

YuShop Global Launches New China Cross-Border eCommerce Platform for Small and Midsize Businesses (SMBs)



Dallas, Dec 5, 2019 ([Issuewire.com](https://www.issuewire.com)) - [YuShop Global](https://www.yushopglobal.com), a China Cross-Border eCommerce (CBEC) provider, announces the release of a new CBEC platform designed to provide Small and Midsize Businesses (SMBs) with a seamless and turn-key gateway to the nearly 700 million online Chinese consumers.

The platform, named [China-X-Border](#), provides SMBs with a multi-featured, omnichannel approach to entering the China market in a shorter timeline than previously possible and with smaller budgets. The platform provides both a complete and seamless turnkey service, as well as a la cart options for brands looking for a more do-it-yourself approach.

The China eCommerce Market

China is the world's largest eCommerce market with over 50% of all global transactions.

In 2018 China's online retail transactions reached \$1.33 trillion USD, representing an online retail annual growth of 24% from 2017 to 2018. Further, eCommerce retail transactions are forecasted to reach near \$2 trillion USD by year-end 2019.

China's eCommerce market is larger than that of the U.K., Germany, Canada, and the United States combined.

The Chinese Millennial Market

The Millennial shoppers often referred to as those aged 22 to 37 today, are highly in demand target demographic for many eCommerce brands. There are currently about 400 million millennials in China, compared with close to 80 million in the United States.

They are the main drivers of the country's surge in consumption, with spending of those under the age of 35 accounting for over 65 percent of total consumption growth.

The China-X-Border Platform

YuShop Global's release of the China-X-Border platform is designed to provide SMBs a seamless point of entry into the China market with marketing, sales, distribution, and customer service to support the brand locally.

[Nathan Halsey](#), CEO of YuShop Global stated, "China-X-Border is what I had envisioned for YuShop when we launched in 2018, we just didn't have the distribution network and infrastructure in place early on to deliver on it. This platform provides dual benefits to both the China consumer looking for innovative products from around the world, as well as SMB brands looking to China for growth opportunities."

Services provided to SMBs on the China-X-Border platform include:

- Direct-to-door delivery in China from the brand's home country warehouse (all on the YuShop Global 3PL logistics platform)
- Localization of marketing and branding to adapt to the China market
- Procurement of Social Influencers and Key Opinion Leaders (KOLs) to build brand awareness
- Content creation, promotion, and public relations (PR) campaigns

- Placement on YuShop Global Marketplace – 6Sixty Madison
- Development of Branded WeChat Mini-Apps
- Retail Channel Partner Distribution (1,500+ locations)
- Acceptance of Local Currency for Payment (WeChat Pay, China Union Pay, Alipay, etc)
- Cross-border payment settlement to home country bank
- Handling of returns and customer service in China
- Warehousing and inventory management
- Online reporting via YuShop Management Dashboard

Non-Compete Policy

The YuShop Marketplace is unique for China in that all products are curated by YuShop's buyer team to ensure uniqueness and quality to meet the platform standards and the company implements a strict policy to not carry competing products.

[Nathan Halsey](#), the CEO, commented "When marketplaces carry competing products and brands, it presents an opportunity for buyers to value shop, and can lead to downward pricing pressure on brands looking to be more attractive based on price alone. We do not carry competing products to not only protect our brand partners but to provide our China customers better shopping experience."

For more information on YuShop Global's new platform, you can visit <http://www.chinaxborder.com>

About YuShop Global

YuShop Global was the creation of [Bellatorra Skin Care](#), as an in-house cross-border gateway to market and distribute Bellatorra's U.S. luxury beauty products into mainland China. In 2018, the company opened the platform to other health & beauty brands, around the world, who were looking to expand their products to China. Bellatorra was launched in 2015 with an exclusive distribution with luxury retailer Barneys New York.

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