

# Rural E-commerce Adventure in China

A red drone is flying over a lush green terraced field in a mountainous region. In the foreground, a person is standing and operating the drone. The background shows rolling green hills under a clear blue sky.

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# 电子商务，不断拓展新经济的版图

E-commerce is rapidly expanding the territory of new economy

阿里零售体的裂变之路

The evolution of Alibaba retail ecosystem



# 3万亿——电子商务新起点

## RMB 3 trillion – the new journey of e-commerce

### 阿里巴巴零售平台与沃尔玛销售额比较

#### Alibaba retail ecosystem vs Walmart



交易额突破3万亿时间 Time to exceed the transaction amount of RMB 3 trillion



13 years



53 years

### 全球250强零售商排行榜(2015财年)

#### Global top 250 retailers (2015 fiscal year)

Names Sales (100 million USD) Growth rate Format

	企业名称	财年零售营收 (亿美元)	增长率	主要经营模式
1	Wal-Mart Stores 沃尔玛	4821.3	-0.7%	超市、大卖场
2	Costco 好市多	1161.99	3.2%	现购自运
3	The Kroger Co. 克罗格	1098.3	1.3%	超市、大卖场
4	Schwarz 施瓦茨	944.48	8.1%	折扣店
5	Walgreens Boots Alliance 沃博联	896.31	17.3%	药店
6	The Home Depot 家得宝	885.19	6.4%	家居装修
7	Carrefour 家乐福	848.56	3.1%	大卖场、超市
8	ALDI 阿尔迪	821.64	11.5%	折扣店
9	Tesco PLC 乐购	810.19	-12.7%	大卖场、超市
10	Amazon.com 亚马逊	792.68	13.1%	电商



# 中国农村发展滞后于城市

The development of rural China lags the urban counterpart

42.6%

- 中国有42.6%的人口居住在农村
- 42.6% of China's population lives in rural area

2.7X

- 城镇居民人均收入是农村的2.7倍
- The average income in urban China is 2.7 times of the rural counterpart

