



Research Report on China's Taobao Villages (2015)

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Key Findings

- Taobao villages are an important part of Alibaba's rural strategy, which is in the structure of "dual cores + N". "Dual cores" refer to rural Taobao and Taobao villages, and "N" refers to a wide range of agriculture-related business on the platforms of Alibaba, such as the characteristics of China, Taobao agriculture, Taobao University, miao.tmall.com, Taobao agricultural materials, mantianxing.taobao.com, ye.1688.com, etc.
- The scale of Taobao villages in the whole country reached a new level in 2015. 780 Taobao villages up to the standards were found, increasing by 268% from a year earlier. These Taobao villages are widely distributed in 17 provinces, cities and districts, covering more than 200,000 active online shops. Among them, the number of Taobao villages in Zhejiang, Guangdong and Jiangsu ranked the top three in the country. 71 Taobao towns emerged in the country, increasing by 274% from a year earlier.
- 17 Taobao villages were found in central and West China in 2015. Taobao villages were found for the first time in seven provinces, cities and districts including Hunan, Jiangxi, Yunnan, Beijing, Jilin, Liaoning and Ningxia.
- The number of Taobao villages in national-level poverty-stricken counties increased from 4 in the previous year to 10 in 2015, and the number of Taobao villages in provincial-level poverty-stricken counties reached 166.
- Items contributing the highest turnover to Taobao villages in 2015 were clothes. Furniture and shoes ranked the second and third respectively. The fourth to the 10th were: automotive supplies, suitcases, bags and leather products, toys, daily homeware, bedding, outdoor supplies and main home decoration materials in turn.
- The top 10 clusters of Taobao villages in the country in 2015: Yiwu, Zhejiang, Cao County, Shandong, Jinjiang, Fujian, Puning, Guangdong, Shuyang, Jiangsu, Suining, Jiangsu, Baiyun District, Guangzhou, Chaonan District, Shantou, Wenling, Zhejiang and Zhuji, Zhejiang.
- In 2015, B2B e-commerce villages began to emerge on a large scale. This kind of villages was more closely associated with local industrial clusters and greatly expanded the transaction scale of Taobao villages in the future.
- Local governments in all places continuously promoted supportive policies for Taobao villages. They are gradually transferring from the stage of completely barbaric development like grass roots into the stage of entry to the market and coordinated development with the government.

1. The New Era for Taobao Villages

It was another magnificent year. Internet is getting into the rural areas in China at an unprecedented speed. Given the background characteristic of the times, Taobao villages throughout the country enjoyed three favorable conditions—platform encouragement, government support and industry demand, and entered the “golden age” featuring faster growth. The new era for Taobao villages featuring larger scale, wider territory and more far-reaching influence has come.

1.1 Taobao Villages onto a New Level

Taobao villages are growing around the country at extraordinary speed. 212 Taobao villages were found in the country in 2014. On this basis, the scale of Taobao villages in the country reached a new level in 2015. By the end of 2015, AliResearch had found 780 Taobao villages (see the specific list in detail in the appendix) in the country, increasing by 268% from a year earlier.

These Taobao villages are widely distributed in 17 provinces, cities and districts. Among them, the number of Taobao villages in Zhejiang, Guangdong and Jiangsu ranked the top three in the country. It's noteworthy that Taobao villages were found for the first time in seven provinces, cities and districts including Hunan, Jiangxi, Yunnan, Beijing, Jilin, Liaoning and Ningxia.

A similar trend featuring fast growth was showed in the number of Taobao towns. 19 Taobao towns emerged in the country in 2014, and the number increased to 71 in 2015, increasing by 274% from a year earlier. As more and more Taobao towns came into being, Taobao villages had stronger industrial cluster effect and more significant pulling effect on the regional economy.

1.2 How Hot Are Taobao Villages?

How hot are Taobao villages? You can have a general idea by just finding out how frequently the state leaders visit Taobao villages. Four leaders of the central government visited Taobao villages for survey and inspection five times within a year.

Member of the Standing Committee of the Central Political Bureau of the CPC and Premier of the State Council Li Keqiang showed up in Qingyanliu Village, Yiwu, Zhejiang at dusk on November 19, 2014. He met with representatives of the young online merchants in the village and said that online shops played a significant role in serving the entity economy in the virtual space and expanding the huge market. He also referred to the village as “the first village of online shops”;

Member of the Central Political Bureau of the CPC and Vice Premier of the State Council Wang Yang went to Bainiu Village, Lin'an, Zhejiang on January 20, 2015 accompanied by Chairman of the Board of Directors of Alibaba Group Jack Ma. In this Taobao village which has grown depending on the hickory nuts industry, Wang Yang encouraged more young people in big cities to return home and start their own businesses like the online merchants in Bainiu Village.

Member of the Central Political Bureau of the CPC and Vice President of the People's Republic of China Li Yuanchao went to Qingyanliu Village, Yiwu, Zhejiang for survey on August 28, 2015. He spoke highly of the young entrepreneurs who dare to make innovation and had bold ideas regardless of hardships, contributing to the online trend of entrepreneurship and innovation and striving for excellence. He specially advised that online merchants make business integrity, quality and safety as the priority.

Member of the Central Political Bureau of the CPC and Vice Premier of the State Council Wang Yang went to Shaji Town, Suining County, Jiangsu Province on September 24, 2015 to inspect the development of e-commerce in the village. Wang Yang was very pleased with the achievements of the online merchants in Shaji Town. He said the development pattern of Shaji Town was very valuable and that innovation and transition were more important in the future. We need to continue to explore existing policies and the market, looking for a foothold and development.

Member of the Standing Committee of the Central Political Bureau of the CPC and Vice Premier of the State Council Zhang Gaoli went to Daji Town, Cao County for the inspection of Taobao villages on October 23, 2015. He visited the Taobao Industry Development Office and a number of online merchants and service providers in turn. Zhang Gaoli spoke highly of the practice that Cao County promoted Taobao villages and realized poverty alleviation with the help of e-business.

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The leaders of the central government visited Taobao villages so frequently, releasing a significant signal that rural e-commerce represented by Taobao villages is playing an important role in promoting “public entrepreneurship and general innovation” in the trend of Internet economy, providing good reference for the solution of issues concerning agriculture, countryside and farmers.

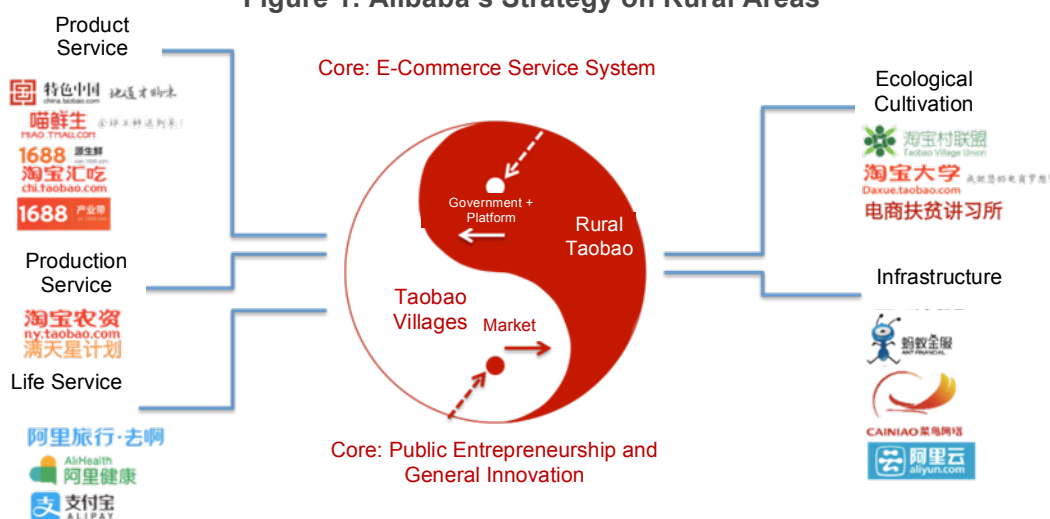
1.3 Analysis of Alibaba's Rural Strategy

After Alibaba Group was listed in New York on September 19, 2014, it proposed the three major strategies, “e-commerce in rural areas, globalization and big data”. Thereafter, the rural strategy of Alibaba Group began to officially come into being.

On the whole, the rural strategy of Alibaba Group is in the structure of “dual cores + N”. “Dual cores” refer to rural Taobao and Taobao villages, and “N” refers to a wide range of agriculture-related business on the platforms of Alibaba, such as the characteristics of China, Taobao agriculture, Taobao University, miao.tmall.com, Taobao agricultural materials, mantianxing.taobao.com, ye.1688.com, etc.

There are three aspects regarding the enforcement of Alibaba's rural strategy. The first is to bring convenient and affordable goods and service to rural areas and farmers so that they can fully enjoy the benefits of the information society. In order to serve farmers, make innovation in agriculture and better develop rural areas, Alibaba Group released the “1,000 counties and 10,000 villages” program (namely the rural Taobao mode) in October 2014, bringing forward that it would invest 10 billion yuan in three to five years to establish 1,000 county-level service centers and 100,000 service stations in rural areas. It would develop rural Taobao in the mode of O2O by building county-level operations centers in county seats and village-level service stations in villages in order to build a rural e-commerce service system on “county-village” levels. It would build information and logistic channels to “bring consumption goods to the countryside” and explore the ways of selling rural products online in order to eventually establish an online ecological service center aimed at farmers.

