

DHgate Concludes 2026 Global Co-Creator Journey Across Shenzhen, Guangzhou and Dunhuang

Seven-day journey linked global community insights with China's manufacturing strengths, advancing DHgate's vision for a community-driven co-creation ecosystem.

DUNHUANG, CHINA, September 8, 2026 /EINPresswire.com/ -- DHgate concluded its 2026 Global Co-Creator Journey on September 7, following a seven-day program that brought more than 30 creators from the United States, Europe and other international markets together with Chinese merchants, manufacturers and ecosystem partners.

Held from September 2 to 7 across Shenzhen, Guangzhou and Dunhuang, the journey unfolded in three stages: participants built shared understanding and a common vision in Shenzhen; entered real-world industry and supply-chain settings in Shenzhen and Guangzhou; and then gathered in Dunhuang to reflect on the relationships, ideas and opportunities created along the way—and the long-term actions that could follow.

Together, the participating creators reach an audience of more than 45 million people across beauty, fashion, technology, lifestyle, pets, home and other categories. Each creator represents distinct communities, cultures and consumer groups—and has come to China with product



Creators at Dunhuang



Diane at round table

ideas, community needs and real business questions.

For DHgate, the journey was more than an industry visit. It offered a concentrated demonstration of the company's evolution from a cross-border transaction platform into what it describes as a “community-driven co-creation business container”: an enabling environment where creators, merchants, manufacturers, consumers and service partners can turn authentic demand into products, content, market validation, brands and lasting commercial value.



Creator with Manufacturer

Cross-Border E-Commerce Enters a New Era of Value Creation

Cross-border e-commerce is entering a more complex growth phase. Customer acquisition costs continue to rise, price competition and platform sameness are intensifying, and overseas consumer demand is becoming increasingly fragmented and personalized. At the same time, a gap remains between China's sophisticated manufacturing supply and the authentic needs, cultural expression, and community relationships that shape demand in global markets.

AI is rapidly improving efficiency across product discovery, marketing, content creation, and fulfillment. Yet as efficiency tools become more accessible and easier to replicate, DHgate believes the industry's next source of competitiveness will come from something deeper: understanding real human needs, coordinating multiple roles effectively, and translating China's manufacturing strengths into distinctive products, brands and long-term relationships.

“I believe the true dividing line between the old world and the new is not AI, but the source from which we choose to act,” said Diane Wang, Founder and Chairperson of DHgate Group, during a roundtable discussion at the opening event. Wang noted that traditional commercial relationships have often been driven by competition, comparison and fear of scarcity. A new kind of business relationship, she said, can begin with goodwill—using collaboration and mutual benefit to help different participants support one another and create value together.

This thinking is embodied in DHgate's guiding proposition, “Let goodwill flow, and all beings flourish.” It calls for needs, capabilities and opportunities to circulate continuously among participants, creating new growth and long-term value through mutual empowerment.

GoodSphere: A Shared Vision Taking Shape

Over the past several years, as DHgate's community practices have expanded, a shared vision known as GoodSphere has gradually come into focus.

GoodSphere reflects a collective aspiration for trust, belonging, mutual support and shared growth. Rather than a fixed blueprint designed by a single organization, it is a living ecosystem—felt, imagined and built by its participants through repeated dialogue and practice. Its emerging three-layer structure begins with goodwill, collaboration and altruism as the source and soil; continues with new infrastructure that enables connection and creation; and supports diverse communities spanning business, philanthropy, education and other fields.

In commerce, this vision is expressed through DHgate's community-driven co-creation model. Creators, merchants, manufacturers, consumers and service partners work around authentic needs, enabling an idea to move through product definition, content development, supply-chain execution and market validation—and, over time, to grow into a brand and an enduring partnership.

On September 2, participants from different countries and commercial roles formed small groups to envision the GoodSphere they hope to create. Together, they explored their shared vision and values, the capabilities each person could contribute, and the next actions they could take. Some participants have built deep relationships with younger consumers; others serve mature women, plus-size communities or audiences interested in beauty, fashion, technology, pets and lifestyle. Chinese merchants and manufacturers contributed expertise in product development, materials, craftsmanship, production and supply-chain execution.

By bringing these different needs and capabilities into the same co-creation space, participants began to articulate a shared understanding of a more human commercial relationship: seeing one another, supporting one another and contributing their distinct strengths to create lasting value.

