



????Burberry????????????????????11????????“????????????????????”

Overseas brands like Burberry are rolling out new products instead of providing clearance sales for the upcoming shopping event. This shows that they consider the domestic online marketplace a key platform to popularize their products.

Burberry??

US retailer Wal-Mart Stores Inc announced on October 20 that it will open an international flagship store on jd.com.

10?20??

In 2015, Chinese tourists' spending overseas hit \$104.5 billion, up 16.6 percent year-on-year, according to a report released by the China Tourism Academy and UnionPay International.

????????????????????????????2015????????????????????1,045????????????16.6??

Alibaba's Tmall online shopping platforms posted sales of 91.2 billion yuan (\$13.5 billion) in the Double 11 shopping event in 2015, up 60 percent year-on-year.

2015????????????????????11????????????????912????????135????????????60??

Due to the strong buying power of Chinese shoppers, foreign e-commerce platforms are also seeking opportunities to develop in the country.

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Experts suggested domestic e-commerce dealers step up efforts to crack down on fake goods on their platforms.

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Luxury brands have close cooperation with foreign e-commerce dealers but only a few have entered China's online market, indicating that they may have concern about counterfeits, and that Chinese online vendors should try their best to fight against counterfeits.

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In May, the International Anti-Counterfeit Coalition (IACC) suspended Alibaba's membership, mainly due to concerns by various IACC members.

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