



# Selling to China via Cross-Border E-Commerce

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# Selling to China via Cross-Border E-Commerce

## EXECUTIVE SUMMARY

The popularity of digital technologies and e-commerce channels in China presents opportunities for EU small and medium-sized enterprises (SMEs). **Cross-border e-commerce (CBEC) channels** in particular represent interesting tools to gain first access to the Chinese market and valuable feedback from Chinese consumers. This is due to the implementation of a series of policies allowing and supporting cross-border online transactions of goods without the need to complete in advance costly and time-consuming product registration and testing procedures or packaging adjustments. The effectiveness of Chinese logistics and delivery services, as well as the focus on different target groups of CBEC platforms, are also key factors.

CBEC offers the possibility of selling a product in China with **lower upfront investment and commitment**, thus reducing the complexities and often overwhelming requirements that EU SMEs face when entering the Chinese market. Well-established Chinese CBEC platforms and professional agencies offer different solutions and models for overseas brands, such as:

- **Flagship stores** opened by brand owners or approved distributors (authorised trademark holders), often referred to as the ‘merchant business model’;
- **Third-party merchants**, selling through their own CBEC stores multiple brands;
- **Direct selling to CBEC platform**, which in turn owns the goods purchases and set pricing and promotion strategies as they wish.

This report provides an overview of all the above models and the resulting potential offered to EU

SMEs. The aim is to guide EU SMEs not only to establish but especially to operate and grow their own CBEC stores and operations. Specifically, the first chapter provides a general overview of the CBEC market, describing the key differences between general trade and traditional e-commerce. It also provides insights into sales figures and market shares of prominent CBEC platforms and examines the relevant legal requirements in terms of taxation and legal representation in China. The second chapter dives into the specific features, strengths, and **procedures for EU SMEs to become a merchant on the most popular CBEC platforms** that are currently present in China, mainly Tmall Global, JD Worldwide, Kaola, Xiaohongshu, and WeChat. Some reflections on selling via one’s own website rather than the above platforms will also be provided. The third chapter provides a brief overview of the most common ways and tools to operate and grow CBEC stores in China, focusing especially on marketing tools, customer service, logistics and IP protection. **Four case studies** complement this report: these were developed through one-to-one interviews and calls with the EU SME Centre, providing hands-on insights and tips on the opportunities, challenges, mistakes and lessons for EU SMEs entering the Chinese market via CBEC, as well as the typical steps and elements that are taken into account to develop and implement a CBEC market entry and growth strategy.

Finally, an **unofficial translation of the consolidated CBEC Positive List, produced by the EU SME Centre**, is included as Annex to this report. The list incorporates all the latest changes and adjustments issued throughout the years, namely the 1,476 types of goods allowed to be traded via CBEC, as of the end of 2022.



## INTRODUCTION TO CROSS-BORDER E-COMMERCE

### 1.1 CBEC AS A MARKET ENTRY CHANNEL FOR IMPORTED GOODS

Two main channels can be used to import products into China: general trade and Cross-Border E-Commerce.

**General trade** is the traditional way to export products to China. This can be done (i) by working with Chinese importers, buyers, distributors, retailers, etc., which sell the products on the Chinese market without necessarily requiring EU companies to be physically present on the ground; (ii) by direct selling of the EU company actively present in the country; (iii) or a combination of both. In any case, the procedures to export products through general trade are long – usually requiring the product to go through a lengthy registration, testing and often a certification process with the supervising department in China, often requiring months or even several years, and large upfront investments. The main advantage of general trade is that, once successfully approved, products can be imported into China without any limit on quantity, cleared by customs, stored in a warehouse in any location across the country, and sold in both physical stores as well as traditional e-commerce platforms.<sup>1</sup>

On the other hand, **CBEC** involves the online sale of certain products across borders and through

dedicated platforms. It differs from general trade in that it enables EU SMEs to sell directly to Chinese consumers without the need of establishing a company in China: sellers can place their products in an online shop on one of the dedicated CBEC platforms (more details in chapter 2), and the Chinese customer can order directly through the platform. CBEC allows two different distribution channels; in both cases, imported goods are cleared by customs and delivered to the final consumer only once the online order is placed:

- **Direct shipment** to consumers in China (customs supervision code: 9610). Goods are purchased through the CBEC platform and delivered directly to individual consumers via post, express freight, or courier. Under this model, goods are stored in the country of production or overseas warehouses, thus exempting the seller from the costs of managing a warehouse in China; however, this implies lower margins as a result of higher shipping fees, as well as longer delivery periods which in most cases are not easily tolerated by Chinese consumers and thus dissuading them from the purchase. Hence, this model might be **more suitable for sellers of small volumes with occasional demand from China.**



<sup>1</sup> Although one seller may have a stronger presence on either offline or online sales, given the increasingly integrated development of the retail industry, in practice, both offline and online channels are generally pursued simultaneously. Exceptions can be found for luxury brands whose online activities are only limited to marketing and promotion, rather than sales, as the latter could be seen as an affordable and not exclusive channel impacting brand image and positioning.



### **Bonded warehouse import**

- **Bonded warehouse import** (customs supervision code: 1210 or 1239 depending on the location of the warehouse in China). Through this channel, goods are shipped in large containers to China prior to being ordered or sold online and temporarily stored in a warehouse within a designated zone specifically established for CBEC trade in China. The goods will be cleared by customs and delivered directly from the bonded warehouse to the consumers only after the online order has been placed (online shopping + offline pick-up is not allowed). This model allows goods to reach the final consumers within a few days through domestic logistics, and thus is more preferred from the consumer's perspective; however, the seller must ship and store large volumes of goods at its own cost, before an online sale order is received.<sup>2</sup> Hence, this model is **more suitable for already-established sellers with large, stable and constant demand from Chinese customers.**

In practice, through CBEC, imported goods are cleared by customs **without the need for pre-market access product filing, registration or certification – which are instead mandatory through general trade for most product categories.** For instance, animal cruel-free cosmetic products can be exported to China through CBEC without going through a lengthy and strict exemption process.<sup>3</sup> Still, certain categories of goods – including infant formula or food supplements – may still be subject to pre-registration, record filing, licensing or registration for first-time imports; others, such as cosmetics or products which can fall under the definition of medical

devices, will still need to fully abide by Chinese laws and regulations in terms of efficacy claims, as shown by the **case study of Adjacent**. It must be noted that local customs authorities in different cities may have different interpretations and apply different requirements and procedures for clearance.

## **1.2 LEGAL FRAMEWORK AND REQUIREMENTS**

The growing interest in e-commerce and the more frequent use of e-commerce platforms in China led to tighter regulations of e-commerce and Cross-Border e-commerce, particularly starting in 2016 when it introduced new changes affecting taxation of CBEC products, a Positive List (more details in the next section) of goods allowed to be imported and exported via CBEC, as well as 12 new CBEC Pilot Zones (in addition to the first zone that had been existing in Hangzhou) to boost CBEC thanks to innovative and integrated managing services.

According to various notices issued in 2018, **companies selling to Chinese consumers via CBEC must be foreign companies without a business license in China:** therefore, companies legally established in China cannot operate via CBEC, but only through traditional e-commerce and general trade (more details in the following sections). They shall, however, **authorise a domestic agent to register at the Chinese customs on their behalf** and assume joint and several liabilities for product safety and quality. Foreign companies, however, cannot act as CBEC platform operators: these must be domestic

<sup>2</sup> Many CBEC platforms or other logistics providers offer warehousing services within their bonded warehouses in China.

<sup>3</sup> More information on the export of cosmetic products, and the exemption of animal testing, can be found in the EU SME Centre's dedicated guideline: <https://www.eusmecentre.org.cn/publications/exporting-cosmetics-to-china-regulations-update-2022-2/>.

legal entities which should connect foreign sellers and domestic final consumers while establishing mechanisms connected to the Chinese Customs to share information on transactions. In 2019, China's *E-Commerce Law* came into force – representing the first piece of comprehensive legislation in China and one of the firsts around the world specifically regulating the e-commerce business.<sup>4</sup> The aim of the Law – which is currently going through a revision process – is to protect the rights and interests of the parties operating in the e-commerce business and regulate the operators, contracts, dispute settlements, and liabilities involved in e-commerce to improve the business environment of the e-commerce ecosystem. In particular, Article 71 and Article 72 explicitly **promote the development of Cross-Border E-Commerce, particularly for small and micro enterprises**, thanks to improved customs, taxation, inspection, payment as well as related logistics services.

Other favourable policies were issued afterwards, also as a consequence of growing e-commerce as a result of the COVID-19 pandemic, expanding CBEC pilot zones (reaching 165 at the end of 2022 and covering all of China), expanding the scope of CBEC stores and Positive List (with noteworthy additions covering OTC drugs and online drugstores), increasing the maximum limits of CBEC items purchasable every year by Chinese consumers, and issuing coupons. The current state of play is as follows:

|  |  |
|--|--|
| Individual annual quota, per person, on CBEC purchases   | RMB 26,000 (€3,307)  |
| Individual limit on a single CBEC purchase   | RMB 5,000 (€636)   |
| Item value within the single CBEC purchase limit (RMB 5,000)                                       | Pay VAT and consumption tax, at favourable tax rates                   |
| Item value exceeding the CBEC purchase limit (RMB 5,000), but within the annual quota (RMB 26,000) | Pay import duty, VAT, and consumption tax in full                      |
| Items exceed individual annual quota (RMB 26,000)  | Cannot be imported via CBEC, must be bought via general trade channels |

<sup>4</sup> [https://gkml.samr.gov.cn/nsjg/fgs/201908/t20190820\\_306141.html](https://gkml.samr.gov.cn/nsjg/fgs/201908/t20190820_306141.html) (accessed: 18 Jan 2023). An unofficial English translation of the law was done by the EU-funded project IPKey China: [https://ipkey.eu/sites/default/files/documents/resources/PRC\\_E-Commerce\\_Law.pdf](https://ipkey.eu/sites/default/files/documents/resources/PRC_E-Commerce_Law.pdf) (accessed: 18 Jan 2023).

<sup>5</sup> Further updates to the CBEC Catalogue can be expected, therefore EU exporters shall pay close attention to official announcements by the Chinese authorities. For any questions, EU SMEs may contact the EU SME Centre free of charge, via our Ask The Expert tool: <https://www.eusmecentre.org.cn/services/advice/>.

### Positive List of CBEC goods

However, not *any* product can be sold via CBEC: only those included in a specific Positive List, officially called **Catalogue of Products Authorised for Retail Import via Cross-Border E-commerce**, can be sold in this way. There are currently 1,476 items on the list, covering most categories of consumer goods, including OTC drugs or other categories subject to strict market access requirements. **The full list, translated by the EU SME Centre, is included as Annex to this report.**<sup>5</sup>

It is noteworthy that the Catalogue specifies the goods (around one hundred) for which only bonded warehouse import is permitted; while around a dozen commodities (e.g. rice, flour, grains, etc.) feature annual import quantity limits (20 kg per Chinese citizen per year). In addition, some commodities are explicitly forbidden to be imported via CBEC if they contain ingredients or substances whose trade is highly restricted or prohibited, such as those considered wild fauna and flora, pesticides, toxic chemicals, etc.

### Authorised CBEC platforms

As briefly mentioned above, CBEC transactions must be made on **specific CBEC platforms**, which are connected to the Chinese customs and are responsible for transmitting transaction data, payment data and logistic data. In practice, such platforms will also be responsible for notifying and communicating with the Chinese customs on behalf of the companies that sell through them. This means that CBEC platforms have their own rules for foreign merchants to open stores and sell their products, and for conducting marketing activities such as livestreaming; some even have a points-based system rewarding best performing merchants, and punishing those with violation records. An overview of the most popular CBEC platforms, including their strengths, target audience, and costs, is included in the second chapter of this report.

### Favourable taxation

CBEC products are considered **personal goods** and thus are subject to preferential tax. Specifically, taxes

levied and the rate depends on whether the value of the purchase is within the RMB 5,000 limit for a single transaction and the RMB 26,000 annual limit quota for each person:

- **Within the RMB 5,000 limit for single transactions:** Imported CBEC products are exempted from customs duties, while VAT and consumption tax (if applicable) is charged at 70%:

$$CBEC \text{ Comprehensive Tax Rate} = \{(VAT \text{ Rate} + Consumption \text{ Tax Rate}) / (1 - Consumption \text{ Tax Rate})\} * 70\%$$

| Example of duties on imported high-end* eye make-up cosmetic products   |   |
|---|---|
| General trade   | Cross-Border E-Commerce   |
| Custom duty: 5%<br>VAT: 13%<br>Consumption Tax: 15%<br><br><i>Simple example of a product with DPV: RMB 100</i><br>Custom duties: RMB 5 (100*5%)<br>VAT: RMB 13.65 (105*13%)<br>Consumption Tax: RMB 15.75 (105*15%)<br><b>Final price: RMB 134.4</b> | Custom duty: exempt<br>VAT: 13% (on 70% of value)<br>Consumption Tax: 15% (on 70% of value)<br><br><i>Simple example of a product with DPV: RMB 100</i><br>Custom duties: 0<br>CBEC Comprehensive Tax Rate: 23,05 RMB $\{(13 + 15) / (1 - 0,15)\} * 70\%$<br><b>Final price: RMB 123.05</b> |
| *High-end cosmetic refers to products with a dutiable value $\geq$ RMB 10 / ml or g, or RMB 15 for piece  |   |

- **Exceeding the RMB 5,000 limit for single transactions:** For transactions of one indivisible piece of merchandise with a value exceeding the RMB 5,000 limit, CBEC import is still allowed, however customs duties, VAT and consumption tax (if applicable) will be charged in full, and the value will be added into individual annual quota (RMB 26,000). In this case, therefore, the only benefit of the CBEC model relates to easier customs clearance.

If, however, the individual annual quota has been exceeded, CBEC import is not allowed; goods must be bought via the general trade channel (i.e. physical stores, traditional e-commerce, etc.).

### Easier customs clearance

In addition to favourable taxation for items within relevant limits, **items imported via CBEC are also subject to easier customs clearance.** This is, in fact, the most attractive benefit of the CBEC model, as it allows products to enter the Chinese market **without going through the costly and time-consuming pre-market registration, filing, testing and/or certification requirements that are required for most product categories for general trade.** Furthermore, CBEC also allows importing products to China which would otherwise require a government protocol with the country of origin – provided that the product is on the CBEC Positive List. For instance, countries without a protocol for the import into China of seafood may still import frozen shelled cold-water shrimps and prawns (HS code 0306163000) via CBEC as it is on the Positive List (though only the bonded warehouse import model is allowed). Another example relates to cruelty-free cosmetics: cosmetics imported into China via general trade can be exempted from animal testing only under very specific conditions; while cosmetics imported via CBEC are all exempted from animal testing.

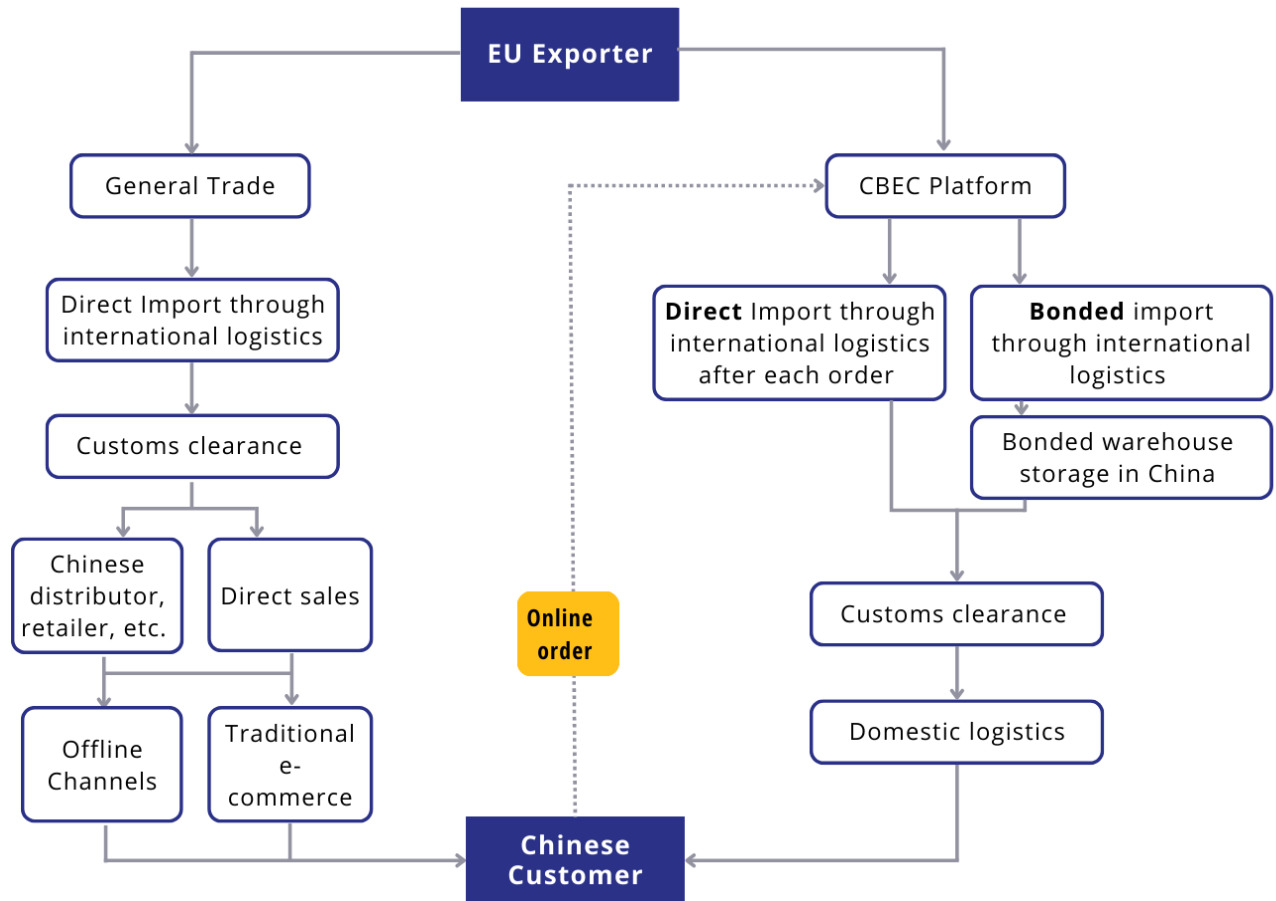
At the same time, products may be **imported via CBEC in their original packaging and without Chinese label** – though this might change in the near future. This allows imported products to overcome some barriers or limitations otherwise applicable to products imported via general trade, such as the use of the word ‘organic’ for cosmetics.

### Company registration exemption

As mentioned above, CBEC offers a pathway for international entities to sell to Chinese consumers without establishing a legal presence in China, which would otherwise be required for general trade. This **offers easier access to the Chinese market for EU brands with less invested capital involved and easier exit strategies.** Still, foreign companies selling via CBEC must authorise a third-party service provider to handle customs registrations, declarations, supervisions, and other operations in China. It is noteworthy that many specialised CBEC platforms provide such services for their merchants.

The disadvantage of not having a Chinese business license and only using CBEC is that products can only be sold online through the CBEC platforms: **offline sales or “online purchase, offline pick-up” are strictly forbidden**, although it is possible – and





indeed very common in China – to use CBEC imported goods for tasting and samples, and then attaching a QR code redirecting to the CBEC platform for online purchase. Furthermore, only products included in the CBEC Positive List are allowed to be sold in this way – but fortunately, most consumer goods are.

In conclusion, CBEC offers an **attractive market entryway for those products that have not yet started or completed traditional pre-market entry procedures** but want to start introducing and testing their product in the Chinese market to gain initial feedback while preparing further expansion via general trade. In the long-term, however, relying on CBEC alone will limit the possibility for sellers to benefit from sales on traditional sales channels, such as physical stores or traditional e-commerce platforms. The graphic at the top of the page summarises the main differences between general trade and CBEC.

### 1.3 MARKET OVERVIEW

Many factors contribute to the popularity of CBEC and its attractiveness as a tool for entering the Chinese market. The legal framework and special requirements of the CBEC model in practice reduce several import barriers that traditionally affect EU exporters, at the same time enabling lower prices and in general less commitment. Furthermore, with one of the world’s highest rates of internet penetration (especially mobile, with 800 million active online shoppers), coupled with the rise of China’s middle-class living standards, purchasing power, as well as rising awareness and desire for quality and sustainable (international) products.<sup>6</sup>

The COVID-19 pandemic contributed to a further increase in both traditional e-commerce and Cross-Border E-Commerce, as many Chinese consumers switched to online shopping for buying imported

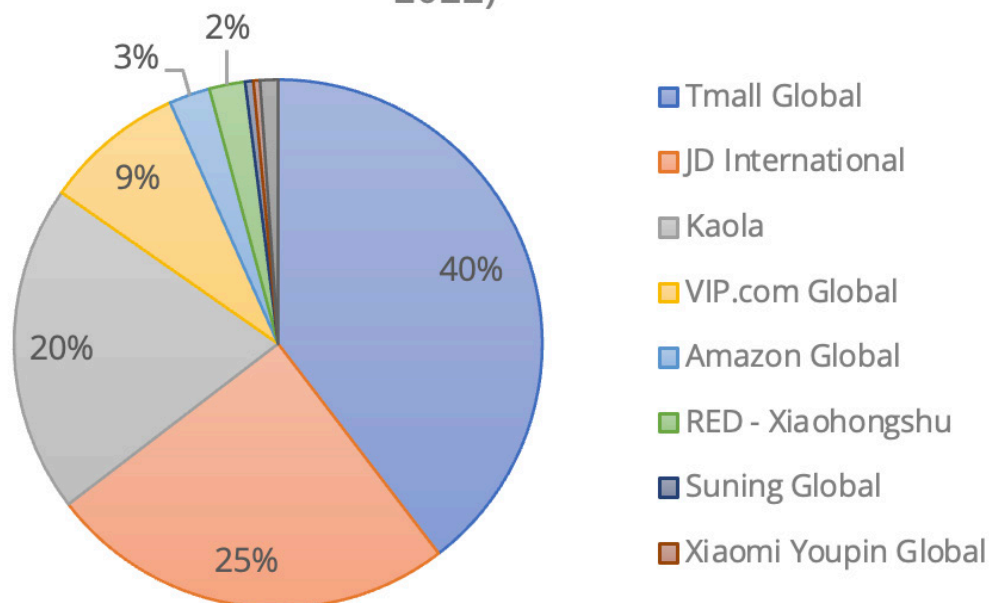
<sup>6</sup> It is noteworthy that these are characteristics not anymore only attributable to imported European products; many Chinese domestic brands are increasingly being associated as such. According to PwC’s Global Consumer Insight Survey of China Report (2022), 45% of respondents were more inclined to buy domestic brands (more than 10 percentage points compared to the previous year), while 33% of respondents indicated no preference for the origin of the brand. See: <https://www.pwccn.com/zh/retail-and-consumer/2022-global-consumer-insights-survey-china-report-sep2022.pdf> (accessed: 18 Jan 2023).

goods which in normal times would have been bought while travelling abroad. In 2021, the **size of the CBEC market in China** reached RMB 14.6 trillion (ca. EUR 2 trillion), with a compound annual growth rate in the past five years of 18%.<sup>7</sup> The number is expected to exceed RMB 15 trillion in 2022. However, only around one-fourth of the CBEC transaction value involved imports into China, the rest being exports from China – with Hangzhou playing the dominant role.<sup>8</sup> It is estimated that the CBEC imports account for over 50% of total wholesale and retail imports, and nearly 20% of total imported goods.<sup>9</sup> The most popular product categories sold online are **food and beverage (including food supplements), clothing, cosmetics and personal care products, as well as other consumer goods such as electronics, sporting items and pet goods**. E-commerce and CBEC sales decreased for the first time during the 2022 *Singles Day* shopping festival (around two weeks culminating on 11 November),<sup>10</sup> provoked by low consumer confidence due to China’s harshest lockdown measures.

Nevertheless, with the end of China’s Zero-COVID policy in January 2023, a rebounding of CBEC sales and revenge spending can be expected from Chinese consumers.

In terms of market share, Tmall Global is the leading CBEC platform, followed by JD international and Kaola. These **platforms offer different business models, services and solutions to foreign companies interested in becoming merchants**. These include, e.g., provision of logistics service, warehousing, payment solutions, as well as marketing and sales support. This report will offer insights in how CBEC platforms operate, how EU SMEs can register, and identifies relevant costs.

Market share of China's CBEC platforms (Q3, 2022)



7 China’s State Council, citing data from a report published by EY: [https://english.www.gov.cn/news/topnews/202204/26/content\\_WS62675588c6d02e5335329edd.html](https://english.www.gov.cn/news/topnews/202204/26/content_WS62675588c6d02e5335329edd.html) (accessed: 18 Jan 2023).

8 <http://data.mofcom.gov.cn/upload/file/2022spring.pdf> (accessed: 18 Jan 2023).

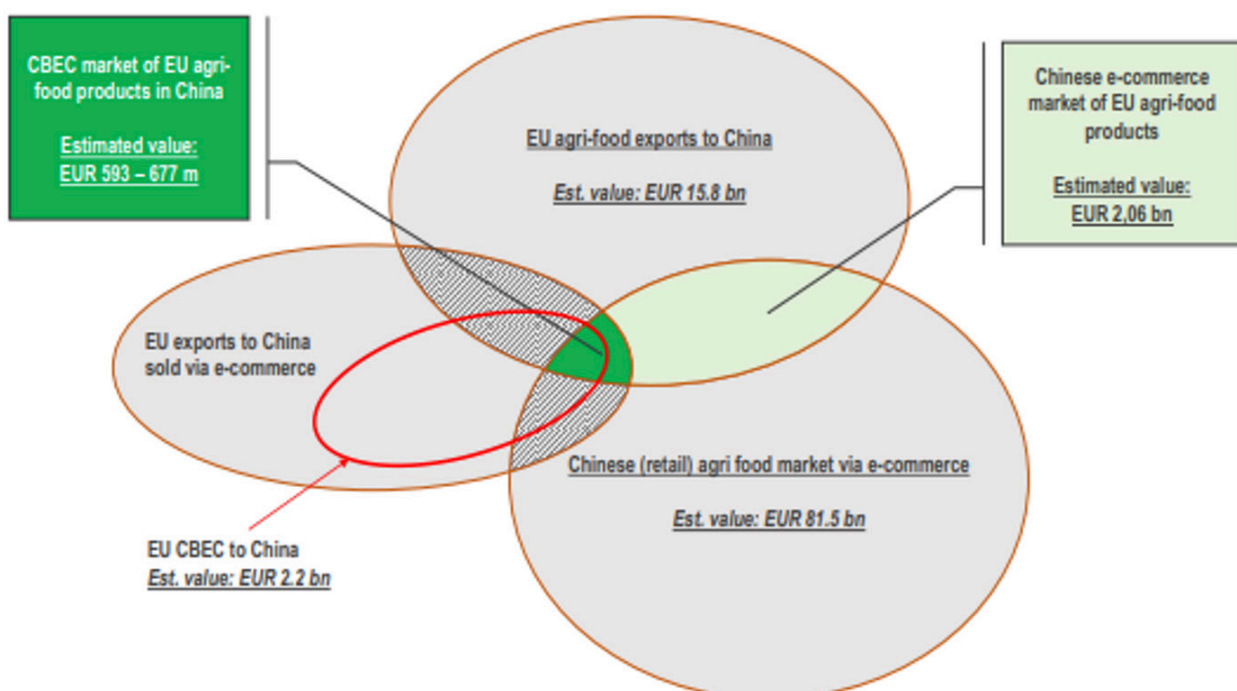
9 Deloitte, Tmall Global: <https://www2.deloitte.com/cn/zh/pages/consumer-business/articles/import-consumer-market-report-2022.html> (accessed: 18 Jan 2023).

10 <https://nielseniq.com/global/en/insights/analysis/2022/how-chinese-consumers-shopped-singles-day-2022/> (accessed: 18 Jan 2023).

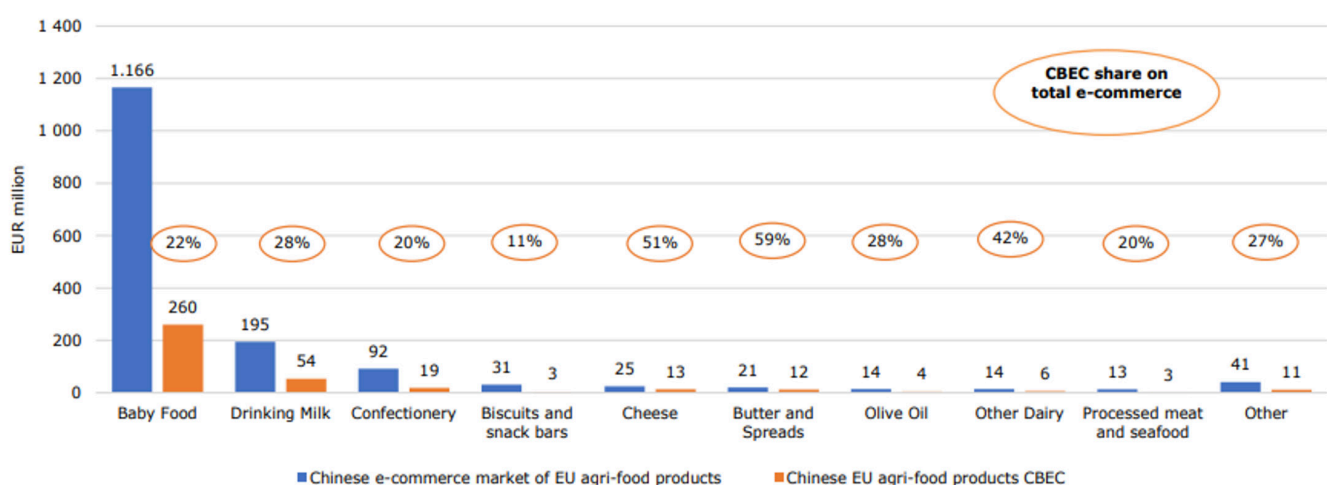


It is difficult to quantify the value and volume of **EU exports to China conducted via CBEC**. A study published by the European Commission’s DG AGRI indicates that approximately 18.5% of China’s CBEC imports come from the EU.<sup>11</sup> Based on analysis of SKU references, the study estimates the value of **EU agri-food exports to China via CBEC** in 2020 to be between EUR 593 and 677 million, roughly one-third of the total value of the Chinese e-commerce market (including traditional e-commerce thus general trade) for EU agri-food products.

In terms of specific agri-food categories, **packaged food is the most important category of EU agri-food exports to China**, though only 24% of exports in 2020 were done via CBEC. This was followed by alcoholic drinks, for which CBEC accounted for around two-thirds of exports; and fresh food, whose market remains relatively small. Within packaged food, the most important category is baby food, which ranks far ahead of all other categories; the other top two categories were milk and confectionery.



Source: Study on EU agri-food exports via e-commerce to China, European Commission, elaboration by HIS Markit and Areté



Source: Study on EU agri-food exports via e-commerce to China, European Commission, elaboration by HIS Markit and Areté

11 <https://op.europa.eu/en/publication-detail/-/publication/c11ae41d-c762-11ec-b6f4-01aa75ed71a1> (accessed: 19 Jan 2023).

## CBEC PLATFORMS IN CHINA

The Chinese market and culture are very complex and demand a **long-term, multi-layered and coherent strategy**. The absence of any of these factors, combined with unrealistic expectations, is commonly the cause of failure – as shown by the **case study of Adjacent International**. Not only due diligence on local partners, market research and intellectual property registrations are needed; when approaching the Chinese Cross-Border E-Commerce – or in general the country’s digital space – different strategies must be developed and promptly adjusted for each product intended to be introduced.

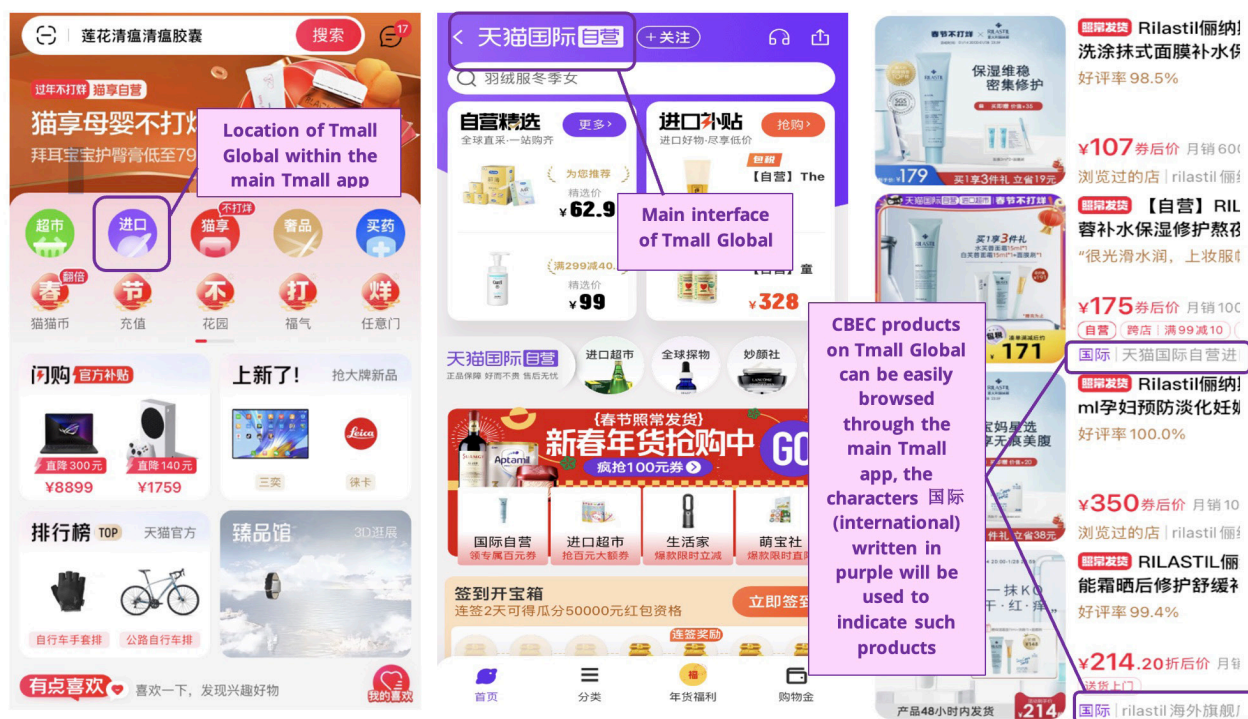
Therefore, **China’s CBEC platforms have very different features concerning their user base, positioning, functionality and features, business models and solutions offered, as well as product categories displayed and costs**. Some of them might be a different version of and perfectly integrated into their traditional e-commerce platforms: for instance, the CBEC stores and products featured in Tmall Global and JD International can be easily accessed by Chinese consumers via the normal Tmall and JD apps; they also offer ad hoc CBEC solutions to foreign merchants with different needs. Other platforms, such as Kaola, are standalone platforms exclusively dedicated to CBEC. And other platforms, such as Xiaohongshu and WeChat, are primarily intended for other functions (e.g. social e-commerce), and while CBEC is possible, they do not provide tailored logistics solutions to foreign merchants. Foreign merchants may open different store types on CBEC platforms, may authorise a local Chinese partner to do so or franchise their products in the local partner’s personal online store; alternatively, they sell their products directly to the CBEC platforms which in turn will market the products through their own, self-operated CBEC stores (together with other products and brands). Hence, a **careful analysis of each platform must be conducted to identify the one(s) most suitable for the brand and product**. Further considerations necessary are the order fulfilment process, meaning understanding and analysing delivery services within China to the consumer, but also building a pricing strategy for the products as well as setting a budget for their e-commerce market entry are important considerations.

