

国务院办公厅关于促进跨境电子商务
健康快速发展的指导意见

Guiding Opinions to Promote Healthy and Rapid Development of Cross-Border E-Commerce

各省、自治区、直辖市人民政府，国务院各部委、各直属机构：

近年来，我国跨境电子商务快速发展，已经形成了一定的产业集群和交易规模。支持跨境电子商务发展，有利于用“互联网+外贸”实现优进优出，发挥我国制造业大国优势，扩大海外营销渠道，合理增加进口，扩大国内消费，促进企业和外贸转型升级；有利于增加就业，推进大众创业、万众创新，打造新的经济增长点；有利于加快实施共建“一带一路”等国家战略，推动开放型经济发展升级。为促进我国跨境电子商务健康快速发展，经国务院批准，现提出以下意见：

All provinces, autonomous regions, municipalities, ministries, and commissions under the State Council:

In recent years, the rapid development of cross-border e-commerce in China has formed a certain scale of industrial groupings and transactions. National strategies include supporting cross border e-commerce development conducive to "Internet + foreign trade" to achieve excellent exports and imports, playing the advantage as a large manufacturing country, expanding overseas marketing channels, reasonably increasing imports, expanding domestic consumption, and promoting the transformation and upgrading of enterprises and foreign trade; helping increase employment, advancing mass venture and innovation, building new economic growth points; helping speed up implementation to build "One Belt, One Road," and other national strategies, such as the upgrading and development of an open economy. In order to promote the healthy and rapid development of cross-border e-commerce, the State Council approved the following comments:

一、支持国内企业更好地利用电子商务开展对外贸易。加快建立适应跨境电子商务特点的政策体系和监管体系，提高贸易各环节便利化水平。鼓励企业间贸易尽快实现全程在线交易，不断扩大可交易商品范围。支持跨境电子商务零售出口企业加强与境外企业合作，通过规范的“海外仓”、体验店和配送网店等模式，融入境外零售体系，逐步实现经营规范化、管理专业化、物流生产集约化和监管科学化。通过跨境电子商务，合理增加消费品进口。

一、Support domestic enterprises to better use e-commerce to carry out foreign trade. Accelerate the establishment of policy systems and regulatory systems to adapt to cross border e-commerce features and to improve the level of trade facilitation in all its aspects. Encourage trade between enterprises to achieve full online transactions as soon as possible, expanding the range of tradable goods. Support for cross-border e-commerce retail export enterprises to strengthen cooperation with overseas enterprises, through the standard “overseas warehouses,” experience stores, distribution shops, and other models, blend into overseas retail systems, gradually implement operation standardization, and to improve professional management, logistics and production intensification, and scientific supervision. Through cross-border e-commerce, foster a reasonable increase in imports of consumer goods.

二、鼓励有实力的企业做大做强。培育一批影响力较大的公共平台，为更多国内外企业沟通、洽谈提供优质服务；培育一批竞争力较强的外贸综合服务企业，为跨境电子商务企业提供全面配套支持；培育一批知名度较高的自建平台，鼓励企业利用自建平台加快品牌培育，拓展营销渠道。鼓励国内企业与境外电子商务企业强强联合。

二、Encourage powerful enterprises to be larger and stronger. Foster a number of influential public platforms to provide quality services for more domestic and foreign enterprises to communicate and negotiate; foster a number of more competitive foreign trade enterprises with integrated service, and provide comprehensive support to cross-border e-commerce businesses; foster a batch of more well-known self-built platforms to encourage enterprises to use self-built platforms to accelerate brand development and expand marketing channels. Encourage domestic enterprises and e-commerce companies to make powerful mergers.

三、优化配套的海关监管措施。在总结前期试点工作基础上，进一步完善跨境电子商务进出境货物、物品管理模式，优化跨境电子商务海关进出口通关作业流程。研究跨境电子商务出口商品简化归类的可行性，完善跨境电子商务统计制度。

三、Optimize customs regulatory measures. On the basis of pilot work, further improve cross-border e-commerce import and export of goods, improve goods management models, and optimize cross-border e-commerce import and export customs clearance processes. Study the feasibility of cross-border e-commerce exports classified to simplify and improve cross-border e-commerce statistical systems.

