – customs duty, vat  
and consumption tax and Tax on personal items – Postal  
Tax



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**COMMON PLATFORM 跨境電商公  
共服務平台**



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Common Cross Border Ecommerce Service Platform 跨境  
電商公共服務平台 – easier access to different  
government departments if needed.





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# LOGISTICS IMPORT CHANNELS



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1. General Trading Mode – it requires permit, product specification, product application country of origin certificate, export testing certificate, health certificate, 3C, invoice, packing list, China label and .... before importing into China

However, the commodities can be sold to all channels.

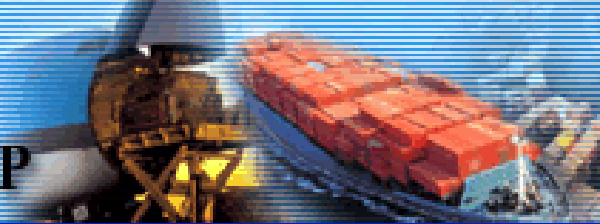
2. Air parcel through post office – for personal use under China customs 2010 number 43 rules

3. E Express through Hong Kong Post office - Speed Post (EMS) - for personal use under China customs 2010 number 43 rules



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4. Hong Kong Courier service (KJ1, KJ2, KJ3, KJ4) through land transport – Samples and for personal use under China customs 2010 number 43 rules
5. Oversea Courier service through air transport such as DHL - (KJ1, KJ2, KJ3, KJ4) – Samples and for personal use under China customs 2010 number 43 rules
6. China post office service through land transport (C2C, B2C) – personal items – for personal use
7. China post office service through air transport (C2C, B2C) – personal items – for personal use
8. Personal courier
9. New Cross Border Ecommerce Regulation (B2B2C, B2C)



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**FAVORABLE POLICIES - 扶持政策**



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Apply Postal tax 10% to 50% - 只徵行郵稅

Postal tax is waived if the tax amount is lesser than RM\$50 transaction.

Some persons states RMB20, 000.00 is the ceiling of buying from Cross Border Ecommerce per year (not implement yet).

No import permit - 無須入口批文

No Chinese label requirement through it is advised to post it at the website - 無須中文標籤

CIQ risk management monitoring –風險管理

Customs clearance 清關 - 三單對比 - 訂單、物流單、支付單 (身份證明文件)

System connect with different departments - 系統連繫各政府部門與試點企業

- Product registration
- Company registration
- Customs clearance with 3 documents namely transaction between Ecommerce traders and consumer, logistics declaration, payment transaction.





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# **OPPORTUNITIES AND CHALLENGES**





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- Government support
- No entity set up in China
- Portal registration to cope with customs requirement  
Compliance with the 3 flows in terms of Logistics,  
Trading transaction and payment
- Postal tax
- Traceability
- Reverse logistics
- Transaction information Security
- Transaction information integrality
- O2O solutions



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# **LIMITATIONS**





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- Cross Border Ecommerce policy is changing 跨境電貿政策正急速轉變
- Policy implementation may be different at different pilot ecommerce import cities 每個城市可能有不同的實施政策
- Observation from the speaker 講者觀察所得
- Further verification is needed 需要進一步考證



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# **TRANSLAND STRATEGIES**





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- Looking for partners
- Looking for business
- Looking for professionals





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To learn and to apply,  
for the benefit of mankind

Thank you for your sharing!

