

## SingPost signs Strategic Partnership Agreement with By56.com at CCBEC 2023

**Shenzhen, China, September 13, 2023** — Singapore Post (SingPost), a leading postal and e-commerce logistics provider in Asia-Pacific, marked its presence at the China (Shenzhen) Cross-Border E-Commerce Exhibition (CCBEC 2023) by signing a strategic cooperation agreement with one-stop cross-border logistics intelligence service platform, By56.com. This collaboration heralds a new era of enhanced logistics solutions in the international cross-border e-commerce sector, promising mutual benefits and advancing the high-quality development of the global cross-border e-commerce platform ecosystem.



The agreement was signed by Eddie Lee, Commercial Director of SingPost International Business, and Liu Xiangdong, CEO of By56.com. The signing ceremony was witnessed by Li Yu, CEO, International, SingPost, and Zhang Qingxi, Chairman of By56.com Group.

This collaboration aims to leverage SingPost's global strengths, offering comprehensive logistics solutions to By56.com across Australia, Southeast Asia, Europe, the United States, the Middle East and other regions. SingPost's extensive network coverage will facilitate logistics transportation, cargo clearance, terminal delivery, and other vital aspects to ensure swift and secure delivery of goods to consumers.

The Chinese cross-border e-commerce market continues to expand, presenting significant growth opportunities for the international logistics industry. According to a report released by the General Administration of Customs, China's cross-border e-commerce import and export

scale surpassed 2 trillion yuan in 2022, marking a 7.1% increase from 2021. The proportion of foreign trade in the import and export scale of cross-border e-commerce goods has risen from less than 1% five years ago to 4.9%. Globally, the World Trade Organization's research report predicts that global B2C cross-border e-commerce will maintain a remarkable growth rate of 27% by 2026, indicating substantial development prospects.

Li Yu, CEO, International, SingPost, said, "China is the world's largest e-commerce market and plays a vital role in international trade. SingPost values the Chinese market and is committed to providing Chinese consumers with fast, reliable, cost-effective cross-border e-commerce logistics services. We look forward to collaborating with By56.com, leveraging their extensive experience in cross-border logistics services, to jointly provide efficient and fast all-round solutions, and promote the sustainable development of commercial logistics in cross-border e-commerce."

Zhang Qingxi, Chairman of By56.com Group, commented, "Since its inception, By56.com has consistently strived to enhance social logistics efficiency through technological innovation. SingPost boasts an advanced logistics system and a comprehensive logistics network, enabling seamless and efficient cross-border logistics solutions and transportation services. We look forward to collaborating closely with SingPost, offering customers high-quality cross-border logistics solutions and products."

To further expand its presence in the Chinese market, SingPost plans to establish a wholly foreign-owned enterprise in Shenzhen in November this year. The move will create a "dual hub" structure in Shenzhen and Hong Kong, further supporting foreign trade companies' cross-border e-commerce operations.

### **About Singapore Post Limited (SingPost)**

Singapore Post (SingPost) is a leading postal and eCommerce logistics provider in Asia Pacific. The portfolio of businesses spans from national and international postal services to warehousing and fulfilment, international freight forwarding and last mile delivery, serving customers in more than 220 global destinations. Headquartered in Singapore, SingPost has over 4,900 employees, with offices in 13 markets worldwide. Since its inception in 1858, the Group has evolved and innovated to bring about best-in-class integrated logistics solutions and services, making every delivery count for people and planet. [www.singpost.com](http://www.singpost.com)

### **About By56.com**

By56.com is a one-stop cross-border logistics intelligence service platform, renowned for its cutting-edge technological innovations aimed at enhancing social logistics efficiency. With a comprehensive logistics network, By56.com is a trusted partner in delivering seamless cross-border logistics solutions and transportation services to businesses and consumers globally.



For media enquiries, please contact:

Sophia Ong  
Group Communications and Marketing  
Singapore Post Limited  
Tel: +65 6541 8200  
Email: [Sophia.Ong@singpost.com](mailto:Sophia.Ong@singpost.com)