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GRADUATION THESIS

on

Development of e-commerce between Russia and China

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ASSIGNMENT
FOR THE GRADUATION THESIS OF

Master's degree student Zhang Juhai, group 22ЭЭБма1, full-time mode of study

1 The topic of the graduation thesis: "Development of e-commerce between Russia and China"

was approved by the university order
dated «__» _____ 20__ no. _____

2 The deadline for the Master's degree student to complete the graduation thesis is 11.06.2024.

3 The input data for the graduation thesis is the regulatory and legal framework, scientific literature and reference books, and Internet data.

4 The list of issues to be studied includes theory and history of e-commerce in China and Russia, comparison of Russian and Chinese e-commerce, prospects for e-commerce cooperation between Russia and China.

5 The list of visuals contains tables and figures.

6 The date of setting the assignment is 28.11.2023.

Academic adviser _____ / Vasin S. M. /
(signature) (full name)

The assignment was accepted by Master's degree student _____ / Zhang Juhai /
(signature) (full name)

Schedule for completing the graduation thesis

№ п/п	Content of the thesis	Deadline for completion	Due date, signature of the academic adviser
First year of study			
1	Substantiating of the research topic and methodology, subject and object of research	1.09.2022 – 31.10.2022	
2	Framing the scientific concept of research	1.11.2022 – 18.12.2022	
3	Collection of scientific literature for the thesis	19.12.2022 – 15.01.2023	
4	Substantiating the relevance, concept, and novelty of the research	16.01.2023 – 19.02.2023	
5	Framing of a detailed plan and layout of the research	20.02.2023 – 12.03.2023	
6	Studying new literature sources within the topic of the thesis	13.03.2023 – 26.03.2023	
7	Conducting theoretical research within the first chapter of the thesis	27.03.2023 – 30.04.2023	
8	Preparing the first chapter of the thesis	1.05.2023 – 30.06.2023	
Second year of study			
9	Conducting analytical research within the second chapter of the thesis	1.09.2023 – 22.10.2023	
10	Preparing the second chapter of the thesis	23.10.2023 – 24.12.2023	
11	Conducting analytical research within the third chapter of the thesis	25.12.2023 – 25.02.2024	
12	Preparing the third chapter of the thesis	26.02.2024 – 21.04.2024	
13	Preparing the introduction and conclusion	22.04.2024 – 12.05.2024	
14	Completing the graduation thesis	13.05.2024 – 26.05.2024	
15	Handing in the thesis for compliance control and antiplagiat	27.05.2024 – 9.06.2024	
16	Getting acquainted with the feedback and review	10.06.2024	
17	Presenting the written thesis	11.06.2024	

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The assignment was accepted by Master's degree student _____ / Zhang Juhai /
(signature) (full name)

Summary

The graduation thesis comprises 73 pages, 3 chapters, 17 figures, 5 tables, 66 sources. E-COMMERCE, CROSS-BORDER TRADE, INFLUENCING FACTORS, LOGISTICS, E-COMMERCE TALENT, POLICY ENVIRONMENT, LAW ENVIRONMENT, CONSUMPTION.

The target of research is to analyse the development of e-commerce in Russia and China at the current stage.

The goal of work is to study e-commerce in Russia and China. The theme is to study the present development of e-commerce in Russia and China and to analyse the prospects for future cooperation in e-commerce between the two countries.

The methodological framework of the paper is formed by the complex of theoretical and practical methods such as the combination of materialistic dialectics, data statistics and literature analysis.

The results of research include: study of the current development of e-commerce in Russia and China, identification of problems in e-commerce cooperation between Russia and China, and feasible recommendations for the development of e-commerce in Russia and China.

The recommendations on disseminating and applying the results are as follows: the theoretical and practical significance of work involves the possibility of using thesis's materials in scientific, pedagogical and practical work.

Novelty of this paper is discussion the current situation, trends, challenges and future opportunities of e-commerce development in Russia and China, and also putting forward some feasible suggestions for the current issues of e-commerce cooperation between the two countries, with a view to providing references and lessons for the further development of e-commerce in the two countries.

The theoretical relevance of the thesis is established by processing and analysing a large number of theoretical works, norms and legal documents on the procedure. The theoretical relevance of the thesis was established by processing and analysing a large number of theoretical works, norms and legal documents.

The target of research can be further explored through how to make both countries benefit from it together in e-commerce trade between Russia and China, and how to further minimize the differences between the two countries in e-commerce trade.

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Introduction

With the deepening of global economic integration and the rapid development of information technology, e-commerce, as a new type of business model, has gradually demonstrated strong market potential and broad prospects for development on a global scale. Especially between the two big countries, Russia and China, the development of e-commerce is even more rapid, and has become an important force to promote economic growth and trade facilitation. Russia and China, as two large neighboring countries, have a long history and culture and a broad base of economic and trade cooperation. In recent years, with the increasingly close political relations between the two countries and the deepening of economic and trade exchanges, e-commerce has gradually emerged in the two countries. The development of e-commerce between Russia and China not only helps to promote the rapid economic growth of the two countries, but also provides a more convenient and efficient shopping experience for the people of the two countries. In the context of global economic integration, the development of e-commerce between Russia and China is also of strategic importance, helping to strengthen the status and influence of the two countries in the international economic arena.

The development of e-commerce between Russia and China can be traced back to the end of the last century. Initially, Russia and China e-commerce is mainly concentrated in the B2B field, mainly in bulk commodity transactions. With the continuous development of the two countries' economies and the improvement of people's living standards, e-commerce modes such as B2C and C2C have gradually emerged and become the mainstream of e-commerce in Russia and China. Russia's e-commerce market is developing at a fast pace. With the "Eurasian Economic Union" and "One Belt, One Road" strategy, the development prospects of e-commerce in Russia shows a positive trend. Due to Russia's large population base and growing consumer market, Russia's e-commerce market continues to expand, has been among the world's top ten e-commerce market, the annual growth rate continues to maintain a high level. Online shopping has become the choice of most consumers in Russia. After the bell tolled in the 21st century, e-commerce in China ushered in a new period of vigorous development. A series of e-commerce giants,

such as Alibaba and Jingdong, have emerged, not only as symbols of the digital economy, but also as pioneers leading China into the e-commerce era. With their innovative marketing strategies, efficient logistics and distribution systems, and advanced customer service concepts, these companies have quickly set industry benchmarks around the world.

In recent years, the Russian and Chinese governments have attached great importance to the development of e-commerce and introduced a series of policy measures to support it. For example, the Russian and Chinese governments have signed a number of e-commerce cooperation agreements to jointly promote mutually beneficial cooperation in e-commerce between the two countries; at the same time, the two countries have also strengthened their e-commerce infrastructure to improve the efficiency and security of e-commerce transactions. The implementation of these policies and measures has provided strong guarantee and support for the development of e-commerce between Russia and China. In recent years, Russia and China have deepened their cooperation in many fields such as politics, economy, culture and so on, and the bilateral trade volume has been growing, which provides a broad market space for the development of e-commerce.

At the same time, with the increase of Internet penetration rate and the improvement of infrastructure in both countries, the development of e-commerce also has a more solid foundation. In addition, the governments of Russia and China attach great importance to the development of e-commerce, and have introduced a series of policy measures to provide a strong guarantee for the healthy development of e-commerce.

The purpose of this thesis is to discuss the development of e-commerce between Russia and China. This includes the core elements of the e-commerce market in both countries, such as size, structure, major players, business models and transaction sizes, as well as various factors affecting the development of e-commerce in both countries. This dissertation's research targets e-commerce companies, governments and related organizations in Russia and China. Through the study, their roles and behaviors in e-commerce development as well as the relationship between them are analyzed to reveal the driving mechanisms and issues of e-commerce development. It reveals the internal laws and influencing factors of e-commerce development in Russia and China, analyzes the problems and challenges in the development of e-commerce in the two countries, and

puts forward effective strategies and suggestions for promoting e-commerce cooperation and development between Russia and China.

First of all, this paper focuses on the e-commerce markets in Russia and China in terms of development, policy environment, market structure and respective challenges and opportunities. The Russian e-commerce market has been growing rapidly after the "Eurasian Economic Union" and "One Belt, One Road" strategies were put forward. China's e-commerce market has gone through many stages from its emergence to maturity, and has now become one of the largest e-commerce markets in the world. Secondly, the article analyzes the history, current situation and main problems of e-commerce cooperation between Russia and China. Leaders of the two countries attach great importance to cross-border e-commerce cooperation and promote the continuous improvement of trade facilitation and the level of cooperation.

The goal of work is to study e-commerce in Russia and China. The theme is to study the present development of e-commerce in Russia and China and to analyse the prospects for future cooperation in e-commerce between the two countries.

Tasks of this paper are:

- Study theory and history of e-commerce in China and Russia;
- Make comparison of Russian and Chinese e-commerce;
- Analyze prospects for e-commerce cooperation between Russia and China.

Object is e-commerce. Subject is e-commerce cooperation between Russia and China.

Novelty of this paper is discussion the current situation, trends, challenges and future opportunities of e-commerce development in Russia and China, and also putting forward some feasible suggestions for the current issues of e-commerce cooperation between the two countries, with a view to providing references and lessons for the further development of e-commerce in the two countries.

The methodological framework of the paper is formed by the complex of theoretical and practical methods such as the combination of materialistic dialectics, data statistics and literature analysis.

The outlook for e-commerce between Russia and China is showing positive developments on several fronts. The Russian e-commerce market has grown rapidly in recent years, and the market size continues to expand. According to the Russian Association of Internet Trading Companies, the size of the Russian e-commerce market will be close to 6.4 trillion rubles in 2023, a year-on-year increase of 28%. With the development of Russia's domestic economy and the improvement of residents' income, consumers' purchasing power is also gradually increasing, which provides strong support for the sales of Chinese goods in the Russian market. Both the Russian and Chinese governments have attached great importance to the e-commerce sector and introduced a series of policies to support and promote the development of cross-border e-commerce. With the rapid development of the e-commerce market, Russia's logistics network and infrastructure are also being gradually improved.

More and more e-commerce companies choose to use efficient express delivery services to improve customer experience and delivery speed. Russia-China cross-border e-commerce is a new model of international trade. Russia and China have made great achievements with the joint efforts of the two countries in the past decade or so. Especially in the last five years, e-commerce between Russia and China has grown rapidly, and Russia and China are important e-commerce partners for each other. This shows that the cross-border e-commerce cooperation between Russia and China is based on a solid foundation and has broad prospects for development, and trade between Russia and China is becoming increasingly close. The basic conditions for business development are improving, and the potential of cross-border e-commerce between Russia and China will be further explored. Russia-China economic and trade cooperation will be injected with new kinetic energy in new ways and with higher efficiency, laying a solid foundation for cooperation between the two governments and providing important support for the growth of trade between the two countries.

Chapter 1 Theory and history of e-commerce in China and Russia

1.1 Theory of e-commerce

E-commerce, is Electronic Commerce, abbreviated as EC. E-commerce usually refers to a wide range of commercial trade activities around the world, in the open network environment of the Internet, based on the browser/server application mode, using computer technology, network technology and remote communication technology, to achieve the whole business process of electronic, digital and networked trade activities. E-Commerce. E-commerce combines many different technologies, including: electronic data interchange, e-mail, information exchange within a company, and information exchange with the outside world. Thus, the main characteristic of e-commerce is the ability to conduct business over the Internet. The definition of e-commerce includes not only Internet-oriented systems, but also "e-shops" that use other communication media. The definition of e-commerce, as well as the broader concept of e-commerce, was specifically drafted by the Office of the President of the United States of America, which declared the suspension of additional taxes on online transactions. In this document, e-commerce is the transfer of ownership or use of physical goods or services from one person to another via a computer network [59].

The first use of e-commerce came from automated airline ticket sales, banking services, credit cards, and the creation of automated resource management systems for businesses. In 1960, American Airlines and International Business Machines Corporation (IBM) began to build an automated system for airplane reservations, known as SABER. this was the first time an electronic business system was built. the SABER system made traveling by air easier, which helped people learn about airfares and flight information. Service costs can be reduced through online booking and automated billing. This system enables integrated revenue management, which allows airlines to maximize profits by pricing based on availability. In 1964, this system was capable of handling 26,000 passengers a day. American Airlines was connected to SABRE by telephone and had sales terminals in over 50 cities. In the mid-1960s, the first plastic cards with magnetic

stripes were introduced, automating finance and clearing. In 1968, the United Kingdom established BACS (Bank Automated Clearing Service), an electronic transfer and settlement system for commercial transactions involving cash payments. In 1970, the American Clearing House Association (ACHA) set up a similar system for housing clearing in the United States, known as CHIPS. that shifted from paper checks to electronic. EEDI and electronic transfer systems were first put into use in the mid-1970s. Such system components did not meet standards and other deficiencies. Only a few banks and large corporations could afford the huge start-up costs of purchasing the equipment and operating a dedicated network. the idea of digital signatures as a legitimate means of verifying the authenticity and authorship of electronic documents was most fully articulated in a 1976 article by two young American mathematicians at Stanford University, Whitfield Diffie and Martin Hellman.

The principles they outlined laid the groundwork for electronic authentication, electronic transactions and electronic money. on May 9, 1977, the SWIFT (Society for World-wide Interbank Financial Telecommunication) interbank financial information network was officially opened. At its inception, the network included 239 banks from 15 countries in Europe and North America and provided approximately 500,000 messages per day. Michael Aldrick invented the online store in 1979 and used it first in the UK. In 1980, Ford, Peugeot, General Motors, Nissan and several other major companies started using online sales. The original "virtual store", so to speak, was designed specifically for the automotive industry. Since the 1990s, e-commerce has been applied to the fields of enterprise resource planning (ERP), data exploration and data warehousing. Since 2000, many Internet-based enterprises in the United States and Europe have begun to develop large-scale e-commerce networks. With the entry of Asian companies, online shopping and services will be more convenient. Today, e-commerce is seen as a part of everyday life. Most people around the world place their orders online.

E-commerce, which covers a wide range of areas, can generally be categorized as Agent, Business, Consumer (ABC) business-to-consumer e-commerce (B2C), business-to-business e-commerce (B2B), consumer-to-consumer e-commerce (C2C), business-to-government e-commerce (B2G), consumer-to-government e-commerce (C2G). The main

ones are Business-to-Business (B2B), Business-to-Consumer (B2C), and Consumer-to-Consumer (C2C) (figure 1).

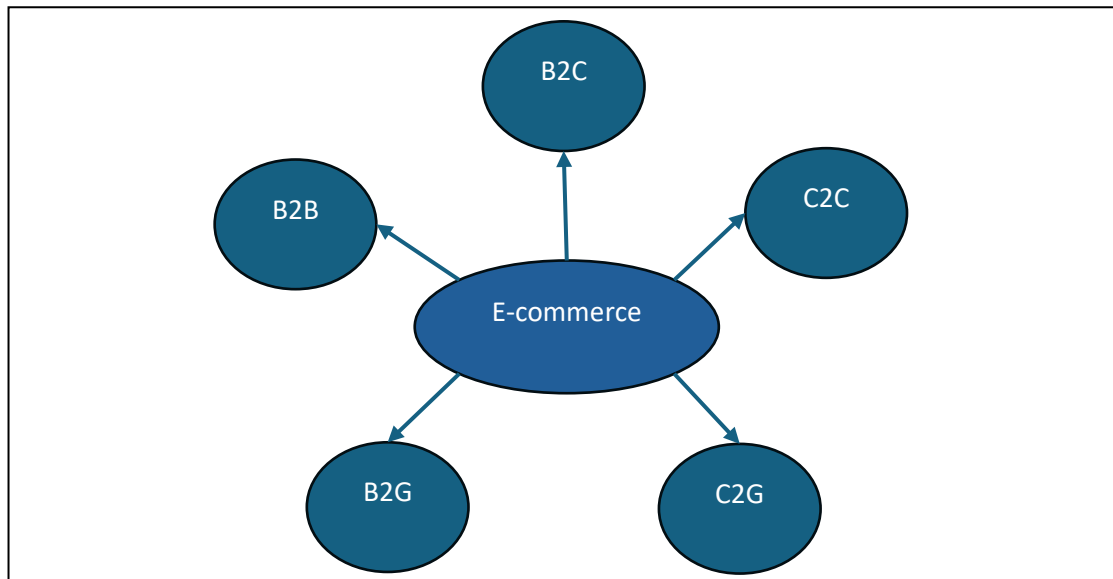


Figure 1 – Main classifications of e-commerce [13]

B2B (Business-to-Business) refers to the business model of exchanging and transferring data and information and carrying out trading activities between enterprises and enterprises through a dedicated network or the Internet. This business model combines the intranet and the products and services of the enterprise with the customers through the B2B website or mobile client, and provides better services for the customers through the rapid response of the network, so as to promote the business development of the enterprise. B2B e-commerce mode is the largest share of the current e-commerce mode, the most operative, and the most likely to be successful mode. The characteristics of B2B e-commerce mode include: fewer transactions, large transaction amounts, a wide range of transaction objects, standardized transaction operations, and fast information exchange and transmission. The functions of B2B e-commerce platforms usually include: information dissemination and search, online transactions, supply chain management, and customer relationship management.

B2C (Business-to-Consumer) refers to the business-to-consumer e-commerce model. This form of e-commerce is generally dominated by e-tailing, which mainly uses the Internet to carry out online sales activities. B2C means that companies provide

consumers with a new type of shopping environment through the Internet – the online store, and consumers shop online and pay online through the Internet. Characteristics of B2C e-commerce model include: Large transaction volume but small single transaction amount, numerous and dispersed consumers, a wide range of commodities, important logistics and distribution, high user experience and after-sales service requirements. The functions of B2C e-commerce platform usually include: product display, online shopping, online payment, and after-sales service. B2C e-commerce mode provides consumers with a more convenient and efficient way of shopping, and at the same time, it also provides enterprises with new sales channels and business models. C2C (Consumer-to-Consumer) refers to consumer-to-consumer e-commerce (figure 2).

