E-COMMERCE

CHINA CUSTOMS.

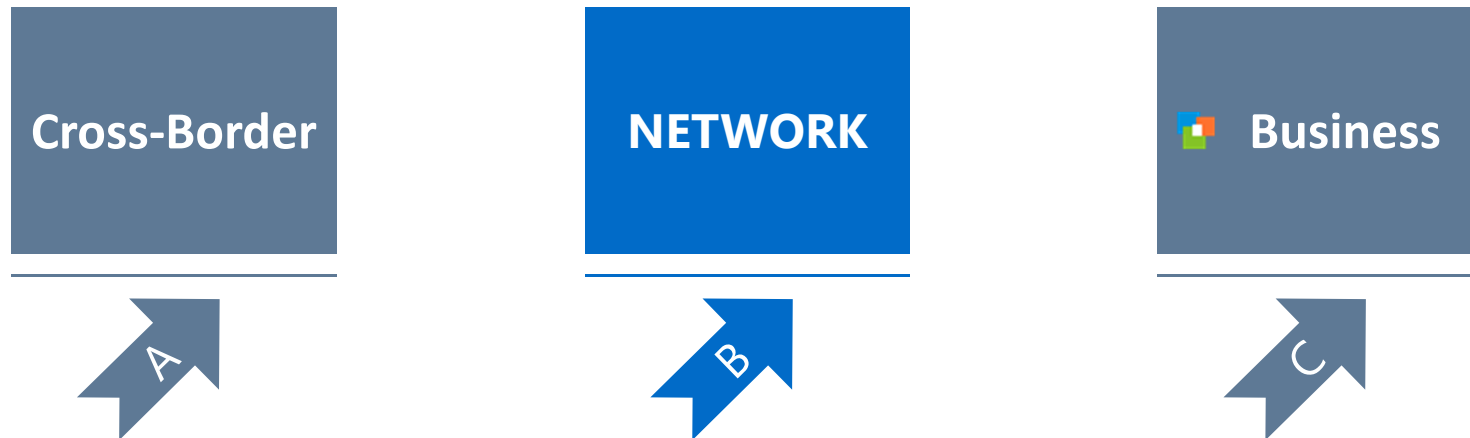Wang Yan

outline

1. Background & Overview
2. Policy & Regulation
3. Identify & Record
4. Where the E-Commerce data come from
5. Customs Clearance Service Platform
6. Questions & Challenges
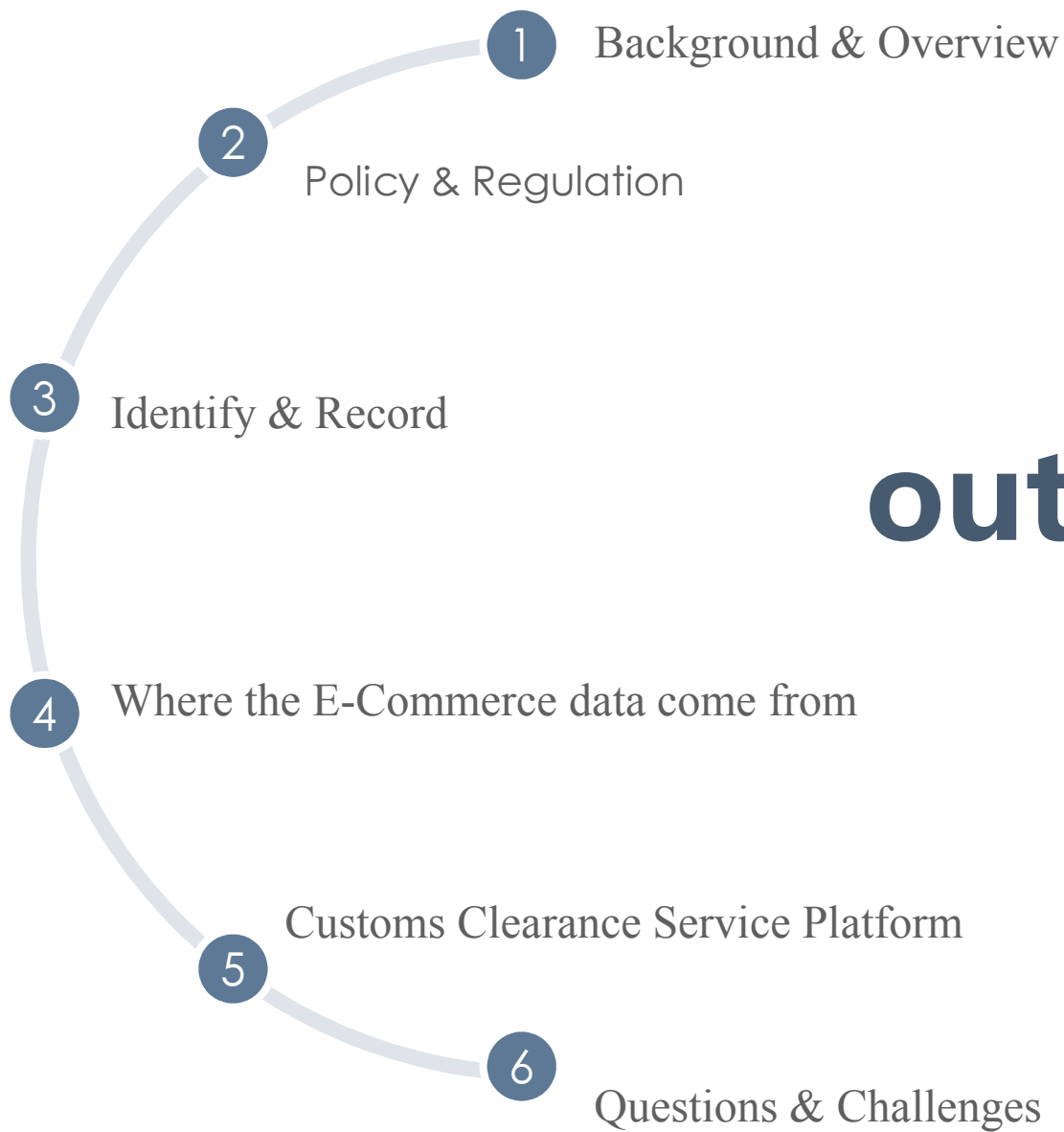
What is E-Commerce?

