

Analysis of Guangdong Cross-Border E-Commerce Export Trade Promotion Strategy

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Abstract: Based on the background of "Digital China" construction, by studying the current situation of cross-border e-commerce export trade in Guangdong province, combining various relevant data and research materials, using literature research, data analysis and comparative analysis methods to analyze the trade scale, product structure, market structure of cross-border e-commerce in Guangdong Province, it is concluded that cross-border e-commerce export in Guangdong Province is facing the weak brand awareness of enterprises; The lack of cross-border e-commerce professionals; The logistics system is not perfect and the cost is high; Customs clearance conditions are limited, payment credit needs to be improved four problems, according to the problems put forward to establish brand awareness, strengthen brand construction; Strengthen the introduction and training of cross-border e-commerce merchants; Strengthen infrastructure construction and optimize logistics costs; Improve the efficiency of customs clearance and improve the four-point improvement measures for the construction of cross-border payment platform, so as to promote the better development of cross-border e-commerce in Guangdong Province.

1. Research Background and Significance

In recent years, cross-border e-commerce has developed rapidly with the maturity and popularity of computer technology. China's cross-border e-commerce has developed rapidly, and the international market has maintained a rapid growth. At the same time, cross-border e-commerce has become an important force for stabilizing China's foreign trade, a new driving force for foreign trade transformation and upgrading, a new channel for innovative development, and a new bridge for the construction of the "Belt and Road" initiative. At present, China's export cross-border e-commerce industry cluster has shown a development trend from coastal areas to inland, from the east to the west, and more industrial groups with China's traditional international trade advantages have also carried out global business expansion with the help of export cross-border e-commerce.

At present, Guangdong Province has 21 cross-border e-commerce comprehensive pilot zones such as Guangzhou, Shenzhen and Zhuhai, the largest number, ranking first in the country. For many years, Guangdong Province's economic aggregate has been ranked first in the country. It has not only been the largest province of foreign trade for 36 years, but also the development of cross-

border e-commerce has been in the forefront of the country. Under a series of strategic plans such as the Belt and Road Initiative and the Guangdong-Hong Kong-Macao Greater Bay Area, Guangdong will continue to give full play to its geographical advantages, seize the policy dividends, and stimulate the development potential of cross-border e-commerce.

However, under the influence of multiple pressures, such as the instability of the epidemic, severe international situation and rising costs, cross-border e-commerce in Guangdong faces many restrictions in cross-border payment, logistics and transportation, foreign exchange settlement and customs clearance, which also bring many challenges to foreign trade enterprises in Guangdong. Based on this, it is an important topic worth studying to sort out the current situation of cross-border e-commerce export trade in Guangdong province and the problems faced in the cross-border e-commerce export trade, and put forward corresponding countermeasures to improve the problems.

2. Research Trends at Home and Abroad

First, study the current situation of cross-border e-commerce export trade in Guangdong Province. Starting from the current situation of cross-border e-commerce export trade in Guangdong Province, Zhang Dong and Ji Jiali (2021) give examples of export product structure and distribution of export regions of cross-border e-commerce in Guangdong Province, and point out problems such as insufficient settlement capacity and limited payment of imprementations in cross-border trade in Guangdong Province, so as to propose countermeasures [1] such as promoting enterprise development, strengthening infrastructure investment and improving logistics system. Jia Xihong and Liu Qiuyan (2022) analyzed the export status quo of cross-border e-commerce in Guangdong Province, that is, the total export volume is still growing, the leading role is significant, the developed countries and regions are the main exporters, and the industries involved are wide. They also explored the cross-border e-commerce and its logistics mode in Guangdong Province. It puts forward such problems as the risk of credit loss brought by cross-border e-commerce and the serious homogenization of import and export commodities, and suggests countermeasures [2] such as strengthening legal supervision and strengthening brand building. Liang Muling, Chen Feng, Chen Youdong, Dai Jiaqi, Huang Li (2020) To explore the current situation of cross-border e-commerce export trade in Guangdong; It analyzes the large regional differences in the development of cross-border e-commerce export, and then puts forward countermeasures such as guiding the coordinated development of cross-border e-commerce [3].