四、完善检验检疫监管政策措施。对跨境电子商务进出口商品实施集中申报、集中查验、集中放行等便利措施。加强跨境电子商务质量安全监管，对跨境电子商务经营主体及商品实施备案管理制度，突出经营企业质量安全主体责任，开展商品质量安全风险监管。进境商品应当符合我国法律法规和标准要求，对违反生物安全和其他相关规定的行为要依法查处。

四、Improve inspection and quarantine supervision policy measures. Adopt centralized reporting, inspection, clearance, and other measures to facilitate cross-border e-commerce for import and export commodities. Strengthen the quality and safety supervision processes of cross-border e-commerce, adopt recordation systems against business entities and commodities of cross-border e-commerce, stress the responsibility of enterprises for quality and safety, and carry out product quality safety risk supervision. Imported goods must comply with China's laws, regulations and standards, and acts in violation of biosafety and other relevant provisions are to be punished according to law.

五、明确规范进出口税收政策。继续落实现行跨境电子商务零售出口货物增值税、消费税退税或免税政策。关于跨境电子商务零售进口税收政策，由财政部按照有利于拉动国内消费、公平竞争、促进发展和加强进口税收管理的原则，会同海关总署、税务总局另行制订。

五、Clarify and standardize import and export tax policy. Continue implementation of existing cross-border e-commerce retail export goods including value added and excise tax rebates or exemptions. Cross-border e-commerce retail import tax policy, according to the principles of stimulating domestic consumption, fair competition, promoting the development, and strengthening import tax administration, shall be separately formulated by Ministry of Finance, in conjunction with the General Administration of Customs and State Administration of Taxation.

六、完善电子商务支付结算管理。稳妥推进支付机构跨境外汇支付业务试点。鼓励境内银行、支付机构依法合规开展跨境电子支付业务，满足境内外企业及个人跨境电子支付需要。推动跨境电子商务活动中使用人民币计价结算。支持境

内银行卡清算机构拓展境外业务。加强对电子商务大额在线交易的监测，防范金融风险。加强跨境支付国内与国际监管合作，推动建立合作监管机制和信息共享机制。

六、 Improve the management of e-commerce payment and settlement.

Steadily promote cross-border foreign exchange payment service institutions pilot programs. Encourage domestic banks and payment institutions to carry out legally compliant cross-border electronic payment services, to meet the cross-border electronic payment needs of domestic and foreign enterprises and individuals. Promote the use of cross-border e-commerce activities in Renminbi. Support domestic bank card clearing organization to expand overseas business. Strengthen the monitoring of e-commerce large online transactions, prevent financial risks. Strengthen domestic and international regulatory cooperation on cross-border payments, promote the establishment of co-regulatory mechanisms and information sharing mechanisms.

七、提供积极财政金融支持。鼓励传统制造和商贸流通企业利用跨境电子商务平台开拓国际市场。利用现有财政政策，对符合条件的跨境电子商务企业走出去重点项目给予必要的资金支持。为跨境电子商务提供适合的信用保险服务。向跨境电子商务外贸综合服务企业提供有效的融资、保险支持。

七、 Provide active fiscal and financial support. Encourage traditional manufacturing and trade circulation enterprises to take advantage of cross-border e-commerce platforms to explore the international market. By utilizing existing fiscal policy, provide necessary financial support to qualified key “go international” projects of cross-border e-commerce enterprises. Provide credit insurance services suitable for cross-border e-commerce. Provide effective financing and insurance support to enterprises that offer integrated services for cross-border e-commerce.

八、建设综合服务体系。支持各地创新发展跨境电子商务，引导本地跨境电子商务产业向规模化、标准化、集群化、规范化方向发展。鼓励外贸综合服务企业为跨境电子商务企业提供通关、物流、仓储、融资等全方位服务。支持企业建立全球物流供应链和境外物流服务体系。充分发挥各驻外经商机构作用，为企业开展跨境电子商务提供信息服务和必要的协助。

八、 Build a comprehensive service system. Support the innovation and development of cross-border e-commerce, guide domestic cross-border e-commerce industries to scale, improve standardization, grouping, and normalization directions. Encourage foreign trade enterprises to provide integrated services including customs clearance, logistics, warehousing, and cross-border financing for cross-border e-commerce businesses. Support enterprises to establish a global logistics supply chain and offshore logistics service system. Give full play to the role of overseas business organizations to provide information services and necessary assistance to enterprises to carry out cross-border e-commerce.

