

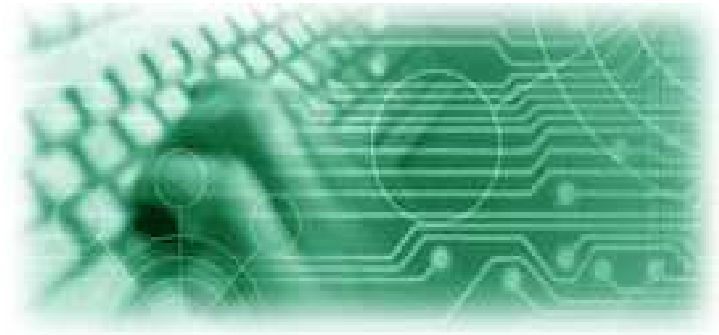
The Development of e-Commerce in China

China International Electronic Commerce Center

September, 2004

1

The Status of E-Commerce Development in China



Agenda

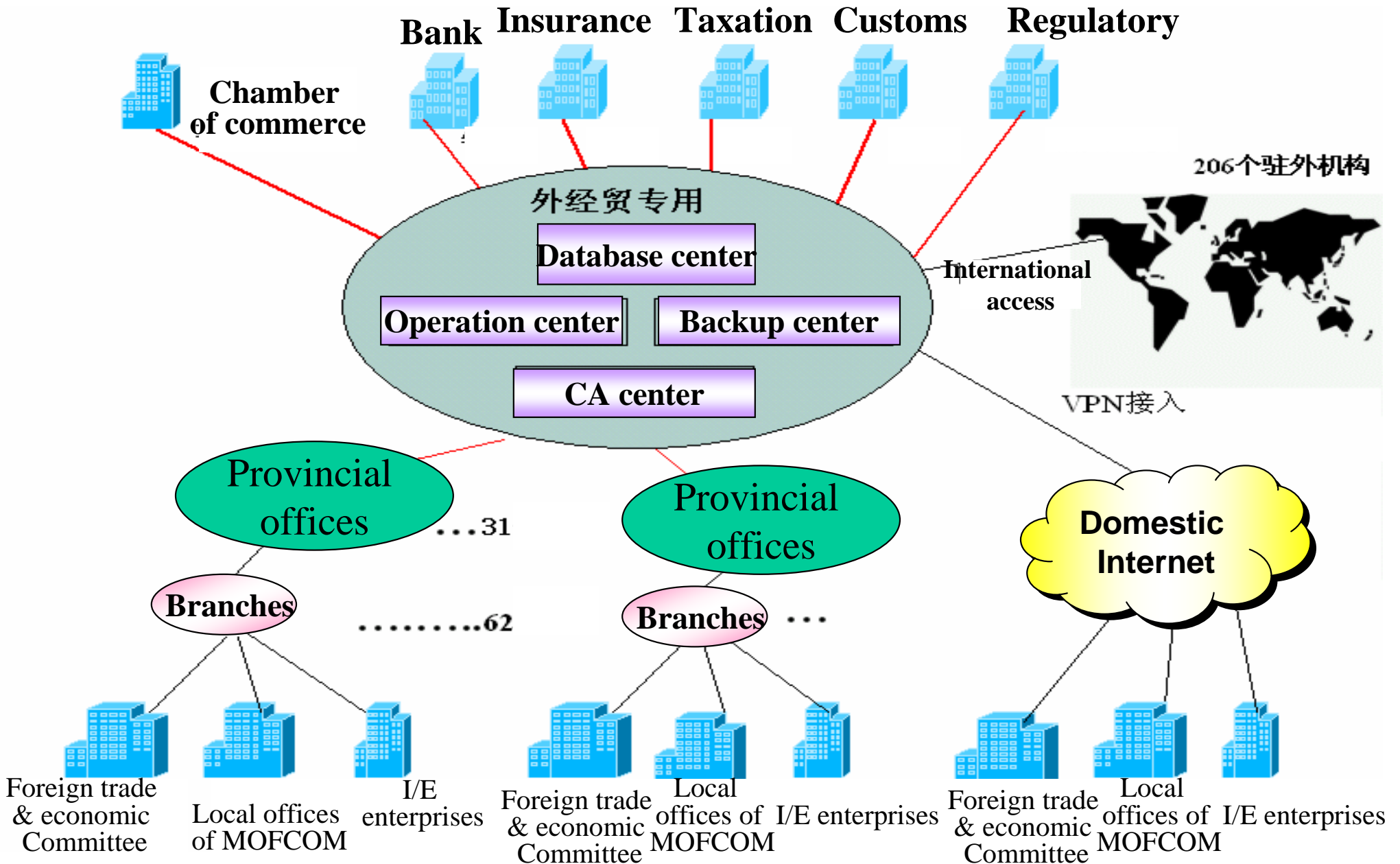


- ❖ **Golden Gate Project**
- ❖ **E-Commerce Laws**
- ❖ **E-Commerce and Logistics Standard**

