

NEWSLETTER

E-COMMERCE

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Guangdong expands cross-border e-commerce logistics

Guangdong has launched its first export shipment under a combined “TIR + cross-border e-commerce + bonded goods” model. The new route enables consolidated transport of different e-commerce cargo types to Europe, with delivery in about 12 days. The initiative is expected to reduce logistics costs and improve export efficiency, particularly for small and medium-sized enterprises targeting European and Central Asian markets. **(China News)**

EU fines Temu €200 million under digital services act

The European Commission has imposed a €200 million fine on Temu for failing to adequately prevent the sale of non-compliant products on its platform. The case highlights the EU’s increasingly stringent enforcement of digital regulations and may lead to higher compliance requirements for cross-border e-commerce platforms operating in the European market. **(CCPIT)**

AI images reshape China’s apparel e-commerce, but consumer trust remains a challenge

Chinese apparel e-commerce sellers are increasingly adopting AI-generated images to cut costs and speed up product launches. Some merchants spend RMB 1,500 (about US\$210) a year on AI tools, versus RMB 10,000–20,000 (about US\$1,400–2,800) for a day of traditional photography. However, concerns over misleading product images and consumer trust continue to challenge wider adoption. **(Jiemian)**

China launches first Changsha–Europe cross-border e-commerce freight train

China’s first dedicated China-Europe cross-border e-commerce freight train departed from Changsha, Hunan, for Małaszewicze, Poland. The train carries 50 containers of products, including apparel, bags and home goods. Using the “9610” customs model, the service aims to speed up exports, reduce logistics costs and strengthen trade links between inland China and European markets. **(China News)**

Meituan’s grocery retail business drives e-commerce growth in Q1

Meituan reported first-quarter revenue of RMB 91 billion (about USD 12.7 billion), up 5.6% year on year. Its grocery retail and e-commerce businesses, including Xiaoxiang Supermarket, generated strong growth, helping new business revenue rise 21.3% to RMB 27 billion (about USD 3.8 billion). The company expanded grocery services to 55 cities and plans further market expansion. **(Ebrun)**