Figure 1: Alibaba's Strategy on Rural Areas



Source: AliResearch

By December 9, 2015, rural Taobao had reached 202 counties in 22 provinces and established 9,278 village-level service stations. Mainly based on these village-level service stations, Alibaba provides two-way trade service, bringing consumption goods to the countryside and agricultural products to cities. In addition, it has carried out a lot of innovative practices in domestic service in rural areas relying on various agriculture-related business. By working with local branches of Railcom, China Unicom, Telecom and other operators, it provides recharging, Internet access and other service to villagers; through cooperation with Ali Trip, it provides service such as train ticket, air ticket and hotel booking to villagers; through cooperation with Alipay, it grants credit to rural Taobao partners and provides service such as living expenses payment and cash withdrawing in small sum to villagers. It will rely on the platform of AliJK in the future and provide service such as registration, medicine pick-up and remote

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diagnosis. On the November 11 shopping festival in 2015, service stations of rural taobao in the whole country accomplished the turnover of 293 million yuan in a single day, more than 30,000 yuan in each village on average, which demonstrated the consumption potential of rural areas in e-commerce.

The second aspect of the enforcement of Alibaba's rural strategy is to provide ecological support to the sustainable development of the rural economy and society. 212 Taobao villages in 10 provinces and cities in the country had emerged by the end of 2014 because of the effective support of local e-business people on their own accord. In coordination with Alibaba's rural strategy, Taobao University had successfully held 40 sessions of e-business seminars aimed at county heads in the year, covering 26 provinces, 184 prefecture-level cities and 504 counties and training 1,398 county-level leaders and cadres. Taobao University also trained 100 personnel service providers in the country to assist traditional county-level corporations in transition, business startup, innovation and other aspects. Rural taobao also launched the "2.0 mode" in May 2015. Its partners changed from non-specialized shops into specialized "rural Taobao partners". Rural taobao partners target local people with flexible thinking and a strong sense of service and advocacy, who are familiar with the Internet and online shopping, especially young people returning home. This has positive implications for the enhancement of rural e-business environment and the promotion of business startup and employment in rural areas. According to statistics, the current average monthly income of the 5,870 rural Taobao partners is 2,000-3,000 yuan and the highest is 16,000 yuan. Rural Taobao plans to get 200,000 partners in the future, who will no doubt play important roles in rural e-business.

The third aspect of Alibaba's rural strategy is to help rural areas build the infrastructure of e-business, including trade, logistics, payment, finance, cloud computing, data and so on. All types of business entities and entrepreneurs can make use of the infrastructure in the future and bring their talents into full play in the vast rural areas and provide more and more innovative informatization service to rural areas and farmers. Rural taobao worked with third-party logistic service providers and opened up the logistic channels in rural areas through subsidy and other means; Cainiao network built the "distribution network for big household appliances", covering 95% districts and counties in the country and reaching 500,000 villages; Miantianxing program had cooperated with 51 counties in the country by December 2015 and traced the sources of high-quality agricultural products; Ant Financial had connected more than 2,300 rural financial institutions, served more than two million rural e-business people and a large number of rural Alipay users and provided business loans to 180,000 small and micro corporations in rural areas, lending 30 billion yuan in total; the cloud computing team had also been exploring the application and development of cloud agriculture to provide basic service to precision and scientific agriculture in the future.

If rural Taobao is the rural e-commerce service system built and driven by the government and e-business platforms in a top-down manner, then Taobao villages are clusters of e-commerce people in rural areas developed by ordinary farmers in an bottom-up manner. The core feature is the "public entrepreneurship and general innovation" and the main driving force is the innovation of ordinary people inspired by the market. The ultimate goal of rural Taobao and Taobao villages is the same, namely the realization of increase in farmers' income, growth of rural economy, upgrade of agriculture and new urbanization through the "popularization of Internet" in rural areas.

Appendix: Definitions and Criteria of "Taobao Villages" and "Taobao Towns"

According to the definition provided by AliResearch, the "Taobao village" is a village with a large number of online merchants who regard Taobao as the main trade platform, rely on the e-business ecosystem of Taobao and form a cluster of e-commerce on a large scale and in coordination.

The criteria of Taobao villages include the following three principles:

1. Trading place: the premise is in administration villages in rural areas;
2. Transaction size: the annual turnover in e-commerce reaches 10 million yuan or more;
3. The number of online merchants: the number of active online shops in the village reaches 100 or more, or active online shops account for 10% or more of local households.

A town, township or neighborhood with three or more administrative villages that fit the criteria of Taobao villages is a "Taobao town". This is a higher level of rural e-commerce system on the basis of Taobao

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villages.

2. Interpretation of Taobao Villages with Data

2.1 Geographical Distribution: Widely Distributed in 17 Provinces and Cities

In 2015, 780 Taobao villages found in China were widely distributed in 17 provinces and cities, including 280 Taobao villages in Zhejiang, which topped the list and was followed by Guangdong with 157 ones and Jiangsu with 127 ones, Fujian with 71 ones, Shandong with 64 ones, and Hebei with 59 ones. The Taobao villages found in the six provinces accounted for more than 97% among the national total.

Figure 2: Number of Taobao Villages Found in the Provinces and Cities in China in 2015

S/N	Province/city	Number of Taobao villages	S/N	Province/city	Number of Taobao villages
1	Zhejiang	280	10	Tianjin	3
2	Guangdong	157	11	Sichuan	2
3	Jiangsu	127	12	Yunnan	2
4	Fujian	71	13	Beijing	1
5	Shandong	64	14	Hubei	1
6	Hebei	59	15	Jilin	1
7	Henan	4	16	Liaoning	1
8	Hunan	3	17	Ningxia	1
9	Jiangxi	3			

Source:AliResearch

From the perspective of prefecture-level cities, Jinhua and Wenzhou had the largest number of Taobao villages, up to 56 ones, and Quanzhou, with 47 Taobao villages, took the second place, and the cities ranked from the fourth to tenth place were as follows: Shantou, Taizhou, Guangzhou, Heze, Foshan, Hangzhou Jiaxing and Suzhou. Among them, Quanzhou and Heze accounted for more than 50% in the provincial total respectively. In these cities, Taobao villages have flourished and become a key highlight of the local e-commerce.

Figure 3: Top Ten Prefecture-Level Cities by the Number of Taobao Villages in China in 2015

S/N	City	Province	Number of Taobao villages
1	Jinhua	Zhejiang	56
1	Wenzhou	Zhejiang	56
3	Quanzhou	Fujian	47
4	Shantou	Guangdong	44
5	Taizhou	Zhejiang	43
6	Guangzhou	Guangdong	38
7	Heze	Shandong	35
8	Foshan	Guangdong	30
9	Hangzhou	Zhejiang	29

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10	Jiaxing	Zhejiang	27
10	Suzhou	Jiangsu	27

Source:AliResearch

It's noticeable that 17 Taobao villages were found in the central and western regions in 2015 and two Taobao villages in the northeastern region. Taobao villages were found for the first time in seven provinces and cities including Hunan, Jiangxi, Yunnan, Beijing, Jilin, Liaoning and Ningxia.

Based on the distribution of Taobao villages already found, AliResearch has found 71 Taobao towns (see the specific list in the Appendix), including 22 in Guangdong, 20 in Zhejiang, 11 in Jiangsu, 7 in Fujian, 6 in Shandong, and 5 in Hebei.

[Case: Taobao Village at the foot of Helan Mountain]

In the Village Ministry of Desheng Village, Xigang Town, Helan Country, there are particular striking e-commerce slogans: "Establish an e-commerce platform to help you open a new road to start business and become rich" and "Taste the e-commerce and enjoy the life". Desheng Village wants to build an e-commerce village in Ningxia.

In the entrepreneurial base of the village, Zhu Long and three friends started a business to sell more than 280 kinds of special local products on Tmall and Taobao to the whole country. Shen Ting, born in the 1980s, also started her business in the base and sells Zhongning wolfberry products online, earning a monthly income of more than 200,000 yuan. Ding Haodong, Manager of Ningxia Seven Mice E-Commerce Co., Ltd. is a native of Desheng Village, invested more than one million to start a business from the local specialty gift packages. "The tourists do not have to bother to select and carry them home; when they arrive at home, so do the specialty products". Currently, 12 out of the 26-person team of Seven Mice are natives of the village.

While attracting e-commerce enterprises into the village, Desheng Village also introduces logistics enterprises to settle in, thus developing a complete industrial chain from online sales to offline distribution. In addition, Desheng Village also reconstructs the idle houses into dormitories, canteens and warehouse of the e-commerce operators to create conditions for further development of e-commerce.

Ji Yongjun, Party Secretary of Desheng Village, said in 2015 that the village has two goals for developing e-commerce: the first is to enlarge the number of e-commerce practitioners to more than 150 people and the second is to achieve sales revenue of exceeding 15 million yuan¹.

2.2 Quantity of Online Shops: Guangzhou, Quanzhou and Jinhua Have the Largest Numbers of Village-based Active Online Shops

According to incomplete statistics, there were over 200,000 active online shops in Taobao villages around the country in 2015, and the top three cities, sorted by the number of active online shops in their Taobao villages, were Guangzhou, Jinhua and Quanzhou respectively. The number of active online shops nationwide hit a new high, which marked that Taobao villages have entered a new stage of large-scale development.

In 2015, the 780 Taobao villages have different scales that in some villages, their online shops have just reached sales of 10 million yuan, and some have reached billions yuan. According to preliminary statistics, there were more than 30 Taobao villages whose online sales have exceeded 100 million (i.e. "hundred-million-yuan Taobao village"), mostly situated in Guangzhou and Yiwu. Taobao villages whose online sales came between 10 million and 30 million yuan accounted for more than 60%.

Studies show that online sales of Taobao villages have highly positive correlation with the number of active online shops. According to preliminary statistics, the top three villages, by the number of active online shops, were Lirendong Village, Xiniujiang Village, and Dayuan Village in Guangzhou.

