



# Newsletter



**In November 2020, Hurricane Commerce and ELI Holdings signed a partnership to work together to help Chinese companies involved in international eCommerce.**

The partnership was agreed during a prestigious event at The Swan in Tetsworth, Oxfordshire, attended in person or virtually by senior delegates from the worlds of eCommerce, logistics and government.

Hurricane, which was founded in 2016, ensures that cross-border traders have the complete and valid data that is necessary for parcels to pass through customs.

Hurricane's easy to integrate technology solves challenges including product classification, duty and tax calculation, prohibited and restricted goods and denied parties screening and country of origin rules.

Hurricane ensures compliance for cross-border compliance around the globe, increasing customer satisfaction and avoiding delays and fines.

Martyn Noble, Chairman and CEO of Hurricane Commerce, said: "We are excited to have formed a partnership with ELI Holdings.

"We will be working with James Wang and the ELI team to enable companies and organisations

involved in Chinese eCommerce to capitalise on the many opportunities available while also successfully meeting the challenges of a fast-moving regulatory environment."

James Wang, Chairman of ELI Holdings, which has been working with companies in the UK and China for 25 years, said: "ELI is delighted to have agreed this important partnership with Hurricane Commerce.

"Together, our two companies can offer businesses the required technology, knowledge and skills to succeed in the complex world of global cross-border trade."

## Press coverage included:

<https://www.parcelandpostaltechnologyinternational.com/news/cross-border/hurricane-commerce-and-eli-holdings-sign-cross-border-e-commerce-partnership.html>

<https://www.caasint.com/hurricane-commerce-and-eli-holdings-sign-cross-border-ecommerce-partnership/2/>

<https://www.globalcargoinsight.com/hurricane-commerce-partners-with-eli-holdings>

# Introducing the CEELC

A key part of the new Hurricane / ELI partnership is the setting up of the China Europe eCommerce Logistics Club (CEELC).

Many of you will be familiar with the New China Club which James Wang has run successfully for many years.

It is now hoped that the CEELC will prove just as successful, providing networking, education and support to members, all of whom operate in the

**CEELC**  
CHINA EUROPE  
eCOMMERCE &  
LOGISTICS CLUB



eCommerce or logistics industries.

One important benefit of being in the CEELC will be the ability to receive regular updates

about cross-border regulations and guidance on how to ensure that eCommerce trade remains as frictionless as possible.

The club is open to eCommerce and logistics professionals from around the globe.

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## Early success for Hurricane/ELI

The Hurricane / ELI partnership has already achieved some great early success.

We are talking to several of the biggest names in Chinese eCommerce and logistics about providing them with Hurricane's cross-border solutions.

Hurricane's Business Development Director, Jayne James, has been working closely with the ELI team in Chengdu setting up meetings and sharing knowledge about Hurricane's APIs.

We're looking forward to announcing new customers in future newsletters.



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## The Swan at Tetsworth



**We were delighted to launch the Hurricane / ELI partnership and the CEELC at The Swan in Tetsworth, Oxfordshire.**

The Swan is a historic venue, having once played host to Queen Victoria.

Today, The Swan is a unique and much-loved venue offering a restaurant, antiques centre and regular auctions.

The Swan is co-owned by James Wang and Tom

Keane and will be available to CEELC members to use for business and pleasure.

During the coming months we plan to hold a range of exclusive events including auctions, wine tastings, art exhibitions and sailing days.

We are hoping to hold the first CEELC meeting at the end of March, subject to Covid-19 restrictions.

We will let you know more when we have more details.



# Cross-Border Update

**The year 2021 sees several major regulatory changes affecting cross-border eCommerce.**

January 1 saw Brexit finally happen following the signing of the free trade deal between the UK and EU. On the same day, the UK removed the exemption from VAT on low value items entering the country.

