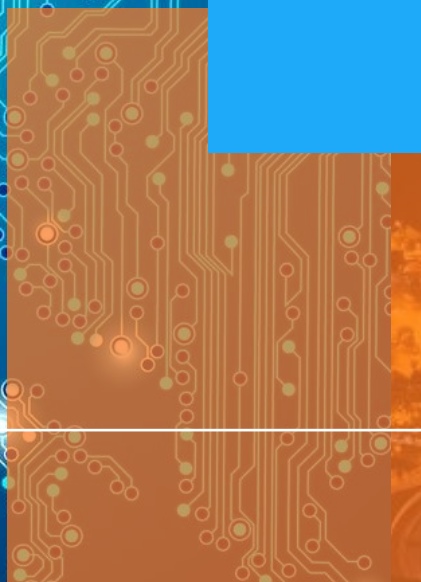
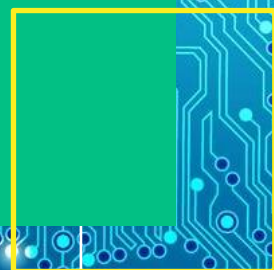


# CASE STUDY

## European Regions and Cities – Hangzhou (CN)

IURC – China



CGTN

eTrade for all

DECEMBER 18- 2023

**Thematic Network(s): Innovative, Sustainable & Carbon Neutral Ecosystems**

**Thematic Cluster(s): Technologies 4.0, Education, Jobs & Skills**

**Cross-cutting challenge(s): Digital Transition**

**Topic keywords: E-commerce, Vocational Education and Training**

## Digital Economy, Education and VET

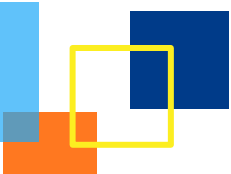
*Hangzhou and European cities and regions cooperate to enhance digital economy.*

# EXECUTIVE SUMMARY

European cities and regions have an important consensus on promoting the digitalization of the economy and are aligned with the digital agenda. Their challenges include inadequate infrastructure, production disruptions, complex coordination, including the development of digital technologies, the transformation of traditional industries, and the diversification of commodity trade. To facilitate these tasks, communication mechanisms, education and international cooperation are needed. IURC China has an ongoing supporting role for economic and trade cooperation and potential sustainable growth in the European region, effectively promoting the sustainable development of the digital economy.

Hangzhou's model integrates domestic and international commerce to actively promote the development of E-commerce. Hangzhou is the first city to establish an E-commerce ecosystem in China, and has made progress in horizontal restrictions on E-commerce, facilities, and business operations. Hangzhou is fully committed to turning itself into a global top so-called modern metropolis. Eight of Hangzhou's enterprises are listed in "2022 World Top 500" by Fortune magazine, ranking fourth among all Chinese cities. In 2022, Hangzhou vigorously implemented the digital economy "Project 1248". The city's core digital industries reap an added value of 507.6 billion yuan, accounting for 56.5% of that of the province and 27.1% of the GDP. The construction of "China Vision Valley" has launched, and the first Global Digital Trade Expo has been successfully staged.

Hangzhou's experience in the development of cross-border free trade zones is worth learning from. It has a sound industrial chain in the field of E-commerce and the city boasts more than 60 platforms of cross-border E-commerce transactions, payment, supply chain, intellectual property, training services and other kinds of related activities. In 2022, China (Hangzhou) Cross-border E-commerce Comprehensive Experimental Zone was judged by the Chinese Ministry of Commerce as having made "significant results", ranking in the first tier in China. It has cultivated 55,000 cross-border E-commerce sellers and registered 4,371 trademarks overseas, including many famous companies such as Alibaba, JD.com, Joy Media, Ticktok, Pingpong etc.,





---

# RESULTS AND **IMPACT**

The cooperation between Hangzhou and European cities and regions in E-commerce will establish a thriving digital economy, stimulate trade and commerce, and promote sustainable development in both Hangzhou and European cities. Cooperation will lead to

- Enhancing digital economy with increased technological advancements.
- Expanding markets and economic growth through cross-border trade and investment.
- Knowledge exchange and skill development in digital economy practices.
- Fostering creativity and entrepreneurship in both regions.



## KEY FIGURES

**1**

Digital economy knowledge platform

**1**

digital summit

**1**

China-Europe live streaming E-commerce channel

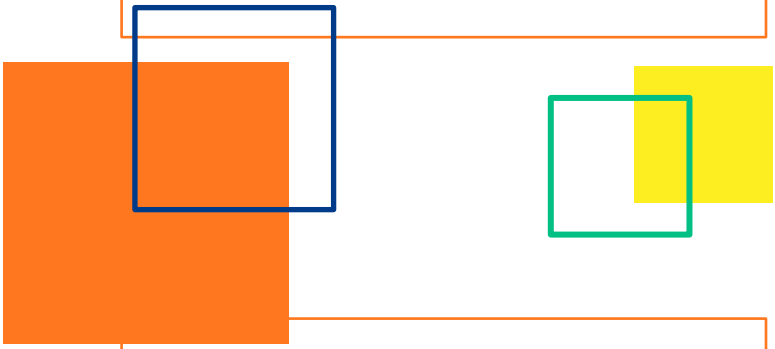


---

# LESSONS LEARNED




**Platform economy can effectively promote rapid economic development**




**Cross-border e-commerce has a very strong role in promoting commodity trade, services, education, international cooperation, etc.**



**The continuous development of technology is an effective guarantee for cross-border e-commerce development**



**Live streaming sales has become the mainstream way of a new generation of cross-border e-commerce**



---

# THE IURC PROGRAMME

The International Urban and Regional Cooperation (IURC) programme enables cities in different global regions to link up and share solutions to common problems. It is part of a long-term strategy by the European Union to foster sustainable urban development in cooperation with the public and private sectors, as well as representatives of economic and social development, community groups and citizens. Through engaging in IURC, cities will have the chance to share and exchange knowledge with their international counterparts, building a greener, more prosperous future.

The IURC programme is an opportunity for local governments to learn from each other, set ambitious targets, forge lasting partnerships, test new solutions, and boost their city's international profile. Its activities will support the achievement of policy objectives as well as major international agreements on urban development and climate change, such as the EU Urban Agenda, the UN Sustainable Development Goals, and the Paris Agreement.

## Author:

**GUO Yuanlai**, Cluster Manager, IURC China

## Acknowledgments:

**ZHANG Mei**, Director of the Foreign Affairs Office of the Hangzhou Development and Reform Commission

**Juan Carlos Hernandez Navas**, Director of Strategic Project Management, City Council of Fuenlabrada

**Spyros Papaspyrou**, Directorate of Rural Development of the Region of Western Greece

**Daniel Janeiro**, Alentejo Regional Development Agency

## Links to related outputs:

<https://www.iurc.eu/2023/05/07/iurc-china-webinar-empowering-smes-through-digital-skills-talent-development/>