

Cooperation between PRC and CAREC 6 in Cross Border E-commerce

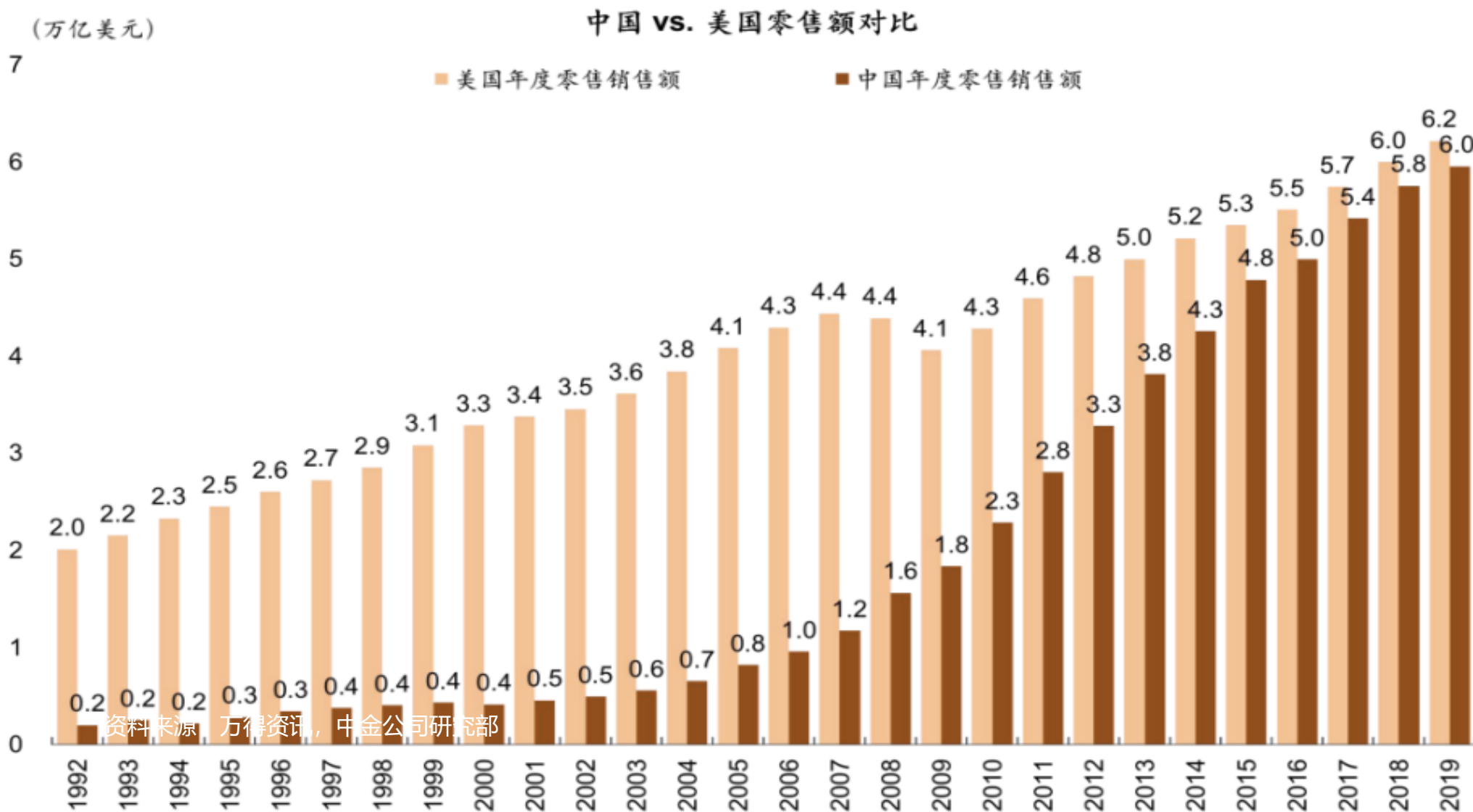
ADB Consultant and Counsellor of the State Council

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- GMV: US\$ 74 billion (11.1 - 11.11) vs. Black Friday at \$9 billion
- Peak at 583,000 orders processed per second
- 675 million parcels processed on 11.11 (one day)
- 31766 foreign brands

