

10. Appendix

Year	Total e-commerce	National Express	The market scale of cross-	China Third-Party	China's advertising	Network penetration
2001	0.12	2.0	1000	1.6	792	3.7
2002	0.19	2.2	1700	4	903	4.6
2003	0.27	2.5	2500	11	1079	6.2
2004	0.48	2.9	3300	60	1265	7.2
2005	0.74	3.4	4300	163	1416	8.5
2006	1.3	3.8	5000	451	1573	10.5
2007	1.55	4.5	6200	935	1741	16
2008	2.9	5.5	7000	2578	1900	22.6
2009	3.6	6.1	8500	5051	2041	28.9
2010	4.55	7.1	11000	10105	2341	34.3
2011	6.09	8.4	17000	22038	3126	38.3
2012	8.11	9.4	21000	36814	4698	42.1
2013	10.4	10.2	31500	54105	5020	45.8
2014	16.39	10.6	42000	80767	5606	47.9
2015	21.79	10.8	54000	122000	5973	50.3
2016	26.1	11.1	67000	588000	6489	53.2
2017	29.16	12.1	80600	1021000	6896	55.8
2018	31.63	13.3	90000	1715000	7991	59.6
2019	34.81	14.6	105000	2262000	8674	61.2

Cross-border E-commerce integrated test area in China		
Region	Extent	Main Objectives
Hangzhou	International	Form a set of management system and rules to global cross-border E-commerce development gradually. Provide general experiences to promote the national cross-border E-commerce. Set it as an important window of opening up and the carrier of economic transformation. Enhance the competitiveness and voice of China in foreign trade.
shanghai	International	Make the first pilot on technical standards, business processes, regulatory models and information technology of cross-border E-commerce. Guide the cross-border E-commerce to scale, standardization and clustering. Create a fair and transparent business environment for all types of companies. Explore the international standards and rules for the development of cross-border E-commerce.
Suzhou	National	Innovate the business model of “Internet + China made 2025 + independent brand international”. Expand the developing space of traditional foreign trade and manufacturing enterprises through the "Internet +".
Ningbo	National	Enhance the capacity and level of cross-border E-commerce services; Form an environment of

		convenient facility, efficient supervision as well as normal rules gradually. Promote quality trade priority and build an upgraded version of Ningbo open economy
Guangzhou	National	Build the promotion system of cross-border E-commerce in Chinese characteristics and Guangzhou elements
Chengdu	National	Establish a new foreign trade system consists of cross-border E-commerce applications, cross-border B2B innovation services as well as cross - border network retail integration. Promote foreign trade growth mode from the "domestic capacity-driven" to "outside demand-driven", from "outside demand-driven" to "China's manufacturing transformation and upgrading". Promote the structural reform of the supply side, and cultivate new impetus to foreign trade.
Hefei	Region	Highlight the safety of brand and quality. Efforts to crack the development of cross-border E-commerce problems. 20 20 Strive to cultivate a new engine of foreign trade transformation and upgrading, a new high economic development
Chongqing	Region	Form a cross-border E-commerce industry chain and the ecological chain. Form a management system and rules adapted to cross-border E-commerce. Provide the replicable and generalizable experience for other country's inland areas

Zhengzhou	Region	Form a complete cross-border E-commerce industry chain and ecological circle, to create a new trade service chain. Improve the rules of cross-border E-commerce; enrich the development model in Chinese features. Stimulate public entrepreneurship, innovation and vitality; cultivate new advantages of foreign trade competition.
Shenzhen	Region	Promote the development of E-commerce by building platforms to form a new mechanism to coordinate basic services and high-level service. Create a new situation in international cooperation in E-commerce to serve the strategy of “The Belt and Road”.
Dalian	Region	Make the first pilot on regulatory models, technical standards business processes, and information technology of cross-border E-commerce. Explore replication and promotion experiences to achieve a breakthrough of cross-border E-commerce in Dalian.
Qingdao	Region	Build the industrial chain and ecological circle of cross-border E-commerce in Qingdao. Promote new formats, foreign trade as well as industry development. Establish the cross-border E-commerce trading system and operational mechanism at the global level.