



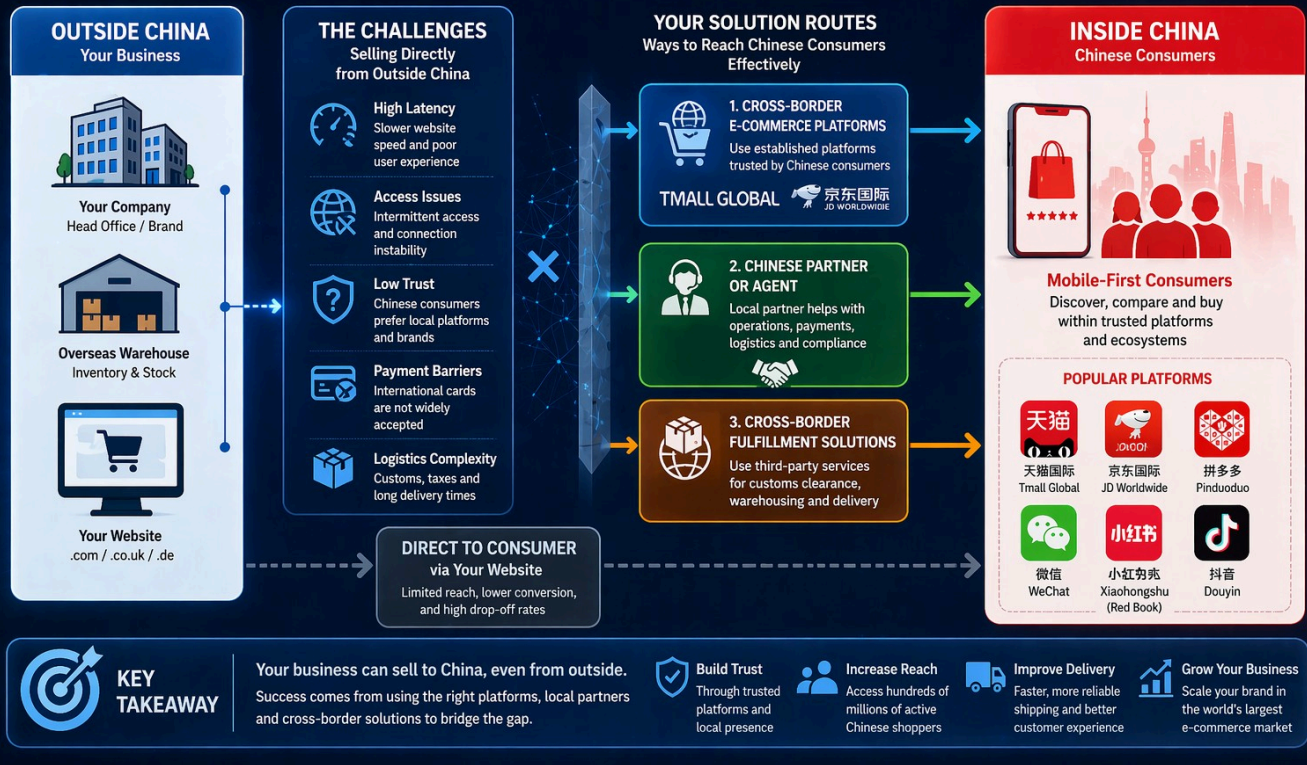
e-Commerce from outside China

There are many success stories of overseas companies selling directly to Chinese consumers.

This page outlines a low-risk, practical route for SMEs entering the Chinese consumer market from overseas.

e-Commerce from Outside China

How to successfully sell to Chinese consumers when your business is based outside China.



Foundation Being seen in China articles

Discovery Being found in China article

Execution Start trading in China articles

Focus: cross-border e-commerce

Audience: overseas SMEs

Last modified: v5.1 – 18 October 2026

A practical entry route for SMEs

This approach targets overseas companies that own their products and can supply Chinese e-Mall resellers at wholesale prices.

Margins may be lower, but risk is reduced and turnover can increase in the world's largest consumer market.

Practical takeaway: Start small, validate demand, and let experienced Chinese resellers handle local complexity.

Where your products may be sold

- JD Buy
- Taobao
- Tmall
- Tmall Global

Working with Chinese resellers

- Complete brand and product registration first.
- Check if similar products are already selling successfully.
- Look for resellers with strong sales history, followers, and feedback.
- Agree wholesale pricing and shipping to the e-Mall clearing centre.
- Ensure payment is made before goods leave your country.

Important: Do not sign exclusive agreements unless they are performance-based.

Marketing and operational notes

- Provide full marketing assets (images, video, product descriptions).
- Include testing papers and compliance documentation.
- Do not pay e-Mall listing fees — these are the reseller's responsibility.
- Avoid opening your own e-Mall store without proven demand.

Practical takeaway: Let local partners absorb e-Mall costs and operational risk.



Quick checklist

Use these checks to keep trust and usability high.

- Do you control your brand and trademarks in China?
- Is there proven demand for similar products in Chinese e-Malls?
- Have you identified reputable resellers with strong sales history?
- Can you supply wholesale pricing sustainably?
- Have you avoided exclusivity unless performance-based?

Note: "Looking Chinese" is not the goal. Trust comes from consistency, authenticity, and a smooth mobile experience.

Need help?

If you'd like help improving mobile usability and China accessibility while keeping an authentic overseas brand feel, contact support@accesstochina.com

 Test a web page from China

 Download "e-Commerce from outside China" paper (PDF)