Market Scale of Retail Sale in US and PRC



Top 5 Countries, Ranked by Retail Ecommerce Sales, Feb 2019

billions

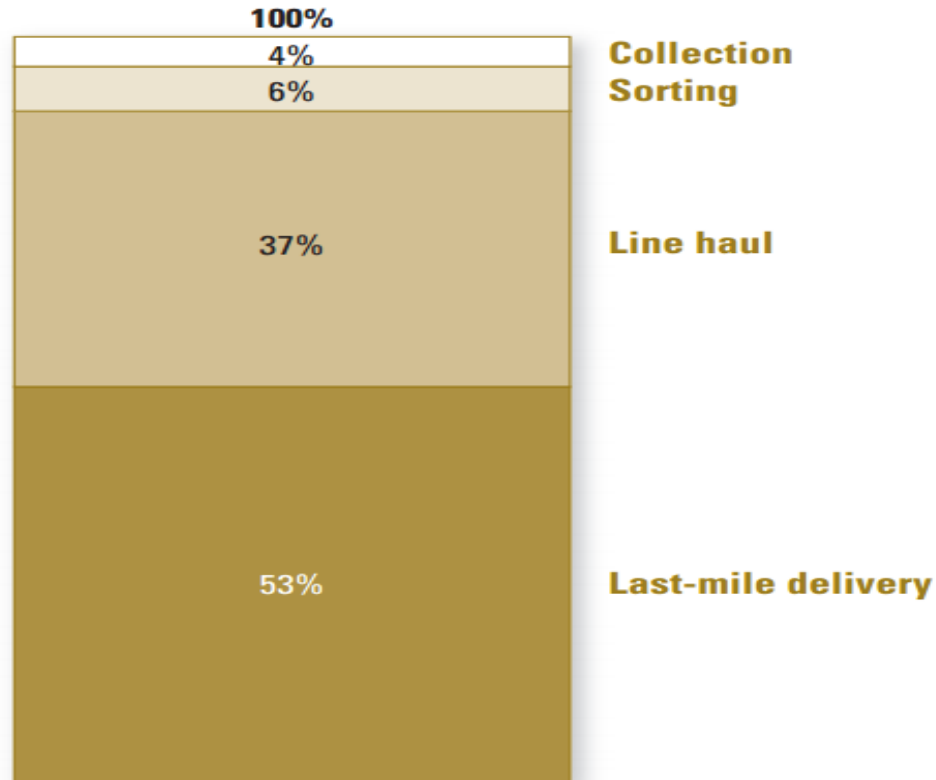
1. China*	\$1,989.45
2. US	\$600.63
\$137.08	3. UK
\$113.63	4. Japan
\$86.59	5. South Korea

*Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments (such as bill pay, taxes or money transfers), food services and drinking place sales, gambling and other vice good sales; *excludes Hong Kong*

Source: eMarketer, March 2019

Megacities: key to e-commerce

Cost structure per parcel (illustrative)



Source: A. T. Kearney analysis

Number of Megacities (population over 1 m.)