Second, it analyzes the problems faced by cross-border e-commerce export trade in Guangdong Province. For example, Zhu Jing (2019) analyzed the problems in the process of cross-border e-commerce export trade in Guangdong Province, such as; Practitioners lack of understanding and professional knowledge of cross-border e-commerce; Product homogeneity is serious, business model has been greatly impacted, and so on. In this way, it is proposed that cross-border e-commerce enterprises should update their model, strengthen brand building and other solutions [4]. Li Yanhan (2021) deeply analyzed the existing problems of cross-border e-commerce export trade in Guangdong Province under the new background of Guangdong-Hong Kong-Macao Greater Bay Area, such as unbalanced regional development; and put forward the development potential and countermeasures of cross-border e-commerce in Guangdong [5].

Third, the analysis of Guangdong cross-border e-commerce export competitiveness. For example, Yang Yun (2022) analyzed the export competitiveness of cross-border e-commerce in Guangdong province, took Foshan City of Guangdong Province as an example, compared the policies of other cities in Guangdong province, such as Shenzhen, Zhuhai, Dongguan, Guangzhou and other comprehensive pilot areas, combined with industrial characteristics, and put forward policy suggestions for the development of cross-border e-commerce export. Zhang Hui and Yu

Xingna (2020) analyzed the export competitiveness of cross-border e-commerce in Guangdong province through GM grey model, based on the comparative analysis between Guangdong and Shanghai, Zhejiang and Fujian, predicted the index value of each region, and then compared it with the actual value, so as to estimate the actual impact, and put forward countermeasures such as differentiated use and promotion of preferential policies.

Xiahong Jia, Xingqiao Yuan (2022) analyzed the development status of cross-border e-commerce in Guangdong and proposed corresponding optimization measures [6] in view of its low market access requirements, high logistics costs and low customs clearance efficiency. Jieyu Lai (2019) takes Guangdong Pilot Free Trade Zone as an example, by introducing the situation of cross-border e-commerce in Guangdong province, puts forward problems such as the lack of supervision of comprehensive service platform and imperfect logistics system of cross-border e-commerce in Guangdong Province, and points out countermeasures, [7] such as strengthening the safety research technology of related technologies and strengthening supervision and management.

3. Analysis of the Current Situation of Cross-Border E-Commerce Export Trade in Guangdong Province

3.1. Scale of Export Trade

3.1.1. Scale of Cross-Border E-Commerce Trade

According to the statistics of the Ministry of Commerce, before the financial crisis in 2008, the transaction volume of China's cross-border e-commerce had not exceeded 1 trillion yuan, but it only took seven years to reach 5 trillion yuan. So far, the total transaction volume of China's cross-border e-commerce has exceeded 14.2 trillion yuan. In the past 13 years, the transaction market size of China's cross-border e-commerce has expanded by 16.75 times, increasing by 13.4 trillion yuan. Customs statistics show that in 2021, China's cross-border e-commerce continued to maintain the momentum of development, with the total import and export scale of 1,923.7 billion yuan, a 10-fold increase in five years, and an increase of 18.6% compared with 2020, accounting for 4.9% of the total import and export volume. Among them, the cross-border e-commerce export still developed rapidly. In 2021, the export scale was about 1,391.8 billion yuan, up 28.3%, accounting for 6.4% of the total export, accounting for an increase of 0.4 percentage points.

In the context of the rapid development of China's cross-border e-commerce industry, Guangdong Province, as the most developed foreign trade region in China, closely follows the footsteps of the country and vigorously develops the cross-border e-commerce industry. By virtue of its superior geographical location and policy dividends, it has also made certain achievements. The import and export of cross-border e-commerce in Guangdong has witnessed explosive growth. In 2021, the import and export volume of Guangdong jumped from 22.8 billion yuan in 2016 to 331 billion yuan directly, with an annual average growth rate of 92.1%.

In 2019, the total import and export value of Guangdong's cross-border e-commerce through the Customs cross-border e-commerce platform was 110.79 billion yuan (excluding the import and export channels of overseas warehouses and express mail), up 45.8% year on year, accounting for 59.5% of the total value of national cross-border e-commerce (186.21 billion yuan). The export value was 74.16 billion yuan, up 62 percent.

