

## **World Supermarket” Equipped with a “Digital Brain” — Global Business Running at Intelligent Speed**

### **20 Years of the “Yiwu Development Experience” • Answer Sheet of the Times**

A hundred years ago, the sound of the hand-rattled drum from the “chicken feathers for sugar” trade knocked open the prelude to Yiwu’s commercial route. As time changed, Yiwu merchants evolved from carrying shoulder poles and walking through streets and alleys, to setting up stalls in the “roadside market,” and then to entering Yiwu International Trade City and Yiwu Global Digital Trade Center to conduct global business. Today, this “hand-rattled drum” has been given a brand-new form in the digital era — a mobile phone, an AI model, and a dedicated cross-border network line.



Reference photo

In Yiwu, a quiet yet profound transformation is taking place. Merchants here are no longer merely “sit-in traders” guarding their shops, but have transformed into global “cloud merchants” through digital tools; the government is not only continuously developing infrastructure construction, but is also fully committed to building low-cost and high-efficiency “new digital infrastructure.”

Behind this is Yiwu's unwavering adherence to the development strategy of "prospering commerce and building the city" over the past 20 years of studying and promoting the "Yiwu Development Experience," its deep respect for the pioneering spirit of the people, and the precise empowerment by an effective government in the era of the digital economy.



### **Business Philosophy at Fingertips**

In Yiwu's development logic, the market has always been a vibrant innovation subjects. Facing the wave of the digital economy, the vast number of merchants did not hesitate, but instead spontaneously embraced change, transforming from "being asked to transform" into "wanting to transform."



Reference photo

“When we first opened stores on the platform, we could complete up to 900 orders a day, and the small shop was packed with people packing and shipping goods.” In 2020, the Chinagoods platform went online, creating a brand-new digital trade gateway for tens of thousands of Yiwu merchants. Fu Jiangyan, a loyal supporter who has stayed with the platform since Chinagoods launched, is a microcosm of Yiwu merchants’ digital transformation, and she has genuinely experienced the benefits brought by digital tools.

As the platform's functions continue to iterate and upgrade, AI intelligent creation tools have been embedded into product selection, communication, promotion, and other links. As one of the first people to "eat the crab," Fu Jiangyan has already mastered AI skills proficiently, producing 8 AI videos a day and accurately and efficiently reaching global buyers. Today, nearly 80% of her orders come from online channels.

At the Yiwu Global Digital Trade Center, this transformation is especially obvious. A large number of young "second-generation entrepreneurs" are gathered here. Their blood carries the genes of their parents' courage to venture and experiment, and they have transformed this into a keen sensitivity toward new technologies.

"As long as customers have demands, I can use AI tools to design it immediately. This face-to-face communication, combined with real-time rendering generation, allows me to easily secure many orders." "Second-generation entrepreneur" Lou Yiyang deeply feels

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this change. “Previously, it took 10 days to complete the process from concept to rendering, but now it only takes 30 seconds.” Having witnessed since childhood how her parents “guarded the shop waiting for customers” in District 1 of the International Trade City, after opening her shop in the Yiwu Global Digital Trade Center, she used the “World Yiwu” trade large model to solve full-chain service problems for her accessories business, including design, promotion, and sales.

This is not only personal success, but also a leap for an entire group. Data shows that the Chinagoods platform has accumulated more than 5.7 million registered buyers, and last year facilitated transaction volume exceeding RMB 100 billion.



### **“Everyone is a Streamer” Broadcasting Everything**

From “sit-in traders” to “cloud merchants,” the identity of merchants is upgrading, and business models are innovating. With one computer, one mobile phone, and one network cable, Yiwu merchants can extend the shelves of the “world supermarket” to every corner of the globe through livestreaming.



Reference photo

At 8:30 every morning, clear voices from livestream hosts can always be heard on time in the “Xinxin Umbrella Manufacturing”

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shop located in the Yiwu Global Digital Trade Center. In this 55-square-meter store, merchant Jin Fangming has created an immersive livestreaming space, using the authentic market background as a trust endorsement to enhance the authenticity of livestreaming and the credibility of merchants.

In 2020, Jin Fangming began trying factory livestream sales. Over the years, the followers across various accounts have accumulated to more than 2 million. After learning that the shops at the Yiwu Global Digital Trade Center had larger space and more complete equipment, Jin Fangming immediately decided to move in, extending the livestreaming scenario from the “factory side” to the “market side.”

“Yiwu Market can provide dedicated cross-border network lines, so we decisively expanded our livestream studio originally located in Zhuji to here.” Wang Kun, merchant of “Yiman Jewelry,” pointed to the livestream studio inside the store and said, “We mainly target

the Southeast Asian market. Previously, we had to handle the network setup ourselves, but now we can start livestreaming anytime.”

Inside the livestream room, Wang Kun’s wife was enthusiastically displaying best-selling pearl necklaces to the camera. On the other side of the screen, customers from Malaysia were placing orders in real time. Wang Kun said that after engaging in cross-border livestreaming for two years, the importance of digital hardware has become increasingly prominent. The Yiwu Global Digital Trade Center not only has stable cross-border network lines, but also professional livestream training. More importantly, it thoughtfully extended business hours, allowing them to develop a new track of nighttime livestreaming. “The latest livestream we ever did lasted until 2 a.m., and the order response was especially good.” This simple remark demonstrates the “two-way efforts” between an effective government and a vibrant market.

