

A Brief Analysis of the Development Status of China's Export Cross-Border E-commerce and the Countermeasures for Improving the Competitiveness

Huiling Bao

Faculty of International Trade, Shanxi University of Finance & Economics, Taiyuan, Shanxi

Keywords: cross-border e-commerce; export; competitiveness; countermeasures

Abstract: In recent years, with the increasing development of e-commerce, China's export cross-border e-commerce is also rising with the trend, export cross-border e-commerce in the development of continuous integration of globalization, with the help of online trading platform to display resources to global sellers, and timely dissemination of goods to the international market, so that buyers and sellers can achieve online two-way trading, greatly reducing the cost of time and space. But at the same time, because of its characteristics of virtuality and variability, the uncertainty of export cross-border e-commerce transactions is becoming more and more obvious. China's export cross-border e-commerce is facing great challenges under the influence of the current Sino-US trade friction and the impact of the new crown pneumonia epidemic. Therefore, in order to further optimize the development environment of China's export cross-border e-commerce, constantly improve its international status and market share, this paper focuses on the current situation of China's export cross-border e-commerce, in order to judge the general trend of export cross-border e-commerce development, analyze the challenges faced by various key links, and put forward countermeasures and suggestions for China's export cross-border e-commerce competitiveness.

1. Current Situation of Export Cross-border E-commerce in China

1.1 The export of cross-border e-commerce has become an important force in China's export

In recent years, under the background of economic and social development and globalization, the Internet of things technology is booming to provide technical support for cross-border e-commerce, and the implementation of the Electronic Commerce Law promulgated in 2018 provides a more optimized legal and policy environment for cross-border e-commerce trade. With the strong trend of consumption upgrading and technological innovation, new forms of business, such as cross-border e-commerce, are promoting policies to release dividends. At present, cross-border e-commerce exports are becoming the main force of China's foreign trade with a new attitude, which is more dynamic and competitive than traditional trade exports. The data show that the export value of cross-border e-commerce transactions in China in 2019 is 8.03 trillion yuan, an increase of 13.09% compared with 2018, and the growth of export cross-border e-commerce is good under the condition of favorable development environment and expanding demand space.

The major destinations of the export countries selected by cross-border e-commerce enterprises are the developed countries such as the United States and France, which have relatively complete infrastructure and mature network consumption environment.

Under the background of the economic depression at home and abroad and the continuous influence of Sino-US trade friction, export cross-border e-commerce helps Chinese enterprises to go out not only beneficial to China's manufacturing transformation and leapfrogging development, but also a strong support for maintaining stability in foreign trade.

1.2 Exporting cross-border e-commerce as a major opportunity for SME trade exports

In recent years, China's domestic aging trend is obvious, labor costs are gradually increasing, at the same time, the actual needs of trading partners are increasingly diversified, and the product structure has undergone tremendous changes. In general, the growth rate of China's enterprise

export products is declining. Under this background, the development of cross-border e-commerce transaction mode can not only fully show the power of "made in China ", but also provide a favorable platform for the transformation and export mode of small and medium-sized enterprises, and bring a rare opportunity for the development of small and medium-sized enterprises in China.

With the increase of the number of export-oriented small and medium-sized enterprises, the cross-border e-commerce model can not only fully benefit from the national policy dividend, but also become an important bridge for enterprises to carry out business management to achieve profit growth.

According to the 2020 White Paper on Cross-border E-commerce for Small and Medium-sized Enterprises ,84% of small and medium-sized foreign trade enterprises did not stop operating under the impact of the new crown pneumonia epidemic in 2020, but instead chose to switch from offline trade to online, take the lead in resuming production and innovating online mode, pursue the trend of digital new foreign trade, continuously carry out the layout of global marketing network, perfect supply chain system, dredge performance channels, etc., to meet the personalized needs of the international market. The development of export cross-border e-commerce not only makes small and medium-sized enterprises have the resilience to survive the crisis, but also provides a historic opportunity to become a favorable weapon for small and medium-sized enterprises to break through against the trend, and helps our small and medium-sized enterprises to speed up the pace of going abroad.