This chapter provides an overview of the main CBEC platforms in China, their unique features, solutions offered, as well as the registration procedure and costs for EU SMEs that want to become merchants.

### 2.1 TMALL GLOBAL

Tmall (天猫) is a leading B2C e-commerce platform that allows Chinese consumers to buy products from local Chinese and/or international businesses, either directly from a brand store or a multi-brand seller store. Tmall is owned by the Alibaba Group and has more than 900 million active users in China. Tmall can be seen as a traditional e-commerce platform where merchants must be entities legally registered in China to open stores and sell their products, which are imported via general trade. **Tmall Global (天猫国际)** is the international division of Tmall, focusing exclusively on B2C and B2B2C Cross-Border E-Commerce. European SMEs without legal representation in China therefore should place their products on Tmall Global. The advantage is that **Tmall Global is highly integrated within the main Tmall app**: it can be easily accessed from there, and CBEC products marketed on Tmall Global can also be easily identified by Chinese consumers via the main Tmall app. Therefore, users do not need to install two different apps on their phones.

| Advantages  | Disadvantages  |
|---|--|
| Largest CBEC platform with the widest audience; additional traffic generated through Tmall and Taobao | Higher requirements than other platforms in terms of investment and manpower required to set up a store, and also in terms of carrying out operations and marketing promotional activities |
| Offer of extensive advertising and marketing tools  | The merchants need to pitch to Tmall in order to obtain an invitation to apply for a store   |
| Different solutions offered to foreign merchants with different needs and experience                  | More competition with local Tmall sellers  |



Nevertheless, authorised **third-party companies** (officially referred to as “Tmall Partners”, TP) have to be involved in the process to support the application process, store implementation and store design.<sup>12</sup> As a general platform, a great variety of product categories are offered, ranging from beauty to computers, communication and consumer electronics, child products, toys, F&B or health products. Surveys and research show the most popular product categories are: F&B products, fashion, cosmetics, electronic and living products. China’s Gen Z is the main user base of the platform.

### Different solutions offered

According to Tmall Global’s website,<sup>13</sup> **four different business models** are offered to foreign merchants, each reflecting different stages of development in the Chinese market, and requiring different levels of commitment and resources.

- **Opening of an online shop:** Foreign merchants open and run their own online store, in cooperation with their TPs. It is the most common solution for foreign companies which have already some level of experience in the Chinese market and dedicated resources available; it offers a **high degree of flexibility and**

“Tmall Global is expensive, more than other platforms, however it is a necessary choice for those brands which have real ambition to grow in the Chinese market: with a brand flagship store on Tmall Global, the brand builds trust and reputation among Chinese consumer, it can communicate its story and values more effectively, and thus is excellent for building its brand awareness”.

**John Piao, co-founder of Digiant Global**

**autonomy** as well as full control of data and statistics. This solution thus is ideal for merchants with larger budgets and resources available to further increase brand awareness, and for launching large marketing campaigns based on content creation or livestreaming with influencers. Different types of flagship stores can be opened, including but not limited to:

- **Brand flagship store (旗舰店):** Only selling products with a registered trademark owned by the authorised representative of the brand holding exclusive rights. Brand flagship

<sup>12</sup> Tmall Global offers a service to introduce authorised TPs, see: [https://merchant.tmall.hk/wow/z/import/pegasus-no-head/rhFfx-3MDfWWRcHPpB5jF?wh\\_biz=tm&lang=en](https://merchant.tmall.hk/wow/z/import/pegasus-no-head/rhFfx-3MDfWWRcHPpB5jF?wh_biz=tm&lang=en) (accessed: 15 Feb 2023).

<sup>13</sup> <https://merchant.tmall.hk/en> (accessed: 19 Jan 2023).

stores are further divided into several subcategories, such as marketplaces used by supermarkets, etc.

- **Exclusive store (专卖店):** For retailers who have a geographically unlimited right to market a brand within the Chinese borders.
  - **Speciality / franchise store (专营店):** For retailers specialising in a specific product category and authorised to sell one or more brands in China.
- **Tmall Direct Import:** Tmall Global, or a selected TP, will directly purchase from and import CBEC goods of the foreign merchant; imported goods are stored in a bonded warehouse in China and from there shipped directly to the final consumer. The foreign merchant does not need to worry about anything: the entire supply chain is managed by Tmall or its TP. The downside is that only “fast moving and top-selling SKUs” are chosen, therefore this option is not ideal for newcomers to the Chinese market.<sup>14</sup> As shown by the **case study of Digiant Global**, good sales records and branding in China is a requirement that foreign producers must have in order to approach this model.
  - **Tmall Overseas Fulfilment:** This model allows foreign merchants to use Tmall’s overseas warehouses established by Cainiao (Alibaba’s logistics network): CBEC goods will be shipped from there to the final consumer once the online order is made – the foreign merchant does not need to worry about the logistics and storage. This option is ideal for merchants and brands not yet present on the Chinese market, to test their products and receive initial feedback from Chinese consumers while having inventory flexibility and lower logistics costs.<sup>15</sup> As shown by the **case study of Digiant Global**, good sales records and branding in China is a requirement that foreign producers must have in order to approach this model.

Tmall Global also offers the possibility to small and medium-sized foreign merchants to launch **mini-stores**, providing end-to-end assistance to suppliers from product incubation to brand training and consumer operations.

## Costs

According to Tmall Global’s website,<sup>16</sup> the standard fees and commissions for opening a store are structured as follows:

- **Security deposit:** RMB 100,000 (ca. EUR 13,600), 300,000 (ca. EUR 40,800), or 800,000 (ca. EUR 108,900) depending on the product category and type of store. The deposit will be returned eventually when closing the store.
- **Annual fee:** RMB 30,000 – 60,000 (ca. EUR 4,000 – 8,100), depending on the product category;
- **Commission on transaction:** 0.5 – 5% of goods value (incl. shipping cost), depending on the product category;
- **Alipay payments fee:** 1% of the value of each transaction. Tmall takes care of all the exchanges and currency conversion issues, so foreign merchants can receive payments in their own currency without needing to have new bank accounts.

The fees for Tmall Direct Import and Overseas Fulfilment solutions are not specified on the website, but supposedly follow the same fee structure above.

## Application process

One fundamental requirement to sell through Tmall Global, is that **brands and store owners are not legal entities in mainland China:** they must be registered overseas or in Hong Kong, Macao or Taiwan. A foreign brand may have established a subsidiary in China which can sell through the domestic Tmall store (general trade), while the foreign branch can only sell through Tmall Global (CBEC), both approaches are allowed to be undertaken simultaneously.

The first step to becoming a merchant on Tmall Global is to prepare a **registration dossier**. The specific content varies depending on the solution chosen and/or type of store, but generally requires: (i) overseas business license or other registration documents of the company; (ii) statements and identifying documents of the authorised representative

<sup>14</sup> More information on this model: [https://www.tmall.hk/wow/import/act/tmall2?acm=lb-zebra-569186-7423735.1003.4.6795342&scm=1003.4.lb-zebra-569186-7423735.OTHER\\_15675452592218\\_6795342](https://www.tmall.hk/wow/import/act/tmall2?acm=lb-zebra-569186-7423735.1003.4.6795342&scm=1003.4.lb-zebra-569186-7423735.OTHER_15675452592218_6795342) (accessed 20 Jan 2023).

<sup>15</sup> More information on this model: [https://merchant.tmall.hk/tof?spm=a2231.13325329.5638531794.5.5bf427eeUdVdGZ&acm=lb-zebra-545521-7174772.1003.4.6558368&scm=1003.4.lb-zebra-545521-7174772.OTHER\\_158230486723610\\_6558368&lang=en](https://merchant.tmall.hk/tof?spm=a2231.13325329.5638531794.5.5bf427eeUdVdGZ&acm=lb-zebra-545521-7174772.1003.4.6558368&scm=1003.4.lb-zebra-545521-7174772.OTHER_158230486723610_6558368&lang=en) (accessed 20 Jan 2023). English is available at the bottom of the page.

<sup>16</sup> [https://rule.tmall.hk/rule/rule\\_detail.htm?spm=0.0.0.0.xyZ4jh&id=8942&tag=self](https://rule.tmall.hk/rule/rule_detail.htm?spm=0.0.0.0.xyZ4jh&id=8942&tag=self) (accessed: 19 Jan 2023).



of the company in China; (iii) overseas bank account opening certificate and/or statements; (iv) overseas trademark registration certificate; (v) further special qualifications for specific sectors and products (food, digital home appliances, home textile, pet goods, personal care, maternal and infants, health-care products and medicine, clothing, beauty and make-up), such as authorisation letters or purchase invoices, letter of commitment for joint and several liabilities, purchase of insurance, inspection reports and relevant food operator certifications, etc.

Documents in languages other than Chinese or English must be translated and certified by the company's authorised representative in China.

The second step is to create an online account on Tmall Global's website and upload the registration dossier. The type of store or business model must be selected, and additional information about the company and the brand must be filled in, such as company name, country of registration, brand name, main category the brand belongs to, and contact information. During the process, the applicant must indicate the name of the store in accordance with **Tmall Global's naming rules**,<sup>17</sup> which generally require the store name to contain the brand or company name and category words that identify the product category sold (e.g. clothes, cosmetics, pet supplies, etc.).

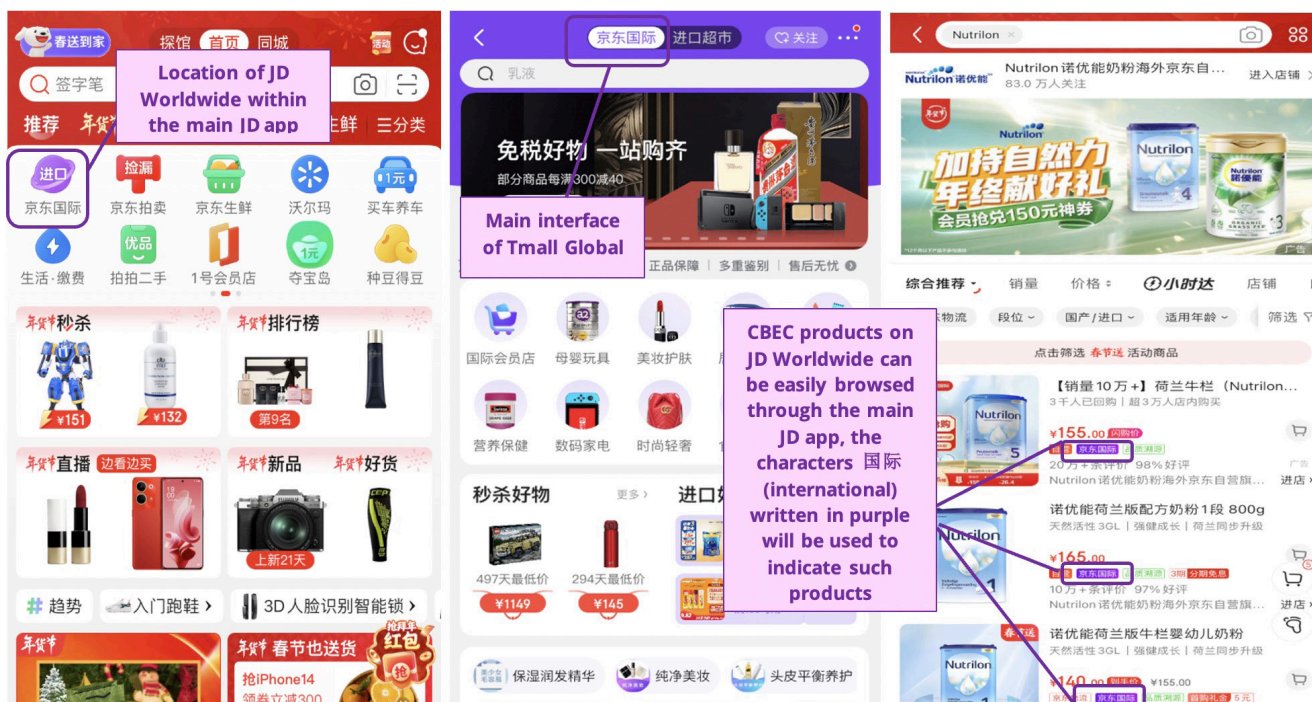
The third step is for Tmall Global's team to **review and evaluate the application**, usually within seven working days. If approved, the applicant can set a password and complete the description of the store and products. Several contracts with Tmall must be signed. Furthermore, an Alipay Global bank account must be verified and activated: this will enable foreign merchants and Chinese consumers to initiate and conclude transactions in their own currencies; the security deposit must also be paid through this account. Finally, once all payments and contracts are finalised, foreign merchants can officially activate their online store, listing all the relevant products and information, quantities, and prices, but also adding videos or other personalised design materials on the store's interface. Once everything is ready, the annual fees for the first year must be paid and the online store officially launched.

## 2.2 JD WORLDWIDE

JD.com, or Jing Dong (京东), is the second-largest B2C e-commerce platform in China, with more than 580 million active users. A major difference compared to other traditional e-commerce platforms is that JD has set up an integrated in-house logistics company (JD Logistics), which handles international as well as last-mile delivery for their sellers, thus resulting in faster shipping and delivery time, sometimes even on the same day within one same city. **JD Worldwide** (京东国际) is the CBEC extension of JD.com. It is the second largest CBEC platform, focusing in particular on beauty, fashion, children and health products as well as home appliances and consumer electronics. Similar to Tmall Global and Tmall, JD Worldwide is **deeply integrated within the main JD app**: it can be easily accessed from there, and CBEC products marketed on JD Worldwide can also be easily identified by Chinese consumers via the main JD app. Therefore, users do not need to install two different apps on their phones.

| Advantages   | Disadvantages  |
|--|--|
| Traffic generated through JD.com                                       | Fewer advertising tools available (compared to Tmall Global)                       |
| Partnership with Tencent's WeChat enables better reach to WeChat users | Smaller user base (compared to Tmall Global)                                       |
| The CBEC merchant does not require a Chinese business license          | The platform favours sellers that have been established for a relatively long time |
| Lower annual fees and deposits for sellers than for Tmall Global       |  |

<sup>17</sup> [https://rule.tmall.hk/rule/rule\\_detail.htm?spm=a223k.15929587.7143107721.8.2394548dAlo80Q&id=9224&tag=self](https://rule.tmall.hk/rule/rule_detail.htm?spm=a223k.15929587.7143107721.8.2394548dAlo80Q&id=9224&tag=self) (accessed: 20 Jan 2023).



### Main business model and costs

The main business solution offered by JD Worldwide to foreign merchants is to **open a CBEC store**. Other solutions such as JD Imported Marketplace or direct sales are limited to foreign products which can be sold via traditional e-commerce and thus general trade. There exist two main types of stores on JD Worldwide:

- **Flagship store** (brand or retail): International brands, or exclusively authorised distributors/retailers with relevant overseas trademark certificates (usually class 35) are eligible candidates;
- **Franchise store** (brand or retail): Overseas brand franchise distributors, or overseas entities with authorisation letters from more than one brand, this refers to stores that operate one or more authorised brand products.

According to JD's website,<sup>18</sup> the standard fees and commissions for opening a store are as follows:

- **Security deposit:** USD 500 – 30,000, depending on the product category and store type;
- **Annual fee:** USD 1,000

- **Commission + rebate:** 2-6%, depending on the product category
- **Bank service charges,** which vary between banks.

Similar to Tmall Global, JD Worldwide also operates a direct procurement model through which imported goods are purchased by the platform. However, similar to Tmall Global and as shown by the **case study of Digiant Global**, this model might not be feasible for newcomers to the Chinese market, as good sales records and branding in China is often a prior requirement.

### Application process

Similar to Tmall Global, the main requirement to enter JD Worldwide is that the company is registered outside China, or alternatively in Hong Kong, Macao or Taiwan. As a first step, eligible companies **contact a business development manager** through JD Worldwide's website, to express their interest, provide initial information (company name, product information and product category), and receive further information and application instructions. It follows the preparation of the **registration dossier** which varies depending on the store type but generally covers the following materials:

18 <https://www.jd.hk/rulePage/UdWcT8TOUdV1TdTd.html> (accessed: 20 Jan 2023).



- Overseas business license or other registration documents of the company;
- Statements and identifying documents of the authorised representative of the company;
- USD bank account opening certificate and/or statements;
- Overseas trademark registration certificate or licensing agreements;
- In certain cases, authorisation letter (guarantee of authenticity)
- Further special qualifications for the given market/sector.

The registration dossier needs to be provided in Chinese or English; other languages have to be translated by a qualified third party. Furthermore, all documents need to be either stamped with the official company seal or signed by the company representative.

The business development manager will then send a registration link to the applicant for the creation of an **official account** on JD Worldwide (system available in Chinese language only) and to upload the registration dossier and provide further information regarding the company, its representatives and the product(s) to be sold. Specifically, details must be provided on the product category the merchant wants to sell – as it will affect the costs and commissions charged; plus other information such as brand history, contact person, and the store type the merchant wants to open.

After submission of the information and registration dossier, the team of JD Worldwide will **review the application dossier**, usually within 1 to 3 working days. Approvals, requests for modification or rejections will be notified to the applicant by email. Once the approval has been granted, the merchant will need to sign the relevant contracts and agreements and **pay the deposit and service fees**. After this step, the merchant may start the **design of its store**: product information such as product descriptions, details, instructions, and other information must be provided in Chinese. But also, the prices and quantities available need to be uploaded as well as professional product images. As for Tmall Global, JD Worldwide allows brands to personalise their

own space within the given framework, but general naming rules are in place and need to be followed.

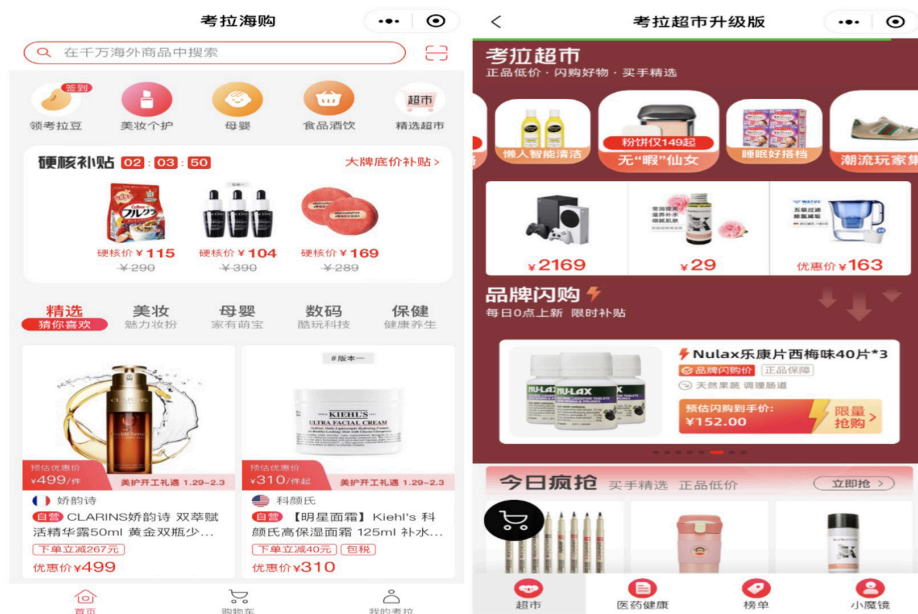
### 2.3 KAOLA

Launched in 2015 by the Chinese gaming company NetEase, and acquired in 2019 by Alibaba, **Kaola** (考拉海购) has now become a major player in the CBEC market. Its main products are baby products, pre-packaged F&B products, health food, healthcare products, beauty products, cosmetics, etc. Kaola's vision is to help its users, mostly young female consumers, purchase high-quality brands in a convenient and cheap way: this is possible thanks to the fact that most of Kaola's inventory is directly purchased in bulk through the B2B2C model. Unlike Tmall Global and JD Worldwide, which are deeply integrated into their main 'parent' platforms, Kaola functions as a standalone CBEC platform.

However, it must be noted that, according to online sources,<sup>19</sup> Kaola is experiencing difficult times, with its workforce reduced from over 400 to 20 in 2022, and mostly focusing on regular maintenance and subscription-based members. These rumours cannot be confirmed by the EU SME Centre, but as of January 2023, the platform is still up and running, with a wide range of products and flash sales displayed.

| Advantages  | Disadvantages   |
|---|---|
| Standalone platform, exclusively working with foreign brands                                  | Standalone platform, traffic is not shared with other platforms with broader user base (e.g. Tmall, JD) |
| Higher amount of premium user base compared to competitors                                    | User base is more niche   |
| Attractive business model, purchasing directly from foreign brands who have almost no burdens | Rumours that the platform is significantly reducing its operations                                      |

19 <https://pandaily.com/alibabas-kaola-e-commerce-app-shrinks-to-less-than-20-staff-members/>



### Main business models and costs

The main business solution offered by Kaola is the so-called **proprietary supplier** solution, namely direct procurement by the platform of foreign products. Foreign sellers thus act as Kaola's suppliers, with procurement and logistics handled entirely by the platform (through Cainiao, Alibaba's logistics app); pricing strategies are also set by the platform.

Recently, Kaola has also started to allow foreign merchants to open their own **flagship stores**. The platform has also established an offline **factory store** in Hangzhou and in different locations on Hainan island, where buyers can experience and taste imported products offline, and eventually complete the purchase online.

According to Kaola's website,<sup>20</sup> the fees and commissions charged to foreign sellers are:

- **Security deposit:** USD 10,000 – 15,000, depending on product category
- **Commissions:** 2 – 12%, depending on the product category
- **Membership fee:** annually USD 1,000

### Application process

Foreign merchants first need to create an account

<sup>20</sup> <https://activity.kaola.com/hk/footer/ecRule/1000026/1000017.html>

<sup>21</sup> <https://activity.kaola.com/footer/ecRule/11008/21257.html>

on the registration page of Kaola and provide the following information:

- Company name, website and general information as well as brand information;
- Overseas business license or other registration documents of the company;
- Statements and identifying documents of the authorized representative of the company, including contact information;
- Overseas trademark registration certificate or licensing agreements;
- Information about the business model and major clients;
- Product categories and, if necessary, relevant product qualifications;<sup>21</sup>
- Annual sales information;
- Eventually financial reports and other operational information.

After submission, Kaola will evaluate the registration dossier. If approved, an offer letter will be sent to the foreign merchant to finalise the registration process – which includes setting an official store name, signing relevant contracts and paying the fees.

## 2.4 XIAOHONGSHU (LITTLE RED BOOK, RED)

**Xiaohongshu (小红书)**, literally translated as Little Red Book and commonly called RED, is a mobile-only application established in 2013 as a social media and lifestyle platform. Over the years, it has grown significantly and added new services and functions, including CBEC. Xiaohongshu has over 300 million registered users and 100 million monthly active users. It specialises in providing reviews and recommendations through pictures and video posts, socialisation and interaction with the community, and a platform for e-commerce. Thus, Xiaohongshu’s e-commerce and CBEC components are primarily used to read reviews and feedback on imported products, thanks to the very active engagement of its users as well as Key Opinion Leaders (KOL) or Key Opinion Consumers (KOC) (more info on these aspects will be provided in chapter 3 of this report). Even the official name of the app on online app stores is “Xiaohongshu – Your Guide to Life”. Of course, if needed, users will be able to conveniently buy imported products through the app. It is noteworthy that many Xiaohongshu users are based overseas and use the platform to obtain or write information on various products or experiences – **even those that are not available in the Chinese market**. Hence, Xiaohongshu represents a platform combining traditional e-commerce, CBEC as well as social media, covering most types of products.

| Advantages  | Disadvantages  |
|---|--|
| Very powerful for social e-commerce and brand marketing   | Primarily a social e-commerce platform. CBEC logistics solutions are not provided to foreign merchants   |
| Good platform for smaller, niche brands not yet in the Chinese market to get noticed                | The buying intent of users remain low: many users use the platform on a daily basis, but primarily to read reviews or gain more information on products which are then bought on other platforms |
| Integration of short video and livestreaming e-commerce features can create more options for brands | Higher commissions on sales  |
| Relatively low entry fees   |  |

### Business models and costs

Xiaohongshu allows companies to establish different types of accounts based on their needs and goals:

- **Enterprise account:** Companies establish an official presence, allowing them to publish visual content and engage with their followers;
- **Advertising account:** Similar to the above, but allowing additional services such as increased visibility and tailored advertisement and marketing solutions;
- **Merchant account:** Companies may become merchants and sell their products via the platform, at the same time publishing visual content and engaging with followers. Similar to Tmall Global and JD Worldwide, different types of stores that can be opened:
  - **Brand flagship store:** For international brands, or exclusively authorised distributors/retailers with relevant trademark certificates (usually classification 35) that operate a single brand;
  - **Store-type flagship store:** For single or multiple brand owners that are well-known and well-represented globally; only possible through invitation by Xiaohongshu;
  - **Speciality store:** For overseas brand distributors, or overseas entities authorised to sell one or more brands;
  - **Individual store:** Similar to flagship stores, but specially made for brands or authorised traders that deal with sporadic micro-transactions. *Daigous* might also fall into this category.
- **KOL account:** This account allows to identify KOLs as they are marked with a red checkmark, including more details on their interests and specialisation.

EU SMEs interested in selling products via CBEC should choose the Merchant account. However, as Xiaohongshu is primarily a social e-commerce platform, rather than a pure e-commerce or CBEC platform, it does not provide any solutions in terms of procurement and logistics. Foreign merchants therefore will need to handle these processes on their own – independently or with their own partners.



Examples of KOL marketing on Xiaohongshu – provided by Digiant Global

According to Xiaohongshu's website,<sup>22</sup> the fees and commissions involved for the Merchant account are:

- **Deposit:** USD 3,500 – 8,000, depending on product category
- **Technical service charge:** varying, but up to 5% of the value of monthly sales.

#### Application process:

The first step is to register an **official account** on Xiaohongshu – currently, the interface is available only in Chinese language. After selecting the account type, a registration dossier needs to be prepared and submitted in Chinese or English (or translated), using the templates provided by the platform. The dossier generally includes:

- Company name, website and general information as well as brand information;
- Overseas business license or other registration documents of the company;
- Statements and identifying documents of the authorised representative of the company, including contact information;
- Overseas trademark registration certificate or licensing agreements;

- Authorisation letter;
- Overseas banking information;
- Logistics commitment letter;
- Customs registration form.

After submission of the dossier, Xiaohongshu will provide feedback generally within 5 working days. If approved, relevant contracts will be signed and fees paid. Once the formalities are completed, foreign merchants can start designing their official stores: product information such as product descriptions, details, instructions, and other information must be provided in Chinese; prices and quantities available need to be set and professional product images uploaded. It is noteworthy that Xiaohongshu provides detailed training courses for foreign merchants on opening and managing stores – though so far only available in Chinese.<sup>23</sup>

<sup>22</sup> <https://school.xiaohongshu.com/rule/list/5d69348b0000000000000000>.

<sup>23</sup> <https://school.xiaohongshu.com/newhome?jumpFrom=customer>



## 2.5 WECHAT AND WECHAT MINI-PROGRAMMES

**WeChat (微信)**, in Chinese known as Weixin, is a multi-purpose app developed by Tencent. It started in 2011 as a messaging app but has rapidly grown into a ‘super app’ integrating functions such as online payments, mobile banking, public services, social media, marketing, and mini-programmes. It is the most popular application in China and is used every day by all Chinese citizens, even to share business documents. Therefore, **establishing a presence on WeChat is a must for any EU SME approaching the Chinese market.**<sup>24</sup>

Within WeChat, companies may open subscription accounts through which they share content such as articles, images and videos; they may also establish mini-programmes, a sort of mini-apps perfectly integrated within and easily accessible from the WeChat ecosystem, either through direct search or scanning a QR code. Mini-programmes thus remove the need to install multiple apps for different purposes. Online shops can also be built as mini-programmes, or alternatively can be built as HTML5 websites optimised for WeChat. Both options allow users to conveniently make online purchases using WeChat pay; however, similar to Xiaohongshu and thus unlike Tmall Global and JD Worldwide, **the primary function of WeChat is not CBEC; tailored CBEC logistics solutions thus are not provided to foreign merchants.** Still, as indicated in the **case studies of Adjacent International and Digiant Global**, it is an effective tool to complement presence on other CBEC platforms, as it can be effectively leveraged to run different activities such as loyalty programmes with VIP customers.

| Advantages   | Disadvantages  |
|--|--|
| Extremely popular, virtually used by nearly all Chinese citizens | CBEC is not the primary function; CBEC logistics solutions are not provided to foreign merchants |
| Highly user-friendly, easily sharable amongst peers or family    | Driving traffic is still difficult and expensive, not only for newcomers to the Chinese market   |

| Advantages  | Disadvantages   |
|---|---|
| Mini-programmes are intergraded within the WeChat ecosystem, allowing quick and convenient ordering process also thanks to WeChat Pay | Limitation to WeChat Pay as payment method                              |
| Direct access to consumers and relevant data, possibility to create loyalty programmes  | Limitations on account types and possibility to send push notifications |
| Merchants can leverage content from official accounts and use typical marketing campaigns (KOL, etc.) to drive traffic                |   |

### *Different types of account*

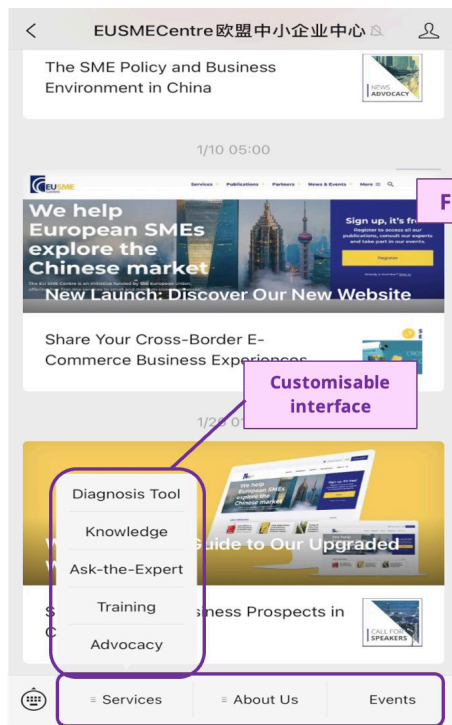
Although in theory not mandatory, before developing an online store on WeChat **it is recommended that EU SMEs first register an Official Account.** As the purpose is different compared to online shops, Official Account will enable companies to do broader marketing activities, create relevant content, access traffic analytics, build trust and interact with its followers. Online shops can effectively be linked to Official Accounts, so users will be able to access both from the same interface.

The registration process for Official Accounts is relatively straightforward and can be completed on WeChat’s platform in English.<sup>25</sup>

It requires the applicant to first register an email address, and then submit various legal information – in Chinese – about the company, its business license, and the purpose of the account. There exist two main types of Official Accounts: (i) **Subscription Account (订阅号)**, which allows one post per day (each with up to 8 different articles), but are not sent to WeChat users through push notification, they rather are grouped under a ‘Subscriptions’ chat; and (ii) **Service Account (服务号)**, which allows up to four posts per

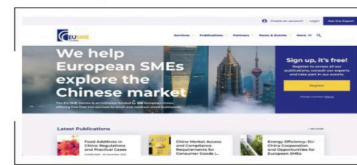
<sup>24</sup> The EU SME Centre has an official Wechat account, it can be found by searching the ID ‘eusmcentre’.

<sup>25</sup> An official guideline in English was also formulated by Tencent: <https://kf.qq.com/faq/220601uYfUz2220601UVJmU.html> (accessed: 25 Jan 2023). Another official guideline oriented to developers is also available in English: [https://developers.weixin.qq.com/doc/offiaccount/en/Getting\\_Started/Overview.html](https://developers.weixin.qq.com/doc/offiaccount/en/Getting_Started/Overview.html) (accessed: 25 Jan 2023).



The EU SME Centre has just launched its upgraded website, with new features to better help visitors and stakeholders get in touch with our experts and partners, find the knowledge they need and take part in our activities.

#### The Homepage



The new website gives users immediate access to our latest publications and news, as well as one-click registration to our upcoming events.

month, but sent as push notifications to users.<sup>26</sup> It is noteworthy that **EU SMEs without a business license in China, may only choose the Service Account**; eventually, a third-party service provider with a Chinese business license can be involved in the registration, which results in less control over the account and its traffic data for the EU SME. After submission and verification of the Official Account registration, which usually takes 10 working days, the **annual verification fee of USD 99** needs to be paid.

Once an Official Account has been created, a store can be developed and integrated within the WeChat ecosystem. There are two main development options:

- **HTML5:** Namely simple e-commerce websites optimised for WeChat (via proper WeChat UX and login). These can be accessed by users through links within the Official Account. Although WeChat Pay is the most used and thus recommended option, other payment solutions are, in theory, possible.
- **WeChat mini-programmes:** Mini-apps within the WeChat ecosystem, accessible by users without requiring them to leave WeChat or download separate apps. Mini-programmes are

linked to the company's Official Account, and must as well be connected to the owner's warehouse, and provide insights into the amount of inventory. WeChat Pay is the only payment option permitted.