Even with the impact of COVID-19, Guangdong's cross-border e-commerce trade volume is still growing. Different from other provinces, Guangdong's cross-border e-commerce scale has steadily ranked first in China for many years. Figure 1 shows the scale of cross-border e-commerce transactions in Guangdong Province from 2016 to 2021.

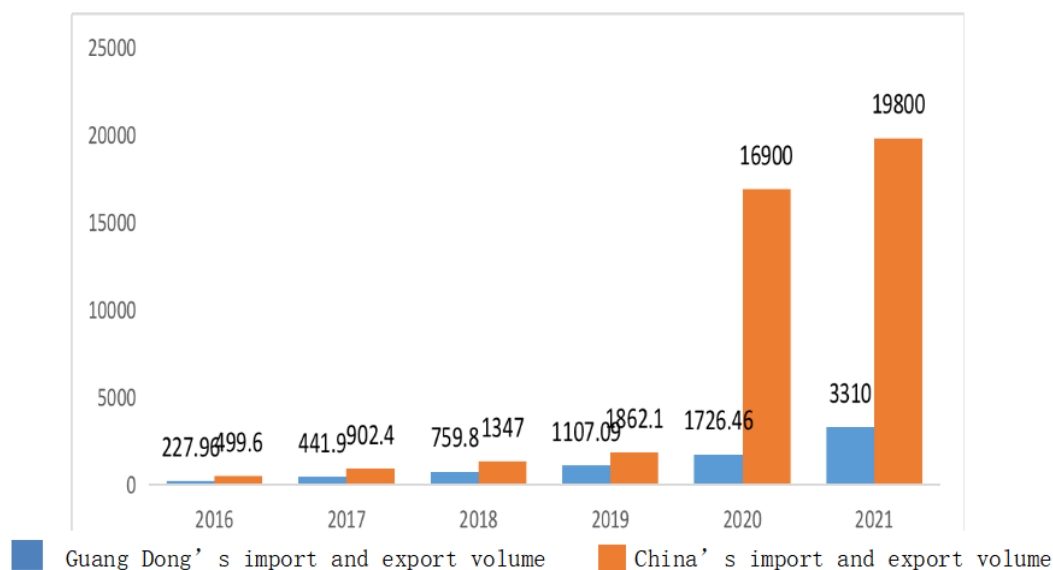


Figure 1: Import and export of cross-border e-commerce in Guangdong Province from 2016 to 2021 (exported through the cross-border e-commerce management platform of Customs)

3.1.2. Status of Cross-Border E-Commerce in Guangdong Province

Even with the impact of COVID-19, cross-border e-commerce trade in Guangdong continues to grow. In 2019, Guangdong, Zhejiang, Henan, Shanghai and Tianjin ranked among the top five provinces in terms of cross-border e-commerce import and export volume in China. In 2020, Guangdong, Zhejiang, Henan, Fujian and Hunan ranked among the top five provinces in terms of total cross-border e-commerce import and export volume. In 2021, Guangdong, Shandong, Fujian, Zhejiang and Henan will rank among China's top five provinces in terms of total cross-border e-commerce import and export volume. The ranking changes year by year, but Guangdong remains the dominant province. As shown in Table 1, Guangdong ranks among the top five provinces in terms of the total volume of cross-border e-commerce imports and exports in China from 2019-2021.

Table 1: Top five provinces in terms of total cross-border e-commerce import and export volume in China from 2019-2021

Standings	First place	Second place	Third place	Fourth place	Fifth place
2019	Guangdong	Zhejiang	Henan Province	Shanghai	Tianjin
2020	Guangdong	Zhejiang	Henan	Fujian	Hunan
2021	Guangdong	Shandong	Fujian	Zhejiang	Henan

3.2. Export Product Structure

Cross-border e-commerce in Guangdong Province covers a wide range of industries, including textile and clothing, light industries such as food and beverage, and heavy industries such as automation, precision machinery and new energy. Among them, the export products mainly include mechanical and electrical products, digital products, electrical equipment, textile and apparel industries, which have obvious advantages in the country.

