

The internet in China check list

04 July 2019



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Chinese internet check list

Release 5 (2.4)

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Whether to publish your website In Chinese is often seen as complex. It is not. The goal of this paper is to help you understand the facts and processes so you can make an informed business plan if the Chinese internet market is appropriate for your business.

If you need any further help on the points raised, found an error, or points not covered, please contact: support@accesstochina.com.

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Management Summary



The internet in China check list has been developed as summary of actions for a business to consider;

Publishing or trading on the internet in China

Entering into the world wide Chinese market

This paper is available with other publications from Access to China which go into the subject raised in more detail , downloadable from our website; www.accesstochina.com

The goal of this paper is to gives businesses a summary of actions to be considered. It has been create based on our company and its staff 20 years trading in China.

There are many reasons why your internet site; website, social media, APP, etc., is not been seen in China. While there maybe technical reasons for this in your internet site, most differences are in the internet services available on the Chinese internet.

Information and recommendations for your consideration in making your internet site accessible and found in China to support your Chinese trading ambitions.

Many of the points raised apply to internet sites been seen and found anywhere in the world. Following many these recommendations will help your business internet site visibility world-wide

We do not consider this to be a complete list for actions. There are always changes and developments in China monthly.

If you wish to add to this paper or any of the papers published by Access to China, you are very welcome to email with commitments and suggestions; support@accesstochina.com.

Being Seen on the Chinese internet



Your internet site; website, social media, e-Commerce, etc, in many ways is the simple to adapt for the Chinese internet market.

Check list we have ordered in priority for your consideration. The list starts with the basic question; is your internet site visible in China?

Correcting your Chinese internet site visibility can be performed by your technical staff or, please consider our Chinese internet platforms which enable your internet site to be seen and found in China without changing your existing internet site.

Access to China Chinese internet platforms;

B2B66 – for your company information: products and services descriptions

B2C66 – for your e-Commerce internet site

WiTravel – for the travel trade, tourist destinations and businesses

Secondly to being seen on the Chinese internet, is your internet site content.

We recommend keeping your internet site as foreign as is it currently.

Chinese business and consumers want to see overseas internet sites with a look and feel of your local country. They do not want see a Chinese looking internet site which will question the genuine source of product or service.

If you are reaching out to Chinese businesses and people, they will look for your internet site in the very early stages of developing business relationship. Given the difference in languages, etc, your internet site is key to creating an understanding about for business, products and services.

If your internet site has been getting out of date and time and resources does allow for major changes, we recommend simplifying your internet site content and removing out of date information.

If you are investing time and resources in looking been seen and found in the Chinese markets it is better to less correct information than more incorrect information on your internet site.

Internet site visibility testing on the Chinese internet

Chinese businesses often state that they want to trade with international business. The problem is locating potential trading partners. Their starting point, like the rest the world, is a search on the internet. This is hampered from the outset as international internet site; website, social media, video platforms, etc, often cannot be seen or incorrectly / not listed in the in the Chinese search engines.

Access to China internet site page testing tool enables your business to see the performance of your internet content from inside China and the Asia regions.

For more information, please see: [Internet site visibility testing on the Chinese internet](#)
[Access to China internet site free testing service](#)
[Chinese internet firewall](#)

To correct any issues found, please see: [Access to China services](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Your business website in China blocked by IP address.	Run the testing service on the China Telecom and China Unicom networks. If nothing can be seen, your IP address maybe blocked in China. Please review with your web hosting provider.	High	
Can your website be seen in China	Run the testing service on the China Telecom and China Unicom networks	High	
What is your website response time in China	Run the testing service on the China Telecom and China Unicom networks	High	
Missing components in your website: Videos, social media, etc	Run the testing service on the China Telecom and China Unicom networks	High	
Is your social media available in China	Run the testing service on the China Telecom and China Unicom networks	High	
Take corrective actions as required	Please see: https://services.accesstochina.com	High	
IP address blocked	If your internet site is blocked due to inappropriate contents changing the IP address will create a temporary fix.	Medium	
IP address blocked in error	If your internet site is blocked in error changing the IP address will create a temporary fix	High	

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Chinese internet structure

- Internet presence in China is the best way to be seen provided it has access to all three major networks;
 - China Telecom
 - China Unicom (merge with China Netcom)
 - China Mobile

This option is only available if you have a Chinese company and ICP certification.

Many Chinese companies offer platform services in China, e.g. TMall Global, these services are hosted in Hong Kong with listing links on their Chinese platforms. In TMall Global example, the list is call “Trading without borders”

- Only use a Hong Kong based internet presence if it has the connection directly to mainland China and to Europe through the Middle East.
- Use Japan and Taiwan to host internet presence to reduce costs. Useful for large data volumes.
- Singapore, for access to South Asia market. This is a poor option for China, as your internet traffic will often travel through Taiwan or Japan before entering China. Singapore does not have a direct link to mainland China.

For more information please see: [Chinese internet structure](#)

The testing process is available here: [Internet site visibility testing on the Chinese internet](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Do you a Chinese company	Apply for an ICP certification	High	
Hong Kong Hosting	Do they have a direct link to Mainland China and at what cost	High	
Hong Kong Hosting	Do they have a direct link to Europa through the middle east and at what cost	High	
Large data volumes	Test transfer speeds from Japan and Taiwan	Medium	
Chinese hosting	Test the connection to all three major Chinese internet networks	High	
Testing	Test your hosting options from all locations around Asia and Europa; Web testing	High	

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Chinese international internet

The Chinese internet structure is very large with very heavily used international connections which often leads to slow response times to international internet sites; website, social media, APP, etc.

