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AI Computing Enters Mainstream Consumer Markets Through Livestream E-Commerce
Chinese influencer Li Jiaqi's livestream sold 100,000 monthly subscriptions to Qwen AI office services at 0.01 yuan each in 30 minutes, representing a claimed allocation of 2 trillion Tokens. The launch highlights how livestream e-commerce is expanding from physical goods to AI services, making computing resources accessible to ordinary consumers. **(Phoenix Finance)**

TikTok Shop Launches Standalone Shopping App in Four Southeast Asian Markets
TikTok has quietly launched a standalone TikTok Shop app in Singapore, Malaysia, Thailand and the Philippines for iOS and Android. The app offers personalized product recommendations, video and livestream shopping, in-app payments and order tracking. The move aims to encourage repeat purchases and strengthen TikTok's position against Shopee, Lazada and Temu. **(Whale Cross-Border)**

China Introduces Financial Services to Support Overseas Warehouse Development
China Export & Credit Insurance Corporation's Shanghai branch and China Construction Bank's Shanghai branch have launched three financial service packages for cross-border e-commerce and overseas warehouses. From January to September 2026, pilot programmes provided $668 million in export credit insurance coverage and supported financing for warehouse construction and operations. **(Shanghai Observer)**

South Korean E-Commerce Platforms Expand Cross-Border Sales in China
South Korea's online overseas sales rose 40.7% year on year to 1.944 trillion won in Q3 2026, with China the largest destination at 432 billion won. Cosmetics led exports, up 47.1%. Retailer 11Street partnered with JD Worldwide to help Korean brands reach Chinese consumers, offering logistics, customs clearance and marketing services. **(Aju Press)**

Shanghai Launches Hongqiao Cross-Border E-Commerce Alliance
Shanghai's Changning District has launched the Hongqiao Cross-Border E-Commerce Alliance, with eight local companies as founding members. The initiative aims to integrate resources across logistics, payments, overseas warehouses, digital marketing and related services, strengthening the regional cross-border e-commerce ecosystem and supporting the sector's sustainable development. **(Finance.Sina)**