Source: China National Bureau of Statistics



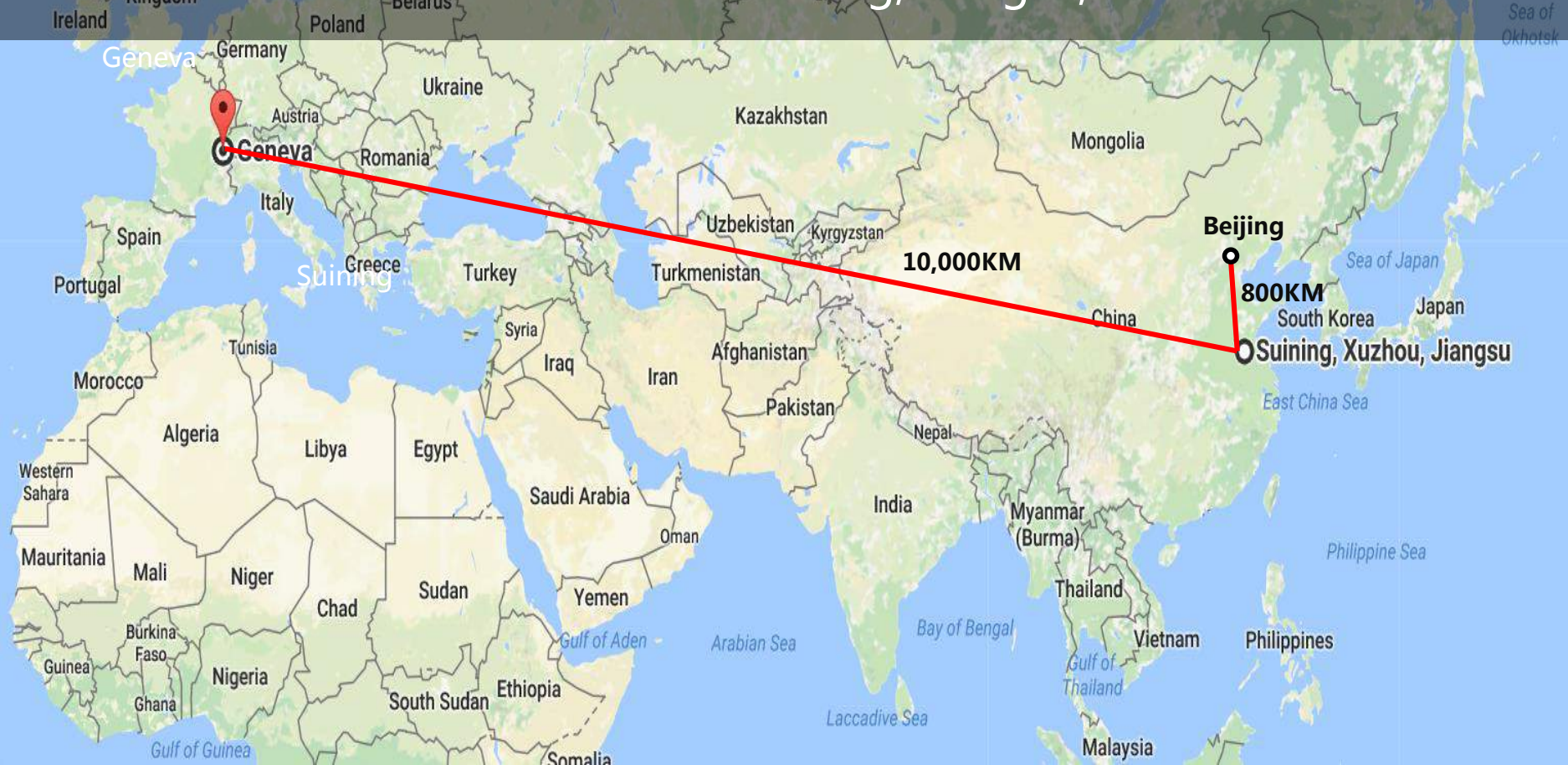
农村遇到电子商务，会擦出怎样的火花？  
What will happen when rural China meets e-commerce?





# 中国江苏睢宁——被电子商务改变的村庄

## E-commerce has transformed Suining, Jiangsu, China



# 沙集三剑客传奇

## The Three E-commerce Musketeers in Shaji, Suining



### 年轻人回乡创业

- 2006年，在江苏省睢宁县沙集镇东风村，三位年轻人孙寒、夏凯、陈雷尝试通过电子商务创业。

### 低成本起步

- 发现线下模式的投入成本高、发展时间长、风险巨大，因此将电子商务做为第一选择。通过天猫和淘宝平台，直接对接消费者。

### 草根裂变式发展

- 越来越多的村民看到开网店的好处，纷纷放下锄头。目前村里90%以上的年轻人都选择回乡开店，有资金的都和孙寒一样投资建厂；资金不足的，就从邻居家的工厂里进货、开网店售卖，全村开起上万家网店。

### Young people returned home to start businesses

- In 2016, H. Sun, K. Xia and L. Chen returned to hometown and started e-commerce business.

### Low e-commerce investment

- They found the disadvantages of the off-line channel, such as high initial investment, long cash flow cycle and high market uncertainty. On the Tmall and Taobao platforms, they directly reached consumers

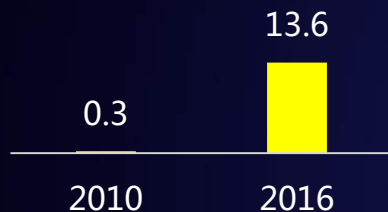
### Rapid development of grassroots entrepreneurship

- Currently, 90% of young people open factories or open e-stores.