Golden Gate Project



- Construction of Information Infrastructure Related to Trade flow



Golden Gate Project

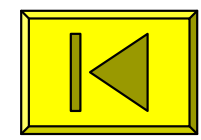
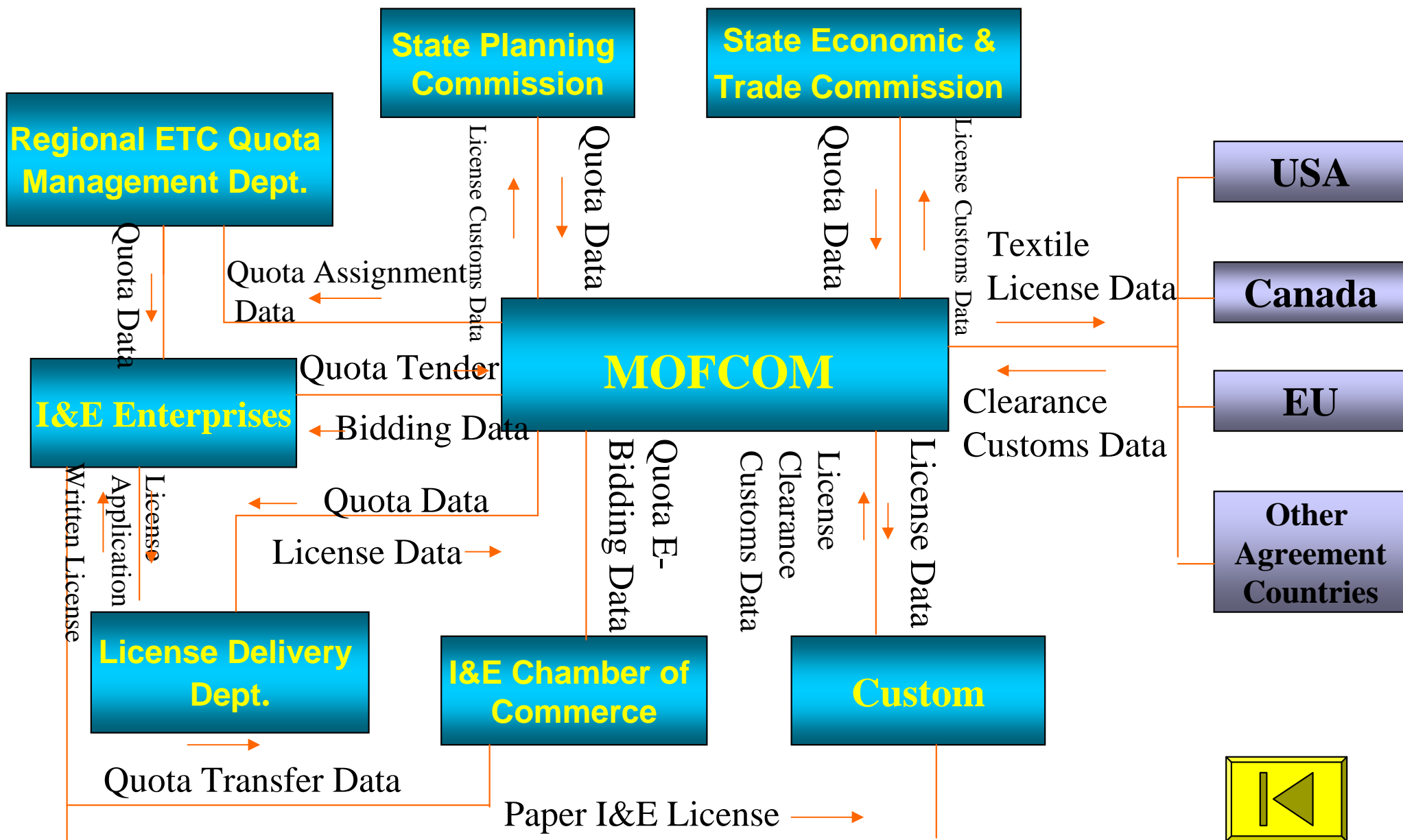
- Construction of Information Infrastructure Related to Trade flow



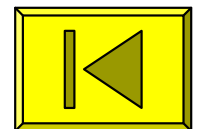
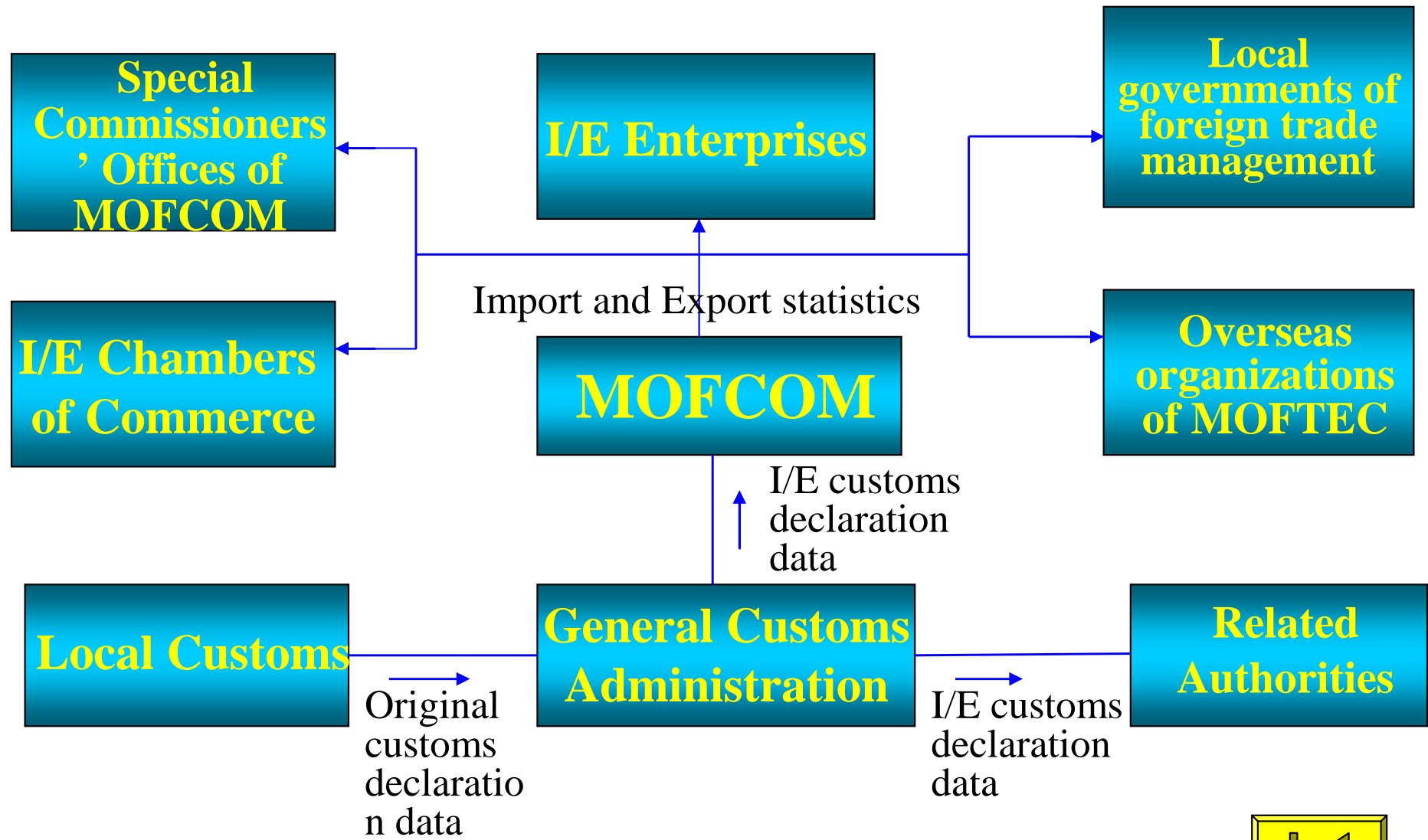
- ***Four Major Application Systems of the Golden Gate Project***

