

YIWU MARKET PROJECT

义乌中国小商品城品牌出海



浙江中国小商品城集团股份有限公司
Zhejiang China Commodities City Group Co.,LTD

让贸易更简单
Make Trade Easy

World's Capital of Small Commodities

世界小商品之都



市域

Size:

1105 km²

东部沿海

Located on the
east coast of
China

车程

3 hours drive from

Shanghai

总人口

Total population:

3 million

浙江中国小商品城集团股份有限公司

Zhejiang China Commodities City Group Co.,LTD

浙江中国小商品城集团股份有限公司，创建于1993年，系国有控股A股上市公司。目前，公司下属20家分公司，55家参控股公司，拥有5200多名员工，是中国商贸领域头部企业之一。近年来，公司加速向国际贸易综合服务商转型，推动义乌市场形成线上线下融合、进口出口联动、境内境外打通、内贸外贸并举的贸易发展格局。

Zhejiang China Commodities City Group Co., LTD., founded in 1993, is a state-holding A-share listed company. With 20 subsidiaries and more than 5,200 employees, holding or jointly holding 55 companies, the company is now one of China's leading enterprises in the commercial sector. In recent years, the company has accelerated its transformation into becoming an integrated service provider of global trade. It's dedicated to advancing the development of Yiwu Market to form a new business framework with online and offline integration, import and export linkage, domestic and overseas market connection and domestic and international trade circulation.