# 电子商务，让睢宁经济产生质的飞跃 E-commerce has created the new economic landscape in Suining

睢宁电子商务交易额（人民币十亿）  
Suining e-commerce sales (RMB billion)



Equipment



2010

2016



**36,900**个网店 online stores

**83**家物流企业 logistics providers

**200,000**就业创造

job opportunities were created

Logistics



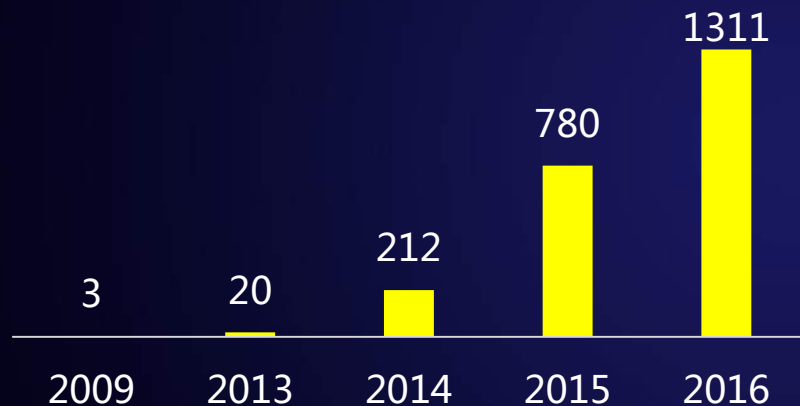


淘宝村星星之火，可以燎原

Taobao Village has sparked the next wave of rural development in China

淘宝村数量

# of Taobao Villages



淘宝村：电子商务年交易额达到**1000万元**以上的村庄  
Taobao Village: the minimum annual e-commerce sales is **RMB 10 million**

