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DHL Group and JD.com sign Memorandum of Understanding to support German brands' growth in China and Europe

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Peking, Bonn - DHL Group and JD.com, Inc., China's largest retailer by revenue, today announced the signing of a memorandum of understanding to support German brands' growth in China and strengthen their presence in European markets through JD.com's European retail platform, Joybuy. The MoU was signed at JD.com's headquarters in Beijing.

DHL and JD.com have agreed to collaborate on innovative logistics and e-commerce initiatives, aiming to create seamless, integrated solutions that better connect brands, merchants, and consumers across both continents. Taking advantage of DHL's extensive global logistics infrastructure and JD.com's e-commerce ecosystem, the partnership creates new opportunities for German brands to expand internationally. It further strengthens DHL's position as the leading logistics partner for brands in Europe, while reinforcing JD.com's role as a trusted e-commerce gateway for global brands

Lowering Barriers for German Brands Entering the Chinese Market

Under the MoU aimed at promoting German brands, DHL will introduce them to JD.com, helping German businesses expand their presence in the Chinese market. By engaging JD.com's cross-border e-commerce business, JINGDONG Cross-border, German brands can sell directly to more than 700 million Chinese consumers on JD.com, without a physical presence or legal entity in China.

By combining the strengths of DHL and JD.com, German brands gain access to a seamless, one-stop solution for entering the Chinese market. DHL and JINGDONG Logistics, JD.com's logistics arm, will collaborate to design and provide end-to-end integrated logistics solutions, enhancing the overall fulfilment experience from Europe to China. The solution will allow merchants to benefit from a preferential customs duties and VAT scheme for direct B2C shipments,

lowering such costs substantially compared to conventional importation.

In addition, JD.com also offers a full range of e-commerce capabilities, including operations, product selection, consumer insights, marketing tools, and more. Combined with DHL's decades of experience in international shipping and trade facilitation, this creates a uniquely powerful ecosystem for brands expanding into China.

Tobias Meyer, CEO of DHL Group, said: "This partnership will enable a solution that helps DHL customers in Germany and Europe in accessing the vast China market. We combine four elements in a unique solution: the global strength of DHL, the enormous reach of the JD.com platform, a preferential import scheme for B2C shipments and the great fulfillment and delivery capabilities of JD.com in China. The combination of our logistics expertise and JD.com's established e-commerce capabilities will provide great benefits for German brands to expand internationally through scalable pathways and innovative tools that help merchants connect with consumers in the best possible way."

Sandy Xu, CEO of JD.com, said: "Many German enterprises have strong products and compelling brand stories. Sustained growth in China requires the right channels and operational infrastructure to directly reach Chinese consumers at scale. Through this MoU with DHL, we aim to combine logistics capabilities, digital infrastructure, and market access to help brands better understand Chinese consumer demand, optimize product positioning and improve go-to-market efficiency, enabling them to focus on long-term growth and brand building."

As part of this joint initiative, JD.com will also support these German brands in reaching a broader base of European consumers through Joybuy, the company's new online retail business in Europe. Using its extensive e-commerce experience, Joybuy will provide German enterprises with a new sales channel and expanded retail infrastructure, enabling them to engage more European consumers. This strengthens DHL's role as the leading enabler of European e-commerce growth, continuously supporting German brands to expand into new markets.

Source: DHL Group

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