**Agevolazioni previste dalle principali piattaforme e-commerce per supportare le aziende durante l’emergenza coronavirus**

Anche se le attività commerciali che operano online sono state meno penalizzate rispetto alla distribuzione commerciale tradizionale, la crisi in corso ha spinto le principali piattaforme ecommerce  a predisporre delle agevolazioni a favore delle aziende loro clienti soprattutto PMI.

La piattaforma più importante,Tmall, ha attivato, lo scorso 10 febbraio, venti misure speciali in sei differenti aree per aiutare le aziende che operano al suo interno.

Dal 13 di febbraio, Tmall Global ha implementato una serie di regole a favore dei Brand che operano all'estero, riducendo le spese operative, riducendo i costi logistici e fornendo prestiti ad interesse agevolato. Nel presente documento allegato elenchiamo i principali interventi predisposti dalle piattaforme ecommerce più importanti alla data del 29.2.2020 (Tmall e Kaola, Gruppo Alibaba, JD, Wechat e Suning)

**Tmall Global: (source from Alibaba)**

On February 10, Alibaba Group and Ant Financial Services Group issued the "Alibaba Report to Merchants", introducing 20 special measures in six areas to assist the development of SMEs.

On February 13th, Tmall International released six overseas merchant support rules, reducing business operating expenses, reducing logistics costs, lowering the threshold for automatic settlement, reducing and exempting operating service fees, providing low-interest loans and optimizing trading rules.

Tmall International Overseas Merchant Support Details:

-Reduction of platform business operating expenses. For all Tmall international merchants settled before July 2020, the annual service fee for the first half of 2020 will be waived.

For all Tmall international merchants, the necessary shop decoration tools are free of charge.

-Reduce or exempt warehouse rents and reduce logistics costs.

Eliminate all February storage fees for Tmall's international merchant sub-cainiao bonded warehouses and overseas stocking warehouses. Opened emergency replenishment service, providing green channels for emergency replenishment for goods from Europe, the United States, Australia, New Zealand, Japan and South Korea.

-Lower the threshold for merchants' automatic settlement-Reduction of agency service feesTmall International's 21 service providers are newly contacted and co-operated between February 12 and March 31, and are exempt from 3 months of operating service fees.

-Offering interest rate loans to merchants-Optimize trading rules to protect business environment. Orders generated in a special period optimize the rules of the transaction process such as merchant shipments and consumer refunds, reduce the pressure on merchant services and ensure a good business environment.

**Kaola: (source from Alibaba)**

Support measures for 7 major businesses of Koala Haigou

Reduce costs, speed up capital turnover, support growth and ensure business environment.

After Alibaba launched 20 measures to support businesses in special period, koala Haigou announced 7 measures to support businesses:

1. Reduce business cost

-Reduce and remit the Commission of main epidemic prevention products and merchants in Hubei area.

-Reduce or exempt the warehouse rent of main epidemic prevention commodities of newly signed bonded businesses.

2. Speed up capital turnover of merchants

-In order to increase the settlement frequency, shorten the settlement cycle, and help merchants to collect funds quickly.

3. Support business growth

-From February 13 to March 31, we will provide a series of supporting policies for businesses entering the bonded warehouse, including opening green channels, search and traffic support, priority of activity registration, etc., to help businesses grow rapidly.

-Koala Global high-quality service provider provides free basic operation services for businesses in Hubei for three months, helping businesses in Hubei to tide over difficulties.

4. Guarantee business environment

-From February 13, free shop decoration tools will be provided for the settled businesses.

-During the epidemic period, the platform will provide business rules for businesses to ensure that businesses may be punished, compensated or even closed due to logistics, after-sales, customer service and other reasons.

Koala Global

February 13, 2020

**JD: (source from** [**http://mjbbs.jd.com/thread-173907-1-1.html**](http://mjbbs.jd.com/thread-173907-1-1.html)**)**

List of measures taken by JD to subsidize businesses

1. For all businesses

-Financial support: Jingdong finance launched the policy of interest rate reduction and delayed repayment and opened a green channel for financial services

-Flow support: use core flow to organize "home delivery" activities, and provide more exposure opportunities for businesses with good service performance during the epidemic; launch live broadcast subsidy plan, stimulate more talents to help businesses sell goods, and subsidize some categories of live broadcast businesses.