（Broad definition）
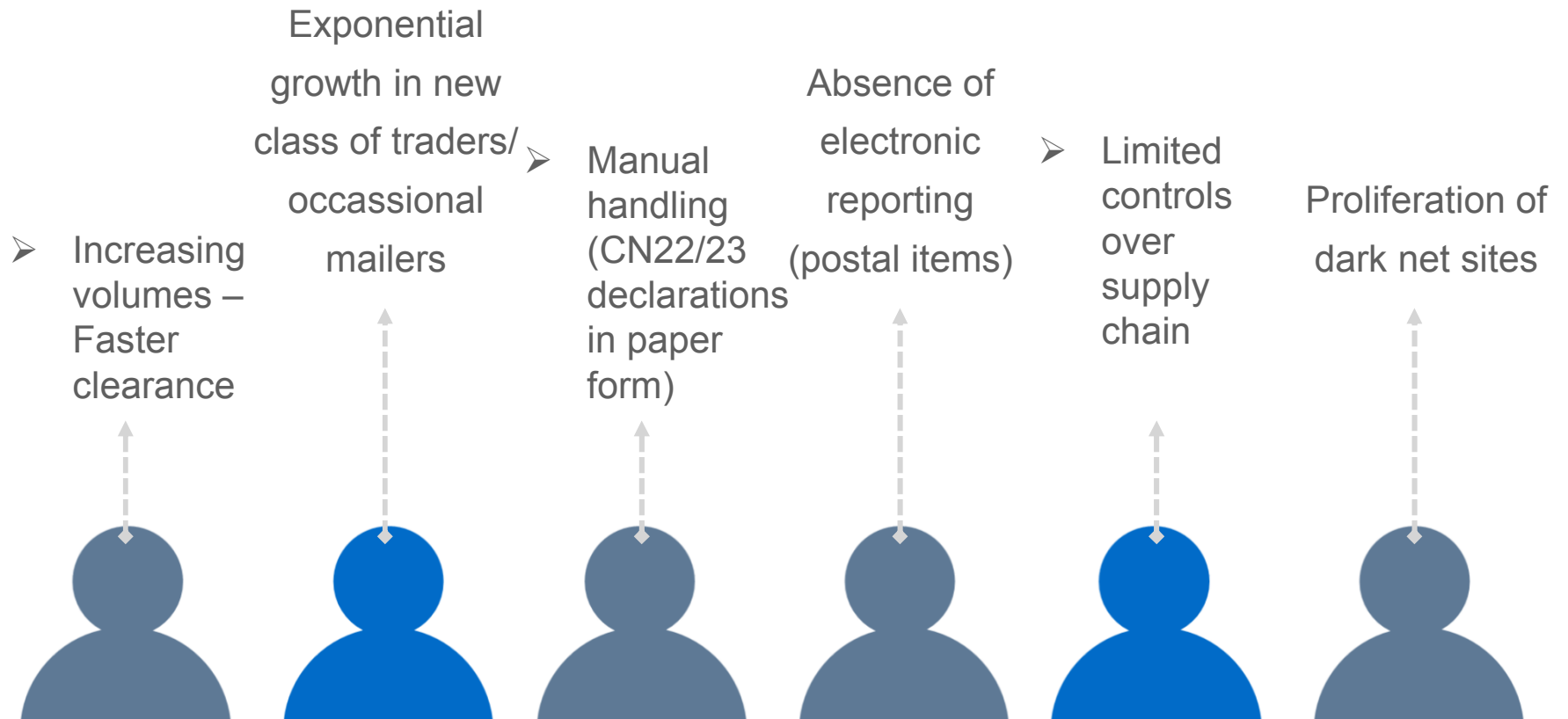
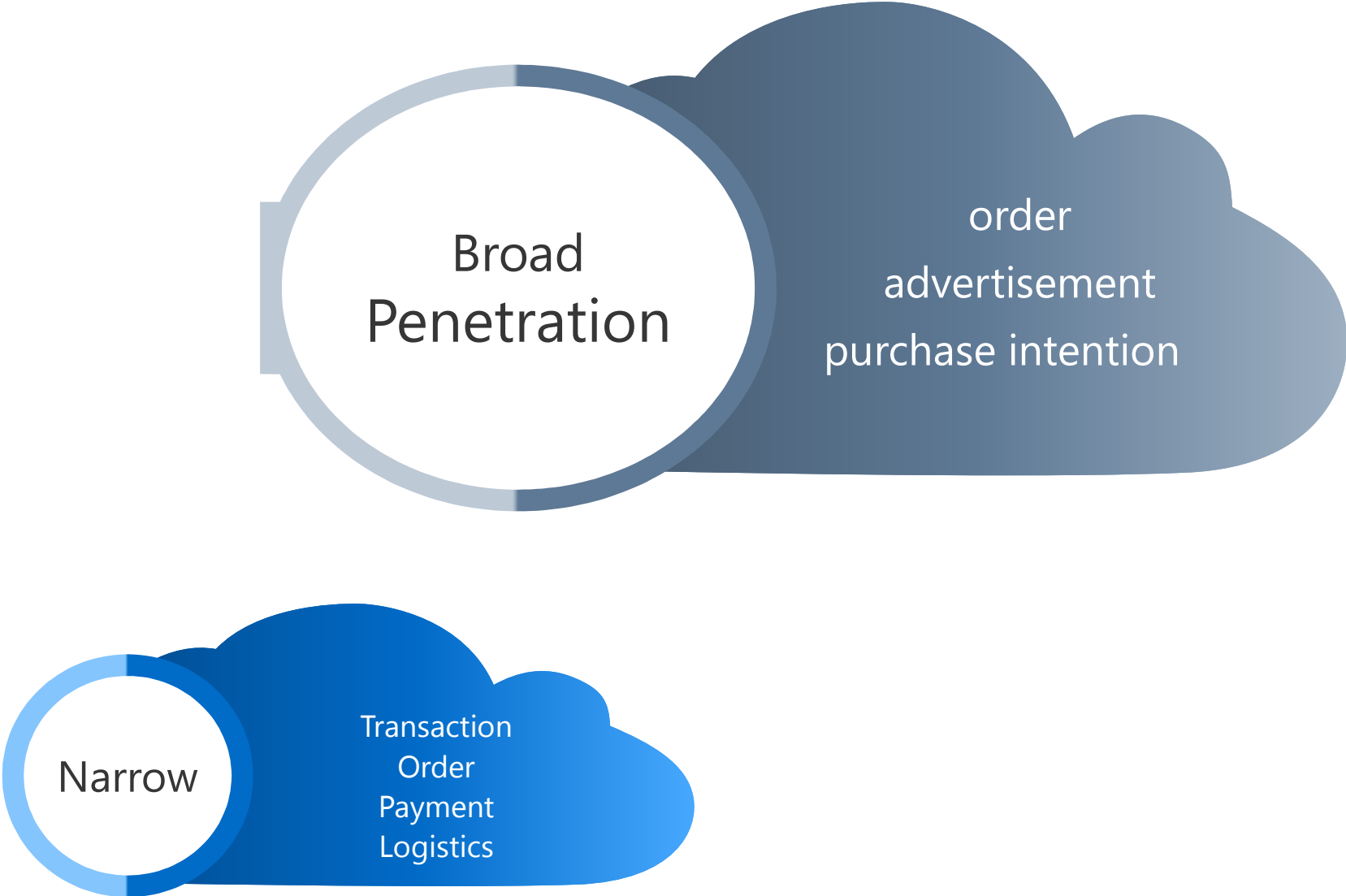| Cross-Border	NETWORK	Business
A	B	C

