The Moscow Times
30 YEARS
INDEPENDENT NEWS FROM RUSSIA

Chinese E-Retailer to Sell Russian Brands

By The Moscow Times

January 15, 2016



Major Chinese e-commerce company, JD.com, will sell Russian products from Jan.18, the RBC newspaper reported Friday, citing Victor Xu, president of JD.com's international business group.

The first Russian goods to be sold in China on JD.com will be Canoe hats, Xu said, according to the newspaper. The company is planning to launch international sales of Canoe in February.

JD.com plans to extend the range of Russian goods offered on its website in China. These goods will include food items, furs and handicrafts, the TASS news agency reported.

The company will allow Russian producers to sell their goods on the company's online marketplace, according to Xu. JD.com will also purchase Russian goods directly and sell them on the Chinese market, the newspaper reported.

"We hope to cooperate with the Russian government and our logistics partners in Russia in order to help Russian producers enter the Chinese market," Xu was quoted by TASS as saying. Russian products will be in demand among China's middle class, he added.

JD is not the first Chinese retailer to start offering Russian brands to its customers. In November 2015, Chinese e-commerce giant AliExpress started selling Russian goods.

Original url:
https://www.themoscowtimes.com/2016/01/15/chinese-e-retailer-to-sell-russian-brands-a51475