¹ 1 Helan, 10 E-Commerce Villages Expand A New Pattern for Farmers To Become Rich .<http://news.cntv.cn/2015/06/05/VIDE1433502488674195.shtml>

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Figure 4: Top ten Taobao Villages by the Number of Active Online Shops in 2015

S/N	City	District / County	Town / Street	Village
1	Guangzhou City	Panyu District	Nancun Town	Lirendong Village
2	Guangzhou City	Baiyun District	Jingxi Street	Xiniujiang Village
3	Guangzhou City	Baiyun District	Taihe Town	Dayuan Village
4	Guangzhou City	Baiyun District	Taihe Town	Longgui Village
5	Jinhua City	Yiwu City	Jiangdong Street	Qingkou Village
6	Guangzhou City	Huadu District	Shiling Town	Yiqun Village
7	Jinhua City	Yiwu City	Jiangdong Street	Qingyanliu Village
8	Huzhou City	Wuxing District	Zhili Town	Dahe Village
9	Jinhua City	Yiwu City	Jiangdong Street	Xiawang Village
10	Jinhua City	Yiwu City	Jiangdong Street	Xiazhu Village

Source:AliResearch

The ten Taobao villages has a common feature that they are all located at the downtown or the urban fringe where there are good industrial bases, complete business facilities, and convenient transportation. It is noteworthy that in these Taobao villages, the immigrant population is the main part of online merchants. For example, Dayuan Village is known as the largest village in Guangzhou. The statistics of 2013 showed that the household population of the village was about 8,000, while the immigrant population was about 150,000². In 2014, the immigrant population of Huangzhuang Area of Dayuan Village grew by several times, and most of them engaged in online shops or took jobs derived therefrom, such as express delivery, catering, etc. Another example, the registered population of Qingyanliu Village was less than 1,500 people, but about 15,000 people engaged in e-commerce related jobs³.

2.3 Product Composition: Clothing, Furniture and Shoes Ranked the Top Three

Sample data show that items contributing the highest online turnover to Taobao villages in 2015 were clothes. Furniture and shoes ranked second and third respectively. The fourth to the 10th in turn were: automotive supplies, suitcases, bags and leather products, toys, daily homeware, bedding, outdoor supplies and main home decoration materials. These commodities roughly catered to the online purchase needs of consumers, reflecting the popular choice.

With the explosive growth of Taobao villages already found, the product diversification of Taobao villages is becoming a particularly significant characteristic. Many Taobao villages have their own main

² Ma Xisheng, Huang Wei, Exploration in Dayuan Taobao Village: Online Shops Start A Busy Day with Tearing Tapes, Nanfang Daily.

<http://it.people.com.cn/n/2015/1130/c1009-27869832.html>

³ Chen Xiaowen, Qingyanliu, Marching From An "Online Shop Village" to An "Online Start-up Village", Yiwu Business News, http://www.ywnews.cn/html/2015-10/24/content_1_5.htm

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commodities. For instance, as Shangzhuang Village of Changge City mainly sells honey, Sidangkouzhong Village of Jinghai County mainly sells musical instruments, Baomei Village of Dehua County mainly sells ceramics, Zisha Village of Yixing City mainly sells purple clay teapots, and Xinhua Village of Heqing County mainly sells silverware, and so on.

Figure 5: Top Ten Commodities by Sales Revenue of Taobao Villages in China in 2015

S/N	Commodity	S/N	Commodity
1	Clothing	6	Toy
2	Furniture	7	Household commodities
3	Shoes	8	Bedding
4	Auto supplies	9	Outdoor supplies
5	Suitcases, bags and leather products	10	Main home decoration materials

Source:AliResearch

According to our preliminary understanding, we found that featured products of Taobao villages often have a long history. For instance, in Yixing Village of Yixing City, Jiangsu, it has a pottery history of more than 6,000 years, where "every family hammers the mud and every household makes pottery"; in Xinhua Village of Heqing County, Yunnan, the silverware production began in the Tang Dynasty and has passed down from generation to generation; in Baomei Village of Dehua County, Fujian, the ceramic industry has already flourished in the Song Dynasty; in Shangzhuang Village of Changge City, Henan, it's a handicraft passed down from the older generations to make bee-related products and bee-related equipment. Many villages have therefore become specialized villages where most of their villagers are engaged in the same industry, e.g., 987 households in Xinhua Village engage in silverware processing, accounting for 79%⁴ of the total households of the village.

Taobao villages with unique products have emerged, indirectly reflecting the increasingly wide and deep fusion of Internet with rural production and life. The Internet has injected new vitality and brought a broad market to the traditional products of the villages.

[Case: A New Movement for Bai Village]

Xinhua Village of Heqing County, a Bai Autonomous Prefecture in Dali is located in the northwest of Yunnan, with altitude of 2,000 meters; Bai people account for 98% of the total population, making it a typical village inhabited by Bai people. Xinhua Village is a famous millennial silverware village where silverware processing began in the Tang Dynasty and has been passed down from generation to generation. The handmade silverware here is extremely exquisite.

Since 2007, Xinhua Village has established a connection with a broader market for its silverware through the Internet. That year, Yang Siwei from the Beiyi Village opened the first online shop with the name of "Genggu Silver". After graduating from college, she and her husband Qiu Mingjin registered an online silver shop to sell silver products produced in Xinhua Village specially. Since then, Yang Siwei couple, together with her sister and her sister's husband and her brother, opened several online shops in many e-commerce platforms. Some other villagers also opened online shops selling silver jewelry, tableware, teaware, wine vessels and more, showing rich and diversified products.

Yang Baer's online shop mainly sells silver bracelets and silver pots, and the like. In March 2014, his online shop made a record of selling more than 1,100 items in just a day. He believes that every online shop is a "business card" of Xinhua Village, so people should make good use of the silverware

⁴ Zhuang Junhua, A Millennial Silverware Village Develops Its Online Market, Yunnan Daily http://yn.yunnan.cn/html/2014-12/15/content_3500806.htm

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resources of Xinhua Village and promote the inheritance and innovation of the millennial silverware skills in Xinhua Village through this new model of e-commerce." The whole village has generated a silverware output of around 50 million yuan through Internet sales, accounting for 5% of the total sales value of the village. The silverware "flies" to places around the country piece by piece". Said Zhang Yanzhen, Chief of Heqing County Tourism Bureau.

Yearly Characteristics of Taobao Villages

3.1 Clustering

If Taobao villages were just like some lonely stars in China's rural e-commerce industry in 2009, then in 2014 and 2015, they have entered the starry stage, with the feature of clustering development becoming increasingly prominent.

Data show that cluster development of Taobao villages is most significant in southwestern Shandong, northern Jiangsu, the Yangtze River Delta, southern Zhejiang, the Pearl River Delta, the Chao-Shan area, and southeastern Fujian. Contiguously connected Taobao villages have appeared in many places. For example, in Xinhe Town of Shuyang County, Jiangsu Province, there is such a case that all administrative villages have become Taobao villages.

In this context, AliResearch proposed the definition of "Taobao village cluster" based on field research and data analysis, and discussed together with the academic circle and industry peers: Taobao village cluster refers to that 10 or more Taobao villages are contiguously connected together to form a cluster and are closely linked and interacting with online merchants, service providers, government, and associations, while the e-commerce transactions amount to or exceed 100 million yuan. If the number of Taobao villages adjacent to each other reaches or exceeds 30, it can be called a "large-scale Taobao village cluster".

A total of 25 Taobao village clusters emerged in the country in 2015. Among them, Yiwu and Cao County have formed large Taobao village clusters, ranking top two among the national top ten Taobao village clusters, while the fourth or tenth places were in turn taken by Jinjiang, Puning, Shuyang, Suining, Baiyun, Chaonan, Wenling and Zhuji.

Figure 6: Top Ten Taobao Village Clusters in China in 2015:

District / County	City	Number of Taobao villages	District / County	City	Number of Taobao villages
Yiwu	Jinhua	37	Suining	Xuzhou	22
Cao County	Heze	34	Baiyun	Guangzhou	21
Jinjiang	Quanzhou	25	Chaonan	Shantou	21
Puning	Jieyang	25	Wenling	Taizhou	21
Shuyang	Suqian	22	Zhuji	Shaoxing	20

Source:AliResearch

There are three main reasons contributing to the cluster development of Taobao villages: 1. The property of acquaintance community. The strong wealth effect of Taobao villages, together with relatively close interpersonal networks between neighboring towns, promotes the reproduction speed of Taobao villages toward the surroundings; 2. Similar industrial base. In some towns where there are traditional industrial bases, traditional industries have accelerated the integration with the Internet, which makes the farmers involved have naturally joined this tide of history, thus promoting the emergence of more Taobao villages; 3. Reasonable government guidance. In the process of the formation and diffusion of Taobao villages, some local governments capitalize on the trend and proactively guide the local convergence and expansion of e-commerce industry, which objectively boosts the birth of Taobao village clusters.

3.2 Globalization

The early Taobao villages were essentially formed based on the domestic market demand of certain products found in the Internet, and grew by combining with low-cost manufacturing and operational advantages in the rural areas. With the maturing of Taobao villages, gradual product upgrading, as well as the outbound feature of Alibaba's retail platform to be continuously strengthened, the trend of "globalization" has appeared in more and more Taobao villages.

For example, in Cao County, Shandong, the online sales of local performance costume industry first started from children's costumes and gradually extended to adult costumes, dance shoes, drama costumes, corporate uniforms and others, and in the recent year, they have got involved in the international market - to produce performance costumes especially for the foreign Halloween and Christmas. By producing different performance costumes for different countries, different nationalities, and different festivals in different seasons, Cao County will probably develop into a never-sunset manufacturing base for the global festive costumes.

