ITALIAN TRADE AGENCY

ITA Beijing Office

NEWSLETTER

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Malaysia Participates in Global Digital Trade Expo as Guest of Honor
Malaysia attended the fifth Global Digital Trade Expo in Hangzhou as guest of honor for the first time, with 11 companies in its delegation. Malaysia External Trade Development Corporation CEO Abu Bakar Yusof expressed interest in collaborating with Chinese technology firms to ensure artificial intelligence benefits society, including children and education. **(China Daily)**

SHEIN's Spanish Revenue Surges 81% as Marketplace Expands
SHEIN's revenue in Spain reached €4.56 billion in 2025, up 81% year-on-year, according to ECDB estimates. The company has launched a cooperative logistics service for local marketplace sellers, partnering with GLS, FedEx and CTT to facilitate cross-border deliveries across five European markets. The move supports its expansion beyond fashion amid competition from Zara, AliExpress and Temu. **(Cross-Border Frontier)**

China's Double 11 Shopping Festival Puts AI and Cross-Border E-Commerce in Focus
China's 2026 Double 11 shopping festival started earlier, with major platforms simplifying promotions and deploying artificial intelligence (AI) across merchant operations, customer service and recommendations. Cross-border expansion is another focus: over 1.2 million Taobao and Tmall merchants have joined one-click export services, while overseas warehouses and AI tools improve delivery and localization. **(Securities Times)**

Shoppable Videos Drive 64% of TikTok Shop Sales in Four European Markets
According to ECDB, shoppable videos generated 64% of TikTok Shop transaction value in Germany, France, Italy and Spain, with livestreams and product cards accounting for the remainder. Germany recorded the highest video share at 69.3%. Livestreams contributed around 20% in France, Italy and Spain, compared with 13% in Germany. **(Ebrun)**

AliExpress Overseas Warehouse Stockpiling Surges 146% Ahead of Double 11
AliExpress reported a 146% year-on-year increase in overseas warehouse stockpiling ahead of its Double 11 shopping festival. Projector brand Magcubic prepared 200,000 units, triple last year's volume, with over 80,000 already in official warehouses. Electronics brand Baseus stocked 600,000 units, while carbon-fiber wheel maker ELITEWHEELS prepared goods worth over $3 million. **(AliExpress)**