- 1、 **Quota License Management System**
- 2、 **The Import and Export Statistics system**
- 3、 **Export tax refunding administrative system**
- 4、 **The Clearance of Export Exchange
Income and Import Foreign Exchange
Payment System**

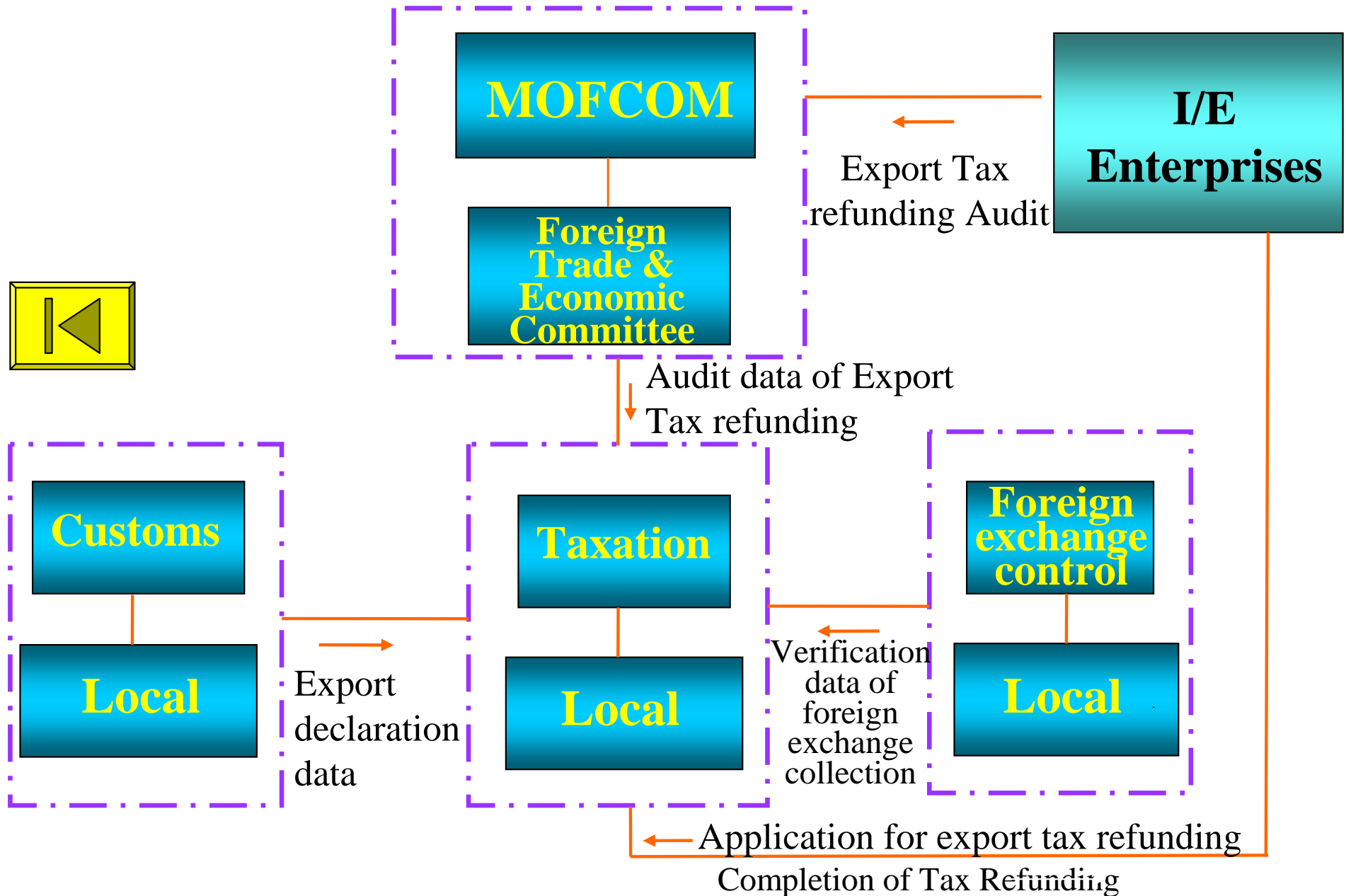
Quota License Management System



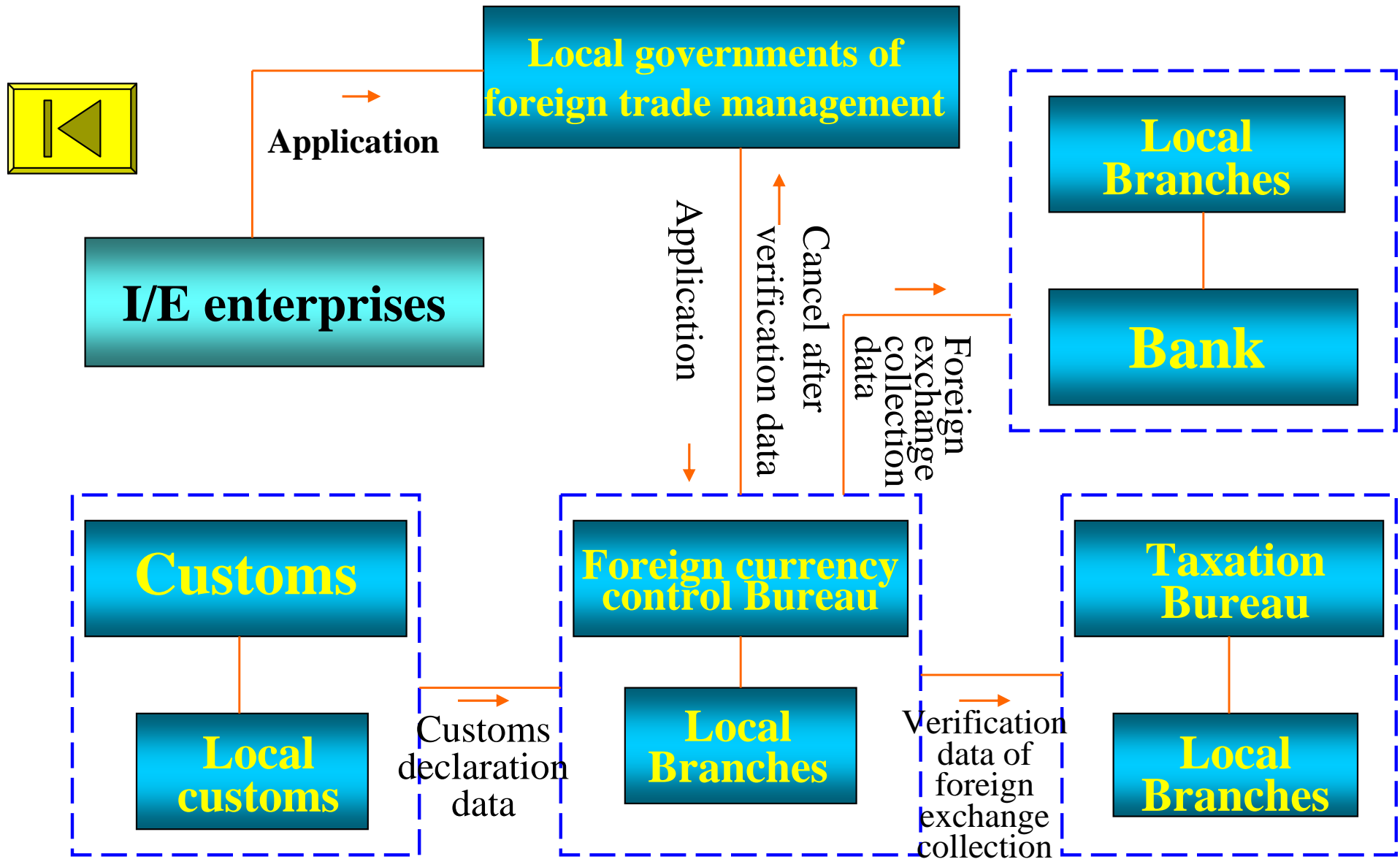
Import and Export Statistics System