For more information please see: [Chinese access of international internet sites](#)

Can your business internet site be seen in China: [Internet site visibility testing in China](#)

Make your internet site be seen and found in China: [Access to China services](#)

To help speed up your internet sites, here are some pointers to check.

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Visibility of your internet site page	If you have large files, e.g. images, look at reducing their sizes	High	
Visibility of your internet site page on a mobile	Are you reducing the size of your media, e.g. images, video, etc, when displayed on a smaller screen	High	
Internet site contents loaded from different parts of the internet	Whistle your hosting may respond quickly, often third-party components can response slowly in China.	High	
Slow internet	Moving your hosting around on the internet may help facilitate a fastest path through the internet to your customers	Medium	
Chinese DNS lookup	Look at using Chinese DNS for your domain name	Medium	
Blocked internet content	Replace blocked content from a different source	High	

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Chinese internet firewall

The Chinese authority manage the contents of internet; websites, social media, APP, etc., in China. This is often called the Great Chinese Firewall by the overseas press and businesses.

Many of Chinese internet rules and regulation protect the users and consumers.

While there are many views of whether this is a good or bad thing we recommend if wish to do business with another part of the world you need to respect local rules and regulations.

For more information please see: [Chinese internet firewall](#)

Can your business internet site be seen in China: [Internet site visibility testing in China](#)

Make your internet site be seen and found in China: [Access to China services](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Political comment	Remove / replace content which is inappropriate for the Chinese internet	High	
International social media	Remove / replace content which is inappropriate for the Chinese internet	High	
Pornographic	Remove / replace content which is inappropriate for the Chinese internet	High	
Gaming / gambling	Remove / replace content which is inappropriate for the Chinese internet	High	
Google	Remove / replace content which is inappropriate for the Chinese internet	High	
IP address blocked	If your internet site is blocked due to inappropriate content changing the IP address will create a temporary fix.	Medium	
IP address blocked in error	If your internet site is blocked in error changing the IP address will create a temporary fix	High	

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Chinese internet site Look and Feel

Chinese business and consumers want to see overseas internet sites with a look and feel of the local country. They do not want see a Chinese looking internet site which will question the genuine source of product or service.

Credibility of information, products, services, etc, on the internet has been an issue for many years, “How do you know what you are reading is correct or are you purchasing genuine product?”.

Most internet sites in China are viewed using mobiles or tablets. Desk-top screens are still used in businesses along with laptops.

Most Chinese internet content is designed as dynamic websites or APPs.

A dynamic internet sites is when the presentation of your content changes with the size of screen being used to view your data, multi-media, etc. This is often referred to as a "Responsive Website Design".

A non-Dynamic internet sites is hard to read on smaller screens and therefore not viewed on mobile successfully. In some cases, tablet as well.

For more information please see: [Look and feel of your business on the Chinese internet](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Internet site	Is your site dynamic?	High	
Internet content	What is the style of your internet content? (overseas style is preferable to Chinese)	High	
Internet site	Does your site look professional on a mobile?	High	
Internet site	Does your site look professional on a table?	High	
Internet content	Have you optimised your images for use on a small screen?	High	
Internet site	Have you tested each of your key site pages with Google mobile page test? https://search.google.com/test/mobile-friendly	High	

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Chinese language on the internet

The Chinese language is the one of the most confusing subjects to resolve in publishing / selling on the Chinese market.

There is a balance to be found between keeping your internet site looking foreign in appearance, Chinese presence in the search engines (Chinese and international), and time and cost in translating and maintaining your internet site(s).

For more information please see: [Chinese Language on the internet](#) and [Chinese SEO](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Language translation options	Do Nothing	Low	
	Create an additional information page in Chinese to your existing internet site	Medium	
	SEO data translation	High	
	Add Search engines results page (SERP) to webmasters in Chinese	High	
	Multi-media translation e.g. Sub titles etc.	Low	
	Key products and services translation	Medium	
	Create marketing website and point it back to your local internet content	Medium	
	Fully translate your website	Low	

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Chinese Automated Translation

Chinese people are not put off by internet content in a foreign language. The translation software used in China, in browsers, mobiles, etc, has been developed to translate Chinese to and from most foreign languages.

Whatever languages is on your internet site, do not use automatic translation. The Chinese reader will not know that they are reading an automatic translation. Your Chinese reader will see a poorly translated content which will reflect badly on your company.

The Chinese reader will use an automatic translation as when needed, e.g. Baidu automatic translation. In doing so, the Chinese reader will know that the Chinese language presented has been automatically translated and does not reflect on badly on your company.

If time and resources allow, have a Chinese speaker read your internet content in Chinese using Baidu automatic translation. Check for any major issues in automatic translation of the Chinese language. Where major translation issues are identified, look at changing your local language content.

Automatic translation will not help your ranking in the Chinese search engines.

For more information please see: [Chinese automated translation](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Automatic translation	Remove automatic translation from all your internet contents	High	
Your business Internet site	Check your internet content in Chinese using automatic translation	Low	
LinkedIn	Check your internet content in Chinese using automatically translation	Low	
Social media	Check your internet content in Chinese using automatic translation	Low	
Update marketing material	Check your internet content in Chinese using automatic translation	Medium	

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Translation of complex words and abbreviations

Within your internet content, use words and combinations of words which are commonly used in international business. Avoid using combinations of words which have multiple meanings, are colloquial or do not have a direct translation.

Avoid abbreviations e.g. min / max. Translation software will not be able to correctly translate many of abbreviations.