As can be seen from Table 2, the product structure of cross-border e-commerce exports in

Guangdong Province in 2017 mainly included mobile phones, accounting for 28.2%. Followed by mechanical and electrical products, accounting for 22.5%; From 2019 to 2020, mobile phones continued to lead cross-border e-commerce exports in Guangdong Province, while mechanical and electrical products, textiles and clothing, household appliances and equipment parts remained unchanged. Electrical equipment began to gain strength, accounting for 19.2% of cross-border e-commerce exports in Guangdong Province in 2020. In 2021, mechanical and electrical products surpassed mobile phones and became the first cross-border e-commerce export product in Guangdong Province, accounting for 27.1%.

Table 2: Classified data of cross-border e-commerce export products in Guangdong

Year	Electromechanical products	Cell phone	Electrical equipment	Textile clothing	Household appliances	Equipment parts	Others
2017	22.5%	28.2%	10.2%	18.8%	3.5%	1.7%	15.1%
2018	22.5%	33.3%	12.5%	16.2%	2.9%	1.8%	10.8%
2019	23.4%	35.1%	15.4%	14.0%	2.6%	1.8%	7.7%
2020	23.9%	26.2%	19.2%	10.5%	2.8%	1.7%	15.7
2021	27.1%	20.7%	18.1%	6.8%	1.8%	1.5%	24%

3.3. Cross-Border E-Commerce Comprehensive Pilot Zone and Enterprises

In order to actively develop the field of cross-border e-commerce in China, The State Council has repeatedly proposed to establish comprehensive experimental zones for cross-border e-commerce. By the end of 2022, China has a total of 165 experimental zones, and has implemented such policies as "duty-free without tickets", "verified income tax", "facilitation of customs clearance" and "relaxed import".

Compared with other regions, Guangdong was the first gathering place of cross-border e-commerce, and later it gradually developed into one of the important gathering centers of cross-border e-commerce in China. At present, 21 comprehensive pilot zones for cross-border e-commerce have been set up in Guangdong Province, and 21 prefecture-level cities have been fully covered, ranking first in the country in number, with particularly obvious benefits. The relevant situations of China's cross-border e-commerce comprehensive pilot zone and Guangdong Province's cross-border e-commerce comprehensive pilot zone are shown in the Figure 2 and Table 3.

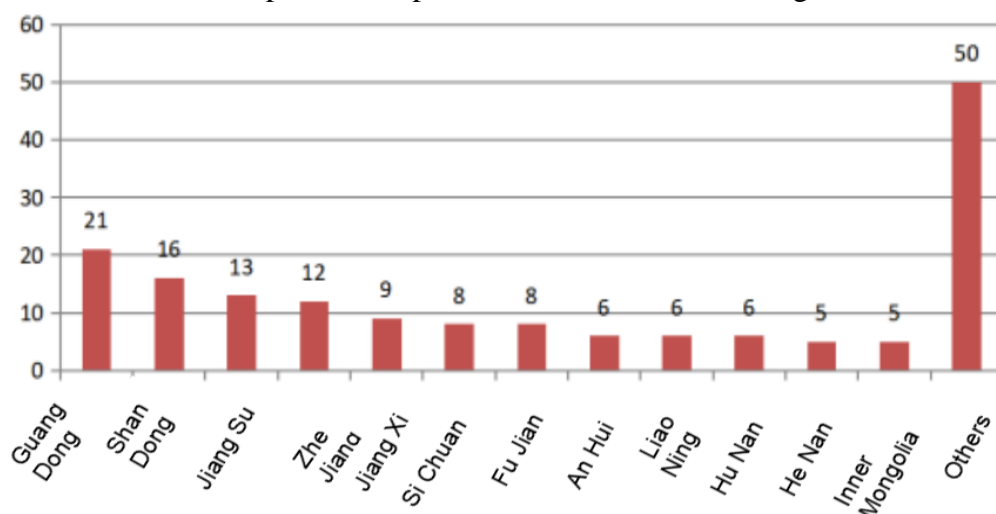


Figure 2: Distribution of China's cross-border e-commerce comprehensive pilot zone