Tax refunding administrative system



● Clearance of Export Exchange Income and Import Foreign Exchange Payment System

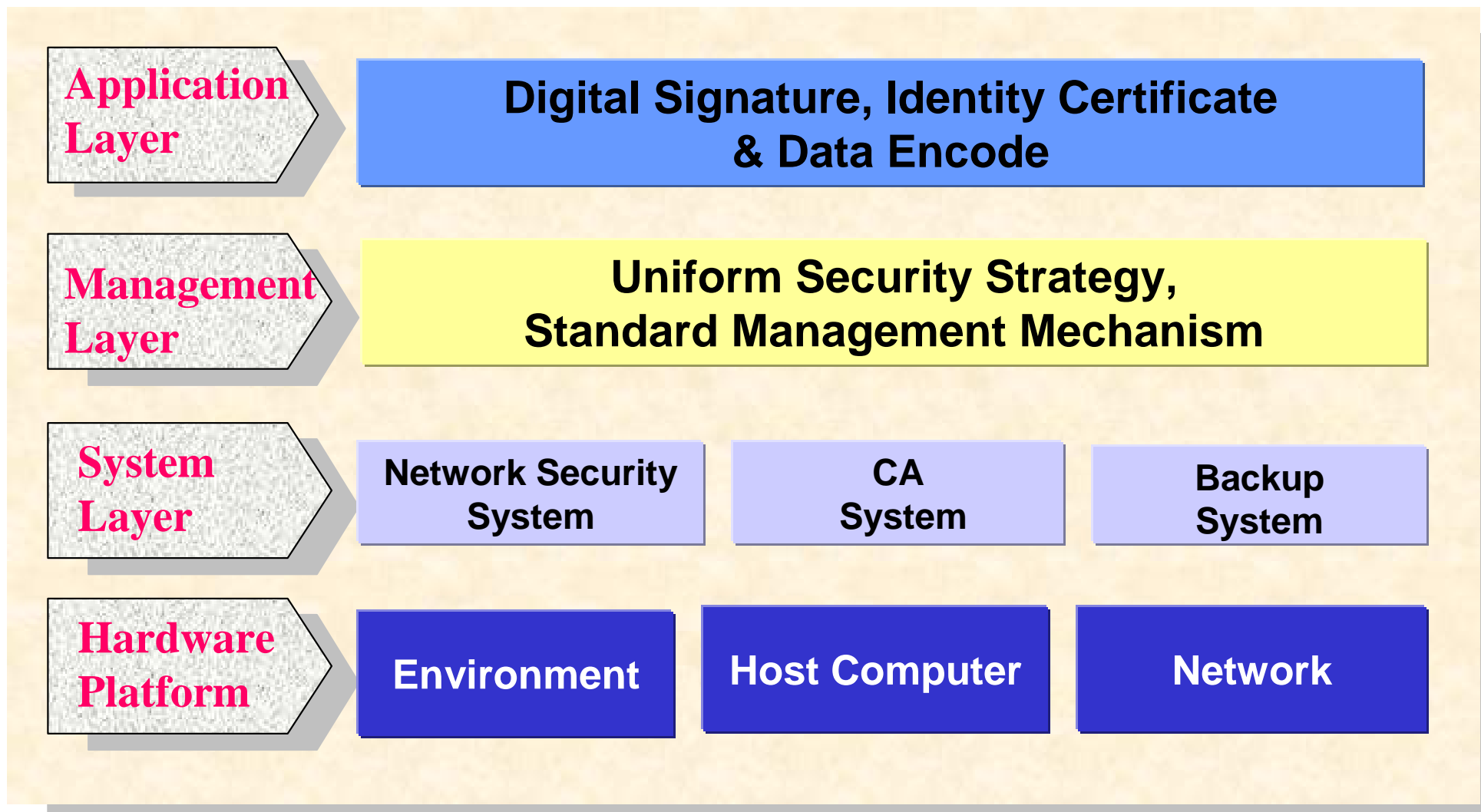


Golden Gate Project



- Construction of Information Infrastructure Related to Trade flow

Security System



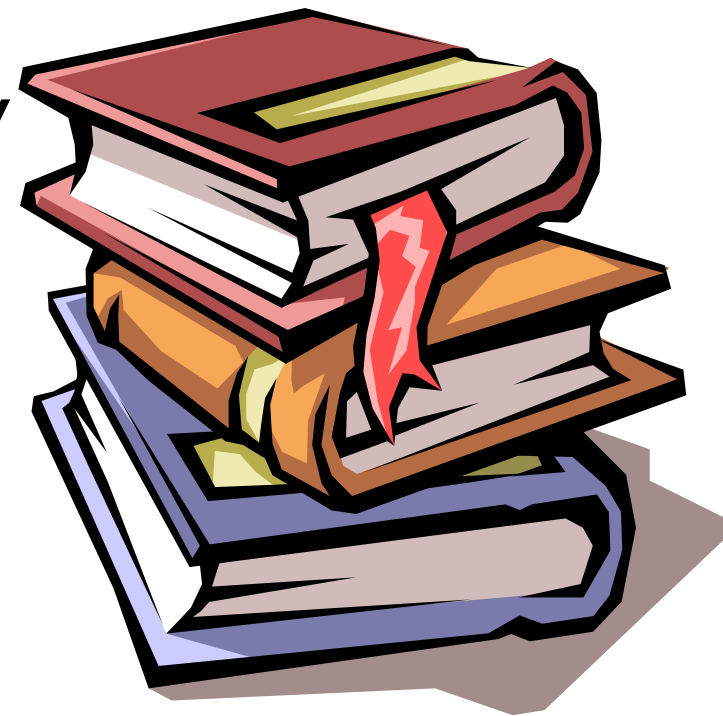
Agenda



- ❖ Golden Gate Project
- ❖ **E-Commerce Laws**
- ❖ E-Trade & Logistics Standard

