

# Ningbo Cross-border Livestreaming Extends into New “Blue Ocean”

Striving towards a modern coastal metropolis  
建设现代化滨海大都市

“We have a special festival discount for this ‘Snail Essence’! Now count down with me: three, two, one; here comes the hyperlink for a special discount ...”

“这款‘蜗牛原液’，有节日特别优惠！跟我一起倒数，三、二、一，上折扣链接……”

In the past two days, the Ningbo Cross- Border Livestreaming Incubation Base was filled with a bustling vibe as Queen J and Rachel, influencers from a top Singaporean MCN, were livestreaming to promote Ningbo-based beauty products to TikTok users in Singapore. The two anchors vigorously worked from 8 p.m. to 1 a.m. for two consecutive days, achieving an average sale of 20,000 yuan per hour.

近日，宁波跨境直播孵化基地洋溢着热火朝天的氛围。来自新加坡头部MCN的“网红”主播Queen J和Rachel前来直播带货，向新加坡的TikTok网友推介宁波一美妆品牌产品。两位主播连续两天卖力“吆喝”，从晚上8点忙到凌晨1点，平均每小时卖出2万元。

“We believe that livestreaming on TikTok in Ningbo holds significant value,” said Tang Xiaoyue, head of the Incubation Base. Following her recent visit to the TikTok headquarters in Singapore, she was informed that Ningbo boasts many quality products but lacks enthusiasm in utilizing video and livestreaming channels to penetrate the market. This consolidated her confidence in facilitating Ningbo brands to go global.

“我们相信，在宁波做TikTok直播非常有意义！”宁波跨境直播孵化基地负责人唐小月告诉记者，前段时间，她拜访新加坡TikTok总部，对方的负责人说，“宁波有许多好产品，却缺乏借视频和直播渠道打开市场的热情”，这坚定了助力宁波品牌出海的信心。

As competition surges in the cross-border e-commerce industry, the entry barriers for traditional platforms like Amazon increase. Price wars have even erupted, leaving sellers exhausted in the rat race. In contrast, TikTok – the short video platform with over 1 billion daily active users worldwide – is emerging as a new blue ocean for sellers to leverage content commerce and surpass competitors.

如今跨境电商行业的竞争日益激烈，亚马逊等传统平台的人局门槛越来越高，甚至掀起“价格战”，令卖家们直呼“卷不动了”。相形之下，作为海外版抖音的TikTok，全球日活跃用户数突破10亿，正成为卖家们借内容电商弯道超车的“新蓝海”。

“Targeting the current trend, we collaborate with influencer salespersons and MCN agencies in Southeast Asia and other regions to provide livestreaming services for cross-border e-commerce companies in the Yangtze River Delta region. This initiative builds upon our existing freight forwarding business.” In 2022, Tang Xiaoyue, an expert in the international logistics industry, started her second business and established the Ningbo Cross- border Livestreaming Incubation Base in Yinzhou District.

“瞄准这一风口，我们在保持原先货代业务的基础上，携手东南亚等地的主播和MCN机构，服务长三角一带跨境电商企业直播出海。”2022年，“老本行”是国际物流行业的唐小月开启“二次创业”，在鄞州区成立宁波跨境直播孵化基地。

在龙年，宁波跨境直播孵化基地迎来的第一项活动，就是携手Queen J等新加坡“网红”主播为宁波品牌带货。此轮直播吸引数千名的观众“激情下单”，累计销售额突破25万元。

In the Year of the Dragon 2024, the first event hosted by the Ningbo Cross-border Livestreaming Incubation Base was a sales collaboration with Queen J and other Singaporean influencers to promote Ningbo brands. The live-stream attracted thousands of passionate viewers and buyers, resulting in total sales exceeding 250,000 yuan.

甲辰龙年，宁波跨境直播孵化基地迎来的第一项活动，就是携手Queen J等新加坡“网红”主播为宁波品牌带货。此轮直播吸引数千名的观众“激情下单”，累计销售额突破25万元。

Through this “trial by fire”, Tang grew more confident in entering the Singaporean market. “Singapore’s prevalent Chinese culture and minimal time difference with China make local consumers more receptive to Chinese brands. As a developed nation, Singapore boasts significant consumer purchasing power, with residents willing to invest in quality products at higher prices. Moreover, the mutual visa exemption between China and Singapore allows local TikTok influencers and traders to seamlessly travel to Ningbo for client meetings as needed.”



The Singaporean influencer is livestreaming to sell Ningbo-based beauty products.

通过这次“小试牛刀”，唐小月坚定了进军新加坡市场的信心——“新加坡的华人文化盛行，和中国没有时差，当地消费者更容易接纳中国品牌。作为发达国家，他们的购买力可观，愿意花更高的客单价为品质买单。再加上中国对新加坡互免签证，当地的TikTok达人和商贸人士可以随时‘打飞的’来宁波和客户碰面。”

The widespread success of Chinese brands in Southeast Asian countries like Singapore via TikTok is due to the increasingly solid mass market for Chinese products and the growing popularity of Chinese business models such as livestreaming e-commerce overseas.

而广大中国品牌，之所以能借TikTok在新加坡等东南亚国家“出圈”，既反映中国产品的“群众基础”日益扎实，又得益于直播带货等“中国模式”在海外的输出。

“In the past, Singaporean consumers preferred Japanese and Korean brands. But now, they’ve discovered that Chinese brands offer both quality and value, especially in beauty products that cater to Asian skin types. It’s evident that Singapore has transitioned into the era of Chinese brands.” Queen J, with her short purple hair, beamed energetically and said, “I myself am a die-hard fan of the Ningbo clothing brand, Peacebird.”

“以前，新加坡的消费者偏爱日韩品牌；如今，他们发现中国品牌兼具质量和性价比，尤其是美妆产品，符合亚

洲人的肤质。可以说，现在的新加坡，已迎来中国品牌的时代。”Queen J留着一头紫色的短发，元气满满地笑道，“我自己就是宁波服装品牌太平鸟的‘铁粉’。”

Nowadays, Chinese businesses are leveraging cross-border e-commerce to shift from manufacturing for export to branding for export. The establishment of the Ningbo Cross- border Livestreaming Incubation Base is both a proactive response to this trend and a testament to the ongoing efforts of numerous Ningbo cross-border e-commerce service providers to extend the value chain based on customer demands. Whether exploring new avenues like e-commerce livestreaming or entering markets such as Singapore, it showcases the innovative spirit of Ningbo entrepreneurs who are striving to explore every feasible path toward potential success.

当下，中国企业正借助跨境电商，从制造出海走向品牌出海。宁波跨境直播孵化基地的诞生，既是顺势而为的举措，又反映广大宁波跨境电商服务商不断根据客户需求而延伸价值链的奋发之举。无论是试水电商直播的“新玩法”，还是进军新加坡的“新市场”，都体现宁波创业者们“想尽千方百计”的创新精神。

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