

## NEWSLETTER

**E-COMMERCE**  
**13 - 19 April 2026**



### **Dalian seafood exports expand via cross-border e-commerce channel**

Dalian exported 1920 boxes of frozen scallops weighing 7.3 tons using the “9710” cross-border e-commerce model, marking the city’s first seafood export via this channel. Customs clearance was completed two days faster than traditional trade. Authorities are expanding logistics channels and policy support to help more local products reach overseas markets efficiently. (**China General Customs**)

### **Xiaohongshu to launch cross-border e-commerce platform Redshop in June**

Xiaohongshu plans to launch its cross-border e-commerce platform Redshop in June 2026, initially by invitation, focusing on Chinese cultural products. It targets nine markets including Hong Kong, Macau, the US and Southeast Asia. The move follows earlier overseas app trials that saw limited success, and aims to build a full “platform-based” global trade ecosystem combining content, logistics and transactions. (**Cailianpress**)

### **Chinese e-commerce platforms expand into automotive retail**

JD.com, Meituan and Tmall are accelerating entry into automotive retail, partnering with carmakers to sell and service vehicles online. JD has launched exclusive sales of Deepal L06, while Meituan integrates test drives and local services. Tmall focuses on online launches of customized EVs. The moves reflect shifting consumer demand and platforms seeking new growth drivers across China digital economy ecosystem (**Sichuan News**)

### **China cross-border e-commerce trade hits 618.46 bln yuan in Q1**

China cross-border e-commerce imports and exports reached 618.46 billion yuan (about 85.9 billion US dollars) in Q1 2026. Exports totaled 473.55 billion yuan (about 65.8 billion US dollars), while imports reached 144.91 billion yuan (about 20.1 billion US dollars), showing steady growth and strong momentum in the country's digital trade sector. (**Xinhua**)

### **Livestream economy drives growth in northeast China**

China’s livestreaming economy is booming in Jilin, a northeastern province of China, turning online traffic into rural sales growth. Livestreamers promote agricultural products and tourism, helping boost consumption and exports. In 2025, livestreaming accounted for over 40% of provincial online retail sales, supported by more than 330,000 creators and 300 platforms. (**The Paper**)