China	105
India	58
Latin America	67
U.S.	45
EU	34
Japan	8

Source: the Globalist

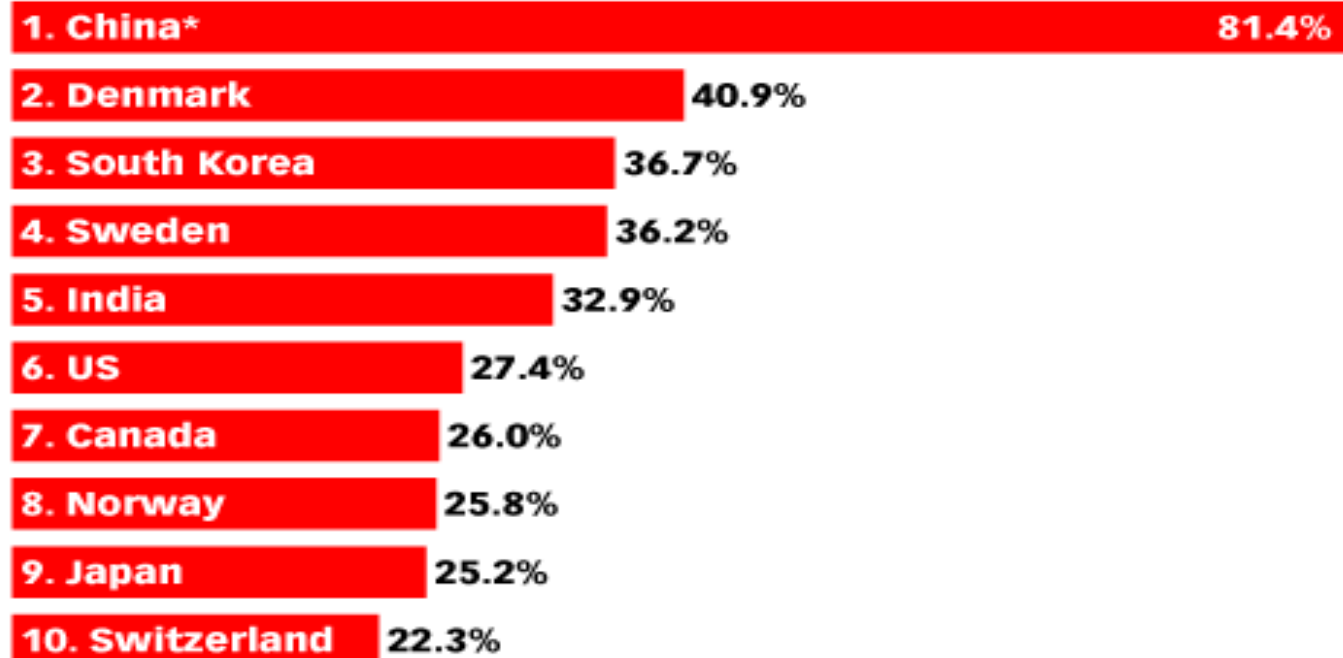


- Total parcels reached 80 billion in 2020, avg. 57 parcels per person
- 3 million “delivery buddies”, delivering avg. 100 parcels per day

e-payment

Top 10 Countries, Ranked by Proximity Mobile Payment User Penetration, 2019

% of smartphone users



Note: ages 14+; mobile phone users who have made at least one proximity mobile payment transaction in the past six months; includes point-of-sale transactions made by using mobile devices as a payment method; excludes transactions made via tablet; *excludes Hong Kong

Source: eMarketer, Oct 2018

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www.eMarketer.com



E-commerce cooperation

Bilateral

- E-commerce **retail import pilot** cover 86 cities and Hainan island
- **Silk-Road e-commerce**: MoU on E-commerce cooperation with 22 countries, working group meetings, facilitating businesses

Regional

- RCEP(ASEAN + South Korea, China, Japan, Australia and New Zealand) e-commerce chapter: trade facilitation, consumer protection, promoting cross-border e-commerce, cooperation
- APEC: Action Agenda for the Digital Economy, Cross-Border Privacy Rules System
- China-ASEAN Silk-Road E-commerce Forum (Nov. 28)

AI, Smart logistics, 5G



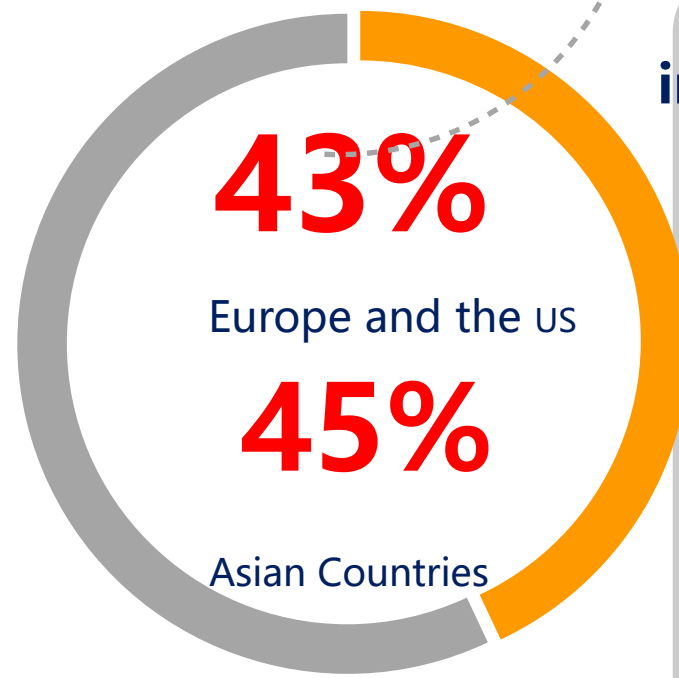
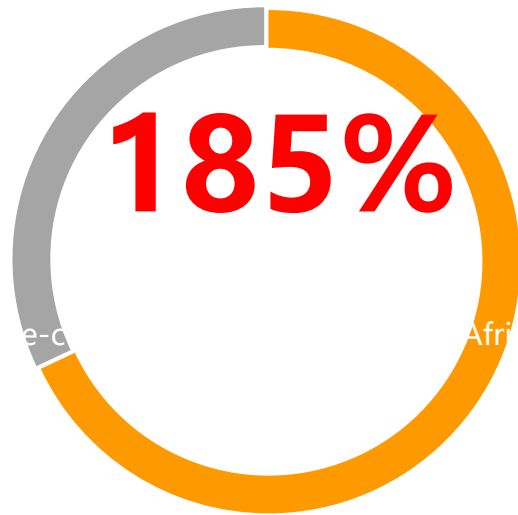
AI, Smart logistics, 5G