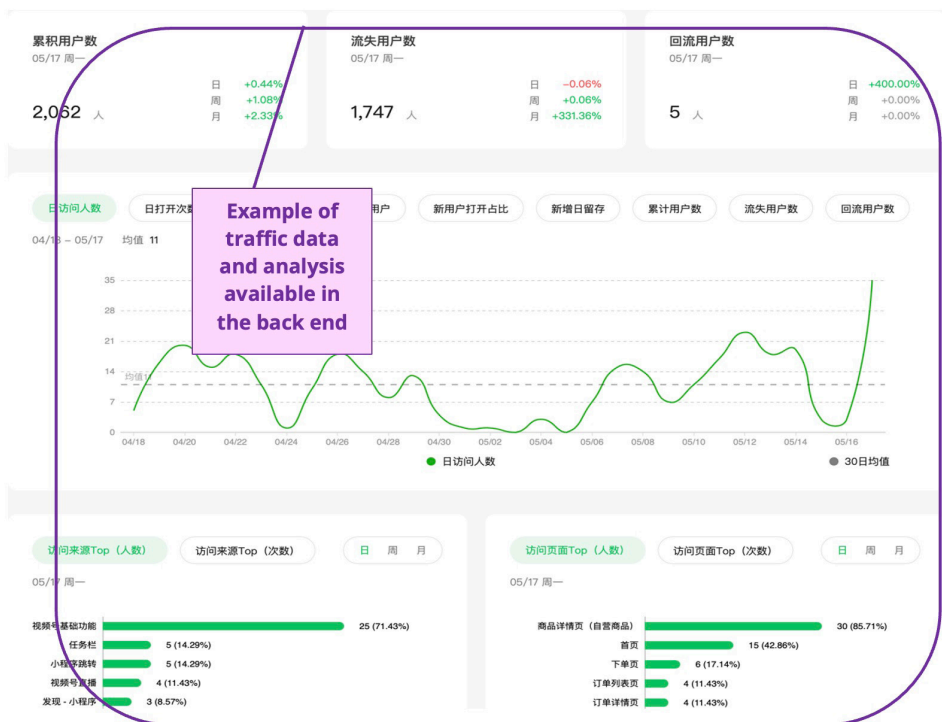
Mini-programmes have become increasingly popular as they are more user-friendly, easier to share with others, more customisable, faster in both usage and development, and thus providing an overall smoother experience. Foreign merchants and Chinese customers do not need to worry about payments in foreign currency: all cross-border transactions are entirely handled by WeChat. Mini-programmes can be built in-house by merchants using JavaScript, or alternatively other programming languages such as TypeScript and CoffeeScript.<sup>27</sup>

Alternatively, the involvement of a specialised service provider is necessary. Therefore, **depending on which option is chosen, the costs for building an online store or mini-programmes vary significantly:** if done entirely in-house, the fees charged by WeChat are limited to an annual verification fee (99 USD, waived if the applicant has already registered an Official Account), plus purchase for domain name and server; if outsourced, costs may start from as

<sup>26</sup> For more details on the pros and cons of each type of account, see <https://wechatwiki.com/wechat-resources/wechat-official-account-type-subscription-service/> (accessed: 25 Jan 2023). There is also a third option, namely Wechat Work (企业微信), which is mostly used by companies as an internal communication and office management tool.

<sup>27</sup> Official guidelines on the development of WeChat mini-programmes were produced by Tencent: [https://mp.weixin.qq.com/cgi-bin/wx?to-ken=&lang=en\\_US](https://mp.weixin.qq.com/cgi-bin/wx?to-ken=&lang=en_US) (accessed: 25 Jan 2023).





low as a few thousand EUR to dozens of thousands. It is noteworthy that some agencies may provide standard design templates that can be used for low monthly fees.

For more information on WeChat and its features, please feel free to read **two articles produced by the EU SME Centre**: one is a detailed guide on WeChat cross-border shops;<sup>28</sup> the other is a case study on the WeChat shop Ni Hao Hygge, specialised in selling Scandinavian products in China.<sup>29</sup>

## 2.6 SELLING THROUGH A COMPANY'S OWN WEBSITE

Finally, EU SMEs can sell to Chinese customers via CBEC, **through their own website hosted in the EU**. Chinese customers will just need to access the website, complete the payment, and wait for the product to be delivered. This way, the EU SMEs have virtually no extra costs other than those already incurred for creating and maintaining their website or e-commerce store, fees and commissions for the usage of CBEC platforms are not necessary, and large stock commitments are avoided. In this case, only the **direct shipping model** would be permitted (customs supervision code: 9610), thus implying lower margins as a result of higher shipping fees, as

well as longer delivery periods which in most cases are not easily tolerated by Chinese consumers and thus dissuading them from the purchase. There are, however, certain requirements that EU SMEs must still meet in order to proceed with this option:

- **Authorise a domestic agent to register at the Chinese Customs on your behalf** and assume joint and several liabilities for product safety and quality. The product sold (thus the HS code chosen) must be listed on the CBEC Positive List.
- **Work with a logistics provider officially approved by Chinese authorities to engage in CBEC**. Such providers are directly connected with Chinese customs, sharing relevant data and information on the transaction. Working with unlicensed providers may result in products being stuck at Chinese customs and returned to the sender or destroyed. Many international logistics firms cannot be chosen; therefore providers specialised in China are the only option.

Contrary, there are **several problems with this approach that de facto limit its viability**:

- **Chinese customers are not used to browsing websites (unlike European customers)**; most of their internet navigation, including online shopping, occurs on specific apps and platforms.

28 <https://www.eusmecentre.org.cn/publications/how-to-set-up-a-cross-border-e-commerce-shop-in-wechat/>.

29 <https://www.eusmecentre.org.cn/publications/ni-hao-hygge-shopping-the-danish-lifestyle-through-a-wechat-shop/>.

China’s CBEC platforms also offer a seamless experience and effective after-sales customer services available 24/7.

- Even in case a Chinese customer browses the web, browsing is done through search engines that are allowed in China (such as Baidu or Bing); **popular international search engines are blocked in China** (e.g. Google or Yahoo). Therefore, it will be very difficult for foreign websites – particularly ones belonging to small brands – to be approachable. Furthermore, the company will not be able to use many popular marketing and promotion activities to acquire new customers and drive traffic, such as live-streaming events.
- The websites and e-commerce stores of EU companies are usually designed based on the habits and preferences of EU customers. However, **Chinese customers have very different preferences in terms of web interface, user experience, and channels**. Just translating a website page into Chinese will not be enough to attract Chinese consumers; a full localisation and new design will be needed.
- Most importantly, the website / e-commerce platform will **need to accept payment options which are popular in China**, such as Alipay and WeChat Pay; other mobile payment methods, such as credit cards are not commonly used in China.

In short, this approach might be implemented easily and quickly, with virtually no extra costs. However, its applicability is mostly limited to companies whose brands and products are already known among Chinese customers, and which focus on B2B sales. Still, it might represent the **first step to test the product** with one or two Chinese clients and collect useful feedback before planning other China-specific strategies, such as selling through resellers or platforms.

Last, as an alternative, a **cloud infrastructure based in Hong Kong** that is integrated with the merchant’s existing inventory and ERP systems and augmented with CDN acceleration for faster loading of pages can be used.

| Advantages  | Disadvantages   |
|---|---|
| <p>Easy to implement: no new structures / entities need to be created.</p> <p>Independence and flexibility in setting pricing, collecting traffic data, and planning marketing strategies.</p> <p>Compatible with different payment and logistics providers.</p> <p>Can serve to first test a product for the Chinese market, before potentially scaling up CBEC operations for long-term growth.</p> | <p>Difficult to draw traffic, especially for new and emerging brands. Different SEO requirements.</p> <p>Vulnerable to China’s Great Firewall, low internet speed affecting customer experience.</p> <p>Need to find solutions relating to Chinese payments, customer service and return policies.</p> <p>Needs localisation to meet Chinese customers’ preference in terms of layout, design, user experience, and language.</p> |

## OPERATING CBEC STORES

Opening a CBEC shop is only the initial – and easy – step to sell in China. **Driving traffic, increasing user engagement and growing sales requires a much more structured and long-term strategy.** Considerations should be made not only on Chinese consumer habits and trends, or effective marketing and branding campaigns; but also constantly improving the customer experience through effective customer and logistics services. This will help to gauge customers’ interest and build trust. Below are some key elements EU SMEs need to consider when choosing the CBEC model and platform for their operations, and when opening and operating an online store. **More practical cases and experiences, including do’s and don’ts of planning a market entry and growth strategy for EU brands, are elaborated in the case studies at the end of this report.**

### 3.1 KEY OPINION LEADERS (KOL) AND KEY OPINION CONSUMERS (KOC)

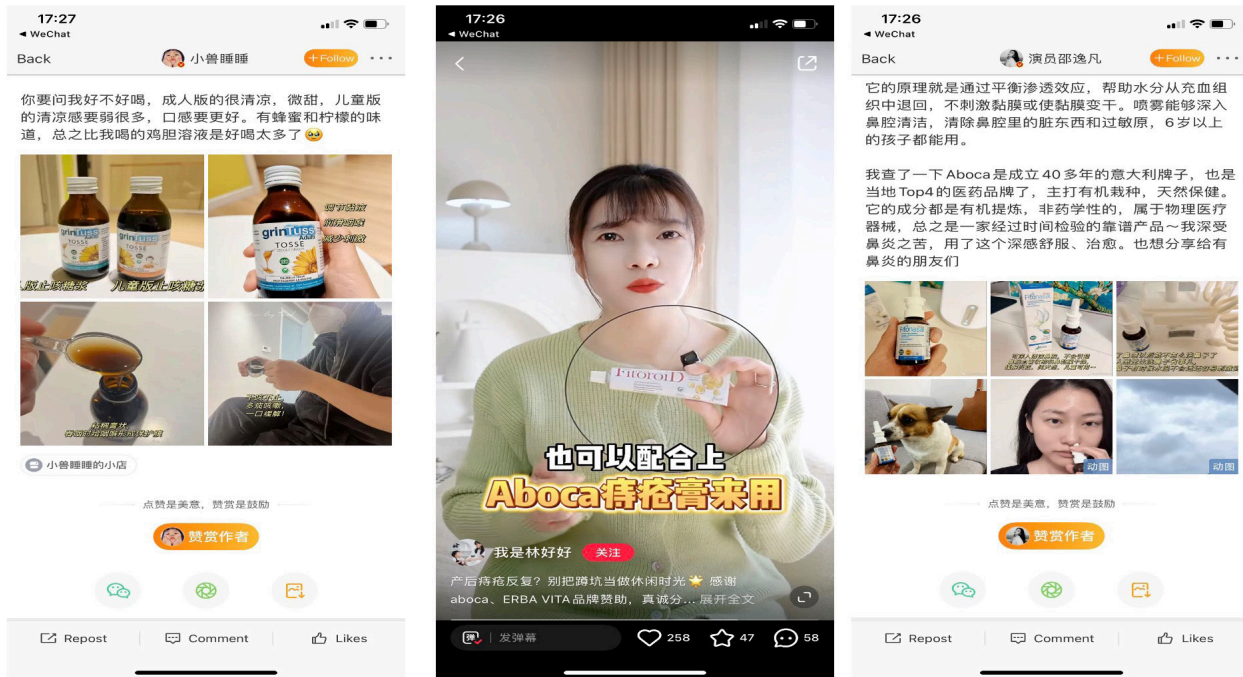
Brand building in China differs from European approaches. Instead of mainly counting on social media advertisement, the involvement of influencers or **Key Opinion Leaders (KOLs)** is commonly practised. KOLs, and their teams often formed by dozens of support staff, have developed tremendous expertise in preparing and presenting content about various product categories, through livestreaming sessions, videos or written content to Chinese online shoppers. They can help personalise the brand and stand out from competitors. Thus, **KOLs have a very high impact on customers’ purchasing decisions**, as they provide a first review of products and help build trust. On the other side, it goes without saying that **working with KOLs may be extremely expensive**, depending on their reputation, the number of their followers, and whether the work is done in the context of big Chinese shopping festivals (more details in chapter 3.4). Typically, KOLs may charge a fixed fee, plus a commission on sales and some product samples; they may also request the seller to offer vouchers or significant discounts to help sell the products. Altogether, the cost may even reach hundreds of thousands of EUR for livestreaming sessions with top-level KOLs; it could even be the case that costs exceed the immediate revenue, though in the long-term brands will benefit from higher monthly sales (boosted by a KOL campaign), user traffic and visibility.

A few things to be cautious about when deciding to work with Chinese KOLs:

- KOLs with large numbers of followers are not necessarily the best options. Followers may not be actively engaging with KOLs; some numbers may even not be entirely accurate and purchased.
- KOLs may have different specialisations in terms of product category, brand, or CBEC platforms on which they operate.
- Working with KOLs and their team is a two-way process: EU SMEs should choose the right KOL, but the KOL also need to be willing to work with the SME.
- KOLs, especially top-level ones, have huge visibility and exposure in China. If a KOL gets involved in an incident or scandal, your brand will also suffer enormously as it will be associated with a negative image of the KOL.

Hence, working with Chinese KOLs is a very complex issue which requires careful planning, execution and monitoring. Reaching out to KOLs’ teams in first place is also challenging. Thus, working with specialised agencies is strongly recommended, as shown by the **case study of Digiant Global** in this report.

On the other hand, **Key Opinion Customers (KOCs)** are small-scale influencers in niche markets, with targeted and loyal fan bases. In most cases, KOCs themselves are regular consumers of the brand. KOCs are often not paid by the brand – or at least they do not make it visible; therefore, they are seen as a more reliable and trusted source by online shoppers as they provide more realistic and authentic reviews, and thus create a strong product experience. Brands may decide to pay small fees or send free samples to KOCs, in exchange for independent reviews on their social media channels. KOC will upload their product review on different online channels and share their experience with photos and short articles.



**Examples of KOL and KOC engagement for the brand Aboca, managed by Adiacent International**

In China, it is very common to **integrate the use of both KOLs and KOCs** in marketing strategies. KOLs play on grabbing customers’ attention and setting the tone for future discussions; whereas KOCs add their own commentary and engage with their niche fan base much more closely.

|                   | KOLs           | KOCs            |
|-------------------|----------------|-----------------|
| Traffic source    | Public traffic | Private traffic |
| Follower base     | Large          | Small           |
| Conversion rate   | Medium         | High            |
| Engagement rate   | Medium         | High            |
| Promotional costs | High           | Low             |

### 3.2 LIVESTREAMING E-COMMERCE

A powerful tool for merchants to introduce and place their products to the Chinese market is through **livestreaming sessions** on e-commerce or social media platforms. It is estimated that 469 million Chinese users – i.e. nearly half of China’s internet

population – have attended livestreaming sessions.<sup>30</sup> Livestreaming allows products to be showcased live and can be directly tested, thus providing a more vivid experience to users.

“You should be careful in deciding whether to work with Chinese KOLs or influencers. I do not think it is the ideal option for all brands, it really depends. Working with KOLs might turn out to be a total waste of money and even harm your brand reputation. The top-level KOLs will always ask brands to lower their price significantly, but for those positioning as premium brands, this might not be a wise option as it might go against the positioning and even brand value; besides, it may also damage a brand’s relationship with other partners. Working with KOLs has many benefits, but EU brands should make very careful cost-benefit analysis before doing so”.

**John Piao, co-founder of Digiart Global**

**Hiring a KOL for the occasion is an ideal** option to obtain massive views and traffic, especially in the run-up or during major shopping festivals; new brands that have just entered the Chinese market may also choose this (costly) option to gain visibility. Alternatively, the livestreaming may be **hosted**

30 <http://www.ccpit-academy.org/Content-1147-2313.html> (accessed: 27 Jan 2023).



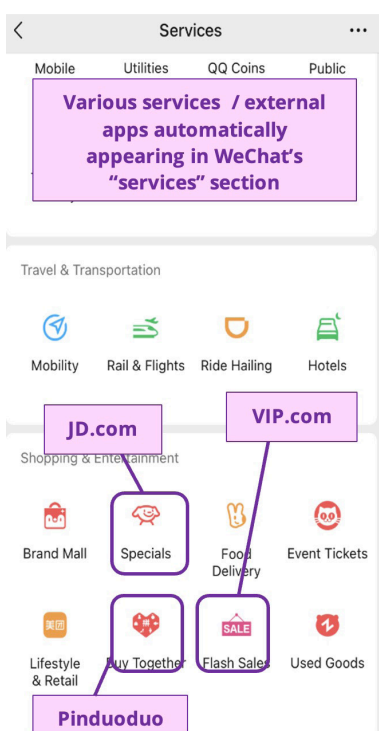
**directly by the brand's seller:** this is usually the case for well-established and renowned brands that want to focus in more detail on the technical specifications of the products, as it requires more technical knowledge than KOLs may have. **KOCs rarely participate in livestreaming events**, as their speciality is testing and reviewing products rather than promotion and sales; they may have solid writing skills but not equally effective interpersonal and sales skills.

Livestreaming sessions offer viewers the opportunity for a public live chat with the host, to ask questions regarding the product such as colours, sizes, materials or features, and thus receive personalised answers and guidance. If users are convinced and want to buy the products, they can easily do so by clicking on a link appearing in the interface and checking out within seconds via AliPay or Wechat Pay; they can also write comments in the live chat, or give likes. The duration of livestreaming sessions varies significantly, usually ranging between 30 minutes to 2 hours. Nowadays, all popular Chinese e-commerce and CBEC platforms provide livestreaming options. However, **there are a number of challenges and even risks in working with KOLs:** working with them might not necessarily be the most effective strategy for every brand.

**The EU SME Centre has organised a training specifically on the topic, the recording is freely available on our YouTube channel.**<sup>31</sup>

### 3.3 SOCIAL MEDIA PRESENCE

According to online sources,<sup>32</sup> almost 1 billion Chinese citizens (more than two-thirds of the entire population) use social media – with the majority through their smartphones. Among other activities, **Chinese internet users use social media to get to know new brands, products, and obtain recommendations and feedback.** Therefore, in addition to being commercially present on Chinese CBEC platforms, it is important to have a presence on social media as well. Some of the platforms introduced in chapter 2 of this report, especially WeChat and Xiaohongshu, were intrinsically built for this purpose; but other platforms such as Tmall Global and JD Worldwide do not offer social media options and should therefore be integrated with other platforms. Sina Weibo, Bilibili, Zhihu, Kuaishou and Douyin (the original, Chinese version of TikTok) are all very popular; creating an official account is a straightforward process and not that different from opening a CBEC store. It is also noteworthy that, despite being blocked, many Chinese consumers like to use VPNs to access Instagram.



**Screenshot taken from Danish brand Georg Jensen's Sina Weibo page**

31 [https://www.youtube.com/watch?v=d7k\\_lhcZjWQ](https://www.youtube.com/watch?v=d7k_lhcZjWQ) (accessed: 27 Jan 2023).

32 <https://datareportal.com/reports/digital-2022-china> (accessed: 27 Jan 2023).

Depending on the social media platform, **EU brands can provide further insights into their products via different means** – long or short videos, short messages or articles, ads, or even cartoons. Most of these platforms can be linked and thus integrate multiple brand/sales touchpoints: QR codes redirecting to CBEC stores may be added when producing social media content, and most Chinese users are usually active on most social media platforms. As shown in the **case study of Horsten International**, content produced on the Belgian F&B Store it managed, and published through the firm’s official accounts

on WeChat, Weibo and RED, and is therefore often used by the TP as a basis for qualitative marketing on Alibaba. Other examples of perfect integration among different platforms are WeChat with JD.com as well as other e-commerce platforms such as Vip.com and Pinduoduo; Xiaohongshu can be linked to WeChat as well as Twitter-like Sina Weibo.

**The EU SME Centre has organised different training specifically on the topic, the recordings are freely available on our YouTube channel.**<sup>33</sup>

**Overview of China’s major shopping dates and festivals<sup>34</sup>**

|                | March  | April                                 | May   | June   | July   | August  | September   | October   | November                                | December   |
|----------------|--|---------------------------------------|---|--|--|---|---|---|---|--|
| Key dates      | Women’s Day                                      | April Fools’ Day<br>Tomb Sweeping Day | Labour Day<br>Mother’s Day<br>SIAL China<br>Hainan Expo | Children Day<br>Father’s Day<br>Dragon Boat Festival<br>6.18 Consumer Festival | Summer Vacation  | Chinese Valentine’s Day                                       | Mid-Autumn Festival<br>Back to school             | Chinese National Day  | Thanksgiving<br>11.11 Consumer Festival | 12.12 Consumer Festival<br>Christmas Day<br>New Year |
| Comms focus    | Women & mothers                                  | Travel, family                        | Travel, family, kids, fathers                           |  | Healthy lifestyle  | Love, couples   | Family reunion, traditional values                | Travel  | Healthy lifestyle                       | Family, new trends, young consumers                  |
| Topics         | How to show appreciation to mothers; women power | A fresh start into spring             | Embrace family and traditional values                   |  | How to prepare healthy meals and snacks for kids at home | Gifts (chocolates, etc.) for your love; stand out from others | Daily fitness guide for office workers; mooncakes | Portable and healthy snacks for your Golden Week travel plans | Fan interaction                         | How to choose a special gift                         |
| Consumer focus | Family consumers                                 | General food lovers                   | Food lovers with kids                                   |  | Young parents  | General food lovers, young consumers, families                |   |   |   |  |

33 See: <https://www.youtube.com/watch?v=IBf-S4-nCTg> and [https://www.youtube.com/watch?v=d7k\\_lhcZjWQ](https://www.youtube.com/watch?v=d7k_lhcZjWQ) (accessed: 27 Jan 2023).

34 For more details, see the EU SME Centre’s report *The E-commerce Ecosystem in China: a Checklist for EU SMEs (2021)*: <https://www.eus-mecentre.org.cn/publications/the-e-commerce-ecosystem-in-china-a-checklist-for-european-smes-2021-update/>.



### 3.4 EVENT MARKETING

China's e-commerce ecosystem is characterised by a number of **major shopping festivals** (see *Overview of China's major shopping dates and festivals on page 27*), i.e. key appointments for brands to launch massive marketing events aimed at selling large quantities of products in a very short time – but at discounted rates. Such festivals are available all around the year, mostly around fixed dates, such as the Singles' Day or the 618 Shopping Festival (culminating respectively on 11 November and 18 June every year, but in practice "warming up" with pre-sales at least one or two weeks in advance); they often have different themes or focuses, such as the case of Mother's Day or Children's Day. **Basically, all brands will launch promotional campaigns on these occasions – EU SMEs should do the same to remain in the game.** However, this requires significant efforts, not only in terms of identifying appropriate marketing tools (KOLs will be extremely busy – and thus costly) and key messages to communicate, but also in terms of stock available and pricing discounts.

Taking **Singles' Day** as an example, since its launch in 2009 it has grown enormously. Tmall alone reached RMB 540 billion (ca. €73.3 billion) in 2021 (while the official gross merchandise value for 2022 was not disclosed, arguably due to the severe impact of the strictest COVID-19 restrictions across the country in that period).

### 3.5 CUSTOMER SERVICE AND AFTER-SALE SERVICES

Customer service is a crucial element of online sales in China. It is very common for Chinese online shoppers to first consult with the store's customer service before concluding the purchase; most CBEC platforms also offer shoppers the possibility to return products within 7 days of the purchase – even in the absence of justifiable reasons. Therefore, **customer service is closely linked to the customer experience and product reputation** and will be reflected in the product's reviews and ratings.

Specifically, the customer service staff is responsible for interacting with the customer through Q&A in

Chinese. To reduce cost, a self-service such as a help centre or FAQs can be provided to explain basic information such as shipping, return and refund or order cancellation. More frequent are AI chatbots that respond to customers quickly and efficiently. However, Chinese language customer service must be available to follow legal requirements and to maintain good services and consumer experience. Some platforms offer this service to their clients.

Further, if the customer is unsatisfied with the product or the product arrives broken, a return service needs to be established to handle the situation. Merchants are required to set locations for **handling returns within Mainland China** – which could be challenging for CBEC, especially via the direct shipping model.<sup>35</sup> At the same time, the payment needs to be refunded; this is usually processed through the initial payment method. The e-commerce platforms provide clear instructions on refund and reimbursement policies which needs to be followed as part of the signed contract.

### 3.6 LOGISTICS MANAGEMENT

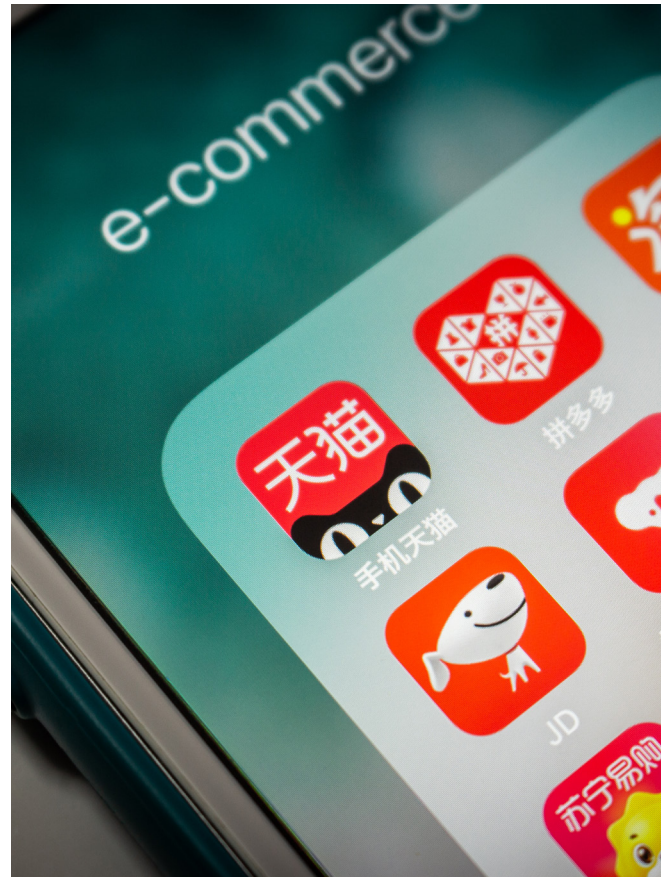
Logistics management is one of the major challenges when selling to China via CBEC, for both the **direct shipping and bonded import model**. In the former case, EU SMEs may still be able to use their own overseas warehouse and ship directly from there once an order has been made on the Chinese CBEC platform; in the latter case, a warehouse needs to be established within one of China's bonded zone, CBEC goods will be cleared by the customs and shipped to the final consumer only once the order has been made on the Chinese CBEC platform.

While in the early stages of CBEC in China foreign merchants mostly relied on international express delivery companies for their shipments, **nowadays most CBEC platforms offer ad hoc logistics solutions to facilitate CBEC trade**. Examples are Alibaba's Cainiao and JD Logistics, which offer solutions both through their overseas warehouses and networks, as well as through warehouses in Chinese bonded zones. Chinese importers and distributors, as well as third-party consulting firms and agencies, may also offer foreign merchants the possibility of

<sup>35</sup> For goods imported to China via CBEC, the Chinese domestic agent of the exporting company, or its authorised postal/express delivery enterprise, are allowed to apply for sales return. Returned goods should be qualified for second-time sale and should arrive, in original condition, at the customs supervision area within 30 days from clearance. Relevant tax will not be levied. In practice, due to the complexity of returning goods back to bonded areas or even to the original exporting country, some CBEC may stock the goods outside customs supervision areas. There are potential risks of violating relevant provisions such as being considered as reselling CBEC retail imports and/or failing to meet the requirements regarding qualified consumers.

leasing space within their own warehouses and domestic delivery network so that foreign merchants do not need to incur large upfront costs for renting large facilities on their own. This was particularly useful during the years of the pandemic, when foreign merchants could not travel to China to oversee the process.

With the rapid development of CBEC in China, it is **fundamental for international brands to constantly improve their delivery efficiency** – last-mile delivery in particular – once an order is placed. Although the speed of deliveries made via CBEC is improving, it is still slightly slower than deliveries made via traditional e-commerce channels, mainly due to the time spent on transit and customs clearance. During the COVID-19 pandemic, the delivery time even slowed further down as product chain processes were interrupted – as shown by the **case study of Horsten international** – together with other logistics and invoicing issues with its Tmall Partner. Being able to ship products directly from a bonded warehouse within Mainland China significantly cuts delivery time. At the same time, having available stocks in preparation for major shopping festivals also requires careful planning and execution.



### 3.7 INTELLECTUAL PROPERTY

Finally, **any EU SMEs approaching the Chinese market – regardless of the way or model – should take concrete actions to register and protect their trademarks in advance, even before sales in the country start.** Although the situation improved significantly in past years, intellectual property infringement continues to be a major challenge in China. This is even more the case in the online space, where it is more challenging for sellers to monitor their own products or even spot counterfeit products sold by violators. Most risks can be effectively avoided, and a series of actions are possible to enforce rights – but prior trademark registration with the China National Intellectual Property Administration is required.

The European Union has launched the **China IP SME Helpdesk** – a dedicated project that provides **free-of-charge first-line assistance to EU SMEs on intellectual property issues.** Dedicated guides were also produced for EU SMEs to manage their IP when operating in China’s e-commerce.

## CASE STUDIES

### DIGIANT GLOBAL

#### *The EU SME Centre Interviews John Piao, Co-Founder and Head of E-Commerce of Digiant Global*

**Digiant Global** (<https://www.digiantglobal.com/>) is a leading digital marketing firm, launched in 2016 and headquartered in Beijing. It has partner offices in Milan, Munich and Buenos Aires. Digiant offers tailor-made digital marketing and e-commerce solutions to international brands to effectively enter the Chinese market. Key focuses are consumer brands, largely from but not limited the European brands.

**EU SME Centre:** *Hi John, can you please introduce in more detail the services that Digiant offers?*

**John Piao:** Digiant offers a wide range of tailor-made services, including:

- *Business consultancy services*, to analyse and assess the market potential, strategy, as well as key regulatory requirements for international clients looking to enter the Chinese market.
- *Marketing services*, mainly in the digital sphere, but sometimes also featuring online-offline integration to showcase goods physically. The most frequent services requested by international clients are: creation and management of Chinese social media accounts, SEO for Chinese audience, preparation of press releases and video content, and organisation of promotional campaigns Key Opinion Leaders or media. Digiant's key approach goes beyond translating key messages from international brands in Chinese; **it adopts an in-depth localisation to make the message suitable and appealing to Chinese consumers**, semantically and visually, thus fully taking into account their behaviour, trends, preferences and needs. For instance, when shooting promotional videos, the design of the stage is often adapted to reflect Chinese traditional elements or holidays.



- *Market research*, to define the size and segment of market, but also to identify recent trends, consumer personas, as well as top sellers and main competitors. **Competitor research is extremely important and indeed represents a core pillar of Digiant's approach:** what are your competitors' selling points? What platforms and channels do they sell their products through? Do they operate their own online flagship stores, are they present offline too? What kind of customer services do they offer? As we will see below when introducing one of Digiant's successful projects involving EU pet food, **EU brands need to have a detailed picture of their competitors and develop, accordingly, their unique selling points and competitiveness.**

Furthermore, Digiant also offers **tailored Cross-Border E-Commerce solutions**, allowing international brands to start selling online in China in a few weeks with affordable investment.

**Please describe one successful project of an EU brand selling to China via CBEC**

One of the most interesting projects that we have involves a **small European brand of pet food products** – mostly dog and cat food. The project has just entered its third year of business operations



in China, so we started right at the outset of the pandemic in January 2020. The brand did not have presence before in China, so it was completely new to the Chinese audience. Currently, we are preparing to start selling the brand's products via general trade, but at this stage we still sell it via CBEC platforms only, specifically through:

- *Tmall Global – Flagship store.* This is the first step that we have taken for this brand: we started by opening a brand flagship store on Tmall Global. The reason is that resources were relatively limited, so we could only start with one platform only. **Tmall Global is expensive, more than other platforms, however it is a necessary choice for those brands which have real ambition to grow in the Chinese market:** with a brand flagship store on Tmall Global, the brand builds trust and reputation among Chinese consumer, it can communicate its story and values more effectively, and thus is excellent for building a brand.
- *Direct procurement with both Tmall Global and JD Worldwide.* At the second year of operation, we started the direct procurement model with Tmall Global, as well as with JD Worldwide. This allows us to sell the products directly to the platforms, which in turn re-sell the products on their marketplaces. We think **this new model was possible thanks to successful branding efforts and achievements in the previous year** – without these, it is very difficult for to work in this way with Tmall Global and JD Worldwide.
- *WeChat store.* We have created WeChat groups where our loyal customers are invited to join. Through the group, we share news about the brand, as well as new sales promotions or loyalty programmes. Consequently, we decided to open a Wechat store as well, mainly as a supporting tool for our WeChat groups. WeChat allows a very convenient way to communicate and share content, therefore it is very effective for customer engagement and management.

**All the brand's products are available for purchase on all the three platforms simultaneously,** therefore we do not operate through exclusive agreements. However, product prices can sometimes be different for products sold via

the direct procurement model to Tmall Global and JD Worldwide – this may depend on the platforms' own choices to adjust prices based on external factors, competition, or own promotional activities. By contrast, WeChat stands out from the others as it gives more flexibility and is less constrained by competitors' actions. Through WeChat store, we do not offer any discounts, but only coupons to loyal consumers that joined our WeChat groups, therefore the final price paid by them can be lower than that paid on other platforms.

### **What were the main challenges encountered during this project?**

For sure, there were a few challenges. The main one involved regulation: sometimes **regulatory requirements change on a very short notice**, new requirements are added, and this can potentially have a huge impact not only on your product sales, but also on your entire supply chain. For CBEC products, the most fundamental requirement is to be included in the CBEC Positive List; for food and supplements, it is also required to ensure that their ingredients are allowed to be imported and sold in China. Regarding the label, it is not mandatory to have a Chinese label affixed to the product, but in our opinion it is better to have it. Supposing you are a brand from a smaller country in Eastern Europe: if the key information of the product such as the list of ingredients or usage instructions, are entirely in the local language, it will be very difficult even for Europeans to understand what the product is about.



### **Labels and stickers: Tmall Global's Traceability scheme**

*Tmall has launched a blockchain-based traceability scheme, allowing Chinese customers to distinguish between original and potentially fake products by simply scanning a QR code affixed to the product. The scheme is voluntary, and even though it is not really cheap to join, we believe it is better for products to join as it gives more assurance to Chinese customers.*

The second main challenge was the COVID 19 pandemic. We started right at the outset of the pandemic in January 2020. The peak was in the first half of 2022 – everybody may have heard that the city of Shanghai entered a very strict lockdown. Shanghai is our port of entry, this resulted in huge supply chain disruptions for us, for instance, we had one container stuck at the Shanghai port for two-three months.

**Many EU SMEs are certainly interested in the direct procurement model with Tmall and JD. How does it work?**

This model allows a company to effectively become a supplier to Tmall and JD. The platforms purchase the products and then re-sell them through their own self-operated marketplaces. **They may also offer different logistics solutions**, for instance you can ship your products to the warehouses operated by the platforms abroad (e.g. in Frankfurt, Germany), and then the platforms will take charge in bringing the products to China; or you can use your own warehouse in Chinese bonded zones, if you have already operate one.

