Tmall Global: Enter China Without a Chinese Company

Parameter	Domestic Tmall	Tmall Global 天猫国际
Legal entity in mainland China	Required	Not required
Where the seller is registered	In the PRC	Overseas, including Hong Kong
Office, warehouse, bank account in the PRC	Required	Not required

Takeaway

The choice of platform determines costs, customs regime and tax

Two Lines of Review: Entity and Brand

Entity check

- Certificate of incorporation
- Proof of tax status
- Bank documents
- Representative's passport and power of attorney
- Ownership structure

Brand check

- Own trademark
- or a complete chain of authorizations from the rights holder

Important

Either check can stop the application

Tip

Secure ® registration before applying. With a ™ mark, the flagship store deposit rises from **50,000** to **100,000 yuan**

Brand Rights Determine the Store Format

Flagship store 品牌旗舰店

Brand owner or exclusive licensee

Specialty store 专卖店

Authorized dealer of a single brand

Multi-brand store 专营店

Several brands, deposit of **50,000–100,000 yuan**

Takeaway

The format depends on your set of brand rights, not on prestige

Three Payments to the Platform

Payment	Amount	What to watch
Deposit 保证金	50,000 yuan (flagship and specialty store with ®)	A ™ mark doubles the amount
Deposit for goods from 2+ countries	300,000 yuan	6× higher
Annual technical service fee 年费	30,000 or 60,000 yuan	With several categories, the highest rate applies
Commission per order	Usually 2–5%, depending on category	Build it into your price before launch

Total

Platform fees alone start at **80,000 yuan**, excluding logistics and marketing

Note

The annual fee waiver effective September 1, 2024 applies only to domestic Tmall. Tmall Global still charges the fee

The deposit is contractual security: penalties for violations (e.g., counterfeits) are deducted from it

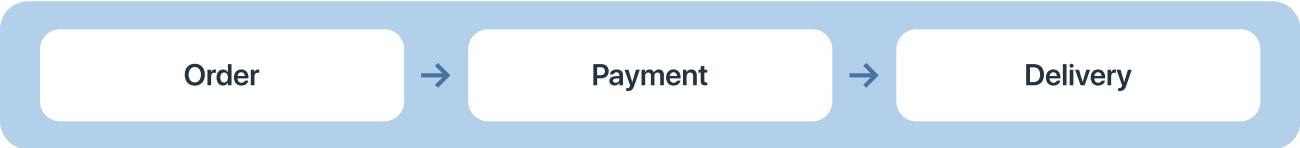
The Parcel Enters as a Personal Purchase

	Bonded import (1210)	Direct import (9610)
How it works	Stock is placed in advance in a warehouse in a customs zone (Hangzhou, Ningbo)	The order ships from abroad after payment
Delivery time	1–5 days	From one week
Inventory investment	Required	Not required
Key advantage	Speed	Saves working capital

Positive List: What You Can Sell

- 1,400+ product lines approved for cross-border retail
- 2019 edition, amended effective 01.03.2022 (公告2022年第7号)
- Some items — bonded import (1210) only
- No first-import license or registration required (商财发〔2018〕486号)

Customs reconciles three data streams



Tip

Check the product's PRC tariff code against the list before shipping stock to the bonded warehouse

5,000-Yuan Limit and 9.1% Rate

Per-buyer limits (since January 1, 2019; in force as of November 2026)

5,000 yuan
per purchase

26,000 yuan
per year

Within the limit

0%
customs duty

70%
of the statutory VAT and consumption tax

Effective VAT rate

9.1%
goods taxed at 13%

6.3%
goods taxed at 9%

The taxpayer is the buyer. The platform, seller or carrier acts as the withholding agent

Important

Above 5,000 yuan, the entire order is taxed as a general import — not just the excess

Exception

A single item over 5,000 yuan may be imported through the cross-border channel within the annual limit, but with full taxes. Resale of such goods is prohibited

From Application to Opening

1 **Brand and entity assessment**

About 3 business days. Application with store type and category in the seller portal

2 **Document review**

About 5 business days. Registration documents, authorization chain

3 **Store setup**

After approval. Alipay Global account, agreement, deposit

4 **Opening**

Once the storefront is ready. Annual fee, product listings, Cainiao logistics

A Tmall Partner (TP) takes care of

- Chinese-language customer service
- Storefront design
- Return point in mainland China

Tmall Global: Key Points

The platform paradox

It removes the heaviest burdens (legal entity, licenses, warehouse in China) but strictly regulates the smallest details (every parcel, every trademark symbol and every yuan of the limit)

Documents set the budget

Trademark status and categories change the deposit several times over

The supply model is a capital decision

1210 speeds up delivery, 9610 preserves working capital

The buyer limit is part of pricing

A basket over 5,000 yuan loses the tax benefit entirely

Bottom line

Tmall.hk is a tool for testing demand before setting up your own company in the PRC

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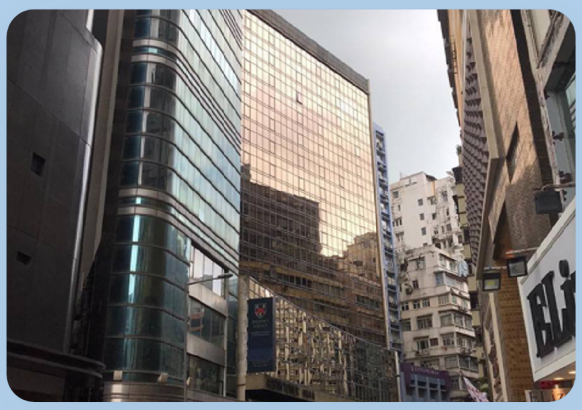

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