

## Ningbo Companies on the Global Stage

# Harnessing Global Resources for a Seamless Trade Network

By Jin Lu

China Base Ningbo Group exemplifies the evolution of Ningbo's foreign trade from modest beginnings to significant prominence, mirroring the broader changes brought about by China's reform and opening up. As a leading foreign trade company in Ningbo and Zhejiang, China Base Ningbo Group has played a pivotal role in boosting China's domestic and international trade, while supporting the growth of its upstream and downstream partners.

## Streamlining Global Reach for Chinese Manufacturing

Founded in 1985, China Base Ningbo Group Co., Ltd. has been active in bulk commodity trade for nearly 40 years, serving customers in almost 200 countries and regions. It ranks among the top three private businesses in bulk commodities nationwide and has consistently led Ningbo in import and export volume for many years.

Through continuous innovation and transformation, China Base has evolved into a major player with extensive reach along the value chain, integrating upstream and downstream resources to establish a comprehensive supply chain service system for bulk commodities. The company has successfully combined import, re-export, domestic distribution, and export under a single model, providing all-encompassing supply chain services such as financing, raw material import, strategic research, inventory management, and sales for Chinese factories. This approach addresses challenges faced by small and medium-sized factories, such as limited purchasing sources and weak bargaining power with foreign buyers, enhancing their risk management and sustainable growth.

China Base possesses extensive knowledge of export trade. In 2013, it launched the China Base Huitong Integrated Foreign Trade Service Platform, offering customs clearance,



China Base Ningbo Group is an active player in the automobile industry. [Photo provided to Ningbo Times]

foreign currency exchange, export credit insurance, and logistics services to thousands of small and medium-sized import & export companies across China. By 2023, it had facilitated 8.8 billion yuan in financing and provided \$1 million in free export credit insurance, covering \$640 million in trade orders for SMEs.

In response to the shifting global trade landscape, China Base has expanded its services into cross-border e-commerce, offering supply chain management, warehousing, logistics, finance, product development, brand incubation, and digital transformation. Partnerships with platforms such as Yi Ya, eBay, and Kaishi have led to the creation of an auto parts procurement platform, simplifying the process for Chinese manufacturers and brands to expand globally.

## Actively Embracing Change

Ying Xiuzhen, Vice President of China Base Ningbo Group and President of China

Base Ningbo Foreign Trade Co., Ltd., is a well-established figure in Ningbo's import and export industry. Often referred to as "the queen of Ningbo's import and export business scene", she has played a key role in China's global trade development.

In recent years, Ying has traveled extensively to countries including Mexico, Chile, Bulgaria, Poland, Azerbaijan, Georgia, Saudi Arabia, and the UAE. These visits—attending exhibitions, engaging in negotiations, and conducting market research—have driven China Base's international reach. Following her research in Saudi Arabia, the company opened two stores in the country, specializing in Chinese building materials, and is now handling significant order volumes, with a \$3 million deal expected soon.

Ying emphasizes that, as a foreign trade platform, China Base must not only support SMEs but also expand export channels for everyone and ensure a steady flow of quality Chinese goods into interna-

tional markets. To adapt to changing times, the company established a cross-border e-commerce service platform that leverages advanced technologies, including the metaverse, to overcome the limitations of traditional online communication and promote products globally more effectively.

Thus, China Base Ningbo Foreign Trade has grown from a simple 1.0 platform focused solely on exports into a comprehensive foreign trade hub that integrates services like cross-border e-commerce, finance, logistics, overseas warehousing, exhibition support, and digital marketing. This transformation has positioned the company at the forefront of China's international trade.

## From Domestic to Global

Since 2020, China Base has collaborated with major state-owned enterprises to form five mixed-ownership companies. In 2023, these joint ventures achieved 25 billion yuan in revenue, marking a 48% year-on-year

growth.

China Base has also been a significant player in the automotive industry for over two decades. Since 2018, the company has expanded into the used car market, building a comprehensive trading system through both online and offline channels. It established Ningbo's first used car live-streaming e-commerce base, with annual revenues nearing 800 million yuan, making it the largest used car sales operation in the city.