This model is indeed very attractive to EU sellers, as they will basically avoid many of the hassles typically encountered during international logistics; they just need to supply their products to the platforms, that's it. However, **in our opinion, it is not very easy to establish this model without solid sales records in China**. You can try to contact Tmall Global and JD Worldwide, but if they are not able to see your brand history and assess the potential of your brand in China, they won't work with you. Besides, you will also need to meet certain requirements in terms of available stock, rapidity of supply, etc. In our case, our successful experience in building and growing the brand flagship store in the first two years of operations enabled us to work via this new model.

**What are the reasons why EU companies could fail via CBEC?**

Every project is unique so any generalisation may be wrong – a case by case analysis is needed. What is certain, though, is that any EU brand approaching the Chinese market, must seriously consider a series of elements, including:

- **Defining clearly and improving the competitiveness of the brand and the product(s).** You should make a careful analysis – including of your competitors – and identify as many selling points as possible.
  - Quality is the most important trait: the recipe and ingredients must be good, with quality ingredients making the biggest part, such as low carbs, grain free or low calories for F&B products.
  - Pricing is also very important: it must be competitive for the Chinese market, it cannot be too disproportionate: it will be very difficult to achieve sales if the pricing is very close to the top selling premium brands in the sector. If you are a newcomer to the Chinese market, the awareness, reputation and trust on your product among Chinese consumers is low.
  - Design and product presentation are also very important.

***“You should be careful in deciding whether to work with Chinese KOLs or influencers. I do not think it is the ideal option for all brands, it really depends. Working with KOLs might turn out to be a total waste of money and even harm your brand reputation. The top-level KOLs will always ask brands to lower their price significantly, but for those positioning as premium brands, this might not be a wise option as it might go against the positioning and even brand value; besides, it may also damage a brand's relationship with other partners. Working with KOLs has many benefits, but EU brands should make very careful cost-benefit analysis before doing so”.***

**John Piao, co-founder of Digiant Global**

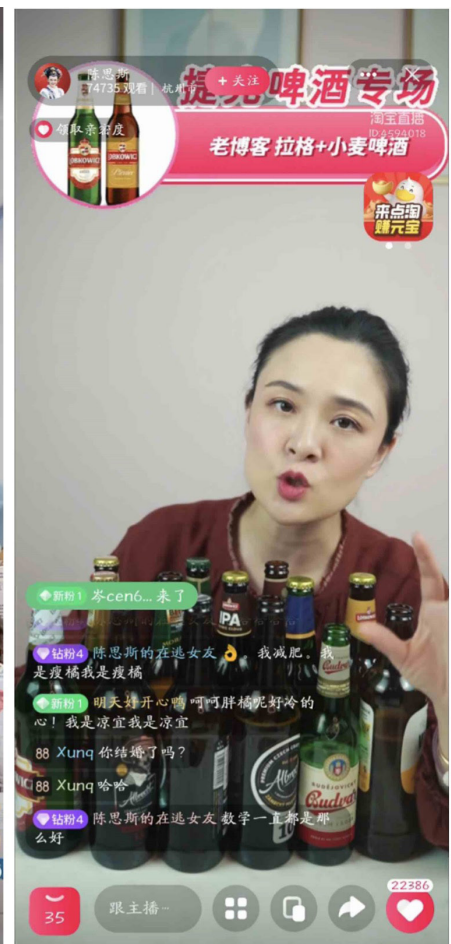
- It is vital that EU brands carefully analyse their first group of consumers – even if it is a small number such as 50 or 100 consumers – to **clearly define their Chinese customer personas**, as these can be very different from those in European markets. Who are the people buying your product(s)? How old are they? What is their occupation? In which city are they located? What is their



lifestyle? Why do they buy your product? This small group of consumers may actually be your best allies in growing your sales. It might sound banal, but **EU brands should not hesitate to engage with their contacts and partners in China - including agencies like us or the EU SME Centre.**

- At the beginning, start focusing on one single platform/channel only, do not try to go all in. **Do things well on one platform/channel, then grow and expand gradually from there.**
- Similar to the point above, EU brands may start with one or two marketing strategies only, instead of trying to do too much. But still, you have to do it right - you have to clearly define what do you want to communicate and how do you do it. For instance, **many brands wrongly believe that working with Chinese KOLs is the best strategy possible: we do not necessarily agree.**

- A long-term, but gradual, approach is essential. **The key is to be repetitive**, like going to the gym or practice a new sport: at the beginning you have to repeat basic routines and movements every day; only once you have mastered them - after a few weeks or months - you will start to see significant improvements. There is nothing wrong to adopt and repeat the same marketing strategy, as long as it is done well and each time feedback from past experience is fully incorporated into the next.



***In your view, what are the best – and least – selling EU brands, compared to other competing international brands?***

Compared to competing brands, e.g. from Australia, US, Japan or Korea, **from EU brands Chinese consumers expect a better story telling: Europe has a richer and longer history, Chinese consumer like to understand and feel the history of the brand.** So, if this card is played well, it could represent a very strong selling point. At the same time, EU brands should actively leverage on high-tech / innovative features of their products to differentiate from others: for instance, how the product's recipe is the result of long R&D efforts.

From a sectoral perspective, CBEC is the best for two types of brands: those which have a long and complicated process to be imported into China via general trade; and those that cannot be found elsewhere in China, e.g. in offline stores, so CBEC is in practice the only way to buy those products. In my opinion thus, **CBEC brands involved in health supplements but also food in general, pet food, skin care, fashion items, are the most interesting ones with solid long-term potential for growth in the Chinese market.** By contrast, in my personal opinion, products that do not have a high margin do not have such potential. Don't get me wrong: it is not because Chinese consumers do not like these products; it is just that for such products it is difficult to become profitable, even if you sell them for the equivalent of 1 EUR, as CBEC logistics is difficult and costly. It is true that the upfront costs for starting a CBEC business are much lower than general trade; but if you calculate the costs from the perspective of a single selling unit, CBEC then becomes more expensive than general trade. Therefore, in my opinion, **it will be difficult for products with small margins to become profitable in China via CBEC** – maybe the situation will change if you integrate general trade channels. In addition to these, I think that for products in fashion, luxury, or furniture, CBEC is not the most appropriate channel.

***How do you think the expectations of Chinese customers have changed after three years of the pandemic? What is your outline for the future?***

I think that Chinese consumers are expected a wider range of new brands and products entering the Chinese market. At the same time, prices should be more competitive and attractive compared to the

three years of the pandemic. Chinese customers are fully aware of the difficulties that many foreign brands have experience during the pandemic in bringing their products into China. Now that all the restrictions have been lifted, now they expect it to be easier to deal with logistics, so they expect better deals. In short: **more product offering, at more competitive prices.**

## ADIACENT INTERNATIONAL

# adiacent

**Adiacent International** is your global digital business partner. We are the international business unit of Adiacent that counts 350 people and 13 offices in Italy, China, APAC, USA and Mexico, with a turnover of EUR 30 million in 2022. Together with Var Group, we are part of Sesa Group which has been listed on the Italian Stock Exchange since 2013. Sesa is a leading distributor of ICT solutions and has a revenue of about EUR 2.4 billion (as of April 2022).

With over **50 specialised resources focusing on the Chinese market in Shanghai**, we are the leading digital Italian company for China. We offer a mix of services including:

- *Brand development:* Our **brand-centred approach** helps companies find their voice, their target and their message in China and expand it through marketing actions. We manage all marketing activities such as digital social media and digital media placement.
- *Digital supply chain and e-commerce:* We operate e-commerce stores on all China's digital channels as well as develop digital B2B commercial networks for brands in the market. We are a **tech 3PL and we integrate logistics solutions** for the effectiveness of our customer's supply chain.
- *Technology and innovation:* we develop in-house tech solutions and we own Sparkle, a **patented management platform to connect global platforms with China's unique digital ecosystem**. Sparkle can act as middleware as well as ERP, OMS and CRM tool to quickly deploy e-commerce and marketing activities in China.

Among our clients, **small and medium-sized EU brands** frequently seek assistance in entering the Chinese digital market through cross-border e-commerce (CBEC). CBEC allows brands to sell the products in China without having to obtain a Chinese business license, so goods can be easily sold from overseas. It thus enables brands with smaller investment capabilities to enter and test the Chinese market potential.

## ***What are the main steps that new brands have to go through when approaching the Chinese market?***

The very first step is to make a comprehensive digital assessment. **It is necessary to understand if the brand is already present through official digital channels** (both social media and e-commerce), and if so, which ones. We also have to understand if some products are already sold by some retailers, and if so, at what price. Finally, we need to make a full assessment of the perceptions of the brand among Chinese consumers.

The next step is to make an in-depth research of the relevant market, as well as the main players and competitors. On this basis, a **market entry strategy** is developed to maximise the brand's potential in the Chinese market. Although CBEC allows for easier import procedures compared to general trade, it is still essential to verify the import and sales feasibility of the products in questions. Once the operational plan is confirmed by the client, we officially start operations.

## ***Please describe one successful CBEC project involving EU brands***

As a successful case, we want to introduce Aboca. **Aboca is an Italian healthcare company** that develops 100% natural and biodegradable products. Most of Aboca's products are identified as medical devices by the Ministry of Health. As medical devices are intended for use in humans for the purpose of diagnosis, prevention, control, therapy, or alleviation of disease, belonging to this category demonstrates the effectiveness of the products; it also distinguishes the products from other ones that have different intended use, such as health supplements or herbal preparations.

As indicated before, CBEC is most effective to overcome long and complicated procedures needed to import the products via general trade. Thus it is not a coincidence that the most popular categories for CBEC are cosmetics and health supplements. However, **medical devices still need to follow special requirements** – this is what really made the project interesting, in particular at the first stages. For instance, assessing the viability of the product in the Chinese market was slightly more complicated than usual: in order to open a flagship store on Tmall





**The Tmall Global flagship store of Italian healthcare company Aboca, managed by Adiacent International**

Global, we were requested by the platform to ship and store the goods in a specific warehouse; we also had to consult a legal advisor to make an **in-depth analysis of the products' efficacy claims to be communicated during marketing activities**, as these must fully abide by Chinese laws and regulations. This preliminary work was costly and time-consuming, yet necessary for medical devices to enter the Chinese market, even via CBEC. The products are perceived as high-quality items by Chinese consumers and even though the store has only been opened since September 2022, we can already see good signals in sales performance.

Another successful case that we would like to present is **Montefarmaco: an Italian family-operated pharmaceutical company, market leader in probiotics and kids Vitamin Supplement in Italy**. In 2019, Montefarmaco launched a mono-brand flagship store on Tmall Global. After a first year of optimising performance and consolidating the products most appreciated by Chinese consumers, the brand decided to strengthen its B2C and B2B marketing activities together with Adiacent China, to achieve the goal of a tenfold growth in high-quality selective distribution. Since 2020, multiple retailers have contacted the brand for the promotion and sales of the products. Currently, OrsoVit, Lactoflorene line products are sold on Tmall, JD, Wechat Store and many highly specialised Chinese online pharmacies, including "Ali-Health", Alibaba-owned and operated pharmacy.

The cross-border project in China has allowed Montefarmaco to make certain lines of products that are market leaders in Italy accessible to Chinese consumers. The **opening of the flagship store and the digital marketing activities have allowed the development of an online distribution network which has favoured the correct positioning and marketing of the products**. The B2C model has been the gateway to the development of multi-channels.

**What are common mistakes that EU brands do when selling via CBEC?**

One of the most frequent issues that we see relates to **wrong expectations in terms of resources actually needed**. Even if CBEC is, overall, a less costly approach to enter the Chinese market, at least compared to general trade, it still requires a significant amount of resources and time to succeed. Especially if a brand is not known among Chinese consumers and products are not already available through digital channels, consistent marketing activities are needed to increase awareness and desirability: internal marketing is not enough to succeed on the Chinese marketplace, which already hosts thousands of international brands. **Brands need to create their own identity and spread their voice among all digital touchpoints to stand out from the crowd.**



**The Tmall Global flagship store of Italian pharmaceutical company Montefarmaco**

Furthermore, even though CBEC may be associated with high-volume existing traffic, brands need to take into account costs related to security deposit, commissions, and management fees. Alternatively, brands can consider to create their own platform: for example, they can develop an **external website converted in a mini-program with e-commerce functionalities on WeChat**. This allows brands to have full control and flexibility. On the other hand, marketing activities need to be done in-house, which could be time and cost consuming; besides, the logistics and payment gateway also need to be managed independently.

Allocating resources for certain activities, such as KOL and KOC seeding activities, and **then suddenly reducing the investment** for external marketing activities, is one example of things to avoid. This will result in lack of brand awareness and visibility on the Chinese digital channels and, as a consequence, low sales performance. As a digital agency, we provide the client with several suggestions and plans for marketing investment, both internal (advertising activities within the e-commerce platform) and external (social media, KOL/KOC/media buying etc) – but **the client needs to be fully aware and committed to allocate the necessary budget**.

Other issues to mention relate to **not being able to go the extra mile and falling short of initial expectations**. Especially for cosmetics and healthcare products: if they can obtain certifications to have

therapeutic claims, this can have an enormously positive impact on raising the image of quality and positioning of the brand in the Chinese market. Of course, this requires significant efforts, but these will pay off in the long term from increased sales performance.

Another frequent mistake is to **get stuck in price wars**. Newcomers to the Chinese market often attempt to win customers by offering substantially lower prices via discounts or coupons. Many, however, will eventually fail to generate the cash flow required to sustain this discounting strategy on the long term.

***In your experience, what are effective approaches for small EU brands to sell via CBEC?***

CBEC may be the right way to enter the Chinese market for all small EU brands that do not have business license in China and are not planning to do it, or have smaller budget to invest (compared to general trade). **CBEC is also an effective way to test the Chinese market and obtain useful feedback** which could assist future decisions on entering via general trade.

In terms of products to place, we usually **do not recommend to place one product only**. We ask the brand to share detailed insights and explanation about the company and each products USP, so the



potential of each product can be assessed through the market research. Although it depends on specific product categories and strategies, in general we make a shortlist of about 5-10 products, among which we highlight 1 or 2 that should be positioned as “product hero”.

In terms of budget, a detailed **Profit & Loss document** is carefully prepared to understand and analyse the fixed and variable costs (platform, logistics, COGS, TP fees, marketing, etc.) and also expected GMV performance based on the list of products and suggested retail price on the platform – taking into consideration discount and promotion activities. **The P&L is developed for a time horizon of 3-5 years.** Since upfront costs and investments are high at the beginning, in our experience the first year will not be profitable; break-even may usually be reached in the second year.

Finally, many market segments are saturated, especially for cosmetics and health supplements. Therefore, **brands need a strong, coherent and multi-layered plan and strategy to differentiate themselves in the market and get a precise positioning.** Chinese consumers look for specific and high-quality products in the CBEC sphere, so brands need to share their history, formulas, ingredients and create a story telling.

***What are the most successful EU brands selling to China via CBEC?***

Based on our experience, the most successful brands selling to China via CBEC are cosmetics and beauty products, baby products and health supplements.

The purchase and delivery procedures of imported CBEC products take longer than for general trade products: Chinese consumers need to enter their personal ID card details and the products have to go through custom clearance. So **there must be a solid reason for Chinese consumers to accept this longer procedure:**

- The first reason is **to purchase specific, high-quality products that cannot be found elsewhere.** In general, Chinese consumers have the perception that foreign brands guarantee **genuine products and higher quality** than those that are widely available and common.
- The second reason is the **price, which may be lower for products imported via CBEC rather**

**than general trade.** CBEC regulations allow for many category products to be sold without import tariffs or at reduced sales tax rate. In practice, this may result into a considerable difference in price, when compared to the same product regularly imported.

- The third reason is **availability: CBEC offers a wider variety and greater choice of products that may not be sold in offline retail.** This is particularly true, for example, for organic products which are highly complicated and expensive to certify for import.

All these reasons should help EU brands to build and develop the proper strategy to enter the CBEC market. **Differentiating by offering a specific, high quality and hard-to-get product that make Chinese consumers feel to get something special, different from the products that could find in the local marketplace,** is the way to succeed.

Furthermore, the market is highly competitive: brands need exceptional digital marketing activities to stand out from the crowd and increase brand awareness. Localisation and content adaptation are essential. It requires greater commitment than simply adjusting to suit local taste: **Chinese consumers enjoy a seamless path from the brand discovery to purchase, so brands need to invest more to create sophisticated content, campaigns, channels and different touch of point along the customer journey.**

In short, to be successful via CBEC, **brands need to be able to offer a particular product, something so special that can move Chinese consumers away from the local marketplace** where there is a wide offering of products perceived to be less genuine (general trade imports), or at lower price (local brands).

***With the lifting of COVID-related international travel restrictions, what is your outlook for the future?***

2022 may have been the worst year of economic growth for China. But there are expectations that the Chinese economy could recover faster than expected as the country continues to end the zero-COVID policy.

As travel-related restrictions were reduced, international travellers will be ready to travel again to China and regain optimism about the country's

development as well as its manufacturing and supply chain strengths. At the same time, the **shopping behaviours of Chinese consumers have changed**: they are more sophisticated than ever and consumers are keen on spending in areas that will improve their quality of life (health, beauty, sports, education); they pay attention to the quality of the product/service. For this reason, **foreign brands are no longer automatically preferred to local brands and need to focus on their strategy to succeed in the market.**

Chinese tourists can also go back to foreign countries, generating revenue and opportunities. Currently, they are still cautious and may prefer destinations that prove more welcoming to China, such as Southeast Asia and European countries.

#### ***What are your key pieces of advice for small EU brands that want to enter the Chinese market via CBEC?***

**Do not underestimate costs.** Carefully determining the retail price is essential, this has to take into account the product's, price war with competitors, as well as all other relevant costs such as VAT, customs fees, and delivery fees.

Sellers can ship directly to Chinese consumers from overseas, however, **warehouses within Chinese bonded zones** provide a much faster logistics option, thus improving the customer experience for the Chinese consumers who are used to receive products in a very short time.

As always, make sure to prepare a strategy with clear objectives. Marketing and advertising are indispensable, but budget needs to be accordingly abundant and well allocated, both internally and externally of the platform. Only in this way the attention of Chinese consumers can be gained and drive traffic to the store.

Brands should proactively ask the support of professional CBEC partners like Adiacent International. We are specialised and certified for the whole ecommerce operations, providing 360° degrees support to the brands, from strategy, e-commerce operations, marketing, tech, supply chain and regulatory support. The main difference between Adiacent International and traditional Chinese distributors lies on the **close relationship that we establish with our clients: it is an all-round partnership with brands**, we work together to find the

right key to enter the market. To do this, we need the support and expertise of the brand to help us gain a deep understanding of its values, core products, and products' unique selling point. This puts us apart from traditional distributors, who usually purchase goods from a supplier and resell them to local end users. Here is a list of activities we develop for brands:

- IT support
- Customer support
- Storage and warehousing
- Courier services
- Online Store analytics and reports
- Online Store maintenance
- Logistics
- Designs and product description
- Digital marketing and promotions
- Create operational plan

Taking online stores as example, they are fully owned by the brand, while Adiacent International only manages the operations. Products to be placed, price, strategy, and marketing allocation, are all agreed with the brand. Finally, sales and return reports, marketing performance reports and stock reports are regularly shared with the client.

**Adiacent International is the Italian digital leader in China, our CEOs and part of the team are Italian** so we can be really close to the brands, even physically, while the team in China has over 50 local talents who provide the necessary expertise to support in depth the brands entering the market. This really makes us different.

## HORSTEN INTERNATIONAL: A BELGIAN F&B STORE ON TMALL GLOBAL



**Horsten International** is a consulting company from Belgium, established in 1996, helping European companies with their China projects in various industries. **MyChinaWeb** is a spinoff of Horsten International, set up in 2016, helping B2C brands and B2B companies to increase their online visibility in China through social media and e-commerce solutions. Apart from being a consultant, Horsten has been engaged in its own trading and investment projects, of which the Tmall Global shop is an example.

### Background of the project

Due to a lack of knowledge about doing business in China, the complexity of the Chinese market, its business culture and language, in combination with the distance between the two regions, **EU SMEs often sign away all control over their brands the moment they set foot in China**. Although they are very strictly controlling their branding and operations in other foreign markets, for some reason Western companies' decision makers quite often blindly trust their Chinese distributor and lay their entire brand equity in China in this distributor's hands.

Once the relationship with their distributor turns sour, which unfortunately often occurs, the EU brand owner has great difficulty to switch to a new party. As intangible assets like trademarks, social media accounts and web shops were registered on their Chinese distributor's business license, EU SMEs have to start from scratch to build up their China business, or they just give up.

Moreover, business in China can quickly become opaque, as it is a market which is vastly different from anything we know in Europe. Sometimes, radio silence from the distributor follows after purchasing one or a couple of containers of goods. This way,

brands do not know what happened to the products they sold and why there were no follow-up orders. EU SMEs lack the much-needed information about their target audience and how their products were perceived by them.

### Belgian Tmall Global store

 The logo for "The Belgian Store" features a small Belgian flag above the text "The Belgian Store" in a serif font, with "比利时官方进口商店" in Chinese characters below it.

## The Belgian Store

### 比利时官方进口商店

This is where the idea for the **Belgian Tmall Global shop** came from in 2019. It provides a soft-landing method to safely enter the Chinese market for Belgian food and beverage brands, while guiding them to next steps and helping them maintain control over intangible assets. **Cross-Border E-Commerce** was selected, as international brands can sell their products in original packaging directly to the Chinese consumer at reduced tax rates.

**Key priorities in the project were and still are transparency and control:** transparency about numbers and marketing actions, and control over brand building, positioning and pricing. Food and beverages was selected as product category, as it is one of the larger market segments on Tmall Global and because Belgium has a long and proud tradition of chocolates, beers, waffles and other food and beverages, which can be sold at a premium price via Cross Border E-Commerce.

Moreover, in 2019 Alibaba's business developers in Europe announced the launch of so-called **country flagship stores**. Such stores would be different from the usual speciality or flagship stores, as they would be **multi-brand stores with products coming from a single country**. It was said that such stores would be able to enjoy tailored support to get sales going. In order to be an official country flagship store, shops would need to have the official endorsement of a certain country's government to sell local goods on Tmall Global.

Horsten was keen on being the first and only to manage the official Belgian food and beverage

flagship store on the platform. After securing an official endorsement letter from the Belgian ambassador in China in June 2020, preparations for the opening of the Belgian F&B Tmall Global shop could start.

**As a business model, a shared profit-loss model was chosen**, which means that all revenue and costs are shared with the partner-brands. This is considered the only way to get the essential commitment from EU SMEs on one side and gain sufficient insights into the Chinese consumers' preferences on the other side. This originates from the conviction that **EU SMEs which consider China just as another country to sell their products, without giving sufficient attention to the market, will fail in any case**. Additionally, only by being involved intensively, it is possible to get to know your market and your customer, hence allowing the EU SME to take appropriate actions and investments.

The shop finally went live with **four Belgian food and beverage brands** in January 2021. The brands were selected based on different parameters:

1. The anticipated fitness of the products to the Chinese market, including the packaging, pricing, etc.
2. The perceived demand in China (based on a preliminary market scan).
3. The strength of the story behind the products, the brand or the company, considering the fact that authenticity and quality are key concerns of the CBEC target audience. Belgian tradition

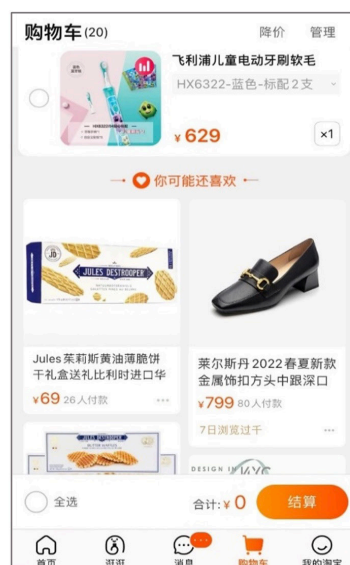
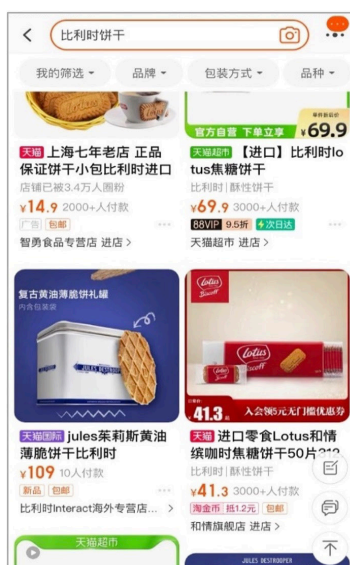
and family-owned are interesting features in this respect.

4. The commitment from the top management to the project and the fast-decision process by the partner-brand.

### Expectations vs reality

A **TP (Tmall Partner)** was hired who takes care of the day-to-day operations, while the Horsten team in Belgium and in China could focus on the bigger picture and attract new partner-brands. Every week, the TP sends reports about the latest sales numbers, marketing expenses and various KPIs related to e-commerce. Also, monthly marketing investment plans are prepared by the TP and discussed with Horsten and the partner-brands, **defining the expected spending on marketing tools on the Tmall platform**, such as Direct Train, Super Recommendation, and other cost-per-click (CPC), cost-per-mille (CPM) and cost-per-sale (CPS) marketing tools.

Additionally, information about orders which have been settled via the Alipay platform is shared with the Horsten financial department. However, these settlements do not show details of the products involved and which prices were used for individual products, nor was it possible to match these data with what was received from the TP. Furthermore, the invoices received from Alimama (Alibaba's online marketing platform) and Cainiao were non-descriptive: **it was impossible to find out what the costs involved were exactly, which brands were involved, and how to match the costs with the TP's reports**.



**Examples of CPC, CPM and CPS marketing**



After asking the TP's key account manager various questions which could help with reporting to the partner-brands and with managing the accounting, it quickly became clear that the TP too had no idea how to interpret these numbers.

Along the way it was found that **the TP, who receives a fixed monthly fee and a commission on the revenue, mainly focuses on those brands and products that perform well in the shop.** These bestselling brands soon consumed the majority of the marketing investments, leaving other brands behind. Considering the multi-brand approach of the Belgian Tmall Global shop and the shared profit model with the partner-brands, from the beginning the TP was pushed to give focus to all brands sold in the shop.

As the months progressed, sales were significantly increasing, but so were the respective costs. At a certain point it became apparent that, as **livestreaming took up the lion's share of the marketing budget, the more revenue was generated, the more the costs increased.** These livestreams also attracted a large audience and the offered discounts were very steep, but very little was shared by the TP about what the KOLs said about the products and what the market feedback was exactly. Obviously, this is not only crucial to better understand the customer's expectations, but it also allows the brands to target its marketing campaigns more efficiently, leading to higher conversion rates.

Finally, there was also the issue of being an official country flagship store. After months of radio-silence from Alibaba, it turned out that the concept

of 'country stores' was not pursued anymore. As a result, the Belgian F&B store is a 'speciality store', which is one grade below a 'flagship store'. **Flagship stores are able to attract much more traffic pushed by the platform's algorithm** and they can use an additional, more effective, marketing tool. None of this was communicated beforehand.

### Increased involvement

After a couple of months, it was clear that simply laying back and enjoying the ride while the TP manages day-to-day operations was not an option. To get a hold of the situation, starting from mid-2021, Horsten got more involved in the project and two new colleagues were hired, one in Belgium and one in China. This increased involvement helped to understand that the **data reported by the TP was often incorrect, that big discounts were given while paying high costs per order, and that the marketing and branding were not always in line with the partner-brands' requirements.**

By involving full-time employees on the project, Horsten managed to get a better understanding of both the quantitative and the qualitative side of managing a Tmall Global shop. By constantly verifying information and pestering the TP with detailed questions about the operational side, more detailed insights could be obtained into the costs involved.

With regards to marketing, a close eye is to be kept on the story that is told online. This is done by **self-managing the official accounts on WeChat, Weibo and RED, of which the content is often used by the TP as a basis for qualitative marketing on Alibaba.** Moreover, small-scale marketing campaigns are initiated to gain followers and to boost certain partners' brand awareness in China.

### A difficult second year

When finally the above-mentioned optimisations of the data analysis, operations and price systems had been implemented at the beginning of 2022, new problems occurred. Due to **pandemic restrictions in China, the Chinese New Year holiday and major delays along the route, one container took almost 4 months to arrive in China from Europe.** And starting from March 2022 an unprecedented wave of COVID-19 infections caused many of the target areas to lock down, leading to the **interruption of last-mile deliveries.** This surge of infections



**Screenshots of a KOL-livestream during 618 (18<sup>th</sup> of June)**

was then followed by a heat wave in the summer of 2022, which, as the cold-chain logistics were not yet optimised, continued to put pressure on revenues.

From Horsten's point of view, despite the major challenges the shop had faced in the first two years of operation, it was decided to continue the project in 2023. Obviously, attention is to be given to continuous optimisations in all aspects of the project, including **product extensions and new brand introduction**. Additionally, flagship stores on domestic e-commerce platforms are planned to be opened for the best-performing brands, as well as cooperation with Chinese distributors to sell the products in supermarkets and other traditional sales channels in China. In any case, **the knowledge about how to manage a Tmall Global shop is particularly valuable to help other EU SMEs who wish to enter the Chinese market.**

## Learnings

In this paragraph, the most important lessons are listed which European SMEs should keep in mind before they attempt to open a shop on Tmall Global.

- **Over-reliability:** Brands cannot be successful or even profitable in China by relying on CBEC alone. Instead, **CBEC should be seen as a first entry point into the Chinese market**, a real-life market research which should lead to the further development of conventional e-commerce and offline sales once your product has sparked the interest of the Chinese consumer. As a businessperson, one may believe that this would be an expensive way to conduct research, as CBEC requires the payment of deposits, movement of stock and hiring people. However, one must consider the costs associated with regularly visiting trade fairs and potential distributors, none of which immediately leads to direct sales.
- **Trust but verify:** It is often said that in business, and in Chinese business even more so, it is very important to have a relationship based on trust with your Chinese partners. While this may be true, it does not hurt to verify the information coming from partners. **Being well-informed allows you to gain control over your business** and to steer your partners in the desired direction.

- **No such thing as free lunch:** While often proposed as a cheaper market entry method in China, **CBEC still requires brands to make investments they may not have anticipated**. Not only should **the workload associated with Tmall Global not be underestimated**, but brands should also be mindful that when they first set foot in China, their marketing efforts on traditional Western social media mean almost nothing to the Chinese consumer. If you are not yet present on Chinese social media channels such as WeChat, Weibo or RED, you will need a big initial investment to educate the market about your products.
- **Commitment:** In any case, a **long-term commitment is essential**. Quick wins don't exist in China, it takes at least two years to become profitable. A strong belief in the Chinese market and in e-commerce as one of the solutions to tap into that market is required.



Screenshot of the Lemaitre product page

## REDFERN DIGITAL PRESENTS ITS CAMPAIGN FOR LOOP

### About RedFern Digital

RedFern Digital is an award-winning full-service Digital Marketing and E-commerce agency responsible for the strategic direction, growth, and performance of some of the largest and most successful brands across a dynamic range of categories in the China market. Services offered by the agency cover Research, Branding, Strategy, Social Media Marketing, E-commerce, and Technical Integration. RedFern works with brands to navigate the digital ecosystem, driving actionable insights, building online sales, and executing creative campaigns that have an impact on the market.

### Paid Media Campaign Overview and Purpose

Loop Earplugs is a Belgium brand that produces high-quality and fashionable earplugs for everyday use. The brand already had established a cross-border e-commerce store on Tmall Global and wanted to boost sales to the store and increase brand awareness through a campaign on the Chinese social media platform, Little Red Book (RED, Xiaohongshu). The purpose of the month-long campaign was to build engagement, interactions, and digital presence on RED through working with Key Opinion Leaders or Key Opinion Consumers on the platform, with the ultimate goal of driving traffic and sales to the brand's Tmall Global store. The campaign ran from 7 October to 5 November 2022.

Little Red Book was the chosen platform for Loop because of its positioning as a lifestyle platform that is ideal for the discovery of new products and brands, especially with its rich user-generated content that can be utilised for word-of-mouth marketing. On RED, users share their daily experiences and provide product reviews and recommendations to each other via images and videos.

Moreover, RED also shares similar functions to regular search engines, wherein Chinese consumers tend to conduct searches on RED to see what other users are saying about products before purchasing.

Influencers with large followings on the platform are known as Key Opinion Leaders (KOLs), whereas regular users that are able to reach and impact the purchasing decisions of their friends or family circles are known as Key Opinion Consumers (KOCs). Through content posted by KOLs and KOCs on the



platform, brands can increase awareness and drive sales.

Working with KOCs and KOLs on the platform to conduct product seeding and share the product's unique selling points through authentic content and reviews can allow the brand to precisely reach their target audience.

### Pre-Campaign RED Social Listening

Before building out a strategy, RedFern Digital conducted initial social listening on Little Red Book to ensure that it was the appropriate platform to be promoted on. We investigated topics that users were interested in that could also be related to Loop, discovering popular notes included keywords such as: "products for improving sleep quality", "products recommended for travelling", and "noise reduction earplugs". The popularity of these topics indicated interest among Chinese users on RED for products that could assist with sleep, travel, and isolation from surrounding noise.

### RED KOC Strategy

To ensure a brand match, we selected handpicked KOCs who would be a match for Loop in terms of style, content, and followers. These users were then provided with the product introduction, the product seeding information, and were asked to place orders for the products themselves. The KOCs shared the process of ordering the products, along with their opinions and perspectives as consumers.

Content that is authentic and shows the personal user experience of the KOCs is the most effective, especially as the KOCs are leading the discussions, making the content more trustworthy to other users on the platform.

### RED SEM Promotional Tool Strategy

Little Red Book offers built-in promotional tools that can be used to increase the reach of individual



posts. To utilise RED's promotional tool, we first pre-selected suitable advertising keywords for Loop and applied a promotional budget to the keywords to improve the rankings of notes from the KOLs and KOCs. During an initial testing period, we monitored the results to find the best-performing notes. These notes saw their spending increase, while lower-performing notes had their spending decreased. The optimisations led to top-performing notes that reached the largest audience at the lower CPC and CPM.

### RED Ambassador Program

RedFern Digital also ran our ambassador program with Loop, allowing for guaranteed ROI. This program works with KOLs on RED to directly drive sales, with the main difference being that these KOLs also run their own WeChat groups through which they can promote the products directly to users and drive sales to Loop's Tmall Global store. These KOLs will encourage users in their WeChat group to make purchases, share the brand and products to their WeChat moments, and leave reviews on the Tmall store, further boosting brand presence whilst also converting to sales. Users are encouraged to make first-time purchases through incentives or gifts after spending a certain amount on the products.