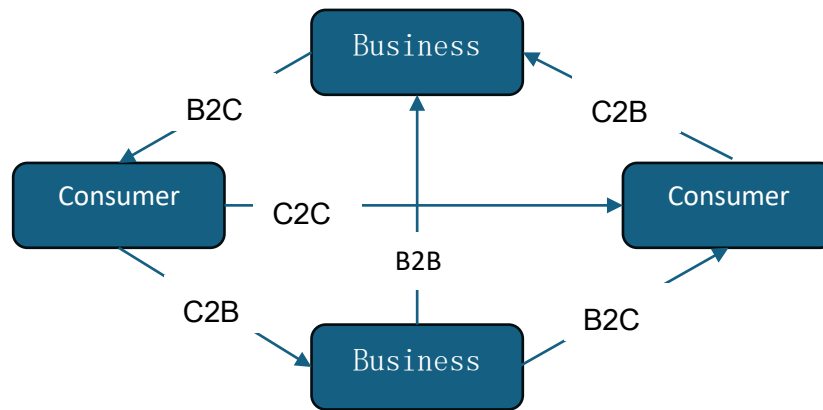


Figure 2 – Major e-commerce relationships [12]

This mode of e-commerce is generally represented by online auction sites or second-hand trading platforms, where consumers trade with each other through the platform, buying and selling goods or services. The characteristics of C2C e-commerce mode include: personalized transactions, rich variety of transactions, direct communication between the two parties, high risk of transactions, and intermediary services provided by the platform. The functions of C2C e-commerce platform usually include: product display and search, online transaction, order management, after-sales service, and community interaction. C2C e-commerce mode provides a convenient and fast shopping platform for consumers, and at the same time provides a new sales channel

for sellers. With the continuous development and popularization of Internet technology, C2C e-commerce will continue to maintain a rapid growth trend [58].

E-commerce has several major advantages. The first is the benefit to the major producers, the second is the benefit to the consumers of the products and the last is the benefit to the society. For producers there are the following advantages, the sales market is huge, which allows them to put their products on the market quickly and reduces the cost of sales; they can provide personalized services to their customers, thus increasing customer satisfaction. For consumers, e-commerce effectively expands the product market and allows consumers to have more choices and to buy goods at lower prices without leaving their homes through quick comparisons. For society, it promotes economic growth and job creation, reduces carbon emissions and resource waste, and leads to social market prosperity and technological innovation.

1.2 E-commerce policy environment in Russia and China

In recent years, Russia's e-commerce policy environment has been optimized and improved, and Russia has introduced a number of relevant policies in payment, logistics and taxation, providing strong support for the rapid development of the e-commerce market. First of all, the Russian government has issued a series of policies and regulations to provide legal protection for the standardization and healthy development of the e-commerce market (table 1).

Table 1 – Russian government introduces laws on e-commerce [27]

N	Name of the law	Date
1	Law on the Protection of Consumer Rights	1992
2	E-Commerce Act	2001
3	Electronic Documents Act	2002
4	Electronic Contracts Act	2002
5	Law of the Russian Federation on Personal Data	2006
6	Russian Law on Information, Informatization and Information Protection	2006
7	National Payment Systems Act	2011
8	Electronic Signatures Act	2011

These regulations, including the Law on E-Commerce, the Law on Protection of Consumers' Rights and Interests, and the Law on Electronic Signatures, have clarified the field of e-commerce, standardized the rights and obligations of all parties involved in transactions, ensured the quality of goods, security of transactions, and after-sale services on e-commerce platforms, regulated the competitive order of the e-commerce market, and protected the legitimate rights and interests of consumers. In addition, the Russian government also focuses on docking and cooperation with the international e-commerce market and has launched a series of preferential policies to attract foreign e-commerce platforms to enter the Russian market. Russia's accession to the World Trade Organization and the signing of trade agreements with a number of countries have promoted the development of cross-border e-commerce.

At the same time, Russia also actively participates in the formulation and negotiation of international e-commerce rules and further simplifies customs procedures and reduces import tax rates to promote the opening and cooperation of the global e-commerce market. However, Russia's e-commerce policy environment still faces a number of challenges and problems. For example, tax and fee policies for cross-border e-commerce need to be further improved to balance the competitive relationship between domestic and foreign e-commerce enterprises, while the supervision of e-commerce platforms needs to be strengthened to prevent the occurrence of counterfeit and substandard goods and intellectual property rights infringement.

Since 2010, the Chinese government has issued a number of e-commerce-related legal documents to protect the business environment for e-commerce. China has continued to strengthen the construction of its e-commerce legal system, and the level of e-commerce rule of law has been significantly improved. Against the backdrop of improving legislation, all parties have carried out a wide range of governance practices, optimized the e-commerce business environment, focused on improving service quality and transaction experience, strengthened the supervision and protection of key e-commerce areas, and pushed forward industry self-regulation and platform compliance, so that the development of e-commerce norms has stepped up to a new level. 2022, the Chinese government has continued to push forward the legislation of e-commerce, and the related laws, regulations,

rules and standards have been increasingly improved, so that the development of e-commerce norms and standards has become increasingly complete (table 2).

Table 2 – Chinese government introduces laws on e-commerce [4]

N	Name of the law	Date
1	Law of the People's Republic of China on the Protection of Consumer Rights and Interests	2013.10.25
2	Cybersecurity Law of the People's Republic of China	2016.11.07
3	Law of the People's Republic of China against Unfair Competition	2017.11.05
4	Law of the People's Republic of China on Electronic Commerce	2018.08.31
5	Interim Measures on Seven-Day Return of Goods Purchased on the Internet without Reasons	2020.11.03
6	Measures for the Administration of Network Transactions	2021.03.15
7	Law of the People's Republic of China on the Protection of Personal Information	2021.08.20
8	Interim Provisions against Unfair Competition on the Internet	2024.05.12

In 2022, the Chinese government has continued to promote legislation in the field of e-commerce, and relevant laws and regulations, rules and policies, and standards and norms have been increasingly improved, providing rule of law safeguards for the high-quality development of e-commerce [24].

Through the joint promotion of the central government and local governments, the construction of e-commerce policy and legal system has been continuously strengthened, and it has played an important role in the standardized development of services, the protection of consumers' rights and interests, and the strengthening of the protection of digital information. In recent years, the E-Commerce Law, Electronic Signature Law, Network Security Law, Data Security Law, Personal Information Protection Law, Measures for Supervision and Administration of Network Transactions, Measures for Administration of Live Webcasting and Marketing (for Trial Implementation), and Anti-Monopoly Guidelines of the Anti-Monopoly Committee of the State Council in the Field of Platform Economy were enacted one after another, and e-commerce supervision and services continue to be optimized.

The Ministry of Commerce has cooperated with relevant departments to study and improve the regulations and systems in the fields of anti-monopoly and network security

review, vigorously promoted the work of e-commerce enterprises in building files and establishing trust, and co-directed with the State Internet Information Office the organization of the Network Integrity Construction Summit, continued to strengthen the construction of standards in key areas and key links of e-commerce, and gave full play to the basic and leading role of standards to better support the high-quality development of e-commerce. Local governments continue to improve the e-commerce governance system, optimize the e-commerce business environment, and further promote the standardized and healthy development of the e-commerce industry.

The Chinese government is constantly improving e-commerce-related regulations and policies to ensure fair competition and consumer rights protection. Meanwhile, international e-commerce cooperation is being strengthened to promote the development of the global e-commerce market. With data privacy issues becoming increasingly prominent, the Chinese government is strengthening legislation on data privacy protection and cybersecurity, placing higher information security requirements on e-commerce companies.

To standardize e-commerce tax collection and management, the Chinese government is improving e-commerce tax policies and strengthening tax supervision of e-commerce enterprises to reduce tax loopholes and promote fair competition. With the rapid development of cross-border e-commerce, the Chinese government is optimizing its cross-border e-commerce policies, strengthening the supervision of cross-border e-commerce, raising the quality requirements for imported goods, and enhancing cross-border e-commerce cooperation with countries along the "Belt and Road". The Chinese government is also actively promoting the development of rural e-commerce, expanding the rural information service business through online platforms, and promoting the development of the rural economy [60].

China's e-commerce policy environment is being continuously improved and developed, with the aim of balancing the development needs of the e-commerce industry with its social responsibilities, and ensuring fair competition in the e-commerce market and the protection of consumers' rights and interests. At the same time, China is actively

participating in international e-commerce cooperation to promote the healthy development of the global e-commerce market.

1.3 History of Russian-Chinese e-commerce cooperation

The history of Russia-China trade can be traced back hundreds of years, but modern Russia-China trade in its true sense began in the mid-19th century[61]. During the Tsarist period, Russia-China trade experienced many ups and downs and twists and turns. With the influx of Japanese industrial products and the contraction of the Chinese economy, Russia-China trade gradually fell into difficulties. However, the Xinhai Revolution and the outbreak of war in Europe brought new opportunities for Russia-China trade. Since the beginning of the modern era, Russian-Chinese trade has developed considerably. The governments of the two countries have attached great importance to economic cooperation and exchanges between them, and have taken a series of measures to promote bilateral trade and investment cooperation. For example, Russia and China have signed a cooperation agreement under the Belt and Road Initiative to jointly promote cooperation in infrastructure construction, energy cooperation and other areas [40].

Russia and China have a long history of interaction and share a border of more than 4,000 kilometers [25]. Russia and China are one of the world's largest economies and important allies of the BRICS countries, and are key partners in promoting regional stability and economic sustainability. Russia and China are both among the largest economies in the world and important allies of the BRICS countries, economies that promote regional stability and strategies for sustainable economic development. Russia and China have been cooperating closely in various economic, political and diplomatic aspects, and have made new breakthroughs in bilateral trade in the past decade [32].

With the in-depth promotion of the "Belt and Road" construction and the Eurasian Economic Union (EAEU), cross-border e-commerce trade between Russia and China is booming, and has gradually become a growth point and a new bright spot in the bilateral economic and trade relations. Leaders of the two countries attach great importance to cross-border e-commerce cooperation, and promote the degree of trade facilitation and the

level of cooperation is constantly improving. With the joint efforts of both sides, Russia-China e-commerce cooperation has achieved fruitful results. Enterprises of the two countries have carried out extensive cooperation in the field of e-commerce, promoting cross-border trade of high-quality specialty products through e-commerce platforms, providing more consumption choices for the people of the two countries, and more development opportunities and space for small and medium-sized enterprises (SMEs) of the two countries.

Take the example of Hubei Fluorocar Technology Development Co. Ltd, a company that has achieved remarkable results in the field of Russian-Chinese e-commerce. They have not only opened several online stores on the Ozon platform, but also built an overseas warehouse in Novosibirsk region of Russia, realizing the rapid delivery of goods. Flowco sells a wide range of goods, including 3C equipment, beauty and daily necessities. Through the China-EU shuttle train, these goods can be sent directly to the overseas warehouse in large quantities, and then packaged and shipped to Russian consumers by express delivery from the overseas warehouse. As one of the world's leading cross-border e-commerce platforms, Global SmarTone also has a pivotal position in the Russian-Chinese e-commerce sector [62].

It helps small and medium-sized enterprises (SMEs) reach out to end-user wholesale and retailers, realizing rapid sales in small quantities and multiple batches and expanding profit margins. Speedtrade also integrates order, payment and logistics functions into one, providing sellers and buyers with a full range of transaction services. In the Russian market, SmarTone has achieved great success and become one of the most popular cross-border e-commerce platforms in the region. Meanwhile, Chinese e-commerce platforms such as Jingdong and Pinduoduo are also actively seeking cooperation opportunities with Russian e-commerce to jointly promote the development of Russia-China e-commerce. In addition, the governments of both countries have frequently introduced favorable policies to stimulate the development of cross-border e-commerce. For example, the Russian government has implemented a domestic product protection policy that requires domestic e-commerce platforms to sell at least 80% Russian goods, a policy that has boosted the rapid development of Russia's local e-commerce platforms [51].

At the same time, the Chinese government has strongly supported cross-border e-commerce by creating a favorable environment for e-commerce companies to develop through tax reductions, the provision of financing support, and other measures. With the rapid development of e-commerce between the two countries, Russia-China trade volume has also realized significant growth.

The size of the e-commerce market between Russia and China continues to expand. In the past few years, with the continuous deepening of economic cooperation between the two countries, the volume of bilateral e-commerce transactions has shown a jump in growth. This growth is not only reflected in the transaction scale, but also in the user participation and market influence of the e-commerce platforms of the two countries. In order to further promote the development of this sector, both governments have introduced a series of policy support measures. These measures aim to provide a more open and convenient business environment for e-commerce enterprises, lower the market access threshold, and incentivize enterprises to increase investment through tax incentives and other means, thus promoting the healthy development of the entire industry. As consumer acceptance of the cross-border e-commerce model rises, consumers in both countries are increasingly inclined to shop online, which has undoubtedly injected new vitality into the Russian-Chinese e-commerce market. In the field of cross-border e-commerce, China-Russia cooperation has shown strong momentum. Through cross-border e-commerce, the two countries have realized a new mode of cross-border transactions, pushing their respective goods and services to the global market. Currently, Russia's e-commerce market is actively attracting Chinese e-commerce companies, such as well-known e-commerce platforms like Ssitong and Tmall [39].

These platforms do not simply sell goods to Russia; they also bring some of the country's biggest promotions such as Double Eleven to the Russian market. For example, during the Double Eleven event in 2021, Speedway successfully brought the heat of Double Eleven to the Russian market, enabling local consumers to enjoy numerous discounted goods from China [20].

According to statistics, during the Double Eleven event in 2021, the sales of the Speedway platform in Russia amounted to 333 trillion rubles, with an order volume of

more than 25.6 million, and the sales of individual merchants amounted to a maximum of up to 1.3 billion rubles, a figure that fully demonstrates the huge potential and attractiveness of Chinese e-commerce platforms in the Russian market [1].

The growing cooperation between Russia and China in the field of cross-border e-commerce not only promotes the rapid development of the e-commerce markets of the two countries, but also brings new opportunities for the economic and trade relations between the two sides.

Russian e-commerce companies Wildberries.ru, Ozon.ru and Market.yandex.ru are also aggressively entering the Chinese market [56]. Platforms such as Wildberries have now evolved into comprehensive e-commerce platforms covering a wide range of categories (table 3).

Table 3 – Top 10 e-commerce platforms in Russia, 2023 [47]

N	Platforms	Sales (millions of rubles)
1	Wildberries.ru	2143700
2	Ozon.ru	1566400
3	Market.yandex.ru	370600
4	Megamarket.ru	312700
5	Dns-shop.ru	239400
6	Samokat.ru	159900
7	Vseinstrumenti.ru	151600
8	Citilink.ru	151200
9	Sbermarket.ru	127100
10	Vkusvill.ru	126600

They have registered their brands in China and have begun negotiations with potential partners in the hope of gaining greater traction in the Chinese market.

Most of China's top 10 e-commerce platforms can be used normally in Russia, but are not widely used in Russia itself due to expensive logistics and payment restrictions. With more policy support and the continuous entry of market players, the future cross-border e-commerce trade between Russia and China is expected to achieve greater breakthroughs and become an important bridge connecting the two countries, as well as setting an example for the development of the global e-commerce industry. In this era of deepening

globalization, cross-border e-commerce is building a bridge connecting the world's major markets, cultures and economies with its unique charm and advantages (table 4).

Table 4 – Average monthly visits to China's Top 10 e-commerce platforms, 2023 [10]

N	Platforms	Average monthly visits
1	taobao.com	275.6 million
2	douyin.com	231.6 million
3	pingduoduo.com	354.4 million
4	xiaohongshu.com	151.5 million
5	jd.com	133.4 million
6	tmall.com	81.1 million
7	1688.com	41.5 million
8	smzdm.com	29.8 million
9	meituan.com	9.5 million
10	dianping.com	7.8 million

The rise of this industry is particularly notable between Russia and China, two countries with long histories and booming economies. Cross-border e-commerce is a fast-growing emerging industry due to the natural cultural, economic and geographic proximity of the two countries. In order to meet the ever-changing and diversifying needs and preferences of consumers on both sides, cross-border e-commerce trade is constantly exploring and practicing in search of innovation and change. Within this field, there is a wide variety of transaction modes, covering a wide range of modes from the traditional B2B and B2C to the more flexible B2B2C, C2C, M2C, and O2C [22].

Each mode has its own distinctive features, such as B2B, which is business-to-business trading, which involves direct business-to-business transactions, while B2C refers to consumer-to-consumer trading methods, and the C2C mode, where individual buyers purchase goods or services directly from individual sellers. M2C stands for the manufacturer-to-consumer model, as well as O2C, which is a combined online and offline shopping experience. In the current Russian-Chinese cross-border e-commerce trade, the B2B model undoubtedly dominates. With the advancement of technology and the

continuous expansion of the market, we can foresee that cross-border e-commerce will continue to evolve and more innovative trading models will emerge. Whether it's optimizing supply chain management through intelligent algorithms, securing transactions through blockchain technology, or using big data analytics to enhance the consumer shopping experience, the future of cross-border e-commerce is full of infinite possibilities. For countries with deep historical backgrounds and economic potential like Russia and China, grasping the development trend of cross-border e-commerce will undoubtedly bring new growth points for trade cooperation between the two countries.