"An e-commerce transaction is the sale or purchase of goods or services, conducted over computer networks by methods specifically designed for the purpose of receiving or placing of orders. The goods or services are ordered by those methods, but the payment and the ultimate delivery of the goods or services do not have to be conducted online. An e-commerce transaction can be between enterprises, households, -individuals, governments, and other public or private organizations. To be included are orders made over the web, extranet or electronic data interchange. The type is defined by the method of placing the order. To be excluded are orders made by telephone calls, -facsimile or manually typed e-mail."

- OECD definition of e-commerce (2009)

World Perspective on E-Commerce

➢ Increasing volumes – Faster clearance

Exponential growth in new class of traders/ occassional mailers

➢ Manual handling (CN22/23 declarations in paper form)

Absence of electronic reporting (postal items)

➢ Limited controls over supply chain

Proliferation of dark net sites

How to Measure?

Broad Penetration

order
advertisement
purchase intention

Narrow

Transaction
Order
Payment
Logistics

IMTS2010

Chapter I

Scope and time of recording

1. Goods recommended for inclusion

Goods in Electronic Commerce

1.34.   *Goods in electronic commerce.* The term "goods in electronic commerce" refers to goods that physically move across country borders as the result of transactions executed entirely, or to a significant extent, by electronic means (e.g., goods ordered and paid for via the Internet). Such goods are in the scope of IMTS 2010 for both exports and imports. It is recognized that data collection under this item may be challenging (for example, when goods are shipped through parcel or letter post or courier service; see para. 1.25 above for details and recommendations); however, **countries are encouraged** to develop over time the necessary data-collection and/or estimation procedures.