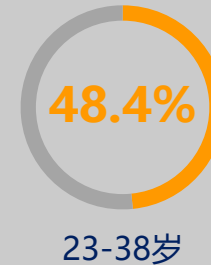
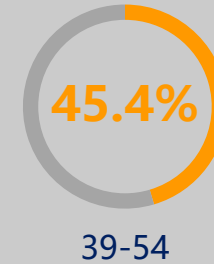
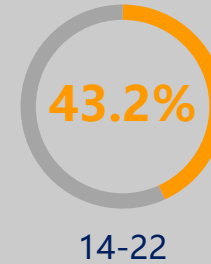
AI, Smart logistics, 5G



After Covid 19, Global consumption is shifting from offline to online



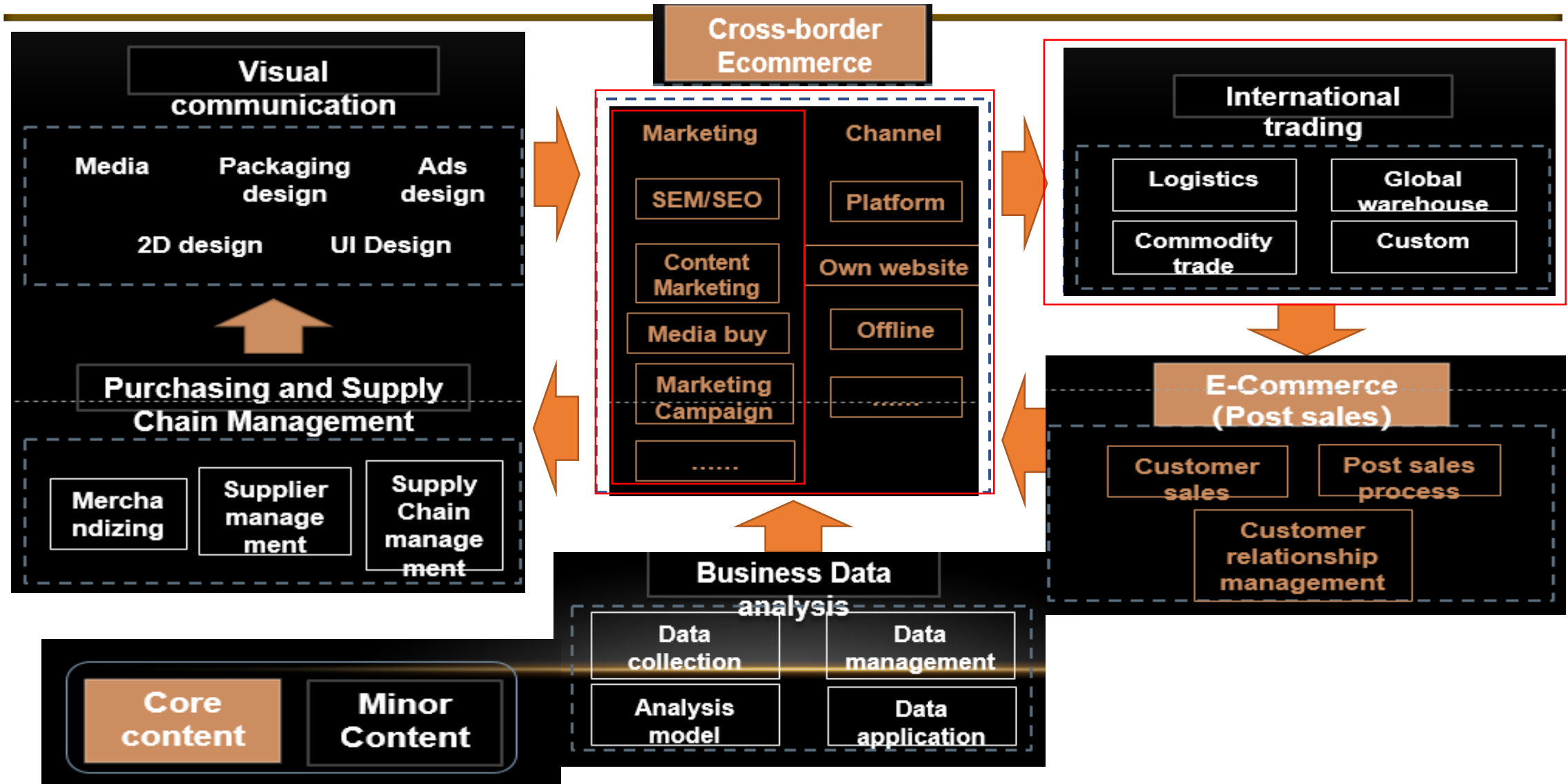
Consumers of all ages increase online shopping