In Yiwu, the rapid development of local globalized e-commerce has also led to the upgrading and restructuring of its Taobao villages. On the one hand, it's one of the areas where the national globalized e-commerce developed the earliest and in the largest scale. Yiwu shipped out globalized express 400,000 parcels per day from January to September 2015, with an increase of 23% from a year earlier. On the other hand, Yiwu is also one of the areas with most concentrated Taobao villages. In 2014, five Taobao villages were found, and the figure grew rapidly to 37 in 2015. So a large number of globalized e-commerce sellers were distributed in Taobao villages, which not only helped Taobao villages to realize product and market upgrading, but also ensured the cost advantage of globalized e-commerce in Yiwu. Therefore, Taobao villages and globalized e-commerce promote and complement each other in their development process.

In the future, as globalized e-commerce expands from coastal areas to the inland and penetrates from city to city, the globalization will become the choice of more Taobao villages, and it will become an important path for Taobao villages to overcome homogenization and to achieve upgrading and transformation.

3.3 Emergence of B2B E-commerce Villages

Taobao villages refer to not only Taobao villages on Taobao.com, but their transaction types are changing from a single online retailing to a complex mode. Data show that the B2B e-commerce villages have begun to scale up in 2015. For statistical convenience, this kind of villages was temporarily included into the "Taobao villages" for unified identification and analysis.

From the generation mechanism, the formation causes of B2B e-commerce villages and Taobao villages were basically similar, mainly including the "Internet penetration in rural areas being enhanced + the property of acquaintance community + lower threshold for starting business brought by third-party platforms + catalytic effect of leaders". Apart from that, the B2B e-commerce villages have closer connection with local industrial clusters. For instance, Zhuji, Zhejiang is the largest sock production base in the world, and in 2014 it produced a total of 25.8 billion pairs of socks, accounting for 70% of the national output and 30% of the world's output. Socks are a kind of commodity suitable for online distribution, so local farmer online merchants adopted a mode of "wholesale + retail". In this way, they can supply goods to nonlocal Taobao sellers and offline retailers via the B2B mode, while also selling socks directly to the customers through their online shops.

The emergence of B2B e-commerce village has great significance that it not only enriches the trading patterns of Taobao villages, but also greatly enhances the imaginable transaction size of Taobao villages in the future. For those industrial cluster areas with non-consumer products as the focus, another type of "Taobao villages" can also emerge and grow up.

3.4 From Natural Development to Explore the Initiative Creation

As Taobao villages are playing a more and more important role in the rural e-commerce project, local governments in all places continuously strengthen their supportive policies for Taobao villages. During 2014 and 2015, Taobao villages have developed from the wildly-growing stage to the current stage where the market and the government advance cooperatively, showing preliminary effect of market

driving the industry revolution.

Taobao villages are a new economic form that develops by relying on farmers' spontaneous grass-roots creativity. After realizing the great social and economic values of Taobao villages, many local governments also want to take the initiative to create Taobao villages so as to break the record of having zero Taobao villages, or promote the more rapid reproduction of existing local villages.

Up to now, in the counties with the absence of Taobao villages previously, there are no particular success stories for the Taobao villages newly and initiatively built by local government forces from nothing. It shows that the formation of Taobao villages has its natural law of development, and its emergence requires various factors to grow mature, instead of completely relying on people's will. Regarding whether Taobao villages be built initiatively, we still cannot give definitive answers yet, and it needs to be tested by time and practice.

In terms of supporting the benign development of Taobao villages, many local governments have accumulated some successful experience. Research and practice show that the market plays a dominant role in the growth process of Taobao villages, and the governments that capitalize on the trend are also crucial in creating a good environment and atmosphere for e-commerce development. If the governments can do well in the key points of "optimizing the environment (to create a development atmosphere for rural e-commerce + taking initiatives (to solve the practical difficulties of Taobao villages) + guide positively (such as brand management), then the local Taobao villages can significantly accelerate its reproduction speed.

[Case: How Does the Home of Flowers and Trees "Foster" A Taobao Village?]

In Xinhe Town of Shuyang County, which is known as the "home of flowers and trees", almost every local farmer grows flowers and sells them online, forming several vibrant "Taobao villages". In 2015, Xinhe Town became the first town with "coverage of Taobao villages reaching 100%". That's to say, the 10 administrative villages within the town all have reached the criteria for Taobao villages. In supporting and fostering the development of Taobao villages, local government has figured out a set of experience.

First, it is to pay attention to create a good atmosphere. Xinhe Town took the lead to establish an online public service center for starting business, and introduced the *Implementation Opinions of Xinhe Town on Creating Taobao Villages*, the *Incentive Measures of Xinhe Town on Creating Taobao Villages*, and other documents, and rewarded the advanced models, thus driving an upsurge in starting online business. Meanwhile, the government funded to purchase services, offered free trainings to online merchants, and helped more than 1,000 young people successfully open their Taobao shops.

Second, it is to get the basic work of online merchants' services well done. Xinhe Town was the first town in the city to achieve the coverage of fiber-optic network and 4G signal. Through active contact with the financial sector and the in-depth and continuous activities like e-commerce loans and small start-up loans, the government helped handle the online start-up loans of more than 30 million yuan, benefiting more than 400 online shops. The E-business Association, Flowers Association, and Seedling Chambers of Commerce form an alliance to strengthens the supervision and brand building.

Third, it's to build an industry development carrier. It has built a home gardening market locally, covering an area of 230 mu. More than 150 suppliers of horticultural products have settled in to supply goods for nearly ten thousand online shops locally and in the surrounding towns. The town has also expanded a supporting area for flowers and trees and a complete industrial chain of flowers and trees to transform the local industrial clusters into an industrial zone of flower and tree materials.

4 Five Values of Taobao Villages

4.1 The Best Carrier of "Public Entrepreneurship and General Innovation"

Information and education are the most leading factors that make many rural areas backward economically. The obstacle or missing of them makes some rural areas backward in the industry and away from the market. In this state, farmers' rising channels are only studying, working for others, joining the army and other several ways. On the basis of the Internet, new economy solves problems like fairness, inclusion and information asymmetry and provides a new channel for them. Farmers don't have

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to run here and there. Through the Internet and e-business, they can complete innovation, start up business, get rid of poverty and move towards prosperity. According to the data of AliResearch, by the end of 2014, there were more than 1 million active new farmers, who are the main force of farmers engaged in the e-business entrepreneurship. And Taobao villages in different place are their gathering place and the best carrier of entrepreneurship and innovation.

Qingyanliu Village in Yiwu is one of the earliest three Taobao villages. Its rise originates from nearby small commodity wholesale market in Yiwu. Eight or nine years ago, some young people coming to Yiwu for enrichment rented houses and lived here. They purchased small commodities by bulk from the market and sold them on Taobao. Gradually, it became their gathering place. Local villagers transform their houses and rent them out to young entrepreneurs; the village committee organizes regular training and communication salon for the formation of cohesion and services; and Jiangdong Street even focuses on being developed into the incubator of online merchants. Over a few years, entrepreneurship and innovation have become the business card of Qingyanliu. Every day, there are new young people staying and living here with dreams for enrichment and online merchants getting successful and leaving here for higher expectations. In November 2014, Prime Minister Li Keqiang visited Qingyanliu and was deeply impressed. In March 2015, Prime Minister Li Keqiang wrote in "public entrepreneurship and general innovation" to the government work report.

In recent years, with the development of e-business, Baigou New Area in Hebei has completed the transformation from small-scale peasant economy, market economy to e-business economy and became one of the first Taobao towns in China in 2014. In this town, an industry chain covering production, online supply and online sale of bags and suitcases has risen. There are 3,000 processing enterprises, 600 online supply shops, 15,000 online shops, 21 express companies. The total turnover of e-business is expected to reach 7 billion yuan in 2015. Baigou New Area attracts many external people to start up business or obtain employment here. People from different provinces gather in Baigou because of bags and suitcases and e-business. Among 160,000 inhabitants, the number of immigrant population is 110,000, accounting for two thirds. External entrepreneurs have taken root in Baigou, established the chamber of commerce and even set up the Party branch. The biggest Henan Chamber of Commerce has over 60,000 members, more than the number of local population.

4.2 Typical Demonstration of Poverty Elimination by E-business

The Fifth Plenum of the 18th Central Committee of the Communist Party of China proposed new goals and objectives of build a comprehensive well-off society: Under the current standards in China, rural poor population will get rid of poverty; all poverty-stricken counties will remove the label of poverty; and the regional overall poverty will be solved. It also means that by 2020, in China, over 7,000 rural poor people will get rid of poverty and all of 832 poverty-stricken counties will remove the label of poverty. Poverty reduction and elimination are urgent for time. The task of making great efforts to solve the problems is very difficult. However, in recent years, the rapid rise of Taobao villages has made the best demonstration of poverty reduction and elimination. E-commerce has opened up a new way of eliminating poverty.

According to "Report of Poverty Elimination by E-business (2015)" released by AliResearch, in 2014, on the retail platform of Ali, 832 national-level poverty-stricken counties achieved a consumption of 100.905 billion yuan and sales of 11.93 billion yuan, which helped poverty-stricken regions realize curtailing expenditures and increasing income. Meanwhile, in 832 national-level poverty-stricken counties, there emerged 19.7265 million Taobao users and 292,700 Taobao sellers, who undoubtedly have become the best promoters and practitioners of eliminating poverty in the future. With the deepening of the e-business consciousness and the cultivation of e-business ecology, from 2014, Taobao villages began to appear in some national-level poverty-stricken counties. By the end of 2015, in national-level poverty-stricken counties, the number of Taobao villages has increased from four to ten, and the number of Taobao villages in provincial-level poverty-stricken counties has reached 166.