According to statistics, China's cross-border e-commerce trade turnover reached a staggering 2.38 trillion yuan in the year 2023. This figure is not only a vivid portrayal of the huge scale of China's e-commerce market, but also a strong proof of its leading position in the global e-commerce arena. This figure shows that China plays a pivotal role in the global e-commerce arena, and its market influence and transaction scale are so large that it has become an important force to be reckoned with in the global e-commerce industry [57].

In the area of cross-border e-commerce exports, China's performance should not be underestimated either. The B2B (business-to-business) model is even more widely used in Russia, with a share of 83.2%, which reveals that Chinese products are more widely used in Russia than in other countries. This data reveals the strong market potential of combining Chinese products with local Russian products [38].

Over time, the number of Russian goods entering the Chinese market has been increasing, further enriching the Chinese consumer market, while at the same time, a steady flow of Chinese goods has been flowing into the Russian market, resulting in a favorable situation of two-way interaction. With the passage of time, the number of parcels from abroad as well as the total amount of consumption in the Russian market have continued to climb. In order to meet the changes in the market and satisfy the growing demand for shopping, major cross-border e-commerce trade platforms are also constantly innovating. The "overseas warehouse model" is a typical example of such innovation. Under this model, cross-border e-commerce platforms no longer rely solely on traditional logistics and distribution methods, but rather set up their own warehouses in

overseas regions, which are specifically designed to store the goods they sell. With such overseas warehouses, when overseas consumers in Russia and other countries place orders on the online platform, the platform will automatically select the nearest warehouse to the consumer for delivery according to the rules set by the system. This process not only reduces the time cost and capital investment in logistics, but also greatly improves the efficiency and accuracy of goods delivery. In fact, this model has been widely used in China, with well-known shopping platforms such as Tmall and Jingdong adopting similar operational models [43].

By building a network of overseas warehouses, these platforms are able to respond quickly to consumer demand and deliver goods to them in an efficient and timely manner. By building overseas warehousing networks, these platforms are able to respond quickly to consumers' needs and deliver goods to them efficiently and in a timely manner, thus greatly reducing the waiting time for customers and providing a more personalized and convenient service experience.

With the deep development of cross-border e-commerce, more and more Chinese consumers are enjoying diversified commodities from all over the world, including but not limited to cosmetics, food, clothing and cultural and sports goods (figure 3).

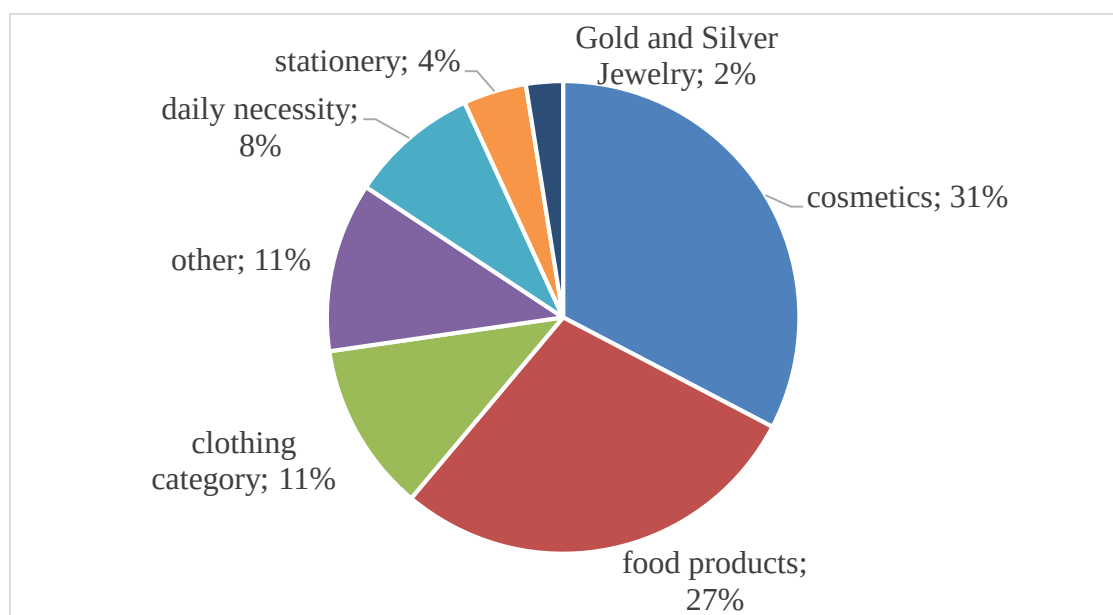


Figure 3 – China's cross-border e-tailing import commodity share, 2023 [7]

Cosmetics account for more than one-third of China's cross-border e-commerce retail imports, and the proportion of food products is also as high as one-quarter. These goods not only enrich the daily lives of Chinese consumers, but also bring them an unprecedented shopping experience. For merchants, this means new opportunities and challenges, how to ensure the quality of goods at the same time, effectively reduce logistics costs and improve the efficiency of delivery has become a key concern for them. For consumers, the convenience and richness of cross-border shopping is undoubtedly a major breakthrough in the traditional shopping experience. In the wave of globalization, with the in-depth promotion of the "Internet Plus" strategy, we have witnessed a series of e-commerce cloud platforms springing up rapidly. These platforms not only provide a new starting point for cross-border e-commerce transactions between Russia and China, but also greatly enrich and improve consumers' shopping experience with their innovative one-stop solutions. The one-stop services provided by these platforms include online payment, logistics tracking, and efficient after-sales services, all of which make cross-border purchases easier and more convenient.

Users can easily complete the whole process from product browsing to payment and settlement to logistics and delivery simply through these cloud platforms. Such support has undoubtedly greatly lowered the threshold of international trade, enabling the e-commerce markets of Russia and China to better realize in-depth integration. In this period of rapid development, Russia-China cross-border e-commerce trade has shown unprecedented vitality and potential. With the continuous emergence of various new modes and the continuous application of technology, the traditional trade pattern is undergoing radical changes. Whether it is electronic payment, cloud computing or the application of artificial intelligence, they are all driving the efficiency of cross-border trade and opening up new market opportunities for enterprises of both countries.

Logistics system is getting better and better. Logistics is one of the key links in Russia-China e-commerce trade. In recent years, the logistics systems of the two countries have been improving, providing a strong guarantee for e-commerce trade. Russia and China have established a number of cross-border e-commerce integrated pilot zones, promoting the development of cross-border e-commerce logistics. At the same time,

express companies and e-commerce platforms of the two countries have also strengthened cooperation, improving logistics efficiency and service quality. In addition, the level of informatization and intelligence of cross-border e-commerce logistics is also improving, making Russia-China e-commerce trade more convenient and efficient. With the development of Russia-China e-commerce trade, the governments and enterprises of the two countries are actively promoting the development of e-commerce, providing more business opportunities and convenience for enterprises of both sides.

In terms of payments, Russian and Chinese banks have strengthened their supervision and management of cross-border payments to ensure the safety and stability of funds. At the same time, some leading Russian and Chinese payment organizations have started to carry out cross-border payment business to provide more convenient services for consumers in the two countries. For example, Bank of Harbin innovatively opened the first cross-border RMB interbank borrowing business between Russian and Chinese financial institutions, and successfully invested in the Panda bonds issued by Russian Aluminum Joint Stock Company in China. Industrial and Commercial Bank of China (ICBC) has also carried out a number of financial business cooperation in the Russian market, promoting the development of cross-border RMB business and providing new possibilities for Russian enterprises to diversify their financing currency choices. Cooperation between Russia and China on e-commerce payment systems is also reflected in technical exchanges and talent training [30].

Enterprises and research institutes from both sides have actively engaged in technical exchanges and cooperation, which has promoted the innovation and application of e-commerce technologies. In addition, some Chinese payment institutions and Russian universities have carried out talent training cooperation programs, which have sent more excellent talents to the e-commerce fields of the two countries. The cooperation between Russia and China in e-commerce payment system also has a broad prospect. With the in-depth promotion of the "Belt and Road" initiative and the deepening of Russia-China relations, the two sides will cooperate more closely in the fields of economy and trade, science and technology.

Chapter 2 Comparison of Russian and Chinese e-commerce

2.1 Overview of respective e-commerce development in Russia and China

Russia's e-commerce market is developing at a fast pace. With the "Eurasian Economic Union" and "One Belt, One Road" strategy, the development prospects of e-commerce in Russia show a positive trend. Due to Russia's large population base and growing consumer market, Russia's e-commerce market continues to expand, has been among the world's top ten e-commerce market, the annual growth rate continues to maintain a high level. In Russia, online shopping has become the choice of most consumers. According to relevant statistics, the number of e-commerce users in Russia has been growing steadily, and the growth of the Russian e-commerce market has been maintained at around 20% per year since 2016. In 2020, the average spending of online shoppers in the Russian e-commerce market was \$49.47 billion, an increase of \$42 billion compared to 2015. In 2020, the Russian e-commerce market increased at the rate is the fourth fastest in the world, and there has been a significant increase in the number of online transactions and online purchases in Russia compared to 2019 (figure 4) [28].

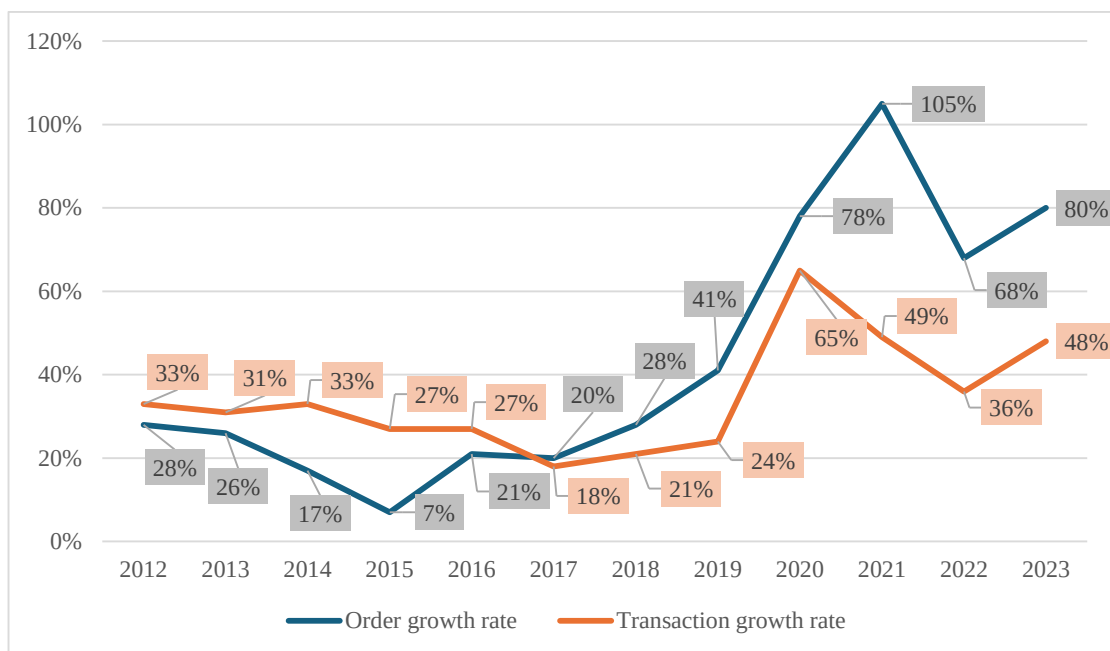


Figure 4 – Growth rate of e-commerce orders and transactions in Russia, 2012–2023 [28]

According to Data Insight (2024), e-commerce in Russia has seen a significant increase in both order volume and transaction value from 2012 to 2023, with order volume and transaction value increasing by 52% and 15% respectively. This shows that the Russian e-commerce market still has huge room for growth.

In terms of cross-border e-commerce, the Russian e-commerce market remains somewhat dynamic despite some international political and economic factors. Enterprises going out to the sea have considerable competitiveness in e-commerce and light industrial manufacturing, which can fill the market gap of insufficient production of civil products in Russia's light industry.

According to the icon, between 2010 and 2022, Russia's domestic e-commerce market size is a continuous growth trend, from 240 billion rubles in 2010 to 4809 billion rubles in 2022, twelve years, the amount of growth of more than 20 times. 2010 to 2022, Russia's cross-border e-commerce market trade amounted to a maximum of 586 billion rubles (figure 5).

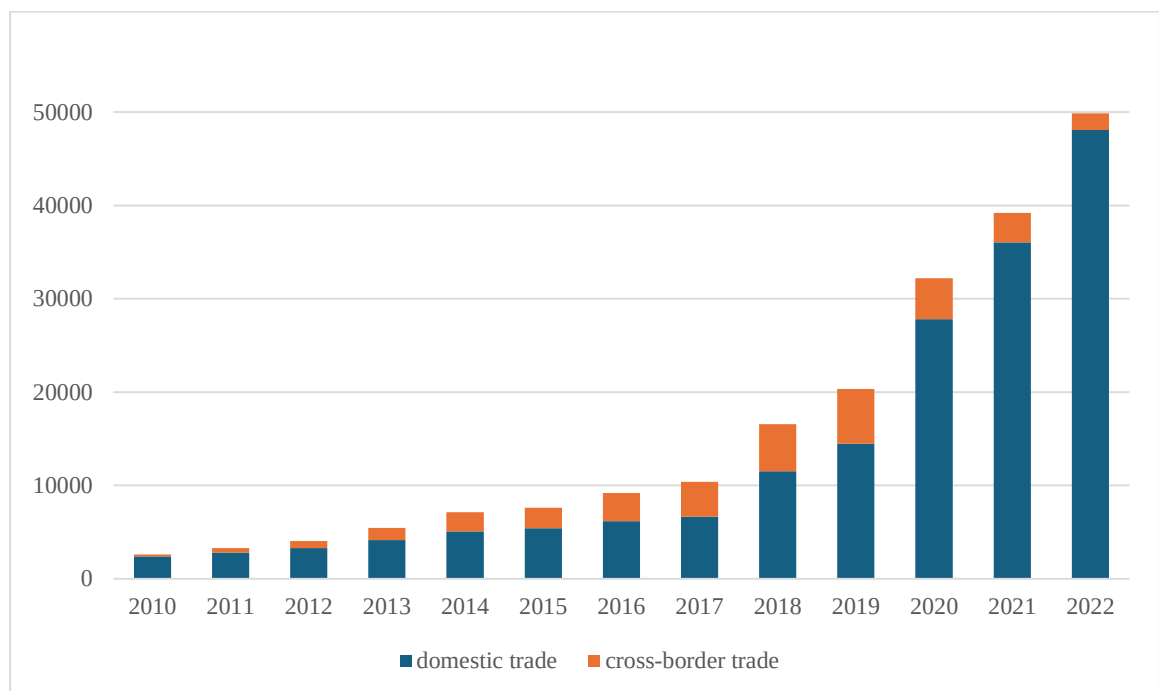


Figure 5 – E-commerce market size in Russia, 2010-2022, 100 million rubles [16]

The overall small size of the Russian e-commerce market is mainly manifested in the uneven geographical and population distribution, lagging logistics system, imperfect

financial infrastructure, complex market competition environment and consumer shopping habits and cultural traditions and so on. However, with the continuous progress of technology, the improvement of market environment and the strong support of government policies, the Russian e-commerce market still has great potential for development. Russia's vast territory and uneven population distribution have increased the difficulty and cost of logistics to a certain extent [55].

Especially in remote areas, delivery services are difficult to cover, resulting in many consumers not being able to enjoy convenient e-commerce delivery services. Russia, as the world's most extensive country with a vast territory of more than 17 million square kilometers, shows an obvious imbalance in its population distribution [3].

Despite the fact that its European part accounts for only a quarter of its total area, while its Asian part occupies three-quarters of it, the population distribution shows an opposite trend. The majority of the population is concentrated in the Western and European regions, especially in large cities such as Moscow and St. Petersburg. This phenomenon has led to a concentration of e-commerce activity in densely populated areas, as merchants can more easily reach a large number of potential consumers, thereby reducing operational costs and increasing sales efficiency. According to data released by Rosstat on February 7, 2024, Russia's gross domestic product in 2023 was 171 trillion rubles, an increase of 3.6% year-on-year [50].

Russia's economy as a whole is large, but there are differences in the level of economic development across regions. The western regions are economically developed and usually have better infrastructure, higher income levels and more mature consumer markets, which provide favorable conditions for e-commerce development. As a result, e-commerce markets in these regions tend to be more concentrated. Russia's logistics and distribution system is relatively well developed in large cities and densely populated areas. This enables goods to be delivered to consumers faster and more conveniently, thus increasing the convenience and attractiveness of e-commerce and enhancing the consumer experience. However, in the remote eastern regions, the logistics and distribution system still faces great challenges, which to some extent exacerbates the trend of concentration in the e-commerce market. In the Russian e-commerce market, large e-commerce platforms

such as Wildberries.ru., OZON.ru. and lamoda.ru. have gradually won consumers' trust and support by offering a wide selection of products, excellent customer service and efficient logistics and distribution. The share of these platforms in the market has gradually expanded, forming a relatively centralized competitive landscape.

The development of e-commerce in China can be described as dramatic, as it has gone through a number of periods from budding to maturity. E-commerce in China started in the early 1990s. The "Three Gold Project" was an important initiative led by the Chinese government and an important guarantee for the implementation of e-commerce [19]. After this project, China made great progress in network construction and formally connected with the world, turning a new page for the development of e-commerce. With the bell ringing in the 21st century, e-commerce in China ushered in a new period of vigorous development. A series of e-commerce giants, such as Alibaba and Jingdong, have sprung up, not only symbolizing the digital economy, but also leading China into the e-commerce era (figure 6).