九、规范跨境电子商务经营行为。加强诚信体系建设，完善信用评估机制，实现各监管部门信息互换、监管互认、执法互助，构建跨境电子商务交易保障体系。推动建立针对跨境电子商务交易的风险防范和预警机制，健全消费者权益保护和售后服务制度。引导跨境电子商务主体规范经营行为，承担质量安全主体责任，营造公平竞争的市场环境。加强执法监管，加大知识产权保护力度，坚决打击跨境电子商务中出现的各种违法侵权行为。通过有效措施，努力实现跨境电子商务在发展中逐步规范、在规范中健康发展。

九、 Regulate cross-border e-commerce business practices. Strengthen the integrity of the system, improve the credit evaluation mechanisms to achieve complete

regulatory information exchange, mutually recognize regulations, aid law enforcement, build cross-border e-commerce transaction security systems. Promote the establishment of risk prevention and early warning mechanisms for cross-border e-commerce transactions, and improve consumer protection and service systems. Guide cross-border e-commerce bodies to regulate their business behavior and bear the responsibility for quality and safety, and create a fair and competitive market environment. Strengthen law enforcement supervision, strengthen protection of intellectual property rights, and resolutely fight against various illegal infringements appearing in cross-border e-commerce. Through effective measures, achieve gradual standardization of cross-border e-commerce as it develops, and healthy development as it standardizes.

十、充分发挥行业组织作用。推动建立全国性跨境电子商务行业组织，指导各地行业组织有效开展相关工作。发挥行业组织在政府与企业间的桥梁作用，引导企业公平竞争、守法经营。加强与国内外相关行业组织交流合作，支持跨境电子商务企业与相关产业集群、专业商会在境外举办实体展会，建立营销网络。联合高校和职业教育机构开展跨境电子商务人才培养培训。

十、 Give full play to the role of industry organizations. Promote the establishment of a national organization of cross-border e-commerce industries, guide local industry organizations in effectively carrying out related work. Industry organizations play the role of a bridge between the government and enterprises, guide fair competition among enterprises, and encourage compliance with laws. Strengthen exchanges and cooperation with domestic and foreign trade organizations, support cross-border e-commerce companies and related industry groups encourage professional chambers hold exhibitions overseas, and establish a marketing network. Joint universities and vocational education institutions provide trainings for cross-border e-commerce personnel.

十一、**加强多双边国际合作。**加强与“一带一路”沿线国家和地区的电子商务合作，提升合作水平，共同打造若干畅通安全高效的电子商务大通道。通过多双边对话，与各经济体建立互利共赢的合作机制，及时化解跨境电子商务进出口引发的贸易摩擦和纠纷。

十一、 Strengthen bilateral and multilateral international cooperation. Strengthen cooperation with countries and regions along “One Belt, One Road” on e-commerce, enhance the level of cooperation, work together to build several smooth, safe and efficient large e-commerce channels. Establish mutually beneficial and win-win cooperation mechanisms with each economy through bilateral and multilateral dialogue, resolve trade frictions and disputes caused by cross-border e-commerce imports and exports.

十二、**加强组织实施。**国务院有关部门要制订和完善配套措施，做好跨境电子商务的中长期总体发展规划，定期开展总结评估，支持和推动各地监管部门出台相关措施。同时，对有条件、有发展意愿的地区，就本意见的组织实施做好协调和服务等相关工作。依托现有工作机制，加强部门间沟通协作和相关政策衔接，全力推动中国（杭州）跨境电子商务综合试验区和海峡两岸电子商务经济合作实验区建设，及时总结经验，适时扩大试点。在此基础上，逐步建立适应跨境电子商务发展特点的政策体系和监管体系。

十二、 Strengthen the organization and implementation. Relevant departments of the State Council shall develop and improve supporting measures, make good long-term cross-border e-commerce overall development plans, regularly carry out assessments, and support and promote regulatory authorities to the introduction of relevant measures. Meanwhile, based on the conditions and will of regional development,

coordinate and provide services for the implementation of this Opinion. Relying on the existing mechanisms, strengthen communication and coordination between departments and related policy convergence, spare full efforts to promote the China (Hangzhou) Cross-border e-commerce comprehensive test area of e-commerce and cross-strait economic cooperation experimental zones, sum up experience, and timely expand the pilot. On this basis, gradually establish policy systems and regulatory systems to adapt to the characteristics of cross-border e-commerce development.

地方各级人民政府要按照本意见要求，结合实际情况，制订完善发展跨境电子商务的工作方案，切实履行指导、督查和监管责任。组建高效、便利、统一的公共服务平台，构建可追溯、可比对的数据链条，既符合监管要求，又简化企业申报办理流程。加大对重点企业的支持力度，主动与相关部门沟通，及时协调解决组织实施工作中遇到的困难和问题。

Local people's governments at all levels, shall, in accordance with the requirements of the present suggestions, based on actual situations, formulate and improve work plans on the development of cross-border e-commerce, effectively implement the responsibilities of guidance, supervision and regulation. Form efficient, convenient, and unified public service platforms, build traceable and comparable data chains that are in line with regulatory requirements, and simplify the application process for the enterprises. Increase support to key enterprises, actively communicate with relevant departments, timely coordinate and solve the difficulties and problems encountered by the organizations in the implementation of the works.

国务院办公厅

the State Council

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