- Related Laws for e-Commerce
 - *Contract Law*
 - *Negotiable Instruments Law*
 - *Consumer Rights Protection Law*
 - *Advertisement Law*

- Laws to be stipulated
 - *Electronic Signature Act (Draft)*
 - *Electronic Contract Law*
 - *Private Data Protection Law*



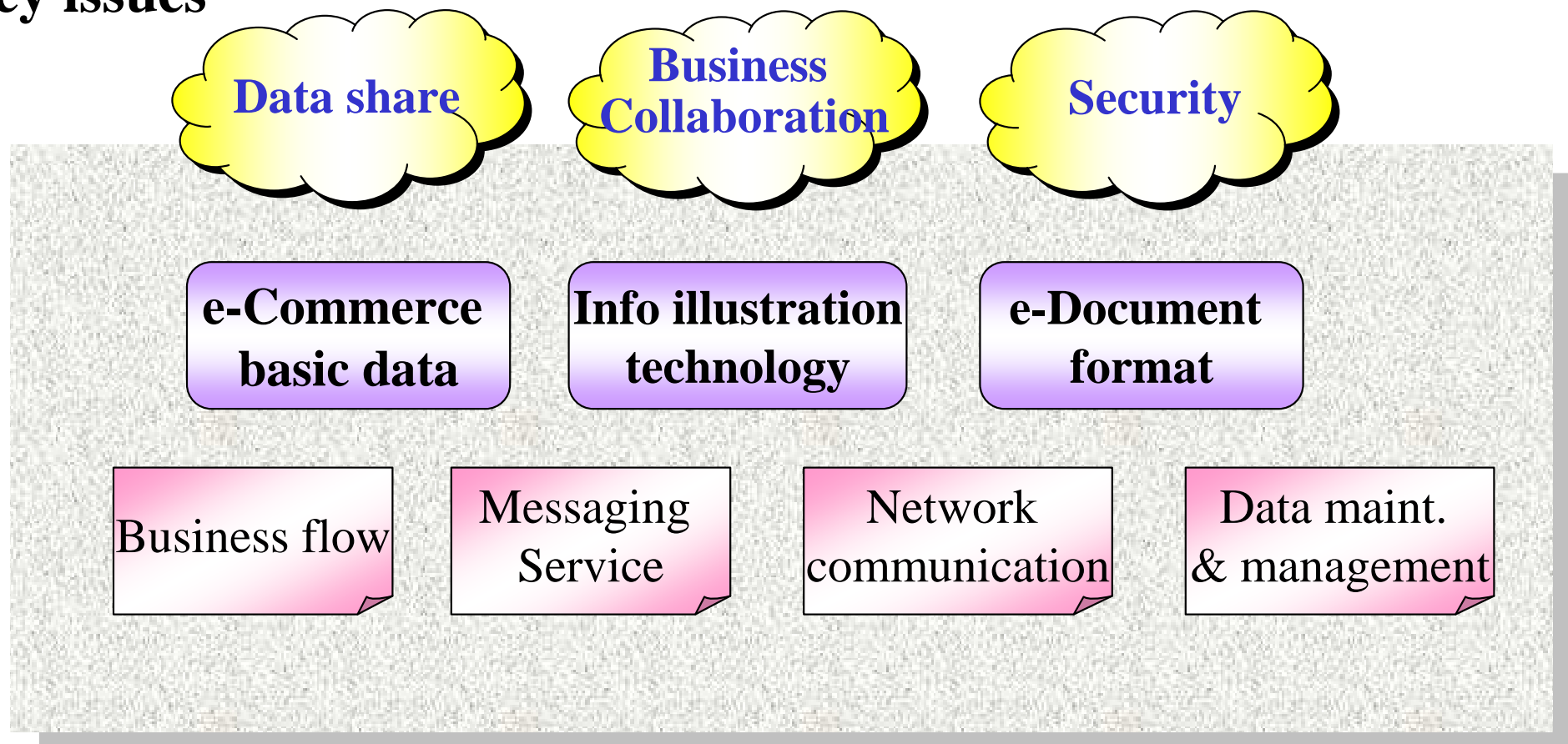
Agenda



- ❖ **Golden Gate Project**
- ❖ **E-Commerce Laws**
- ❖ **E-Trade & Logistics Standard**