A Cross-border E-Commerce Process

E-Transactions

Vendors exhibit their products via their self-run or third-party e-transaction platforms, where buyers may browse the stalls, communicate with the vendors and make deals on line.
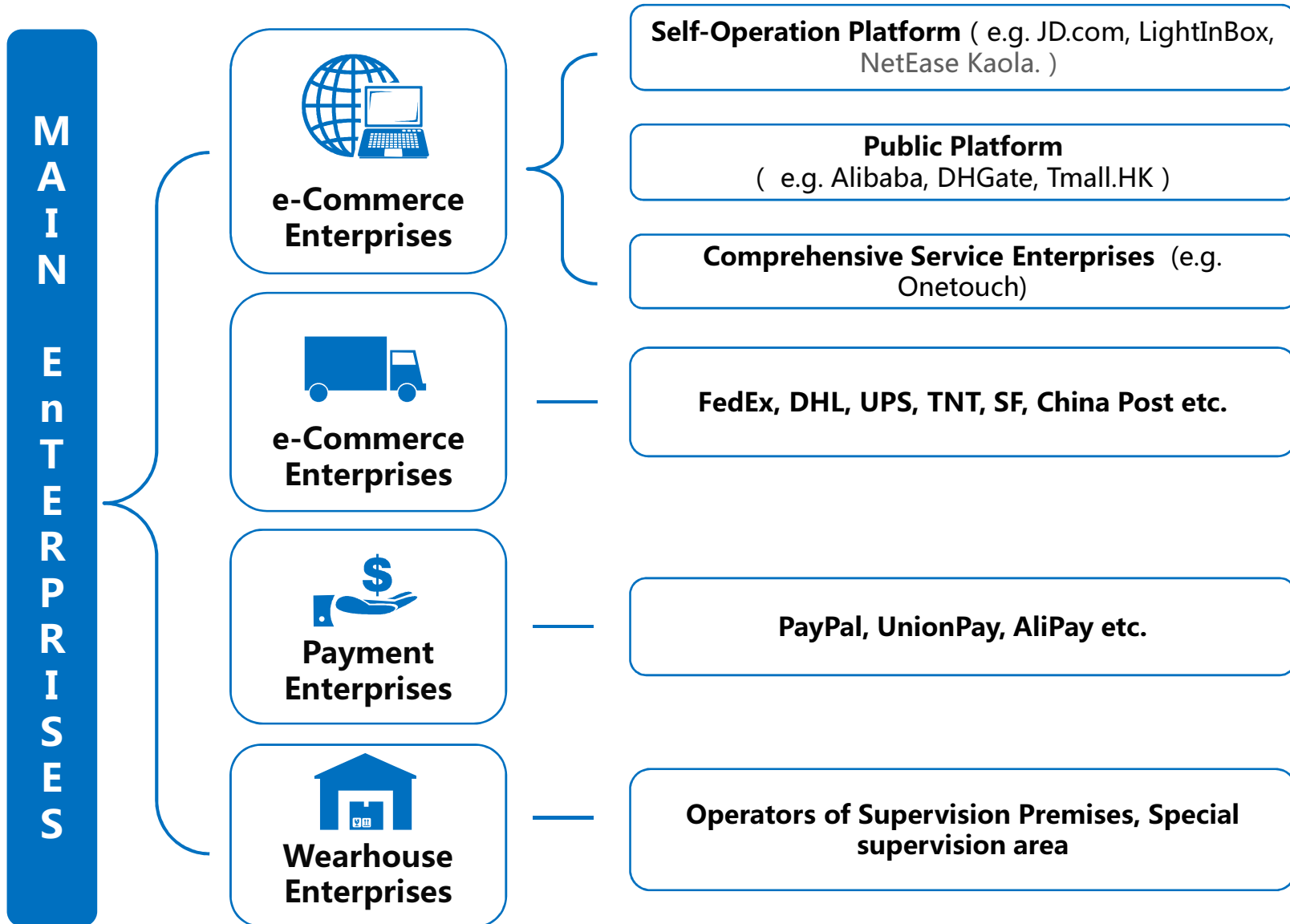
E-Payments

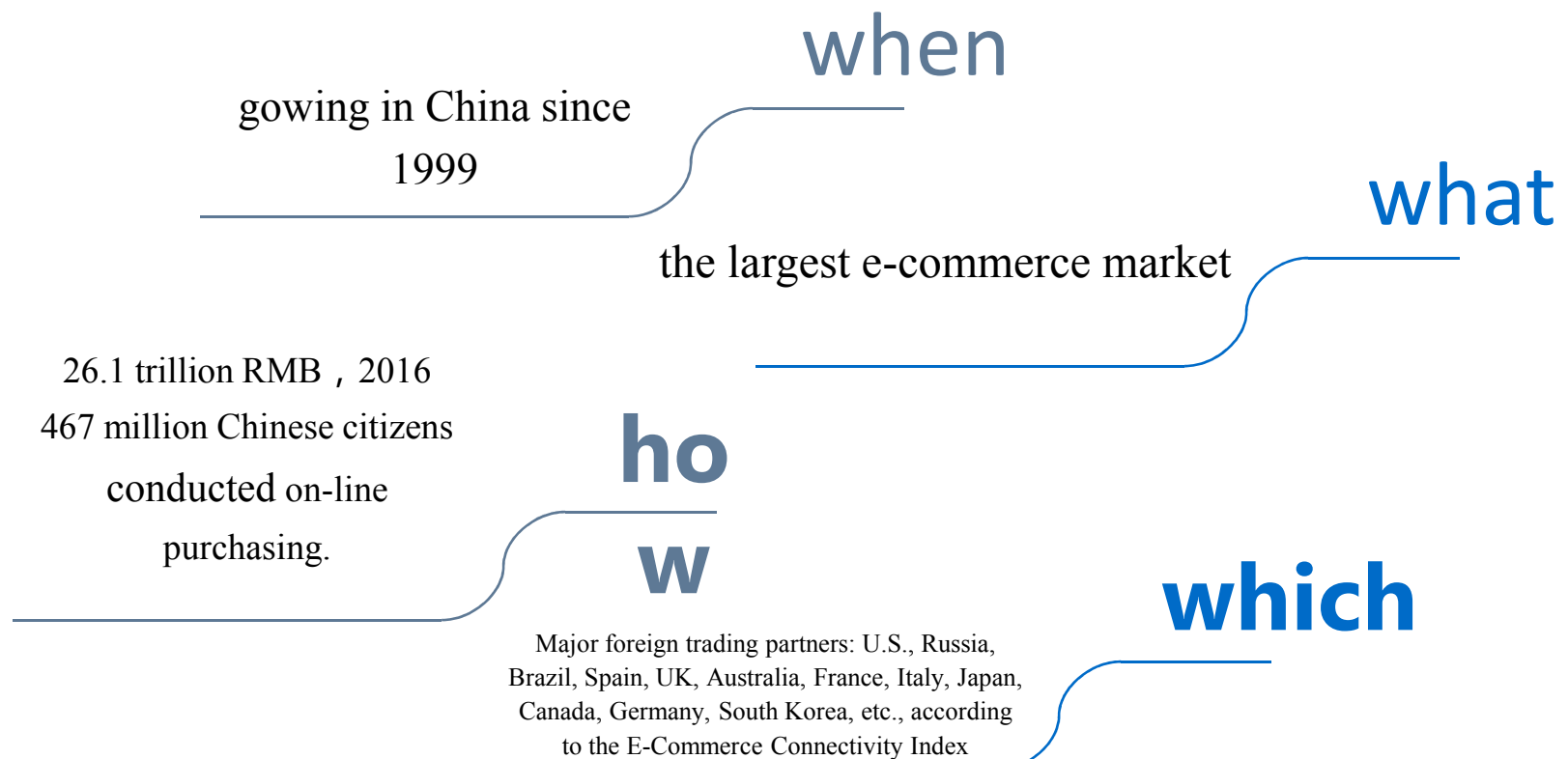The buyers pay for the products by using the e-payment facilities