中国商务部数据显示：2016年，中国农村网络零售额达**8945亿元**。

Online retail sales of Rural China in 2016

**RMB 894.5 billion**

农村电商释放农村购买力

E-commerce has unleashed purchase power in rural China

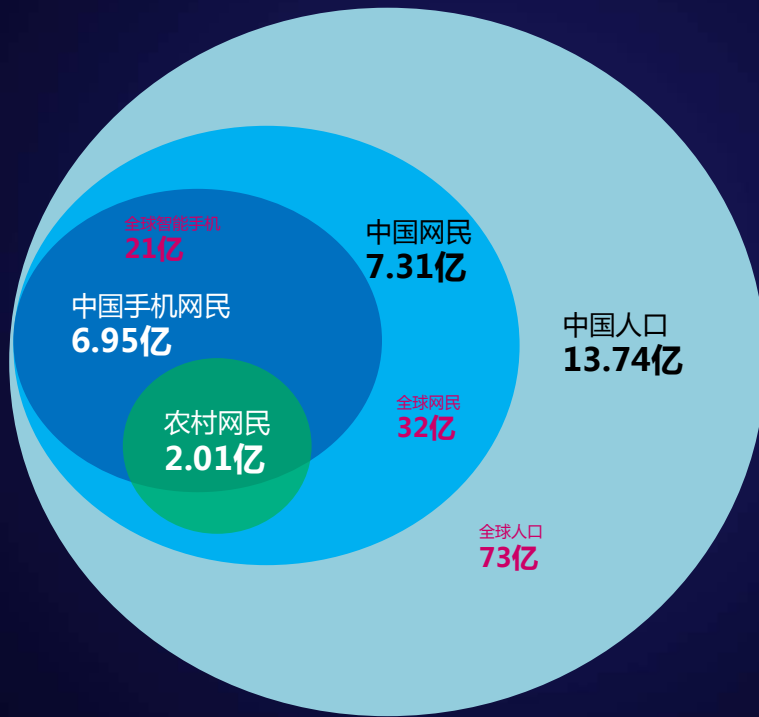


Rural Taobao  
delivery vehicle



2亿农民网上行

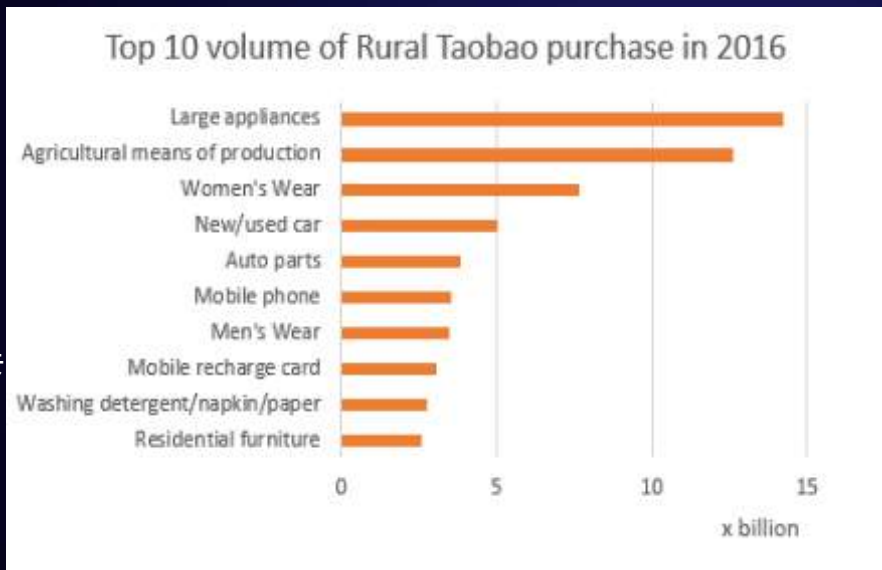
200 million rural population now has access to internet in China



# 农村淘宝——“想得到，买得到”

Farmers can buy almost whatever they want on Rural Taobao

农村淘宝销售十大品类



大家电  
农用品  
女装  
汽车  
汽车零件  
手机  
男装  
手机充值卡  
清洁用品  
家具



- 在贵州省松桃县落塘村，村民们集资购买了18米长的龙舟，用于端午龙舟比赛
- Farmers in Luotang village, Songtao county, Guizhou bought a 18-meter dragon boat for festival racing



电商让农村和城市居民，享受相同的购物实惠

E-commerce enables rural residents to shop with the same price as in cities

↓ 20%

- 电商比农村线下渠道购物价格低20%
- E-commerce is 20% cheaper the rural off-line channels



- 在福建省尤溪县下川村，村民们购买了3座凉亭，安装到村里的公园，网购节省约一半费用
- Pavilions with the half price compared with the off-line price

## 案例：农村老人开洋荤

Case: a 92-year-old farmer' s encounter with Italian dinner



- 2015年4月15日，是贵州铜仁江口县云舍村92岁村民杨初学的生日。儿媳妇曾金钗通过“农村淘宝”网页下单，花5000元购买意大利美食套餐。
- A daughter-in-law in rural Guizhou ordered through Rural Taobao the Italian dinner set with RMB 5,000 to celebrate her 92-year-old farther-in-law' s birthday



# “千县万村”计划，实现“网货下乡”和“农产品进城”

## “1,000 counties & 100,000 villages program” targets to boost trades between urban and rural China

**3-5年**  
**3-5 years**

**100亿元**  
**RMB10 billion**

**1,000个县级服务站**  
**1,000 county service stations**

**10万个村级服务站**  
**100,000 village service stations**

- “千县万村”计划：用3至5年，阿里巴巴投资100亿元，建立1000个县级服务中心和10万个村级服务站，突破物流和信息的瓶颈，实现“网货下乡”和“农产品进城”。
- “1,000 counties & 100,000 villages program” : Alibaba invests RMB 10 billion to build 1,000 county service stations and 100,000 village service stations within 3-5 years in order to break the bottlenecks of logistics and information. Finally realize two-way goods flow between urban and rural.
- 截至2016年12月，农村淘宝与合作伙伴建立的农村电商服务站覆盖约500个县（市）、近28000个村庄。
- By December 2016, there are 500 county services stations and 28,000 village service stations.

# 电商消贫

## E-commerce fights poverty

### 输血模式

Old approach



以货币帮扶为抓手，解“近渴”

Mainly use monetary assistance

### 造血模式

New approach



以电子商务为抓手，赋予创新发展能力，营造生态，建立新农村商业模式

Use e-commerce as enabler to build innovation capability and create rural business ecosystem

Source: AliResearch

# 利用电商平台，销售本地特色，建立可持续发展的农村商业模式

## Sales of local-made goods through e-commerce platform nurture sustainable rural business model

2016年，在阿里巴巴零售平台，超过280个国家级贫困县全年网络零售额达到1000万元，其中40多个贫困县超过1亿元。

In 2016, 280+ national poverty counties sold goods worth of RMB 10+ million through e-commerce platform, among which 40 counties reached sales of RMB 100+ million.