Table 3: 21 comprehensive pilot zones of cross-border e-commerce in Guangdong Province

Batch	Time of approval	Comprehensive pilot zone for cross-border e-commerce
The second batch	January 6, 2016	China (Guangzhou, Shenzhen) cross-border e-commerce comprehensive pilot Zone
The third batch	July 24, 2018	China (Zhuhai, Dongguan) cross-border e-commerce comprehensive pilot zone
The fourth batch	December 24, 2019	China (Shantou, Foshan) Cross-border e-commerce Comprehensive Pilot Zone
The fifth batch	April 27, 2020	China (Meizhou, Huizhou, Zhongshan, Jiangtou, Zhanjiang, Maoming, Zhaoqing) cross-border e-commerce comprehensive Pilot Zone
The sixth batch	January 22, 2022	China (Shaoguan, Shanwei, Heyuan, Yangjiang, Qingyuan, Chaozhou, Jieyang, Yunfu) Comprehensive Pilot Zone for cross-border e-commerce

The competition pattern of cross-border e-commerce market continues to show a "leading" effect, and a cross-border e-commerce market pattern dominated by the Pearl River Delta, Yangtze River Delta and Beijing and Tianjin has taken shape. According to the data of Qiqiacha (as of December 2022), Guangdong tops the list with 10,228 cross-border e-commerce related enterprises, followed by Anhui and Zhejiang with 7,080 and 4,674, respectively, followed by Shandong, Fujian and Henan, as shown in Figure 3.

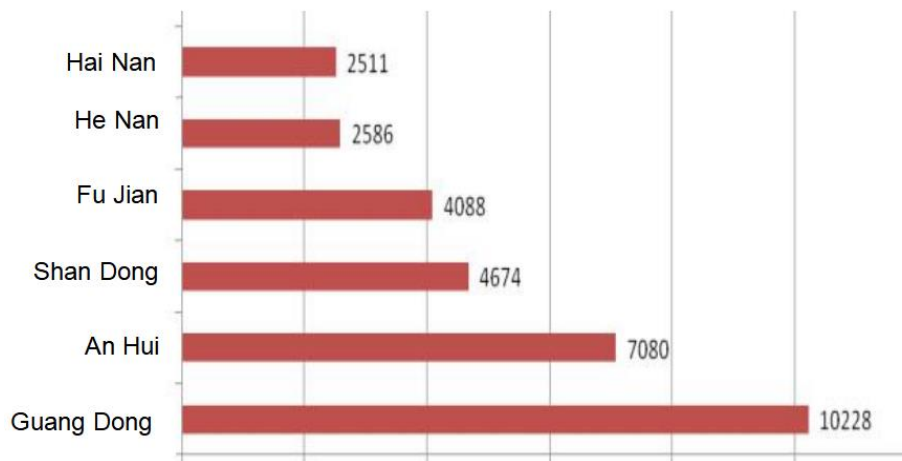


Figure 3: Distribution of cross-border e-commerce enterprises in China (normal state)

Guangdong cross-border e-commerce platform enterprises crouching tiger, Hidden dragon, occupy a certain position in the cross-border e-commerce industry in China and even the world. SHEIN Marketing Center is a cross-border e-commerce brand engaged in fast fashion clothing business in Guangdong. It has high user stickiness and covers more than 100 countries and regions around the world. IOS once surpassed Amazon in North America and became the most downloaded shopping App on that day. Xing Yun Group is China's leading global commodity B2B service platform, has established a complete set of international goods service system, including shipping, brand, channel, cross-border logistics and so on, and has been awarded the title of "Hurun Global Unicorn 500" for many years; Shenzhen Zanda Trading LAZADA has a comprehensive coverage of

Southeast Asia logistics network and leading payment system, cross-border has maintained high growth, established influence in Southeast Asia market; Shenzhen Global Shopping E-commerce Co., Ltd. is positioned for the export of cross-border e-commerce professional commodities, and according to the different characteristics of apparel and 3C digital goods, launched different vertical segmentation trading platforms; And other local cross-border e-commerce enterprises in Guangdong, such as Vipshop, Xinghui Stock, Skycloud, Lanshen Technology, Ganggu Technology and Nanzhu Technology, all contribute their own strength to the promotion of China's cross-border e-commerce business.

