



### About

Nawang Heli (Xiamen) Network Service Co., Ltd. was established on February 15, 2017, as a wholly owned subsidiary of Xiamen Nawang Technology Co., Ltd. Nawang Heli officially received the approval of ICANN in September 2020, becoming the registry operator of the .购物 Internationalized Domain Name. It is the first domain name registry operator in Fujian Province, China. With support from the Belt and Road Initiative, Nawang Heli promotes the application of Chinese domain names worldwide.

### gTLD use case

.购物 (shopping in English)

### Category

Generic

### Registry Operator

Nawang Heli (Xiamen)  
Network Service Co., Ltd

### Contact

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## What motivated you to apply for a new gTLD?

In the era of abundant resources, brick-and-mortar merchants shifted their focus from simply offering products to creating enhanced customer shopping experiences. As a result, shopping malls were built in communities around the world. When this is mapped to the field of e-commerce, creating a people-oriented portal to virtual shopping sites would be an important service to offer merchants and customers.

The .购物 domain name precisely relays the shopping attribute, allowing consumers to immediately identify the e-commerce portal of enterprises. When enterprises register this domain name, they acquire a unique e-commerce identification, which can strengthen their brand recognition, expand their market, enhance their influence, and help other enterprises take part in the e-commerce field.

## How are you using the gTLD?

As the registry operator of the top-level domain .购物, we are committed to make the .购物 domain name a shopping portal for consumers and an e-commerce portal for enterprises. We have launched “Full Company Name. 购物” which links to the navigation page. The navigation page integrates a variety of digital marketing tools. Internet users can accurately reach the business territory of enterprises, and consumers can quickly find the shopping portal. This not only reduces the burden, improves the quality, and increases the efficiency of enterprises’ digital marketing, resulting in highly effective promotion, but also provides a baseline for Internet users and consumers’

**gTLD**



Learn more at:  
[newgtldprogram.icann.org](https://newgtldprogram.icann.org)

## How are you using the gTLD? (continued)

online shopping search. Here, we encourage enterprises to use identifiable key words as much as possible, use its brands, trade names, or product names as keywords to highlight brand and service, and make better use of the .购物 domain name to enhance brand influence.

## What were some of the considerations you made before applying?

We considered market demand, operating costs, and brand relevance. During the preparation process, we conducted in-depth research on the e-commerce market, evaluated our own technical and service capabilities, raised funds, and prepared enterprise qualifications and operation plan materials.

## How has your organization benefited from operating a gTLD?

The gTLD has enabled us to create an exclusive e-commerce domain name ecosystem, set an industry benchmark, attract high-quality resources, and enhance competitiveness.

## How has having a gTLD changed or impacted your business?

Operating this generic top-level domain has expanded our company's business scope, attracted more attention from e-commerce customers, and optimized our service system, transforming our business from providing traditional domain name registration to offering comprehensive domain name services.

***“The .购物 domain name provides a shopping portal for consumers and an e-commerce portal for enterprises.”***

– Nawang Heli (Xiamen) Network Service Co., Ltd, Registry Operator