

Call for Actions by Cross-border E-commerce Enterprises

World Customs Organization (WCO) and China Customs held the First Global Cross-Border E-Commerce Conference (the "Conference") in an effort to explore the basic rules and management mode for customs control that will meet the development of cross-border e-commerce. The cross-border e-commerce enterprises highly appreciate the organization of the conference.

The representatives of T-mall international Alibaba, eBay, Netease Kaola.com, Jumei, Red, g.suning.com and Henan Bonded Group propose the following actions to be taken by the cross-border e-commerce industry to follow the accomplishments of the Conference:

We will actively promote the theme of the Conference, make it known by more cross-border e-commerce enterprises, share the achievements of the Conference, and encourage cross-border e-commerce enterprises around the world to build a closer tie with WCO members.

We propose that the government, the business community and third-party organizations uphold this consensus on development, enhance mutual trust and cooperation, expand channels for dialogue, and settle issues through partnerships, together to create a sound platform and space for the sustainable development of cross-border e-commerce in a pragmatic, constructive and progressive manner.

We hold that all the cross-border e-commerce enterprises can be open to the world, the public, the changes, and the future, follow the principles of trade security, free trade, trade inclusiveness and trade facilitation. With the guidance of the WCO and its members, we should actively participate in the exploration of new rules for global trade and work with government organizations to establish new clearance mechanisms and arrangements that adapt to digital economy and meet the rapidly changing demands.

We believe that the technical input of and coordination between the customs and the industry, in particular the innovative regulatory systems and trade facilitation measures adopted to promote the sustainable, sound and rapid development of cross-border e-commerce, will further accelerate the release of the "bonus" from the changes, and "global buying, global sales, global payment, global delivery and global tours" will become a reality, bringing new experiences to global trade and global consumption.

We call on the entire industry to support world customs community to maintain their position at the forefront of the era and continue to implement regulatory measures that "provide facilitation for those who abide by the law and punish those who violate it", highlight tolerance and synergy, pay proper attention to both norms and development, promote innovation in areas such as regulation, taxation, statistics and anti-smuggling, and facilitate the sustainable development of the cross-border e-commerce industry.

We strongly call on the industry to regard promoting the establishment of a global credit system as a shared responsibility, utilize all efforts to protect intellectual property rights, ecological environment, legitimate rights and interests of consumers, and work with various public and private sectors to build a good global business environment.

The above initiatives are the industry's promises to create a better tomorrow for cross-border e-commerce and all industry players around the world are welcome to work together to create a new era and horizon for the industry.