

# COTRI IN THE NEWS



## Cross-border online sales need new distribution channels in China

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This article concerns that the Chinese government is losing its battle against the Omicron virus with the insistence of continuing the Zero-Case policy and using exclusively Chinese vaccines. As a result, the Centre for Disease Control has asked the citizens not to buy products directly from foreign countries, as the parcels arriving could carry active viruses. For international companies selling products cross-border online, this policy represents a serious threat to their business model. An alternative which can clear this hurdle is the usage a specialized sales App with goods stored in a bonded warehouse in China to sell regional products. O+MALL is one of such Apps, concentrating on products connected to the main travel destinations of Chinese outbound travelers which for the time being can only dream with the help of regional products about the destinations they visited in the past or plan to visit after the end of the pandemic.

*“It does not make much sense to lock the door of the hen house if the fox is already inside. Scientists outside of China agree that it is almost impossible that a virus can survive more than a few days at the surface of a parcel or frozen food. However, if the Chinese authorities restrict the direct import of goods from abroad in such a way, an alternative is needed.” Prof. Dr. Wolfgang Georg Arlt, CEO of COTRI*

Link to the full article

<https://www.traveldailynews.asia/cross-border-online-sales-need-new-distribution-channels-in>