China e-Commerce standard system frame

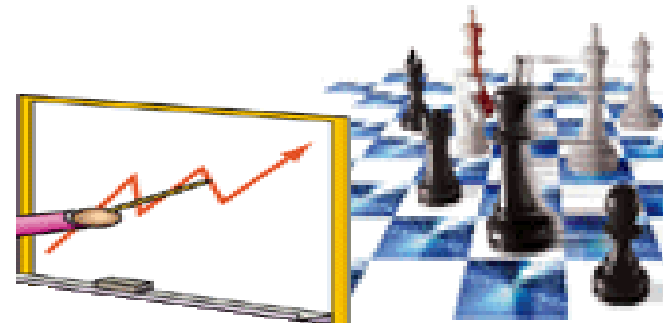
Key issues



Formulations & Applications of e-Trade and Logistics Standards



- **EPC (Electronic Product Code) is the latest technology applied in the management filed of logistics and supply chain.**
- **The Standardization Administration of China declared in February 2004 to formally found a state standardization work group for “electronic label” (RFID) , responsible for drafting and stipulating the national standard for “electronic label”, so as to promote standardization of “electronic label” in China.**



Current status of e-Commerce in China



- **40% Chinese enterprises taking advantage of e-Commerce by various means.**
 - *Enterprise Recourse Planning*
 - *Online Marketing*
 - *Online Procurement*
 - *Supply Chain Management*
 - *Customer Relations Management*
 -

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Practices & International Cooperation of CIECC

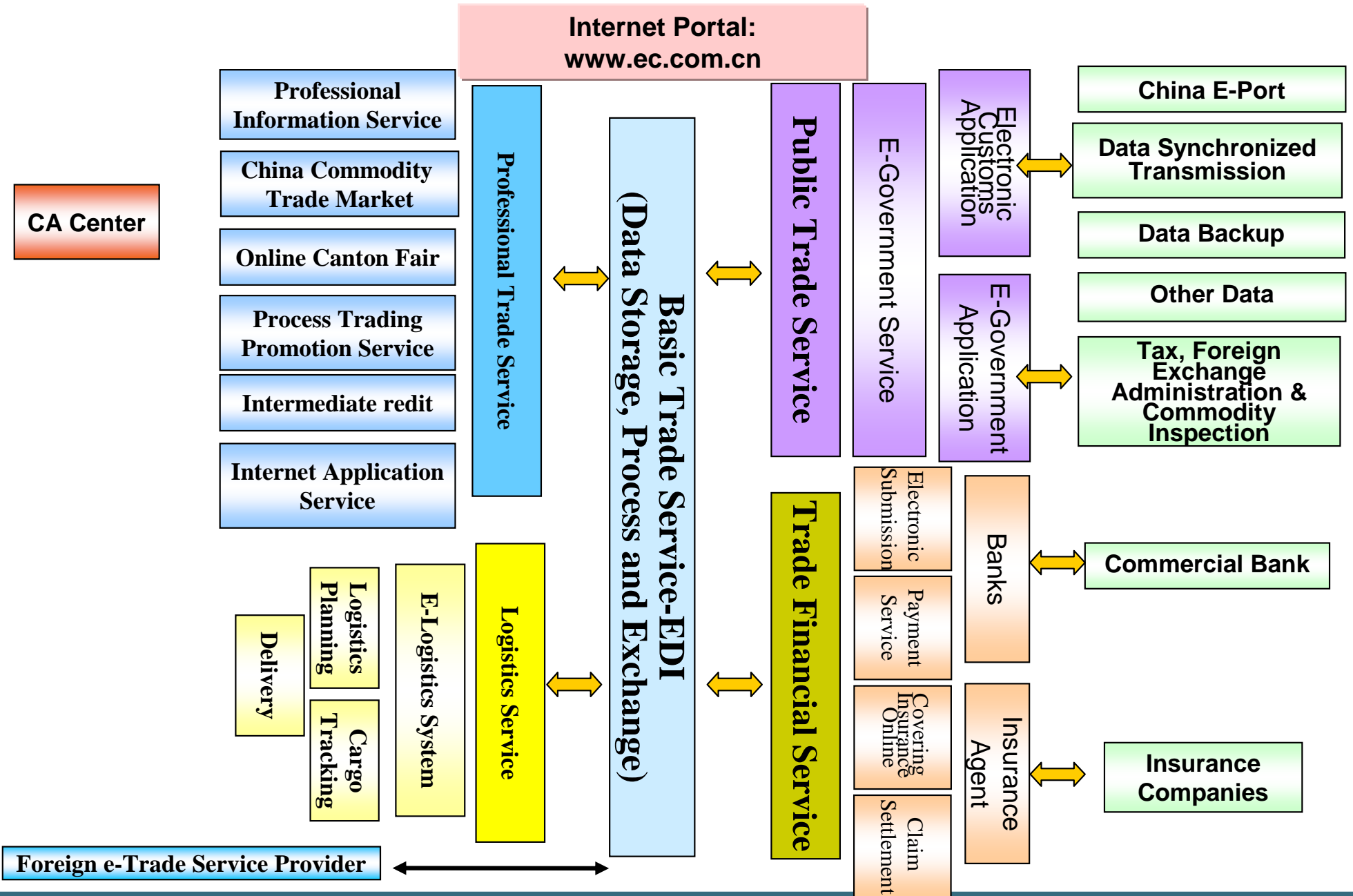


Agenda



- ❖ **Business Frame System**
- ❖ Network environment
- ❖ CA Security Certification
- ❖ e-Commerce service
- ❖ International Cooperation