logistics

The vendors deliver the products through the logistics operators

Main Enterprises

MAIN ENTERPRISES

e-Commerce Enterprises

- **Self-Operation Platform** (e.g. JD.com, LightInBox, NetEase Kaola.)
- **Public Platform** （ e.g. Alibaba, DHGate, Tmall.HK ）
- **Comprehensive Service Enterprises** (e.g. Onetouch)

e-Commerce Enterprises

FedEx, DHL, UPS, TNT, SF, China Post etc.

Payment Enterprises

PayPal, UnionPay, AliPay etc.

Wearhouse Enterprises

Operators of Supervision Premises, Special supervision area

China E-Commerce Overview

when

gowing in China since 1999

what

the largest e-commerce market

26.1 trillion RMB，2016
467 million Chinese citizens
conducted on-line
purchasing.

how

which

Major foreign trading partners: U.S., Russia,
Brazil, Spain, UK, Australia, France, Italy, Japan,
Canada, Germany, South Korea, etc., according
to the E-Commerce Connectivity Index

History &Trend

Developingt Stage

Forming Stage

Outbreak Stage

1997

2008

2014

now

The Impacts of E-Commerce

Providing diversified products

(A)

(B) **Encourages SMEs to participate**

E-Commerce

(C) **Improving economic competitiveness**

(D) **Spurring innovation**

(E)

Creating jobs

General Policies

LAW

China's National People's Congress is currently reviewing the draft E-commerce Law, which includes a special chapter on cross-border e-commerce.