Cross-border E-commerce Training in PRC

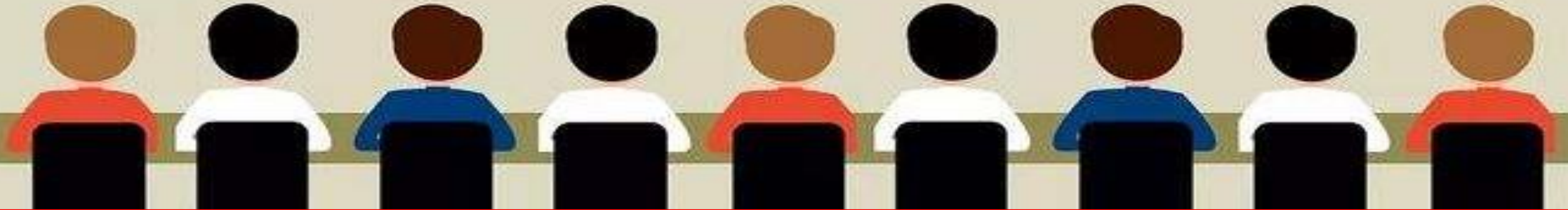
- 173 TVET Colleges have Cross-border E-commerce departments and majors
- 42 Universities have Cross-border E-commerce departments and majors
- All Cross-border E-commerce companies have their own training centers
- There is lack of 5 million talents in this area in PRC

