



## Blue Book of China's Commercial Sector (2016-17)

*By Fung Business Intelligence, National Academy of Economic Strategy*

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**Blue Book of China's Commercial Sector (2016-17)** By Fung Business Intelligence, National Academy of Economic Strategy

While the story of China's fast economic development is often told in terms of manufacturing, exports, finance, and real estate, this book provides the ultimate guided tour into another engine room of growth-the commercial sector.

The biennial publication, *Blue Book of China's Commercial Sector (2016-17)*, now in its sixth edition, offers the single most authoritative account of those trends and issues re-shaping China's commercial landscape, from retailing, wholesale/distribution and logistics to catering and urban development.

The National Academy of Economic Strategy of the Chinese Academy of Social Sciences in Beijing partners with Hong Kong-based Fung Business Intelligence in providing a timely, detailed analysis of China's commercial sector at the start of the 13th Five-Year Plan (2016-20). They explore and map the impacts of two developments integral to the plan: China's ongoing transition to a 'new normal' of economic growth that is slower but of higher quality, and the rise of new technologies and business models that are driving an e-commerce boom unlike that seen in any other large economy.

These are among the many reasons why the *Blue Book of China's Commercial Sector (2016-17)* is an essential resource for businesses, analysts, scholars, and governments alike.

### KEY FEATURES

- Presents a comprehensive account of China's commercial sector in 2016 and forecasts the development trends of 2017.
- Provides in-depth analyses of different industries including e-commerce, retailing, logistics, wholesale and distribution, and catering.
- Popular topics such as online retailing, luxury market, department store, and retail logistics in China are included.

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## **Editorial Review**

### About the Author

**Fung Business Intelligence** collects, analyzes, and interprets market data on global sourcing, supply chains, distribution, retail, and technology. Headquartered in Hong Kong, it leverages unique relationships and information networks to track and report on these issues with a particular focus on business trends and developments in China and other Asian countries. Fung Business Intelligence makes its data, impartial analysis, and specialist knowledge available to businesses, scholars, and governments around the world through regular research reports and business publications. As the knowledge bank and think tank for the Fung Group, a Hong Kong-based multinational corporation, Fung Business Intelligence also provides expertise, advice, and consultancy services to the Group and its business partners on issues related to doing business in China, ranging from market entry and company structure, to tax, licensing, and other regulatory matters. Fung Business Intelligence was established in the year 2000.

**National Academy of Economic Strategy (NAES)** was founded in 1978. The NAES is the research arm of the Chinese Academy of Social Sciences on strategies of economic reform. It serves as a think tank on finance and economics for development and reform in China. Its research fields include fiscal policy, taxation systems, public administration, international trade and investment, distribution sector, supply chain management, real estate industry, tourism and leisure industry, information service, and e-commerce.

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