Business Frame System



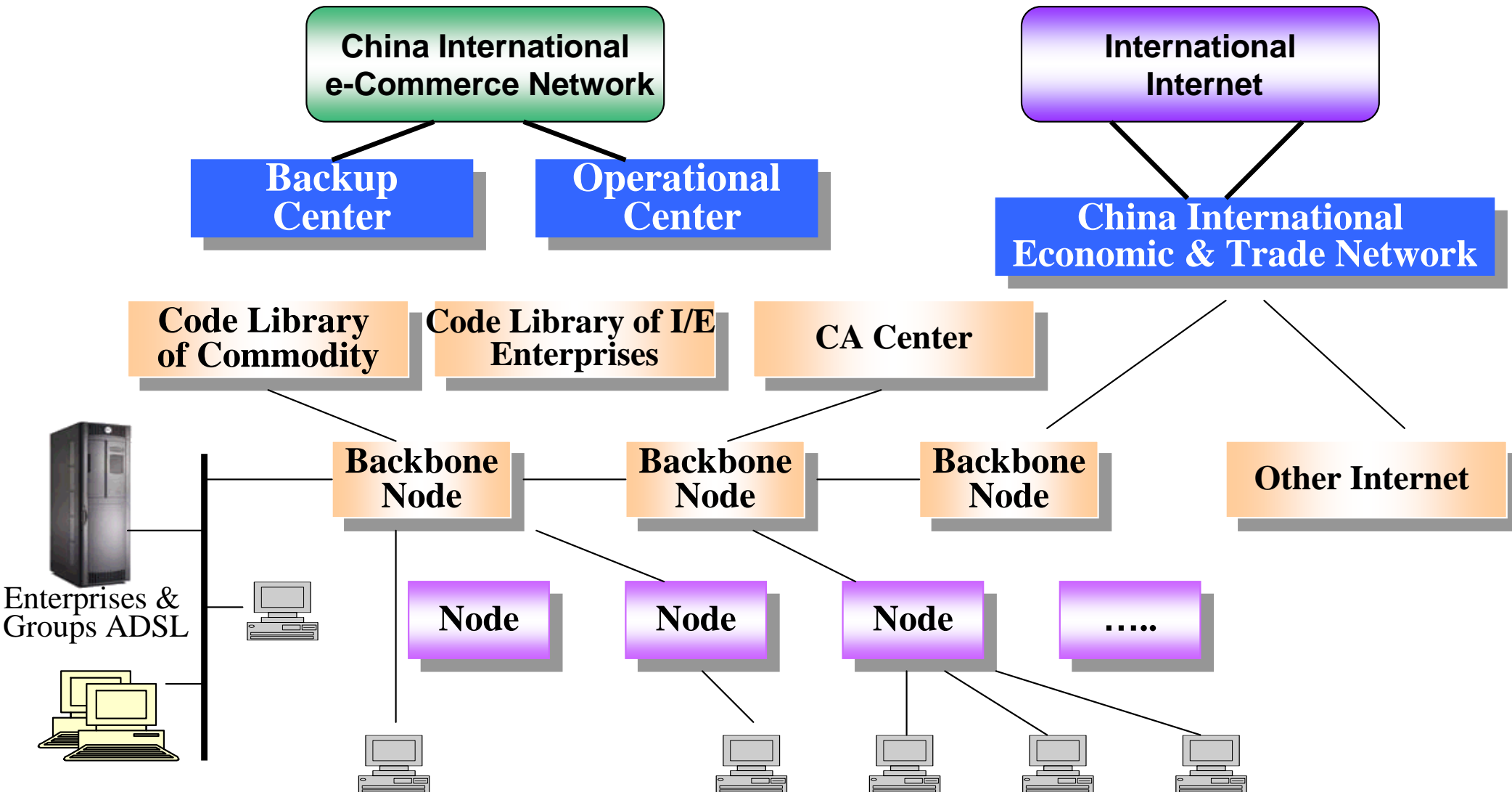
Agenda



- ❖ Business Frame System
- ❖ **Network environment**
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Network Environment

Sketch Map of Network Structure

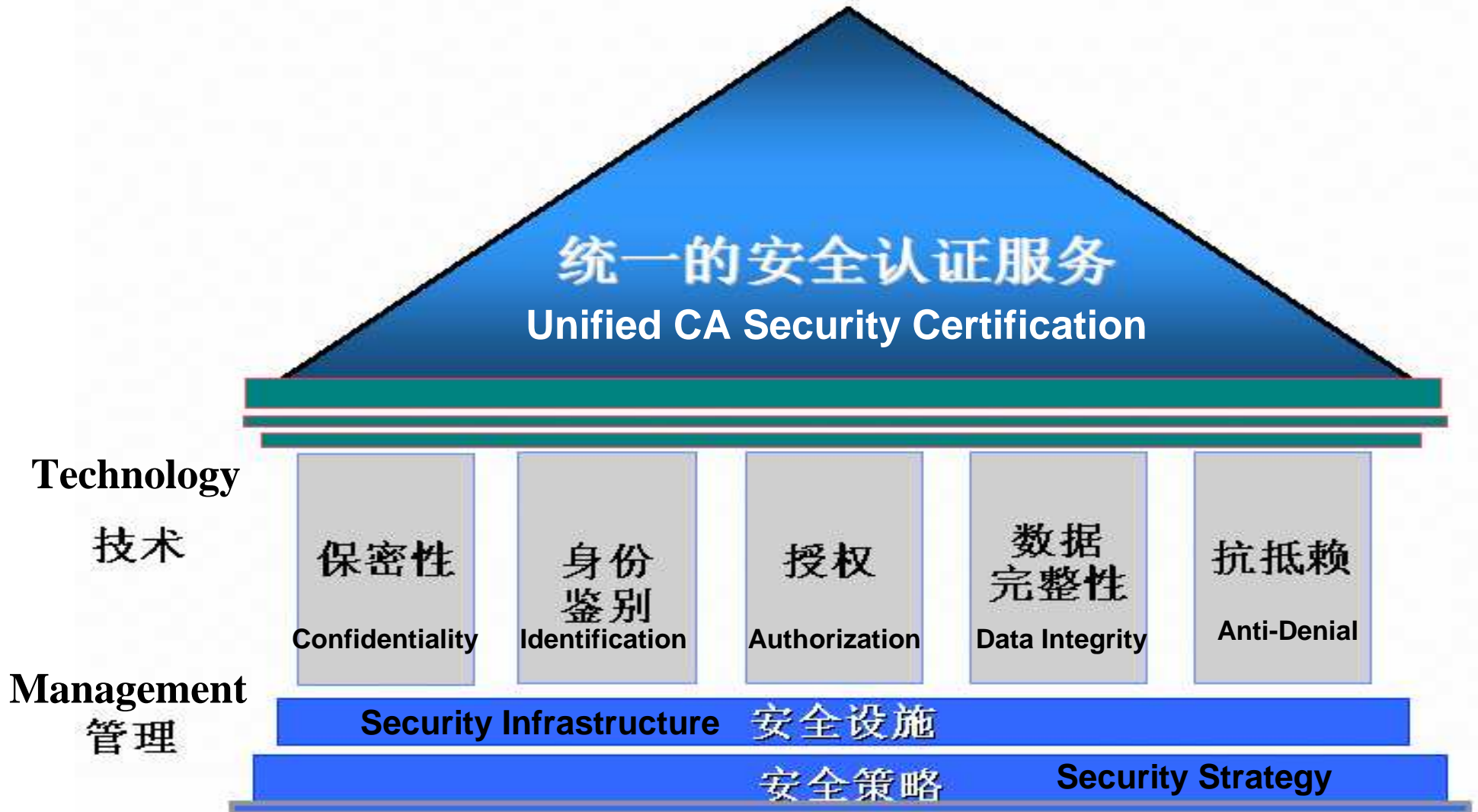


Agenda



- ❖ Business Frame System
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CA Security Certification