Figure 7: List of Taobao Villages in National-level Poverty-stricken Counties

Province	City	County	Town / Street	Village
Hebei Province	Xingtai City	Pingxiang County	Fengzhou Town	Huohong Village

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Hebei Province	Xingtai City	Pingxiang County	Hegumiao Town	Gaofuzhen Village
Hebei Province	Xingtai City	Pingxiang County	Tianfucun Township	Ai Village
Hebei Province	Xingtai City	Pingxiang County	Tianfucun Township	Tianfu Village
Hebei Province	Baoding City	Quyong County	Yangping Town	Nan Village
Henan Province	Nanyang City	Zhenping County	Shifosi Town	Shifosi Village
Hubei Province	Shiyan City	Yunxi County	Jianchi Township	Xiaying Village
Jilin Province	Yanbian Korean Autonomous Prefecture	Antu County	Erdaobaihe Town	Changbai Village
Jiangxi Province	Ganzhou City	Nankang City	Longling Town	Longling
Yunnan Province	Dali Bai Autonomous Prefecture	Heqing County	Caohai Town	Xinhua Village

Source: AliResearch

[Case: Poverty-stricken Family "Overcomes Poverty Overnight"]

Cao County located in Heze area of Shandong is a provincial-level poverty-stricken county. Due to a lack of backbone industries, the task of poverty alleviation is very difficult locally. Since 2009, taking the Daji Town of Cao County as a source, online sale industry of performance costumes has grown up locally and found a huge audience on the Internet. Take Dinglou Village in Daji Town as an example: the total population of this village is 1,107. Among over 300 households, 280 households have Taobao online shops. In 2013, the total Taobao output value of the whole Daji Town was nearly 200 million yuan. The sales in 2014 were more than 500 million yuan. In the same year, Daji Town drove 16,000 people in many townships and towns of Cao County to be engaged in the Taobao clothing processing industry. 810 households and over 2100 people succeeded in getting rid of poverty.

Each May before "Children's Day" on June 1 is the busiest season of the whole Daji Town. During "Children's Day" this year, the peak in a single day reached 80,000 orders and the amount of sales was over 500 million yuan. Local factories were in short supply. Even foreign trade factories in Shangqiu of Henan began to ask farmers in Cao County for manufacturing. According to the local poverty line, in the busy season of May, poverty-stricken households engaged in e-business can often receive orders with the value of tens of thousands of yuan one night and earn thousands of profits, which is equivalent to "get rid of poverty overnight". Moreover, just a large order can make them get rid of poverty. Local people describe it as "poverty can be overcome by just a ding-dong sound of Taobao and AliTM."

Professor Zhang Guoyou from Beijing University said, the greatest value of the practice of poverty alleviation by e-business in Daji Town of Cao County was not helping farmers earn much money, but to help farmers obtain an entrepreneurial and living skill of new vision and new means, which would enable farmers to remain invincible in the future market competition.

4.3 Assistor of "New Entity Economy"

There is an industrial cluster behind almost every Taobao village. The industrial cluster may be originally existing traditional industries, or industries created and aggregated by the power of the Internet. But no matter what kind of form it is, Taobao villages represent the rise of a "new entity economy".

Under the background of the continued weakness of current export and the sharp decrease of overseas orders, China's export-oriented industrial cluster encountered unprecedented difficulties. E-commerce

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has played an important role in helping the transformation of traditional manufacturing and opening up the domestic market. Thanks to it, a large number of foreign trade factories and enterprises have been brought back from death and refreshed. In coastal areas, such transformation case can be found everywhere.

Taobao villages based on local conditions become an effective assistant in the transformation of traditional manufacturing. For example, Lecong Town, Shunde District, Foshan City, Guangdong Province has been famous for "trade and business capital of furniture in China" for a long time. Local furniture market is 3.2 million square meter in total area and has over 3,500 commercial tenants with the world's largest market scale. The furniture industry in Lecong Town relied heavily on overseas market. In recent years, due to the depression of the overseas market, Lecong Town keenly captured business opportunities brought by the rise of e-commerce and a large number of enterprises began to turn to domestic online retail market, which gave rise to a batch of furniture Taobao villages. Compared with Shaji Town in Jiangsu, the furniture processing here has a longer history with stronger techniques and reserve of talents, so the e-business transformation is achieved without extra effort. In 2015, the number of Taobao villages in Lecong Town increased from one last year to ten with several billion yuan of online retail turnover and the online furniture industry's structure of "Shaji in the north and Lecong in the south" was formed. The combination of Taobao villages and traditional industrial cluster is just like a stranded fish put back into water. The latter provides powerful support for the former, and meanwhile, the former also helps the latter achieve its long cherished transformation and upgrading.

The "new entity economy" of Taobao villages represents a kind of new industrial cluster. The biggest difference between it and traditional industrial cluster is the industry thinking behind it. This kind of new industrial cluster has the Internet consciousness and takes the market as the guidance. It's a highly market-oriented entity economy. Traditional industrial cluster emphasizes manufacturing and capacity. However, the inadequacy of the marketization ability often leads to overcapacity and eventually supply problems.

4.4 Samples of New Urbanization

With the change of times, in many rural areas, the population is rapidly decreased and public affairs are increasingly withered. But the rise of e-business in rural areas brings not only the enrichment of village life and the increase of farmers' income, but also the innovative thinking of holding the e-business and service first. Meanwhile, the trend of in-situ urbanization emerges in different Taobao villages and the new rural construction changes with each passing day.

In the information era, one of the keys to the new urbanization is transforming from centralized urbanization path and pattern centering on central cities to distributed urbanization path and pattern centering on small towns. Traditional development ideas focus on centralized resource allocation in the manner of material aggregation. City is the gathering place of material resources. Through the centralized mode, "Better City, Better Life" is to be realized. But e-commerce focuses on realizing decentralized resource allocation with the thinking of information aggregation. Physical commodities involved don't have to take a detour through the center of big cities, but to be directly delivered to the house door from the factory gate through the logistics distribution. So, small towns and even rural areas can also realize a better life under the decentralized mode.

Take Shaji Town, Suining County, Jiangsu Province for example. Dongfeng Village, Shaji Town is one of the earliest three Taobao villages. E-commerce supports farmers to go back home for entrepreneurship and employment nearby in a wide range of Shaji, forms the furniture online sale industry from scratch, promotes the development of service industry to generate more jobs and eventually drives farmers to realize in-situ urbanization in Shaji. The small village in the past takes on the appearance of a small town now. In Shaji Town, we see the following paths that the informatization promotes the new urbanization:

1. "City" after "Market". To help, guide and encourage a part of farmers to join the e-commerce network in the form of marketization, develop characteristic industries through the big market connected by the Internet, form prosperous commodity trading and promote farmers' life and production status to take on characteristics of urbanization.
2. E-commerce helps farmers connect with the big market at low cost. Regional and rural e-commerce will change the layout of traditional economic space and give rural and economically underdeveloped

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areas the opportunity to join the large-scale synergy value network, directly connect with national and global big market and develop commercial business, manufacturing industry and service industry at low cost.

3. Driving the service industry and employment and forming a virtuous cycle of business ecosystem. After the formation of the industry, the service industry emerges and the new ecosystem of local characteristic industries driven by e-commerce is formed to bring a lot of employment opportunities and promote the virtuous circle of the development of new urbanization.

4. The development of the industry promotes the upgrade of the life service and public services. With the prosperous development of the industry, problems like difficult talent recruitment, no consumption place for rich farmers, social security of migrant workers are increasingly common and thus stimulate the development and reformation of local life service and public service.

From the industry development to the improvement of local life service, to the perfection of public service facilities, a positive cycle is formed. Three of them promote mutually, become the basic power of the continued development of Shaji pattern and also drive Shaji to move towards the next five years and the growth of ten billion. If the development of the Shaji pattern from 1.0 to 2.0 benefits from the dividends of informatization and is a take-off on the productivity, the evolution of the Shaji pattern from 2.0 to 3.0 will be the dividends of the system reform and a kind of change of production relations.

4.5 New Value of Globalization

In 2014, Alibaba released its enterprise strategy of rural areas, big data and globalization. Its development goals in China' rural areas and mission and vision of globalization were combined together. Alibaba wants to spread its e-business development practices in China's rural areas, especially the experience of Taobao villages' rising to more countries with its globalization strategy through training, ecology cultivating and other methods, promote the cooperation between countries and international poverty elimination.

The globalization value of Taobao villages is shown in the following two aspects:

First, the rise of Taobao villages in China has drawn the world's attention. Therefore, farmers in Taobao villages can go out to connect with the globalization trends, know the world and develop their thinking way; meanwhile, a large number of external experts and scholars can also go in to pay close attention to Taobao villages, bring new thinking and opportunities for the development of Taobao villages and assist in their further development. For example, there is a doctor studio in Dinglou Village, Daji Town, Cao County established by Dr. Ma Kexiu from Communication University of China, who was determined to stay here after investigating and surveying Dinglou Village by its reputation. Since then, farmer online merchants in Dinglou Village have been able to enjoy international design and creative services. And several professors from Stanford University and Berkeley University in the United States came to Mengzhou, Henan in summer and decided to conduct a continued three-year research on e-business in rural areas at this place.

Second, Taobao villages' practice and experience in transformation and upgrading, poverty elimination, rural governance and new urbanization show huge international value and can be sent out through international cooperation. For example, among 64 countries along the line of "the Belt and Road Initiative", most of them are less developed countries with a large number of poor people. Especially for countries along the line of Southeast Asia and South Asia, their farmer living density, agricultural production pattern and present situation of rural infrastructure are similar to those of China. The successful experience of Taobao villages and rural Taobao can be copied and promoted. Teach them to fish and then jointly building fisheries to achieve economic development. For example, the English version of "Taobao villages in China" written by scholars of flowing water from AliResearch has been sent out to India successfully and Indian media also called on their Prime Minister Modi to learn the experience of Taobao villages.

5. Challenges and Suggestions

As a new-born thing, the Taobao village is at the infant stage of its development. Improvement is needed

in many aspects. As farmers are comparatively ill-educated and weak in operational capacity, problems such as homogenized competition and limited development room are prominent. The Taobao village has to face more challenges brought by market-oriented economy in the future. Government at each level needs to make proper planning and give strong support.