-Health support: JD health provides free doctor consultation, real-time epidemic situation, staff health status collection, staff infection risk assessment and other services for business employees, and issues the "enterprise return to work epidemic prevention guide". Guide businesses to return to work.

-Tool support: intelligent customer service extends the free trial period of merchants to March 31, 2020.

-Renewal support: for businesses seriously affected by the epidemic, the opening time of renewal entry in 2020 should be appropriately extended.

2. Facing Hubei merchants......

3. Facing the warehousing Jingdong Logistics Business

-Logistics support: the newly signed businesses of JD logistics can be exempted from warehouse rental fee if they meet the conditions, and enjoy the TC transfer fee discount. The signed businesses of electric power and small household appliances can be exempted from warehouse rental fee if they meet the conditions, and provide one-to-one service for the newly signed businesses, so as to realize 48 hour rapid signing and system configuration.

-Advertising money incentive: after the key categories of commodities such as epidemic renewal and vigorous renewal are advertised in JD, JD will return 50% of the cash consumption of the merchants and 30% of other categories

-Flow support: qualified products will enjoy flow tilt and recommendation support, with a maximum of 20% flow increase.

-Activity support: use the core marketing activities "goddess Festival" and "quality Festival" to provide more exposure opportunities for the warehousing merchants, launch the live broadcast subsidy plan, and the warehousing merchants can obtain the service fee of Daren 0, and the warehousing commodities have priority to enter the seckill commodity pool in Jingdong.

4. For Jingdong international merchants

-Key regional support: priority to support overseas line pick-up and shipment in key cities of Australia, the United States, Canada, Japan, South Korea, Germany, the United Kingdom and other countries.

Easy access: one belt, one road, the first time to enter the Jingdong, the new channel of Jingdong logistics. The Pudong New Area cross border experience center of the "Shanglan Shangdu capital area" is provided for two months.

-Key line support: Jingdong bonded warehouse distribution, Hong Kong direct purchase and other key lines normally perform without closing, warehouse distribution integrated businesses give priority to the performance of orders in Tianjin and Guangzhou and other regions with better transfer prices, and Hong Kong land transportation resources docking channel will be faster.

5. For Jingxi merchants

6. Facing fresh food merchants in Jingdong

7. For Jingdong home appliance business

-Advertising incentive: during the period from February 10 to March 31, 2020, for all SOP businesses, the cooperative businesses with qualified order quantity and order penetration will return 30% of the advertising consumption of Jingzhun and inbound SKU

-Logistics support: for some large-scale businesses such as Dazhou Electric Co., Ltd. and Chewei store, the 30 day or 45 day storage fee can be exempted if the penetration rate reaches the standard, and the 90 day storage fee can be exempted if the penetration rate reaches the standard.

Jingdong open platform

February 2020

**Suning : (source by** [**https://news.qudong.com/article/638207.shtml**](https://news.qudong.com/article/638207.shtml)**)**

1. Global supply chain response to raise and donate epidemic prevention materials…

2、 On January 23, Suning e-commerce raised the first batch of materials and sent them to Wuhan to comprehensively guarantee the supply of vegetables, meat and poultry. At the same time, 10000 packs of masks are provided for the medical system, and 100000 packs of masks are provided to ensure the market stability.

At present, Suning has sufficient stocks of food, disinfectant, etc. in two logistics warehouses in Wuhan, and the supply of disinfection and health appliances will continue to be guaranteed, with stable prices for self-supporting goods. In order to help the anti-virus and anti epidemic work nationwide, Carrefour China comprehensively combed and replenished the products such as hand sanitizer, disinfectant, detergent, disinfector and air purifier, and promised that the price of healthy goods would not rise. Carrefour has provided 5000 tons of vegetables, 560 tons of pork, 2200 tons of fruits and 400 tons of eggs as of January 30 to ensure the citizens' "vegetable basket" during the Spring Festival. Carrefour also sold 230000 bottles of disinfectant and 80000 bags of masks. Photo 6

3. Increase the credit support of epidemic prevention enterprises. Suning finance has urgently arranged 8 billion yuan to provide financing support to suppliers, service providers and small businesses in epidemic prevention and control and people's livelihood security related industries. In addition, through the development of green channels, the whole business line can be handled. Especially for the suppliers of epidemic prevention products with loan demand, Suning financial urgently increased the loan amount by 20% - 50%, preferential interest rate and rapid loan. For the stock credit business that is about to expire, we need to figure out urgently. For the enterprises whose liquidity is affected by the epidemic prevention work, we need to carry out the business of automatic extension and loan renewal without repayment in advance, so as to help ease the liquidity crisis and get through the difficulties.