Cross-border e-commerce training content

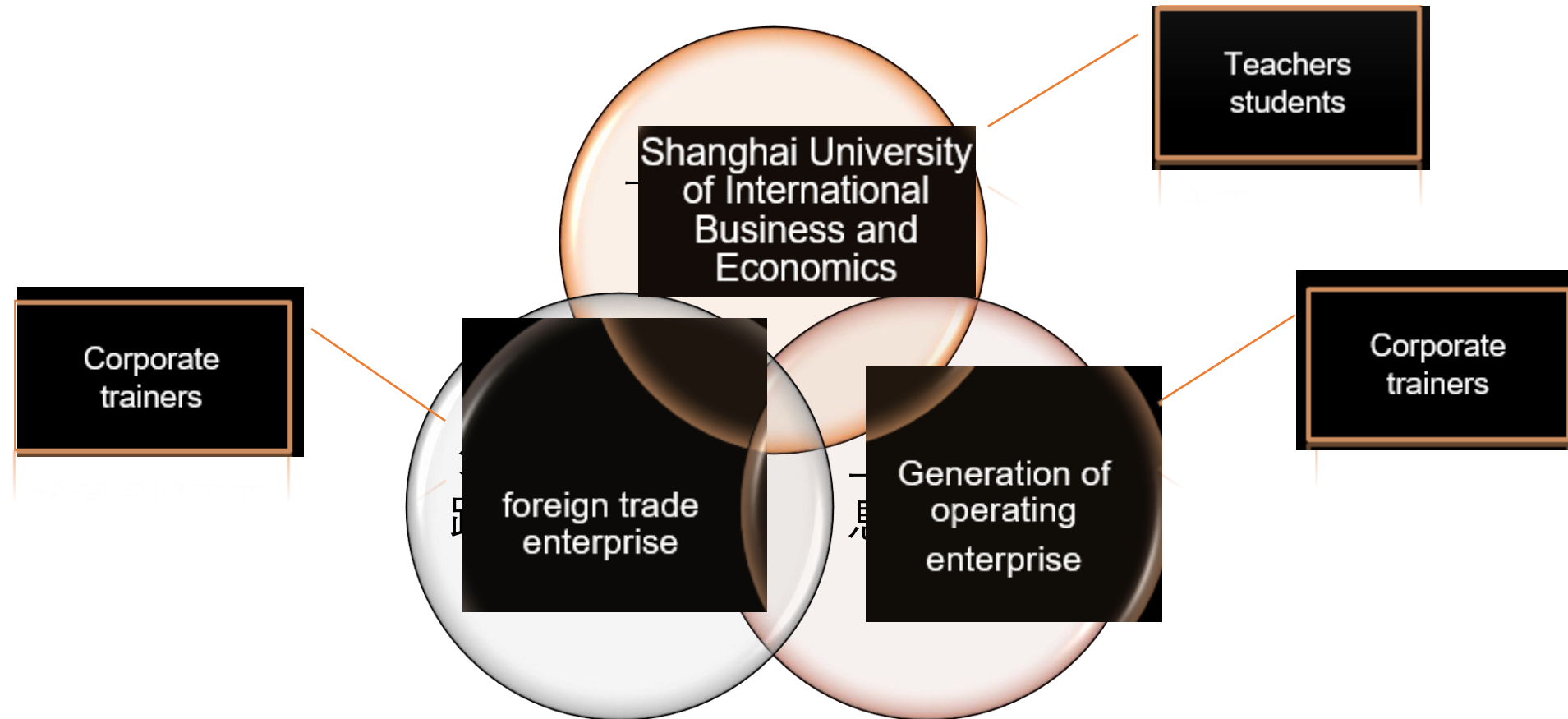


Training Resources from Companies

新进员工入职培训——跨境电商营销实战



Training Partners



Training Cooperation between PRC and CAREC 6



Luban Workshop in Thailand



Luban workshop

- It is a cooperation in TVET between colleges of PRC and other countries
- Nowadays, Luban Workshops are in Thailand, India, Indonesia, Cambodia, Portugal, Britain and 10 African countries

Should Luban Workshop Model be used between PRC and CAREC 6 in E-commerce?

- Why not?
- Is it possible?
- Who will do it?
- How to start?

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- It is good for job opportunities for the youth in CAREC 6
 - It is good for teachers training in TVET schools
 - It is good for School-Enterprises Cooperation

Who will finance it ?

- By CAREC 6 countries
- By Chinese companies invested in CAREC 6
- By Central Asian Funds, Sike Road Fund etc
- By World Bank, ADB, AIIB ...

What is the Next Step?

- Add on a chapter in current TA to discuss it, using e-commerce as an example
- Find one or a few TVET colleges in your country who are interested in participating the pilot project on joint training in cross border e-commerce
- Suggest the pilot colleges to discuss with the Ministry of Education to get a promise to participate in the pilot
- Start it as soon as possible.

If E-Commerce Can, why not other majors?

An aerial photograph of a traditional Chinese village nestled in a lush green mountain valley. The village features numerous traditional houses with dark tiled roofs and wooden walls, clustered together. Surrounding the village are terraced rice fields, some of which are filled with water, reflecting the sky. The background shows steep, forested mountains under a clear sky. A large red rectangular box is superimposed over the center of the image, containing the text "Thank you" in white.

Thank you