For more information please see: [Complex words and abbreviations](#)

<i>Subject</i>	<i>Action Recommended</i>	<i>Priority</i>	<i>Checked?</i>
Website	Replacement of complex wording and removal of abbreviations	Medium	
LinkedIn	Replacement of complex wording and removal of abbreviations	Medium	
Social media	Replacement of complex wording and removal of abbreviations	Low	
Update marketing material	Replacement of complex wording and removal of abbreviations	Low	

Version V1.4– 18 June 2019

QR codes on the Chinese internet

QR (quick response) code is a method of "bar coding" a string of data. It can be used for website, email address, APP address, WeChat information, etc.

Whilst QR codes have been available world-wide for many years, China has been using them in recent years as replacement for the need to type more complex names in Latin characters.

For more information please see [Chinese QR codes](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Website QR codes	Create website QR codes	High	
Social media QR codes	Create social media codes	High	
Email QR code	Create email QR code	High	
Update website	Update your website with the QR codes	Medium	
Update Business cards	Update your website with the QR codes	High	
Update marketing material	Add the code codes to marketing material you are using in the Chinese market. This can be done with labels at the beginning	High	

Version V1.4 – 27 May 2019

Chinese internet multi media

In China on-line multi-media is viewed on mobiles and tablets at home, while travelling and in the offices / schools. Viewing multi-media on mobile and tablets has overtaken watching TV.

Multi-media for information, promotions, selling, training, etc, are successfully bridging the gap between language, cultures and the understanding of business and products.

For more information please see: [Chinese internet multi-media](#)
[Internet site visibility testing on the Chinese internet](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Website	Is your multi-media available in China	High	
LinkedIn	Is your multi-media available in China	High	
Social media	Is your multi-media available in China	High	
Update marketing material	Is the multi-media links in your marketing material available in China	High	
Chinese sub-titles	Add Chinese sub-titles to your videos	Medium	
Chinese social media	Load your content to Chinese social where appropriate	Medium	

Version V1.8 – 18 June 2019

Emailing in China

The approach to email addresses has been different in China. Historically many people use their private email account for business not a company email address.

This often means verifying who works for which company is confusing.

This has been changing in recent years;

- Chinese business has started using their own domain name
- New email providers are now available, e.g. Microsoft 360, QQ mail, etc.

In China today there is no reason for a company not to run their own email system.

For more information please see: [Emailing in China](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Is your company email accessible in China	Many of the overseas email systems are blocked in China	High	
QQ mail	QQ mail accounts are available, run out of Hong Kong, and available to overseas companies	Medium	
Email security	If your business emails contain critical information, take email security seriously and take independent advice.	Medium	
Your local Chinese office	If you are operating a local Chinese office, it is recommended that staff use company email addresses and not personnel email accounts.	Medium	
WeChat	WeChat functionality is replacing emails. A review of the use of WeChat and the role in your business is recommended	Medium	

Version V1.4 – 18 June 2019

Up to date internet site content

Keeping your internet content up to date with your product and service information will support you when trading in China and overseas in general.

Chinese businesses will often check your company internet content to get a better understanding of your business before and after meetings.

For more information please see: [Up to date Internet site contents](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Website	Is your company website up to date?	High	
LinkedIn	Is your business information on LinkedIn up to date? (LinkedIn is accessible in some parts of China)	High	
Social media	Is your business information on social media up to date (while most social media is blocked in China, often it is accessed from China through VPN if there as initial interest in China)	Medium	
Email and WeChat	Do your staff travelling overseas have a business email and WeChat address?	High	
Update marketing material	Is your business card, brochure, etc, up to date	High	

Version V1.5 – 18 June 2019

Chinese local DNS records

International DNS (Domain Name Server) records can take two to three attempts from a browser in China to locate your internet site.

Often the Chinese user stops trying and give up. It does not help that the local ISP often displays their internet site instead of your company website when they cannot find DNS in under 20ms.

The issue is caused by the master Name Service (NS) for domain is reposing too slow from outside China. After two to three attempts the Chinese internet has found your DNS records and all works as normally until the DNS record timeout and the processes starts look over again.

For more information please see: [Chinese local DNS records](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
DNS look up	Check your domain name DNS look up time in China	High	
Local DNS hosting	Create NS record in China	Medium	
Use a local DNS	Where you need a local DNS, we recommend 114.114.114.114 and not Google 8.8.8.8 / 8.8.4.4	Medium	
Locally purchased Chinese domain name	A locally Chinese purchased domain name includes local Chinese DNS services For more information, please see services.accesstochina.com	High	
DNS record timeout	Do not set the TLL parameter to low for your DNS records ... 24 hours plus is preferable	High	

Version V1.3 – 18 June 2019

Geo DNS

A Geo DNS is key to unlocking a high-performance internet service in China.

When an internet user requests access to your internet site, a Geo DNS will locate the fastest access point to respond to the internet user request. This normally performed by location.

This turns a Cloud Service into a Distributed Data Service which meets better the demands of today's internet user for fast response with increasing amount of international data.

For this to work, your cloud service supplier will need to able to distribute your internet site through the major networks in China.

For more information please see: [Chinese GEO DNS](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
GEO DNS	Does your Cloud service provider support GEO DNS for the Chinese internet	High	
China GEO DNS	Does the GEO DNS support the different internet networks in China	Medium	
Distributed Cloud service	Are distributed Cloud services supported? Often internet sites use CDN (content delivery network) for multi-media.	Medium	
CDN service	Does your CND service provider operate in China	Medium	

Version V1.3 – 18 June 2019

Being found on the Chinese internet



There are many tools and services on the Chinese internet to help internet sites be found by Chinese business and people in China.

