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BE PART OF CHINA'S ECONOMIC FIREWORKS

A night-time photograph of the Shanghai skyline, featuring the Oriental Pearl Tower and the Shanghai Tower, with fireworks exploding in the sky above the city.

HOW TO TRADE WITH THE WORLD'S
SECOND LARGEST ECONOMY

CHINA'S ECONOMY BY SECTOR

SERVICES 52.2%

INDUSTRY 39.5%

AGRICULTURE 8.2%¹

TOP INDUSTRY EXPORT OPPORTUNITIES

ELECTRONICS

China might make a lot of electronics, but it also imports a huge amount of them too. Imports of circuit boards and related items rose nearly 90% in the 9 years up to 2016.²



HEALTHCARE AND EDUCATION

China has a lot of people to take care of, and that's why it has opened up its healthcare system to foreign investment. The Chinese are also willing to spend huge amounts on tutoring and support for education.



CONSTRUCTION AND GREEN BUILDING

With 100-plus cities of 1 million people or more, China is building, building, building.³ It's the world's largest construction market, but is also leading the way in reducing its carbon emissions.

LUXURY GOODS ARE LOOKING UP

China is set to be the world's largest luxury goods market by 2020.⁴



CHINA'S ONLINE MEGA-MARKET

China's relaxation of import regulations means there is an increasing appetite for foreign goods.

738 MILLION INTERNET USERS

Only 53% of the population is online (compared to 88% in the USA). A huge percentage of the Chinese population is set to come online in the coming years.⁵

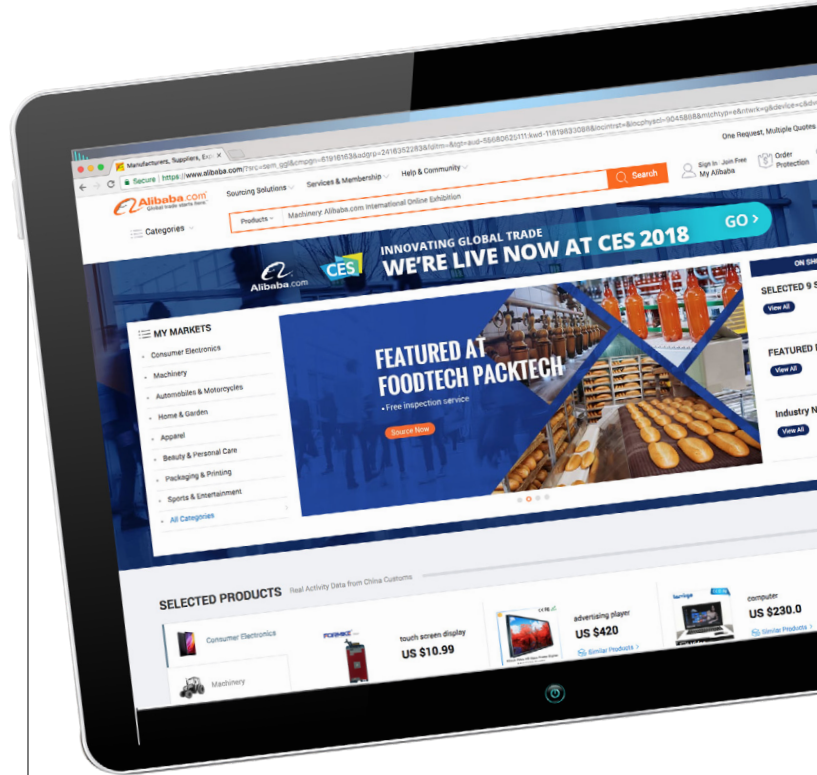
ONLINE SHOPPING SURGES FORWARD

China's online shopping sector is strong—it grew by 39% in 2016, accounting for 14% of total retail sales.⁷ It's worth noting that 70% of online transactions are B2B.⁶

47% OF CHINA'S INTERNET USERS ALSO SHOP ONLINE⁶

THE LARGEST AND MOST INNOVATIVE E-COMMERCE MARKET OF ALL

The increasing purchasing power of China's middle classes and 415 million millennials makes China a must-play e-commerce market.⁸



THE ALIBABA EFFECT

Larger than Walmart, growing faster than Amazon, Alibaba is one of the world's ten largest companies. Similar to Amazon's Marketplace, retailers and manufacturers can sell their products through Alibaba—and in particular Alibaba's 'Tmall' platform—to reach an audience of hundreds of millions of shoppers. It's open to suppliers from all over the world, and growing internationally.

THE WORLD'S SECOND-LARGEST ADVERTISING MARKET⁹

HOW DO I START EXPORTING TO CHINA?

First, decide which bit. There are a number of regional economic hubs where cities interact together to create a wider economic area.

WANT TO ENTER THE CHINESE MARKET? GIVE THE PEOPLE WHAT THEY WANT



CLOTHING

One of the biggest product categories for Chinese consumers looking to buy imported products. Luxury brands in particular.

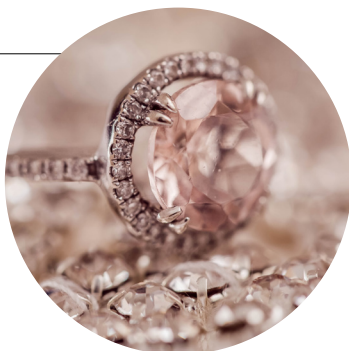


SHOES

Fashionable shoes and designers brands – especially collectible sneakers that can't be found in Chinese stores.

JEWELLERY

The quality and style of imported Western jewellery is increasingly sought after.



BEAUTY PRODUCTS AND ACCESSORIES

Make-up, skincare products (especially those with natural ingredients) and beauty accessories.



TRENDY SNACKS AND HEALTH FOODS

Think kale chips, dried fruit, and superfoods—the Chinese are becoming increasingly health conscious.

THE LANGUAGE OF TRUST

Mandarin: more people speak it as a first language than any other language in the world. A working understanding of it can go a long way to building trust with your Chinese-based business associates.



JUICES

Such as cranberry juice, successfully introduced by Ocean Spray, has helped usher in a growing trend.¹⁰

TRADE REGULATIONS AND CUSTOMS INFORMATION

JUNE 2015

CHINA SLASHED IMPORT TARIFFS BY UP TO 50%

AGENTS, DISTRIBUTORS AND AGENCIES IN CHINA

Using local export agents or distributors can make exporting goods easier. Consulting local English-speaking lawyers can also help you avoid costly mistakes.

TARIFFS AND TAXES

China Customs assesses and collects tariffs. On top of normal tariff duties, both foreign and domestic enterprises are required to pay value-added taxes (VAT) and business taxes.

CUSTOMS VALUATION

The dutiable value of an imported good includes the normal transaction price of the item, plus the cost of packing, freight, insurance, and seller's commission. China Customs assesses the valuation of all imports.

IMPORTANT CHINESE GOVERNMENT ENTITIES

The Chinese Central Government's Official Web Portal

National Development and Reform Commission (NDRC)

General Administration of Customs



I'M READY FOR CROSS-BORDER TRADE WITH CHINA. WHAT NEXT?

Take advantage of our business expertise and open an account with DHL Express. Visit [our website here](#) and we'll be delighted to help.

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