### Tracking RED Campaign Results

Little Red Book is very strict about promotional content on the platform and will restrict traffic to posts if they appear to be too commercial or promotional. Therefore, KOCs are unable to directly link or refer to sales channels in their posts. One method of still driving sales is through KOCs or KOLs responding to comments under the posts asking for the sales channels.

As a result, the impact on sales from RED cannot be directly measured. Instead, results can be tracked by analysing the unique visitor data, brand keyword search volume on both the E-commerce sales channel and on RED and increases in sales on the E-commerce store. Monitoring changes in these data points in the 48 hours after RED posts go live is essential to understanding campaign impact.

The RED Ambassador Program differs slightly in that the conversion rate and ROI can be measured directly, as the KOLs are sharing unique sales links in their WeChat groups. The sales that result from each link can be tracked and measured, therefore allowing for a comprehensive understanding of the sales resulting from each KOL.

### RED Paid Media Campaign Results & Takeaways

The purpose of the campaign was to build up initial brand awareness on RED and drive users to purchase on Tmall Global through working with KOLs and KOCs and utilising the RED promotional tools. Through our efforts, we were able to exceed our target RED posts exposure and engagement, which were both about 90% higher than the industry average on RED. Within a month, over 500 user-posted content was shared about Loop, and the estimated total exposure exceeded 1 million impressions, while the total engagement exceeded 40,000.

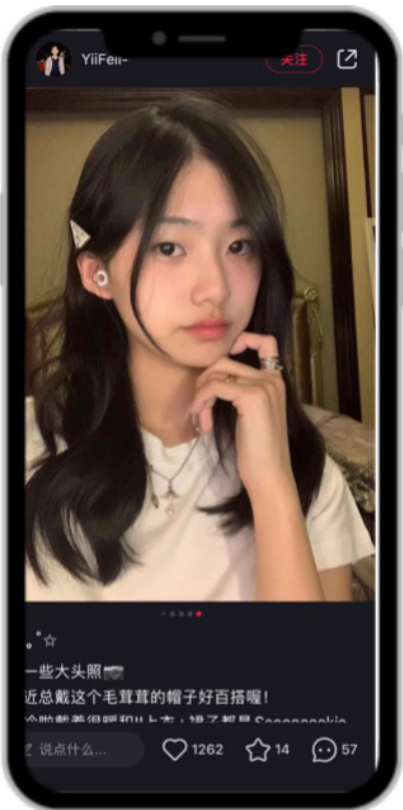
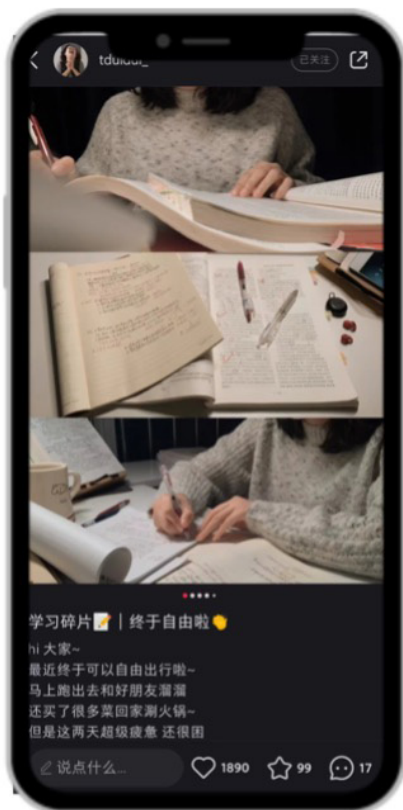
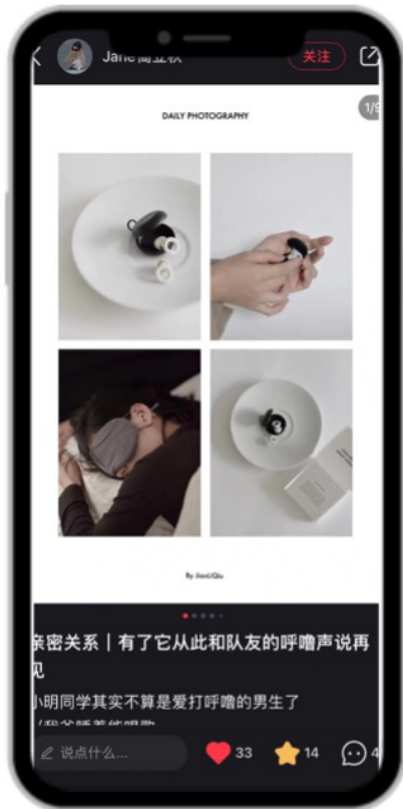
In terms of sales, we were able to exceed our expected ROI of 0.5 for the RED Ambassador Program, reaching an ROI of 0.7. The buyers also left authentic and in-depth reviews of the products on the E-commerce platform, which is essential for driving future sales.

As additional takeaways from the campaign, we worked with a range of different KOLs, and gathered insights on the types of content and KOLs that are most likely to drive sales or induce comments that are related to sales. Additionally, we were also able to receive feedback and suggestions from the KOLs about the products and how to promote the products in the future.



(Right and next page)  
**Examples of RedFern's campaign for Loop with selected KOCs**





## ANNEX: CBEC POSITIVE LIST

This is an **unofficial translation of the consolidated CBEC Positive List, produced by the EU SME Centre**. It incorporates all the latest changes and adjustments issued throughout the years, until the end of 2022. Further updates may be expected in the future, therefore EU exporters shall pay close attention to official announcements by the Chinese authorities.

The list is based on the 8-digit HS code recognised by China. Please note that **only the first 6 digits of HS codes are universally equal**; the remaining may change. In fact, the wrong determination of the HS code is one of the most common issues encountered by EU SMEs when exporting to China.

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For **any questions or free-of-charge consultations**, EU SMEs may contact the EU SME Centre via our **Ask The Expert** tool: <https://www.eusmecentre.org.cn/ask-the-expert/>.

| Item | HS Code  | Product Name  | Notes                             |
|------|----------|---|-----------------------------------|
| 1    | 02101900 | Other pork dried, smoked and salted   | Online shopping bonded goods only |
| 2    | 02102000 | Dried, smoked and salted beef   | Online shopping bonded goods only |
| 3    | 03061100 | Frozen rock lobster and other sea crawfish (palinurus spp., panulirus spp., jасus spp.) | Online shopping bonded goods only |
| 4    | 03061200 | American lobster (American lobster category)  | Online shopping bonded goods only |
| 5    | 03061490 | Other frozen crabs  | Online shopping bonded goods only |
| 6    | 03061500 | Norway Lobsters (Nehrops norvegicus), frozen  | Online shopping bonded goods only |
| 7    | 03061630 | Frozen shellde cold water shrimp and prawns (pandalus,spp, Crangon cragon)              | Online shopping bonded goods only |
| 8    | 03061690 | Other frozen shellde cold water shrimp and prawns (pandalus,spp, Crangon cragon)        | Online shopping bonded goods only |
| 9    | 03061730 | Other frozen shellde shrimps and prawns   | Online shopping bonded goods only |
| 10   | 03061911 | Shelled freshwater crawfish , frozen  | Online shopping bonded goods only |

| Item | HS Code  | Product Name   | Notes                             |
|------|----------|--|-----------------------------------|
| 11   | 03061919 | Freshwater crawfish, in shell, frozen  | Online shopping bonded goods only |
| 12   | 03061990 | Other crustaceans, including flours, meals and pellets of crustaceans, fit for human consumption, frozen | Online shopping bonded goods only |
| 13   | 03063290 | Other alive, fresh or cold American lobsters (American lobster category)                                 | Online shopping bonded goods only |
| 14   | 03063399 | Other Crabs alive, Fresh and Cold  | Online shopping bonded goods only |
| 15   | 03069200 | Dry, smoked and salted American lobster  | Online shopping bonded goods only |
| 16   | 03069390 | Other crabs dried, smoked and salted   | Online shopping bonded goods only |
| 17   | 03071190 | Other alive, fresh or cold oysters (oysters)   | Online shopping bonded goods only |
| 18   | 03071200 | Frozen oysters   | Online shopping bonded goods only |
| 19   | 03072199 | Other live, fresh and chilled mollusks of the family Pectinidae (except cultivation)                     | Online shopping bonded goods only |
| 20   | 03072210 | Frozen scallop (scallop, scallop, giant scallop)   | Online shopping bonded goods only |
| 21   | 03072290 | Other frozen mollusks of the family Pectinidae   | Online shopping bonded goods only |
| 22   | 03072910 | Other scallops   | Online shopping bonded goods only |
| 23   | 03072990 | Other molluscs of the scallop family   | Online shopping bonded goods only |
| 24   | 03073190 | Other alive, fresh and cold mussels  | Online shopping bonded goods only |
| 25   | 03073200 | Mussels, frozen  | Online shopping bonded goods only |
| 26   | 03074299 | Other alive, fresh and cold cuttlefish and squid   | Online shopping bonded goods only |
| 27   | 03074390 | Other frozen cuttlefish and squid  | Online shopping bonded goods only |
| 28   | 03074990 | Other cuttlefish and squid dried, smoked and salted  | Online shopping bonded goods only |
| 29   | 03075200 | Octopus, frozen  | Online shopping bonded goods only |
| 30   | 03077200 | Frozen clams, Cockle and shellfish   | Online shopping bonded goods only |

| Item | HS Code  | Product Name  | Notes                             |
|------|----------|---|-----------------------------------|
| 31   | 03077900 | Dry, smoked and salted clams, Cockle and shellfish  | Online shopping bonded goods only |
| 32   | 03078290 | Alive, Fresh and Cold Strombus  | Online shopping bonded goods only |
| 33   | 03078400 | Frozen Strombus   | Online shopping bonded goods only |
| 34   | 03078800 | Dry, smoked and salt Strombus   | Online shopping bonded goods only |
| 35   | 03079190 | Other mollusks living, fresh or cold  | Online shopping bonded goods only |
| 36   | 03079200 | Other frozen mollusks   | Online shopping bonded goods only |
| 37   | 03079900 | Frozen, dried, salted or salted mollusks  | Online shopping bonded goods only |
| 38   | 03081200 | Frozen sea cucumber   | Online shopping bonded goods only |
| 39   | 03081900 | Frozen, dried, salted or salted sea cucumbers   | Online shopping bonded goods only |
| 40   | 04011000 | Milk and cream with fat content less than 1% and without concentrate or sugar   | Online shopping bonded goods only |
| 41   | 04012000 | Milk and cream with fat content of 1-6% without concentrate and sugar   | Online shopping bonded goods only |
| 42   | 04014000 | Milk and cream containing more than 6% fat by weight but not more than 10% unconcentrated, unsweetened or other sweetening substances | Online shopping bonded goods only |
| 43   | 04015000 | Milk and cream containing more than 10% fat by weight and without added sugar or other sweeteners                                     | Online shopping bonded goods only |
| 44   | 04021000 | Solid Milk and cream with fat content less than 1.5%  | Online shopping bonded goods only |
| 45   | 04022100 | Fat content > 1.5% unsweetened solid Milk and cream   | Online shopping bonded goods only |
| 46   | 04022900 | Fat content > 1.5% sweetened solid Milk and cream   | Online shopping bonded goods only |
| 47   | 04029100 | Concentrated but unsweetened non-solid Milk and cream   | Online shopping bonded goods only |
| 48   | 04029900 | Concentrated and sweetened non-solid Milk and cream   | Online shopping bonded goods only |



| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 49   | 04032010 | Yoghurt containing only sugar, fruit or nuts               | Online shopping bonded goods only  |
| 50   | 04032090 | Other yoghurt  | Online shopping bonded goods only  |
| 51   | 04039000 | Buttermilk and other fermented or acidified Milk and cream | Online shopping bonded goods only  |
| 52   | 04041000 | Whey and Modified Whey                                     | Online shopping bonded goods only  |
| 53   | 04049000 | Other products containing natural milk not listed          | Online shopping bonded goods only  |
| 54   | 04051000 | butter   | Online shopping bonded goods only  |
| 55   | 04052000 | Milk sauce   | Online shopping bonded goods only  |
| 56   | 04061000 | Fresh cheese (unripen or uncured)                          | Online shopping bonded goods only  |
| 57   | 04063000 | Processed cheese, except ground or crushed                 | Online shopping bonded goods only  |
| 58   | 04069000 | Other cheese   | Online shopping bonded goods only  |
| 59   | 04079090 | Other eggs   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.   |
| 60   | 04089900 | Other shelled eggs   | Online shopping bonded goods only  |
| 61   | 04090000 | Natural honey  | Online shopping bonded goods only  |
| 62   | 04101000 | Insects  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.<br><br>Online shopping bonded goods only. |
| 63   | 04109010 | Bird's nest  | Online shopping bonded goods only  |
| 64   | 04109021 | Fresh royal jelly  | Online shopping bonded goods only  |
| 65   | 04109022 | Fresh queen bee jelly powder                               | Online shopping bonded goods only  |
| 66   | 04109023 | Bee pollen   | Online shopping bonded goods only  |

| Item | HS Code  | Product Name   | Notes   |
|------|----------|--|---|
| 67   | 04109029 | Other bee products                                   | Online shopping bonded goods only   |
| 68   | 04109090 | Other edible animal products                         | <p>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.</p> <p>Online shopping bonded goods only.</p> |
| 69   | 05080010 | Powder and Waste of Coral and Aquatic Shell and Bone | <p>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.</p> <p>Online shopping bonded goods only.</p> |
| 70   | 07129050 | Dried garlic   | Online shopping bonded goods only   |
| 71   | 07129099 | Other dried vegetables and assorted vegetables       |   |
| 72   | 07132090 | Other dried chickpeas                                | Online shopping bonded goods only   |
| 73   | 08011100 | Dried coconut  | Online shopping bonded goods only   |
| 74   | 08011990 | Other fresh coconut                                  | Online shopping bonded goods only   |
| 75   | 08012200 | Fresh or dried shelled Brazil nuts                   | Online shopping bonded goods only   |
| 76   | 08013200 | Fresh or dried shelled cashew nuts                   | Online shopping bonded goods only   |
| 77   | 08021100 | Almond kernel with shell                             | Online shopping bonded goods only   |
| 78   | 08021200 | Other almond kernel                                  | Online shopping bonded goods only   |
| 79   | 08022200 | Fresh or dry shelled hazelnut                        | Online shopping bonded goods only   |
| 80   | 08023100 | Fresh or dry unshelled walnuts                       | Online shopping bonded goods only   |
| 81   | 08023200 | Fresh or dried shelled walnuts                       | Online shopping bonded goods only   |
| 82   | 08025100 | Unshelled pistachio fruit                            | Online shopping bonded goods only   |
| 83   | 08025200 | Shelled pistachio fruit                              | Online shopping bonded goods only   |
| 84   | 08026190 | Other Macadam nuts not shelled                       | Online shopping bonded goods only   |

| Item | HS Code  | Product Name                                    | Notes   |
|------|----------|---|---|
| 85   | 08026200 | Shelled Macadam Nuts                            | Online shopping bonded goods only   |
| 86   | 08029100 | Fresh or dried unshelled pine nuts              | <p>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.</p> <p>Online shopping bonded goods only.</p> |
| 87   | 08029200 | Fresh or dried shelled pine nuts                | <p>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.</p> <p>Online shopping bonded goods only.</p> |
| 88   | 08029990 | Other nuts, fresh or dried                      | <p>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.</p> <p>Online shopping bonded goods only.</p> |
| 89   | 08039000 | Other fresh or dried bananas                    | Online shopping bonded goods only   |
| 90   | 08041000 | Fresh or dried date                             | Online shopping bonded goods only   |
| 91   | 08042000 | Fresh or dried figs                             | Online shopping bonded goods only   |
| 92   | 08043000 | Fresh or dried pineapple                        | Online shopping bonded goods only   |
| 93   | 08044000 | Fresh or dried avocado                          | Online shopping bonded goods only   |
| 94   | 08045010 | Fresh or dried guava                            | Online shopping bonded goods only   |
| 95   | 08045020 | Fresh or dried mango                            | Online shopping bonded goods only   |
| 96   | 08045030 | Fresh or dried Mangosteen                       | Online shopping bonded goods only   |
| 97   | 08051000 | Fresh or dried orange                           | Online shopping bonded goods only   |
| 98   | 08054000 | Fresh or dried grapefruit, including grapefruit | Online shopping bonded goods only   |
| 99   | 08055000 | Fresh or dried lemons and limes                 | Online shopping bonded goods only   |

| Item | HS Code  | Product Name                                  | Notes                             |
|------|----------|---|-----------------------------------|
| 100  | 08059000 | Other fresh or dried citrus fruits            | Online shopping bonded goods only |
| 101  | 08061000 | Fresh grapes                                  | Online shopping bonded goods only |
| 102  | 08062000 | Raisins                                       | Online shopping bonded goods only |
| 103  | 08081000 | Fresh apple                                   | Online shopping bonded goods only |
| 104  | 08092900 | Other fresh cherries                          | Online shopping bonded goods only |
| 105  | 08094000 | Fresh waxberry and plum                       | Online shopping bonded goods only |
| 106  | 08104000 | Fresh cranberries and blueberries             | Online shopping bonded goods only |
| 107  | 08106000 | Fresh Durian                                  | Online shopping bonded goods only |
| 108  | 08109050 | Fresh cherimoya                               | Online shopping bonded goods only |
| 109  | 08109090 | Other fresh fruits                            | Online shopping bonded goods only |
| 110  | 08131000 | Dried apricot                                 | Online shopping bonded goods only |
| 111  | 08132000 | Prune and dried plum                          | Online shopping bonded goods only |
| 112  | 08133000 | Dried apple                                   | Online shopping bonded goods only |
| 113  | 08134010 | Dried longan meat                             | Online shopping bonded goods only |
| 114  | 08134030 | Dried jujube                                  | Online shopping bonded goods only |
| 115  | 08134090 | Other dried fruits                            |                                   |
| 116  | 08135000 | Mixed nuts or dried fruits in this chapter    | Online shopping bonded goods only |
| 117  | 08140000 | Peel of citrus fruit or melon                 | Online shopping bonded goods only |
| 118  | 09011100 | Unbaked coffee without caffeine               | Online shopping bonded goods only |
| 119  | 09012100 | Roasted coffee without caffeine               |                                   |
| 120  | 09012200 | Roasted coffee soaked with caffeine           |                                   |
| 121  | 09019010 | Coffee pods and skin                          |                                   |
| 122  | 09019020 | Coffee Substitutes Containing Coffee          |                                   |
| 123  | 09021010 | Flowered tea with net weight ≤ 3 kg per piece |                                   |



| Item | HS Code  | Product Name   | Notes                             |
|------|----------|--|-----------------------------------|
| 124  | 09021090 | Other green tea with net weight ≤ 3 kg per piece                                   |                                   |
| 125  | 09022010 | Flowered tea with net weight > 3kg per piece                                       |                                   |
| 126  | 09022090 | Other green tea with net weight > 3kg per piece                                    |                                   |
| 127  | 09023010 | Oolong tea with net weight ≤ 3 kg per piece  |                                   |
| 128  | 09023031 | Pu'er tea with net weight ≤ 3kg per piece (cooked tea)                             |                                   |
| 129  | 09023039 | Other black tea with net weight ≤ 3kg per piece                                    |                                   |
| 130  | 09023090 | Other fermented and semi-fermented black tea with net weight ≤ 3 kg per piece      |                                   |
| 131  | 09024010 | Oolong Tea with Net Weight > 3kg   |                                   |
| 132  | 09024039 | Other black tea with net weight > 3kg per piece                                    |                                   |
| 133  | 09024090 | Other Black Tea (Fermented) and Semi-Fermented Tea with Net Weight > 3kg per piece |                                   |
| 134  | 09030000 | Yerba Mate   |                                   |
| 135  | 09041100 | Unground pepper  | Online shopping bonded goods only |
| 136  | 09041200 | Grind pepper   | Online shopping bonded goods only |
| 137  | 09042100 | Dry chili  | Online shopping bonded goods only |
| 138  | 09042200 | Chili pepper   | Online shopping bonded goods only |
| 139  | 09061900 | Other Unground Cinnamon and Cinnamon Flowers                                       | Online shopping bonded goods only |
| 140  | 09062000 | Ground Cinnamon and Cinnamon Flowers   | Online shopping bonded goods only |
| 141  | 09083200 | Ground cardamom  |                                   |
| 142  | 09096210 | Ground star anise  | Online shopping bonded goods only |

| Item | HS Code  | Product Name                    | Notes  |
|------|----------|---------------------------------|--|
| 143  | 09102000 | Saffron                         | Online shopping bonded goods only  |
| 144  | 09103000 | Turmeric                        | Online shopping bonded goods only  |
| 145  | 09109100 | Mixed flavoring seasonings      | Online shopping bonded goods only  |
| 146  | 09109900 | Other seasonings                | Online shopping bonded goods only  |
| 147  | 10049000 | Other oats                      | Online shopping bonded goods only  |
| 148  | 10061089 | Other Rice                      | Each person imports 10061089, 10062020, 10063020 and 10063080 commodities, totaling no more than 20 kilograms per year; Online shopping bonded goods only. |
| 149  | 10062020 | Long grain rice unpolished      | Each person imports 10061089, 10062020, 10063020 and 10063080 commodities, totaling no more than 20 kilograms per year                                     |
| 150  | 10063020 | Long grain rice polished        | Each person imports 10061089, 10062020, 10063020 and 10063080 commodities, totaling no more than 20 kilograms per year                                     |
| 151  | 10063080 | Other rice                      | Each person imports 10061089, 10062020, 10063080 commodities, totaling no more than 20 kilograms per year  |
| 152  | 10089090 | Other cereals                   | Online shopping bonded goods only  |
| 153  | 11010000 | Flour of wheat or mixed wheat   | Each person imports 11010000 and 11031100 commodities, totaling no more than 20 kilograms per year; Online shopping bonded goods only.                     |
| 154  | 11022000 | Corn flour                      | Each person imports 11022000 and 11042300 commodities, totaling no more than 20 kilograms per year; Online shopping bonded goods only.                     |
| 155  | 11029029 | Other rice flour                | Each person imports no more than 20 kilograms per year   |
| 156  | 11029090 | Other grain flour               | Online shopping bonded goods only  |
| 157  | 11031100 | Coarse grains and meal of wheat | Each person imports 11010000 and 11031100 commodities, totaling no more than 20 kilograms per year; Online shopping bonded goods only.                     |
| 158  | 11041200 | Rolled or sliced oats           | Online shopping bonded goods only  |
| 159  | 11041990 | Other cereals rolled or sliced  | Online shopping bonded goods only  |
| 160  | 11042200 | Other processed oats            | Online shopping bonded goods only  |

| Item | HS Code  | Product Name  | Notes  |
|------|----------|---|--|
| 161  | 11042300 | Other processed corn                                    | Each person imports 11022000 and 11042300 commodities, totaling no more than 20 kilograms per year; Online shopping bonded goods only.   |
| 162  | 11042990 | Other processed grains                                  | Online shopping bonded goods only  |
| 163  | 11063000 | Fine powder, crude powder and powder of fruits and nuts |  |
| 164  | 11081100 | wheat starch  |  |
| 165  | 11081300 | Potato starch   |  |
| 166  | 11082000 | Inulin  |  |
| 167  | 12024200 | Other castor beans                                      | Online shopping bonded goods only  |
| 168  | 12030000 | Dried coconut meat                                      | Online shopping bonded goods only  |
| 169  | 12040000 | Flaxseed  | Online shopping bonded goods only  |
| 170  | 12073090 | Other castor beans                                      |  |
| 171  | 12079999 | Other oily seeds and fruits                             | Online shopping bonded goods only  |
| 172  | 12081000 | Soybean meal  | Online shopping bonded goods only  |
| 173  | 12089000 | Fine and crude meals of other oilseeds or fruits        | Online shopping bonded goods only  |
| 174  | 12093000 | Seeds of Herbal Flowers                                 | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.   |
| 175  | 12112011 | Fresh or dried American ginseng                         | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.<br><br>Online shopping bonded goods only. |

| Item | HS Code  | Product Name  | Notes  |
|------|----------|---|--|
| 176  | 12112019 | Cold or frozen American ginseng   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.<br><br>Online shopping bonded goods only. |
| 177  | 12112091 | Other fresh ginseng   | Online shopping bonded goods only  |
| 178  | 12112092 | Other dried ginseng   | Online shopping bonded goods only  |
| 179  | 12112099 | Other chilled and frozen dried ginseng                                    | Online shopping bonded goods only  |
| 180  | 12116000 | Fresh, chilled, frozen or dried, Bark of African cherry (prunus africana) | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.<br><br>Online shopping bonded goods only. |
| 181  | 12119011 | Fresh or dried Angelica sinensis  | Online shopping bonded goods only  |
| 182  | 12119015 | Fresh or dried Chrysanthemum  | Online shopping bonded goods only  |
| 183  | 12119039 | Other fresh or dried plants used chiefly as medicine                      | Online shopping bonded goods only; Except for poppy, poppy shell, cannabis, coca and chattergrass  |
| 184  | 12119050 | Plants used chiefly as spices   | Except for commodities listed in the Catalogue of Import and Export License Administration of Dual-use Items and Technologies.<br><br>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora.<br><br>Online shopping bonded goods only   |
| 185  | 12119099 | Other fresh or dried plants for insecticidal and bactericidal purposes    | Except for commodities listed in the Catalogue of Import and Export License Administration of Dual-use Items and Technologies.<br><br>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora.  |
| 186  | 12122110 | Kelp suitable for human consumption                                       | Online shopping bonded goods only  |



| Item | HS Code  | Product Name  | Notes   |
|------|----------|---|---|
| 187  | 12122141 | Dried seaweed suitable for human consumption  | Online shopping bonded goods only   |
| 188  | 12122142 | Fresh seaweed suitable for human consumption  | Online shopping bonded goods only   |
| 189  | 12122149 | Other seaweed suitable for human consumption  | Online shopping bonded goods only   |
| 190  | 12122190 | Other seaweeds and other algae suitable for human consumption   | Online shopping bonded goods only   |
| 191  | 12129912 | Sweet almonds for human consumption   | Online shopping bonded goods only   |
| 192  | 12129919 | Kernel and nucleoli of peaches (including nectarines), plums, for human consumption                                     | Online shopping bonded goods only   |
| 193  | 12129999 | Other fresh, cold, frozen or dried nuts, kernels and plant products not specified in other codes, for human consumption | <p>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.</p> <p>Online shopping bonded goods only.</p> |
| 194  | 13021940 | Ginkgo biloba juice and extract   |   |
| 195  | 13021990 | Other plant juices and extracts   |   |
| 196  | 14049090 | Other plant products  | Online shopping bonded goods only   |
| 197  | 15041000 | Fish liver oil and its isolates   | Online shopping bonded goods only   |
| 198  | 15042000 | Other fish oils, fats and their isolates  | <p>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.</p> <p>Online shopping bonded goods only.</p> |

| Item | HS Code  | Product Name  | Notes   |
|------|----------|---|---|
| 199  | 15043000 | Oils, Lipids and Their Isolates from Marine Mammals     | <p>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.</p> <p>Online shopping bonded goods only.</p> |
| 200  | 15060000 | Other animal oils, fats and their isolates              | <p>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.</p> <p>Online shopping bonded goods only.</p> |
| 201  | 15079000 | Refined Soybean Oil and Its Separates                   |   |
| 202  | 15081000 | Separation of virgin peanut oil                         |   |
| 203  | 15089000 | Refined Peanut Oil and Its Separates                    |   |
| 204  | 15092000 | Extra-grade virgin oil olive oil                        |   |
| 205  | 15093000 | Virgin olive oil  |   |
| 206  | 15094000 | Other virgin olive oil                                  |   |
| 207  | 15099000 | Refined olive oil and its separates                     |   |
| 208  | 15101000 | Crude olive fruit residue oil                           |   |
| 209  | 15109000 | Other olive oil   |   |
| 210  | 15111000 | Separation of virgin palm oil                           |   |
| 211  | 15121100 | Separation of virgin sunflower oil or safflower oil     |   |
| 212  | 15121900 | Refined sunflower oil or safflower oil and its isolates |   |
| 213  | 15131100 | Virgin Coconut Oil Separate                             |   |
| 214  | 15131900 | Coconut Oil and Its Separates                           |   |
| 215  | 15141100 | Virgin Low sinapic acid Rapeseed Oil and Its Isolates   |   |

| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 216  | 15149110 | Virgin Rapeseed Oil and Its Separates  |  |
| 217  | 15149190 | Virgin mustard seed oil and its isolates   |  |
| 218  | 15149900 | Other rapeseed or mustard seed oils and their isolates   |  |
| 219  | 15151100 | Virgin Flaxseed Oil and Its Separates  |  |
| 220  | 15151900 | Refined Flaxseed Oil and Its Separates   |  |
| 221  | 15152100 | Separation of Virgin corn oil  |  |
| 222  | 15152900 | Refined Corn Oil and Its Separates   |  |
| 223  | 15153000 | Castor Oil and Its Separates   |  |
| 224  | 15155000 | Sesame oil and its isolates  |  |
| 225  | 15156000 | Microbial oils, fats and their fractions   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 226  | 15159040 | Tea seed oil and its isolates  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 227  | 15159090 | Other Fixed Vegetable Oils, Lipids and Their Separates   |  |
| 228  | 15161000 | Hydrogenation, Esterification or Reverse Oil Acidification of Animal Oils, Lipids and Their Separates, but not further processed |  |
| 229  | 15162000 | Hydrogenation, Esterification or Reverse Oil Acidification of Animal Oils, Lipids and Their Separates, but not further processed |  |
| 230  | 15163000 | Hydrogenated, esterified or elaidized microbial oils and fats  |  |
| 231  | 15179090 | Mixed edible oils or products  |  |

| Item | HS Code  | Product Name   | Notes   |
|------|----------|--|---|
| 232  | 15180000 | Chemically modified animal and vegetable oils, fats and their products; other non-edible oils, fats or products not listed in the tax code |   |
| 233  | 16010030 | Food made from sausages  | <p>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.</p> <p>Online shopping bonded goods only.</p> |
| 234  | 16021000 | Homogenized food from meat or food scraps  | <p>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.</p> <p>Online shopping bonded goods only.</p> |
| 235  | 16022000 | Animal Livers Prepared or Preserved  | <p>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.</p> <p>Online shopping bonded goods only.</p> |
| 236  | 16023299 | Other chicken  |   |
| 237  | 16024910 | Other pork and pork scraps can   | <p>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.</p> <p>Online shopping bonded goods only.</p> |



| Item | HS Code  | Product Name  | Notes   |
|------|----------|---|---|
| 238  | 16024990 | Other pork, crumbs and blood prepared or preserved                      | <p>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.</p> <p>Online shopping bonded goods only.</p> |
| 239  | 16025010 | Canned beef and beef scraps can   | <p>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.</p> <p>Online shopping bonded goods only.</p> |
| 240  | 16025090 | Other beef, crumbs and blood produced or preserved                      | <p>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.</p> <p>Online shopping bonded goods only.</p> |
| 241  | 16030000 | Essence and juice of meat and aquatic products                          | <p>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.</p> <p>Online shopping bonded goods only.</p> |
| 242  | 16041190 | Other salmon, whole or cut, prepared or preserved, but not minced       |   |
| 243  | 16041200 | Produced or preserved herring, whole or cut, but not minced             |   |
| 244  | 16041300 | Produced or preserved sardines, small sardines, millet herring or shad. |   |
| 245  | 16041400 | Tuna, bonito and bonito produced or preserved                           |   |
| 246  | 16041500 | Mackerel, whole or cut, produced or preserved, but not minced           |   |

| Item | HS Code  | Product Name  | Notes  |
|------|----------|---|--|
| 247  | 16041700 | Eel, produced or preserved                                      | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 248  | 16041800 | Shark fins (whole or cut) produced or preserved                 | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 249  | 16041990 | Other fish, whole or cut, produced or preserved, but not minced | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 250  | 16042019 | Other canned fish produced or preserved                         | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 251  | 16042099 | Other fish produced or preserved                                | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 252  | 16043200 | Sturgeon caviar substitute                                      |  |
| 253  | 16051000 | Crabs produced or preserved                                     |  |
| 254  | 16053000 | Lobster produced or preserved                                   |  |
| 255  | 16055200 | Scallops produced or preserved                                  |  |
| 256  | 16055400 | Cuttlefish and squid produced or preserved                      |  |

| Item | HS Code  | Product Name  | Notes  |
|------|----------|---|--|
| 257  | 17011400 | Other cane sugar  | Online shopping bonded goods only.<br><br>Each person imports 17011400, 17019100, 17019910 and 17019990 commodities, totaling no more than 20 kilograms per year   |
| 258  | 17019100 | Sugar with spices or colorants  | Online shopping bonded goods only.<br><br>Each person imports 17011400, 17019100, 17019910 and 17019990 commodities, totaling no more than 20 kilograms per year   |
| 259  | 17019910 | Granulated sugar  | Online shopping bonded goods only.<br><br>Each person imports 17011400, 17019100, 17019910 and 17019990 commodities, totaling no more than 20 kilograms per year   |
| 260  | 17019990 | Other refined sugar   | Online shopping bonded goods only.<br><br>Each person imports 17011400, 17019100, 17019910 and 17019990 commodities, totaling no more than 20 kilograms per year   |
| 261  | 17021100 | Anhydrous lactose, by weight content > 99%                            |  |
| 262  | 17022000 | Maple sugar and maple syrup   |  |
| 263  | 17023000 | Glucose and Syrup with Low Fructose Content                           |  |
| 264  | 17024000 | Glucose and Syrup with medium Fructose Content                        |  |
| 265  | 17026000 | Other fructose and syrup  |  |
| 266  | 17029011 | Aqueous solution of sucrose or beet sugar free of spices or colorants | Online shopping bonded goods only.<br><br>Total annual imports per person of commodities listed under 17011400, 17019100, 17019910, 17019990, 17029011, 17029012, 17029090, 21069061 and 21069062 cannot exceed a total of 2 kg. |