Creator Michele is already applying this approach to build her own brand. She leads a community of approximately 150,000 mature women and has worked with a selected factory on product development and prototyping. Multiple rounds of community voting have helped determine the design and formulation. During the journey, she continued discussions around final product confirmation and order placement. Speaking to creators entering China's supply chain for the first time, she emphasized that the breadth of manufacturing possibilities makes clarity of purpose essential: the more choices available, the more important it is to understand what one truly wants to create.

Anthopia, envisioned as part of GoodSphere's infrastructure layer, was also introduced at the opening event. Its name brings together Agent, Human and Utopia. The initiative is designed to use AI and other technologies in service of human creativity, enabling more effective connections among needs, resources, data and partners.

Bringing Authentic Global Demand into Chinese Manufacturing

On September 3, participants moved deeper into the industrial ecosystems of Shenzhen and Guangzhou, bringing product concepts and community needs from global markets into real-world commercial settings.

Entering the supply chain allows creators to understand the research, materials, craftsmanship and production logic behind a product. It also gives Chinese companies direct access to first-hand insights from target markets. An idea emerging from an overseas community can be explored in terms of product form, function, cost and manufacturing feasibility, while Chinese companies can contribute their R&D and production expertise much earlier in the creation process.

Through this exchange, the influence, audience insight and trust that creators have developed over time can be translated into products and brands. Chinese merchants and manufacturers, meanwhile, can understand global consumers more directly and identify opportunities for differentiated products and new growth beyond traditional order-taking and price competition.

Wang Yiyang, General Manager of Guangdong Liyan Cosmetics Biotechnology Co., Ltd., noted that traditional OEM relationships largely followed a model in which clients specified their requirements and factories manufactured accordingly. Direct interaction with overseas creators and real users now allows companies to understand consumer needs earlier and use those insights to guide product iteration—shifting commercial relationships away from price and one-off transactions toward shared value and long-term partnership.

The needs, product concepts and partnership opportunities identified during the journey will now move into subsequent development, testing and continued collaboration. The aim is to give each face-to-face exchange the opportunity to grow into a real product, a durable partnership or a new commercial opportunity.

Reimagining Connection and Coexistence in Dunhuang

After the industry visits, the journey continued west to Dunhuang.

For centuries, merchants, travelers and communities from East and West met in Dunhuang along the ancient Silk Road. Goods changed hands, but so did languages, beliefs, artistic traditions and ways of life. Through openness, inclusion and mutual influence, these encounters gave rise to a civilization whose legacy has endured for more than a thousand years.

Dunhuang therefore offers a historical reference point for this journey: differences can be preserved while also becoming a source of new creativity through connection. When people from different backgrounds exchange ideas and inspire one another, they can create outcomes that no single participant could achieve alone.

DHgate took its name from Dunhuang 22 years ago, with the ambition of carrying the Silk Road's connective spirit into the digital age and building new links between China and the world. By returning to Dunhuang, the company is extending that idea of connection beyond goods and markets—to relationships between people, communities, industries and cultures.

Through cultural experiences and dialogue in Dunhuang, participants revisited the relationships, needs and ideas that had emerged during the previous days. Together, they considered which projects should move forward, which partners could continue the journey together, and how the understanding and possibilities created in China could be carried back into their own communities.

From developing a shared vision in Shenzhen, to advancing real co-creation within China's industrial ecosystem, to reflecting on connection and coexistence in Dunhuang, the 2026 DHgate Global Co-Creator Journey brought global demand and creativity into sustained dialogue with China's industrial capabilities. As the seven-day program concluded, its next phase began: carrying the ideas, relationships and collaboration intentions formed during the journey into continued development and action. Through long-term collaboration, DHgate hopes this exchange will give rise to new products, brands, partnerships and commercial value—and demonstrate how the shared vision of GoodSphere can take root in real business.

About DHgate

Founded in 2004, DHgate is a leading cross-border e-commerce platform connecting global buyers with Chinese suppliers. Today, DHgate is evolving beyond transaction-based commerce toward a community-driven co-creation ecosystem—bringing together creators, merchants, manufacturers, consumers and service partners to transform authentic needs and creative ideas into products, content, brands and long-term value.

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