1.3 Export cross-border e-commerce operation mode is dominated by B2B

B2B (enterprise to enterprise) mode is through the Internet product marketing mode, services and information exchange between enterprises and enterprises, import and export enterprises through third-party cross-border e-commerce platform for commodity information circulation open and realize commodity transactions. Export cross-border e-commerce operation B2B mode is a cross-border e-commerce mode adopted by domestic enterprises when exporting goods to international importers. It is the mainstream of cross-border e-commerce operation mode in China at present, and the market share is huge. The market concentration of this model is high, the scale of trading is large, the main export commodities are electronic products, clothing, daily goods, hardware, mechanical and electrical, industrial parts and so on.

At the B2B mode, the enterprises of both import and export realize the information disclosure on their transaction demand, realize the integration of resources step by step through the continuous inflow of information resources, establish the transaction bridge between enterprises, and exchange and communicate the information according to the expected transaction effect, thus reducing the transaction cost of both sides and facilitating the conclusion of the transaction decision. Under the economic and trade background of recent years, the traditional B2B mode has also been innovated, gradually changing from extensive expansion to quality service, increasing technology research and development, upgrading platforms, increasing interaction mode to provide stable support for export cross-border growth, while the emerging B2C and other models and B2B are not developing in isolation from each other, but are promoting each other. The B2B model has also transitioned from 1.0 to 2.0, combining with the times and adding more supply chain service content. Besides B2B the model still has more advantages than other models, such as obvious quantity effect, solid customer base and significant scale advantage, which is still the main model for the development of export cross-border e-commerce in China.

2. Challenges to the development of cross-border e-commerce for exports

2.1 Risk to supply chain, logistics chain and financial chain under epidemic situation

Under the current epidemic situation, the supply chain of export cross-border e-commerce faces the risk of failure, mainly because the upstream factories of the chain have not fully resumed production, many orders are difficult to guarantee on time, the pressure of cross-border e-commerce exporters to prepare goods is great, and there will be risks such as commodity shortage in the short

term.

In terms of international logistics, the logistics chain is facing a failure crisis. The spread of the epidemic situation makes the world multi-country adjustment and China's logistics links in three aspects of land, sea and air, the timeliness of cross-border logistics has been greatly weakened. Cross-border e-commerce export express delivery is limited by many aspects, such as the number of international flights reduced, sea cargo quarantine procedures strict and so on, delivery time is extended, affecting its arrival in the country of destination timeliness. The logistics end is seriously impacted, the logistics system is not running smoothly, and the consumer experience is constantly declining.

In addition, the liquidity of export cross-border e-commerce is restricted and faced with the risk of loss of flow. Its performance in investment and return of funds in two directions. From the input point of view, under the epidemic prevention and control, some factories resumed work and production relatively delayed, but the cost of payment has not been reduced, export cross-border e-commerce enterprises still face the payment of rent, capital turnover, raw materials and other expenses, in addition to the increase in quarantine costs due to epidemic prevention and control are also accounted for. From the point of view of the return of funds, the pressure on the return of loans increased, international consumers have different understanding of the current situation and response to the epidemic situation in China, and some consumers have insufficient confidence in China's export commodities, which can easily lead to the phenomenon of withdrawal, reduction, return, refund and so on.

2.2 Severe shortage of cross-border e-commerce personnel

The current talent demand is different from the traditional foreign trade professional talent ability demand in the past. For cross-border e-commerce enterprises and related platforms, the talents they hope to have should not only have basic foreign trade development experience and foreign language listening, speaking, writing and translation ability, but also have theoretical analysis and research ability, data integration and processing ability, and cross-cultural communication and understanding ability to provide good support for China to tap the needs of potential customers in overseas markets. In addition, it should have a keen awareness of products and markets, rapid response to emergencies and problems, cross-sectoral cross-border communication, coordination and negotiation skills and other comprehensive practical skills and professionalism.

With the expansion of China's export cross-border e-commerce, its market and products are diversified, and the demand for comprehensive talents of cross-border e-commerce is becoming more and more urgent. At the same time, as the main export cross-border e-commerce small and medium-sized enterprises, just started, the scale is limited, the strength is weak, the development space is still to be investigated. Their condition is very difficult to recruit high-tech, comprehensive talent ability. According to the 2017 annual survey report of Chinese e-commerce professionals, the talent gap in cross-border e-commerce related fields will reach 4.5 million in the next three years.

