

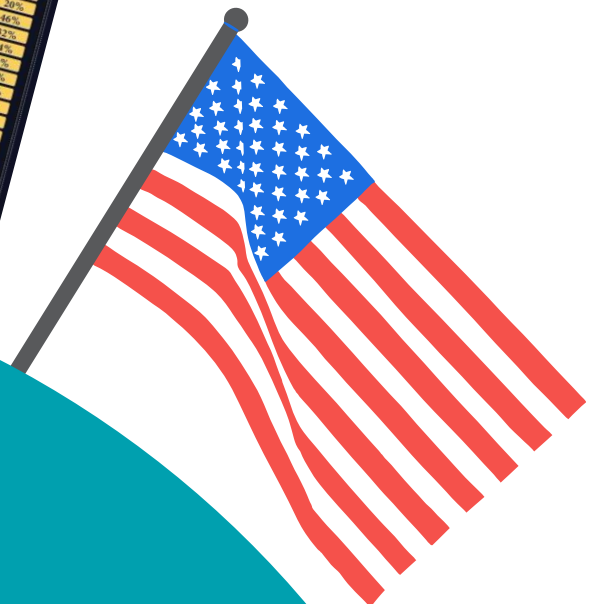
Unpacking Trump's “Liberation Day” updates

What it means for your eCommerce business



Reciprocal Tariffs

China	Country	Tariffs Changed in 1924	U.S. Standard Reciprocal Tariffs
European Union		67%	34%
Vietnam		39%	20%
Taiwan		90%	46%
Japan		64%	32%
India		46%	24%
South Korea		52%	26%
Thailand		58%	31%
Switzerland		71%	32%
Indonesia		64%	24%
Malaysia		71%	31%
Canada		64%	32%
United Kingdom		47%	24%
South Africa		97%	49%
Brazil		10%	10%
Bangladesh		60%	30%
Singapore		16%	10%
Israel		74%	37%
Philippines		33%	17%
Chile		33%	17%
Australia		33%	17%
Pakistan		18%	10%
Turkey		18%	10%
U.S. Standard		10%	10%
		44%	



De Minimis Loophole

Let's Recap...



Let's Recap...

In February 2025, the U.S. Government announced the removal of the *de minimis* exemption on Chinese and Hong Kong-origin goods, causing immediate disruption across cross-border eCommerce supply chains—only to suspend the decision shortly afterward. The sudden change, delivered with just 48 hours' notice, forced the U.S. Postal Service to temporarily halt the acceptance of packages from China and Hong Kong, resulting in over a million undelivered parcels stockpiling at New York's JFK Airport.

Retailers faced:

- **Rejected Shipments** – *Type 86 clearance was no longer available for CN & HK origin parcels*, leading to widespread delays and cancellations.
- **Unexpected Duty Costs** – Shipments previously exempt under the \$800 threshold were suddenly subject to duties, a 20% surcharge, and customs clearance fees—leaving retailers exposed, with no mechanisms to recover duties post-checkout.
- **Compliance Confusion** – *Misinformation and last-minute reversals led to compliance risks*, operational uncertainty, and growing frustration across logistics networks.



These changes created an immediate supply chain crisis, threatening revenue loss, operational chaos, and customer dissatisfaction for any business shipping to the U.S. from China or Hong Kong.



Now...

The Policy Is Back and It's Official.

Last night (2nd April 2025), during a televised "Liberation Day" press conference, President Donald Trump confirmed the reinstatement of "Reciprocal Tariffs" including an additional 34% tariff on China-origin goods and signed the Executive Order officially ending de minimis for China and Hong Kong from 2nd May.



Two executive Orders have been published by The White House regarding changes to the De Minimis





What this means for eCommerce:



De Minimis ends for China & Hong Kong from 2 May 2025



Applies on Country of Origin for commercial clearance — Most cross-border shipments using commercial express or cargo services will be affected.



Postal clearance rules still to be confirmed — The Executive Order suggests it may apply based on Country of Export rather than Country of Origin, creating uncertainty for CN & HK goods routed via third countries.



Commercial shipments will be subject to full duties applied cumulatively — This includes standard base rate duty, Section 301 tariffs, additional February tariff surcharges and Reciprocal tariff surcharge.



Postal shipments will face flat-rate duties — Either 30% of the item's value or a minimum of \$25 per item, rising to \$50 per item from 1 June 2025.

More change could be coming soon...



Beth Chapman • 1st
Managing Director at Starlinks Global
now •

...

I mean you wait weeks for an Executive Order and then two come at once.

For those interested in US de minimis outside of China and Hong Kong origins please pay special attention to section h of the Executive Order which alludes to potential and wider changes to de minimis once adequate systems are in place to collect duty.

Starlinks Global will continue to share updates as they become available and please reach out to me or any one of the team if you need any advice.

Why is Starlinks Global the right partner to help you navigate through these turbulent times?

Here's what our clients have said about our response to the U.S tariff changes...

“

“Starlinks Global's swift response to the sudden U.S. tariff changes was **a shining light in what was a very uncertain time for eCommerce retailers**. Starlinks Global's team have a natural ability to break down what was such a complex situation made up of ever changing moving parts into an easy to understand relatable information which was **a godsend to us**.

Their market leading communication and up to date daily information helped us make clear and concise decisions throughout this period and allowed us stay ahead of the curve.

Starlinks Global's agility and reliability not only saved us from potential revenue loss but also strengthened our relationship with customers.

They proved that in a crisis, speed and expertise make all the difference.”

oh
POLLY

**- James Morgan, Head of
Logistics at Oh Polly**

“

Starlinks Global’s innovative shipping strategy was a game-changer.

Their data-driven approach—isolating China-origin items, offering alternative clearance routes, and real-time parcel screening—prevented supply chain breakdowns and protected our margins.

Without their strategy, we would have been stuck with unanticipated costs, rejected shipments, and frustrated customers. **Thanks to their innovation, we navigated the crisis without disruptions, refund spikes, or lost revenue.**



- Keiran Davies, Outbound Supply Chain Manager at Beauty Bay

We'll keep you updated on the latest news updates around these changes.



View our hub for the latest updates

<https://starlinks-global.com/u.s-shipping-updates>



Subscribe to updates on our website and follow us on LinkedIn.

About Us

At Starlinks Global, we set the benchmark for cross-border delivery, boasting the **lowest WISMO rates, lowest loss rates, and lowest undeliverable rates of any global carrier.**

Our mission is simple:

To **empower retailers to reach shoppers worldwide** through seamless, reliable delivery solutions backed by **exceptional customer service.**

By investing in people and technology, we drive continuous innovation in eCommerce logistics, ensuring expertise, precision, and care in every parcel's journey. Because at Starlinks Global, **it's never just a parcel.**