According to a survey, the problems faced by Taobao villages are in five aspects: homogenized competition, land space, capital, talents and services. Local governments are suggested to make improvement in the above aspects, and enhance support to Taobao villages.

1. Push ahead brand strategy and cope with homogenized competition

Most of Taobao villages developed based on one kind of product or one kind of category, because they can reduce cost and gain online competitive advantage through the way of cluster. Therefore, homogenized competition inevitably became a challenge faced by all sellers of Taobao villages. This status is the result of limited brand awareness and business development stage of farmer online merchants. Experiences of Taobao villages in different parts of the country indicate that implementing branding and differentiation strategy is the effective way to upgrade Taobao villages and avoid price wars.

Local governments are suggested to enhance publicity and guidance, urge sellers of Taobao villages to enhance brand awareness, improve original design ability, upgrade the personal shop to the enterprise shop as soon as possible. Governments can offer support in business registration and introduce third party professional design training institutions.

2. Actively explore construction of e-commerce industrial parks and solve land problems

Farmer sellers of Taobao villages generally developed very fast and they have a strong demand for office and storage space. But restricted by rural land policy and poor liquidity and improper house structure of rural houses, farmer sellers have little physical room for development, which has an adverse impact on the operation efficiency and storage ability of sellers. This phenomenon is prevalent in almost all Taobao villages.

Local governments are suggested to explore the construction of rural and county e-commerce industrial parks. They should improve utilization efficiency of existing facilities, and offer favorable entry conditions and comprehensive living facilities, introduce third party e-commerce service providers. Sellers of Taobao villages should be allowed to enter the industrial parks nearby, so that the problem of development room can be solved and e-commerce training services should be offered as well.

3. Explore diversified rural financial road, relieve financial difficulties of farmer online merchants

Farmer sellers generally have weak financial strength, tight cash flow and their collateral is low in value. They frequently need small amount of loans. Therefore, their financial needs can be hardly met when they go to a traditional financial institution. Capital problems have become a development bottleneck for sellers of Taobao villages.

It is suggested that financial regulators should urge major business banks to conduct survey on rural e-commerce, deeply understand actual needs of farmer online merchants, meet credit needs of Taobao villages in flexible ways, give support to small and micro corporation entrepreneurship, including farmer online merchants. Meanwhile, it is suggested that local government should enhance cooperation with internet financial institutions, develop pure credit unsecured loan, and give credit support to Taobao villages by offering interest subsidies.

4. Enhancing talent system construction of Taobao villages

Though Taobao villages have strong wealth creation effect, they find it hard to attract talents, due to underdeveloped infrastructure for living, transportation, entertainment and shopping in rural areas. How to attract high-end e-commerce talents and let them stay is a big challenge faced by many Taobao villages. For the solutions to such problems, in consideration of the infrastructure condition of rural areas, the talent system construction of Taobao villages should put their importance on "Local talents training and reversing brain drain". Besides, remote service can be adopted to solve the problems by utilizing characters of the internet.

It is suggested that local government at each level should enhance talent system construction of Taobao

villages, including but not limited to: incorporating Taobao village e-commerce training into local business system training, regularly holding knowledge learning at countryside activity, offering free, high standard e-commerce training to villagers; establishing county level and city level e-commerce training institution, training a large number of e-commerce talents; enhancing e-commerce training for leader groups and cadres at the basic level of local governments, enhancing governments' awareness of e-commerce economy; enhancing construction of facilities for medical care, education, housing, and transportation, improving life and work experience of practitioners of Taobao villages.

5. Enhance rural e-commerce service system construction and improve competitiveness of Taobao villages

The e-commerce service industry is a strategic emerging industry in China. It plays an important role in enterprise and individual e-commerce application. Its development and completion level will determine the scale and quality of e-commerce of an area to a great extent. At present, the logistics and express delivery industry has a big development. There are more than 10 express delivery enterprises in many Taobao villages. However, third party e-commerce service industries including design, decoration, photography, training, finance are still underdeveloped. That also hampered the overall competitiveness improvement of Taobao villages.

It is suggested that local government at each level should enhance rural e-commerce service industry construction, formulating standardized service system, quantized evaluation system, offering favorable policies, introducing excellent third party e-commerce service providers, actively cultivating local service providers, improving local e-commerce industry chain. It should offer integrated services to sellers of Taobao villages, and therefore enhance operation level and overall competitiveness of local sellers.

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Appendix 1: 2015 China Taobao Villages List

省	市	县	镇/街道	村
北京	北京市	房山区	长阳镇	阎仙堡村
福建省	福州市	连江县	潘渡乡	贵安村
福建省	福州市	闽侯县	上街镇	建平村
福建省	福州市	闽侯县	上街镇	浦口村
福建省	龙岩市	新罗区	小池镇	培斜村
福建省	莆田市	涵江区	国欢镇	码头村
福建省	莆田市	涵江区	梧塘镇	松东村
福建省	莆田市	荔城区	黄石镇	清前村
福建省	莆田市	荔城区	黄石镇	西洪村
福建省	莆田市	荔城区	西天尾镇	北大村
福建省	莆田市	荔城区	西天尾镇	龙山村
福建省	莆田市	荔城区	新度镇	白埕村
福建省	莆田市	荔城区	新度镇	厝柄村
福建省	莆田市	荔城区	新度镇	东郊村
福建省	莆田市	荔城区	新度镇	锦墩村
福建省	莆田市	荔城区	新度镇	蒲坂村
福建省	莆田市	荔城区	新度镇	新度村
福建省	莆田市	荔城区	新度镇	扬美村
福建省	莆田市	仙游县	榜头镇	坝下村
福建省	莆田市	仙游县	榜头镇	南溪村
福建省	莆田市	仙游县	榜头镇	泉山村
福建省	莆田市	仙游县	榜头镇	紫泽村
福建省	莆田市	仙游县	枫亭镇	海安村
福建省	莆田市	秀屿区	东峤镇	上塘村
福建省	泉州市	安溪县	尚卿乡	福林村
福建省	泉州市	安溪县	尚卿乡	翰卿村
福建省	泉州市	安溪县	尚卿乡	翰苑村
福建省	泉州市	安溪县	尚卿乡	新楼村
福建省	泉州市	安溪县	尚卿乡	尤俊村
福建省	泉州市	安溪县	尚卿乡	灶坑村
福建省	泉州市	安溪县	尚卿乡	灶美村
福建省	泉州市	德化县	龙浔镇	宝美村
福建省	泉州市	德化县	三班镇	蔡径村
福建省	泉州市	德化县	三班镇	东山洋村
福建省	泉州市	德化县	三班镇	三班村
???	???	???	???	???
???	???	???	???	???
???	???	???	???	???

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省	市	县	镇/街道	村
福建省	泉州市	晋江市	陈埭镇	高坑村
福建省	泉州市	晋江市	陈埭镇	宫口村
福建省	泉州市	晋江市	陈埭镇	桂林村
福建省	泉州市	晋江市	陈埭镇	海尾村
福建省	泉州市	晋江市	陈埭镇	涵埭村
福建省	泉州市	晋江市	陈埭镇	涵口村
福建省	泉州市	晋江市	陈埭镇	湖中村
福建省	泉州市	晋江市	陈埭镇	花厅口村
福建省	泉州市	晋江市	陈埭镇	江头村
福建省	泉州市	晋江市	陈埭镇	鹏头村
福建省	泉州市	晋江市	陈埭镇	苏厝村
福建省	泉州市	晋江市	陈埭镇	溪边村
福建省	泉州市	晋江市	陈埭镇	仙石村
福建省	泉州市	晋江市	陈埭镇	洋埭村
福建省	泉州市	晋江市	磁灶镇	张林村
福建省	泉州市	晋江市	龙湖镇	梧坑村
福建省	泉州市	晋江市	龙湖镇	秀山村
福建省	泉州市	晋江市	永和镇	旦厝村
福建省	泉州市	晋江市	永和镇	割山村
福建省	泉州市	晋江市	永和镇	后埔村
福建省	泉州市	晋江市	永和镇	马坪村
福建省	泉州市	晋江市	永和镇	玉湖村
福建省	泉州市	晋江市	永和镇	玉溪村
福建省	泉州市	南安市	丰州镇	素雅村
福建省	泉州市	南安市	乐峰镇	飞云村
福建省	泉州市	南安市	乐峰镇	乐峰
福建省	泉州市	南安市	乐峰镇	炉山村
福建省	泉州市	南安市	美林街道	松岭村
福建省	泉州市	南安市	霞美镇	邱钟村
福建省	泉州市	南安市	霞美镇	长福村
福建省	泉州市	石狮市	永宁镇	前埔村
福建省	漳州市	芗城区	石亭镇	北斗村
广东省	潮州市	饶平县	钱东镇	上浮山村
广东省	潮州市	饶平县	钱东镇	紫云村
广东省	佛山市	禅城区	南庄镇	吉利村
广东省	佛山市	禅城区	南庄镇	溶洲村
广东省	佛山市	南海区	丹灶镇	东联村
广东省	佛山市	南海区	九江镇	沙头

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广东省	佛山市	南海区	九江镇	石江村
广东省	佛山市	南海区	九江镇	镇南村
广东省	佛山市	南海区	里水镇	白塔村