The structure of the Chinese internet has the same components as rest of the world e.g. search engines, social media, etc. Like the rest of the world, you can invest time and resources in promoting your business on Chinese internet.

This information is the basic need to start get your business found on the Chinese internet.

Using the analogy of a score of 1 to 12 to measure your visibility on the Chinese internet where a score of 12 is where you proactively promoting your business in many channels on the Chinese internet.

Having your internet site visible on the Chinese internet get you score of 3.

Having a good Chinese internet identity, being in correctly listed in the Chinese search engines, etc (see below) will increase your score to 6.

Going from 1 to 6, maybe using Access to China platforms, should be low cost and risk.

Going from 7 to 12 can be very costly and high risk. If you can score of 6, then you can see what interest you are receiving from the Chinese internet and determine your next level of investment.

None of points cover below will work unless you first make sure your internet site can be seen in China. Please do not invest time and money until access to your company information on the Chinese internet has been resolved.

Chinese internet identity

Your Chinese online identity, while offering no major solution by itself, success the is greatly helped by your management.

Prior to trademark registration you need to decide and create, a Chinese online identity.

The simplest solution is to use your existing business / brand online identity.

For more information, please see: [Chinese internet identity](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Names	Check the full meaning of your trademark, brand and product names in Chinese	High	
Trademarks	Register your trademarks in China	High	
Brand name	Register your brand name in China	High	
Product names	Register your product name in China	High	
Domain(s) names	Register your Chinese domain name	High	
Chinese social media	Create brand names etc in Chinese social media	Medium	
Take action against any Chinese companies using your trademarks	Take action against any Chinese companies using your trademarks once the registration is complete.	High	

Version V1.3 – 27 May 2019

Chinese domains

There are two main issues relating to a domain you need to consider when dealing in the Chinese internet marketing: -

- TLD (Top Level Domain) is the part domain that comes after the “DOT” e.g. .com, .net, etc.
- The name is the part domain that comes before the “DOT” e.g. “mydomain” in mydomain.com

For a while now, you have been able to register International Domain Name (IDN), in different languages characters e.g. Russian, Arabic, Simplified Chinese, and Traditional Chinese, etc.

For more information please see: [Chinese domains](#)

For inform on Domain prices: [Access to China services](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Chinese trademark registration	If you do not own the trademark for the domains you are purchasing you will not be able to use it in mainland China	High	
CN - English	Check available and purchase recommend	High	
CN – Chinese language	Check availability	Medium	
中国 CN - Chinese	Check availability	Low	
中國 CN – Cantonese / Taiwanese	Check availability	Low	
公司 COM - Chinese	Check availability	Low	
网络 NET - Chinese	Check availability	Low	
HK - English	Check availability	Medium	
TW - English	Check availability	Medium	

Version V1.4 – 4 July 2019

Chinese Intellectual property rights

There has been a lot said and written about the problems with intellectual property rights in China by politicians, press and businesses world-wide.

China has many issues with international intellectual property rights and their enforcement.

It is estimated to be between 100,000 to 150,000 outstanding international copyright / trademark cases with Chinese businesses. Given the costs and time in raising a case, we expect this number could be a lot higher given many companies do not have the resources to enter the Chinese legal processes.

If you have your trademark / copyright agreed and registered in China, then a disputed over trademark, etc, can be often resolved with a local Chinese solicitor letter. No business or Chinese person wishes to be seen to be breaking Chinese rules and regulations.

If you do not register your trademark in China you potentially will spend years in the Chinese legal system trying to block use of your trademark. If you have registered your trademark and there is an infringement, it is normally resolved after a letter from a Chinese based solicitor.

We strongly recommend you protect your trademark, in China using the local Chinese rules and regulations.

For more information, please see; [Chinese intellectual property rights paper](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Chinese Trademark register	Check if your trademark is on the Chinese Trademark register	High	
Register trademark	Work with a local legal company to register your trademark	High	
Renewal	Remember to renew any registration	High	
Use the trademarks in China	At renewal, if you have not used the trademark in China, you may lose the trademarks registration.	High	
Enforcement	Monitor your trademark and if an infringement occurs, use a local Chinese legal company to enforce.	High	

Version V1.3 – 27 May 2019

Chinese Internet Platforms Options

The rules and regulations of publishing internet site content in mainland China are the governance of the PR China. This paper is our understanding as at the date of publication.

Publishing internet content, e.g. website, APP, etc, in mainland China is subject to national government rules and regulations which are enforced locally in China by city / region.

These rules and regulations require your business, before publishing on the Chinese internet, to have access to an Internet content publishing (ICP) license. There are different levels of ICP license allowing you to publish different types of content and trade on-line.

However, there are ways of publishing on the internet in China without your business needing its own ICP. These are Chinese platforms and services; Chinese e-Malls, Social media, search engines, etc. In these cases, the Chinese publishing rules and regulation must be adhered to. It is the responsibility of the platform / service provider to monitor, correct and close internet content as required.