NOTICE

In August 2013, the Chinese government promulgated a notice, which required relevant government agencies to take supportive measures for cross-border e-commerce
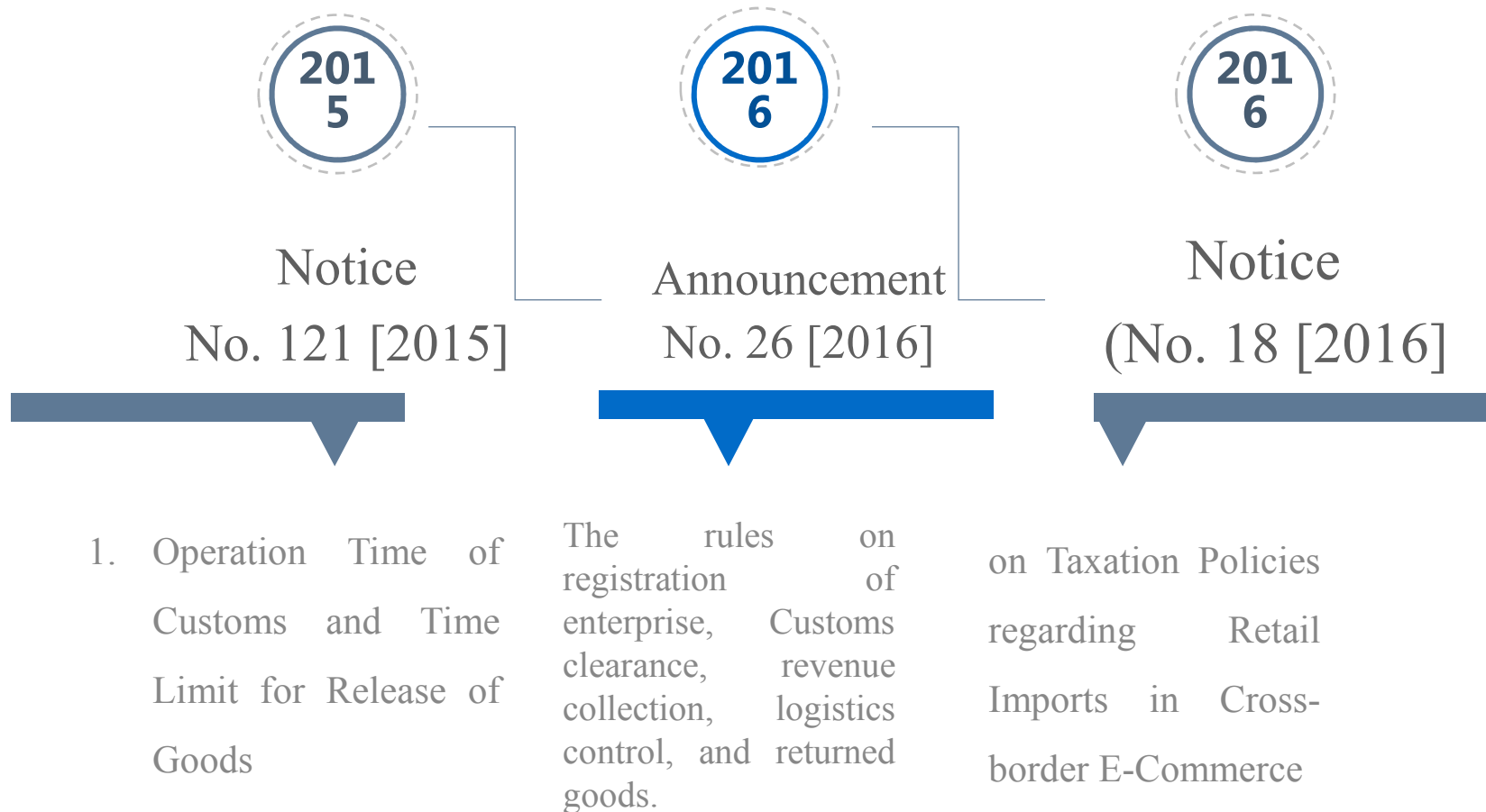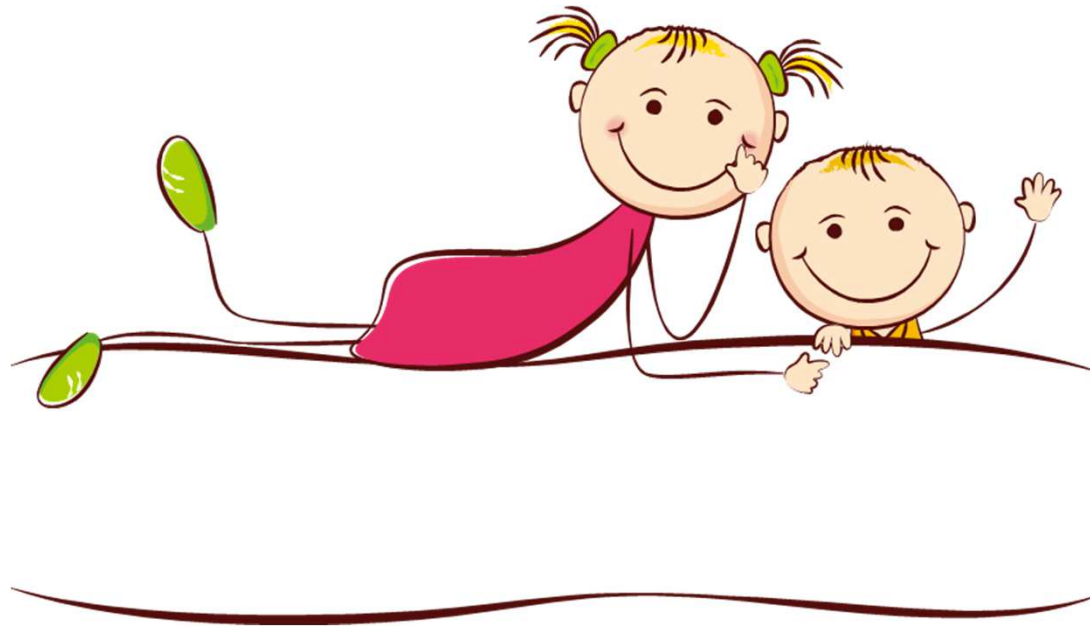
NOTICE

In June 2015, the Chinese government published the Guiding Opinions on Promoting the Healthy and Rapid Development of Cross-border E-commerce

Customs Regulations

2015

2016

2016

Notice
No. 121 [2015]

Announcement
No. 26 [2016]

Notice
(No. 18 [2016]

1. Operation Time of Customs and Time Limit for Release of Goods

The rules on registration of enterprise, Customs clearance, revenue collection, logistics control, and returned goods.

on Taxation Policies regarding Retail Imports in Cross-border E-Commerce

What we have done for identifying
and recording the E-Commerce

Making Customs Regime for E-Commerce

9610 for retail

1210 for warehouse

Simplified Declaration

-----Hs4 declaration

A ◢ export (import)

