

THE ROLE OF THE BELARUSIAN NATIONAL PAVILION IN PROMOTING BELARUSIAN PRODUCTS IN THE CHINESE MARKET

Аннотация: в статье рассматривается роль Белорусского национального павильона в продвижении отечественных товаров на рынок электронной коммерции Китая, выделяются стратегии, такие как прямая трансляция, сотрудничество с влиятельными лицами и интеграция платформ для повышения продаж и узнаваемости бренда.

Summary: the article examines the Belarusian National Pavilion's role in promoting Belarusian products into China's e-commerce market, highlighting strategies like live-streaming, influencer collaborations and platform integration to boost sales and brand recognition.

Ключевые слова: Белорусский национальный павильон, прямая трансляция, сотрудничество с влиятельными лицами, стратегия продаж, узнаваемость бренда, электронная коммерция.

Key words: Belarusian National Pavilion, live-streaming, influencer collaborations, sales strategy, brand visibility, e-commerce.

China's e-commerce market, the world's largest, accounts for nearly half of global online sales. Platforms like JD.com,

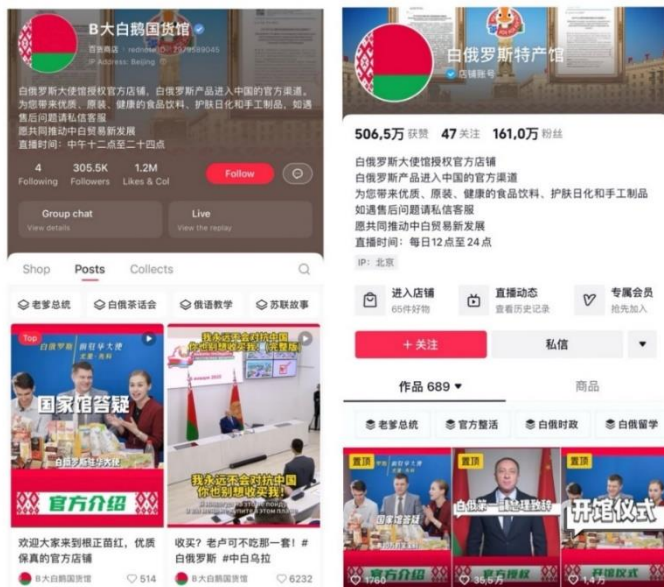
Douyin, Xiaohongshu, and Tmall provide foreign brands with unprecedented opportunities, yet entering this competitive landscape remains challenging.

Belarus and China have cultivated diplomatic relations since the early 1990s, with economic cooperation intensifying over the past two decades. China has emerged as one of Belarus most significant trading partners. According to data from the Ministry of Economy of Belarus, China became Belarus second-largest trading partner in 2024, accounting for approximately 18 per cent of Belarusian total foreign trade volume. Over the past 10 years, foreign trade in goods has increased nearly 4,7 times, from 1,8 billion to 8,4 billion US dollars [1].

Belarus, a strategic partner of China under «One Belt & One Road» Strategic Initiative (BRI), has expanded its presence in China’s digital marketplace through the Belarusian National Pavilion. The Belarusian National Pavilion plays one of the central roles in facilitating the promotion and sale of Belarusian products at the Chinese market. Operated by the China-Belarus Industrial Park «Great Stone» Development Company, the Pavilion was established in July 2022 as part of broader bilateral cooperation between Belarus and China. A strategic partnership model enabled direct cooperation with 25 Belarusian manufacturers in 2023, ensuring a steady supply of high-quality products tailored to Chinese consumer preferences.

In the Belarusian National Pavilion, Chinese consumers have access to products from Belarusian manufacturers such as Kommunarka JSC, Spartak JSC, Vitba Confectionery Factory, Belprodukt LLC. The products range is to continue to expand.

Figure 1. Official accounts of the Belarusian National Pavilion on Xiaohongshu and Douyin



The Pavilion operates on multiple Chinese e-commerce platforms and has over 2,2 million followers across all platforms. The Pavilion leverages extensive consumer bases of:

1. JD.com – primary platform for selling dairy and confectionery products.
2. Douyin, Kuaishou, and Bilibili – focus on live-streaming and short video promotions (see Figure 1).
3. WeChat and Weibo – used for direct consumer engagement and brand storytelling.
4. Xiaohongshu – targets lifestyle-conscious consumers, particularly for linen and natural products (see Figure 1).
5. China Merchants Zhaoshang Daojiahui – facilitates B2B transactions and bulk purchases.

6. Taobao and Pinduoduo (expansion planned in the future) – aimed at broadening reach to price-sensitive consumer segments.

The Pavilion focuses on everyday consumer goods, with top-selling categories including:

1. Dairy products (milk, yogurt, cheese);
2. Confectionery (chocolates, filled candies);
3. Linen textiles and household goods;
4. Crystal glassware;
5. Planned expansion into honey and additional food items

in 2024.