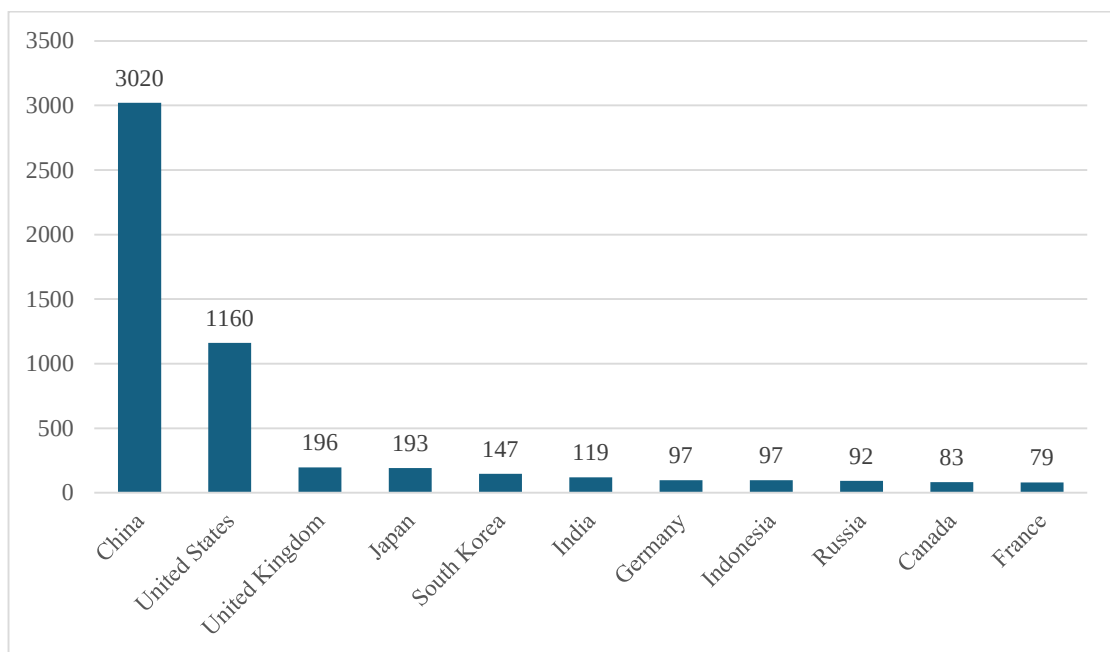


Figure 6 – Leading countries in global retail e-commerce, billion dollars [28]

Countless individuals and enterprises have plunged into online transactions, enjoying the convenience and benefits of digitization. All this indicates that e-commerce in China is moving steadily in the direction of greater maturity and diversity. E-commerce

in China, along with the development and utilization of technology, is gradually moving towards a mature and diversified period of development. With the continuous deepening of technologies such as big data and artificial intelligence, the development of e-commerce has brought people unlimited reverie. At the same time, e-commerce has penetrated into all walks of life and become an unignorably force in China's economic development.

The Chinese government supports e-commerce vigorously. In order to promote the development of this new industry, the Chinese government has formulated a series of forward-looking policies and measures. These measures aim to incentivize enterprises to adopt innovative technologies, strengthen intellectual property protection, and provide consumers with a safe and secure online transaction environment. Through the concrete implementation of these policies, China has made remarkable progress in the field of e-commerce, which has not only shortened the gap with the world's advanced level, but also provided a solid foundation for the rapid growth of China's digital economy.

Looking back at the development of e-commerce in China, one can see an epic intertwined by innovation and change. Initially, e-commerce started as a tiny sprout in China, and gradually it grew into a force to be reckoned with (figure 7).

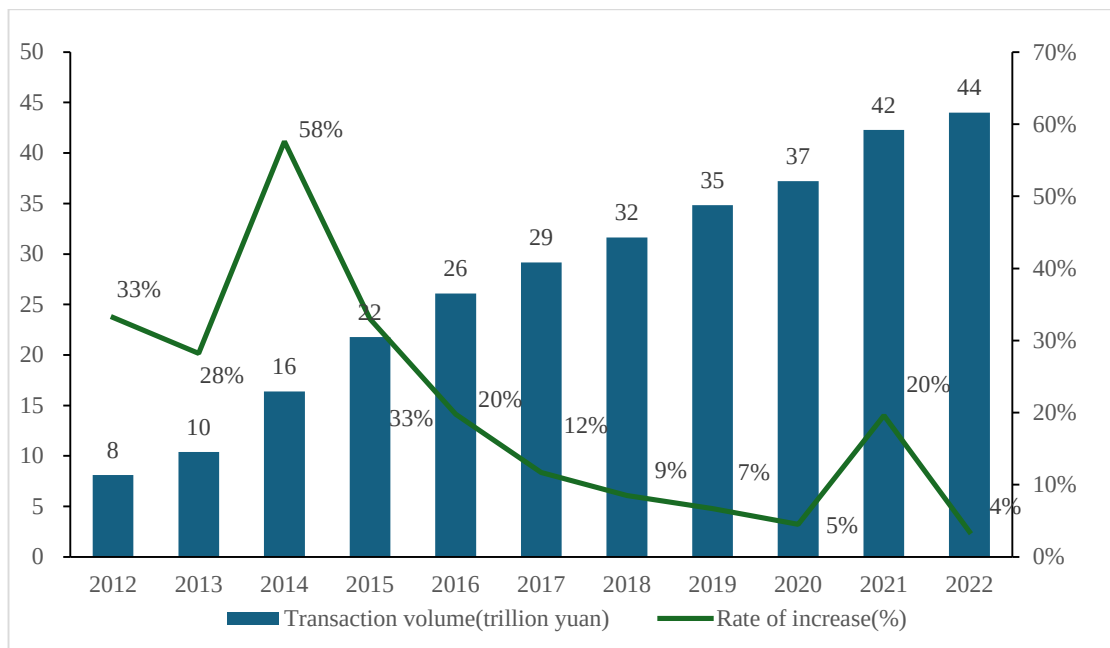


Figure 7 – China's e-commerce turnover, 2011–2022 [8]

Over time, e-commerce in China has gone through many stages, from simple to complex, from single to multiple, each of which has witnessed China's continuous exploration and breakthroughs in business models, payment methods, logistics and distribution, etc. Today, e-commerce in China has become a driving force for China's development. Today, e-commerce in China has become one of the most important forces driving China's economic and social progress, dramatically changing people's consumption habits and lifestyles.

In terms of changes in transaction volume, from 2012 to 2022, China's e-commerce market transaction volume is in a trend of steady growth, increasing from 8 trillion yuan to 44 trillion yuan in ten years, and officially exceeding the 40 trillion yuan mark in 2021. In terms of growth rate, the transaction volume of China's e-commerce market grew at the fastest rate from 2013 to 2014, with a growth rate of 57.6%. From 2014 to 2020, the growth rate gradually slowed down, dropping all the way to 4.5%. In the future, China's e-commerce will continue to maintain its rapid growth momentum. With the wide application of new technologies such as 5G, big data and artificial intelligence, as well as the continuous expansion of Internet application scenarios, e-commerce will further deepen its integration with the real economy, broaden the scope of its services, and improve its efficiency [36].

At the same time, with the improvement of regulatory policies and deepening of international cooperation, China's e-commerce is expected to take up a more advantageous position in the global market, and to contribute to China's long-term prosperity and stability of the Chinese economy contributing to a more powerful force for the long-term prosperity and stability of China's economy. All these predict that China's e-commerce will continue to write its own brilliant chapter in the future.

2.2 Russia and China's respective e-commerce market structures

The structure of the Russian e-commerce market is characterized by diversity and complexity, covering a wide range of aspects such as the coexistence of platform and self-operated modes, and a rich variety of goods. This structure has laid a solid foundation for

the prosperity and development of the Russian e-commerce market. There are two main business models in the Russian e-commerce market - the platform model and the self-operated model [48].

E-commerce companies in the platform model play a major intermediary role, such as Ozon and Wildberries. Merchants in e-commerce platforms are the source of goods or services in e-commerce platforms. Merchants put their products on e-commerce platforms according to the market demand and consumers' preferences to provide more choices for consumers. In this process, merchants are responsible for specific management procedures such as quality, transportation and after-sale of goods or services, while e-commerce platforms are mainly responsible for providing a virtual trading place between merchants and consumers on the Internet, managing commodity information and facilitating online sales and purchases. E-commerce enterprises in the self-operated mode build and operate their e-commerce platforms independently, and are directly involved in the purchasing, sales and logistics of goods, which they sell through their own channels.

The self-operated model gives merchants the right to operate independently, which allows them to better control the quality, price and after-sales service of their products, and enables them to fully utilize their own strengths in decision-making or strategic layout. Russia's e-commerce market covers a wide variety of goods categories. According to information published by AKIT, popular product categories for e-commerce in Russia include five main categories: electronics and home appliances, clothing and footwear, food, home and furniture, and beauty and health. Everything from electronics, fashion, furniture and home furnishings to care products, DIY materials and groceries are among the merchandise categories that account for a large share of online sales. In the first half of 2023, the Russian e-commerce market saw digital products and home appliances sales reach \$5.35 billion, or 19.1 percent of total sales, apparel and footwear sales amounted to \$4.37 billion, or 15.6 percent of total sales, and beauty and wellness products sales amounted to \$2.31 billion, accounting for 8.2% of total sales. Hobby and leisure goods such as e-books also accounted for a large proportion of the e-commerce trading market, reflecting strong demand for leisure and entertainment among Russian consumers.

The Russian e-commerce market also shows a diversity of payment methods. In addition to traditional bank card and credit card payments, electronic payment tools such as QIWI Wallet and Yandex Money are also favored by Russian consumers. This coexistence of payment methods facilitates e-commerce transactions and promotes market diversification. Card payments dominate the Russian online payment market, with major Russian banks such as Alfa-Bank, Promsvyazbank, and Russian Standart Bank supporting online payments. According to an analysis of data from the Payssion collection platform, card payments account for up to 82.8% of buyer payments in Russia, a figure that demonstrates the importance of card payments in the Russian e-commerce market [21].

The e-commerce market in Russia is highly competitive, with not only the rise of local e-commerce companies, but also the entry of international e-commerce giants. These companies are competing for market share by constantly innovating and optimizing their services, driving the rapid development of the e-commerce market.

In terms of growth rate, the Russian market is the fastest growing country in the world, with a growth rate of 36% in 2023, while the second fastest growing country is the Philippines with only 24% (figure 8).

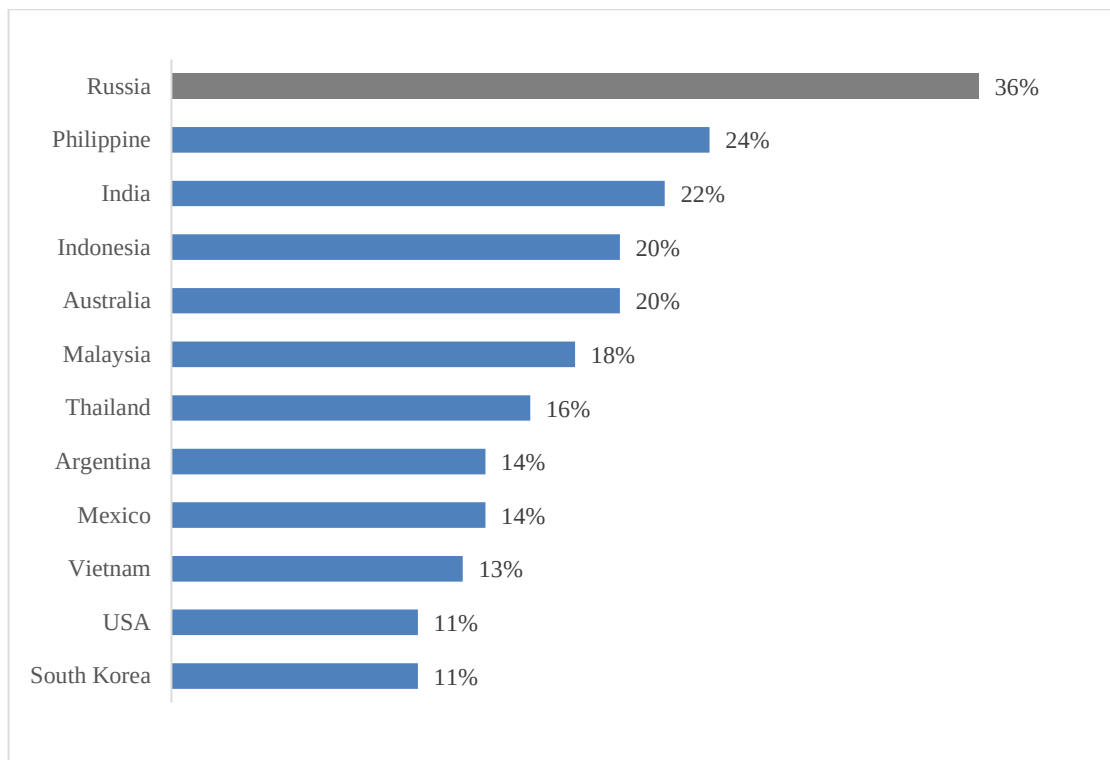


Figure 8 –Top countries for e-commerce retail growth, 2023 [28]

The rapid growth of the Russian e-commerce market is related to its industrial structure. Russia inherited most of the industrial base of the former Soviet Union, and the industrial structure of developed heavy industry and underdeveloped light industry has led to a consistently high cost of the means of living, so the Russian public has a high demand for low-priced light industrial products. The development of e-commerce market just meets this demand, providing Russian consumers with more choices and lower price products.

Wildberries is a local Russian online retailer that sells mainly apparel, footwear and home furnishings. According to Data Insight, the platform will account for 35% of the Russian market in 2023 and is popular among local consumers for its wide selection of products and excellent customer service (figure 9).

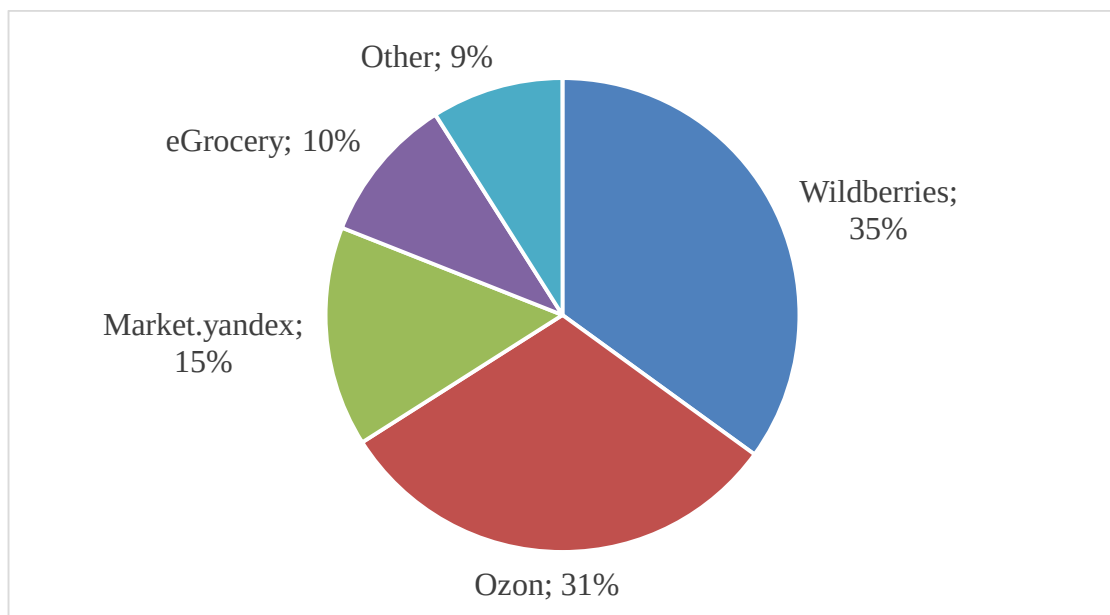


Figure 9 – Market share distribution of e-commerce platforms in Russia, 2023 [28]

OZON is the second largest general e-commerce platform in Russia, accounting for more than one-third of the local market share, with high brand recognition and a large number of mobile clicks. OZON also has a strong warehousing facility and a perfect logistics system, providing a solid foundation for the entire e-commerce operation. Strong warehousing facilities and a perfect logistics system, laying a solid foundation for the

entire e-commerce operation. Yandex. Market is a Russian e-commerce platform with transparent prices and a wide range of products. In addition to local Russian e-commerce platforms such as Wildberries, OZON, and Yandex. Market, international e-commerce giants such as Amazon, eBay, and AliExpress are also highly competitive in Russia [15].

In recent years, China's e-commerce models and business models have been iterative and innovative, with new business models such as instant retail, live e-commerce, short-video e-commerce, and community group purchasing accelerating, and new consumption scenarios such as unmanned retail, large-scale ordering, and small-program e-commerce emerging [53].

The role of e-commerce in stimulating consumption growth continues to increase, providing consumers with a rich array of consumer choices, and pushing the people's standard of living from an all-round, well-off to a more affluent one, and from a more comfortable one to an even more comfortable one. The role of e-commerce in stimulating consumption growth has continued to rise, providing consumers with rich and varied consumer choices and pushing the people's living standard from overall well-being to a higher goal. The unique advantages of e-commerce, which is contactless and online, are in line with the requirements of economic and social development, and have played an important role in maintaining supply and stabilizing prices.

E-commerce has given rise to a number of new occupations, and has become the main venue for many young people to start their own businesses, as well as a new channel for increasing residents' income. E-commerce, as a key area of the digital economy, is rapidly advancing from the consumer side to the production side and the supply side, reconfiguring the industrial chain and value chain through the integration of digital and real, and assisting in the transformation and upgrading of traditional industries. China's e-commerce market occupies a pivotal position in the global e-commerce field. As one of the largest e-commerce markets in the world, China leads the development of the global e-commerce market with its huge market size, active consumer groups and innovative business models.