4、 Suning logistics has jointly opened up a green logistics channel to support Suning to fully guarantee the rapid delivery of anti epidemic materials and living materials. Suning logistics has established Hubei green transportation special group, and the special line 95315 continues to provide free material transportation support, rapid response and rapid deployment for public organizations and institutions. In addition to medical supplies, targeted support and transportation channels will also be opened for materials in urgent need. A total of 12000 Suning logistics warehousing and express delivery personnel and more than 5800 transport vehicles stuck during the epidemic period. As of February 1, Suning logistics green channel for anti epidemic materials has sent 34 vehicles and 350 tons of anti epidemic materials.

5、 Stick to the job security needs Spring Festival does not close 24 hours to deliver "stick to the job security people's life needs, is our biggest responsibility." At present, Zhang Jindong asked all the staff to maintain the combat readiness and fully guarantee the operation of terminal services. During the Spring Festival, 120000 employees of Suning stick to the front line, and provide 24-hour delivery service for consumers through Suning e-shopping online platform, Carrefour, Suning small store, etc. in order to let the people of the country eat fresh and affordable vegetables in this special period, Suning has also launched many initiatives. Suning store doesn't close during the Spring Festival. As long as you place an order in Suning store app, you can buy fresh vegetables and meat food.

Carrefour China, a subsidiary of Suning, promised not to increase the price of household goods during the Spring Festival. Meanwhile, for Wuhan and the whole country, it has prepared enough goods in advance. It can purchase annual goods at 210 stores in 51 cities of Carrefour, and enjoy one hour delivery service within 3 kilometers. For the employees who stick to the front line, Suning not only guarantees the working environment, issues anti epidemic materials such as masks, but also provides hundreds of millions of yuan for subsidies.

6、 On January 31, Suning Plaza Business Management Co., Ltd. announced that Suning Plaza and Suning e-shopping Plaza Co., Ltd. would be exempted from the rent during January 25-february 8, and would work with brand merchants to fight against the epidemic, and upgrade services in terms of business empowerment and building a safe shopping environment. At the same time, when seeing the information of the beds needed to rest by the medical staff in the designated medical institutions of Nanjing fever clinic, Suning Hotel responded in the first time, allocated the beds and rushed them to the hospital. To effectively prevent novel coronavirus infection from spreading the epidemic, Suning home sales project also responded positively to the government's call to close sales offices around the country, open online service channels, and fully cooperate with epidemic prevention and control.

7、 With the help of science and technology, the "Suning Douya" telecommuting system has been opened free of charge. Recently, the state has issued the notice of extending the Spring Festival holiday. At the same time, in order to reduce the flow of personnel and ensure the health of employees, relevant enterprises in relevant provinces and regions have also issued the policy of delaying resumption of work or telecommuting at home, in order to help enterprises solve the problem of telecommuting during the epidemic On January 28, Suning technology announced the free opening of "Suning bean sprouts" collaborative office service plan, reducing meeting and communication, improving the efficient and cooperative operation of various organizations, and further enhancing the code to help the community fight against the epidemic together. It is reported that Suning Douya is a collaborative office platform independently developed by Suning, which not only serves 280000 Suning employees, but also more than 10000 Suning retail partners and other enterprise users. Suning Douya has the industry leading level in intelligent enterprise management, mobile collaborative office and other aspects, which can help enterprises or enterprises to carry out real-time, remote and efficient office coordination 。

8. Novel coronavirus novel coronavirus is popularized on the line of senior doctors' health online volunteer clinic. In order to enable the masses to prevent new coronavirus, Suning has launched a health online volunteer service. Specially invited three senior respiratory physicians have provided scientific knowledge, scientific prevention plan and professional and efficient inquiry service for new coronavirus pneumonia. Novel coronavirus online services are provided at 9 -18 daily. Three professional doctors will provide professional and efficient inquiry service on the Internet. While the popular science information, rumor information and protective information about new coronavirus pneumonia can be viewed all day long. By searching the words "ask for consultation", "ask for medical treatment", "coronavirus" and "free consultation for famous doctors of coronary pneumonia", you can enter the online service page of Suning health free consultation.

