

## NEWSLETTER

### E-COMMERCE

16 - 22 March 2026



#### **China Shandong cross border e commerce enters brand driven phase**

Shandong's cross-border e-commerce is shifting toward brand development and refined operations. In 2025, B2B exports grew 7.6%, with 22,000 companies participating. High-value products like electronics rose over 30%, while traditional goods declined. As global demand expands, firms focus on branding, compliance, and overseas marketing to enhance competitiveness and reduce risks. **(ifeng)**

#### **China cross border e-commerce fair opens in Fuzhou**

The 6th China Cross-Border E-Commerce Trade Fair opened on March 18 in Fuzhou (18-20 March), attracting over 60 global platforms and 3,347 supply chain and service enterprises from more than 80 industrial clusters across China. The event highlights efforts to connect domestic suppliers with global markets and strengthen international e-commerce cooperation. **(China News)**

#### **JD launches ai powered home decoration platform**

JD.com has launched an AI-powered home decoration brand, entering the sector with a self-operated model. Driven by its JoyAI model and supply chain strengths, it offers integrated smart home products and one-stop solutions. The platform aims to improve transparency, standardization and efficiency, and plans to expand to 30 cities by 2026, promoting intelligent living experiences. **(Xinhuanet)**

#### **China report highlights trust issues in livestream e-commerce**

A survey in China shows livestream e-commerce satisfaction at 83.69%, based on 3,201 responses. While usage is widespread, only 51.35% are highly satisfied with product accuracy. Issues include misleading promotions and difficult rights protection. Consumers now prioritize price, quality, and credibility, while regulators and platforms are urged to strengthen oversight and improve dispute resolution efficiency. **(BJ News)**

#### **China expands cross border e-commerce return policy nationwide**

China will roll out nationwide cross-region return services for cross-border e-commerce exports from April 1, 2026. Goods can be returned through any customs port instead of the original one, improving efficiency. The policy targets the "9610" model, reducing logistics costs and time, and addressing long-standing return challenges to enhance competitiveness and consumer experience. **(BJ News)**