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CHINA BRIEFING

From Dezan Shira & Associates

China Investment Roadmap: the e-Commerce Industry

P.04 Logging In: Understanding
e-Commerce in China

P.06 Choosing an Investment Model to
Access China's e-Commerce Market

P.11 Special Feature:
Ensuring e-Commerce Brand
Protection in China

Introduction



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At a time when China's slowing economy and flagging stock markets are grabbing headlines, the country's e-commerce industry has continued to go from strength to strength. In 2014, China's online retail volume increased by 21.3 percent year on year to reach US\$1.98 trillion, making it the world's largest e-retailing market – a position it has since strongly built upon. With rising disposable income levels and an expanding internet penetration rate, the Middle Kingdom is perfectly positioned to be the world's premier online market for the foreseeable future.

However, despite the vast amount of opportunities that exist and an ostensibly liberalized entry process for foreign firms, e-commerce is by no means a simple market to access in China. A complex regulatory framework and a nuanced consumer base combine to make choosing the right market entry model vital for foreign SMEs.

In this edition of China Briefing magazine, we present a roadmap for investing in China's e-commerce industry. We provide a consumer analysis of the Chinese market, take a look at the main industry players, and examine the various investment models that are available to foreign companies. Finally, we discuss one of the most crucial due diligence issues that underpins e-commerce in China: ensuring brand protection.

E-commerce in China is developing rapidly. As the Chinese government continues to introduce sweeping new reforms, possessing a thorough understanding of the industry is absolutely necessary.

With kind regards,

Adam Livermore



This Month's Cover Art

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Reference

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This Issue's Topic

China Investment Roadmap: the e-Commerce Industry

Online Resources from China Briefing

-  [Selling, Sourcing and e-Commerce in China 2016](#)
-  [Internet Challenges & Solutions When Doing Business in China](#)
-  [A Comparison of China's Top e-Commerce Platforms](#)
-  [Using Baidu: China's Largest Search Engine](#)

Online Resources on Emerging Asia

-  [Information Technology-Based Solutions](#)
-  [New Internet Cable Boosts Myanmar's Connectivity](#)
-  [Is India's E-Commerce Industry Too Regulated for Foreign Investment?](#)
-  [Vietnam's Internet Infrastructure Improving](#)

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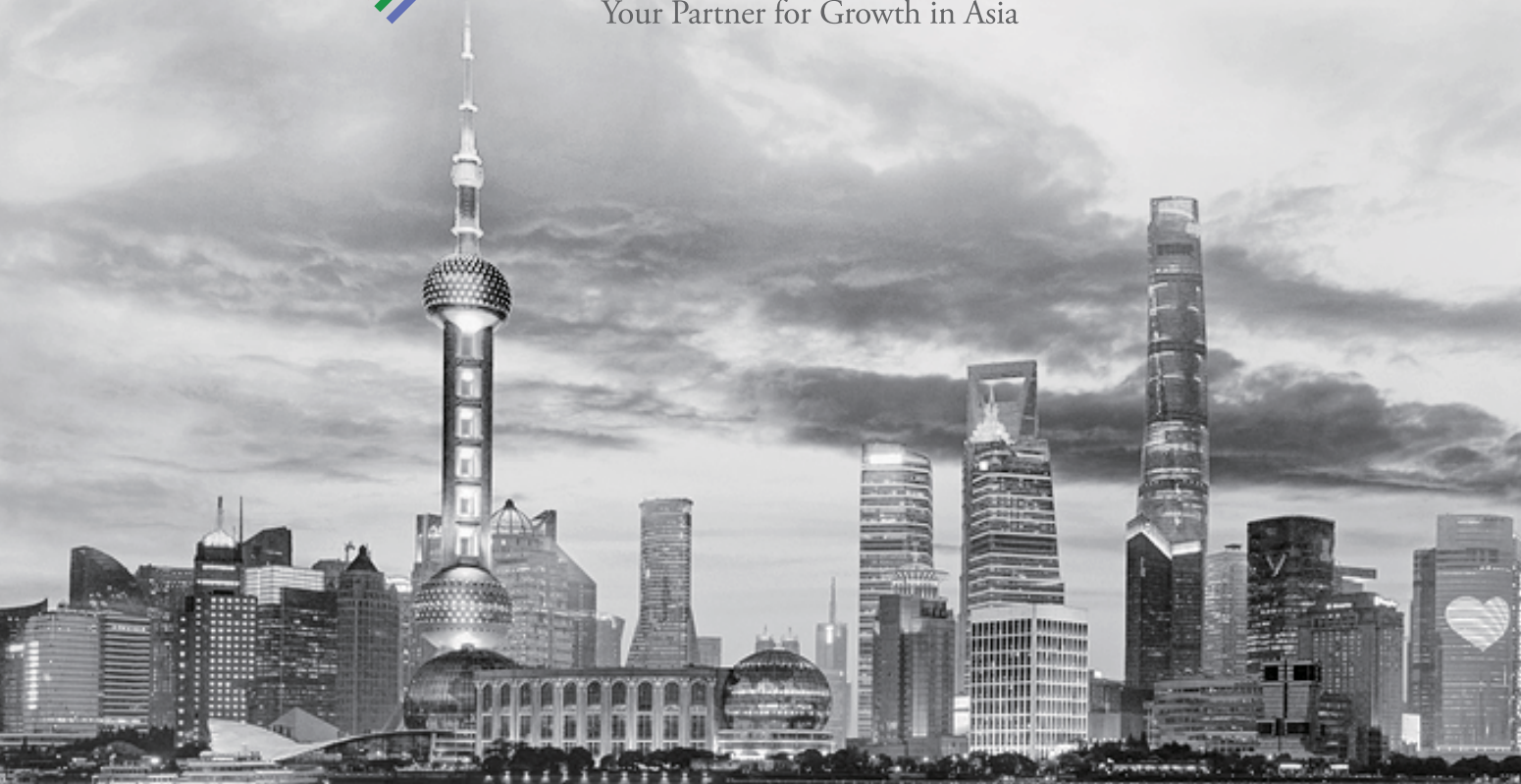
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