Live-streaming is a cornerstone of the Pavilion’s sales strategy. Hosted by Belarusian expatriates fluent in Mandarin, these sessions feature product demonstrations, live Q&A, and promotional offers. In 2023, live streams accounted for the majority of sales across platforms like Douyin and JD.com.

Live-streaming commerce is a dominant sales method in China, with the market’s Gross Merchandise Value (GMV) reaching 694,5 billion US dollars in 2023 and projected to exceed 1,1 trillion US dollars by 2026 (see Figure 2). This rapid growth highlights live commerce’s crucial role in influencing consumer purchasing decisions [2].

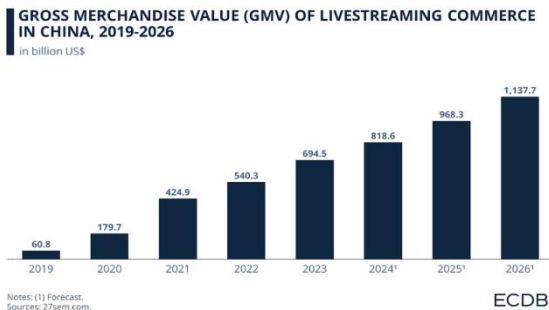


Figure 2. Gross Merchandise value of livestreaming commerce in China, 2019-2026

Reflecting this trend, the Belarusian National Pavilion has successfully leveraged platforms like Douyin.

Among the platforms, Douyin plays a crucial role in driving sales through live commerce and short video promotions. The platform has facilitated 612,548 total orders from 459,462 buyers since the Pavilion’s launch. In 2023 alone, Douyin accounted for 453,623 orders and 335,129 buyers, underscoring the platform’s popularity among Chinese consumers, with the total sales volume of 5,15 million US dollars and 3,91 million US dollars generated in 2023 alone [3].

Figure 3. Belarusian Pavilion Douyin platform sales data

Platform	
Douyin	
Total number of orders	612 548
Total number of buyers	459 462
Total number of orders in 2023	453 623
Total number of buyers in 2023	335 129
Total sales volume <small>(13.06.2022—22.11.2023)</small>	\$ 5 148 165,04
Total sales volume for 2023 <small>(01.01.2023—22.11.2023)</small>	\$ 3 910 493,97

With the support of Chinese partners, the Belarusian National Pavilion was launched in China’s digital space, marking the beginning of Belarusian e-commerce in the Chinese market. Today, more than 180 types of Belarusian products are sold from Chinese e-commerce platforms.

The Belarusian National Pavilion has demonstrated significant sales growth across multiple Chinese e-commerce platforms.

As of November 2023, the Pavilion recorded a total sales volume of 5,15 million US dollars, with 3,91 million US dollars generated in 2023 alone.

There is a big difference between utilizing the Belarusian National Pavilion to enter the Chinese market versus pursuing independent market entry. Both approaches offer distinct advantages and challenges for Belarusian brands (see Table 1).

Table 1. Comparative summary of the Belarusian National Pavilion and Independent brand entry

Criteria	Belarusian National Pavilion	Independent brand entry
Market access	Immediate via established platforms	Requires individual platform agreements
Marketing support	Centralized campaigns and influencer collaborations	Full control but higher costs
Logistics	Streamlined with Pavilion-coordinated shipments	Self-managed with higher complexity
Financial investment	Lower upfront costs, shared profits	High upfront investment; higher profit potential

Consumer trust	High due to government association	Must be built through extensive marketing
Flexibility	Limited customization, collective branding decisions	Full branding and operational flexibility

The choice between the Belarusian National Pavilion and independent entry depends on a company’s resources, risk tolerance, and goals. The Pavilion provides a low-risk, cost-effective option with market access and marketing support, ideal for small & medium size enterprises seeking quick entry. Independent entry, while requiring higher investment and regulatory expertise, offers full control and is better for long-term brand building.

To enhance the effectiveness of the Belarusian National Pavilion and strengthen Belarusian exports to China, several key strategies should be prioritized:

1. Develop gift-oriented products for festivals like Lunar New Year, aligning with China’s gifting culture.
2. Partner with Chinese Key Opinion Leaders on platforms like Douyin and Xiaohongshu to boost brand trust and visibility.
3. Train Belarusian exporters on Chinese consumer behavior and e-commerce strategies.
4. Facilitate participation in major shopping festivals (e.g., Singles’ Day) to maximize sales.

The Belarusian National Pavilion has proven to be a valuable gateway for Belarusian exporters seeking to enter China’s dynamic e-commerce market. By leveraging major digital platforms, live-streaming commerce, and strategic partnerships, the Pavilion has successfully enhanced brand visibility and sales performance. Further optimization will help to ensure long-term

growth and competitiveness. With continued policy support and strategic adaptation, the Pavilion can solidify its role as a cornerstone of Belarus-China trade relations in the digital era.

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