C ◢ Below 5000RMB

D ◢ In the condition of no tax&licence

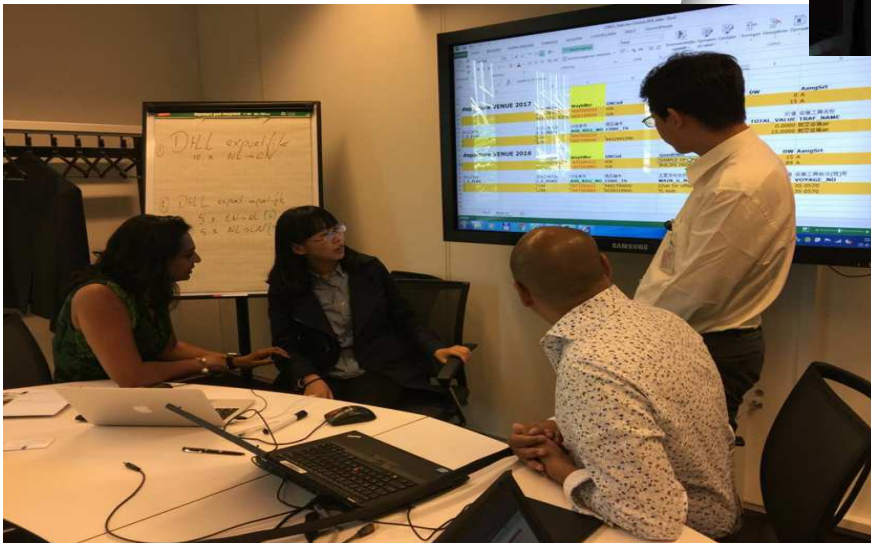# Statistics Blue Print for Estimate

Cooperate with NBS & MOF

Pilot plan for B2C E-Commerce

Participate International activities for E-Commerce

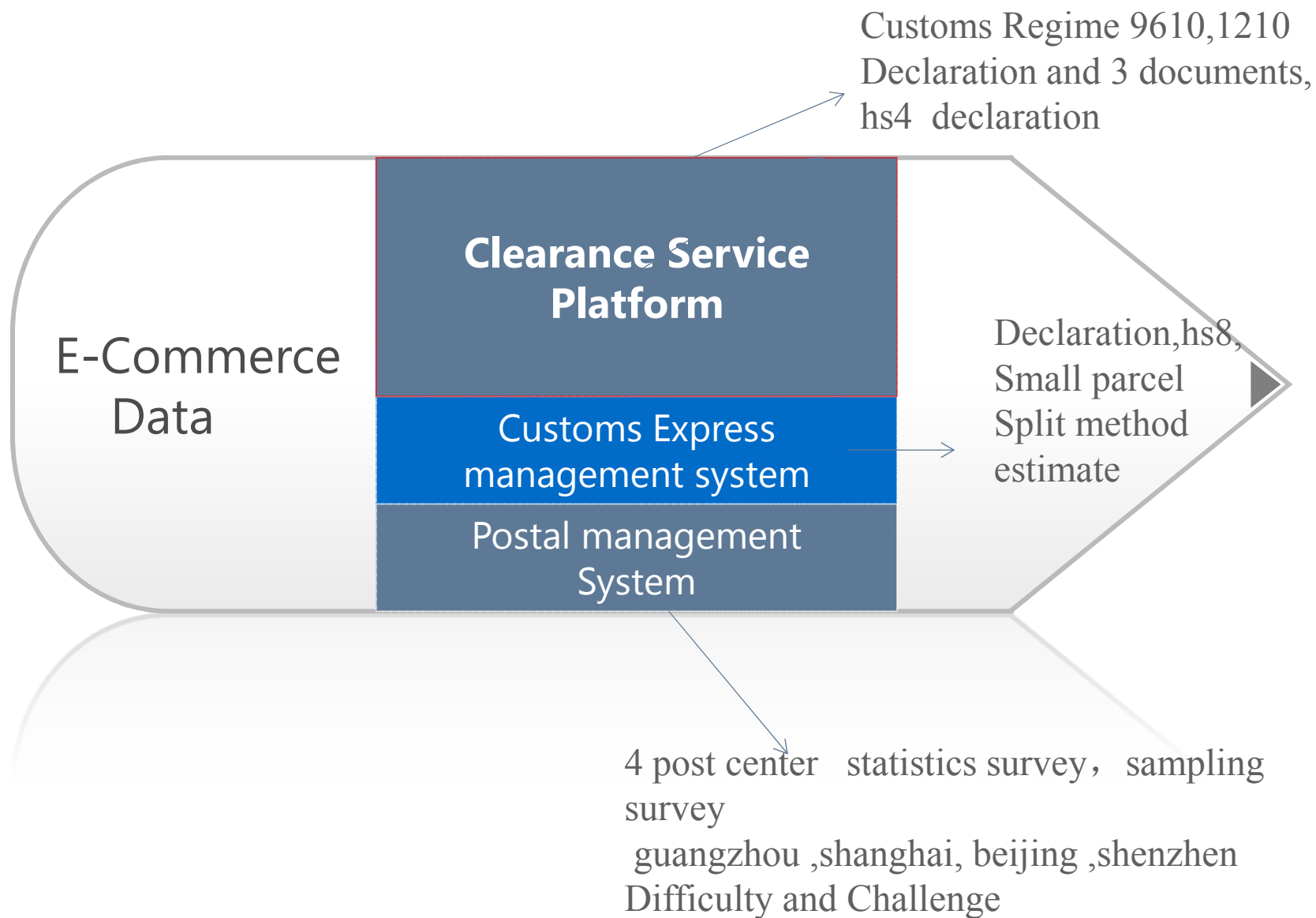WCO E-Commerce working
group---measurement and
analysis

Exchange and compare the E-
Commerce data with the
Netherlands Customs

Where E-Commerce   **DATA**   Come from

Customs Regime 9610,1210
Declaration and 3 documents,
hs4 declaration

Clearance Service Platform

E-Commerce
Data

Customs Express
management system

Declaration,hs8,
Small parcel
Split method
estimate

Postal management
System

4 post center   statistics survey，sampling
survey
 guangzhou ,shanghai, beijing ,shenzhen
Difficulty and Challenge

