

NEWSLETTER

E-COMMERCE

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China welcomes WTO interim arrangements on e-commerce agreement

China has welcomed interim arrangements for the World Trade Organization (WTO) Agreement on Electronic Commerce, Commerce Minister Wang Wentao said. Wang noted the agreement will set global rules for digital trade and support inclusive, sustainable growth. China backs its timely launch as co-conveners Australia, Japan and Singapore announced steps enabling the pact to enter into force once sufficient members approve. **(Xinhua)**

Beijing supports e-commerce platforms and digital transformation, up to 5 million RMB

Beijing's Commerce Bureau rolled out 2026 policies to boost e-commerce and digital upgrades. Single platforms can receive up to 5 million RMB (USD 647,000), while service providers and transformation projects also qualify. Funding covers online sales, digital operations, new retail formats, and hardware/software upgrades up to 50% of actual investment, capped at 1 million RMB (USD 129,400). **(BJ News)**

China expands cross-customs return channel for e-commerce exports

China has rolled out a nationwide cross-customs return mechanism for 9610 e-commerce exports starting April 1, allowing companies to process return clearance at any customs port. The reform eases constraints of returning goods to the original export location and aims to enhance efficiency and support export growth. Eligible firms must operate dedicated zones and ensure system connectivity for customs oversight. **(Finance.sina)**

Alibaba's 1688 platform gains "Well-Known Trademark" status

A Guangdong court has granted Alibaba's B2B platform 1688 "well-known trademark" status, strengthening its legal protection and helping curb infringement. The designation enables cross-category and anti-dilution protection, reducing compliance risks for SMEs. It also supports efforts to combat fake service providers and fraudulent platforms. 1688 will continue expanding services, including legal support for merchants. **(Ebrun)**

Zhuhai retail booms as E-commerce giants expand offline

Hong Kong and Macau residents crossing the Hong Kong–Zhuhai–Macau Bridge are fueling weekend crowds in Zhuhai. Alibaba's Hema plans 100 new stores in 2026, exceeding 500 nationwide; Meituan accelerates "Xiaoxiang" rollout; JD expands discount and fresh-food stores. Dual-brand strategies and digital tools intensify competition in the Greater Bay Area retail market. **(21st Century Business Herald)**