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省	市	县	镇/街道	村
广东省	佛山市	南海区	里水镇	北沙村
广东省	佛山市	南海区	里水镇	得胜村
广东省	佛山市	南海区	里水镇	河村
广东省	佛山市	南海区	里水镇	宏岗村
广东省	佛山市	南海区	里水镇	麻奢村
广东省	佛山市	南海区	里水镇	洲村
广东省	佛山市	南海区	狮山镇	罗村
广东省	佛山市	南海区	狮山镇	狮北村
广东省	佛山市	南海区	西樵镇	大同村
广东省	佛山市	南海区	西樵镇	新田村
广东省	佛山市	三水区	乐平镇	范湖村
广东省	佛山市	三水区	乐平镇	三江村
广东省	佛山市	顺德区	乐从镇	大墩村
广东省	佛山市	顺德区	乐从镇	大闸村
广东省	佛山市	顺德区	乐从镇	葛岸村
广东省	佛山市	顺德区	乐从镇	荷村
广东省	佛山市	顺德区	乐从镇	良村
广东省	佛山市	顺德区	乐从镇	良教村
广东省	佛山市	顺德区	乐从镇	南村
广东省	佛山市	顺德区	乐从镇	沙窖南村
广东省	佛山市	顺德区	乐从镇	新隆村
广东省	佛山市	顺德区	乐从镇	杨滘村
广东省	佛山市	顺德区	杏坛镇	高赞村
广东省	广州市	白云区	京溪街	犀牛角村
广东省	广州市	白云区	人和镇	东华村
广东省	广州市	白云区	人和镇	高增村
广东省	广州市	白云区	人和镇	鹤亭村
广东省	广州市	白云区	人和镇	西成村
广东省	广州市	白云区	人和镇	秀水村
广东省	广州市	白云区	人和镇	鸦湖村
广东省	广州市	白云区	太和镇	大沥村
广东省	广州市	白云区	太和镇	大源村
广东省	广州市	白云区	太和镇	和龙村
广东省	广州市	白云区	太和镇	黄庄村
广东省	广州市	白云区	太和镇	龙归社区
广东省	广州市	白云区	太和镇	米龙村
广东省	广州市	白云区	太和镇	南村
广东省	广州市	白云区	太和镇	南岭村
广东省	广州市	白云区	太和镇	石湖村
广东省	广州市	白云区	太和镇	穗丰村

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省	市	县	镇/街道	村
广东省	广州市	白云区	太和镇	田心村
广东省	广州市	白云区	太和镇	夏良村
广东省	广州市	白云区	太和镇	谢家庄村
广东省	广州市	白云区	太和镇	永兴村
广东省	广州市	从化市	太平镇	太平
广东省	广州市	番禺区	南村镇	坑头村
广东省	广州市	番禺区	南村镇	里仁洞村
广东省	广州市	番禺区	南村镇	樟边村
广东省	广州市	花都区	狮岭镇	合成村
广东省	广州市	花都区	狮岭镇	新扬村
广东省	广州市	花都区	狮岭镇	益群村
广东省	广州市	增城市	新塘镇	白江村
广东省	广州市	增城市	新塘镇	白石村
广东省	广州市	增城市	新塘镇	东洲村
广东省	广州市	增城市	新塘镇	甘涌村
广东省	广州市	增城市	新塘镇	久裕村
广东省	广州市	增城市	新塘镇	坭紫村
广东省	广州市	增城市	新塘镇	上邵村
广东省	广州市	增城市	新塘镇	新何村
广东省	广州市	增城市	新塘镇	瑶田村
广东省	广州市	增城市	朱村街道	朱村
广东省	河源市	龙川县	老隆镇	水贝村
广东省	惠州市	博罗县	石湾镇	湖山村
广东省	惠州市	博罗县	石湾镇	铁场村
广东省	惠州市	博罗县	石湾镇	中岗村
广东省	惠州市	博罗县	园洲镇	李屋村
广东省	惠州市	博罗县	园洲镇	寮仔村
广东省	惠州市	博罗县	园洲镇	上南村
广东省	惠州市	博罗县	园洲镇	下南村
广东省	惠州市	惠东县	白花镇	太阳村
广东省	江门市	鹤山市	址山镇	东溪村
广东省	江门市	开平市	水口镇	水口
广东省	江门市	蓬江区	棠下镇	周郡村
广东省	江门市	台山市	大江镇	大江
广东省	揭阳市	揭东区	锡场镇	军埔村
广东省	揭阳市	普宁市	军埠镇	大长陇村
广东省	揭阳市	普宁市	军埠镇	石桥头村
广东省	揭阳市	普宁市	燎原镇	光南村

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广东省	揭阳市	普宁市	燎原镇	果陇村
广东省	揭阳市	普宁市	燎原镇	泥沟村

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省	市	县	镇/街道	村
广东省	揭阳市	普宁市	燎原镇	乌石村
广东省	揭阳市	普宁市	流沙南街道	马栅村
广东省	揭阳市	普宁市	梅塘镇	泗坑村
广东省	揭阳市	普宁市	梅塘镇	涂洋村
广东省	揭阳市	普宁市	梅塘镇	溪南村
广东省	揭阳市	普宁市	梅塘镇	长美村
广东省	揭阳市	普宁市	南径镇	龙门村
广东省	揭阳市	普宁市	南径镇	青洋山村
广东省	揭阳市	普宁市	南溪镇	钟堂村
广东省	揭阳市	普宁市	麒麟镇	月屿村
广东省	揭阳市	普宁市	下架山镇	横溪村
广东省	揭阳市	普宁市	占陇镇	交丙坛村
广东省	揭阳市	普宁市	占陇镇	朴兜村
广东省	揭阳市	普宁市	占陇镇	西楼村
广东省	揭阳市	普宁市	占陇镇	下村
广东省	揭阳市	普宁市	占陇镇	下寨村
广东省	揭阳市	普宁市	占陇镇	新寮村
广东省	揭阳市	普宁市	占陇镇	占陈村
广东省	揭阳市	普宁市	占陇镇	占苏村
广东省	揭阳市	普宁市	占陇镇	占杨村
广东省	汕头市	潮南区	陈店镇	港后村
广东省	汕头市	潮南区	陈店镇	流仙村
广东省	汕头市	潮南区	陈店镇	内新村
广东省	汕头市	潮南区	陈店镇	新溪西村
广东省	汕头市	潮南区	陈店镇	洋新村
广东省	汕头市	潮南区	成田镇	简朴村
广东省	汕头市	潮南区	成田镇	深沟村
广东省	汕头市	潮南区	成田镇	西岐村
广东省	汕头市	潮南区	两英镇	东北村
广东省	汕头市	潮南区	两英镇	禾皋村
广东省	汕头市	潮南区	两英镇	西新村
广东省	汕头市	潮南区	陇田镇	芝兰村
广东省	汕头市	潮南区	陇田镇	珠埕村
广东省	汕头市	潮南区	胪岗镇	泗和村
广东省	汕头市	潮南区	胪岗镇	泗黄村
广东省	汕头市	潮南区	胪岗镇	溪尾周村
广东省	汕头市	潮南区	胪岗镇	新庆村
广东省	汕头市	潮南区	司马浦镇	华里西村
广东省	汕头市	潮南区	司马浦镇	溪美朱村
广东省	汕头市	潮南区	司马浦镇	下店村

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广东省 汕头市 潮南区 司马浦镇 仙港村

省	市	县	镇/街道	村
广东省	汕头市	潮阳区	谷饶镇	大坑村
广东省	汕头市	潮阳区	谷饶镇	东明村
广东省	汕头市	潮阳区	贵屿镇	湄洲村
广东省	汕头市	潮阳区	贵屿镇	西美村
广东省	汕头市	潮阳区	贵屿镇	仙马村
广东省	汕头市	潮阳区	和平镇	和平
广东省	汕头市	潮阳区	河溪镇	东陇村
广东省	汕头市	潮阳区	铜孟镇	河陇村
广东省	汕头市	潮阳区	铜孟镇	肖渡村
广东省	汕头市	澄海区	东里镇	南社村
广东省	汕头市	澄海区	莲上镇	涂城村
广东省	汕头市	澄海区	莲上镇	永新村
广东省	汕头市	澄海区	莲上镇	竹林村
广东省	汕头市	澄海区	莲下镇	北湾村
广东省	汕头市	澄海区	莲下镇	槐东村
广东省	汕头市	澄海区	莲下镇	槐泽村
广东省	汕头市	澄海区	莲下镇	建阳村
广东省	汕头市	澄海区	莲下镇	立德村
广东省	汕头市	澄海区	莲下镇	南湾村
广东省	汕头市	澄海区	上华镇	渡头村
广东省	汕头市	澄海区	溪南镇	埭头村
广东省	汕头市	澄海区	溪南镇	上岱美村
广东省	汕头市	澄海区	溪南镇	下岱美村
广东省	汕尾市	陆丰市	碣石镇	桂林村
广东省	珠海市	斗门区	井岸镇	西埔村
广东省	珠海市	斗门区	井岸镇	新青村
广东省	珠海市	金湾区	南水镇	高栏村
河北省	保定市	安新县	安新镇	大张庄村
河北省	保定市	白沟新城	-	白五村
河北省	保定市	白沟新城	-	来远村
河北省	保定市	白沟新城	-	王庄村
河北省	保定市	白沟新城	-	小营村
河北省	保定市	白沟新城	-	许庄村
河北省	保定市	高碑店市	梁家营乡	梁北村
河北省	保定市	蠡县	南庄镇	林里村
河北省	保定市	蠡县	辛兴镇	南沙口村

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河北省	保定市	蠡县	辛兴镇	辛兴村
河北省	保定市	清苑县	东吕乡	东吕村
河北省	保定市	曲阳县	羊平镇	南村
河北省	保定市	容城县	大河镇	西里村