We recommend you review this check list alongside; [Chinese internet platform options paper](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
International search engines (a)	Google, Bing and Yahoo	Low	
Chinese search engine (b)	Baidu, Shenma, 360 Search, Sogou	High	
International retail e-Malls (c)	Amazon, eBay	Medium	
Chinese International retail e-Malls (d)	TMall Global, Kaola, JD worldwide, VIP, Amazon, Suning, Jumei	Medium	
Chinese local retail e-Malls (e)	TMall, Taobao, JD buy, Suning, VIP, Gome, Dangdang, China Amazon, Yihaodian, Jumei, WeChat	High	
Chinese business platforms (f)	Alibaba	High	
Access to China platforms (g)	WiTravel, B2B66, B2C66	High	
International media channels (h)	YouTube, Vimeo, Instagram	Low	
Chinese media channels (i)	Tudou, YouKu, QIY	High	
International Social media (j)	Facebook, Twitter, Instagram, Pinterest, Reddit, LinkedIn	Low	
Chinese social media (k)	WeChat, Weibo, QQ	High	
International Internet of things (l)	Monitor on going developments. Waiting G5 for full implementation	Medium	

Chinese internet of things (m)	Monitor on going developments. Waiting G5 for full implementation	Medium	
International public network (n)	Only works if your can be seen and found from China	Low	
Chinese enclosed network (o)	Good option for private Chinese servers.	High	
Chinese white Label (p)	Good option for private Chinese servers.	High	
Chinese public (q)	Only available as an option if you have a Chinese business with an ICP license	Medium	
Split services between Chinese and international SaaS (r)	Only available as an option if you have a Chinese business with an ICP license	Medium	
Your own internet presence running international (s)	Only available as an option if you have a Chinese business with an ICP license	Medium	
Your own internet presence running in China (t)	Only available as an option if you have a Chinese business with an ICP license	Medium	

Version V1.3 – 19 June 2019

Chinese Search Engines

Lead by Baidu, the Chinese search engines have been very successful in domination of the internet in China.

This has been helped many years ago, when Google and Chinese authorities could not fine away of working on the internet in China. Today, Google search engine, applications, files, etc have very limited access from the internet in China.

The latest Chinese search engine, Shenma, is mobile based and indexes consumer products. This enables searching of local and international consumer products from one application. If your sell consumer products on internet, we recommend checking Shenma to see if your products are listed.

For more information please see: [Chinese Search engine](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Baidu	Check if your internet contents; service and products are listed	High	
Shenma	Check if your internet contents; service and products are listed	High	
360 Search	Check if your internet contents; service and products are listed	High	
Sogou	Check if your internet contents; service and products are listed	High	
Create SEO Chinese data	Please see Chinese SEO list and paper	High	

Version V1.5 – 19 June 2019

Chinese SEO, local and international

There are four Chinese search engines and two overseas search engines.

The biggest Chinese search engine is Baidu. The newest is Shenma, its growth is very strong taking almost 10% Chinese search engine market in 18 months.

If you have two domains with SEO data in Chinese and English, please remember to submit both domains to all search engines. The search engines, in the main, will allow the same site on a different domain name to be listed if the SEO data is in different language.

Please remember, many Chinese people outside China search in Chinese in the international search engines, i.e. Google, Bing, etc.

For more information please see: [Chinese SEO](#) and [Chinese Language on the internet](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
How many languages?	Do you have different domains names (or sub domain names) with SEO data in Chinese and English?	High	
Webmaster – Create / review your Chinese / international webmasters accounts	Baidu - https://ziyuan.baidu.com/	High	
	Sogou - http://zhazhang.sogou.com/	Medium	
	360 search - http://zhazhang.so.com/	Medium	
	Shenma - http://zhazhang.sm.cn/	High	
	Google	High	
	Bing	Medium	
Language	Implement appropriate language option(s)	High	
Webmaster	Submit sitemaps	High	
Webmaster	Monitor, review and improve SEO data	High	

Version V1.5 – 20 May 2019

Baidu, Alibaba & Tencent (BAT)

The BAT is the Chinese name given to the following IT companies giants in China.



The BAT companies work along the same lines as Google, Microsoft, Amazon, etc.

They have controlled over 80% of the internet market in China.

There is a major difference between China and the rest of the world in the way business approaches the Chinese internet. Most Chinese business want to be part of an existing distribution channel and not create their own internet presences.

For more information please see: [BAT](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Search Engine	Listing in Chinese search engines	High	
Messaging	Replaced by Chinese social media	Low	
Social Media	List your company and key staff	High	
Payment gateways	Requested for e-Commerce in China	Medium	
e-Commerce	Review if planning sell using e-Commerce in China	Medium	
B2B marketing and Trading	Review services and costs	Medium	
Email	Require if you are running a Chinese business	High	
Maps	Local maps published on your internet site	Low	
Cloud Services	Standard cloud services available. You require an ICP certification	Medium	
Platform	A range of services integrated into single platform	Low	

Version V1.3 – 19 June 2019

Publishing your internet site outside China

If you are unable to publish inside China there are other options available, including using platforms to make your products and services seen.

For more information please see: [Publishing your internet site outside China](#)
[Chinese internet publishing options](#)
[Internet site visibility testing on the Chinese internet](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Be seen on the Chinese internet	Can your internet site be seen in China? Access to China Services	High	
Be found on the Chinese internet	Can your internet site be found in China? Access to China Services	High	
Brand / trademark registration	Have your business trademarks resisted in China: Chinese Intellectual property rights	High	
Transaction into Chinese	Translation SEO data and key information Chinese language on the internet		
Chinese social Media	Create accounts for key staff in WeChat	High	
Chinese social media	Resister your business in WeChat and Weibo	Medium	
Chinese internet marketing	Enter in an agreement Chinese social media agency	Low	

Version V1.4 – 19 June 2019

Chinese Telephones and Mobiles

Most Chinese S&E businesses office desk telephones are no longer used. Most S&M business use mobiles.

Large companies still use desk telephone system.

The mobile calls are increasingly made over social media e.g. WeChat. This is supported by good internet connection and local Wi-Fi. International internet can slow down during peak loading.

This can create issues with the Chinese email addresses and mobile / telephone numbers. You often cannot validate which company a person works for using the telephone or email address.