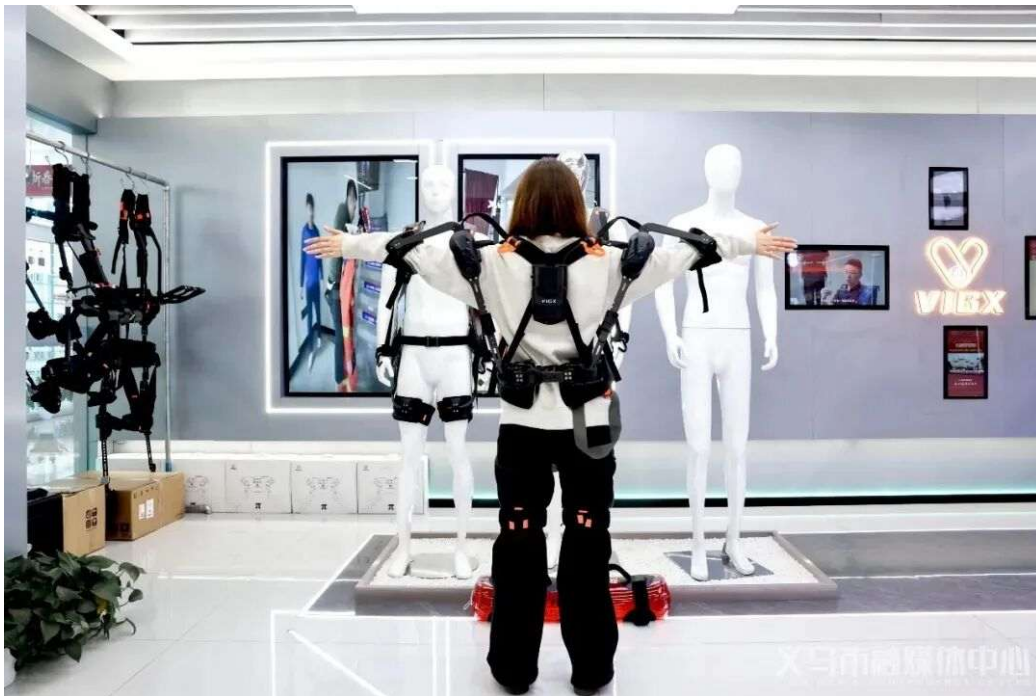
Nowadays in Yiwu Market, livestream businesses such as in-store livestreaming, roaming livestreaming, and cross-border livestreaming are booming. Relying on the “World Yiwu” trade large model, “shops” have become “livestream rooms,” and “livestream rooms” are connected to the entire world. Over the past year, Yiwu carried out 1.2204 million influencer livestream sales sessions, a year-on-year increase of 38.21%; retail sales reached RMB 85.66 billion, a year-on-year increase of 43.36%.



### **Precise Empowerment by an Effective Government**

If merchants’ innovation is the “spark,” then the government’s responsibility is to “add firewood and fuel.” Over the past 20 years, Yiwu has always promoted market prosperity as the “top priority.” Yiwu’s urban planning has consistently been laid out around market development. From Districts 1 to 5 of the International Trade City to the Yiwu Global Digital Trade Center, the physical space of Yiwu

Market has continued to expand, with operating area exceeding 8 million square meters, more than 80,000 booths, gathering 2.1 million types of commodities, establishing trade relations with 233 countries and regions around the world, and realizing the circulation of goods worldwide.



Reference photo

With the arrival of the digital economy era, Yiwu realized that simply “building large buildings” could no longer meet demand.

Therefore, the government shifted its focus toward building three major networks: “digital market, digital logistics, and digital finance.” By providing inclusive digital infrastructure, every merchant wishing to connect online can participate at low cost, realizing the transformation from “bonsai scenery” to “landscape scenery.”

With the launch of the world’s first vertical large trade model for the small commodity sector — the “World Yiwu” trade large model — 14 AI applications have made digital trade more precise, more efficient, and more intelligent, cumulatively serving over 295,000 users. Since its launch, the digital market Chinagoods platform has undergone multiple rounds of iteration, integrating functions such as brand empowerment, intelligent creation services, and trade fulfillment, with annual service trade volume exceeding RMB 100 billion. At the same time, the digital logistics platform Zhijie Yuangang has continuously improved its digital supply chain. In 2025, cargo shipment volume reached 170,000 TEUs, an increase of 70%; the digital finance YiPay platform innovated cross-border

settlement business, already covering 176 countries and regions and supporting receipt and payment in 29 mainstream currencies.

While upgrading internally, Yiwu is also continuously strengthening external cooperation. Through cooperation with global leading cross-border platforms such as Amazon and TikTok, Yiwu merchants are enabled to choose the right platforms and business tracks, accurately reaching target market consumers; through cooperation with Tencent, merchants are guided to produce foreign-language videos and precisely target buyer groups; by connecting the Egatee platform with the Chinagoods platform, Yiwu merchants can expand into the African market at low cost without leaving the country...



Photo by Luo Xiang, specially contracted photographer for Yiwu Release



Standing at the 20-year milestone of the “Yiwu Development Experience” and looking back, the logic behind Yiwu’s reform and development has become increasingly clear: respecting the people’s pioneering spirit means believing in the power of the market; and the government’s “effectiveness” lies in providing support and guarantees for this power. Today, Yiwu is using a “digital brain” to drive the “world supermarket,” writing a new-era chapter of “small commodities, big market.”



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