

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY  
USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT  
POLICY

Voluntary    Public

**Date:** 7/22/2013

**GAIN Report Number:**

## **China - Peoples Republic of**

**Post:** Shanghai ATO

### **ATO Shanghai-TMall Great American Pre-Sale On-line Promotion Design**

**Report Categories:**

Agricultural Trade Office Activities

**Approved By:**

Keith Schneller

**Prepared By:**

Victor Choi

**Report Highlights:**

On June 27th 2013, ATO Shanghai partnered with online B2C platform TMall to launch an online event promoting American food products during a 10 day period. The following report, attached as a PDF file, covers the pre-sale process and design of the promotion, including pictures of the promotional page on TMall's online marketplace. Highlights include unique aspects of Chinese e-commerce, such as pre-sale promotions and group-shopping.

**General Information:**