For more information, please see; **Chinese telephone and mobile calls**

Chinese office telephone and data

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Telephone services	Do you have to purchase your office telephone services from the building management company?	High	
Internet services	Do you have to purchase your internet services from the building management company?	High	
Internet services availability	What internet services are available to your Chinese offices?	High	
VOIP	What VOIP options are available to Chinese office	High	
WAN services	What WAN services are available to your Chinese office?	High	
Telephone equipment	What telephone equipment is requirement in your Chinese office e.g., telephones, switching, etc.	High	
Data network equipment	What data network equipment is requirement in your Chinese office e.g., POP, cabling, WAN, route, etc.	High	
Office call answering	What is your company process and procedures for call handling in your Chinese office?	Medium	
Chinese call centre services	What call centre options available in China for your business	Low	

Your mobile telephone in China

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Does your mobile work in China	Check with your mobile service provider	High	
Does your mobile internet work in China	Check with your mobile service provider	High	
What are the costs using your mobile telephone in China	Check with your mobile service provider; incoming and out going	High	
What are the costs of using the internet on your mobile in China	Check with your mobile service provider	High	
Does your internet services work in China	Do your internet APPs, VOIP, services, etc available in China?	High	
What is your back up plan if your mobile is not working in China?	Plan ahead in case your mobile is not working in China. e.g. VOIP, skype, WeChat, accessed over the local internet	High	
International SIM card	What international SIM cards are available for Chinese mobile network?	Medium	
Does your VOIP system work in China	If your business operates a VOIP, is it supported work in China?	High	
VPN	If you need a VPN on your mobile, tablet, etc, download the APP before you travel to China	High	

Making contact from China

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Mobile	Is it a local inhibitor to call an international telephone	High	
Office telephone number	Check is it accessible from China; e.g. VOIP system	High	
WeChat / Skype / etc	Open a accounts where required	High	
Business cards	Are all your contact methods on your business card / website site? e.g. WeChat account	High	
Update marketing material	Are all your company contact methods on your business card / website site? e.g. WeChat account	High	
Chinese language support	What options are available to answer the telephone in Chinese	Low	

Version V1.4– 19 June 2019

Reach out to the Chinese market



In the first two sections, Being Seen and Being Found, you are using your existing internet site and the free tools of the internet e.g. Chinese Search Engines. We would expect your business to have spent about \$1,500 / £1,000 depending on the size of your internet site, getting to this point.

Reaching out to the Chinese internet is where the investment gets higher.

We recommend you review your existing internet traffic from China and review your competitors both international trading in China and local Chinese businesses.

A good starting point for competitors review is the Chinese search engines and the Chinese e-Mall e.g. Tmall Global, JDbuy, etc.

The topics below do not cover all matter in reaching out to the Chinese internet markets.

These are subjects that Access to China have working practical experience.

Note: Chinese social media and APPs are currently being updated and will be added soon.

Routes to the Chinese markets

There are different trading methods for Chinese businesses (B2B) and Chinese consumers (B2C) within both China and in your local market either over the internet or visitors from China.

Before you start, look at your business and product / service branding in China. If your business branding is not registered in China, we recommended you correct this ASAP. All your Chinese marketing can be undermined by another company; either Chinese or overseas, by registering your business brand(s) in China and reproducing your products /services locally.

For more information on registration of your trademarks in China, please see, [Chinese Intellectual property](#)

In addition, if you are selling goods inside China your product(s) may require local certification, e.g. power supplier need CCC certification. While it the responsibility of the Chinese importer to check and apply for any required certificate it may be appropriate for your business to be part of the certification process so that you have ownership of the final documentation.

Generally, this does not apply to products purchased from outside China and posted to a consumer in China. The major exception to this rule is power rating; China voltage is 220V/50HZ. This is different to the many countries, including UK, EU, USA.

For more information please see: [Routes to the Chinese market](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Your current local market	Are you receiving customers from Chinese market already; local, tourist, internet sales	High	
Your current internet site	Direct sales from your current internet site to the Chinese market	High	
Chinese internet site platform	Direct internet sales to China using Chinese eMall platforms	Medium	
Chinese agent	Appoint a Chinese agent	Medium	
Chinese distributor	Appoint a Chinese distributor	Medium	
Chinese representative office	Appoint a Chinese representative office	Low	
Chinese product licensing	Check and Chinese test / license your products in China	Medium	
Chinese Joint venture	Enter into a Chinese joint venture	Low	
Create a Chinese business	Wholly foreign owned Chinese enterprise (WFORE)	Medium	

Version V1.3 – 20 June 2019

Chinese product licensing

Outside China we call this “Product Certification” which is enforced by “Trading Standard” office. This is call “Product Licensing” in its English translations.

For products sold directly to a consumer from overseas a Chinese product license is normally not required as these are “one-off” product sales. An example of an exception to this rule is electrical goods. The certification standard is electrical goods is CCC. Most international electrical goods already have this this certification.

In the same way as any country Customs, China will inspect and seize goods which do not meet local standards. This does not happen often to goods sold directly to consumers from an overseas company.

The major point to consider is if the product is being sold directly by a Chinese business; e.g. wholesaler, retailer, Chinese on-line store. Local Product Licensing must be in place.