9、 Ten thousand engineers who don't close for service go backward not only for the goods sales, but also for Suning's service. During the Spring Festival, Suning helps tens of thousands of service engineers to stick to their posts, move backward and volunteer to serve in the isolation area to protect consumers' home appliances life under the epidemic. A novel coronavirus infection was established in Yixing, Wuxi, in January 27th. Suning logistics delivery personnel and help customer engineers in the road blocked and high-risk working environment overnight overtime operations! The first batch of water heaters have been installed and commissioned. It has effectively helped to solve the emergency situation of the first batch of observers entering the station. In the afternoon of that day, Suning customer service engineer and Suning logistics rocket delivered and installed water heaters for the fever isolation room on the third floor of the outpatient department of the Second Affiliated Hospital of Chongqing Medical University! Give full support to the front line work of epidemic prevention and control!

10、 In order to encourage consumers to fight the epidemic at home, Suning's content platforms have launched measures to open hot events, films, TV plays and other content free of charge. Suning's PP sports announced the opening of a green channel for live events on January 25. By February 8, users of all events will be free to watch. Suning's PP videos announced on January 29 and 31 that more than a dozen of the most popular movies and classic dramas were free of charge. The transfer and exemption date will end on February 11. Before that, on January 27, PP video also opened a special area of "war epidemic" on the first screen of the home page to transmit accurate and real epidemic information and correct protective measures to help the epidemic prevention.

**WeChat: (source from** [**http://tech.163.com/20/0206/12/F4N1KJ4A00097U7R.html**](http://tech.163.com/20/0206/12/F4N1KJ4A00097U7R.html)**)**

WeChat pays novel coronavirus pneumonia, small and medium businesses guarantee hospitalization subsidy one thousand yuan per day

Novel coronavirus pneumonia is a new novel coronavirus pneumonia, which is used by WeChat and micro insurance to reduce the pressure of small and medium-sized businesses. The payment of official payment code by WeChat and the small and medium businesses that receive cash are acceptable. 1 points are free to receive protection. Once a businessman or his spouse once diagnosed "new crown pneumonia", he can get a daily allowance of 1000 yuan per person.

WeChat pays for the novel coronavirus pneumonia business guarantee.

Novel coronavirus pneumonia was introduced novel coronavirus pneumonia in February 5th. In order to slow down the pressure of small and medium-sized businesses in the face of the epidemic, WeChat payment and micro Insurance launched the "new crown pneumonia small business guarantee". The small and medium businesses that use WeChat to pay official receipts and receive cash in the ceremony can receive 1 guarantees free of charge. Once a businessman or his spouse once diagnosed "new crown pneumonia", he can get 1000 yuan per day for hospital stay. Paste.

Small businesses search for small accounts of WeChat's small account through WeChat, or enter the "small account book" through the official account of WeChat receivables. Click on "cash in ceremony" to get free protection with 1 points. "Novel coronavirus pneumonia small business guarantee" has no waiting period, and the next day will be effective after receiving the guarantee, and the guarantee period will be February 29, 2020.

If the novel coronavirus pneumonia novel coronavirus pneumonia is diagnosed as a new type of coronavirus pneumonia in the two or above public hospitals or the designated national hospital health and Health Committee designated by the national health and Health Committee, the business can receive 1000 yuan of exclusive subsidy per day, and the longest can receive 30 days to reduce the economic pressure during hospitalization.

Small and medium-sized businesses are an important group of social economic system. At present, more than 50 million individual businesses and businesses are active in wechat payment platform, accounting for 79.4% of the total number of businesses in China. Small and medium-sized wechat payment businesses are mainly concentrated in the industries closely related to people's lives, such as fast food, fresh fruits and vegetables, hardware home furnishings, supermarkets, etc., which are also vulnerable to the impact of the epidemic. During the epidemic, novel coronavirus pneumonia was introduced by WeChat in addition to the "small cap business guarantee". It also provided tariff concessions and waiver for some industries in China, especially those in the epidemic related industries. All the fees were paid by the company of Finance and payment. The total amount of the fee waiver was 100 million.