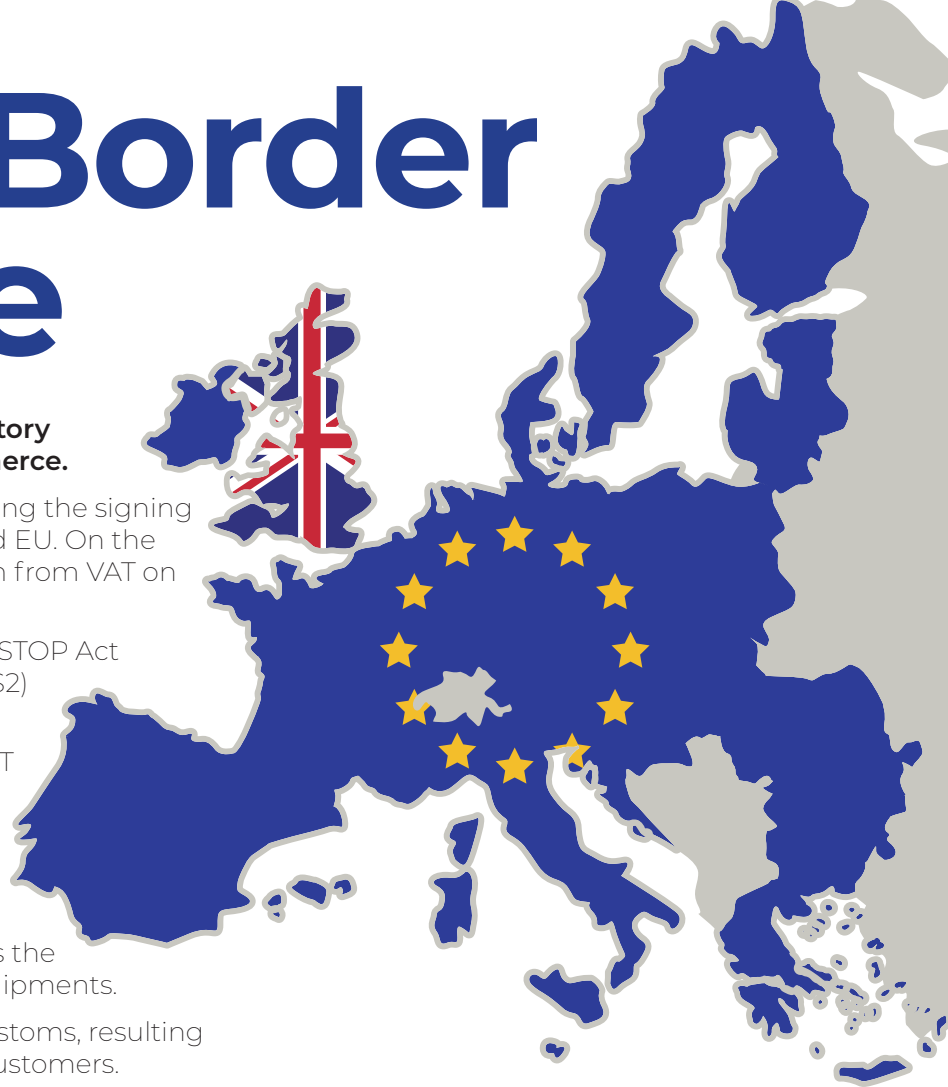
The next big date is March 15 with the US STOP Act and the EU's Import Control System 2 (ICS2) being enforced from that date.

Then, on July 1, the EU also removes its VAT exemption on low value goods.

Together, these regulations will change the way cross-border eCommerce trade is done forever.

The single most important requirement is the need for complete and valid data on all shipments.

Without it, your goods will get stuck at customs, resulting in additional costs, delays and unhappy customers.



## Hurricane/ELI website goes live

**We are delighted to announce that we now also have a dedicated Chinese website – [www.hurricanecommerce.cn](http://www.hurricanecommerce.cn)**

The website gives you all the information you need about Hurricane's technology and how it makes a difference to your cross-border trade.

It also gives you profiles on all of the key members of the Hurricane / ELI China team.

We'll be adding regular updates on to the website over the coming weeks and months.

Please can we ask you to also follow Hurricane Commerce on LinkedIn - <https://www.linkedin.com/company/17982193/admin/>