Tea



Orange



Bike



案例：曹县曾经是省级贫困县，无资源、区位优势

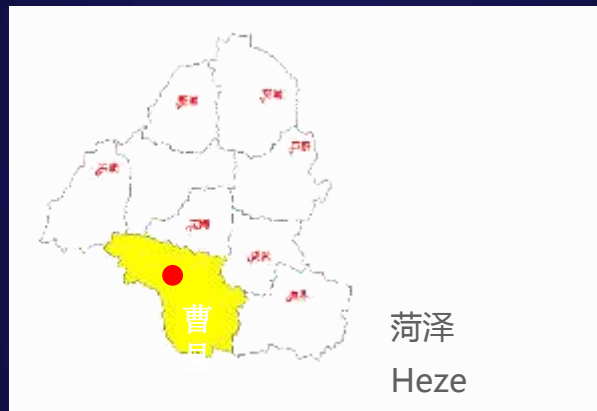
Case: Cao county used to be Shandong province's poverty county without resource and geographic advantage

2014年人均GDP

2014 per capita GDP



10000美元  
USD10000



4287美元  
USD4287



3245美元  
USD3245

山东人均GDP的30%  
30% of Shandong

AliResearch  
阿里研究院

# 案例：曹县以演出服饰电子商务为抓手，带领农民走出贫困

## Case: Cao county leverages costumes and e-commerce to fight poverty

截至2016年10月

As of October 2016

- 直接带动**6300**多名贫困人口脱贫

Lifted more than **6,300** people out of poverty

- 电子商务交易额超过**25亿元**

Online sales exceeded RMB **2.5 billion**

- 48**个淘宝村 Taobao villages
- 35000**个网店 online stores

曹县全系列演出服饰

Cao county's full collection of costumes



农村电商服务体系日趋完善

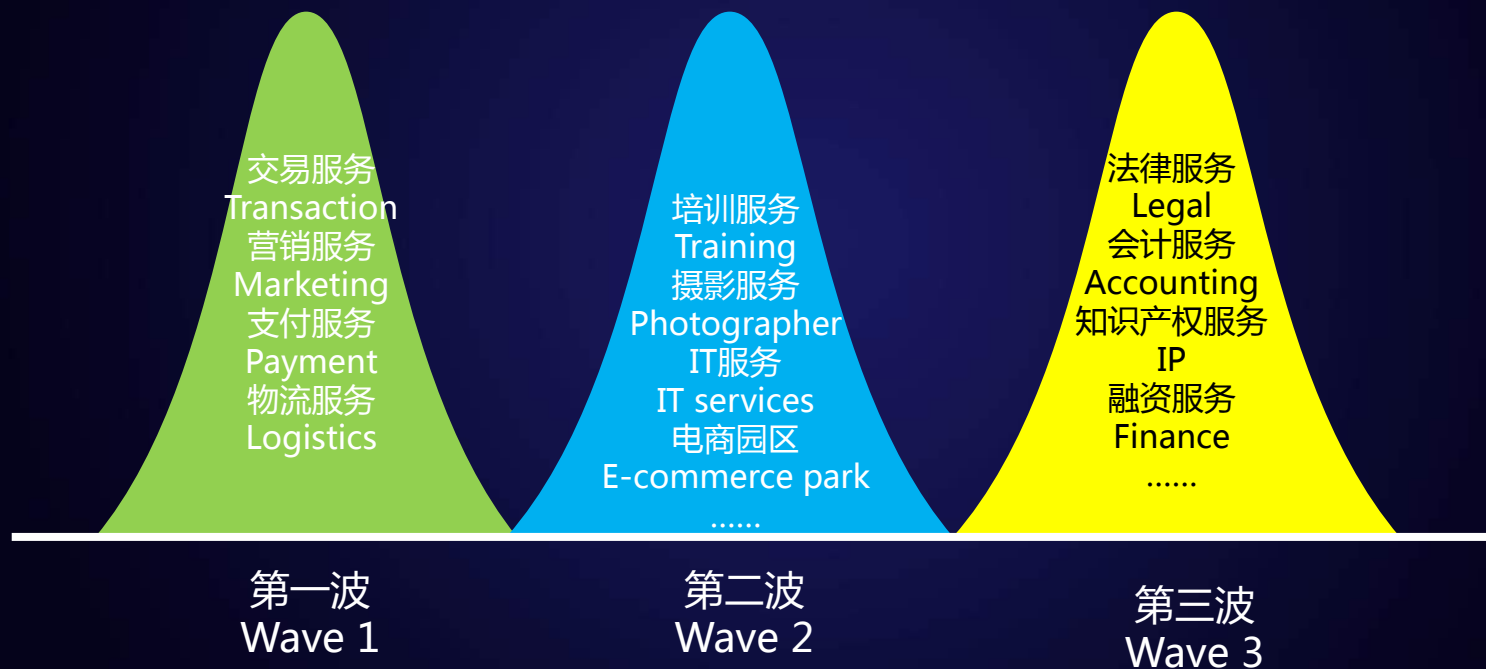
Rural e-commerce services system continues to improve