| Item | HS Code  | Product Name  | Notes  |
|------|----------|---|--|
| 267  | 17029012 | Simple solid mixture of sugar sugar, beet sugar, and other sugars containing more than 50% sucrose without spices or colorants. | Online shopping bonded goods only.<br><br>Total annual imports per person of commodities listed under 17011400, 17019100, 17019910, 17019990, 17029011, 17029012, 17029090, 21069061 and 21069062 cannot exceed a total of 2 kg. |
| 268  | 17029090 | Other solid sugars  | Online shopping bonded goods only.<br><br>Total annual imports per person of commodities listed under 17011400, 17019100, 17019910, 17019990, 17029011, 17029012, 17029090, 21069061 and 21069062 cannot exceed a total of 2 kg  |
| 269  | 17031000 | Cane Molasses   |  |
| 270  | 17041000 | Chewing gum, whether or not wrapped in sugar  |  |
| 271  | 17049000 | Other non-cocoa candies   |  |
| 272  | 18010000 | Raw or roasted whole or broken cocoa beans  | Raw cocoa beans online shopping bonded goods only  |
| 273  | 18050000 | Cocoa powder without sugar or other sweeteners  |  |
| 274  | 18061000 | Cocoa Powder Containing Sugar or Other Sweet Substances   |  |
| 275  | 18062000 | Cocoa-containing foods net weight more than 2 kg per piece  |  |
| 276  | 18063100 | Other cacao-containing foods sandwiched in bulk or strips   |  |
| 277  | 18063200 | Other non-sandwich bulk or strip foods containing cocoa   |  |
| 278  | 18069000 | Other chocolates and foods containing cocoa   |  |
| 279  | 19011010 | Formula milk powder   |  |
| 280  | 19011090 | Other retail packaged foods for infants and young children  |  |
| 281  | 19012000 | Preparations and dough for baking bread and pastries  |  |



| Item | HS Code  | Product Name  | Notes |
|------|----------|---|-------|
| 282  | 19019000 | Other unlisted in HS code food with refined wheat                                 |       |
| 283  | 19021100 | Unstuffed or unprocessed egg-containing wheaten food                              |       |
| 284  | 19021900 | Other unstuffed or unprocessed wheaten food                                       |       |
| 285  | 19022000 | Stuffed wheaten food  |       |
| 286  | 19023010 | Dried rice noodles  |       |
| 287  | 19023020 | Glass rice noodles  |       |
| 288  | 19023030 | Ready-to-eat or instant-cook noodles  |       |
| 289  | 19023090 | Other pasta   |       |
| 290  | 19024000 | Couscous  |       |
| 291  | 19030000 | Tapioca and substitutes therefor prepared from starch                             |       |
| 292  | 19041000 | Prepared foods obtained by the swelling or roasting of cereals or cereal products |       |
| 293  | 19042000 | Food made from uncooked cereal slices   |       |
| 294  | 19043000 | Bulgur wheat  |       |
| 295  | 19049000 | Other cereal products   |       |
| 296  | 19051000 | Crispbread  |       |
| 297  | 19053100 | Sweet biscuits  |       |
| 298  | 19053200 | Waffles and Eucharist   |       |
| 299  | 19054000 | Dry bread, toast and similar toast  |       |
| 300  | 19059000 | Other breads, cakes, biscuits and baked cakes                                     |       |
| 301  | 20011000 | Cucumbers and gherkins, prepared or preserved by vinegar or acetic acid           |       |

| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 302  | 20019090 | Other fruits, vegetables and edible plants prepared or preserved by vinegar                              | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 303  | 20021010 | Tomatoes, whole or in pieces, prepared or preserved otherwise than by vinegar, canned                    |  |
| 304  | 20021090 | Other whole or sliced Tomatoes, whole or in pieces, prepared or preserved otherwise than by vinegar      |  |
| 305  | 20029011 | Tomatoes paste, in air tight containers, weighing not more than 5kg                                      |  |
| 306  | 20029090 | Crushed tomatoes made without vinegar  |  |
| 307  | 20031019 | Other mushrooms, in air tight containers, prepared or preserved otherwise than by vinegar or acetic acid |  |
| 308  | 20031090 | Other mushrooms prepared or preserved otherwise than by vinegar or acetic acid                           |  |
| 309  | 20051000 | Unfrozen Homogenized Vegetables Made without Vinegar   |  |
| 310  | 20052000 | Unfrozen potatoes made without vinegar   | Online shopping bonded goods only  |
| 311  | 20054000 | Unfrozen peas made without vinegar   |  |
| 312  | 20055199 | Other uncooled cowpeas and kidney beans prepared or preserved without vinegar or acetic acid             |  |
| 313  | 20055990 | Other cowpeas and beans prepared or preserved without vinegar  |  |
| 314  | 20057000 | Unfrozen olives prepared or preserved without vinegar  |  |
| 315  | 20058000 | Unfrozen sweet corn prepared or preserved without vinegar  |  |

| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 316  | 20059970 | Unfrozen garlic products not made from vinegar                                 | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 317  | 20059991 | Canned other vegetables and assorted vegetables                                |  |
| 318  | 20059999 | Other vegetables and assorted vegetables prepared or preserved without vinegar | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 319  | 20060090 | Other sweetened vegetables, fruits, nuts, peels                                |  |
| 320  | 20071000 | Homogenized fruit food being cooked preparations                               |  |
| 321  | 20079100 | Citrus fruits being cooked preparations  |  |
| 322  | 20079910 | Other jams and jelly cans being cooked preparations                            |  |
| 323  | 20079990 | Other jams and jellies being cooked preparations                               |  |
| 324  | 20081110 | Canned peanuts   |  |
| 325  | 20081120 | Baked peanuts  |  |
| 326  | 20081130 | Peanut butter  |  |
| 327  | 20081190 | Other peanuts made without vinegar   |  |
| 328  | 20081910 | Canned walnut kernel   |  |
| 329  | 20081920 | Other nuts Canned  |  |
| 330  | 20081999 | Other nuts and Kernels   |  |
| 331  | 20082090 | Other pineapples made without vinegar  |  |
| 332  | 20083010 | Canned citrus fruits   |  |

| Item | HS Code  | Product Name   | Notes |
|------|----------|--|-------|
| 333  | 20084010 | Canned pear  |       |
| 334  | 20085000 | Apricots made without vinegar  |       |
| 335  | 20086090 | Other cherries made or preserved in other ways   |       |
| 336  | 20087010 | Canned peach   |       |
| 337  | 20087090 | Other peaches made without vinegar   |       |
| 338  | 20088000 | Strawberries made without vinegar  |       |
| 339  | 20089300 | Cranberries made or preserved in other ways  |       |
| 340  | 20089700 | Mixed fruit made or preserved in other ways  |       |
| 341  | 20089931 | Seasoned seaweed   |       |
| 342  | 20089934 | Roasted seaweed  |       |
| 343  | 20089939 | Other seaweed and algae products   |       |
| 344  | 20089990 | Other fruit, nuts and other edible parts of plants, otherwise prepared or preserved, not elsewhere specified or included |       |
| 345  | 20091200 | Non-frozen orange juice with a Brix value not exceeding 20   |       |
| 346  | 20091900 | Other orange juice   |       |
| 347  | 20092100 | Grapefruit (including pomelo) juice with a Brix value not exceeding 20   |       |
| 348  | 20092900 | Other grapefruit (including pomelo) juice  |       |
| 349  | 20093110 | Lemon juice with a Brix value not exceeding 20   |       |
| 350  | 20093190 | Other unmixed orange juices with a Brix value not exceeding 20 are fruit juices.   |       |
| 351  | 20094100 | Pineapple juice with a Brix value not exceeding 20   |       |



| Item | HS Code  | Product Name  | Notes |
|------|----------|---|-------|
| 352  | 20095000 | Tomato juice  |       |
| 353  | 20096100 | Grape juice with a Brix value not exceeding 30, including wine-making grape juice |       |
| 354  | 20096900 | Grape juice, including wine grape juice   |       |
| 355  | 20097100 | Apple juice with a Brix value not exceeding 20                                    |       |
| 356  | 20097900 | Other apple juice   |       |
| 357  | 20098100 | Cranberry juice   |       |
| 358  | 20098912 | Mango juice   |       |
| 359  | 20098913 | Passion fruit juice   |       |
| 360  | 20098914 | Guava juice   |       |
| 361  | 20098915 | Pear juice  |       |
| 362  | 20098916 | Seabuckthorn juice  |       |
| 363  | 20098919 | Other unmixed fruit juices  |       |
| 364  | 20098920 | Other Unmixed Vegetable Juice   |       |
| 365  | 20099010 | Mixed fruit juice   |       |
| 366  | 20099090 | Mixed Vegetable Juice, Fruit and Vegetable Juice                                  |       |
| 367  | 21011100 | Coffee concentrate  |       |
| 368  | 21011200 | Products based on coffee concentrate or coffee                                    |       |
| 369  | 21012000 | Concentrated Essence of Tea and Yerba Mate and Their Products                     |       |
| 370  | 21013000 | Baked Coffee Substitutes and Concentrated Concentrate                             |       |
| 371  | 21023000 | Baking powder   |       |
| 372  | 21031000 | soy sauce   |       |
| 373  | 21032000 | Ketchup and other tomato sauces   |       |

| Item | HS Code  | Product Name   | Notes   |
|------|----------|--|---|
| 374  | 21033000 | Mustard powder and its seasoning   |   |
| 375  | 21039090 | Other condiments   |   |
| 376  | 21041000 | Soup and its products  |   |
| 377  | 21042000 | Homogenized mixed foods  |   |
| 378  | 21050000 | Ice cream and other frozen foods, whether or not containing cocoa        |   |
| 379  | 21061000 | Concentrated Protein and Artificial Protein Substances                   |   |
| 380  | 21069030 | Royal jelly preparation  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.  |
| 381  | 21069040 | Coconut milk   |   |
| 382  | 21069050 | Seal oil capsule   |   |
| 383  | 21069061 | Aqueous solution of sucrose or beet sugar containing spices or colorants | <p>Online shopping bonded goods only.</p> <p>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.</p> <p>Total annual imports per person of commodities listed under 17011400, 17019100, 17019910, 17019990, 17029011, 17029012, 17029090, 21069061 and 21069062 cannot exceed a total of 2 kg.</p> |

| Item | HS Code  | Product Name  | Notes   |
|------|----------|---|---|
| 384  | 21069062 | Simple solid mixture of sucrose, beet sugar, and other food ingredients containing more than 50% sucrose in spices or colorants | <p>Online shopping bonded goods only.</p> <p>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.</p> <p>Total annual imports per person of commodities listed under 17011400, 17019100, 17019910, 17019990, 17029011, 17029012, 17029090, 21069061 and 21069062 cannot exceed a total of 2 kg.</p> |
| 385  | 21069090 | Other food not elsewhere specified or included  | Except those listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora  |
| 386  | 22011010 | Unsweetened and Unflavored Mineral Water  |   |
| 387  | 22011020 | Unsweetened and Unflavored soda water   |   |
| 388  | 22019011 | Packaged natural water  |   |
| 389  | 22019019 | Unpackaged natural water  |   |
| 390  | 22019090 | Other water, ice and snow   |   |
| 391  | 22021000 | Water with flavor, sugar or other sweeteners  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.  |
| 392  | 22029100 | Alcohol free beer   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.  |
| 393  | 22029900 | Other non-alcoholic beverages   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species.  |

| Item | HS Code  | Product Name   | Notes |
|------|----------|--|-------|
| 394  | 22030000 | Beer brewed from malt  |       |
| 395  | 22041000 | Grape sparkling wine   |       |
| 396  | 22042100 | Small packages of Wine made from fresh grapes  |       |
| 397  | 22042900 | Other packaged Wine made from fresh grapes   |       |
| 398  | 22043000 | Other wine grape juice   |       |
| 399  | 22051000 | Vermouth and other wines made from fresh grapes with plants or spices-in containers of 2000 ml or less |       |
| 400  | 22059000 | Vermouth and other wines made from fresh grapes with plants or spices-other                            |       |
| 401  | 22060010 | Yellow rice wine   |       |
| 402  | 22060090 | Other fermented beverages  |       |
| 403  | 22082000 | Spirits made from distilled wine   |       |
| 404  | 22083000 | Whisky   |       |
| 405  | 22084000 | Rum and other spirits made from fermented sugarcane products   |       |
| 406  | 22085000 | Gin  |       |
| 407  | 22086000 | Vodka  |       |
| 408  | 22087000 | Liqueur and cordill  |       |
| 409  | 22089010 | Other tequila  |       |
| 410  | 22089020 | Liquor and spirits   |       |
| 411  | 22089090 | Other alcoholic drinks   |       |
| 412  | 22090000 | Vinegar substitutes made from vinegar and acetic acid  |       |
| 413  | 23024000 | Other grain chaff, bran and other residues   |       |
| 414  | 23065000 | Coconut or dried coconut oil residue cake and solid residue  |       |



| Item | HS Code  | Product Name  | Notes   |
|------|----------|---|---|
| 415  | 23091010 | Canned dog or cat food in retail packaging  | Online shopping bonded goods and Quarantined Access Products only   |
| 416  | 23091090 | other retail packaging dog or cat foods   |   |
| 417  | 23099010 | Feed additives manufactured   |   |
| 418  | 23099090 | Other formulated animal feed  | Online shopping bonded goods and Quarantined Access Products only   |
| 419  | 25010011 | Edible salt   |   |
| 420  | 25010019 | Other salts   |   |
| 421  | 27101991 | Lubricating oil   |   |
| 422  | 27101992 | Lubricating grease  |   |
| 423  | 28112210 | Silica gel  |   |
| 424  | 28352600 | Other calcium phosphate   |   |
| 425  | 28363000 | Sodium bicarbonate (baking soda)  |   |
| 426  | 28365000 | Calcium carbonate   |   |
| 427  | 28539010 | Distilled water   |   |
| 428  | 28539090 | Other inorganic compounds, liquid air, compressed air, amalgams, Except precious metal amalgams | Except for goods listed in the Catalogue of Toxic Chemicals with Strict Restrictions in China   |
| 429  | 29012990 | Other unsaturated acyclic hydrocarbons  | Except for commodities listed in the Catalogue of Pesticide Import and Export Administration  |
| 430  | 29054910 | Xylitol   |   |
| 431  | 29146200 | Coenzyme Q10  |   |
| 432  | 29161500 | Oleic acid, linoleic acid or linolenic acid and their salts and esters                          |   |
| 433  | 29232000 | Lecithin and other Phosphoamino lipids  |   |
| 434  | 29239000 | Other Quaternary Ammonium Salts and Quaternary Ammonium Bases                                   | Except for commodities listed in the Catalogue of Pesticide Import and Export Administration and the Catalogue of Toxic Chemicals with Strict Restrictions in China |

| Item | HS Code  | Product Name  | Notes  |
|------|----------|---|--|
| 435  | 29252900 | Other imines and their salts and derivatives  | Creatine monohydrate only  |
| 436  | 29322090 | Other lactone   | Except for commodities listed in the Catalogue of Pesticide Import and Export Administration   |
| 437  | 29329990 | Other heterocyclic compounds containing only oxygen heteroatoms   | Except for commodities listed in the Catalogue of Pesticide Import and Export Administration and the Catalogue of Toxic Chemicals with Strict Restrictions in China.<br><br>Except narcotic drugs and psychotropic drugs |
| 438  | 29362100 | Unmixed Vitamin A and Its Derivatives   |  |
| 439  | 29362200 | Unmixed Vitamin B1 and Its Derivatives  |  |
| 440  | 29362300 | Unmixed Vitamin B2 and Its Derivatives  |  |
| 441  | 29362400 | Unmixed D or DL-pantothenic acid and its derivatives  |  |
| 442  | 29362500 | Unmixed vitamin B6 and its derivatives  |  |
| 443  | 29362600 | Unmixed Vitamin B12 and Its Derivatives   |  |
| 444  | 29362700 | Unmixed Vitamin C and Its Derivatives   |  |
| 445  | 29362800 | Unmixed Vitamin E and Its Derivatives   |  |
| 446  | 29362900 | Other unmixed vitamins and their derivatives  | Except for commodities listed in the Catalogue of Pesticide Import and Export Administration   |
| 447  | 29369010 | Vitamin AD3   |  |
| 448  | 29369090 | Other Vitamins, Mixed Vitamins and Their Derivatives  |  |
| 449  | 29381000 | Rutin and its derivatives   |  |
| 450  | 29400090 | Other chemical pure sugar   |  |
| 451  | 30049051 | Traditional Chinese medicine liquor (mixed or non-mixed, prescribed dosage or retail packaging for disease treatment or prevention) |  |

| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 452  | 30049054 | Essential balm, menthocomphorate (mixed or non-mixed, prescribed dose or retail packaging for disease treatment or prevention)   |  |
| 453  | 30051010 | Rubber paste (medicated or retail packaged for medical, surgical, dental or veterinary use)  |  |
| 454  | 30051090 | Other adhesive dressings and articles with adhesive coatings (medicated or retail packaging for medical, surgical, dental or veterinary purposes)  |  |
| 455  | 30059010 | Drug cotton, gauze, bandage (medicated or retail packaging for medical, surgical, dental or veterinary purposes)   |  |
| 456  | 30059090 | Other Medical Soft Fillers and Similar Articles (Drug dipped or retail packaged for medical, surgical, dental or veterinary purposes)  |  |
| 457  | 30061000 | Aseptic surgical gut; aseptic laminate, aseptic adhesive tape, aseptic absorbent hemostatic material, aseptic adhesive barrier material for surgery or dentistry and similar aseptic material                            |  |
| 458  | 30067000 | Gelatin products specially used for human or veterinary purposes as a lubricant for body parts during surgery or physical examination, or as a mixture between body and medical devices.                                 |  |
| 459  | 32030019 | Other vegetable pigments and products with their basic components include dye extracts (whether chemically defined or not); products with vegetable pigments as their basic components described in Note 3 to Chapter 32 | <p>Except for commodities listed in the Catalogue of Import and Export License Administration of Dual-use Items and Technologies.</p> <p>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species</p> |

| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 460  | 32041700 | Pigments and products based on them (whether or not chemically determined)                   |  |
| 461  | 32042000 | Organic synthetic products used as fluorescent whiteners (whether chemically defined or not) |  |
| 462  | 32131000 | Complete sets of pigments (for artists, students and advertising artists)                    |  |
| 463  | 32151900 | Other printing inks (whether solid or concentrated), other than black printing inks          | Household printer ink only   |
| 464  | 32159010 | Writing ink (whether solid or concentrated)  |  |
| 465  | 32159090 | Drawing ink and other inks (whether solid or concentrated)                                   |  |
| 466  | 33011200 | Orange oil (including extract and purified oil)  |  |
| 467  | 33011300 | Lemon oil (including extract and purified oil)   |  |
| 468  | 33011990 | Essential oils (including extracts and purified oils) of other citrus fruits                 |  |
| 469  | 33012500 | Other peppermint oils (including extracts and purified oils)                                 |  |
| 470  | 33012920 | Citronella oil (including extracts and purified oils)  |  |
| 471  | 33012960 | Eucalyptus Leaf Oil (including Extract and Pure Oil)   |  |
| 472  | 33012999 | Essential oils (including extracts and purified oils) of other non-citrus fruits             | <p>Except for commodities listed in the Catalogue of Import and Export License Administration of Dual-use Items and Technologies.</p> <p>Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora.</p> |

| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 473  | 33013090 | Other balsam   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 474  | 33019010 | Oleoresin extracted  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 475  | 33019090 | Fats, fixing oils, waxes and analogues containing concentrated essential oils prepared by flower-scent absorption or impregnation methods; terpene by-products obtained from de-terpenoidation of essential oils (except citrus fruits); aqueous solutions and distillates of essential oils |  |
| 476  | 33029000 | Mixtures and products of other industrial spices and spices  |  |
| 477  | 33030000 | Perfume and toilet water   |  |
| 478  | 33041000 | Lip cosmetics  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 479  | 33042000 | Eye cosmetics  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 480  | 33043000 | Finger (toe) nail cosmetics  |  |
| 481  | 33049100 | Perfume powder, whether or not pressed   |  |



| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 482  | 33049900 | Other cosmetics or beauty products and skin care products                    | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 483  | 33051000 | Shampoo  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 484  | 33052000 | Preparations for permanent waving or straightening                           |  |
| 485  | 33053000 | Hair spray   |  |
| 486  | 33059000 | Other hair care products   |  |
| 487  | 33061010 | Toothpaste   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 488  | 33061090 | Other cleaning products  |  |
| 489  | 33062000 | Dental floss   |  |
| 490  | 33069010 | Gargle   |  |
| 491  | 33069090 | Other oral and dental cleansers  |  |
| 492  | 33071000 | Shaving preparations   |  |
| 493  | 33072000 | Human deodorant and antiperspirant   |  |
| 494  | 33073000 | Bath salts and other bath preparations                                       |  |
| 495  | 33074100 | Incense and other aromatic products emitted by burning                       |  |
| 496  | 33074900 | Indoor deodorizing products  |  |
| 497  | 33079000 | Dehairing agents, other not listed aromatic products and cosmetic toiletries |  |

| Item | HS Code  | Product Name   | Notes   |
|------|----------|--|---|
| 498  | 34011100 | Soap and organic surface-active products and preparations , for toilet use(including medicated products, in the form of bars, cakes, moulded pieces or shapes) |   |
| 499  | 34011910 | Laundry soap   |   |
| 500  | 34011990 | Laundry soap   |   |
| 501  | 34012000 | Soap of other shapes   |   |
| 502  | 34013000 | Organic surfactant products and products for skin cleansing, liquid or paste and made into retail packaging, whether or not containing soap                    |   |
| 503  | 34023100 | Linear alkylbenzenesulfonic acid and its salts   |   |
| 504  | 34023900 | Other anionic organic surfactants  |   |
| 505  | 34024100 | Cationic organic surfactant  |   |
| 506  | 34024200 | Nonionic organic surfactant  | Except for goods listed in the Catalogue of Toxic Chemicals with Strict Restrictions in China |
| 507  | 34024900 | Other organic surfactants  |   |
| 508  | 34025010 | Synthetic washing powder   |   |
| 509  | 34025090 | Organic surfactant products  |   |
| 510  | 34029000 | Non-retail packaging organic surfactant products, detergents and detergents  |   |
| 511  | 34039900 | Lubricants (oils not containing petroleum or extracted from bituminous minerals)   |   |
| 512  | 34049000 | Other Artificial Waxes and Modulated Waxes   |   |
| 513  | 34051000 | Polishing agents and similar products for shoes or leather   |   |
| 514  | 34052000 | Polishing agent and similar products for maintenance of wood products  |   |

| Item | HS Code  | Product Name  | Notes  |
|------|----------|---|--|
| 515  | 34053000 | Polishes and similar preparations for coachwork, other than metal polishes                                  |  |
| 516  | 34054000 | Scrubbing Cream, Detergent Powder and Similar Products  |  |
| 517  | 34059000 | A polishing agent for glass or metal.   |  |
| 518  | 34060000 | Various candles and analogues   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 519  | 34070090 | Plastic ointment  |  |
| 520  | 35011000 | Casein  |  |
| 521  | 35021100 | Dried ovalbumin   |  |
| 522  | 35022000 | Lactoalbumin, including two or more whey protein concentrates   |  |
| 523  | 35029000 | Other albumins and albumin salts and their derivatives  |  |
| 524  | 35030010 | Gelatin and its derivatives   |  |
| 525  | 35030090 | Isinglass; other glues of animal origin   | Online shopping bonded goods and Quarantined Access Products only  |
| 526  | 35040090 | Other unlisted proteins and their derivatives, hide powder  |  |
| 527  | 35052000 | Adhesive based on starch, dextrin or other modified starch  |  |
| 528  | 35061000 | Products suitable for use as adhesives or adhesives, retail packages of less than 1 kg net weight per piece |  |
| 529  | 35069110 | Adhesive based on polyamide   |  |
| 530  | 35069190 | Adhesives based on other rubber or plastics   |  |
| 531  | 35069900 | Other modulating adhesives and adhesives  |  |

| Item | HS Code  | Product Name  | Notes  |
|------|----------|---|--|
| 532  | 35079090 | Other Enzymes and Unlisted Enzyme Products  |  |
| 533  | 37031010 | Unexposed photosensitive paper and cardboard in rolls, width > 610 mm   |  |
| 534  | 37032010 | Photosensitive paper and cardboard for unexposed color photography, not rolled or less than 610 mm in width   |  |
| 535  | 38021010 | Wood based activated carbon   |  |
| 536  | 38029000 | Active natural mineral products; animal carbon black (including waste animal carbon black)  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 537  | 38089111 | Mosquito incense  |  |
| 538  | 38089119 | Retail packaging pesticides   | Except for commodities listed in the Catalogue of Pesticide Import and Export Administration   |
| 539  | 38089210 | Retail Packaging Fungicides   | Except for commodities listed in the Catalogue of Pesticide Import and Export Administration   |
| 540  | 38089400 | Disinfectant  | Except for veterinary disinfectants  |
| 541  | 38099100 | Other finishing agents, dye carriers to accelerate the dyeing or fixing of dyestuffs and other products and preparations, of a kind used in the textile or like industries, not elsewhere specified or included | Clothing softener only   |
| 542  | 38101000 | Metal surface pickling agent; welding powder or paste made of metal and other materials   |  |
| 543  | 38221900 | Other diagnostic or experimental reagents attached to the backing   | Except for commodities managed as medical devices  |
| 544  | 38249920 | Deinking agent, wax paper correction solution and similar products  |  |
| 545  | 38249999 | Deinking agent, wax paper correction solution and similar products  |  |

| Item | HS Code  | Product Name   | Notes                                |
|------|----------|--|--------------------------------------|
| 546  | 39173200 | Chemical products and accessories of chemical industry and related industries, not elsewhere specified or included |                                      |
| 547  | 39173900 | Other plastic pipes without accessories  |                                      |
| 548  | 39181090 | Other pipes made of plastic  |                                      |
| 549  | 39189090 | Floor Paving Products Made of Vinyl Chloride Polymer   |                                      |
| 550  | 39191099 | Other plastic floor products   |                                      |
| 551  | 39199090 | Other rolled plastic adhesive sheets of other materials with a width of less than 20 cm                            |                                      |
| 552  | 39201090 | Other self-adhesive plastic sheets, sheets, membranes and other materials  |                                      |
| 553  | 39204300 | Other Ethylene Polymer Plates, Sheets and Bands  |                                      |
| 554  | 39204900 | plates, sheets, film, foil and strip of PVC, with plasticizer content less than 6% by weight                       | Household use preservative film only |
| 555  | 39206200 | Polyethylene terephthalate sheet foil flat strip   |                                      |
| 556  | 39209100 | Polyvinyl butyral sheet, sheet, film, foil and flat strip  |                                      |
| 557  | 39209990 | Non-foamed plastic sheets made of other plastics   |                                      |
| 558  | 39211100 | Foam polystyrene board, sheet, strip, foil and flat strip  |                                      |
| 559  | 39211290 | Foamed polyvinyl chloride plates, sheets, strips, foils and flat strips  |                                      |
| 560  | 39211390 | Foam polyurethane board, sheet, strip, foil and flat strip   |                                      |
| 561  | 39211990 | Other foam sheets, sheets, films, foils and flat strips  |                                      |



| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 562  | 39219090 | Unlisted Plastic Plates, Sheets, Films, Foils and Flats                                      |  |
| 563  | 39221000 | Plastic bathtub, shower plate and washbasin  |  |
| 564  | 39222000 | Plastic toilet seat ring and cover   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 565  | 39229000 | Plastic bedpan, pumping tank and other similar sanitary ware                                 |  |
| 566  | 39231000 | Plastic boxes, boxes and similar products  |  |
| 567  | 39232100 | Ethylene Polymer Bags and Bags   |  |
| 568  | 39232900 | Other plastic bags and bags  |  |
| 569  | 39233000 | Plastic altars, bottles and similar articles   |  |
| 570  | 39235000 | Plastic stoppers, lids and similar products  |  |
| 571  | 39239000 | Other plastic products for transport or packaging  |  |
| 572  | 39241000 | Plastic tableware and kitchen utensils   |  |
| 573  | 39249000 | Other household appliances and sanitary or toilet appliances made of plastics                |  |
| 574  | 39251000 | Plastic hoarding, cabinets, cans, barrels and similar containers                             |  |
| 575  | 39261000 | Plastic products for office or school use  |  |
| 576  | 39262011 | Polyvinyl chloride sparse gloves (including finger gloves, mittens and open-fingered gloves) |  |
| 577  | 39262090 | Other plastic clothes and accessories  |  |

| Item | HS Code  | Product Name   | Notes |
|------|----------|--|-------|
| 578  | 39263000 | Accessories for Plastic Furniture, Carriage and Similar Products           |       |
| 579  | 39264000 | Plastic sculptures and other decorations                                   |       |
| 580  | 39269010 | Parts for Plastic Machines and Instruments                                 |       |
| 581  | 39269090 | Other plastic products   |       |
| 582  | 40070000 | Vulcanized rubber thread and rope  |       |
| 583  | 40081100 | Plates, sheets and belts made of sponge vulcanized rubber                  |       |
| 584  | 40081900 | Profiles, Profiles and Rods Made of Sponge Vulcanized Rubber               |       |
| 585  | 40141000 | Condom Made of Vulcanized Rubber   |       |
| 586  | 40149000 | Other Health and Medical Supplies Made of Vulcanized Rubber                |       |
| 587  | 40151900 | Other Gloves Made of Vulcanized Rubber                                     |       |
| 588  | 40159090 | Other Vulcanized Rubber Clothing Products and Accessories                  |       |
| 589  | 40161090 | Other Products Made of Vulcanized Sponge Rubber                            |       |
| 590  | 40169200 | Rubber Eraser Made of Vulcanized Rubber                                    |       |
| 591  | 40169390 | Other gaskets, gaskets and other sealing gaskets made of vulcanized rubber |       |
| 592  | 40169500 | Vulcanized rubber for other inflatable products                            |       |
| 593  | 40169990 | Other Unlisted Vulcanized Rubber Products                                  |       |
| 594  | 40170020 | Hard rubber products   |       |

| Item | HS Code  | Product Name  | Notes  |
|------|----------|---|--|
| 595  | 42010000 | Saddlery and harness for any animal(including traces, leads, knee pads, muzzles, saddle cloths, saddle bags, dog coats and the like), of any material (other than the material of wild animals) | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 596  | 42021110 | Suitcases with leather and recycled leather   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 597  | 42021190 | Luggage bag made of leather and recycled leather  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 598  | 42021210 | Suitcases with plastic or textile fabrics   |  |
| 599  | 42021290 | Other bags made of plastic or textile materials   |  |
| 600  | 42021900 | Luggage made of other materials   |  |
| 601  | 42022100 | Handbags made of leather and recycled leather   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 602  | 42022200 | Handbags made of plastic sheets or textile materials  |  |
| 603  | 42022900 | Handbags made of steel paper or cardboard   |  |
| 604  | 42023100 | Wallets and other articles made of leather and recycled leather   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 605  | 42023200 | Purses and other articles made of plastics or textiles  |  |

| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 606  | 42023900 | Goods such as wallets made of steel paper or cardboard         |  |
| 607  | 42029100 | Other containers made of leather and recycled leather          | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 608  | 42029200 | Other containers with plastic or textile surfaces              |  |
| 609  | 42029900 | Other containers made of steel paper or cardboard              |  |
| 610  | 42031000 | Clothing made of leather or recycled leather                   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 611  | 42032100 | Gloves made of leather or recycled leather for sports          | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 612  | 42032990 | Other gloves made of leather or recycled leather               | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 613  | 42033010 | Belt made of leather or recycled leather                       | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 614  | 42034000 | Other clothing accessories made of leather or recycled leather | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |

| Item | HS Code  | Product Name  | Notes  |
|------|----------|---|--|
| 615  | 42050090 | Other products of leather or recycled leather                                 | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 616  | 43031010 | Articles of apparel made of fur   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 617  | 43039000 | Other articles made of fur  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 618  | 43040020 | Artificial fur products   |  |
| 619  | 44141000 | Picture frames, picture frames, mirror frames and the like of tropical wood   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 620  | 44149010 | Picture frames, photo frames, mirror frames and the like of radiant pine wood | Online shopping bonded goods only  |
| 621  | 44149090 | Other wooden picture frames, picture frames, mirror frames and the like       | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 622  | 44191100 | Bamboo breadboard, chopping board and similar boards                          |  |
| 623  | 44191210 | Bamboo disposable chopsticks  |  |
| 624  | 44191290 | Other chopsticks made from bamboo   |  |
| 625  | 44191900 | Other tableware and kitchen utensils made of bamboo                           |  |



| Item | HS Code  | Product Name  | Notes  |
|------|----------|---|--|
| 626  | 44192000 | Tropical wooden tableware and kitchen utensils                | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 627  | 44199010 | Wooden disposable chopsticks                                  |  |
| 628  | 44199090 | Other wooden tableware and kitchen utensils                   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 629  | 44201190 | Other tropical wooden figurines and other ornaments           | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 630  | 44201990 | Other wooden and bamboo figurines and other decorations       | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 631  | 44209090 | Wooden boxes and similar articles; non-floor wooden furniture | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 632  | 44211000 | Wooden hanger   |  |
| 633  | 44219190 | Other unlisted bamboo products                                | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |

| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 634  | 44219910 | Wooden sticks, popsicles sticks, spatula and similar disposable products   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 635  | 44219990 | Other unlisted wood products   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 636  | 45041000 | Suppression of cork  | Except for reels, quilts, barrels, sewing spools and similar articles  |
| 637  | 46021100 | Blocks, plates, sheets and strips of cork; bricks and tiles of any shape; solid cylinders, including original sheets   |  |
| 638  | 48026200 | Baskets and other products made of bamboo  |  |
| 639  | 48030000 | Other uncoated paper and cardboard for writing, printing, etc. contain more than 10% of the total weight of the fibers manufactured by mechanical method. In sheeting, one side is less than 435mm and the other side is less than 297mm (in unfolded form). |  |
| 640  | 48061000 | Toilet paper, tissue paper, napkins and similar paper  |  |
| 641  | 48114100 | Vegetable parchment  |  |
| 642  | 48115110 | Self-adhesive paper and cardboard  |  |
| 643  | 48115910 | Bleached color photographic paper with double-sided plastic-coated thick paper   |  |
| 644  | 48115991 | Insulating paper and paperboard  |  |
| 645  | 48115999 | Aluminum-plated paper and cardboard coated and impregnated with plastic  |  |