For more information please see: [Chinese product licensing](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Chinese safety standards	Is the product operate safely in China e.g. Power supply (~ V230 not V110)	High	
Brand ownership	Make sure you own your brand / trademark in China before start looking at Chinese product testing / licensing	High	
Direct to the consumer from outside China	Test shipment and customs clearance before committing to a Chinese marketing campaign, etc.	Medium	
Chinese wholesaling	Local testing and licencing maybe required for your products are been sold locally in China	Medium	
Licensing ownership	Make sure that any licensing is owned by your companies not a third parties.	Medium	
Existing licensing	Check if your current product testing paper may be acceptable in China	Medium	
Sell locally in China	Check if any local testing / licensing is required in China	High	

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Business to business (B2B)

Face to face trading is the traditional way of doing business in China for the last 50 years. Today, the internet is important in identifying of potential suppliers. The key issue is that, not many foreign internet sites can be seen in China.

The shipping costs and the costs and management of importing goods in China is the responsibility of the Chinese business. This will include the shipping costs, import duties, shipping insurance, local Chinese transport costs, etc. and local certification (if required).

Final payment for goods is normally made on presentation of the FOB certification to a bank who is holding the payment in banks escrow waiting for the shipping paper and any prearranged testing and certifications papers.

The local product certification is required for some products in China, e.g. Power: CCC certification, beauty products: Chinese animal testing, etc.

For more information please see: [Business to Business \(B2B\)](#)

Can your business internet site be seen in China: [Internet site visibility testing on the Chinese internet](#)

Make your internet site be seen and found in China: [Access to China services](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Be seen on the Chinese internet	Can your internet site be seen in China?	High	
Be found on the Chinese internet	Can your internet site be found in China?	High	
Brand / trademark registration	Have you registered your trademark in China: Chinese Intellectual property rights	High	
Chinese social Media	Create accounts for key staff in WeChat	High	
Chinese B2B platforms	Add your business to China B2B platforms e.g. Alibaba , HKTDC	Low	
Chinese social media	Resister your business in WeChat and Weibo	Medium	
Chinese internet marketing	Enter in an agreement with a Chinese social media agency	Low	

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Business to Consumer (B2C)

Selling on-line on a Chinese hosted internet site requires certification which only available to a Chinese business

Any product sold on a Chinese website is subject to Chinese rules and regulations

Products sold on internet sites outside China to a Chinese consumer are not subject to Chinese rules and regulations e.g. your internet site, Tmall global, etc.

Products imported to China are subject to duty and taxes.

B2C purchased from foreign internet site are not subject to Chinese product certification rules (i.e. overseas cosmetic products sold directly to a consumer do not require Chinese product certification).

For more information please see: [Business to Consumer](#)

Can your business internet site be seen in China: [Internet site visibility testing on the Chinese internet](#)

Make your internet site be seen and found in China: [Access to China services](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Be seen on the Chinese internet	Can your internet site be seen in China?	High	
Be found on the Chinese internet	Can your internet site be found in China?	High	
Brand / trademark registration	Have you registered your trademark in China: Chinese Intellectual property rights	High	
Chinese social Media	Create accounts for key staff in WeChat	High	
Chinese B2C platforms	Add your business to China B2C platforms e.g. Tmall Global, JDBuy, etc. For a full list: Chinese internet publishing options	Medium	
Chinese social media	Register your business in WeChat and Weibo	Medium	

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e-Commerce from Outside China

There are great success stories of overseas companies selling directly to the end consumer.

We offer the following approach for SME wishing to enter the Chinese consumer market.

Our recommendation is based on a business which wishes to enter the Chinese consumer without high costs / risk. The offset to this is your margins will be lower but could match the margins you achieve in your local market. The opportunity is increased turnover in the world's largest market at low risk.

For more information please see: [e-Commerce from Outside China](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Chinese eMalls	Review the options available from Chinese eMalls	High	
Brand / trademark	Is your brand / trademark registered in China	High	
Chinese product standards	Do your products meet Chinese local standards e.g. power ratings	High	
Marketing	What are your marketing options and costs for the Chinese market	High	
Chinese social media	What options are available	Medium	
Reseller	Appoint a Chinese reseller	Medium	
Shipping service levels	What options and costs for shipping to China	Medium	

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Shipping to the Chinese consumer

Shipment to Chinese consumers is by airmail / air freight.

Shipping of goods to China is not as well established as shipping goods from China. The exception to this is the services offered by the Chinese e-Malls; i.e. TMall, Taobao, JDBuy, etc.

The Chinese e-Malls have the following procedures for overseas purchases;

- Goods are ordered / purchased from the overseas
- Goods are dispatched to China to a central clearing centre e.g. Hangzhou for Taobao / TMall.
- The goods clear customs and duties and local taxes paid
- Goods are despatched to the consumer in China
- If goods are returned, they are sent back to the central clearing centre. Forwarding from there will depend on instructions from the seller.

Once the goods have arrived at the clearing centre in China the consumer can track the shipment process on their mobile APPs.

When purchasing international goods, the normally delivery time on the e-Mall sites is 15 days.

For more information please see: [Shipping to the Chinese consumer](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Shipping Options	What shipping options are available	High	
Chinese eMall	Does Chinese eMall (Tmall, JDBuy) offer shipping	Medium	
Shipping service levels	What is your shipping service levels?	Medium	
Shipping costs	Are your shipping costs included in the price to the customer	High	
Chinese duty	Is there customs duty	High	
Chinese duty payment	How is the customs duty paid	High	
Returns	How are returns going to be handled	High	

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Trade inside the Chinese market



Access to China and its staff having been trading in China for over 20 years running both local and international businesses.

The topics below do not cover all matters in trading inside China on the Chinese internet. These are subjects that Access to China has working practical experience.

Our recommendation: There are many options available when trading inside China. Please make your goals clear before making the large investment needed, e.g.

Running a business inside China vs remaining as foreign business

Creating a Chinese company

Before you create a Chinese company in mainland China make sure you fully understand whether you need to do this.