省	市	县	镇/街道	村
河北省	保定市	容城县	晾马台镇	王家营村
河北省	保定市	雄县	龙湾镇	大步村
河北省	沧州市	肃宁县	留善寺乡	韩村
河北省	沧州市	肃宁县	留善寺乡	河北村
河北省	沧州市	肃宁县	万里镇	官厅村
河北省	邯郸市	永年县	临洺关镇	河北铺村
河北省	衡水市	枣强县	肖张镇	肖张村
河北省	廊坊市	霸州市	信安镇	高桥村
河北省	廊坊市	固安县	礼让店乡	康家务村
河北省	廊坊市	三河市	燕郊镇	行宫村
河北省	秦皇岛市	北戴河区	戴河镇	北戴河村
河北省	石家庄市	藁城市	梅花镇	南高庄村
河北省	石家庄市	藁城市	梅花镇	屯头村
河北省	石家庄市	晋州市	马于镇	吕家庄村
河北省	石家庄市	晋州市	马于镇	马于村
河北省	石家庄市	晋州市	桃园镇	东小留村
河北省	石家庄市	深泽县	白庄乡	大直要村
河北省	石家庄市	深泽县	桥头乡	方元村
河北省	石家庄市	深泽县	桥头乡	耿庄村
河北省	石家庄市	无极县	张段固镇	王吕村
河北省	石家庄市	正定县	正定镇	北贾村
河北省	唐山市	迁安市	杨店子镇	滨河村
河北省	邢台市	南宫市	垂杨镇	后索泸村
河北省	邢台市	南宫市	垂杨镇	前索泸村
河北省	邢台市	南宫市	垂杨镇	宋都水村
河北省	邢台市	南宫市	段芦头镇	段四村
河北省	邢台市	南宫市	段芦头镇	段一村
河北省	邢台市	南宫市	段芦头镇	南张庄村
河北省	邢台市	平乡县	丰州镇	霍洪村
河北省	邢台市	平乡县	河古庙镇	高阜镇村
河北省	邢台市	平乡县	田付村乡	艾村
河北省	邢台市	平乡县	田付村乡	田付村
河北省	邢台市	清河县	葛仙庄镇	东高庄村
河北省	邢台市	清河县	葛仙庄镇	花园村

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河北省	邢台市	清河县	葛仙庄镇	黄金庄村
河北省	邢台市	清河县	葛仙庄镇	郎吕坡村
河北省	邢台市	清河县	葛仙庄镇	西高庄村
河北省	邢台市	清河县	葛仙庄镇	许二庄村
河北省	邢台市	清河县	葛仙庄镇	杨二庄村
河北省	邢台市	清河县	葛仙庄镇	张二庄村

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村	镇	县	市/区	省
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序	村	镇	县/市	备注
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村	镇	县	年份	村
XX村	XX镇	XX县	2011	XX村
XX村	XX镇	XX县	2012	XX村
XX村	XX镇	XX县	2013	XX村
XX村	XX镇	XX县	2014	XX村
XX村	XX镇	XX县	2015	XX村
XX村	XX镇	XX县	2016	XX村
XX村	XX镇	XX县	2017	XX村
XX村	XX镇	XX县	2018	XX村
XX村	XX镇	XX县	2019	XX村
XX村	XX镇	XX县	2020	XX村
XX村	XX镇	XX县	2021	XX村
XX村	XX镇	XX县	2022	XX村
XX村	XX镇	XX县	2023	XX村
XX村	XX镇	XX县	2024	XX村
XX村	XX镇	XX县	2025	XX村
XX村	XX镇	XX县	2026	XX村
XX村	XX镇	XX县	2027	XX村
XX村	XX镇	XX县	2028	XX村
XX村	XX镇	XX县	2029	XX村
XX村	XX镇	XX县	2030	XX村
XX村	XX镇	XX县	2031	XX村
XX村	XX镇	XX县	2032	XX村
XX村	XX镇	XX县	2033	XX村
XX村	XX镇	XX县	2034	XX村
XX村	XX镇	XX县	2035	XX村
XX村	XX镇	XX县	2036	XX村
XX村	XX镇	XX县	2037	XX村
XX村	XX镇	XX县	2038	XX村
XX村	XX镇	XX县	2039	XX村
XX村	XX镇	XX县	2040	XX村
XX村	XX镇	XX县	2041	XX村
XX村	XX镇	XX县	2042	XX村
XX村	XX镇	XX县	2043	XX村
XX村	XX镇	XX县	2044	XX村
XX村	XX镇	XX县	2045	XX村
XX村	XX镇	XX县	2046	XX村
XX村	XX镇	XX县	2047	XX村
XX村	XX镇	XX县	2048	XX村
XX村	XX镇	XX县	2049	XX村
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XX村	XX镇	XX县	2051	XX村
XX村	XX镇	XX县	2052	XX村
XX村	XX镇	XX县	2053	XX村
XX村	XX镇	XX县	2054	XX村
XX村	XX镇	XX县	2055	XX村
XX村	XX镇	XX县	2056	XX村
XX村	XX镇	XX县	2057	XX村
XX村	XX镇	XX县	2058	XX村
XX村	XX镇	XX县	2059	XX村
XX村	XX镇	XX县	2060	XX村
XX村	XX镇	XX县	2061	XX村
XX村	XX镇	XX县	2062	XX村
XX村	XX镇	XX县	2063	XX村
XX村	XX镇	XX县	2064	XX村
XX村	XX镇	XX县	2065	XX村
XX村	XX镇	XX县	2066	XX村
XX村	XX镇	XX县	2067	XX村
XX村	XX镇	XX县	2068	XX村
XX村	XX镇	XX县	2069	XX村
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XX村	XX镇	XX县	2071	XX村
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XX村	XX镇	XX县	2079	XX村
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XX村	XX镇	XX县	2085	XX村
XX村	XX镇	XX县	2086	XX村
XX村	XX镇	XX县	2087	XX村
XX村	XX镇	XX县	2088	XX村
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XX村	XX镇	XX县	2091	XX村
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XX村	XX镇	XX县	2093	XX村
XX村	XX镇	XX县	2094	XX村
XX村	XX镇	XX县	2095	XX村
XX村	XX镇	XX县	2096	XX村
XX村	XX镇	XX县	2097	XX村
XX村	XX镇	XX县	2098	XX村
XX村	XX镇	XX县	2099	XX村
XX村	XX镇	XX县	2100	XX村

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村	镇	县	镇/村	村
222	222	222	222	222*
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222	222	22	222	2222*
222	222	2222	222	222*

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村	镇	县	省/市	村
XXX	XXX	XXX	XXX	XXXX*
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序	村	村	年/月	村
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序	村	镇	县/市	省
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序	村	村	年/月	序
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042	042	042	042	042
043	043	043	043	043
044	044	044	044	044
045	045	045	045	045
046	046	046	046	046
047	047	047	047	047
048	048	048	048	048
049	049	049	049	049
050	050	050	050	050

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省	市	县	镇/街道	村
浙江省	温州市	瑞安市	仙降街道	林光村
浙江省	温州市	瑞安市	仙降街道	垟头村
浙江省	温州市	永嘉县	黄田街道	千石村
浙江省	温州市	永嘉县	江北街道	珠岙村
浙江省	温州市	永嘉县	桥头镇	桥头
浙江省	温州市	永嘉县	桥下镇	方岙村
浙江省	温州市	永嘉县	桥下镇	六岙村
浙江省	温州市	永嘉县	桥下镇	梅岙村
浙江省	温州市	永嘉县	桥下镇	上村
浙江省	温州市	永嘉县	桥下镇	西岙村
浙江省	温州市	永嘉县	桥下镇	下斜村
浙江省	温州市	永嘉县	桥下镇	小京岙村
浙江省	舟山市	定海区	临城街道	长峙村
浙江省	舟山市	普陀区	沈家门街道	鲁家峙村

Description: The number and transaction data of online shops of villages marked with * are mainly based on statistics of local authorities.

Appendix 2: 2015 China Taobao Towns List

省	市	县	镇/街道	淘宝村数量
福建省	莆田市	荔城区	新度镇	7
福建省	莆田市	仙游县	榜头镇	4
福建省	泉州市	安溪县	尚卿乡	7
福建省	泉州市	德化县	三班镇	4
福建省	泉州市	晋江市	陈埭镇	16
福建省	泉州市	晋江市	永和镇	6
福建省	泉州市	南安市	乐峰镇	3
广东省	佛山市	南海区	九江镇	3
广东省	佛山市	南海区	里水镇	7
广东省	佛山市	顺德区	乐从镇	10
广东省	广州市	白云区	人和镇	6
广东省	广州市	白云区	太和镇	14
广东省	广州市	番禺区	南村镇	3
广东省	广州市	花都区	狮岭镇	3
广东省	广州市	增城市	新塘镇	9
广东省	惠州市	博罗县	石湾镇	3
广东省	惠州市	博罗县	园洲镇	4
广东省	揭阳市	普宁市	燎原镇	4
广东省	揭阳市	普宁市	梅塘镇	4
广东省	揭阳市	普宁市	占陇镇	9
广东省	汕头市	潮南区	陈店镇	5
广东省	汕头市	潮南区	成田镇	3
广东省	汕头市	潮南区	两英镇	3
广东省	汕头市	潮南区	胪岗镇	4
广东省	汕头市	潮南区	司马浦镇	4
广东省	汕头市	潮阳区	贵屿镇	3
广东省	汕头市	澄海区	莲上镇	3
广东省	汕头市	澄海区	莲下镇	6
广东省	汕头市	澄海区	溪南镇	3
河北省	保定市		白沟新城	5
河北省	邢台市	南宫市	垂杨镇	3
河北省	邢台市	南宫市	段芦头镇	3
河北省	邢台市	清河县	葛仙庄镇	8
河北省	邢台市	清河县	连庄镇	5
江苏省	南通市	通州区	川姜镇	8
江苏省	苏州市	常熟市	尚湖镇	4

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Meanwhile, should you have any new information on a Taobao village, please feel free to contact us by sending an Email to: l.chen@alibaba-inc.com, or send to @AliResearch through Sina Weibo. Thanks for your attention and support!



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