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Introduction



First of all, thank you for downloading this guide. In this document, you will get a complete crash course on everything you must know before exporting to China.

In a way, we want to demystify the whole process, and show that exporting products to China in 2019, is actually a lot easier than you might think.

Best Regards, Fredrik Gronkvist, Co-founder of Export2Asia.com

Learn how to sell via Tmall or WeChat: Book a Free Consultation with us

If you want to learn how we can help you start testing the China market, feel free to book a consultation call on www.export2asia.com/call

We will get back to you to confirm the time and date within 24 hours.

Part 1: Sales Channels



Your first step is to decide how to sell your products, and get paid. In this first part, you will get an overview of China's largest ecommerce platforms and B2B sales channels.

Tmall Global (B2C)

Tmall.com is part of China's largest ecommerce platform. By joining the Tmall Global program, you can start selling directly to the Chinese ecommerce market - without opening a Chinese company or bank account.

You can ship products directly from where you are now, to consumer in China. Perhaps best of all, you can get paid directly to your local bank account - in US dollars or Euros.

JD (B2C)

JD.com is China's 2nd largest ecommerce platform. It's not as big as Tmall.com, but the competition from other brands is lower too.

Trade Shows (B2B)

Not looking to sell online directly to Chinese consumers? Then perhaps you should sell directly to Chinese retailers, wholesalers or distributors instead.

There are hundreds of trade shows each year, especially in Shanghai, Beijing, Guangzhou and Hong Kong.

Here, you can find B2B buyer's for your brands.

Part 2: Payment Methods



Getting paid by your customers in China, be it B2C or B2B, can be a serious challenge. China has some of the strictest capital controls in the world, making it difficult for Chinese importers, and individual consumers, to pay for your product.

This is how you should get paid:

a. AliPay (B2C)

AliPay is owned by Alibaba Group, which also owns Tmall.com. As such, AliPay is the payment gateway used on Tmall.com, and all other Alibaba websites.

AliPay enables you to get paid directly to your local bank account, in your currency - while allowing the Chinese shopper to pay with their UnionPay card.

b. Stripe (B2C)

Stripe is a US based payment gateway company compatible with various online store platforms (i.e., Shopify and WooCommerce), that partnered with AliPay and Wechat Pay in 2017. Hence, Stripe allows you to accept payments directly from Chinese consumers.

c. Telegraphic Transfer (B2B)

When exporting products to a China based retailer or distributor, you should only accept payment by telegraphic transfer. Do not ship any products until you have received payment in full, as debts are practically impossible to recover.

Part 3: Product Certification



Just like the European Union and the United States, China has its own set of product regulations, labeling requirements and lab test report requirements. If your product is not fulfilling all requirements, it cannot enter the Chinese market.

a. CIQ (Food & Beverage)

CIQ administers regulations applicable to food and beverage. For example, the food packaging must be correctly labelled with Chinese characters, and lab test reports must be provided.

b. CCC (Consumer Goods)

CCC is applicable to a range of consumer goods, and requires that the product is correctly labelled, and comes with technical documentation and a test report.

c. Is it my responsibility as an exporter to ensure compliance?

If you sell B2C, for example via Tmall, it's up to you as an exporter to make sure that the product is compliant - or it will not be cleared through customs.

However, if you sell B2B to a retailer or distributor in China, the responsibility falls on them. That said, you will gain a major competitive advantage if you can help your buyer through this process.

Believe or not, but Chinese importers are often as confused as you are, when it comes to CIQ and CCC.

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