主营业务

Main Business Of CCC Group



全球最大的小商品批发市场

The World's Largest Small Commodity Wholesale Market

6.4 million

square meters

市场营业面积

2.1 million

kinds of products

商品种类

75,000

booths

经营商位

26

categories

商品大类

233

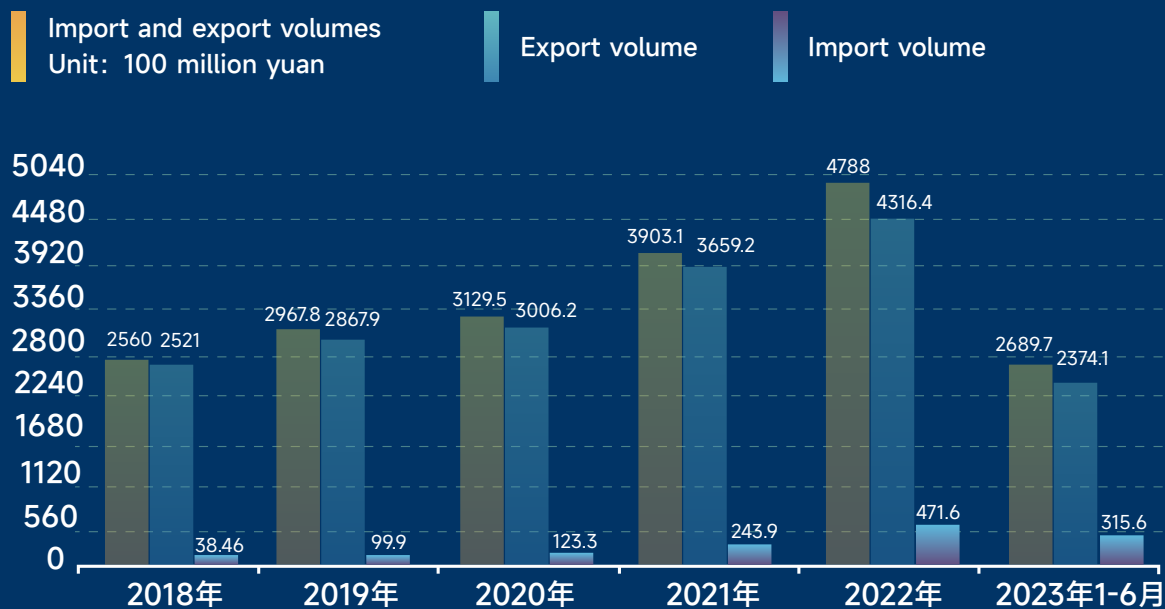
countries and regions

国家和地区



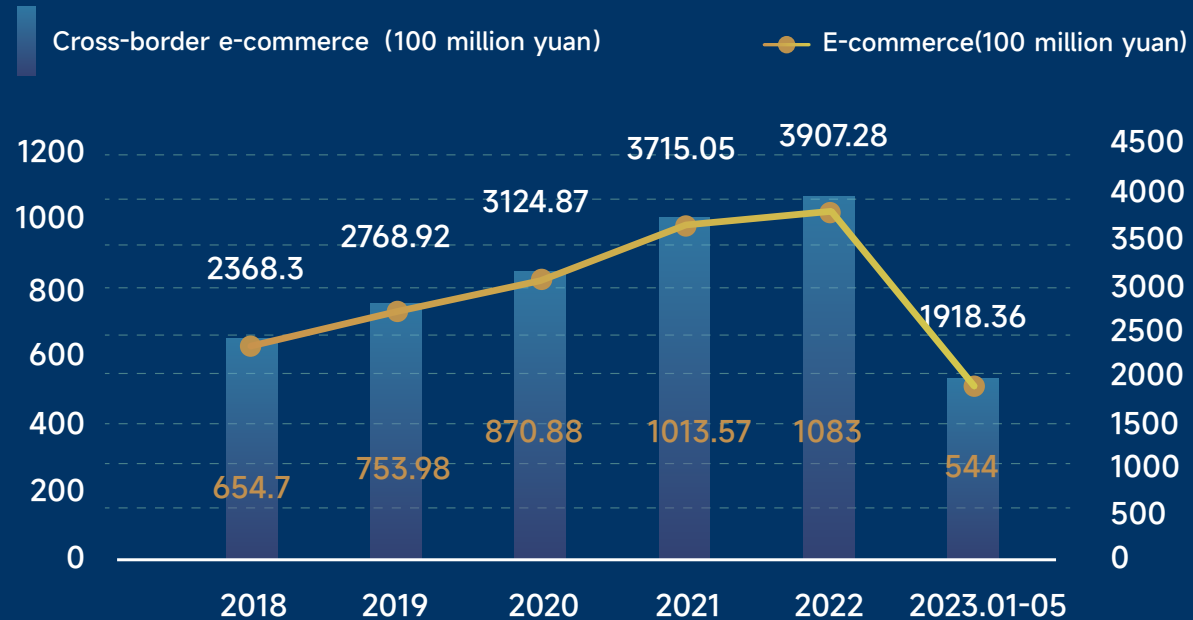
Imports and exports of Yiwu

义乌市市场进出口数据变化（2013-2023.6）



E-commerce data of Yiwu

义乌电商数据变化（2018-2023.5）



第六代市场-全球数贸中心

The Sixth Generation of Market – Global Digital Trade centre

总占地 **562** 亩

562 mu of area covered

总建筑面积 **125** 万平方米

1.25million square meters of floor area

总投资 **83** 亿元

8.3 billion yuan of investment

5大功能板块

Five Major Functions

市场

Market

写字楼

Office Building

商业

Commercial District

公寓

Apartment

数字大脑

Digital brain

发展定位-小商品贸易“一站式”服务平台

Strategic Positioning – “One-Stop” Service Platform for Small Commodity Trade

Service & trade 服务贸易、Industry cultivation 产业培育、Innovation & creativity 创新创意、

Dynamic business 活力商务、Imported commodity 进口百货、Branding & Selection 品牌选品

超高层商务写字楼
Super high-rise business office building



商业街区
Commercial District



公寓
Apartment



市场
Market



数字大脑
Digital Brain



商业写字楼
Business office building



Project Overview

品牌出海概述



Yiwu Market Project 义乌中国小商品城品牌出海

统一名称、统一标识、统一标准、统一服务，打好“海外分市场、海外仓、海外站、海外展厅、海外展会”等品牌出海组合拳，推动小商品触达更大市场。

unified name and logo, localized standards and services, promoting small commodities to reach a larger market by the development of overseas sub-markets, warehouses, stations, exhibition halls, and exhibitions.