In terms of market size, China's e-commerce market has become the largest e-commerce market in the world, with the overall market size accounting for more than half

of the global e-commerce market. According to the data of China National Bureau of Statistics, 2022, the national e-commerce turnover has reached 43.83 trillion yuan, of which, B2B e-commerce turnover accounted for a relatively large proportion, showing the activity and demand of enterprises in the field of e-commerce (figure 10).

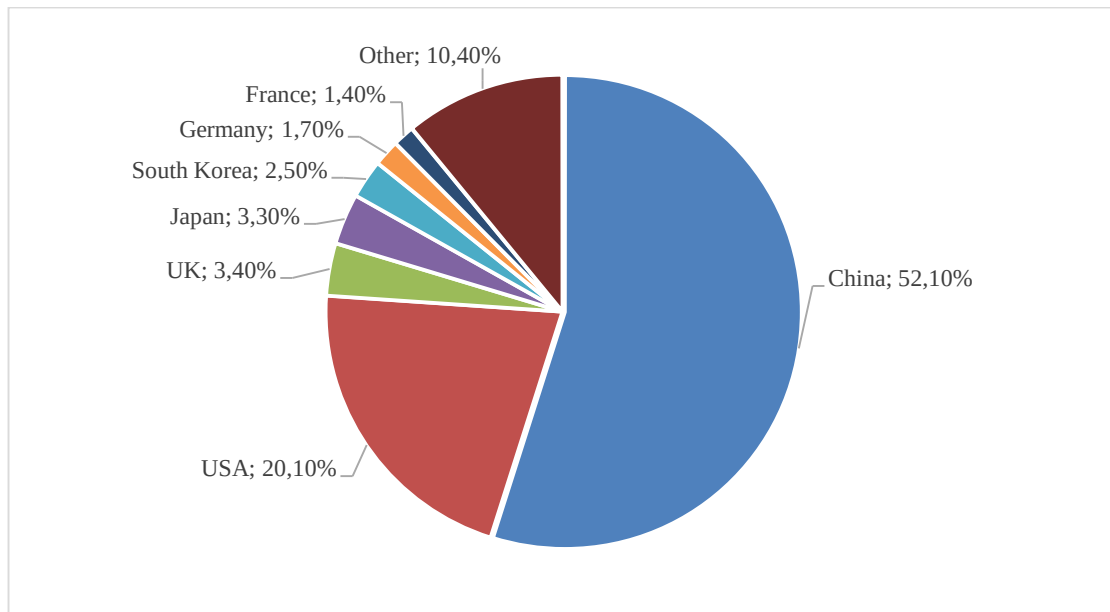


Figure 10 – Share of global e-commerce market[14]

E-tailing continues to grow, becoming an important force in expanding domestic demand and consumption. As of December 2022, the scale of China's e-shopping users amounted to 845 million, the national online retail sales amounted to 13.79 trillion yuan, and the online retail sales of physical commodities amounted to 11.96 trillion yuan, and the number of stores on the e-retail platforms that are key to monitoring by Business Big Data amounted to 244,807,700 [65].

Among them, the number of stores of physical commodities amounted to 131,934,000 stores. China's customs data show that in 2022, China's cross-border e-commerce imports and exports (including B2B) amounted to 2.11 trillion yuan. Among them, exports 1.55 trillion yuan, imports 0.56 trillion yuan [34].

According to relevant organizations, in 2022, the number of e-commerce employees in China reached 69,371,800 people. China's e-commerce market size will continue to grow. According to a report released by the China Electronic Commerce Association

(CECA), the national e-commerce turnover is expected to reach 50 trillion yuan in 2024, a year-on-year increase of 10 percent. And in 2023, this figure already reached 45.5 trillion yuan, an 8.5% year-on-year increase. This growth trend not only shows the huge scale of China's e-commerce market, but also signals its future development potential. In terms of user scale, China's e-commerce market has a solid and growing user base. According to the report, the number of e-commerce users in China will reach 720 million in 2023, of which 660 million will be m-commerce users, accounting for more than 90% [29].

This means that more and more consumers are choosing to make purchases through e-commerce platforms, which is further driving the expansion of the market scale. In terms of the competitive environment, the competitive environment for e-commerce in China is undoubtedly the most intense and complex in the world. In the past decade or so, China's e-commerce market has experienced rapid development from scratch and from small to large, with numerous e-commerce platforms rising in this hot land and forming a diversified competitive landscape. With the popularization of the Internet and changes in consumer shopping habits, more and more consumers choose to shop through e-commerce platforms. This trend has led to the continuous expansion of China's e-commerce market, providing a broad space for e-commerce platforms to develop. The expansion of the market scale has also brought about fierce competition. Numerous e-commerce platforms have increased investment to improve service quality and optimize user experience in order to compete for market share. This competition is not only reflected in the traditional factors such as price and quality, but also involves an all-round competition in logistics and distribution, after-sales service and so on. In addition, the competitive environment of e-commerce in China is influenced by a variety of factors such as policies and regulations, and technological advances.

The introduction and implementation of policies and regulations provide protection for the legitimate operation of e-commerce platforms and also promote fair competition in the market. Technological advances promote the innovative development of the e-commerce industry and provide more possibilities for e-commerce platforms. From a regulatory perspective: With the rapid development of information technology and the popularization of the Internet, China's e-commerce market has enjoyed unprecedented

prosperity. However, in the rapid development of the market, how to protect fair competition, safeguard consumers' rights and interests, and promote the healthy development of the market has become an important issue for regulators. The regulatory environment of China's e-commerce market is becoming increasingly perfect. In recent years, the government has issued a series of laws, regulations and policy documents to provide strong protection for the standardized development of the e-commerce market. For example, the promulgation and implementation of the E-commerce Law has clarified the responsibilities and obligations of e-commerce platforms and standardized the business behavior of the e-commerce market.

At the same time, in response to the problems of counterfeit sales and infringement in the e-commerce market, the regulators have also stepped up their efforts to crack down on them, effectively safeguarding the market order and the rights and interests of consumers. The role of regulators in the e-commerce market has gradually come to the fore. Regulators review and supervise e-commerce platforms by formulating and enforcing relevant laws and regulations to ensure that they comply with laws and regulations and maintain fair competition in the market [6].

Regulators should also focus on the role of industry self-regulation. By guiding e-commerce platforms and industry associations to strengthen self-discipline management, establish and improve industry norms, and promote the self-purification and healthy development of the market. At the same time, the regulator should also strengthen the protection of consumer rights and interests, establish a sound mechanism for handling consumer complaints, deal with the problems reflected by consumers in a timely manner, and safeguard the legitimate rights and interests of consumers.

China Customs data shows that the total import and export of cross-border e-commerce in China has increased to 2.11 trillion yuan in 2022, with the growth rate slowing down while the total volume is increasing. From the perspective of cross-border e-commerce, in the process of accelerating globalization and rapid development of information technology, cross-border e-commerce is playing an increasingly important role in China's e-commerce market (figure 11).

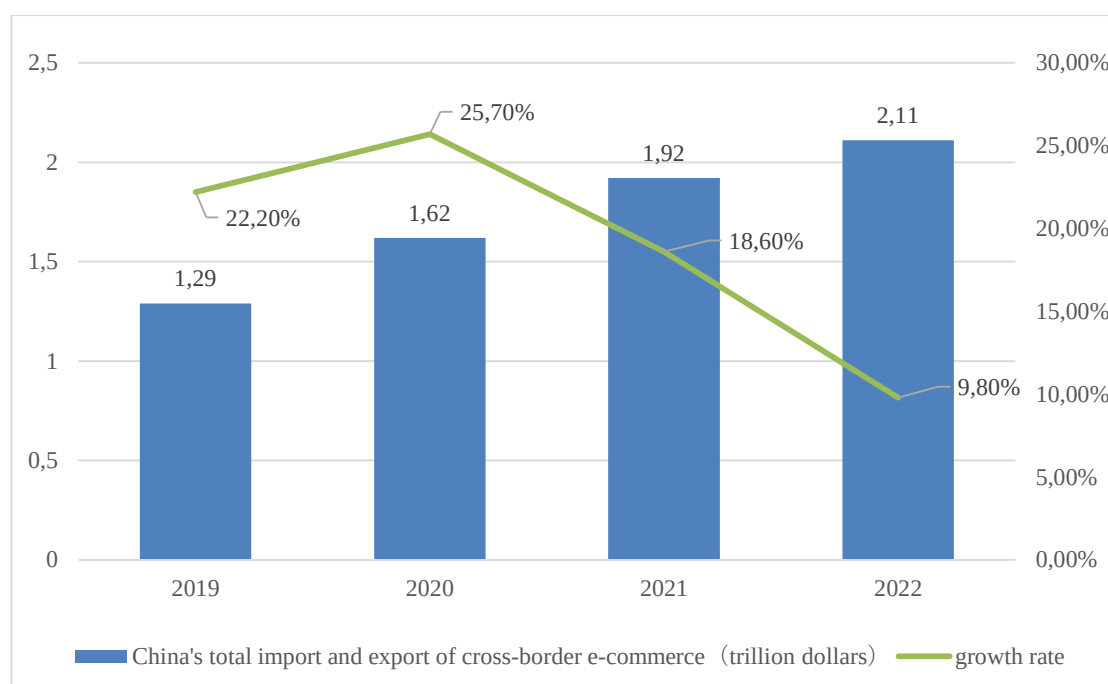


Figure 11 – China's total import and export of cross-border e-commerce, 2019–2022 [8]

Cross-border e-commerce not only broadens consumers' shopping choices, but also provides Chinese companies with a broader international market. Cross-border e-commerce has brought Chinese consumers a richer choice of goods. In the past, consumers mainly relied on the supply of goods from the domestic market, with relatively limited choices. However, with the rise of cross-border e-commerce, consumers can easily purchase high-quality goods from all over the world, whether it is clothing, cosmetics or food, etc., to meet their diversified needs. This trend of merchandise diversification not only enhances consumers' shopping experience, but also promotes competition and innovation in the domestic market. Second, cross-border e-commerce provides Chinese companies with opportunities to expand into international markets.

While the traditional export trade model is often restricted by a variety of factors such as geography, culture, and law, cross-border e-commerce breaks through these restrictions and provides enterprises with a more convenient and efficient way to internationalize. Through cross-border e-commerce platforms, Chinese enterprises can more directly reach out to overseas consumers and understand their needs and preferences, so as to adjust their product strategies and market layout. This not only helps to enhance the international competitiveness of enterprises, but also lays the foundation for the

internationalization of Chinese brands. The development of cross-border e-commerce is also inseparable from the support and innovation of technology. With the continuous development of big data, artificial intelligence and other technologies, cross-border e-commerce platforms are able to better understand consumer needs and preferences, and achieve precision marketing and personalized recommendations.

The Russian e-commerce market has a large Internet user base and growing consumer demand, and the market is full of both challenges and opportunities. Challenges mainly include logistics problems, payment problems and fierce competition in the market. Due to Russia's vast territory and dispersed population, especially in remote areas, logistics and distribution costs are high and inefficient, which affects the shopping experience of consumers and becomes a major problem for the development of e-commerce [55].

Therefore, e-commerce enterprises need to strengthen data security management and privacy protection measures to ensure the security and confidentiality of user data. Environmental sustainability challenges should not be underestimated either. With the rapid growth of the e-commerce market, the impact of packaging materials, logistics and distribution on the environment has gradually emerged. How to realize green, low-carbon and recyclable e-commerce development has become a common concern in the industry. E-commerce enterprises need to actively take environmental protection measures, such as the use of biodegradable packaging materials, optimize logistics and distribution routes, in order to reduce the adverse impact on the environment.

2.3 Analysis of e-commerce cooperation between Russia and China

E-commerce cooperation between Russia and China is influenced by a combination of multiple factors. At the economic level, the size of the market economy, consumption capacity and trade complementarity become key factors, which determine the potential of cooperation and the convenience of actual operation. At the non-economic level, demographics, laws and regulations, and international relations also have a profound impact on cooperation. Demographic structure may lead to adjustments in market

strategies, differences in laws and regulations require both sides to make efforts in compliance and legality, while the stability of international relations provides a favorable external environment for cooperation. Analyzed from the perspective of market economy scale, Russia-China e-commerce cooperation shows great potential and broad prospects [54].

Russia, as the country with the largest land area in the world, has a huge domestic demand market and consumption capacity. In recent years, with the steady development of the Russian economy and the advancement of digital transformation, its e-commerce market has shown a booming trend. Especially in the field of cross-border e-commerce, Russian consumers have shown strong interest in goods from China, providing huge market opportunities for Chinese e-commerce enterprises. China, as one of the largest e-commerce markets in the world, is also one of the most populous countries in the world. China has a huge consumer market, a mature e-commerce ecosystem and advanced digital technologies. Chinese e-commerce enterprises have accumulated rich experience in supply chain management, logistics and distribution, data analysis, etc. Which provides strong support for Russia-China e-commerce cooperation.

On the Chinese side, Russia-China digital trade has promoted new logistics infrastructure, and "four warehouses and four transports" have built an export logistics network, including front warehouses, border warehouses, bonded warehouses and local warehouses, as well as China-European liner trains, air chartered flights, trucks and land transportation, and sea transportation. Chinese consumers' demand for high-quality, distinctive goods is growing, and Russian goods also have a broad space in the Chinese market. Consumption level in Russia is increasing and the market size continues to expand. This provides a broad space for Russia-China e-commerce cooperation.

In 2023, the most in-demand goods in the Russian market are electronics, with a share of 12.45% of total online transactions; followed by sporting goods (7.60%), jewelry (4.58%), apparel (4.04%), and cosmetics (3.87%) (figure 12). These categories are also the main bestsellers on large e-commerce platforms in Russia. With Russian consumers' pursuit of quality life, there is a growing demand for high-quality, cost-effective goods, providing a strong impetus for e-commerce cooperation between the two countries [44].

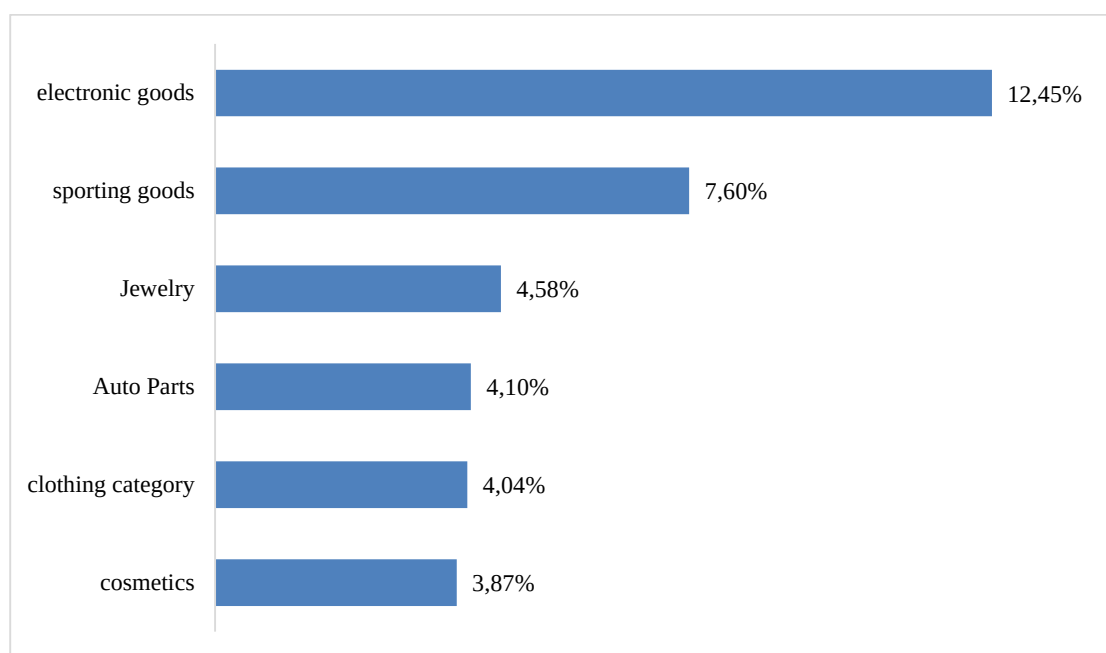


Figure 12 – Russia e-commerce merchandise demand share by 2023[28]

As China's economy continues to grow, consumption upgrading has become inevitable. As of December 2022, there were 1.067 billion Internet users in China, with an Internet penetration rate of 75.6%, and 1.065 billion cell phone users in China, with the proportion of Internet users using cell phones to access the Internet at 99.8%. As of December 2022, the number of rural Internet users in China reached 308 million, accounting for 28.9 percent of the total number of Internet users [35].

Chinese consumers' increasing demand for quality, branding, and services provides a huge market demand for Russia-China e-commerce cooperation. Russia's high-quality goods and services meet the needs of Chinese consumers and provide a solid foundation for cooperation between the two countries. China has a mature e-commerce platform and a perfect logistics system, which provides strong support for Russia-China e-commerce cooperation. Chinese e-commerce platforms have attracted a large number of Russian consumers by continuously improving user experience and service quality through technological innovation and model innovation. Meanwhile, China's logistics system also provides efficient and convenient logistics services for the cooperation between the two countries. According to data from relevant departments, between two years from 2013 to 2015, the e-commerce trade volume between Russia and China grew from \$500 million to

\$2.72 billion. it was reduced to \$2.5 billion in 2016, followed by an increase from \$3.5 billion to \$5 billion in 2017-2019. In 2012, China exported \$44.14 billion to Russia and imported \$44.06 billion from Russia, according to UNCOMTRADE data.

