



## PAGE 3: B. ABOUT YOU

**Q1: Respondent details**

Name	-
Organization	CCTV-News China
Email Address	-
Phone Number	-

**Q2: Country or Customs territory**

CHINA

**Q3: Organization**

Private sector

## PAGE 4: C. ABOUT YOUR CASE STORY

**Q4: Title of case story**

E-commerce boosts China's rural economy

**Q5: Case story focus**

E-commerce development and efforts to bridge the "digital divide".

**Q6: Case story abstract**

For decades, it's been the custom for people from rural China to go to big cities in search of better work and life opportunities. But now some have found a way to make real fortunes at home, by using e-commerce. So-called "taobao villages" have sprung up across China. Taobao is one of China's leading e-commerce platforms, and the term "Taobao village" refers to villages where the majority of their residents make a living through running online stores on Taobao.

Link to video:

<https://www.youtube.com/watch?v=GhWG5H-osQ0>
**Q7: Who provided funding?**

Private sector

**Q8: Project/Programme type**

Single country

**Q9: Your text case story***Respondent skipped this question***Q10: Lessons learnt***Respondent skipped this question*