Declaration&3 documents

Declaration list

4

3   Logistics information

2   Payment information
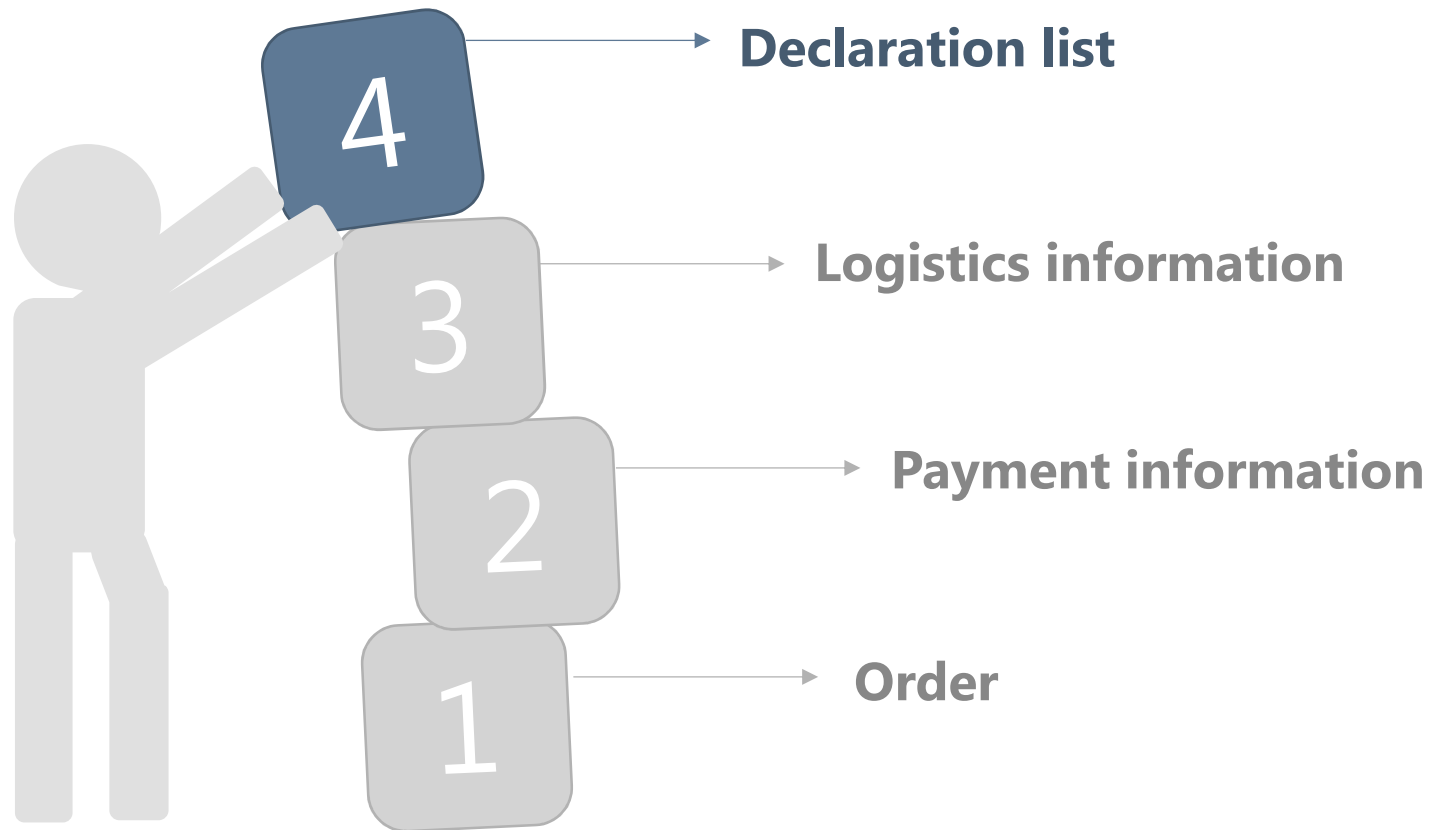
1   Order

Order Infomation

订单编号	orderNo
电商平台代码	ebpCode
电商企业代码	ebcCode
商品价格	goodsValue
运杂费	freight
代扣税款	taxTotal
实际支付金额	acturalPaid
订购人姓名	buyerName
订购人证件号码	buyerIdNumber
支付企业代码	payCode
支付交易编号	payTransactionId
收货人姓名	consignee
收货地址	consigneeAddress
企业商品货号	itemNo
企业商品名称	itemName
条形码	barCode
数量	qty
单价	price
总价	totalPrice

Payment Info

支付企业代码	**payCode**
支付企业名称	**payName**
支付交易编号	**payTransactionId**
订单编号	**orderNo**
电商平台代码	**ebpCode**
电商平台名称	**ebpName**
支付人证件类型	**payerIdType**
支付人证件号码	**payerIdNumber**
支付人姓名	**payerName**
支付人电话	**telephone**
支付金额	**amountPaid**
支付币制	**currency**
支付时间	**payTime**

Logistic Info

物流企业代码	logisticsCode
物流企业名称	logisticsName
物流运单编号	logisticsNo
提运单号	billNo
运费	freight
保价费	insuredFee
币制	currency
毛重	weight
件数	packNo
主要货物信息	goodsInfo
收货人姓名	consingee
收货地址	consigneeAddress
收货人电话	consigneeTelephone

Declaration Info

Import Declaration			
订单编号	orderNo	运费	freight
电商平台代码	ebpCode	保费	insuredFee
电商企业代码	ebcCode	件数	packNo
物流企业代码	logisticsCode	毛重（公斤）	grossWeight
担保企业编号	assureCode	净重（公斤）	netWeight
账册编号	emsNo	企业商品货号	itemNo
清单编号	invtNo	企业商品品名	itemName
申报日期	declTime	商品编码	gcode
申报海关代码	customsCode	商品名称	gname
申报企业代码	agentCode	商品规格型号	gmodel
进口日期	ieDate	条码	barCode
订购人姓名	buyerName	原产国（地区）	country
订购人电话	buyerTelephone	数量	qty
收件地址	consigneeAddress	计量单位	unit
运输方式	trafMode	单价	price
起运国（地区）	country	总价	totalPrice

Questions & Challenges

1 NO unified definition

2 Integrated data

3 The absence of postal data

4 Data quality

5 Asymmetry of Logistics information

6 The survey plan need to test

THANKS

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WANGYAN