In 2023, China's exports to Russia and imports from Russia will be \$110.97 billion and \$129.14 billion, respectively, with an average annual growth rate of 8.7 percent and 10.3 percent over 11 years, according to Chinese customs data. Trade complementarity plays a key role in e-commerce cooperation between Russia and China. Russia has unique advantages in resources, technology and markets, while China has strong competitiveness in manufacturing, e-commerce platforms and logistics systems. This complementarity makes the cooperation between the two countries in the field of e-commerce a win-win situation, jointly promoting the development of both economies.

In 2023, China's imports from Russia are widely distributed across 90 commodity categories. According to China Customs data, the three largest categories of Chinese imports from Russia in 2023 are mineral fuels, mineral ores, and copper and its products, with imports amounting to 666.67 billion yuan, 30.86 billion yuan, and 22.76 billion yuan respectively, accounting for 73.3%, 3.4%, and 2.5% respectively. China's exports to Russia are much broader, involving 98 major categories of goods in 2023. In 2023, China's monthly exports to Russia averaged 60.66 billion yuan, with exports of machinery, vehicles, and electronic machinery accounting for 177.83 billion yuan, 159.13 billion yuan, and 120.38 billion yuan, respectively, and accounting for 22.7%, 20.3%, and 15.3% of total exports.

The difference in consumer demand between the two countries provides a broad space for e-commerce cooperation. Russian consumers have a high demand for high-quality, distinctive goods, and the rich variety of goods and price advantages on China's e-commerce platforms precisely meet this demand. At the same time, Chinese consumers are also interested in Russian specialty goods and cultural products, which provides more possibilities for e-commerce cooperation between the two countries.

Population size is one of the most important non-economic factors affecting e-commerce cooperation between Russia and China. Both Russia and China are populous

countries, which provides a solid foundation for the prosperity of the e-commerce market in both countries (figure 13).

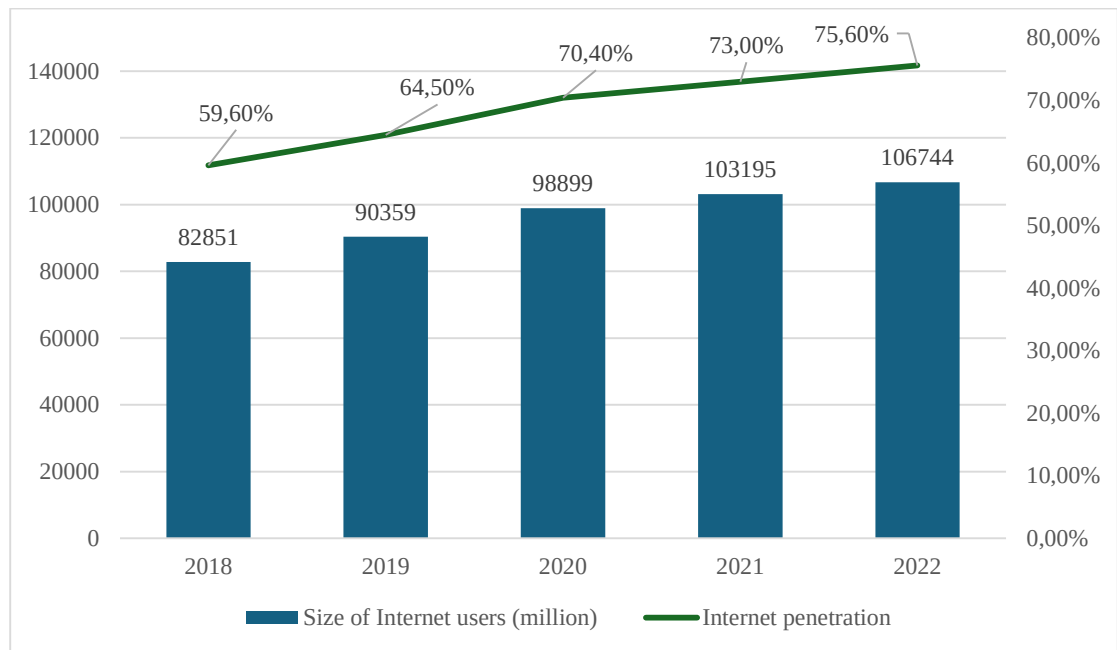


Figure 13 – Size of China's Internet penetration rate [18]

As the number of Internet users in both countries continues to grow, the user base of the e-commerce market is also expanding, providing more business opportunities for e-commerce enterprises. In China, with the acceleration of urbanization, the proportion of urban population continues to rise, which provides broader market space for e-commerce enterprises. Meanwhile, the aging trend of China's population has also given rise to the rise of the e-commerce market for the elderly.

By the end of 2021, there were 267.36 million elderly people aged 60 and above in China, accounting for 18.9% of the total population; and there were 205.06 million elderly people aged 65 and above in China, accounting for 14.2% of the total population. By the end of 2022, China's Internet users over the age of 50 accounted for 30.8% of the country's total Internet users, and supplies and healthcare products for the elderly provide a new growth point for e-commerce cooperation between the two countries (figure 14).

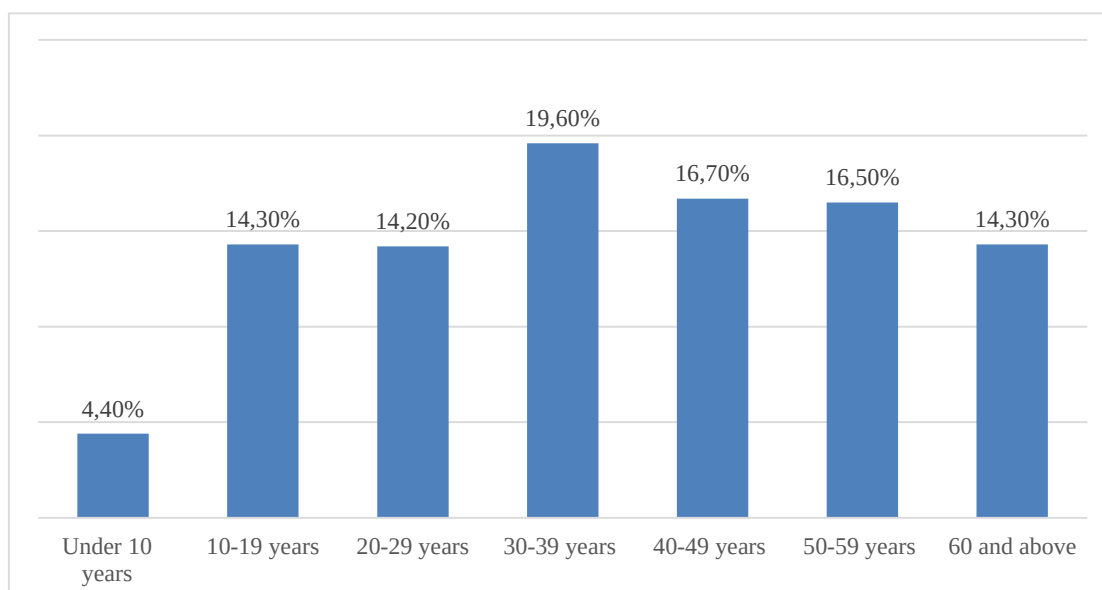


Figure 14 – Age structure of Chinese Internet users [18]

In Russia, on the other hand, there is a more serious gender imbalance between men and women. In 2021, men accounted for 46.3% of Russia's population, while women accounted for 53.7%, with women outnumbering men by almost 11 million. With the huge increase in the number of Internet users and the increase in Internet penetration, Russian women have made a certain contribution to Russia-China e-commerce cooperation. The spending power and consumption habits of the population also have a significant impact on Russia-China e-commerce cooperation. As China's economy grows and the income level of its residents rises, the purchasing power of Chinese consumers is increasing, with a growing demand for high-quality and cost-effective goods. And Russian consumers have shown strong interest in Chinese electronic products, clothing, home furnishings and other commodities, which provides a huge market demand for e-commerce cooperation between the two countries.

Russia and China have formulated a series of laws and regulations in the field of e-commerce, which provide legal protection for e-commerce cooperation between the two countries. Russian laws and regulations include the Law on State Regulation of Foreign Trade Activities and the Law on E-Commerce, while China has the Law of the People's Republic of China on E-Commerce. These laws and regulations provide clear guidance and norms for the e-commerce cooperation between the two countries, which help reduce

the risk of cooperation and promote the smooth progress of cooperation. The complementary nature of laws and regulations between the two countries facilitates e-commerce cooperation. For example, China has rich legislative experience in the operation of e-commerce platforms and the protection of consumer rights and interests, while Russia has unique legal regulations in cross-border trade and customs taxation. The two sides can realize complementary advantages and enhance the efficiency and quality of e-commerce cooperation by studying and learning from each other's laws and regulations. The two governments have also actively promoted e-commerce cooperation at the level of laws and regulations. The Russian and Chinese governments have strengthened legal exchanges and cooperation in the field of e-commerce by signing cooperation agreements and establishing cooperation mechanisms.

Chapter 3 Prospects for e-commerce cooperation between Russia and China

3.1 Problems in Russia-China e-commerce cooperation

Differences and conflicts in laws and regulations. Russia's legislation in the field of e-commerce started earlier and has formed a complete set of relatively perfect laws and regulations, ranging from the Law on State Regulation of Foreign Trade Activity to the Law on Electronic Commerce to a series of laws such as the Law on Electronic Signatures, which provide detailed regulations on all aspects of e-commerce [2].

These laws not only clarify the basic concept of e-commerce, the rights and obligations of operators, but also provide for the conclusion and fulfillment of e-commerce contracts, dispute resolution mechanisms, and so on. In contrast, although China's legislation in the field of e-commerce is also gradually improving, there is still a gap compared to Russia. Although China has promulgated the E-Commerce Law, the supporting legal and regulatory system needs to be further improved. Especially in cross-border e-commerce, China still needs to formulate more specific regulations to meet the needs of the rapidly developing cross-border e-commerce. In terms of legal content, there are also some differences between the e-commerce laws and regulations of Russia and China. For example, in terms of data protection and privacy, Russian law has higher requirements for personal information protection, with strict regulations on the collection, use, and storage of personal information on e-commerce platforms [17].

China, on the other hand, although it also has relevant laws and regulations in this area, may have certain shortcomings compared to Russia. Russia's law enforcement in the field of e-commerce is relatively strong, and penalties for violations are more severe. This helps to maintain market order and protect consumer rights and interests. In contrast, although China is also strengthening its law enforcement efforts in this area, the difficulty and complexity of law enforcement is increasing due to the rapid development of the e-commerce industry and the relative lag in laws and regulations [66].

There are also differences in the laws of the two countries in terms of consumer protection. Russian laws have clear provisions on returns, refunds and after-sales services

on e-commerce platforms to protect the legitimate rights and interests of consumers. While China also has relevant legal provisions, the enforcement and practical effects may need to be further strengthened.

Logistics and distribution are costly and inefficient. Russia and China are both large countries with vast territories and complex geographic conditions, and the harsh climate in some parts of the two countries increases logistics costs [5]. At the same time, the long distances between Russia and China also exacerbate the burden of transportation costs. Although Russia and China have made significant progress in infrastructure development in recent years, the infrastructure for warehousing and distribution, which is compatible with the rapid development of e-commerce, is still insufficient. This has led to incomplete coverage of logistics services in some areas, affecting distribution efficiency. Due to the differences in customs procedures between Russia and China, and the special regulatory requirements for some commodities, customs clearance procedures have become very cumbersome. This not only lengthens the logistics time, but also adds extra costs. Delivery delays are more pronounced in remote areas. This not only reduces the user experience, but may also affect the seller's reputation.

Some logistics companies fail to provide real-time logistics information query services, making it difficult for consumers to obtain accurate delivery information. This information opacity increases consumers' concerns and dissatisfaction with the logistics process. Lack of cross-border e-commerce talents. The current situation of cross-border e-commerce talents is characterized by the following two features: first, enterprises have a strong demand for talents (figure 15).

Traditional small and medium-sized foreign trade enterprises transformation and upgrading, emerging cross-border e-commerce business enterprises are in urgent need of a large number of relevant talents, especially both international trade and e-commerce characteristics of cross-border e-commerce enterprises have a strong demand for a comprehensive talent, a single professional personnel training can not meet the needs of the enterprise, while cross-border e-commerce is in the early stages of development, the universities do not have a composite professional targeted training of relevant talents, it is difficult for enterprises to directly recruit satisfactory talents. directly recruit satisfactory

talents, which to a certain extent restricts the development of cross-border e-commerce [37].

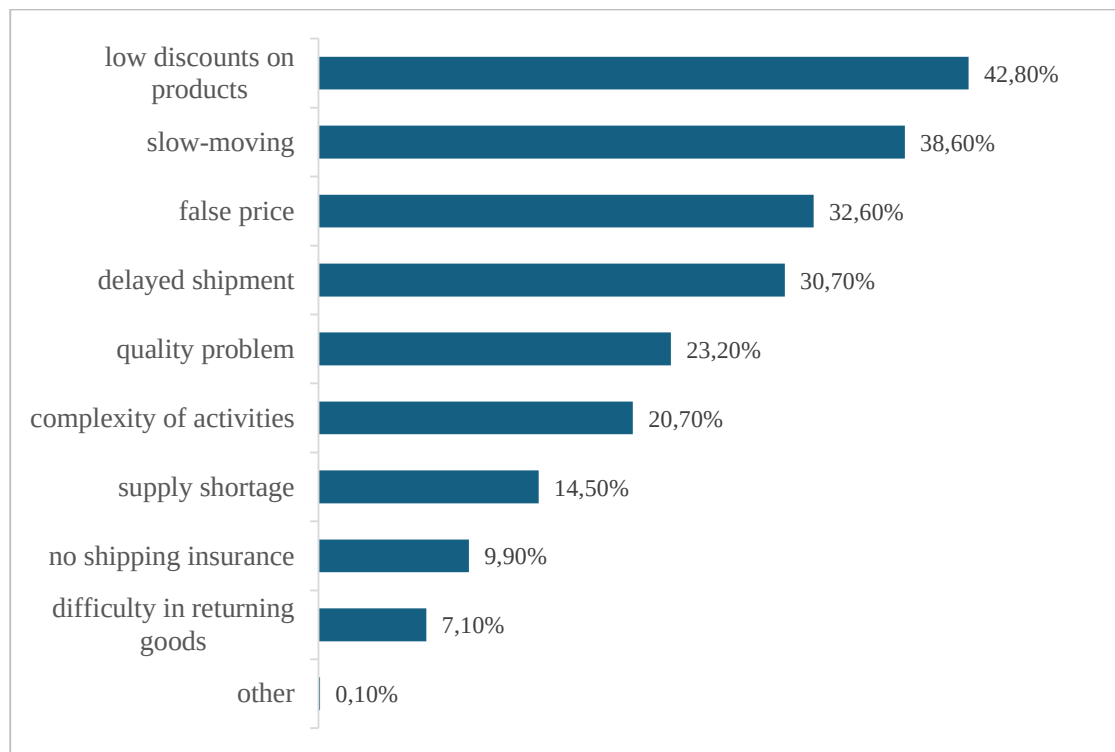


Figure 15 – Major problems encountered by Chinese Internet users in Online shopping in 2023 [7]

Secondly, the cultivation of talents is highly dependent on the power of social education. As the discipline of cross-border e-commerce is new and changing rapidly, the skill assessment standard of hands-on ability requires high requirements, and students are required to be able to work right after graduation, and the school's theoretical approach to education fails to meet the requirements of the market's needs in terms of practical education. The cultivation of cross-border e-commerce talents relies heavily on social forces. People with the following characteristics are most popular in cross-border e-commerce companies: hardworking. It is difficult to be a foreign trade salesman because of the time difference, especially in sales positions, where all performance is a top priority. Self-learning ability. The rules of foreign trade platforms are constantly changing, and all kinds of new things are emerging abroad. Employees must actively learn and apply for jobs in a timely manner. Don't always wait for the company training to train you. Good

communication skills: Whether you are a foreign trade salesman, customer service staff or operator, you need to have strong communication skills and positive communication skills.

According to the "2020 Annual Survey Report on the Status of E-Commerce Talents in China" released by the China E-Commerce Research Center in May 2021, there are still large vacancies for talents in the development of cross-border e-commerce, and in 2020, although it is in the midst of an epidemic, cross-border e-commerce enterprises are still gradually expanding, and the demand for e-commerce talents is stronger, and statistically, about 43% of the enterprises feel the recruitment of cross-border e-commerce The difficulty of recruiting talents is higher (figure 16) [42]. And according to the report. In 2021, there will still be up to 81% of enterprises with a high demand for cross-border e-commerce talents.