Our Advantages

品牌出海优势

五大优势

Five advantages



享誉全球的品牌影响力

Global brand influence



货通世界的供应链体系

Comprehensive cross border supply chain system



通达全球的国际物流网络

International logistics networks



系统高效的数字化支撑能力

Advanced digital supports and empowerment



专业领先的市场运营管理体系

Professional market operation and enterprise management system



Our Strategies

品牌出海内容

1

海外分市场——品牌输出合作

Yiwu Market: global branding cooperation

多方合作模式：

以多方合建方式，共建海外新型小商品贸易中心。提供项目投前、投中、投后涉及的品牌建设、模式规划、招商引流、人才输出、数字运营、智慧管理等全流程落地服务。

Multi-party cooperation model: to build a new overseas small commodities trade centre through multi-party joint construction. Provide pre-investment, in-investment and post-investment brand building, model planning, investment attraction, talent export, digital operation, intelligent management and other full-process landing services.

品牌加盟模式：

以品牌加盟方式，为合作方提供品牌授权、项目规划、现场管理、招商推广、展会运营、数字化营销等全套咨询服务。

Franchise cooperation mode: in the form of brand franchising, we provide the partners with a full set of consulting services, such as brand authorisation, project planning, on-site management, investment promotion, exhibition operation, digital marketing, and so on.

迪拜Yiwu Market

Yiwu Market in Dubai



Our Strategies

品牌出海内容

2

海外仓——全球交付体系

FBC: global logistics fulfillment system

自持联营模式：

由商城集团投资收购重点国家城市的优质海外仓标的，由智捷元港联动合作伙伴运营海外仓并提供数字化专线服务。

Self operated cooperation mode: CCC Group invests in the acquisition of high-quality overseas warehouses in key national cities, and ZMETAPORT is responsible for collaborating with partners to operate overseas warehouses and provide digital special line services.

品牌加盟+系统输出模式：

提供统一授权的FBC（Fulfillment By CCC）品牌标识，加入智捷元港开发的集合派海外仓数字化、智能化运营管理平台。

Brand franchise + system output mode: Provide the unified authorised FBC (Fulfillment By CCC) brand logo, and join the digital and intelligent operation and management platform of ZMETAPORT.

捷克FBC海外仓

FBC logistics park in Czech Republic



Our Strategies

品牌出海内容

3

海外站——数字货盘共享

Chinagoods: digital platform sharing

建站模式:

与目的国企业或中国出海企业授权合作，提供专属国家站、展厅独立站建设，整合数字货盘，提供一体化线上贸易解决方案。

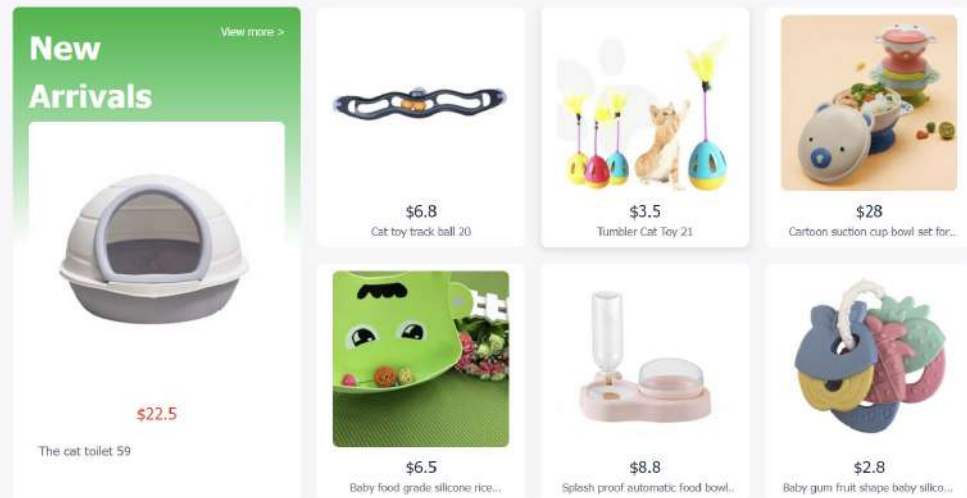
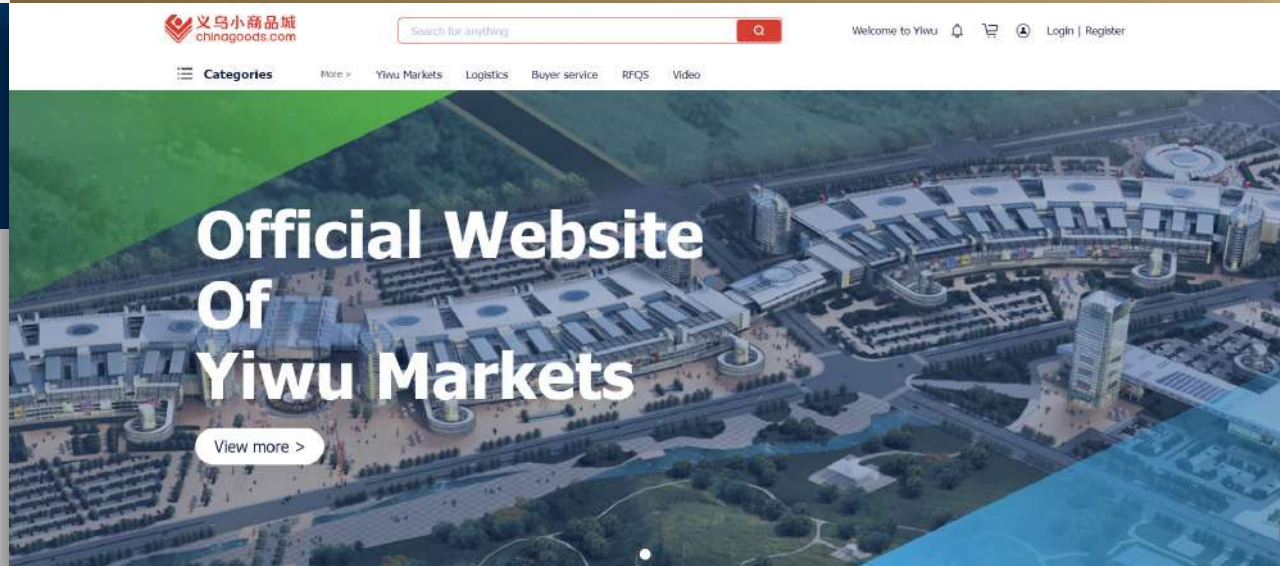
Station building mode: Authorized cooperation with enterprises in destination countries or Chinese enterprises going oversea, providing exclusive national station and independent station building for exhibition halls, integrating digital pallets, and providing integrated online trade solutions.

专区模式:

联合具有海外资源的本地化品牌平台，共建“Chinagoods义乌数字馆专区”从营销到履约的全链路服务，实现规模化增量。

Special zone mode: Jointly build "Chinagoods Yiwu Digital Pavilion Special Zone" with localized brand platforms with overseas resources to provide full chain services from marketing to fulfillment, and achieve scale increment.

坦桑尼亚Chinagoods国家站 Chinagoods E-commerce Platform in Tanzania



Our Strategies

品牌出海内容

4

海外展厅——供应链整合服务

Yiwu Selection: supply chain integrated services

品牌加盟模式：

与具备本土化运营及贸易履约服务能力的企业合作，提供展厅品牌授权、样品组织、数字化展示、经贸对接活动等相关赋能导流服务。

Brand franchise mode: Cooperate with enterprises with localization operation and trade performance service capabilities to provide exhibition hall brand authorization, sample organization, digital display, economic and trade docking activities and other related enabling and guiding services.

