

## Chinese online shopping platform launched in Kenya

Chinese e-commerce group Chinabuy has launched its online shopping services in Kenya, offering online shoppers access to different items for direct purchase from Chinese manufacturers and online sites.



Image via Pixabay

The firm, which will operate locally as Chinabuy.co.ke, is a one-stop shopping platform with millions of items from many factories and providers.

"Africa and China have been trading with each other for centuries but the level and intensity of their trade relationship has increased dramatically since online e-commerce has become the norm," Chinabuy Group CEO Joe Zhang said in a statement issued in Nairobi.

Joe said at Chinabuy.co.ke. online shoppers can find over one million products from all categories such as men, children and women clothing, mobile phones, electronics, cosmetics, toys and much more.

The online shopping mall has a localized online customer support which is available in both English and Kiswahili and a 365 return day policy for all its products. The site offers different delivery methods from free shipping to express door to door shipping at a low cost.

"We offer flexible payment platforms like Mobile Money, PayPal, Credit Cards and other preferred payment methods for the convenience of our customers, with a safe and secure process," Joe said.

The company enables purchase of items directly from Chinese manufacturers and from the largest Chinese online e-commerce sites which have exclusive agreements with Chinabuy.

As access to internet and hours Kenyans spend online increase, businesses are increasingly marketing their products and services online.

The Communication Commission of Kenya in its latest report puts number of mobile phone subscriptions in the East African nation at slightly over 30 million and internet users stood at over 20 million as at September 2014.

"We are honoured that our first branch in Africa is in Kenya. Chinabuy.co.ke as a first choice for Kenyans to shop on-line," he added.

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