Examples of why you might need a Chinese business:

- 1) Production costs cheaper in China
- 2) Chinese government grants available
- 3) Local Chinese investment available
- 4) Local Chinese overseas branded services – e.g. coffee shop chain
- 5) You wish to sell directly to businesses and consumers from within China
- 6) Chinese government licensing is only available if you have a Chinese company; e.g. ICP certification

You do not need a Chinese business if you are selling into China from business / e-Commerce site located outside mainland China. i.e. Hong Kong, USA, UK, etc.

We would only recommend you consider creating a Chinese business if you have looked at all the other options first – see Routes to the Chinese market.

For more information please see: [Creating a Chinese company](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Is a Chinese business required	Do you need to create a Chinese business; Routes to the Chinese market	High	
Trading rights	What Chinese trading rights do you require and are these available to foreign companies	High	
Brand / trademark	Chinese Brand / trademark registration	High	
Local legal respective	Appointed Chinese legal respective	High	
Type of business	What type of Chinese business e.g. JV, WFORE, shell company, etc	High	
Business plan	Create and review detail business plan for the Chinese business	High	
Capital requirement	Chinese business needs to declare capital from the outset	High	
International contracts	Supplier contracts from your foreign company to the Chinese company to enable international payments	Medium	
Accountant	Appoint a local Chinese accountant	Medium	
Chinese grants	Chinese JV can apply for Chinese government grants	Medium	

Version V1.4 – 20 June 2019

Transfer monies to and from China

Monies cannot to freely transferred between mainland China to overseas people and companies.

There are rules and regulations on monies transferred, in the same way there is for many countries. These rules and regulations will depend on the person / company and contracts registered with the Chinese banks.

Note: - Hong Kong rules and regulations are very different to mainland China.

For more information please see: [Transfer monies to and from China](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Chinese citizen	Chinese citizen transfer limit	Medium	
Chinese business	Chinese company contract agreed and filed at the Chinese bank	High	
Chinese credit card	Chinese consumers have been able make payments using Visa, Mastercard, etc. for the last few years	Medium	
Currency	Which currency are you using for payments	Medium	
Payment gateways	Which payment gateways	Medium	

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Chinese payment gateways

Having a payment gateway that processes local payment methods, including local credit cards, is needed for successful trading on the internet.

All countries have rules and regulations on which payment method can be used and when. To that end, China has its rules and regulations and will not allow a Chinese business to operate payment processes on non-Chinese approved systems. This applies to all internet transactions processed on server / cloud / data centres located in China. All payment made in China must be to a Chinese bank account.

An overseas business needs to have access to some parts of these payment gateways if you want to trade widely and successfully with Chinese people and businesses. “If you cannot take a payment you cannot process an order”.

For more information please see: [Chinese payment gateways](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Your exiting payment gateways	Does your existing gateway operate on the Chinese internet	High	
Your exiting payment gateways	Is your existing payment gateways known to the Chinese consumer	High	
Currency	What currencies are going to be accepted	Medium	
UnionPay	Does your current gateway accept UnionPay	Medium	
WePay	Add a WePay gateway	Medium	
Alipay	Add an Alipay gateway	Medium	
Bank Transfer	Does your current gateway allow for bank transfers	Low	
Gateway changes	What are the terms, changes and currencies for each gateway option	Medium	

Version V1.4 – 20 June 2019

Chinese dedicated system presents

There is large difference in the way the Chinese approach internet services.

Outside China internet services have grown by businesses publishing their own websites. Today working alongside the business websites there is a growing use of e-Mall department stores websites i.e. Amazon, eBay, etc.

Inside China business use of e-Mall department stores came first starting with Alibaba (B2B marketing) and then China Amazon, Taobao, JDBuy (360buy), TMall, etc. (B2C).

If you have a band or range of products which are already known to the Chinese market then approaching the Chinese market with a dedicated internet site should be considered.

For more information please see: [Chinese dedicated system presents](#)

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Inside China	Performance inside China	High	
Outside China	Performance outside China	Low	
Estimated set up costs and deposits (SME)	What are the costs and difference between the platforms	High	
Running costs	What are the costs and difference between the platforms	High	
Marketing platform assistance	What is the marketing investment required	High	
Marketing investment effect on completer products	Third party platforms often offer alternative products	Medium	
Marketing costs	What are the costs and difference between the platforms	High	
Chinese protection of products	Are your products seen to be from your brand	High	
Product storage	Solutions are required at the outset	High	
Products shipment	Solutions are required at the outset	High	
Product returns	Solutions are required at the outset	High	

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Chinese ICP (internet contents provider) Certification

An ICP license is issued to the company. The ICP certification is issued for the internet content, e.g. Domain name, APP, IP address, etc.

What types of ICP certification you can request will depend on your Chinese company ICP license.

The certification process is for public internet content only. If content is for a company's internal use and not accessible to the public then certification is not required. If a domain name is being used to access the company's information over the internet then the domain name may need ICP certification even if it is only login screen.

For more information, please see: [Internet contents provider \(ICP\) licensing and certification](#)

Chinese ICP internet site; www.miitbeian.gov.cn

<i>Subject</i>	<i>What needs Checking</i>	<i>Priority</i>	<i>Checked?</i>
Do you need an ICP certification	Please check summary list; Internet contents provider (ICP) licensing and certification	High	
What is type of business	Different business will require different ICP certifications	High	
Do you have a Chinese business	ICP certification is only available to Chinese businesses	High	
ICP application	ICP application is made to Chinese authorities prior to publishing	High	
ICP number	ICP needs to be added to your home page	High	

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