泰国Yiwu Selection海外展厅
Yiwu Selection showroom in Thailand

YIWU SELECTION



Our Strategies

品牌出海内容

5

海外展——品牌展贸平台

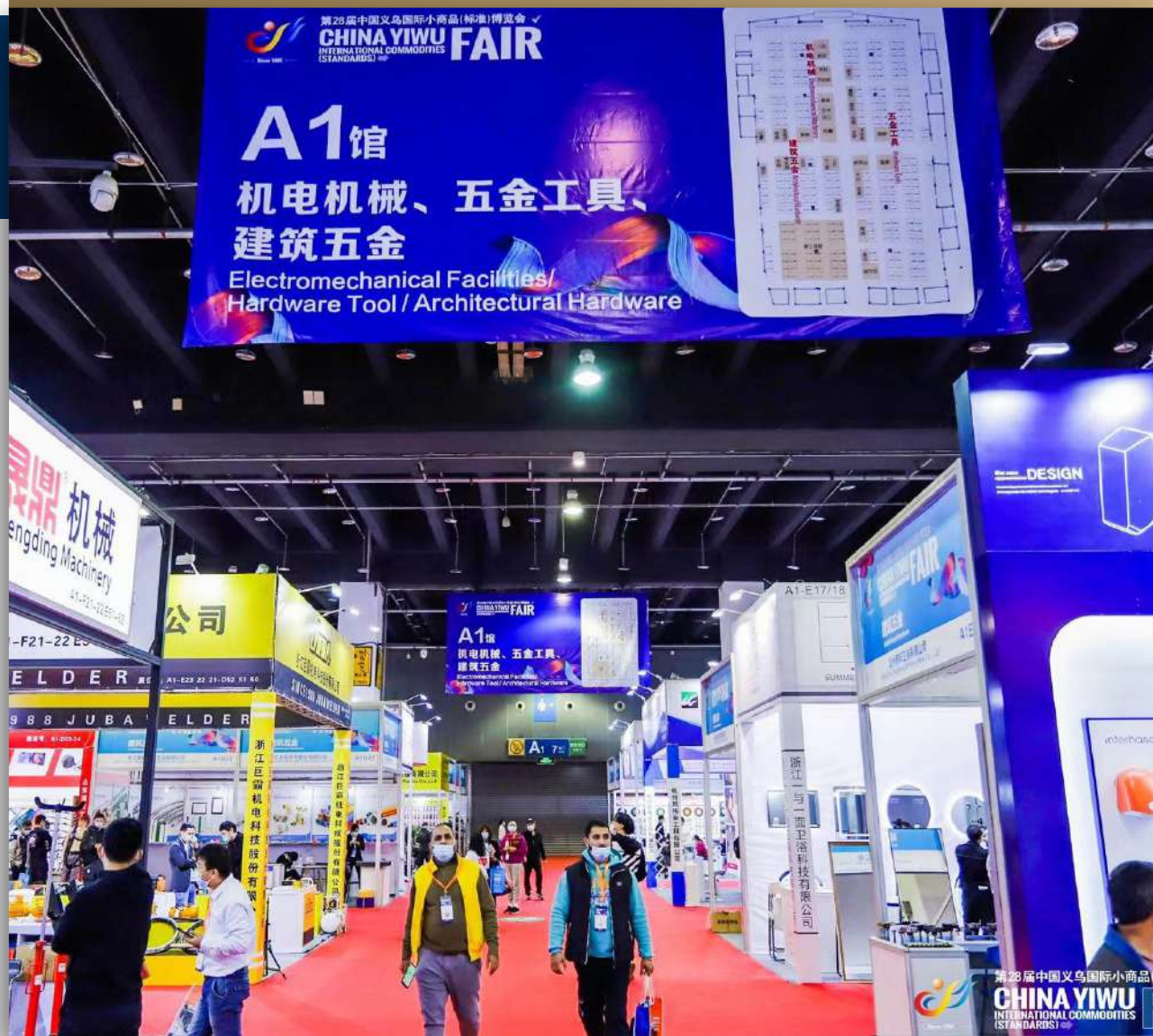
Yiwu Fair: exhibition and trade platform

自办展、展中展模式：

共享境外商协会、境外商务部门及本土合作方等优势资源政策，提供品牌宣传、采购引荐、贸易撮合等交流服务。

Self-organized exhibition and exhibition-in-exhibition mode: share the advantageous resources and policies of overseas business associations, overseas business departments and local partners, and provide communication services such as brand publicity, procurement introduction and trade matching.

义博会 Yiwu Fair





Yiwu Market Project
义乌中国小商品城品牌出海



JOIN US
MAKE TRADE EASY



Yiwu Market
海外分市场

FBC
海外仓

Yiwu Selection
海外展厅

Chinagoods
海外站

Yiwu Fair
海外展会

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