| Item | HS Code  | Product Name   | Notes |
|------|----------|--|-------|
| 646  | 48119000 | Other paper and cardboard coated and impregnated with plastic  |       |
| 647  | 48142000 | Other coated, impregnated and covered paper and cardboard  |       |
| 648  | 48149000 | Wallpaper and similar articles coated or covered with plastic  |       |
| 649  | 48171000 | Other wallpapers and similar articles; transparent paper for windows   |       |
| 650  | 48172000 | Paper sealed postcards, plain postcards and correspondence cards   |       |
| 651  | 48173000 | Paper boxes, bags and clips containing all kinds of paper stationery   |       |
| 652  | 48181000 | Envelope   |       |
| 653  | 48182000 | Small volume (sheet) toilet paper  |       |
| 654  | 48183000 | Small roll (sheet) paper handkerchief and paper towel  |       |
| 655  | 48185000 | Small rolls (sheets) of paper tablecloth and paper napkins   |       |
| 656  | 48189000 | Paper clothes and accessories  |       |
| 657  | 48192000 | Paper sheets and similar household, sanitary and hospital supplies   |       |
| 658  | 48194000 | Foldable boxes, boxes and boxes made of non-corrugated paper or cardboard                                      |       |
| 659  | 48195000 | Other packaging containers for paper, including record covers  |       |
| 660  | 48196000 | Volume boxes, letter trays, storage boxes and similar products used in paper offices, shops and similar places |       |
| 661  | 48201000 | Other paper bags   |       |
| 662  | 48202000 | Paper exercise books   |       |
| 663  | 48203000 | Movable covers of paper (except book covers), folders and file covers  |       |

| Item | HS Code  | Product Name   | Notes |
|------|----------|--|-------|
| 664  | 48204000 | Multiple business form paper, books with carbon paper between the pages  |       |
| 665  | 48205000 | Register book, account book, note-book, order book, receipt book, letterhead book, notebook, diary book and similar articles |       |
| 666  | 48209000 | Paper Sample Book and Paste Book   |       |
| 667  | 48236100 | Plates, plates, pots, cups and the like of bamboo pulp, paper or paperboard  |       |
| 668  | 48236910 | Other plates, plates, pots, cups and the like, of non-wood plant pulp  |       |
| 669  | 48236990 | Other paper stationery, book covers  |       |
| 670  | 48239030 | Paper fan  |       |
| 671  | 48239090 | Other paper or cardboard plates, plates, basins, cups and similar articles   |       |
| 672  | 49019900 | Other Paper and Paper Products   |       |
| 673  | 49029000 | Other books, brochures and similar printed matter  |       |
| 674  | 49030000 | Other newspapers, magazines and periodicals  |       |
| 675  | 49089000 | Children's picture books, paintings or color books   |       |
| 676  | 49090010 | Other transfer decals  |       |
| 677  | 49090090 | Cards with personal greetings, congratulations, or notices, whether or not with pictures, envelopes or trimmed               |       |
| 678  | 49100000 | Printed or pictured postcards  |       |
| 679  | 49111010 | Printed calendars, including calendar cores  |       |
| 680  | 49119100 | Advertisements and similar printed matter of no commercial value   |       |
| 681  | 54076100 | Printed pictures, design drawings and photographs  |       |

| Item | HS Code  | Product Name   | Notes |
|------|----------|--|-------|
| 682  | 56012100 | Other pure polyester non-deformed filament fabrics                                   |       |
| 683  | 56012290 | Flocculent tire made of cotton and other flocculent tire products                    |       |
| 684  | 56012900 | Flocculated tires made of chemical fibers and other flocculated tire products        |       |
| 685  | 56031110 | Flocculating tires and other flocculating products of other materials                |       |
| 686  | 56031190 | Non-woven fabrics impregnated with chemical filaments less than 25g per square meter |       |
| 687  | 56039190 | Other chemical filament nonwovens less than 25g per square meter                     |       |
| 688  | 56039210 | Other non-woven fabrics less than 25g per square meter                               |       |
| 689  | 56039290 | Impregnating other non-woven fabrics with 25G < 70g per square meter                 |       |
| 690  | 56039390 | 25g < 70g / m2 other non-woven fabrics   |       |
| 691  | 56039490 | Other non-woven fabrics with 70g<150g/m2   |       |
| 692  | 56041000 | Other non-woven fabrics > 150g per square meter                                      |       |
| 693  | 56074900 | Rubber thread and rope covered with textile material                                 |       |
| 694  | 56075000 | Polyethylene or polypropylene wires, ropes, cables                                   |       |
| 695  | 56079090 | Other synthetic yarns, ropes, cables and cables                                      |       |
| 696  | 56081900 | Other textile materials: wires, ropes, cables  |       |
| 697  | 56090000 | Other nets made of chemical fibers   |       |
| 698  | 57032100 | Artificial turf of nylon or other polyamides   |       |



| Item | HS Code  | Product Name  | Notes |
|------|----------|---|-------|
| 699  | 57032900 | Other tufted carpets and other tufted floor coverings of nylon or other polyamides  |       |
| 700  | 57050020 | Nylon tufted carpet and other tufted floor products   |       |
| 701  | 57050090 | Other carpets and other floor products made of chemical fibers  |       |
| 702  | 58021090 | Other terry towelling and similar woven terry fabrics, of cotton  |       |
| 703  | 58061090 | Narrow woven pile fabrics (including terry towelling and similar terry fabrics) and chenille fabrics of other textile materials |       |
| 704  | 58110020 | Other materials: narrow pile fabrics and corduroy fabrics   |       |
| 705  | 59112000 | Quilted textile products of wool or fine animal hair,   |       |
| 706  | 61012000 | Screen cloth  |       |
| 707  | 61013000 | Men's overcoats and windbreakers knitted or crocheted from cotton   |       |
| 708  | 61019090 | Men's overcoats knitted or crocheted with chemical fibers   |       |
| 709  | 61021000 | Men's overcoats and windbreakers knitted or crocheted from other textile materials  |       |
| 710  | 61022000 | Wool knitted or crocheted overcoats, windbreakers   |       |
| 711  | 61023000 | Women's overcoats and windbreakers knitted or crocheted from cotton   |       |
| 712  | 61029000 | Women's overcoats knitted or crocheted with chemical fibers   |       |
| 713  | 61031020 | Women's overcoats and windbreakers knitted or crocheted from other textile materials  |       |
| 714  | 61031090 | Men's suits knitted or crocheted with synthetic fibers  |       |

| Item | HS Code  | Product Name   | Notes |
|------|----------|--|-------|
| 715  | 61032200 | Men's suits knitted or crocheted from other textile materials          |       |
| 716  | 61032300 | Men's casual suit of cotton knitted or crocheted                       |       |
| 717  | 61032990 | Men's casual suits knitted or crocheted with synthetic fibers          |       |
| 718  | 61033100 | Knitted or crocheted men's casual suits of other textile materials     |       |
| 719  | 61033200 | Wool knitted or crocheted men's jacket                                 |       |
| 720  | 61033300 | Men's jackets knitted or crocheted from cotton                         |       |
| 721  | 61033900 | Men's jackets knitted or crocheted with synthetic fibers               |       |
| 722  | 61034200 | Knitted or crocheted men's jackets of other textile materials          |       |
| 723  | 61034300 | Cotton knitted or crocheted trousers, overalls, etc.                   |       |
| 724  | 61034900 | Knitted or crocheted men's trousers made of synthetic fibers           |       |
| 725  | 61041300 | Knitted or crocheted trousers of other textile materials               |       |
| 726  | 61042200 | Women's suits knitted or crocheted with synthetic fibers               |       |
| 727  | 61042300 | Cotton knitted or crocheted women's casual suits                       |       |
| 728  | 61042990 | Women's casual suits knitted or crocheted with synthetic fibers        |       |
| 729  | 61043100 | Women's casual suits knitted or crocheted from other textile materials |       |
| 730  | 61043200 | Wool Knitted Blouse  |       |
| 731  | 61043300 | Cotton Knitted Blouse  |       |
| 732  | 61043900 | Knitted blouses made of synthetic fibers                               |       |

| Item | HS Code  | Product Name  | Notes |
|------|----------|---|-------|
| 733  | 61044100 | Knitted blouses of other textile materials                        |       |
| 734  | 61044200 | Wool knitted or crocheted dresses                                 |       |
| 735  | 61044300 | Cotton knitted or crocheted dresses                               |       |
| 736  | 61044400 | Knitted or crocheted dresses made of synthetic fibers             |       |
| 737  | 61044900 | Knitted or crocheted dresses made of human fiber                  |       |
| 738  | 61045100 | Knitted or crocheted dresses of other textile materials           |       |
| 739  | 61045200 | Wool knitted or crocheted skirts and pants                        |       |
| 740  | 61045300 | Cotton knitted skirts and pants                                   |       |
| 741  | 61045900 | Knitted or crocheted skirts and pants made of synthetic fibers    |       |
| 742  | 61046100 | Knitted or crocheted skirts and pants of other textile materials  |       |
| 743  | 61046200 | Cotton knitted or crocheted trousers, overalls, etc.              |       |
| 744  | 61046300 | Women's trousers knitted or crocheted with synthetic fibers, etc. |       |
| 745  | 61046900 | Knitted or crocheted trousers of other textile materials          |       |
| 746  | 61051000 | Men's shirts knitted or crocheted from cotton                     |       |
| 747  | 61052000 | Men's shirts knitted or crocheted from chemical fibers            |       |
| 748  | 61059000 | Knitted or crocheted men's shirts of other textile materials      |       |
| 749  | 61061000 | Women's shirts knitted or crocheted from cotton                   |       |
| 750  | 61062000 | Women's shirts knitted or crocheted from chemical fibers          |       |

| Item | HS Code  | Product Name   | Notes |
|------|----------|--|-------|
| 751  | 61069000 | Women's shirts knitted or crocheted from other textile materials               |       |
| 752  | 61071100 | Cotton knitted or crocheted men's underwear and trousers                       |       |
| 753  | 61071200 | Knitted or crocheted men's underwear and trousers made of chemical fibers      |       |
| 754  | 61072200 | Knitted or crocheted men's pajamas made of chemical fibers                     |       |
| 755  | 61079100 | Cotton knitted or crocheted men's bathrobes and dressing gowns                 |       |
| 756  | 61082100 | Women's triangles and shorts knitted or crocheted from cotton                  |       |
| 757  | 61082200 | Women's triangles and shorts knitted or crocheted from chemical fibers         |       |
| 758  | 61082910 | Women's triangles and shorts knitted or crocheted with silk and silk           |       |
| 759  | 61083100 | Women's pajamas and pajamas knitted or crocheted from cotton                   |       |
| 760  | 61083200 | Women's pajamas and pajamas knitted or crocheted from chemical fibers          |       |
| 761  | 61089100 | Women's bathrobes and dressing gowns knitted or crocheted from cotton          |       |
| 762  | 61089200 | Women's bathrobes and dressing gowns knitted or crocheted from chemical fibers |       |
| 763  | 61091000 | Knitted or crocheted T-shirts, sweaters, etc. of cotton                        |       |
| 764  | 61099010 | Knitted or crocheted T-shirts, sweaters, etc. of silk and silk                 |       |
| 765  | 61099090 | Knitted or crocheted T-shirts, sweaters, etc. of other textile materials       |       |
| 766  | 61101100 | Knitted or crocheted pullovers made of wool, etc.                              |       |

| Item | HS Code  | Product Name  | Notes |
|------|----------|---|-------|
| 767  | 61101200 | Knitted or crocheted pullovers of fine wool from Kashmir goats, etc.          |       |
| 768  | 61101910 | Other goat fine wool knitted or crocheted pullovers, etc.                     |       |
| 769  | 61101990 | Other woolen knitted or crocheted pullovers, etc.                             |       |
| 770  | 61102000 | Cotton knitted or crocheted pullovers, etc.                                   |       |
| 771  | 61103000 | Knitted or crocheted pullovers made of chemical fibers, etc.                  |       |
| 772  | 61109010 | Knitted or crocheted pullovers made of silk and silk, etc.                    |       |
| 773  | 61109090 | Knitted or crocheted pullovers of other textile materials                     |       |
| 774  | 61112000 | Cotton knitted or crocheted baby clothing and accessories                     |       |
| 775  | 61113000 | Knitted baby clothing and accessories made of synthetic fibers                |       |
| 776  | 61119010 | Wool knitted or crocheted baby clothing and accessories                       |       |
| 777  | 61119090 | Knitted or crocheted baby clothing and accessories of other textile materials |       |
| 778  | 61121100 | Knitted or crocheted sportswear made of cotton                                |       |
| 779  | 61121200 | Knitted or crocheted sportswear made of synthetic fibers                      |       |
| 780  | 61121900 | Knitted or crocheted sportswear of other textile materials                    |       |
| 781  | 61123100 | Men's swimsuits knitted or crocheted with synthetic fibers                    |       |
| 782  | 61124100 | Women's swimsuits knitted or crocheted with synthetic fibers                  |       |
| 783  | 61130000 | Clothing made of coated warp-treated knitted or crocheted fabrics             |       |



| Item | HS Code  | Product Name   | Notes |
|------|----------|--|-------|
| 784  | 61142000 | Other clothing made of cotton knitted or crocheted   |       |
| 785  | 61143000 | Other garments knitted or crocheted from chemical fibers   |       |
| 786  | 61151000 | Gradually compacted sock pantyhose   |       |
| 787  | 61152100 | Panty hose and tights of synthetic fibers, measuring per single yarn less than 67 decitex                      |       |
| 788  | 61152200 | Knitted or crocheted panty hose and tights of synthetic fibers, measuring per single yarn more than 67 decitex |       |
| 789  | 61152910 | Cotton knitted or crocheted pantyhose and tights   |       |
| 790  | 61152990 | Knitted pantyhose and tights made of other textile materials   |       |
| 791  | 61153000 | Knitted or crocheted female stockings of synthetic fibers, measuring per single yarn less than 67 decitex      |       |
| 792  | 61159400 | Wool knitted or crocheted socks and other socks  |       |
| 793  | 61159500 | Cotton knitted or crocheted socks and other socks  |       |
| 794  | 61159600 | Knitted or crocheted socks and other socks made of synthetic fibers  |       |
| 795  | 61159900 | Knitted or crocheted socks and other socks of other textile materials  |       |
| 796  | 61161000 | Knitted OR CROCHETED GLOVES impregnated with plastic or rubber   |       |
| 797  | 61169100 | Other wool knitted or crocheted gloves   |       |
| 798  | 61169200 | Other knitted or crocheted gloves made of cotton   |       |
| 799  | 61169300 | Other knitted or crocheted gloves made of synthetic fibers   |       |
| 800  | 61169900 | Knitted or crocheted gloves of other textile materials   |       |

| Item | HS Code  | Product Name   | Notes |
|------|----------|--|-------|
| 801  | 61171011 | Shawls, scarves, scarves, shawls, veils and similar articles made of cashmere                |       |
| 802  | 61171019 | Shawls, turbans, scarves, shawls, veils and similar articles of fine wool from other animals |       |
| 803  | 61171020 | Wool shawls, headscarves, scarves, shawls, veils and similar articles                        |       |
| 804  | 61171090 | Other shawls, headscarves, scarves, shawls, veils and similar articles                       |       |
| 805  | 61178010 | Knitted or crocheted ties and ties   |       |
| 806  | 61178090 | Knitted or crocheted accessories for other clothing  |       |
| 807  | 61179000 | Other knitted or crocheted garment parts   |       |
| 808  | 62012000 | Men's coat, cloak of wool  |       |
| 809  | 62013010 | Men's down jacket of cotton  |       |
| 810  | 62013090 | Other men's coats and cloaks of cotton   |       |
| 811  | 62014010 | Men's down jacket of chemical fiber  |       |
| 812  | 62014090 | Other men's coats and cloaks of chemical fibres  |       |
| 813  | 62019000 | Men's coats and cloaks of other textile materials  |       |
| 814  | 62022000 | Women's coat, cloak, of wool   |       |
| 815  | 62023090 | Other women's coats and cloaks of cotton   |       |
| 816  | 62024010 | Women's down jacket of chemical fiber  |       |
| 817  | 62024090 | Other women's coats and cloaks of chemical fibres  |       |
| 818  | 62029000 | Women's coats and cloaks of other textile materials  |       |
| 819  | 62031100 | Wool men's suit  |       |
| 820  | 62032200 | Men's casual suit made of cotton   |       |

| Item | HS Code  | Product Name  | Notes |
|------|----------|---|-------|
| 821  | 62032300 | Men's casual suit made of synthetic fiber                   |       |
| 822  | 62033100 | Men's jackets made of wool or fine animal hair              |       |
| 823  | 62033200 | Men's jackets made of cotton                                |       |
| 824  | 62033300 | Men's jacket made of synthetic fiber                        |       |
| 825  | 62033910 | Men's jackets made of silk and silk                         |       |
| 826  | 62033990 | Men's jackets made of other textile materials               |       |
| 827  | 62034100 | Wool men's trousers, overalls, etc.                         |       |
| 828  | 62034290 | Cotton men's trousers, overalls, etc.                       |       |
| 829  | 62034390 | Men's trousers, overalls, etc. made of synthetic fibers     |       |
| 830  | 62034990 | Boys 'trousers and overalls made of other textile materials |       |
| 831  | 62041200 | Cotton women's suit   |       |
| 832  | 62041300 | Women's Suit Made of Synthetic Fiber                        |       |
| 833  | 62042200 | Cotton women's casual suit                                  |       |
| 834  | 62042300 | Women's casual suit made of synthetic fiber                 |       |
| 835  | 62042990 | Women's casual suits made of other textile materials        |       |
| 836  | 62043100 | Woolen blouse   |       |
| 837  | 62043200 | Cotton blouse   |       |
| 838  | 62043300 | Women's jackets made of synthetic fibers                    |       |
| 839  | 62043910 | Women's jackets made of silk and silk                       |       |
| 840  | 62043990 | Women's jackets made of other textile materials             |       |
| 841  | 62044100 | Woolen dress  |       |

| Item | HS Code  | Product Name  | Notes |
|------|----------|---|-------|
| 842  | 62044200 | Cotton dress  |       |
| 843  | 62044300 | Women's Dresses Made of Synthetic Fiber                       |       |
| 844  | 62044400 | Women's Dresses Made of Human Fiber                           |       |
| 845  | 62044910 | Silk and silk dresses   |       |
| 846  | 62044990 | Dresses of other textile materials                            |       |
| 847  | 62045100 | Wool skirts and pants   |       |
| 848  | 62045200 | Cotton skirts and pants                                       |       |
| 849  | 62045300 | Synthetic skirts and pants                                    |       |
| 850  | 62045910 | Skirts and pants made of silk and silk                        |       |
| 851  | 62045990 | Skirts and pants made of other textile materials              |       |
| 852  | 62046100 | Wool trousers, overalls, etc.                                 |       |
| 853  | 62046200 | Women's cotton trousers, overalls, etc.                       |       |
| 854  | 62046300 | Women's pants, overalls, etc. made of synthetic fibers        |       |
| 855  | 62046900 | Women's trousers and overalls made of other textile materials |       |
| 856  | 62052000 | Cotton men's shirt  |       |
| 857  | 62053000 | Man made shirt made of chemical fiber                         |       |
| 858  | 62059010 | Men's shirts made of silk and silk                            |       |
| 859  | 62059020 | Men's shirts made of wool                                     |       |
| 860  | 62059090 | Men's shirts made of other textile materials                  |       |
| 861  | 62061000 | Women's Shirts Made of Silk and Silk                          |       |
| 862  | 62062000 | Wool shirt  |       |
| 863  | 62063000 | Cotton blouse   |       |

| Item | HS Code  | Product Name   | Notes |
|------|----------|--|-------|
| 864  | 62064000 | Chemical fiber blouse  |       |
| 865  | 62069000 | Women's shirts made of other textile materials                             |       |
| 866  | 62071100 | Cotton men's underwear and trousers  |       |
| 867  | 62071920 | Men's underwear and trousers made of chemical fiber                        |       |
| 868  | 62071990 | Men's underwear and trousers made of other textile materials               |       |
| 869  | 62072100 | Men's long pajamas and pajamas made of cotton                              |       |
| 870  | 62072910 | Men's long pajamas and pajamas made of silk and silk                       |       |
| 871  | 62079100 | Men's bathrobes, dressing gowns and similar articles made of cotton        |       |
| 872  | 62079910 | Men's bathrobes, dressing gowns and similar articles made of silk and silk |       |
| 873  | 62082100 | Women's pajamas and pajamas made of cotton                                 |       |
| 874  | 62082200 | Women's pajamas and pajamas made of chemical fibers                        |       |
| 875  | 62089100 | Cotton waistcoats, underwear, bathrobes and similar articles               |       |
| 876  | 62089200 | Women's vest, underwear and similar articles made of chemical fiber        |       |
| 877  | 62089910 | Silk waistcoats, underwear and similar articles                            |       |
| 878  | 62089990 | Women's vest, underwear and similar textile materials                      |       |
| 879  | 62092000 | Cotton baby clothing and accessories                                       |       |
| 880  | 62093000 | Baby clothing and accessories made of synthetic fibers                     |       |
| 881  | 62099010 | Wool baby clothing and accessories   |       |

| Item | HS Code  | Product Name  | Notes |
|------|----------|---|-------|
| 882  | 62099090 | Baby clothing and accessories made of other textile materials             |       |
| 883  | 62101020 | Cotton or linen felt or non-woven clothing                                |       |
| 884  | 62101030 | Felt made of chemical fibers or non-woven garments                        |       |
| 885  | 62102000 | Men's overcoats made of fabrics treated with plastics, rubber, etc.       |       |
| 886  | 62103000 | Women's overcoats made of fabrics treated with plastics, rubber, etc.     |       |
| 887  | 62105000 | Other women's clothing made of fabric treated with plastics, rubber, etc. |       |
| 888  | 62113220 | Men's sportswear made of cotton   |       |
| 889  | 62113290 | Other Men's Clothing Made of Cotton                                       |       |
| 890  | 62113320 | Men's Sportswear Made of Chemical Fiber                                   |       |
| 891  | 62113390 | Other Men's Clothing Made of Chemical Fiber                               |       |
| 892  | 62113990 | Men's sportswear and other clothing made of other textile materials       |       |
| 893  | 62114210 | Women's sportswear made of cotton   |       |
| 894  | 62114290 | Other Women's Clothing Made of Cotton                                     |       |
| 895  | 62114310 | Women's Sportswear Made of Chemical Fiber                                 |       |
| 896  | 62114390 | Other Women's Clothing Made of Chemical Fiber                             |       |
| 897  | 62114910 | Women's sportswear and other clothing made of silk and silk               |       |
| 898  | 62114990 | Women's sportswear and other clothing made of other textile materials     |       |
| 899  | 62121010 | Chemical fiber bra  |       |



| Item | HS Code  | Product Name  | Notes |
|------|----------|---|-------|
| 900  | 62121090 | Bras made of other textile materials  |       |
| 901  | 62122010 | Chemical fiber belt waistband and abdominal belt  |       |
| 902  | 62122090 | Belts and abdominal belts made of other textile materials   |       |
| 903  | 62123010 | Chemicals corset  |       |
| 904  | 62123090 | Tight bodices made of other textile materials   |       |
| 905  | 62129010 | Chemical fiber suspenders, garters, etc.  |       |
| 906  | 62132090 | Other Cotton Handkerchiefs  |       |
| 907  | 62141000 | Silk shawls, scarves, scarves and similar articles  |       |
| 908  | 62142010 | Wool shawls, scarves, scarves, shawls, veils and similar articles                                 |       |
| 909  | 62142020 | Shawls, scarves, scarves, shawls, veils and similar articles of cashmere                          |       |
| 910  | 62142090 | Shawls, scarves, scarves, shawls, veils and similar articles made from fine wool of other animals |       |
| 911  | 62143000 | Shawls, headscarves and similar articles made of synthetic fibers                                 |       |
| 912  | 62144000 | Shawls, scarves and similar articles made of human fiber  |       |
| 913  | 62149000 | Shawls, headscarves and similar articles of other textile materials                               |       |
| 914  | 62151000 | Silk and silk ties and ties   |       |
| 915  | 62159000 | Ties and ties made of other textile materials   |       |
| 916  | 62160000 | Non-knitted non-crocheted gloves  |       |
| 917  | 62171010 | Non-knitted non-crocheted socks and socks   |       |

| Item | HS Code  | Product Name   | Notes |
|------|----------|--|-------|
| 918  | 62171090 | Non-knitted, non-crocheted garments or apparel accessories |       |
| 919  | 62179000 | Non-knitted, non-crocheted garments or clothing parts      |       |
| 920  | 63011000 | Electric blanket   |       |
| 921  | 63012000 | Blankets and Travel Blankets                               |       |
| 922  | 63013000 | Cotton blankets and travel blankets                        |       |
| 923  | 63014000 | Synthetic blankets and travel blankets                     |       |
| 924  | 63019000 | Other Textile Material Blankets and Travel Blankets        |       |
| 925  | 63021090 | Bed linen of other textile materials, knitted or crocheted |       |
| 926  | 63022190 | Cotton Printing Bed Fabrics                                |       |
| 927  | 63023110 | Cotton embroidery and other bedding fabrics                |       |
| 928  | 63023191 | Other sheets of cotton                                     |       |
| 929  | 63023192 | Other towel quilts of cotton                               |       |
| 930  | 63023199 | Other bedding fabrics made of cotton                       |       |
| 931  | 63023290 | Other Bed Fabrics Made of Chemical Fiber                   |       |
| 932  | 63023929 | Making other bedding fabrics from linen                    |       |
| 933  | 63025190 | Other table fabrics made of cotton                         |       |
| 934  | 63026010 | Cotton bath towel  |       |
| 935  | 63026090 | Cotton washcloth and kitchen towels                        |       |
| 936  | 63029100 | Other toilet and kitchen fabrics made of cotton            |       |
| 937  | 63029300 | Other toilet and kitchen fabrics made of chemical fibers   |       |
| 938  | 63029910 | Other toilet and kitchen fabrics made of flax              |       |

| Item | HS Code  | Product Name   | Notes |
|------|----------|--|-------|
| 939  | 63029990 | Other materials other toilet and kitchen fabrics   |       |
| 940  | 63041121 | Hand-made knitted bedspreads   |       |
| 941  | 63042010 | Antimalarial hand-knitted mosquito nets  |       |
| 942  | 63042090 | Antimalarial non-hand knitted mosquito nets  |       |
| 943  | 63049121 | Other Decorative Articles Knitted by Hand  |       |
| 944  | 63049129 | Other decorative articles not knitted by hand  |       |
| 945  | 63049990 | Non-knitted and non-crocheted decorative articles of other textile materials                     |       |
| 946  | 63053900 | Packing bags of other goods of chemical fibres   |       |
| 947  | 63071000 | Wipe floor cloth, dishcloth, etc.  |       |
| 948  | 63072000 | Lifejacket and safety belt   |       |
| 949  | 63079010 | Face mask  |       |
| 950  | 63079090 | Finished products of other textile materials   |       |
| 951  | 63080000 | Retail Packaging in a set goods  |       |
| 952  | 64019210 | Medium and Short Waterproof Boots with Rubber, Plastic Bottom and Surface Made of Rubber Uppers  |       |
| 953  | 64019290 | Medium and Short Waterproof Boots with Rubber, Plastic Bottom and Surface Made of Plastic Uppers |       |
| 954  | 64019900 | Other rubber and plastic outsole and upper waterproof boots                                      |       |
| 955  | 64021200 | Ski boots with rubber, plastic bottom and surface  |       |

| Item | HS Code  | Product Name  | Notes  |
|------|----------|---|--|
| 956  | 64021900 | Other Sports Boots with Rubber, Plastic Bottom and Surface  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 957  | 64022000 | Rubber and plastic shoes embolizing upper straps on soles   |  |
| 958  | 64029100 | Other rubber and plastic boots (ankle-crossing)   |  |
| 959  | 64029910 | Other rubber and plastic boots with rubber upper  |  |
| 960  | 64029921 | Substrated on woven or other textile materials.   |  |
| 961  | 64029929 | Other rubber and plastic boots with plastic upper   |  |
| 962  | 64031200 | Ski boots with leather upper  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 963  | 64031900 | Other sports boots with leather upper   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 964  | 64032000 | Leather soles with upper straps   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 965  | 64035111 | Short boots (ankle-crossing) with leather outer sole less than 24 cm in length below the inner sole of the calf | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |

| Item | HS Code  | Product Name  | Notes  |
|------|----------|---|--|
| 966  | 64035119 | Short boots (ankle-crossing) made of leather with outer sole of less than 24 cm in length below the inner sole of the calf        | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 967  | 64035191 | Leather-faced boots (ankle-crossing) with other leather outsoles less than 24 cm in length  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 968  | 64035900 | Leather upper and other boots with leather outsole  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 969  | 64039111 | Other short boots (ankle-crossing) with leather face less than 24cm in length of inner sole of the calf                           | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 970  | 64039119 | Other short boots (ankle-crossing) with leather surfaces longer than or equal to 24 cm in length under the inner sole of the calf | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 971  | 64039191 | Leather-faced boots (ankle-crossing) with other inner soles less than 24 cm in length   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 972  | 64039199 | Leather-faced boots (ankle-crossing) with other inner soles longer than or equal to 24 cm   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |

| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 973  | 64039900 | Other shoes and boots made of leather  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 974  | 64041100 | Sports boots with textile upper  |  |
| 975  | 64041910 | Slippers with rubber or plastic outsole  |  |
| 976  | 64041990 | Other boots with textile upper and sole  |  |
| 977  | 64042010 | Slippers with leather or recycled leather outsole  |  |
| 978  | 64042090 | Other boots with textile upper and leather sole  |  |
| 979  | 64051010 | Leather or other boots made of rubber, plastics, leather and recycled leather                  |  |
| 980  | 64051090 | Other shoes and boots made of leather or recycled leather with outsole of other materials      | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 981  | 64052000 | Other shoes and boots with textile fabrics   |  |
| 982  | 64059010 | Shoe boots made of rubber, plastics, leather and other materials with recycled leather outsole |  |
| 983  | 64059090 | Footwear made of other materials with outsole  |  |
| 984  | 64061000 | Uppers and their parts, excluding hard linings   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 985  | 64069091 | Movable shoe insoles, heel pads and similar products   |  |



| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 986  | 64069092 | Leg protectors, leg wraps and similar articles and their parts |  |
| 987  | 65050020 | Crocheted hat  |  |
| 988  | 65050091 | Finished felt and hat type                                     |  |
| 989  | 65050099 | Hats made of knitted or piece-wise fabrics                     |  |
| 990  | 65061000 | Safety headgear  |  |
| 991  | 65069100 | Rubber or plastic hats   |  |
| 992  | 65069920 | Headgear of leather of animals                                 | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 993  | 65069990 | Unlisted hats of other materials                               |  |
| 994  | 66011000 | Garden umbrellas and similar articles                          |  |
| 995  | 66019100 | Folding umbrella   |  |
| 996  | 66019900 | Other umbrellas  |  |
| 997  | 67041100 | Whole wig made of synthetic textile materials                  |  |
| 998  | 67041900 | Synthetic textile materials, other wigs, whiskers, etc.        |  |
| 999  | 67042000 | Wig made of human hair   |  |
| 1000 | 67049000 | Wigs, eyebrows and similar materials                           |  |
| 1001 | 68029990 | Other stones and products                                      |  |
| 1002 | 68043010 | Hand grinding oil stone  |  |
| 1003 | 68043090 | Hand use of other grindstones and polishes                     |  |
| 1004 | 68052000 | Sandpaper  |  |
| 1005 | 68069000 | Mixtures and products of other mineral materials               |  |

| Item | HS Code  | Product Name  | Notes |
|------|----------|---|-------|
| 1006 | 68109990 | Other Products Made of Cement, Concrete or Artificial Stone |       |
| 1007 | 69109000 | Ceramic washbasins, bathtubs and similar sanitary ware      |       |
| 1008 | 69111011 | Bone china tableware  |       |
| 1009 | 69111019 | Other tableware   |       |
| 1010 | 69111021 | Knife tool  |       |
| 1011 | 69111029 | Other kitchen utensils                                      |       |
| 1012 | 69119000 | Other household or toilet China                             |       |
| 1013 | 69120010 | Ceramic tableware   |       |
| 1014 | 69120090 | Ceramic kitchen utensils                                    |       |
| 1015 | 69131000 | Porcelain statues and other decorative ceramics             |       |
| 1016 | 69141000 | Other porcelain products                                    |       |
| 1017 | 69149000 | Other pottery products                                      |       |
| 1018 | 70099100 | Other unframed glass mirrors (including rearview mirrors)   |       |
| 1019 | 70099200 | Other framed glass mirrors (including rearview mirrors)     |       |
| 1020 | 70101000 | Glass ampoule   |       |
| 1021 | 70102000 | Glass stoppers, caps and similar sealers                    |       |
| 1022 | 70109010 | Large glass containers for cargo or storage                 |       |
| 1023 | 70109020 | Medium glass containers for shipment or storage             |       |
| 1024 | 70109030 | Small glass containers for shipment or storage              |       |
| 1025 | 70109090 | Super small glass containers for shipment or storage        |       |
| 1026 | 70131000 | Glassware made of glass-ceramics                            |       |

| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 1027 | 70132200 | Lead crystal goblet  |  |
| 1028 | 70132800 | Other Goblets  |  |
| 1029 | 70133300 | Other Lead Crystalline Glasses   |  |
| 1030 | 70133700 | Other glasses  |  |
| 1031 | 70134100 | Table and kitchen utensils made of lead crystal glass                        |  |
| 1032 | 70134200 | Low expansion coefficient glass tables and kitchen utensils                  |  |
| 1033 | 70134900 | Other glass tables, kitchen utensils   |  |
| 1034 | 70139900 | Other glassware  |  |
| 1035 | 70181000 | Glass pearls, imitation pearls and similar small pieces of glass             |  |
| 1036 | 70189000 | Glass eye prosthesis; glass statues and glass ornaments made by lamp workers |  |
| 1037 | 70200099 | Other non-industrial glass products  |  |
| 1038 | 71131110 | Silver jewelry and its parts inlaid with diamonds                            |  |
| 1039 | 71131190 | Other Silver Jewelry and Its Parts   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 1040 | 71131911 | Gold jewelry and parts thereof, diamond mounted or set                       |  |
| 1041 | 71131919 | Other gold jewelry and its parts   |  |
| 1042 | 71131921 | Platinum Jewelry with Diamonds and Its Parts                                 |  |
| 1043 | 71131929 | Other platinum jewelry and its parts   |  |

| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 1044 | 71132090 | Other jewelry made of base metal and precious metal                            | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 1045 | 71161000 | Natural or cultured pearl products   |  |
| 1046 | 71162000 | Gemstone or semi-gemstone products   |  |
| 1047 | 71171100 | Base metal cuff links, trim buckles  |  |
| 1048 | 71171900 | Other base metal imitation jewelry   |  |
| 1049 | 71179000 | Unlisted imitation jewelry   |  |
| 1050 | 73194090 | Other pins   |  |
| 1051 | 73199000 | Unlisted Steel Needles and Similar   |  |
| 1052 | 73211100 | Gas-fueled household stoves  | Except for used mechanical and electrical products those import is prohibited or restricted by the state   |
| 1053 | 73211900 | Other cooking utensils and heating panels                                      |  |
| 1054 | 73219000 | Non-electric Household Appliances Parts  |  |
| 1055 | 73231000 | Iron and steel velvet, pan wipers, block mats for scrubbing, etc.              |  |
| 1056 | 73239100 | Cast iron household utensils such as tables and kitchens                       |  |
| 1057 | 73239200 | Enamel made of cast iron for dining table, kitchen, etc.                       |  |
| 1058 | 73239300 | Stainless steel household utensils such as tables and kitchens                 |  |
| 1059 | 73239420 | Enamel pot made of iron and steel  |  |
| 1060 | 73239490 | Other household enamels made of iron and steel, such as tables, kitchens, etc. |  |
| 1061 | 73239900 | Steel utensils for other tables, kitchens, etc.                                |  |

| Item | HS Code  | Product Name  | Notes |
|------|----------|---|-------|
| 1062 | 73241000 | Stainless steel sink and washbasin  |       |
| 1063 | 73249000 | Other sanitary utensils and parts made of iron and steel                        |       |
| 1064 | 73259990 | Unlisted malleable iron products for non-industrial use                         |       |
| 1065 | 73269090 | Other non-industrial steel products   |       |
| 1066 | 74182000 | Copper sanitary ware and its parts  |       |
| 1067 | 74192010 | Chains and parts of copper, cast, molded, stamped or forged                     |       |
| 1068 | 74198010 | Other copper chains and their parts   |       |
| 1069 | 74198099 | Other copper products for non-industrial use                                    |       |
| 1070 | 76071190 | Unbacked aluminium foil not further processed after rolling                     |       |
| 1071 | 76071900 | Other Unbacked Aluminum Foil  |       |
| 1072 | 76072000 | Aluminum foil with backing  |       |
| 1073 | 76151090 | Household aluminium utensils such as dining tables and kitchens and their parts |       |
| 1074 | 76152000 | Aluminum sanitary ware and its parts  |       |
| 1075 | 76169990 | Other non-industrial aluminium products   |       |
| 1076 | 82015000 | Agricultural scissors operated by one hand, such as pruning and pruning         |       |
| 1077 | 82032000 | Pliers, tweezers and similar tools  |       |
| 1078 | 82041100 | Fixed manual wrench and clamp   |       |
| 1079 | 82052000 | Hammers and sledge hammers  |       |
| 1080 | 82055100 | Other Household Handicraft Tools  |       |
| 1081 | 82055900 | Other hand tools  |       |
| 1082 | 82083000 | Knives and blades for kitchen or food processing machines                       |       |

| Item | HS Code  | Product Name  | Notes |
|------|----------|---|-------|
| 1083 | 82100000 | Manual Machinery for Processing and Preparing Food and Beverage       |       |
| 1084 | 82111000 | A complete set of knives  |       |
| 1085 | 82119100 | Knife with fixed blade  |       |
| 1086 | 82119200 | Other knives with fixed blades  |       |
| 1087 | 82119300 | Changeable face knife   |       |
| 1088 | 82119400 | The blades of the knives listed in Tax No. 82.11                      |       |
| 1089 | 82121000 | razor   |       |
| 1090 | 82122000 | Safety razor blade  |       |
| 1091 | 82130000 | Scissors, tailor's scissors and their analogues, scissors blades      |       |
| 1092 | 82141000 | Paper cutters, letter knives, pencil knives and blades                |       |
| 1093 | 82142000 | Manicure and pedicure appliances (including nail files)               |       |
| 1094 | 82149000 | Barber pusher, cutting knife and other sharp tools                    |       |
| 1095 | 82151000 | Sets of other kitchen or table utensils containing precious metal     |       |
| 1096 | 82152000 | Other kitchen or table sets   |       |
| 1097 | 82159100 | Kitchen or table utensils made of non-complete plated precious metals |       |
| 1098 | 82159900 | Other non-complete kitchen or table utensils                          |       |
| 1099 | 83014000 | Other locks   |       |
| 1100 | 83024100 | Base metal fittings and racks for construction                        |       |
| 1101 | 83024200 | Base metal fittings and racks for furniture                           |       |
| 1102 | 83025000 | Hat rack, cap hook, bracket and similar articles                      |       |



| Item | HS Code  | Product Name   | Notes |
|------|----------|--|-------|
| 1103 | 83059000 | Office supplies such as letter folders, corner, folders, etc.  |       |
| 1104 | 83062100 | Sculptures and other decorations plated with precious metal    |       |
| 1105 | 83062990 | Other statues and other decorations                            |       |
| 1106 | 83063000 | Photo frames, picture frames and similar frames, mirrors       |       |
| 1107 | 83081000 | Base metal hooks, rings and eyes                               |       |
| 1108 | 83089000 | Base metal beads and bright wafers                             |       |
| 1109 | 83099000 | Caps, caps, nuts, plugs, seals and other packaging accessories |       |
| 1110 | 83100000 | Signs, nameplates, numbers, letters, etc.                      |       |
| 1111 | 84132000 | Hand pump  |       |
| 1112 | 84135010 | Pneumatic reciprocating drainage pump                          |       |
| 1113 | 84135020 | Electric reciprocating drainage pump                           |       |
| 1114 | 84138100 | Other liquid pumps   |       |
| 1115 | 84142000 | Manual or pedal air pump                                       |       |
| 1116 | 84145110 | Ceiling fan with power ≤ 125 watts                             |       |
| 1117 | 84145120 | Ventilator with power ≤ 125 watts                              |       |
| 1118 | 84145130 | Fan with rotating wind guide wheel with power ≤ 125 watts      |       |
| 1119 | 84145191 | Table fan with power ≤ 125 watts                               |       |
| 1120 | 84145192 | Floor fan with power not exceeding 125w                        |       |
| 1121 | 84145193 | Wall fan with power ≤ 125 watts                                |       |
| 1122 | 84145199 | Other fans with power not exceeding 125w                       |       |
| 1123 | 84145990 | Other fans   |       |

| Item | HS Code  | Product Name  | Notes |
|------|----------|---|-------|
| 1124 | 84146010 | Range hoods   |       |
| 1125 | 84151010 | Independent air conditioner   |       |
| 1126 | 84151021 | Split air conditioner with cooling capacity $\leq 4000\text{kcal / h}$                          |       |
| 1127 | 84158110 | Heat pump air conditioner with a cooling capacity of $\leq 4000\text{kcal / h}$                 |       |
| 1128 | 84158210 | Other air conditioners with refrigerating capacity less than $4000\text{kcal / h}$              |       |
| 1129 | 84181010 | Volume $> 500\text{L}$ Refrigeration-Refrigeration Combination Machine                          |       |
| 1130 | 84181020 | $200\text{L} < \text{Volume} < 500\text{L}$ Refrigeration and Refrigeration Combination Machine |       |
| 1131 | 84181030 | Volume $\leq 200\text{L}$ refrigerator-freezer combined machine                                 |       |
| 1132 | 84182110 | Volume $> 150\text{L}$ compression household freezer  |       |
| 1133 | 84182120 | $50\text{L} < \text{volume} < 150\text{L}$ compressed household refrigerator                    |       |
| 1134 | 84182130 | Volume $\leq 50\text{L}$ compression type household freezer                                     |       |
| 1135 | 84182920 | Electric absorption household freezer   |       |
| 1136 | 84182990 | Other household freezers  |       |
| 1137 | 84183029 | Refrigeration temperature $> -40$ , volume $\leq 500\text{L}$ cabinet freezer                   |       |
| 1138 | 84184029 | Refrigeration temperature $> -40$ °C, volume $\leq 500\text{L}$ vertical freezer                |       |
| 1139 | 84191200 | Solar water heater  |       |
| 1141 | 84198100 | Machine for processing hot drinks, cooking and heating food                                     |       |
| 1142 | 84199010 | Parts for water heater  |       |
| 1143 | 84199090 | Parts for other machinery and equipment No. 84.19   |       |

| Item | HS Code  | Product Name  | Notes                 |
|------|----------|---|-----------------------|
| 1144 | 84211210 | Centrifugal clothes dryer with clothes drying quantity ≤ 10kg         |                       |
| 1145 | 84211990 | Other centrifuges   |                       |
| 1146 | 84212110 | Household machines and devices for filtering or purifying water       |                       |
| 1147 | 84212990 | Machines and devices for filtration and purification of other liquids |                       |
| 1148 | 84213910 | Household Gas Filtration and Purification Machines and Devices        |                       |
| 1149 | 84213990 | Filtering and Purifying Machines and Devices for Other Gases          |                       |
| 1150 | 84219910 | Parts for household filter and purifier                               |                       |
| 1151 | 84219990 | Parts for other filtration and purification devices                   |                       |
| 1152 | 84221100 | Household dishwasher  |                       |
| 1153 | 84224000 | Other packing or packing machines                                     |                       |
| 1154 | 84231000 | Weight Gauge, Baby Scale and Household Scale                          |                       |
| 1155 | 84233010 | Quantitative Packing Scale Controller                                 | Electronic scale only |
| 1156 | 84248910 | Household spraying and spraying apparatus                             |                       |
| 1157 | 84341000 | Breast pump and milking machine                                       |                       |
| 1158 | 84342000 | Dairy processing machine  |                       |
| 1159 | 84351000 | A press or crusher for making wine, juice, etc.                       |                       |
| 1160 | 84381000 | Production and processing machines for pastries, pasta and noodles    |                       |
| 1161 | 84386000 | Processing Machine for Fruits, Nuts or Vegetables                     |                       |

| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 1162 | 84433110 | Electrostatic Photosensitive Multifunctional Machine                   | Except for products listed in the Catalogue of Import Management of Cryptographic Products and Equipment Containing Cryptographic Technology |
| 1163 | 84433190 | Other multi-function machines  | Except for products listed in the Catalogue of Import Management of Cryptographic Products and Equipment Containing Cryptographic Technology |
| 1164 | 84433212 | Laser printer  |  |
| 1165 | 84433213 | Ink jet printer  |  |
| 1166 | 84433219 | Other printers   |  |
| 1167 | 84433221 | Digital inkjet printer   |  |
| 1168 | 84433229 | Other Digital Printing Devices with Network Connection                 |  |
| 1169 | 84433290 | Other fax machines or typewriters that can be connected to the network | Except for products listed in the Catalogue of Import Management of Cryptographic Products and Equipment Containing Cryptographic Technology |
| 1170 | 84439990 | Parts for other printers, photocopiers and fax machines                |  |
| 1171 | 84501110 | Automatic wheel washing machine with drying capacity ≤ 10kg            |  |
| 1172 | 84501120 | Drum-type automatic washing machines with drying capacity ≤ 10kg       |  |
| 1173 | 84501190 | Other fully automatic washing machines with drying capacity ≤ 10kg     |  |
| 1174 | 84501200 | Non-automated washing machine with centrifugal drying capacity ≤ 10kg  |  |
| 1175 | 84501900 | Other washing machines with drying capacity ≤ 10kg                     |  |
| 1176 | 84502012 | Drum washing machine   |  |
| 1177 | 84512100 | Dryer with clothes drying quantity ≤ 10kg                              |  |

| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 1178 | 84672910 | Electric sand grinding tool  |  |
| 1179 | 84701000 | Electronic Calculator and Pocket Data Recording and Playing Machine  |  |
| 1180 | 84713010 | Tablet PC  |  |
| 1181 | 84713090 | Other portable digital automatic data processing equipment weighing less than 10 kg consists of at least one central processing unit, a keyboard and a display unit. |  |
| 1182 | 84715040 | Processing Components of Microcomputer   |  |
| 1183 | 84716050 | Scanner  |  |
| 1184 | 84716071 | keyboard   |  |
| 1185 | 84716072 | Mouse  |  |
| 1186 | 84716090 | Other input or output components of automatic processing equipment   |  |
| 1187 | 84717011 | Solid state hard disk drive  |  |
| 1188 | 84717019 | Hard disk drives other than solid state hard drives  |  |
| 1189 | 84717030 | Optical disk driver  |  |
| 1190 | 84717090 | Other Storage Components of Automatic Data Processing Equipment  |  |
| 1191 | 84719000 | Unlisted magnetic or optical readers and other data processing devices   |  |
| 1192 | 84729022 | Stapler  |  |
| 1193 | 84729030 | Shredder   |  |
| 1194 | 84798390 | Other cold isostatic presses   | Except for used mechanical and electrical products those import is prohibited or restricted by the state |
| 1195 | 84798920 | Air humidifier and dehumidifier  |  |

| Item | HS Code  | Product Name  | Notes  |
|------|----------|---|--|
| 1196 | 84798999 | Other Tax Numbers in this Chapter are not listed as Machinery and Machinery Apparatus             | Except for used mechanical and electrical products those import is prohibited or restricted by the state |
| 1197 | 84818040 | Other valves  |  |
| 1198 | 84818090 | Unlisted faucets, cocks and similar devices   |  |
| 1199 | 84819090 | Parts of faucets, cocks and similar devices   |  |
| 1200 | 84858090 | Other additional manufacturing equipment  | Except for used mechanical and electrical products those import is prohibited or restricted by the state |
| 1201 | 85011010 | Toy motor with output power less than 37.5W   |  |
| 1202 | 85044019 | Other regulated power supply  |  |
| 1203 | 85044099 | Other Unlisted Static Converters  |  |
| 1204 | 85049090 | Other Static Converters and Inductor Parts  |  |
| 1205 | 85051190 | Permanent magnets of other metals and articles prepared for permanent magnets after magnetization |  |
| 1206 | 85051900 | Nonmetallic permanent magnet  |  |
| 1207 | 85059090 | Electromagnetic Fixtures and Parts of Tax No. 85.02   |  |
| 1208 | 85069090 | Parts of other galvanic batteries or galvanic batteries   |  |
| 1209 | 85073000 | Nickel cadmium battery  |  |
| 1210 | 85081100 | Electric vacuum cleaner with power not exceeding 1500 watts and capacity not exceeding 20 liters  |  |
| 1211 | 85081900 | Other electric vacuum cleaners  |  |
| 1212 | 85087010 | Parts for electric vacuum cleaners listed in Tax No. 8508.1100                                    |  |



| Item | HS Code  | Product Name   | Notes             |
|------|----------|--|-------------------|
| 1213 | 85094010 | Fruit or vegetable juicer  |                   |
| 1214 | 85094090 | Food grinder and mixer or fruit and vegetable juicer                                     |                   |
| 1215 | 85098010 | Floor waxing machine   |                   |
| 1216 | 85098020 | Kitchen waste disposal   |                   |
| 1217 | 85098090 | Other household electric appliances  |                   |
| 1218 | 85099000 | Parts of household electric appliances   |                   |
| 1219 | 85101000 | Electric shaver  |                   |
| 1220 | 85102000 | Electric hair shears   |                   |
| 1221 | 85103000 | Electric hair removal device   |                   |
| 1222 | 85109000 | Parts of goods listed in HS code No. 85.10   | Shaver blade only |
| 1223 | 85122010 | Lighting devices for motor vehicles  |                   |
| 1224 | 85122090 | Other lighting or visual signalling devices, including visual devices for motor vehicles |                   |
| 1225 | 85131010 | Flashlight   |                   |
| 1226 | 85131090 | Other portable electric lamps with self-supplied energy                                  |                   |
| 1227 | 85161010 | Storage electric water heater  |                   |
| 1228 | 85161020 | Instant electric water heater  |                   |
| 1229 | 85161090 | Other electrothermal fast water heaters, submerged liquid heaters                        |                   |
| 1230 | 85162931 | Fan Convection Space Heater  |                   |
| 1231 | 85162932 | Liquid-filled convective space heater  |                   |
| 1232 | 85162939 | Other convective space heaters   |                   |
| 1233 | 85163100 | Electric hair drier  |                   |
| 1234 | 85163200 | Other electrothermal hairdressers  |                   |

| Item | HS Code  | Product Name   | Notes |
|------|----------|--|-------|
| 1235 | 85164000 | Electric iron  |       |
| 1236 | 85165000 | Microwave Oven   |       |
| 1237 | 85166010 | Induction furnace                                      |       |
| 1238 | 85166030 | Rice cooker  |       |
| 1239 | 85166040 | electric frying pan                                    |       |
| 1240 | 85166050 | Electric oven  |       |
| 1241 | 85166090 | Other electric heating furnaces                        |       |
| 1242 | 85167110 | Drip coffee machine                                    |       |
| 1243 | 85167120 | Distillation percolation coffee machine                |       |
| 1244 | 85167130 | Pump pressure coffee maker                             |       |
| 1245 | 85167190 | Other electric coffee machines or teapots              |       |
| 1246 | 85167210 | Household automatic bread machine                      |       |
| 1247 | 85167220 | Slice toaster (toaster)                                |       |
| 1248 | 85167290 | Electric toaster                                       |       |
| 1249 | 85167910 | Electric heating water dispenser                       |       |
| 1250 | 85167990 | Other electric heating appliances                      |       |
| 1251 | 85168000 | Heating resistor                                       |       |
| 1252 | 85169090 | Other Parts of Goods listed in HS code No. 85.16       |       |
| 1253 | 85171300 | Smartphone   |       |
| 1254 | 85171410 | Hand-held (including vehicle-mounted) radiotelephone   |       |
| 1255 | 85171420 | Walkie-talkie  |       |
| 1256 | 85171490 | Other telephones used in cellular or wireless networks |       |
| 1257 | 85176294 | Wireless headset                                       |       |

| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 1258 | 85176299 | Other devices for receiving, converting and transmitting or reproducing sound, image or data |  |
| 1259 | 85182100 | Single horn speaker  |  |
| 1260 | 85182200 | Multi horn speaker   |  |
| 1261 | 85182900 | Other speakers   |  |
| 1262 | 85183000 | Other headphones and earplugs  |  |
| 1263 | 85184000 | Audio amplifier  |  |
| 1264 | 85189000 | Parts of goods listed in Tax No. 85.18   |  |
| 1265 | 85198910 | Other gramophones without recording devices (with or without loudspeakers)                   |  |
| 1266 | 85198990 | Other sound recording or playback equipment  | Except for used mechanical and electrical products those import is prohibited or restricted by the state |
| 1267 | 85232110 | Unrecorded magnetic stripe card  |  |
| 1268 | 85234990 | Other recorded optical media   |  |
| 1269 | 85235110 | Flash Memory for Unrecorded Information  |  |
| 1270 | 85235120 | Flash Memory of Recorded Information   |  |
| 1271 | 85235210 | Smart Card with Unrecorded Content   |  |
| 1272 | 85258922 | Non-special purpose single-lens reflective digital camera                                    |  |
| 1273 | 85258929 | Other digital cameras for non-special purposes   |  |
| 1274 | 85258933 | Non-special purpose household video recording all-in-one machine                             |  |
| 1275 | 85258939 | Other video recorders for non-special purposes   |  |
| 1276 | 85269110 | Motor vehicles   |  |
| 1277 | 85269200 | radio robot  |  |

| Item | HS Code  | Product Name  | Notes  |
|------|----------|---|--|
| 1278 | 85271300 | No need for external power source to record (play) sound mixer      |  |
| 1279 | 85279200 | Radio with clock  |  |
| 1280 | 85285211 | LCD Monitor, Automatic Data Processing Equipment for HS code 84.71  |  |
| 1281 | 85287221 | LCD color analog TV   |  |
| 1282 | 85287222 | LCD color digital TV  |  |
| 1283 | 85287229 | Other LCD color TVs   |  |
| 1284 | 85287291 | Other color analog televisions                                      |  |
| 1285 | 85287292 | Other color digital TV  |  |
| 1286 | 85287299 | Other color televisions   |  |
| 1287 | 85287300 | Other monochrome televisions  |  |
| 1288 | 85366900 | Plugs and sockets for lines with a voltage not exceeding 1000 volts |  |
| 1289 | 85392991 | Incandescent bulbs with a voltage not exceeding 12 volts            |  |
| 1290 | 85392999 | Other unlisted incandescent bulbs in heading 8539                   |  |
| 1291 | 85395100 | Light emitting diode (LED) module                                   |  |
| 1292 | 85395210 | Light emitting diode (LED) bulb                                     |  |
| 1293 | 85395220 | Light emitting diode (LED) lamp                                     |  |
| 1294 | 85415111 | Semiconductor sensor for detecting humidity and air pressure        | Except for those listed in the Catalogue of Prohibited Imports (Seventh batch)   |
| 1295 | 85415129 | Other semiconductor actuators                                       | Except for used mechanical and electrical products those import is prohibited or restricted by the state                                     |
| 1296 | 85437099 | Unlisted Electrical Equipment and Devices                           | Except for products listed in the Catalogue of Import Management of Cryptographic Products and Equipment Containing Cryptographic Technology |

| Item | HS Code  | Product Name  | Notes  |
|------|----------|---|--|
| 1297 | 85439090 | Chapter 85 Parts of Other Unlisted Electrical Equipment |  |
| 1298 | 87120020 | Racing bicycle  |  |
| 1299 | 87120030 | Mountain bike   | Except for used mechanical and electrical products those import is prohibited or restricted by the state |
| 1300 | 87120041 | 16, 18, 20-inch off-road bikes                          |  |
| 1301 | 87120049 | Other off-road bicycles                                 |  |
| 1302 | 87120081 | Unlisted bicycles less than 16 inches                   | Except for used mechanical and electrical products those import is prohibited or restricted by the state |
| 1303 | 87120089 | Other unlisted bicycles                                 |  |
| 1304 | 87120090 | Other non-motorized bicycles                            |  |
| 1305 | 87131000 | Non-mechanically driven vehicles for the disabled       | Excluding medical devices such as medical wheelchairs  |
| 1306 | 87150000 | Baby Carriages and Parts                                | Candleholder for decoration only   |
| 1307 | 90013000 | contact lens  | Candleholder for decoration only   |
| 1308 | 90014010 | Discoloration lenses of glass                           |  |
| 1309 | 90014091 | Sun lenses of glass                                     |  |
| 1310 | 90014099 | Other glasses of glass                                  |  |
| 1311 | 90015010 | Discoloration lenses of non-glass materials             |  |
| 1312 | 90015091 | Sun lenses of non-glass materials                       |  |
| 1313 | 90015099 | Other glasses of non-glass materials                    |  |
| 1314 | 90021131 | SLR camera lens   |  |
| 1315 | 90021139 | Lens for other cameras                                  |  |
| 1316 | 90031100 | Plastic spectacle frames                                |  |
| 1317 | 90031910 | Glass Frame of Metal Material                           |  |

| Item | HS Code  | Product Name  | Notes  |
|------|----------|---|--|
| 1318 | 90031920 | Natural Material Glass Frame  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 1319 | 90031990 | Other spectacle frames  |  |
| 1320 | 90039000 | Spectacle frame parts   |  |
| 1321 | 90041000 | Sunglasses  |  |
| 1322 | 90049010 | Discoloration mirror  |  |
| 1323 | 90049090 | Other glasses   |  |
| 1324 | 90051000 | Binoculars  |  |
| 1325 | 90058010 | Astronomical telescopes and other astronomical instruments                    |  |
| 1326 | 90069199 | Other Zero Accessories for Other Cameras                                      |  |
| 1327 | 90085039 | Other image projectors  |  |
| 1328 | 90111000 | Stereoscopic microscope   |  |
| 1329 | 90118000 | Other microscope  |  |
| 1330 | 90138010 | Magnifying glasses  |  |
| 1331 | 90138090 | Other liquid crystal devices and optical instruments                          |  |
| 1332 | 90173000 | Micrometer, Caliper and Gauge   |  |
| 1333 | 90184990 | Dental instruments and instruments  |  |
| 1334 | 90189020 | Blood pressure measuring instruments and instruments                          |  |
| 1335 | 90191010 | Massage apparatus   |  |
| 1336 | 90191090 | Mechanical Therapeutic Instruments and Psychological Function Testing Devices |  |
| 1337 | 90192010 | Invasive ventilator   | Except for commodities managed as medical devices  |



| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 1338 | 90192020 | Non-invasive ventilator  | Except for commodities managed as medical devices  |
| 1339 | 90192090 | Other therapeutic breathing apparatus such as ozone therapeutic apparatus and oxygen therapeutic apparatus | Except for commodities managed as medical devices  |
| 1340 | 90200000 | Other respirators and gas masks  |  |
| 1341 | 90211000 | Orthopedic or fracture instruments   |  |
| 1342 | 90251100 | Direct Readable Liquid Thermometer   |  |
| 1343 | 90251990 | Other non-liquid thermometers, pyrometers  |  |
| 1344 | 90258000 | Other thermometers, hydrometers, hygrometers, etc.   |  |
| 1345 | 90259000 | Parts of similar instruments such as hydrometers, thermometers, etc.                                       |  |
| 1346 | 90275090 | Other instruments and devices using optical rays (excl. gene sequencers)                                   | Domestic dust meters only  |
| 1347 | 90291090 | Output counter, step counter and similar instruments   |  |
| 1348 | 91011100 | Precious Metal Electronic Watch with Mechanical Indicator  |  |
| 1349 | 91011990 | Other precious metal electronic watches  |  |
| 1350 | 91012100 | Precious Metal Mechanical Watch with Auto-winding  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 1351 | 91021100 | Other electronic watches with mechanical indication  |  |
| 1352 | 91021200 | Other electronic watches with photo-electric display   |  |
| 1353 | 91021900 | Other electronic watches   |  |

| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 1354 | 91022100 | Other mechanical watches with automatic winding                | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 1355 | 91022900 | Other mechanical watches with non-automatic winding            | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 1356 | 91029100 | Power-driven pocket watches and other electronic watches       |  |
| 1357 | 91029900 | Other mechanical pocket watches, stopwatches and other watches |  |
| 1358 | 91031000 | Electronic clock with watch core                               |  |
| 1359 | 91039000 | Mechanical clock with watch core                               |  |
| 1360 | 91051100 | Digital alarm clock  |  |
| 1361 | 91052100 | Electronic clock   |  |
| 1362 | 91059900 | Other mechanical clocks  |  |
| 1363 | 91069000 | Other time recorders and other similar devices                 |  |
| 1364 | 91139000 | Non-metallic watch strap and its parts                         |  |
| 1365 | 92079000 | Other instruments that produce or amplify sound by electricity |  |
| 1366 | 92099990 | Other parts of musical instruments not listed in this chapter  |  |
| 1367 | 94012090 | Seats for motor vehicles                                       |  |
| 1368 | 94016190 | Other seats with upholstered wooden frames                     | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |

| Item | HS Code  | Product Name                                    | Notes  |
|------|----------|---|--|
| 1369 | 94016900 | Seats with other wooden frames                  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 1370 | 94017190 | Seats with cushioned metal frames               |  |
| 1371 | 94017900 | Seats with other metal frames                   |  |
| 1372 | 94018090 | Other seats                                     | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 1373 | 94019990 | Non-wooden seat parts for other uses            |  |
| 1374 | 94032000 | Other metal furniture                           |  |
| 1375 | 94037000 | Plastic furniture                               |  |
| 1376 | 94038990 | Furniture made of other materials               |  |
| 1377 | 94039100 | Wooden furniture parts                          | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 1378 | 94039900 | Non-wooden furniture parts                      | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 1379 | 94042100 | Mattress Made of Sponge Rubber or Foam Plastics |  |
| 1380 | 94042900 | Mattress made of other materials                |  |
| 1381 | 94043090 | Other sleeping bags                             |  |

| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 1382 | 94044010 | Quilt, bedspread filled with feathers or down                      | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 1383 | 94044020 | Quilt, bedspread filled with animal hair                           | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 1384 | 94044030 | Silk-filled quilt, bedspread                                       |  |
| 1385 | 94044040 | Quilt, bedspread filled with chemical fiber                        |  |
| 1386 | 94044090 | Quilts, bedspreads filled with other materials                     |  |
| 1387 | 94049010 | Down or Feather-Filled bedding and similar articles                | Except those listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora   |
| 1388 | 94049020 | Fur-filled bedding and similar articles                            | Except those listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora   |
| 1389 | 94049030 | Silk-cotton-filled bedding and similar articles                    |  |
| 1390 | 94049040 | Bedding and similar articles filled with chemical fiber and cotton |  |
| 1391 | 94049090 | Bedding and similar articles of other materials                    |  |
| 1392 | 94051100 | Light emitting diode (LED) chandelier                              |  |
| 1393 | 94051900 | Other light sources chandelier                                     |  |
| 1394 | 94052100 | Light-emitting diode (LED) desk lamp, bedside lamp or floor lamp   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |

| Item | HS Code  | Product Name  | Notes  |
|------|----------|---|--|
| 1395 | 94052900 | Other light sources table lamp, bed-side lamp or floor lamp   | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 1396 | 94054100 | LED photovoltaic lamp   |  |
| 1397 | 94054210 | Light emitting diode (LED) searchlights and spotlights        |  |
| 1398 | 94054290 | Light emitting diodes (LED) other lighting                    |  |
| 1399 | 94054910 | Other light sources, searchlights and spotlights              |  |
| 1400 | 94054990 | Other electrical lamps and lighting fixtures                  |  |
| 1401 | 94055000 | Non-electric lamps and lighting devices                       | Candleholder for decoration only   |
| 1402 | 95030010 | Wheeled toys and doll bikes for children                      |  |
| 1403 | 95030021 | Toy animals   |  |
| 1404 | 95030029 | Other dolls   |  |
| 1405 | 95030060 | Intelligence toys   |  |
| 1406 | 95030083 | Toys and Models with Power Devices                            |  |
| 1407 | 95030089 | Other Unlisted Toys   |  |
| 1408 | 95030090 | Toy parts   |  |
| 1409 | 95045020 | Video game controller and equipment with video display device |  |
| 1410 | 95045030 | Other video game controllers and equipment                    |  |
| 1411 | 95045080 | Parts and accessories of video game controller                |  |
| 1412 | 95049010 | Other video game consoles                                     |  |
| 1413 | 95051000 | Christmas supplies  |  |

| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 1414 | 95059000 | Other festival or entertainment items                      |  |
| 1415 | 95061100 | Ski clogs  |  |
| 1416 | 95061200 | Ski clog fastener  |  |
| 1417 | 95061900 | Other skiing equipment                                     |  |
| 1418 | 95062900 | Other water sports equipment                               |  |
| 1419 | 95063100 | Complete golf-club   |  |
| 1420 | 95063200 | Golf ball  |  |
| 1421 | 95063900 | Other golf equipment                                       |  |
| 1422 | 95065900 | Other tennis rackets, badminton rackets or similar rackets |  |
| 1423 | 95066210 | Basketball, football, volleyball                           |  |
| 1424 | 95066900 | Other balls  |  |
| 1425 | 95067010 | The skating shoes  |  |
| 1426 | 95067020 | Roller skates  |  |
| 1427 | 95069119 | Other fitness and rehabilitation equipment                 | Except for rehabilitation equipment  |
| 1428 | 95069190 | General sports activities, gymnastics or sports goods      |  |
| 1429 | 95069910 | Skateboard   |  |
| 1430 | 95069990 | Other unlisted toys and sporting goods                     |  |
| 1431 | 95071000 | Fishing rod  |  |
| 1432 | 95072000 | Fishing hook   |  |
| 1433 | 95073000 | Fishing line   |  |
| 1434 | 95079000 | Other fishing products                                     |  |
| 1435 | 96011000 | Processed animal teeth and their products                  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |



| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 1436 | 96020010 | Medical capsule  |  |
| 1437 | 96031000 | A broom bound with branches or other plant material.                           |  |
| 1438 | 96032100 | Toothbrushes, including tooth board brushes                                    |  |
| 1439 | 96032900 | Shaving brushes, hairbrushes, eyelash brushes and other human cosmetic brushes | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 1440 | 96033010 | Paint brush  |  |
| 1441 | 96033090 | Brush for cosmetics  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 1442 | 96034019 | Paint brushes of other materials and similar brushes                           |  |
| 1443 | 96035091 | Other brushes as parts of machines and appliances                              | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 1444 | 96039090 | Other brooms, brushes, mops and other brushes                                  | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 1445 | 96050000 | Travel kits for personal dressing, sewing, etc.                                |  |
| 1446 | 96081000 | Ball pen   |  |
| 1447 | 96082000 | Felt-tipped and other percolating pen-tipped pens and markers                  |  |
| 1448 | 96083020 | Fountain pen   |  |

| Item | HS Code  | Product Name   | Notes  |
|------|----------|--|--|
| 1449 | 96083090 | Other pens   |  |
| 1450 | 96084000 | Propelling pencil  |  |
| 1451 | 96085000 | A complete set of articles containing (> two pens)                       |  |
| 1452 | 96086000 | ball pen inner reserve   |  |
| 1453 | 96089100 | Pen nibs and nib points  |  |
| 1454 | 96089990 | Other pen parts  |  |
| 1455 | 96091010 | Pencil   |  |
| 1456 | 96091020 | Color pencils  |  |
| 1457 | 96092000 | Pencil lead, black or other color  |  |
| 1458 | 96099000 | Crayon, Carbon Brush, Chalk for Writing or Painting                      |  |
| 1459 | 96100000 | A slate or blackboard with a written or painted picture.                 |  |
| 1460 | 96131000 | Disposable pocket gas lighter  |  |
| 1461 | 96132000 | Inflatable pocket gas lighter  |  |
| 1462 | 96138000 | Other lighter  |  |
| 1463 | 96151100 | Combs, hairpins and similar articles made of rigid rubber or plastics    |  |
| 1464 | 96151900 | Combs, hairpins and similar materials                                    | Except for commodities listed in the Catalogue of Commodities of Import and Export Species of Wild Fauna and Flora and that cannot provide the relevant Species Certificate from China's Office of Import and Export Administration of Endangered species. |
| 1465 | 96159000 | Other hairpins, curlers, etc. and their parts                            |  |
| 1466 | 96161000 | Perfume sprayer or similar sprayer for makeup                            |  |
| 1467 | 96162000 | Powder puff and powder pat for application of grease powder or cosmetics |  |

| Item | HS Code  | Product Name   | Notes |
|------|----------|--|-------|
| 1468 | 96170011 | Insulation flask made of glass inner liner   |       |
| 1469 | 96170019 | Other thermos flask  |       |
| 1470 | 96170090 | Other Vacuum Containers and Parts  |       |
| 1471 | 96190011 | Diaper and diaper for baby   |       |
| 1472 | 96190019 | Diaper and diaper for adult  |       |
| 1473 | 96190020 | Sanitary towels(pads) and tampons, of any material   |       |
| 1474 | 96190090 | Similar materials for sanitary towels (pads) or diapers  |       |
| 1475 | 96200010 | Monopods, bipods, tripods and the like specially used for photographic camera equipment (other than primary imaging cameras) or sound and video recording and playback equipment |       |
| 1476 | 96200090 | Other monopods, bipods, tripods and similar  |       |

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