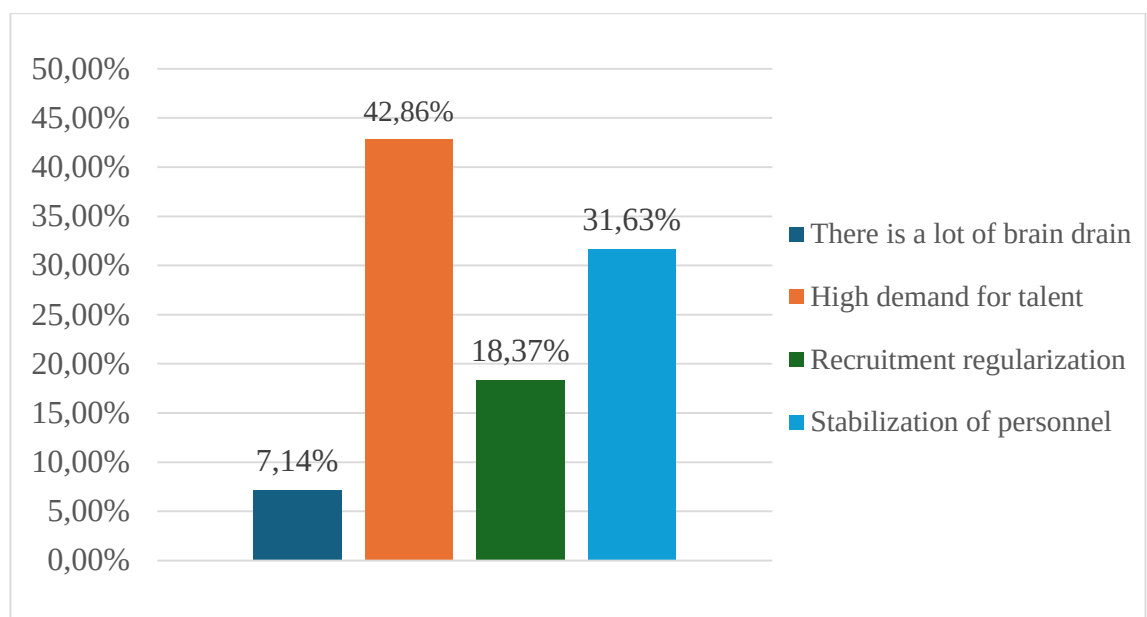


Figure 16 – Demand for cross-border e-commerce talent in China in 2020 [9]

Cross-border payment and currency exchange challenges. The cross-border payment and currency exchange challenges of e-commerce between Russia and China have been one of the main constraints to the further deepening of e-commerce cooperation between the two countries. This issue involves multiple dimensions, including the interconnection of payment systems, the complexity of currency exchange, and differences in relevant laws and regulations. From the perspective of cross-border payment, the degree of

payment system interconnection between Russia and China is limited. At present, payment organizations of the two countries have not yet established a perfect cross-border payment mechanism, resulting in e-commerce transactions often face problems such as poor payment channels and slow payment speed. According to statistics, more than half of the payment needs in cross-border e-commerce transactions between Russia and China need to be relayed through third-party organizations, which not only increases payment costs, but also may lead to the leakage of payment information and increased transaction risks [49].

Due to the different monetary systems of the two countries, the exchange rate fluctuates greatly, and there are strict foreign exchange control policies, which makes the currency exchange in cross-border transactions particularly complicated. On the one hand, exchange rate fluctuations may cause e-commerce enterprises to face great exchange rate risks when converting currencies; on the other hand, foreign exchange control policies may also restrict the flow of funds of e-commerce enterprises, thus affecting their normal operations.

In recent years, with the accelerated process of economic globalization and the rapid development of Internet technology, e-commerce has become an important force in the international trade arena. This change has not only changed the way of traditional trade, but also brought unprecedented opportunities and challenges to the global market. Through the Internet platform, merchants are able to conduct seamless transactions across borders, while consumers enjoy a more convenient and personalized shopping experience. E-commerce is gradually penetrating into various industries, from retailing to manufacturing to financial services, redefining global business models and driving the further development of economic globalization [45].

Russia and China, as important economies in the world, are also cooperating more and more closely in e-commerce, showing broad prospects for development. The market scale continues to expand. The cooperation between Russia and China in the field of e-commerce is deepening, and the market scale continues to expand. With the continuous development of the economies of the two countries and the improvement of the consumption level of residents, the e-commerce market scale will continue to maintain

rapid growth. It is expected that in the next few years, Russia-China cross-border e-commerce is expected to become one of the largest cross-border trade markets in the world. This trend will drive e-commerce enterprises in both countries to increase their investment and promote further prosperity of the market.

From 2018 to 2022, the volume of e-commerce transactions in Russia, increased from 1.36 billion dollars to 62.8 billion dollars. In particular, the growth rate of e-commerce transactions in Russia from 2019 to 2020 is more than tenfold. In the coming years, the Russian e-commerce market will continue to increase (figure 17).

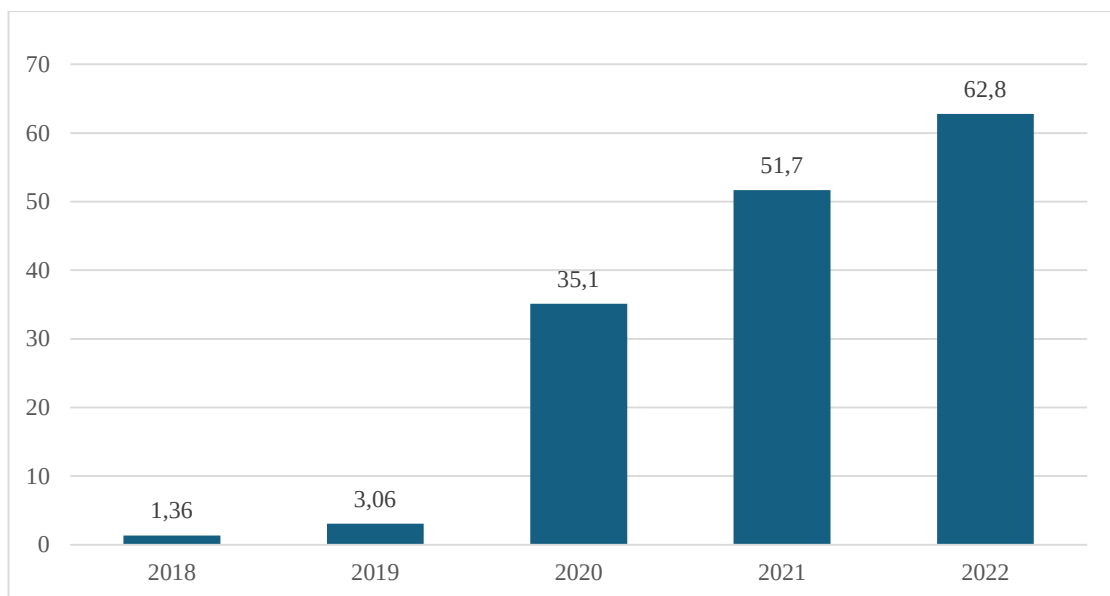


Figure 17 – E-commerce transations in Russia, billion dollars [28]

Between 2018 and 2022, China's e-commerce transaction value grew slowly, but the transaction value was larger, and in 2022, it even exceeded \$4,383 billion. In the future, China's e-commerce market still has the possibility of continued growth (figure 18).

Brand building becomes the focus of competition. In the fierce market competition, brand building will become an important competitive point for Russian and Chinese cross-border e-commerce companies. Brands with high-quality products and excellent services will stand out in the market. Therefore, Russian and Chinese e-commerce enterprises will pay more attention to brand building and improve product quality and service level to meet consumers' needs.

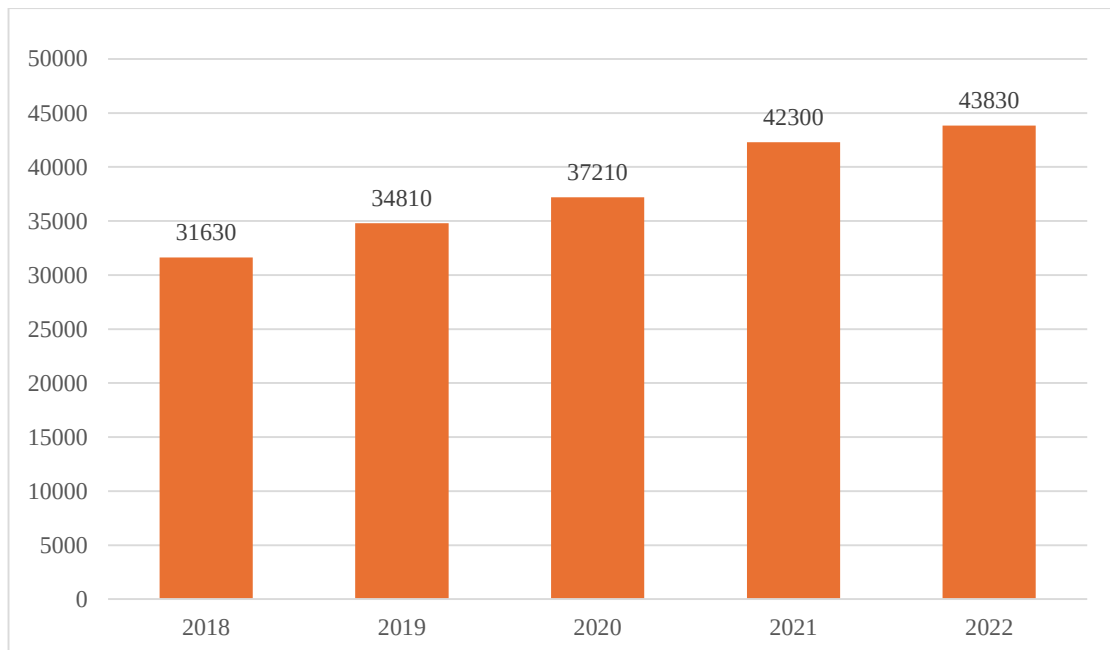


Figure 18 – E-commerce transactions in China, billion dollars [7]

At the same time, the two governments will strengthen brand protection and provide strong support for brand building. Technological innovation has become the driving force for the development of the industry. The widespread application of artificial intelligence, big data and other technologies will provide more opportunities and support for Russian-Chinese cross-border e-commerce enterprises [33].

Through technological innovation, enterprises can improve operational efficiency and optimize user experience, thus achieving greater development space. For example, by utilizing artificial intelligence technology, enterprises can realize intelligent recommendation, intelligent customer service and other functions to improve the user shopping experience. At the same time, big data technology can also help enterprises better understand consumer demand and market trends, providing support for the development of marketing strategies. The logistics system is constantly improving. The logistics system is an important guarantee for the development of e-commerce. Russia and China will strengthen the construction of the logistics system and improve logistics efficiency and service quality. For example, the two countries can strengthen the construction of logistics infrastructure, improve the level of logistics informatization, and promote the development of the logistics industry in the direction of intelligence and greening. In addition, the two countries can strengthen logistics cooperation and jointly

build efficient and convenient logistics channels to provide strong support for the development of e-commerce.

The payment system is constantly improving. Payment system is a key link in e-commerce transactions. Russia and China will strengthen the construction of the payment system and improve the security and convenience of payment. For example, the two countries can strengthen cooperation in tax and tariffs to reduce transaction costs, strengthen the protection of intellectual property rights to protect the legitimate rights and interests of enterprises, and strengthen the protection of consumer rights and interests to improve consumer satisfaction [26]. These policy measures will provide a more favorable environment for the development of e-commerce cooperation between Russia and China.

3.2 Potential of Russian-Chinese e-commerce cooperation

With the continuous advancement of globalization, the pace of global economic integration is gradually accelerating, Internet technology is developing rapidly, and e-commerce has become an indispensable part of international trade. Against this background, China and Russia, as strategic powers in the global arena, are becoming increasingly economically linked. The two countries have a wide range of cooperation in many areas, especially in e-commerce shows great potential and prospects for development. Both Russia and China have large consumer markets, and with sustained economic growth and rising per capita incomes, consumer demand for high-quality and diversified products and services continues to grow [52].

In addition, online shopping is becoming more common as consumers' shopping habits change, which presents unprecedented opportunities for e-commerce. E-commerce in both Russia and China is at a rapid stage of development, thanks not only to the policy support of the two governments in promoting the development of the digital economy, but also to the fact that companies in both countries are actively exploring new business models and service innovations. Through the application of cross-border e-commerce, mobile payment, cloud computing and other advanced technologies, the e-commerce platforms of the two countries are gradually realizing the diversification of products,

facilitation of transactions and personalization of services to meet the growing shopping needs of global consumers.

According to China's customs data, Russia is in a surplus position in Russia-China trade from 2018 to 2022, and there is a clear trend of growth in the total trade volume, indicating that Russia-China trade still has a large space for development in the future.

Table 5 – Russia-China goods import and export trade 2018-2022, billion dollars [23]

	Import and export	Russian imports	Russian exports	Trade balance
2018	107.06	47.98	59.08	11.10
2019	110.79	49.74	61.05	11.31
2020	107.77	50.58	57.18	6.60
2021	146.89	67.57	79.32	11.75
2022	190.27	76.12	114.15	38.03

In today's world, the relationship between Russia and China is becoming increasingly close, and the great complementarities between the two countries in terms of resources, technology and industry provide great opportunities for cooperation between the two sides. Russia is known globally for its rich energy and mineral resources, which is an advantage for China, which is seeking to diversify its energy sources. At the same time, China has seen equally rapid development in manufacturing and e-commerce, especially with the rise of the digital economy and the demand for consumer upgrades, Chinese e-commerce platforms such as Taobao and Jingdong have become an important force in global e-commerce.

This complementarity in resources and technology not only opens up new paths for trade cooperation between Russia and China, but also creates unlimited possibilities for cooperation in e-commerce. With the help of e-commerce platforms, the two countries can more effectively integrate resources, reduce costs and take advantage of their favorable position in the market. Through such a mode of cooperation, enterprises are able to utilize their respective strengths and achieve a win-win situation, thus promoting the common development of the two economies. The rise of cross-border e-commerce has also made trade between Russia and China more convenient[63]. The cross-border e-commerce platform breaks down the limitations of traditional trade, making commodity trading

unrestricted by time and space, and allowing consumers to buy goods from all over the world at any time and anywhere. At the same time, this emerging model can also help companies save operating costs and improve efficiency, enabling them to significantly enhance their competitiveness in the international market. Therefore, e-commerce between Russia and China will usher in a prosperous future, providing a broader stage for economic and trade cooperation between the two countries. In the context of globalization, Russia and China have shown strong interest in and attached great importance to the development of cross-border e-commerce. Both sides not only frequently in the policy, but also in the technical level to actively seek the possibility of cooperation. Under the dual promotion of such policy support and technological innovation, the potential of e-commerce cooperation between Russia and China has been greatly stimulated and released. Technological innovation is one of the key driving forces for the booming development of e-commerce [54].

Due to historical and cultural reasons, Russian consumers have a low degree of acceptance and trust of online payment, preferring cash or cash on delivery, which limits the rapid development of e-commerce transactions to a certain extent. transactions to a certain extent, which limits the rapid development of e-commerce. The Russian e-commerce market is highly competitive, not only with local e-commerce platforms competing with each other, but also with the participation of many international e-commerce giants, which makes the market particularly competitive. Because of the large market potential, strong policy support, and fast development of cross-border e-commerce, Russian e-commerce faces more opportunities. With Russia's large population and high Internet penetration rate, the e-commerce market still has huge growth potential. In particular, the e-commerce market is expected to expand further as consumers' acceptance of online shopping increases and small and medium-sized enterprises gradually enter the e-commerce market. The Russian government attaches great importance to the development of e-commerce and has introduced a series of policy measures to support the development of the e-commerce industry, providing a favorable business environment for e-commerce enterprises [31].

As one of the largest e-commerce markets in the world, China not only has a large consumer base and a perfect supply chain system, but also has policy, technology, and other advantages that provide a strong guarantee for the sustainable development of the e-commerce market [34]. China's large consumer market provides a broad space for e-commerce to develop. China has a population of more than a billion people, the vast majority of whom are Internet users, which provides the e-commerce market with a huge potential consumer base. Taking Pinduoduo as an example, it has successfully attracted the attention of a large number of users in small and medium-sized cities through its social e-commerce model, which utilizes users' social relationships to promote its products, and has achieved rapid growth. This fully demonstrates the huge potential of China's consumer market. Strong support from the Chinese government has provided a strong guarantee for the development of the e-commerce market. In recent years, the Chinese government has issued a series of policy documents to encourage and support the development of e-commerce.

For example, Jingdong, as a well-known e-commerce enterprise in China, has not only made great achievements in the field of e-commerce, but also made a series of innovations in the field of logistics to improve the efficiency and accuracy of logistics and distribution with the support of the government. The continuous innovation of technology has injected new impetus into the development of the e-commerce market. With the rapid development of technologies such as big data, artificial intelligence, and the Internet of Things, e-commerce platforms are able to better understand consumer needs and preferences, and achieve precision marketing and personalized recommendations. Alibaba, for example, uses big data and artificial intelligence technologies to conduct in-depth analysis of consumer shopping behavior and provide consumers with personalized product recommendations and shopping experiences, thus enhancing user stickiness and satisfaction [11].

The rise of cross-border e-commerce has also brought new development opportunities to China's e-commerce market. With the deepening of globalization, more and more Chinese consumers are paying attention to goods and services in international markets. Alibaba's international trade platform provides unlimited business opportunities

for Chinese and global enterprises, allowing even small and micro enterprises to work directly with global buyers, breaking through the geographical limitations of traditional trade. Meanwhile, China's cross-border e-commerce platforms, such as Pinduoduo's TEMU and Alibaba's Express, also have a large consumer base in overseas markets and have become an important force driving the development of China's cross-border e-commerce. These platforms not only provide Chinese consumers with more diversified choices of goods, but also facilitate the expansion of Chinese enterprises into the international market. The development opportunities for China's e-commerce market are vast.

Driven by multiple factors such as the huge consumer market, strong government support, continuous technological innovation and the rise of cross-border e-commerce, China's e-commerce market will continue to maintain a rapid growth trend. With the constant updating of science and technology and the continuous development of the market, the development opportunities of China's e-commerce market will be more abundant and diversified, injecting new vitality into the high-quality development of China's economy. China's e-commerce market has experienced rapid growth over the past few decades, becoming an important force in global e-commerce. However, as the market continues to expand and competition intensifies, e-commerce companies are facing many challenges. The increasing competition in the market is one of the main challenges facing the e-commerce market.