China Base now has overseas warehouses in Dubai, while accelerating its market expansion in Central Asia, the Middle East, North America, and Europe, exporting second-hand cars worldwide.

"2024 will be a challenging year, filled with both risks and opportunities. We are confident in making China Base stronger, larger, and more resilient, while providing better services to our upstream and downstream partners and contributing further to Ningbo's economic development," said Zhou Jule, Chairman of China Base Ningbo Group.

## Hong Kong Native Settles in Ningbo, Helps Ningbo Clothing Firms Expand Overseas

By Yan Yiran

Wu Zhenyu, a Hong Kong native who has settled down in Fenghua, Ningbo, has been focused on expanding his overseas market presence in recent months.

Thanks to the surge in cross-border e-commerce, Ningbo Fengshang Technology Co., Ltd.—a company jointly established by Wu's Danaus Wing Technology and five other Fenghua-based businesses—has seen remarkable growth this year.

"Last year, sales exceeded \$10 million. In the first five months of this year, export sales increased by 160.96% year-on-year, and we expect to reach \$20 million by the end of the year," said Wu.

Wu met his current wife, Wu Jue, from Fenghua, while studying in Australia. In 2007, he moved with her to Ningbo, where he joined her family's company, Ningbo Danaus Clothing Co., Ltd., helping the business expand into European and American markets.

After their marriage, the couple settled down in Fenghua, where Wu has now lived for 17 years. He noted that Ningbo's economic landscape, heavily focused on foreign trade, was a perfect fit for his ambitions. "Ningbo has always had a strong orientation towards 'going global.' As a historic port city, its export-driven mindset sets it apart from other parts of China. Many local companies are actively involved in foreign trade," Wu explained.

As e-commerce continued to evolve, Danaus Wing Technology joined forces with five Fenghua clothing companies in 2021 to form Ningbo Fengshang Technology Co., Ltd., a platform designed to support clothing exports.

"Ningbo, known as the 'Capital of Chinese Garment Manufacturers', has top-tier clothing enterprises. However, there aren't enough companies that offer high-end design, production, logistics, and overseas warehousing. Fengshang Technology's mission is to help local clothing companies expand globally," Wu said, stressing the importance of cultural understanding and expertise in international markets.

Several senior executives at Fengshang Technology, including Wu, have lived abroad and are fluent in local languages and customs, enabling smoother communication with overseas clients. This cultural integration has been key to strengthening product support and driving sales.

"Our strengths go beyond just the product, supply chain, and logistics. It's our team's expertise and international experience that push us forward," Wu stated confidently. "We aim to extend our support beyond the clothing sector, helping more Chinese companies 'go global' by boosting their competitiveness and ability to support local economies."

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## SPOTLIGHT

## International Students Experience Intangible Cultural Heritage

By Jin Yuhan

On October 9, a vibrant cultural event took place at Jinshan Park in Changling Community, Fenghua, Ningbo, drawing crowds and international students from over 10 countries. This engaging activity allowed participants to explore the richness of traditional customs through hands-on experiences.

Guided by skilled practitioners of intangible cul-

tural heritage crafts, the international students created their own paper cuttings, donned costumes to learn the singing styles and basic stage gestures of Yue Opera, and prepared rice cakes and Ningbo Tangyuan—sweet rice balls—from scratch by kneading dough, dividing it into portions, and pressing them into molds.

Sanya from India expressed her appreciation for the experience, stating, "This

activity gave me a new understanding of traditional Chinese culture. Chinese intangible cultural heritage is truly remarkable, and I am fascinated by the paper-cutting art, opera, and food."

Reflecting on her newfound insights, she added, "I had only read about Chinese traditional customs in books before, but this activity allowed me to feel the unique charm of these customs. I will definitely share this wonderful experience with my family and friends."



International students create their own paper cuttings. [Photo by Zhang Ruohao]