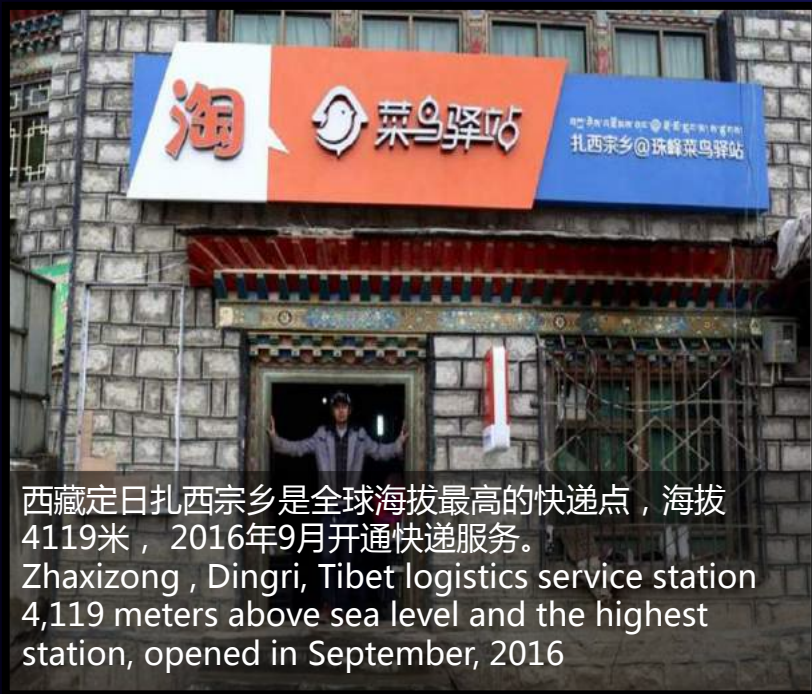


# 电商服务体系化，助力农村电商发展

The system of e-commerce services fuels e-commerce development



## 案例：物流和金融服务 Case: logistics and financial services





# 解构农村电商发展四要素

## Anatomy of rural e-commerce development



智能手机  
Smartphone

广泛参与  
High participation

电商平台  
E-commerce platform

政府支持  
Government support





# 农村电商的普惠价值 Inclusive benefits of rural e-commerce

- 1 提供普惠服务，节省消费支出  
Provide inclusive services and save consumers' spending
- 2 让技术和商业进入农村，孵化大批创业者  
Incubate large number of rural start-ups using technology and business
- 3 带动小农经济产业化，创造大量就业机会  
Promote the industrialization of small farmers , create massive jobs
- 4 电子商务有助于减少贫困  
E-commerce fights poverty



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