As more and more companies enter the field of e-commerce, the market competition becomes more and more intense. In order to compete for market share, major platforms have adopted various marketing tools and price wars, resulting in an increasingly complex market competition environment. In this competitive environment, e-commerce enterprises need to continue to innovate and improve the quality of service in order to stand out in the market. Secondly, the problem of logistics and distribution is also an important factor restricting the development of e-commerce market. Despite the continuous improvement of China's logistics network, there are still some problems in logistics and distribution, such as slow delivery speed, high cost, unstable service quality and no postal service in some areas [46].

These problems not only affect the shopping experience of consumers, but also limit the further development of the e-commerce market. The issue of consumer trust is also a major challenge facing the e-commerce market. Due to the virtual nature of e-commerce markets and information asymmetry, consumers often have doubts about the quality of goods and the reputation of merchants. This leads some consumers to be cautious about e-commerce and even choose traditional shopping methods. In order to win consumers' trust, e-commerce enterprises need to strengthen product quality supervision, improve after-sales service, and actively handle consumer complaints and disputes. Changes in policies and regulations also bring uncertainty to the e-commerce market. With the continuous development of the e-commerce market, the government's supervision and regulation of the market is also being strengthened.

Changes in policies and regulations may have an impact on e-commerce enterprises' business strategies and market layout, and may even bring certain risks. Therefore, e-commerce enterprises need to pay close attention to changes in policies and regulations, adjust their business strategies in a timely manner, and resolutely eliminate illegal operations. Data security and privacy protection should not be ignored. In the process of e-commerce transactions, a large amount of personal information and payment data are involved. How to safeguard the security and privacy of these data has become an important challenge for e-commerce enterprises. Once a data leakage or misuse incident occurs, it will not only cause losses to consumers, but also seriously affect the reputation and credibility of the enterprise.

With the continuous maturation and popularization of such cutting-edge technologies as artificial intelligence, big data, and the Internet of Things (IoT), these new technologies are gradually penetrating into all aspects of e-commerce, bringing revolutionary changes to traditional industries. Both Russia and China have begun to try to utilize these advanced technologies to promote the upgrading and transformation of their respective e-commerce industries. For example, the introduction of artificial intelligence technology can improve the quality of personalized services, while big data analytics can help enterprises more accurately grasp market dynamics and thus optimize supply chain management. The Internet of Things (IoT) technology, on the other hand, can realize real-

time tracking of commodities and intelligent logistics, greatly enhancing the user experience and operational efficiency of e-commerce platforms.

The diversity of the Russian and Chinese markets provides opportunities for e-commerce cooperation. Consumers in the two countries have differences in consumption habits, needs and other aspects, which provides more diversified market choices for e-commerce enterprises of both sides. Both sides can use e-commerce platforms to gain a deeper understanding of each other's markets and develop goods and services that meet the needs of local consumers, thus expanding market share and improving profitability.

3.3 Proposals for Russian-Chinese e-commerce cooperation

Strengthen policy communication and coordination, and improve laws and regulations. Policy communication helps governments and enterprises of both sides understand each other's policy direction, development goals and interests more deeply, enhances mutual understanding and trust, and lays a solid foundation for cooperation between the two sides. In the context of globalization, e-commerce cooperation between Russia and China faces many challenges and risks, such as policy changes, trade barriers, technological risks, etc [64].

Strengthening policy communication will help the two sides to deal with these challenges and risks together and ensure smooth cooperation. Improving laws and regulations will help regulate the behavior of the e-commerce market, maintain market order and ensure fair competition. Under the framework of laws and regulations, enterprises on both sides can carry out business activities in accordance with the law, reduce the occurrence of illegal behavior and lower business risks. Under the protection of laws and regulations, consumers can participate in e-commerce activities with greater confidence and enjoy a convenient shopping experience. Improving laws and regulations can help promote the sustainable development of e-commerce. By formulating and enforcing relevant laws and regulations, enterprises can be guided to focus on environmental protection, resource conservation and social responsibility, and promote the e-commerce industry to develop in the direction of green, low-carbon and sustainable

development. Strengthening policy communication and coordination starts with the establishment of a high-level dialog mechanism. For example, regular meetings and consultations on e-commerce cooperation between the two governments should be held to conduct in-depth discussions and exchanges on issues of common concern.

This will help enhance understanding and trust between the two sides and promote cooperation to a higher level. Secondly, inter-departmental communication and cooperation should be strengthened. Relevant departments of the two countries should work closely together to formulate and implement policies, regulations and standards and norms in the field of e-commerce. Through the regular organization of seminars and workshops, the two sides should promote the exchange of experience in technology, management and other aspects to enhance the level of cooperation. Local cooperation should also be promoted to encourage and support e-commerce cooperation between local governments in Russia and China, and to explore e-commerce development models that suit local characteristics.

By strengthening policy communication and coordination between localities, a good situation of up and down linkage and synergistic promotion will be formed. Improve e-commerce-related laws and regulations, it is necessary to speed up the introduction or revision of e-commerce-related laws and regulations, such as network security law, data security law, etc., to provide solid legal protection for Russia-China e-commerce cooperation. At the same time, it is necessary to focus on the compatibility and mutual recognition of laws, so as to facilitate enterprises of both sides to carry out their business in compliance with the law [41].

Strengthening law enforcement efforts, intensifying the crackdown on illegal behaviors in the field of e-commerce, and safeguarding the order of the market and the rights and interests of consumers. Cross-border law enforcement cooperation should be strengthened, and enterprises and individuals involved in counterfeiting, infringement of intellectual property rights and other illegal acts should be severely punished. Improve the dispute resolution mechanism and establish a sound mechanism for resolving e-commerce disputes, such as arbitration institutions and mediation centers, to provide convenient solutions to legal problems encountered by Russian and Chinese enterprises in e-

commerce cooperation.

Upgrading the level of digital infrastructure and ensuring data and information security. In the context of Russia-China e-commerce cooperation, upgrading the level of digital infrastructure is the key to ensuring the smooth operation of e-commerce [59]. This includes the construction of high-speed, stable and secure network infrastructure, the improvement of the efficiency and security of the payment and settlement system, and the optimization of the logistics system. Secondly, safeguarding data information security is one of the important safeguards for maintaining consumer rights and interests and business interests. With the rapid development of e-commerce, data security has become a problem that cannot be ignored. Strengthening data security protection and management can effectively prevent the damage caused to consumers and enterprises by various network security risks and data leakage incidents.

Therefore, when promoting Russia-China e-commerce cooperation, it is necessary to attach great importance to data security protection. Russia and China should jointly promote the construction of network infrastructure and improve network coverage and speed. This includes building high-speed fiber-optic networks, 5G networks, etc., to ensure unimpeded network communications between the two sides in the field of e-commerce. The two sides should actively promote the interconnection and interoperability of payment and settlement systems to optimize the payment process and improve payment efficiency. Cooperation and exchanges between banks can be strengthened to promote the facilitation and standardization of cross-border payment business. Russia and China should work together to build a unified logistics system and reduce logistics and time costs [58].

This can be achieved by establishing cross-border logistics companies or cooperating in the development of intelligent warehousing and distribution systems, among other things. The two sides should establish a sound information security cooperation mechanism and technical exchange channels to jointly address cybersecurity threats and challenges.

Promote cross-border e-commerce innovation and sustainable development. By promoting cross-border e-commerce innovation, we can optimize the transaction process, reduce transaction costs and improve transaction efficiency, thus attracting more

enterprises and consumers to participate in cross-border e-commerce activities. This will help increase bilateral trade volume and promote economic growth. With globalization and digitalization, cross-border e-commerce has become an important trend in international trade. As one of the largest e-commerce markets in the world, strengthening cross-border e-commerce cooperation between Russia and China is of great significance in enhancing the competitiveness of both sides on the international stage. Cross-border e-commerce involves innovative practices in a number of fields and segments, such as big data, artificial intelligence and the Internet of Things. By encouraging and supporting enterprises to carry out technological and management innovations, the sustainable development of the e-commerce industry in Russia and China can be promoted. In cross-border e-commerce activities, the protection of consumers' rights and interests is an important issue. Improving laws, regulations and the construction of policy environment can enhance consumers' trust and satisfaction, and protect their legitimate rights and interests from infringement.

With the increasing global emphasis on sustainable development, it has become a consensus to promote cross-border e-commerce in the direction of green and low-carbon development. By adopting environmentally friendly packaging materials, reducing waste generation and other measures, the impact of cross-border e-commerce on the environment can be reduced and sustainable development can be realized. In promoting the innovation and sustainable development of cross-border e-commerce, it is necessary to strengthen communication and cooperation with the international community.

By sharing experiences and technological achievements, and participating in the development of international standards, Russia and China can enhance their status and influence in the global e-commerce sector. Promoting the innovative and sustainable development of cross-border e-commerce requires supporting enterprises in both countries to carry out cross-border e-commerce cooperation and create cross-border e-commerce platforms with distinctive features [61].

Enterprises are encouraged to innovate their business models and technological means, such as smart warehousing and big-data marketing, in order to enhance the competitiveness of cross-border e-commerce. Strengthen cooperation between the two

countries on information security and data protection in the field of e-commerce. Actively participate in international e-commerce rule-making and governance system construction work to safeguard the interests and development space of the two countries. Meanwhile, strengthen exchanges and cooperation with major economies in the field of e-commerce, and share experiences and technological achievements. Pay attention to the issue of the impact of e-commerce on the environment and resources and take active measures to address and improve it. Promote the construction of green logistics and the recycling of packaging materials, as well as strengthen the protection of consumer rights and interests and the improvement of the quality of after-sales services. Promoting cross-border e-commerce innovation and sustainable development in e-commerce cooperation between Russia and China requires joint efforts by both sides to strengthen policy communication and coordination, improve laws, regulations and the policy environment, and focus on sustainable development and social responsibility.

Strengthening personnel training and cooperation. With the rapid development of e-commerce trade between Russia and China, the market demand for talents with professional knowledge and skills in e-commerce is increasing. Strengthening talent training and cooperation can ensure that there are enough professionals to meet the market demand and promote the sustainable development of e-commerce trade. Russia and China have differences in culture, language and business habits.

Strengthening talent training and cooperation can cultivate more e-commerce talents with cross-cultural communication skills and international perspectives, who can better understand each other's markets and promote the smooth development of e-commerce trade between the two countries. The technology in the field of e-commerce is changing day by day, and new business models, payment means, logistics methods and so on keep emerging. Strengthening talent training and cooperation can cultivate more e-commerce talents with innovative spirit and technical ability, and promote the innovation and progress of the two countries in the field of e-commerce technology. The legal and regulatory systems of Russia and China differ in the field of e-commerce, and strengthening talent training and cooperation can help e-commerce talents better understand and adapt to the laws and regulations of the two countries to ensure the legality

and standardization of e-commerce trade. Strengthening talent training and cooperation can promote cooperation and exchange between e-commerce enterprises and organizations of the two countries and improve the efficiency of cooperation. Through joint research and development, sharing of resources and exchange of experience, the common development of e-commerce trade between the two countries can be promoted.

By strengthening talent cultivation and cooperation, it can establish close ties and deep friendship between the e-commerce talents of the two countries, laying a solid foundation for long-term cooperation in e-commerce trade between the two countries. This kind of cooperation is not limited to the commercial field, but can also be extended to education, culture, science and technology and other fields, promoting comprehensive exchanges and cooperation between the two countries. Strengthening talent training and cooperation plays an important role in Russia-China e-commerce trade cooperation, and is an important guarantee for promoting the sustainable development of e-commerce trade between the two countries. To strengthen talent training and cooperation in Russia-China e-commerce trade cooperation, it is possible to formulate a talent training strategy, set up clear training objectives, and identify the types of e-commerce talents that need to be trained, such as cross-border e-commerce operations, supply chain management, marketing, and so on, as well as the knowledge and skills required [63].

Formulate long-term and short-term plans, according to the cultivation objectives, formulate long-term and short-term talent cultivation plans, including curriculum, practical projects, teacher training and so on. Strengthen cooperation between universities, encourage universities in Russia and China to strengthen cooperation in e-commerce specialties, jointly formulate curriculum outlines and teaching plans, and promote mutual visits of teachers and student exchanges. Strengthening school-enterprise cooperation and encouraging enterprises to participate in talent cultivation: Encourage Russian and Chinese enterprises to participate in talent cultivation programs in universities and provide internships and employment opportunities. Establishment of practical training bases: Establish Russian-Chinese cross-border e-commerce practical training bases to provide students with practice opportunities and at the same time provide enterprises with talent reserves.

Promote international certification and mutual recognition of qualifications. Promote international certification and encourage e-commerce talents from Russia and China to participate in international certification exams to enhance international competitiveness. Promote mutual recognition of qualifications, promote mutual recognition of qualifications in the field of e-commerce between Russia and China, and facilitate the employment and development of talents from both countries in each other's countries. Strengthen policy support, provide financial support, provide financial support for enterprises and individuals participating in Russia-China e-commerce talent training and cooperation, and reduce participation costs. Optimize tax policies, provide tax incentives for enterprises involved in Russia-China e-commerce cooperation, and encourage enterprises to increase investment. Build an information service platform, set up a Russia-China e-commerce information service platform, provide policy consultation, market analysis and other services to help enterprises better understand the market dynamics and policy environment.

Conclusion

With the in-depth development of globalization, cross-border e-commerce is a new form in the current economic and trade environment, and it is also another innovation of the traditional foreign trade methods in various countries. With the introduction of the "Belt and Road" initiative, China has conducted cross-border e-commerce trade with a number of coastal member countries of the "Belt and Road", among which the cross-border e-commerce trade with Russia is the most rapid. Therefore, cross-border e-commerce trade between Russia and China has a great geographical advantage. Especially with the "Internet Plus" strategy, in the field of cross-border e-commerce, the scale of cross-border e-commerce trade between Russia and China is gradually expanding, and the development mode is becoming more and more diversified, and the means of payment and logistics system are also gradually enriched.

However, cross-border e-commerce between Russia and China also faces problems such as conflict of laws and regulations, differences in policy systems, high payment costs, lack of cross-border e-commerce talents and cross-border payments. In recent years, with the accelerated process of economic globalization and the rapid development of Internet technology, e-commerce has become an important force in the arena of international trade. Through the Internet platform, merchants are able to conduct seamless transactions across borders, while consumers enjoy a more convenient and personalized shopping experience. E-commerce is gradually penetrating into various industries, from retail to manufacturing to financial services, redefining global business models and driving the process of economic globalization.

As important economies in the world, e-commerce cooperation between Russia and China has become increasingly close, showing broad prospects for development. The market scale continues to expand. The cooperation between Russia and China in the field of e-commerce is getting deeper and deeper, and the market scale continues to expand. With the continuous development of the economies of the two countries and the improvement of the consumption level of residents, the e-commerce market scale will continue to maintain rapid growth. It is expected that in the next few years, Russia-China

cross-border e-commerce is expected to become one of the largest cross-border trade markets in the world. This trend will drive e-commerce enterprises in both countries to increase investment and promote further prosperity of the market. As influential countries in the world, the development of e-commerce in Russia and China is not only related to the economic prosperity of the two countries, but also has a far-reaching impact on the regional and even global trade pattern. Through in-depth analysis of the current situation of e-commerce development in Russia and China, the influencing factors and the challenges and opportunities, we can draw the following conclusions.

First, e-commerce between Russia and China is developing rapidly with remarkable results. In recent years, e-commerce in Russia and China has been developing rapidly, the market scale has been expanding, and cross-border e-commerce has become a new growth point. The governments of the two countries attach great importance to the development of e-commerce, and have introduced a series of policies and measures to provide a strong guarantee for the healthy development of e-commerce. At the same time, the increasing number of e-commerce platforms in both countries and the gradual improvement of the logistics system have provided strong support for the rapid development of e-commerce. Secondly, digitalization and intelligence are the mainstream trends of e-commerce development between Russia and China.

With the continuous development of big data, cloud computing, artificial intelligence and other technologies, digitalization and intelligence have become the mainstream trend of e-commerce development between Russia and China. The e-commerce platforms of the two countries are constantly improving user experience and service quality through technological innovation and application, and promoting the development of e-commerce to a higher level. Third, deepening cooperation is the key to the development of e-commerce between Russia and China. Facing the opportunities and challenges of e-commerce development, Russia and China need to deepen cooperation and jointly promote the healthy development of e-commerce.

First, the two sides should strengthen cooperation in the construction of e-commerce platforms, logistics systems, payment systems, etc., and jointly build an efficient and convenient e-commerce ecosystem. Second, the two sides should strengthen cooperation

in technological innovation and application, and promote e-commerce in the direction of digitalization and intelligence. Finally, the two sides should strengthen cooperation in laws and regulations, intellectual property protection and other aspects, and strengthen the cultivation of e-commerce talents to provide a strong guarantee for the development of e-commerce. Fourth, the future development of e-commerce between Russia and China is promising. Looking to the future, Russia and China have great prospects for the development of e-commerce.

With the deepening of cooperation between the two countries in political, economic and cultural fields, e-commerce will become an important force to promote the development of economic and trade relations between the two countries. At the same time, with the deepening development of digitalization and intelligence, e-commerce between Russia and China will usher in a broader development space. Both sides should seize the opportunity to deepen cooperation and jointly promote the healthy development of e-commerce.

In general, the current situation of the development of e-commerce trade between Russia and China is optimistic, and the scale of e-commerce trade between the two countries is increasing year by year, and according to the results of the trade turnover, it can be seen that e-commerce between the two countries has a large trade potential and a lot of space for development, so it needs a series of policies, such as enhancing the level of development of e-commerce, strengthening the construction of infrastructure, promoting the implementation of policies and strengthening the cultivation of talents, etc. to promote faster and better development of e-commerce between Russia and China.

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