3.4. Export Market Structure

The main export destinations of cross-border e-commerce in Guangdong Province are Hong Kong, China, Europe and the United States and other developed markets, where the Internet conditions are relatively good and the users of online shopping are relatively large. From the Table 4, it can be seen that the cross-border e-commerce exports of Guangdong Province occupy a large share in Hong Kong, the United States and ASEAN, followed by the European Union, Japan, South Korea and other developed countries.

Table 4: Export market share of cross-border e-commerce in Guangdong Province from 2019 to 2021

Year	Hong Kong, China	United States	ASEAN	European Union	Japan	South Korea	Other
2019	21.86%	17.6%	16.93%	14.03%	3.8%	2.2%	23.58%
2020	25.21%	15.8%	19.23%	12.4%	4%	2.8%	20.56%
2021	20.2%	11.52%	14.33%	10.46%	2.5%	2.2%	38.79%

4. Problems Faced by Cross-Border E-Commerce Export Trade in Guangdong Province

4.1. Weak Brand Awareness of Enterprises

As can be seen from articles 3.1 and 3.2, Guangdong Province has a large number of goods exported by cross-border e-commerce and a rich source of goods, and cross-border e-commerce enterprises occupy a certain position in China. However, most of the cross-border e-commerce enterprises in Guangdong Province are small and medium-sized enterprises, and most of them do not have their own brands. Their brand awareness and innovation ability are still weak.

On the one hand, with the increase of labor costs in Guangdong Province, and most of the cross-border e-commerce exports in Guangdong Province are labor-intensive products manufactured by original equipment manufacturers, so the original cost advantage is gradually weak. The lack of brand awareness among enterprises is easy to follow the trend of imitation, which leads to vicious competition in the whole industry.

In addition, cross-border e-commerce in Guangdong Province is dominated by independent procurement, and many enterprises instinctively tend to sell high-profit, easily copied goods, resulting in product homogeneity and lack of innovation. The development of cross-border e-commerce in Guangdong Province is faced with severe challenges. The traditional strategy of "low price", which takes "price war" as the main means, intensifies the competition to a certain extent, and has an adverse impact on the survival and development of small and medium-sized enterprises.

4.2. Lack of Cross-Border E-Commerce Professionals

As can be seen from Article 3.3, cross-border e-commerce is developing faster and faster in Guangdong Province. The comprehensive pilot zone of cross-border e-commerce covers the whole province, and batches of enterprises are flooding into the industry, among which the competition is increasingly fierce. However, some small and medium-sized enterprises still stay in the traditional thinking and cannot really understand what cross-border e-commerce is to some extent, so that these one-sided thinking makes enterprises pay less attention to the construction of cross-border e-commerce, and the lack of functions and information also leads to the low conversion rate of platform customers.

At present, most cross-border e-commerce practitioners are engaged in traditional trade, they have little knowledge about e-commerce, and the school education can not keep up with the development of cross-border e-commerce, it is difficult to train a group of practical talents, and small and medium-sized cross-border e-commerce companies themselves are also difficult to train a group of such professional talents, which results in the shortage of cross-border e-commerce talents in Guangdong Province. According to statistics, China's cross-border e-commerce shortage in 2018 was nearly 4.5 million, among which Guangdong Province had 2.7 million, and this gap is still growing at a rate of about 30%. It is expected that by 2021, the cross-border e-commerce shortage in Guangdong Province will reach 5 million. Practitioners should adjust their thinking, truly realize the importance of this point, and actively cultivate talents with cross-border e-commerce expertise in the shortest possible time, otherwise it is very likely to be eliminated eventually.

4.3. The Logistics System is Not Perfect and the Cost Is High

As can be seen from Article 3.4, the export market of cross-border e-commerce in Guangdong Province is diversified. The United States, the European Union and countries along the "One Belt and One Road" are its main export markets. However, due to the imperfect logistics system, the development of cross-border e-commerce in Guangdong is hindered when expanding further and more customers.

