ITALIAN TRADE AGENCY

ITA Beijing Office

NEWSLETTER

E-COMMERCE
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China's Cross-Border E-Commerce Continues Rapid Expansion
China's cross-border e-commerce maintained strong momentum in the first half of 2026. According to the General Administration of Customs, exports through overseas warehouses surged 3.3 times year on year, while 140 million Chinese consumers made purchases via cross-border e-commerce platforms. In 2025, the country's cross-border e-commerce trade reached RMB 2.84 trillion (USD 395.1 billion), up 4.8%, with market procurement exports exceeding RMB 800 billion (USD 111.3 billion). **(Xinhua)**

EU Fines Aliexpress for Digital Services Act Violations
The European Commission has fined AliExpress EUR 550 million (USD 642.7 million) for failing to comply with the Digital Services Act, marking the largest penalty issued under the regulation since its adoption in 2022. The Commission said the platform failed to adequately assess and reduce the risks of illegal, counterfeit and unsafe products. AliExpress must submit corrective measures within three months or face additional periodic fines. **(Radio France Internationale)**

China To Speed Up Customs Clearance for E-Commerce Parcels
China's General Administration of Customs will introduce new measures under the 15th Five-Year Plan (2026-2030) to speed up customs clearance for cross-border e-commerce. The reforms include simplified nationwide clearance, faster processing for small parcels, streamlined return procedures and enhanced logistics support, aiming to reduce costs and improve trade efficiency. **(People's Daily)**

JD.com Expands European E-Commerce Strategy
JD.com has opened its European e-commerce platform, Joybuy, to third-party merchants for the first time, shifting from a self-operated retail model to a hybrid marketplace. The move aims to replicate JD.com's "self-operated + marketplace + logistics" model in Europe while expanding product offerings. Joybuy currently adopts an invitation-only approach, targeting established sellers with annual European GMV of at least EUR 2 million. **(Finance.sina)**

China's Cross-Border E-Commerce Shifts to Innovation
China's cross-border e-commerce sector is moving from price competition to innovation-led growth. Industry executives say a new generation of exporters is focusing on product design, technology and branding to expand globally. Customs data show China's exports grew over 10% in the first half of 2026, extending growth for the 11th consecutive quarter. **(Guandian)**