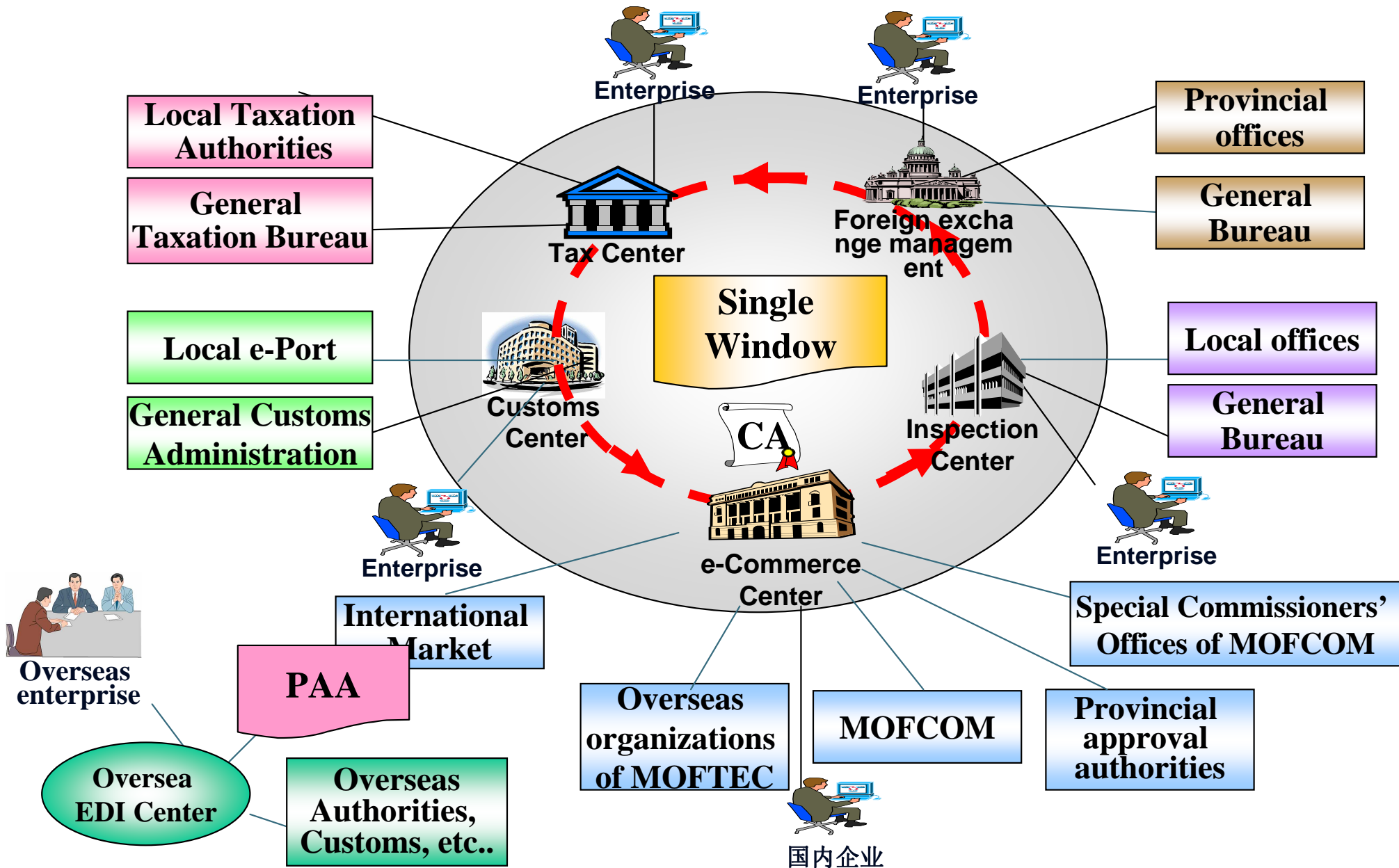


Agenda



- ❖ Business Frame System
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- ❖ International Cooperation

e-Commerce Service- Graph of modern e-Commerce Services



❖ Data service

Various
Business
Database

Enterprise
Database

Shared
Information
Database

Standard
Database

Code
Database

Format
Database

- The databases are based on advanced search technologies for intelligential information such as information guide, vague inquiry, dynamic digest generation, digital characteristics collection and full text search, so it is very convenient for the users searching data quickly.

400,000
Import & Export
Enterprises

4 Million
Domestic Commercial
Enterprises
and Commodity information

40 TB
Storage Capacity

❖ Credit Service

- Launched the plan of constructing “China Enterprise Credit Information Database”;
- Planned to preliminarily set up the largest enterprise credit information database in China in about five years.

❖ Transaction Services

- Large scaled trade platforms:

- Online Chinese Export Commodities Fair (online Canton Fair) www.cecf.com.cn
- Online Yiwu Fair www.chinafairs.org
- China Investment www.chinainvest.com.cn



The image displays a collage of three e-commerce websites. The top-left website is the Online Chinese Export Commodities Fair (CECF), featuring a blue header with the CECF logo and the text '中国出口商品交易会' and 'www.cecf.com.cn'. The top-middle website is the Online Yiwu Fair, with a yellow and blue header and the text '中国义乌国际小商品博览会' and 'yiwufairs.com'. The bottom-right website is China Invest, with a red header and the text '中国招商 CHINA INVEST' and '商务部'. The collage also includes various navigation menus, product listings, and news sections.

Agenda



- ❖ Business Frame System
- ❖ Network environment
- ❖ CA Security Certification
- ❖ e-Commerce service
- ❖ **International Cooperation**

International Cooperation



- Founding member of **Pan-Asia e-Commerce Alliance**
- Initiated **APEC E-Commerce Business Alliance**.
- Successfully hosted **the 1st. APEC e-Commerce Business Alliance Forum** in Yantai, Shandong successfully in June 2004.
- Actively participated **APEC, ASEM, ASEAN+3** to promote the global e-Commerce development
- actively involved in the **E-Commerce legislating activities** in such international organizations as the United Nations Commission of International Trade Law and UNCTAD



Thanks !

Q&A