At present, the main logistics method of cross-border e-commerce business in Guangdong is still the postal parcel, among which there are few express delivery companies that can provide cross-border business, which makes the international logistics service unable to meet the demand and needs to be further improved. In addition, the construction of logistics parks in Guangdong also needs to be improved. The number of cross-border e-commerce parks that have been built is still not up to the demand, which leads to the rise of logistics costs, increases the cost of sales, and restricts the development of cross-border businesses. Taking Amazon as an example, cross-border e-commerce enterprises not only charge international freight, but also charge terminal freight and taxes, which will be very high.

4.4. Customs Clearance Conditions are Limited, and Payment Credit Needs to Be Improved

It can be seen from articles 3.1 and 3.4 that the cross-border e-commerce export in Guangdong Province has a large scale and covers many places. Not only the transaction scale is huge, but also many regions in the world are the export destinations of cross-border e-commerce in Guangdong Province. As a result, cross-border e-commerce in Guangdong Province has formed a relatively mature industrial chain, but there are still many problems in cross-border links with customs clearance and payment as the core. The lack of clear detailed institutional arrangement in the process management of customs clearance restricts the innovation and efficiency improvement of cross-border e-commerce clearance. The construction of payment system is not perfect and faced

with technical difficulties, which greatly affects the operation of cross-border e-commerce.

At present, Guangdong has established the customs clearance method of "checklist check and release, comprehensive declaration", and can realize "one-stop" customs clearance in cross-border e-commerce exclusive zones and cross-border direct mail import and export links. However, there is still a lack of detailed procedures and management methods in the customs clearance process, commodity inspection process and foreign exchange settlement methods, such as a large number of grey list modes and non-standard foreign exchange settlement supervision. At present, the western region, represented by Guangdong, mainly relies on the existing third-party e-commerce platforms, whose development speed is slow, the control of the whole operation is difficult, and the innovation ability is poor. In cross-border transactions, due to the lack of hardware, software and technology, it has become a bottleneck for its further development.

5. Measures to Improve Cross-Border E-Commerce Export Trade in Guangdong Province

5.1. Establish Brand Awareness and Strengthen Brand Construction

In the long run, if cross-border e-commerce in Guangdong Province wants to achieve development, it must establish its own brand. Therefore, correct guidance and practical help from the government are extremely necessary. On the one hand, the Guangdong provincial government should guide enterprises to strengthen brand building. The government can make use of the advantages of the current cross-border e-commerce comprehensive pilot zone, cross-border e-commerce industrial park, bonded zone and bonded logistics park to strive for the introduction of self-owned enterprises with development potential, and make efforts to introduce and increase the relevant preferential policies to improve the brand added value of the industry. In order to drive more cross-border e-commerce enterprises in Guangdong province to have brand awareness and participate in the development of their own brands.

On the other hand, the Guangdong provincial government should support the export of high-tech products, build product diversification, and enhance the brand added value of products. At the same time, enterprises can also use big data to analyze users' consumption behaviors, so as to optimize their products. By using big data, the product characteristics of potential competitors or industry giants can be compared and analyzed, so as to make timely adjustments to marketing strategies and further explore the potential market. The Guangdong government has joined hands with the major companies to shift from price war to brand differentiation and push "Guangdong Brand" to the international market.

5.2. Strengthen the Introduction and Training of Cross-Border E-Commerce Merchants

On the one hand, universities and training institutions in Guangdong Province should adapt to the development needs of cross-border e-commerce industry and train cross-border e-commerce professionals in line with the needs of the development of The Times. Strengthen the training and construction of cross-border e-commerce teachers, and hire experienced teachers inside and outside the school. Secondly, it is necessary to strengthen the cooperation between schools and enterprises, strengthen the integration of production and education, establish the cooperative relationship between cross-border e-commerce industrial parks, cross-border e-commerce industry chain enterprises and colleges and institutions in Guangdong Province, and build a "trinity" cooperative talent training system of "enterprises, colleges and industries". Finally, to innovate the talent training mode, explore the new mode of "order training" and "modern apprenticeship", and establish school-enterprise cooperation with Jingdong, Alibaba and the province's e-commerce enterprises, forming a complete set of industry-university-research system.

