



orcom C&A



意大利

ITALY NATIONAL PAVILION

国家馆



The Italian Trade and Investment Agency project with JD.com

Chinese e-commerce giant JD.com and the Italian Trade and Investment Agency (ICE) are jointly launching: *Italy National Pavilion*, a new, unique and recognizable digital space within JD.com marketplace aimed at promoting Italian products on the Chinese e-market, the first market for online access, sales and for its competitive environment.

For the purpose of promoting the “Made in Italy”, ICE has signed an e-commerce agreement on May 29th 2020, with a JD.com entrusted partner who will be in charge of setting up the Italy National Pavilion’s stores and helping drive traffic and sales to the Italian brands participating in the project.

Orcom C&A team, led by Sarah Orlando and Johannes Lazzaro, has successfully assisted ICE during the identification of the specifics of the Italy National Pavilion on JD.com, advising on technical and contractual aspects and supporting in the conclusion of negotiation with the partner, to ensure a smooth launch and running of the operations in China.

JD.com is one of lead B2C online retailers in China with roughly 30 per cent online market shares. This project is an extraordinary opportunity for Italian companies to enter the Chinese market on favorable terms, both on the General Trade and on the Overseas/ Cross-Border marketplace.

The **Italy National Pavilion** will be providing the companies with ample space to promote themselves and reach potential Chinese customers and strong visibility on JD Platform and outside.

Digital campaigns over the entire project period will guarantee relevant traffic to member companies. Each campaign might promote one or more specific categories of products to generate relevant trade and allow users to learn not only about new products but also about the ideas and expertise promoted by the *Made in Italy*.

The partnership with JD.com is part of a framework of strategic agreements that ICE has made in China during

2019. This partnership, together with the projects already launched with Alibaba (TMall), and with Tencent’s WeChat and Suning platforms, will enable Italian companies to reach almost 100% of active e-commerce consumers in China.

The important investment by ICE will allow Italian Companies to access the platform at a preferential rate, and to enjoy training and promotional activities for the Italy National Pavilion and its products, starting from the fourth quarter of the 2020. Italian companies who wish to participate in the project will have to fulfil specific requirements which will be decided together with JD.com. Companies must prove sufficient resources to manage a digital channel on the Chinese market and to ensure their commitment in following advertising campaigns and producing the content required. Companies fulfilling the following criteria will receive priority:

- having existing active e-commerce
- company’s products being included in the list of eligible products (both for general trade and cross-border);
- production companies with registered offices and production plants in Italy, whose products comply with the regulations for Made in Italy products;
- companies that own an intellectual property title registered and valid in the People’s Republic of China, or that have already started the registration process.

Throughout the negotiation, ICE ensured that a wide list of categories representative of the Made in Italy will be included in the project, such as Food and Beverage (including Alcoholic beverage), Clothing & Luggage, Home Decoration, Beauty & Skincare as well as Maternal and Infant supplies. A full list of the categories and of the eligibility criteria, and details about the project can be found on ICE’s dedicated [link](#).