On the other hand, the introduction of cross-border e-commerce talents should be strengthened. To attract more compound talents with comprehensive qualities such as digital technology, marketing, platform operation and foreign language for the development of cross-border e-commerce in Guangdong, and formulate corresponding preferential policies for talents to settle down, venture capital support and other related policies, so as to provide more talents for the development of cross-border e-commerce in Guangdong.

5.3. Strengthen Infrastructure Construction and Optimize Logistics Costs

First of all, Guangdong can make use of the existing logistics infrastructure to vigorously develop railway transportation, so as to adapt to the characteristics of large scale of goods circulation and regular trade development in Guangdong. Secondly, relying on the huge cargo flow of the port, the development of cross-border logistics; In addition, we can give full play to the advantages of Guangdong's coastal areas, strengthen economic and trade cooperation with foreign countries, and promote the circulation of commodities.

On this basis, Guangdong should further improve the existing logistics nodes, improve the transportation system, in order to achieve the purpose of reducing costs and expanding the scale. Guangdong should also strengthen legal supervision and financial support for related logistics companies to make them more standardized, stable and systematic, so as to better help them seize the opportunities of cross-border e-commerce development and go abroad. In addition, cross-border e-commerce enterprises can also strengthen their warehouse building in foreign countries. Enterprises can cooperate with foreign small and medium-sized multinational companies and set up overseas warehouses in foreign countries, which is not only conducive to future business cooperation, but also can save construction costs.

5.4. Improve the Efficiency of Customs Clearance and Improve the Construction of Cross-Border Payment Platforms

As for customs clearance, the Guangdong Provincial government can clarify and refine relevant institutional arrangements to improve the operational efficiency of cross-border e-commerce customs clearance mode. It will refine the management of commodity inspection process and foreign exchange settlement process in the customs clearance process. In the land and water transport customs declaration, we should take the corresponding system innovation. Relevant departments can also speed up the smooth operation of cross-border e-commerce main body channels, eliminate the backward mechanism in the development of cross-border e-commerce, so as to raise service barriers and optimize customs clearance services.

For the payment link, combined with the actual situation of cross-border e-commerce development in Guangdong Province, it is necessary for the Guangdong government to formulate perfect laws related to cross-border e-commerce, strengthen the supervision of cross-border e-commerce platforms, especially third-party payment platforms, and promote the standardization and institutionalization of the payment system in the cross-border e-commerce industry according to the strict platform credit system. So as to better strengthen the legal supervision of cross-border e-commerce payment system in Guangdong, but also conducive to the self-examination and improvement of their own credit management system, standardize their own payment behavior.

6. Conclusion

Relying on its own unique advantages and years of efforts, Guangdong Province has long been in the top position in China's foreign trade regions. At the same time, cross-border e-commerce in

Guangdong Province continues to take the lead in China. Therefore, Guangdong Province needs to strengthen its efforts to find new strategies, strive to break out of the country and walk in the front of the world. In recent years, under the influence of the overall environment, the cross-border e-commerce export trade in Guangdong Province has been hit by some blows, among which there are also many problems. Therefore, it is necessary to put forward good measures around these problems.

By studying the current situation of cross-border e-commerce export trade in Guangdong province, combined with relevant data and research materials, this paper analyzes the trade scale, product structure and market structure of cross-border e-commerce in Guangdong Province, and puts forward four problems faced by cross-border e-commerce export in Guangdong province, namely, weak brand awareness of enterprises; Lack of cross-border e-commerce professionals. The logistics system is not perfect and the cost is high; Customs clearance conditions are limited and payment credit needs to be improved. And in view of the problem pointed out four countermeasures, that is, establish brand awareness, strengthen brand construction; strengthen the introduction and training of cross-border e-commerce merchants; strengthen infrastructure construction and optimize logistics costs; we will improve the efficiency of customs clearance and the construction of cross-border payment platforms.

However, there are still some shortcomings in the article. For example, the data of cross-border e-commerce export in Guangdong Province is not complete enough, so that some other perspectives cannot be taken into account and analyzed in place, so as to propose more targeted countermeasures to promote Guangdong's cross-border e-commerce export trade to the top of the world.

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