2.3 Inadequate logistics system

Logistics industry in the era of e-commerce rise under the background of rapid development. But the relationship between the two is not one-way influence, the adjustment and improvement of logistics system will also promote the good development of cross-border e-commerce and improve its trade convenience.

Cross-border e-commerce retail has some characteristics such as: small order volume, more batches and short trading cycle, and so on, the efficiency of cross-border logistics will directly affect the overseas consumer shopping experience, thus affecting the sales of export cross-border e-commerce enterprises in cross-border platforms.

China's logistics system still needs to be adjusted, not perfect. There are many logistics enterprises in our country, but each enterprise has strong independence, the strength of cooperative development is not enough, and there is no more perfect distribution system for cross-border logistics. Export cross-border e-commerce logistics involves many links, the current "one to the end" is still difficult to achieve, that is, a courier single number can not query the distribution

progress of all processes on the platform in real time, resulting in logistics information lag. Cross-border e-commerce enterprises are faced with the problems of slow time efficiency, low customs clearance efficiency, high cost and difficulty in returning and exchanging goods, which leads to the large logistics cost. Many cross-border e-commerce enterprises can not establish a complete logistics and warehousing supply chain without huge financial support. The slow delivery speed, long time and poor tracking ability of cross-border logistics greatly restrict the development of cross-border e-commerce and make enterprises get less profit.

3. Measures to Enhance the Export Competitiveness of Cross-border E-commerce in China

3.1 Provision of credit support and innovative financing modalities

In order to guarantee the supply of credit in the short term, we can provide special credit plans, win the support of policy bank funds, encourage commercial banks, small loans, venture capital and other institutions to provide credit support for cross-border e-commerce enterprises, and effectively alleviate the cash flow pressure of enterprises. We will promote tax reduction and fee reduction measures, provide appropriate relief to cross-border e-commerce enterprises in respect of taxes and fees, social security and other financial burdens, and encourage all cross-border e-commerce parks and supply chain service providers to reduce rent and reduce fees to assist cross-border e-commerce enterprises. Long-term can explore and set up fund projects to promote the development of cross-border e-commerce industry and guide all kinds of capital to participate actively.

Innovation in financial products such as financing and insurance can effectively improve the trading ability of small and medium-sized cross-border e-commerce enterprises in particular. In addition, enterprises should actively cooperate with export credit insurance and foreign trade related service platforms to provide customers with financial support for cross-border e-commerce warehousing and overseas export business. In cross-border payment, block chain technology can be introduced, based on its decentralization characteristics, it can bypass transit banks, point-to-point cross-border payment, improve the rate of cross-border transactions and reduce the pressure of payment costs. At the same time, block chain technology also has the advantage that information can not be tampered with, can greatly improve the reliability, security, transparency of cross-border payment, and can provide good support for export cross-border e-commerce enterprises.

3.2 Establishment of professional talent

If cross-border e-commerce enterprises want to have good development, they can not be separated from professional talents to provide the foundation and guarantee. At present, professional cross-border e-commerce talents are scarce, and cross-border e-commerce talents need to be familiar with network system operation, international economic and trade business processes, have the ability of logistics information communication, master payment transactions and other aspects of the ability. Therefore, small and medium-sized enterprises in cross-border e-commerce want to obtain better export benefits need high-quality talent comprehensive group. But the talent source mainly has two aspects namely introduces the foreign talented person, trains the local staff. From the perspective of attracting foreign talents, it is necessary for the government to promote the provision of active introduction policies and relaxed atmosphere of talent introduction. On the other hand, enterprises can cultivate local high-quality staff.

First of all, enterprises can cooperate with colleges and universities, integrate production and education, set up "order classes ", from the school to focus on the training of cross-border e-commerce and small language related direction personnel to meet the professional and language needs of cross-border e-commerce exporting countries, training reserve army for enterprise development; second, cross-border e-commerce enterprises need to increase training investment, cross-border e-commerce related vocational skills training for employees on the job, such as the granting of equity and other ways to stimulate staff learning motivation and job satisfaction, effectively improve their learning technology, training skills, based on the enthusiasm of talent, help enhance the economic benefits and core competitiveness of enterprises. In addition, in the

increasingly developed artificial intelligence technology, enterprises can also make full use of this technology to solve the problem of cross-border e-commerce talent shortage.

3.3 Innovating transportation mode, improving distribution system and improving logistics efficiency

With the development of the times, the original distribution scale and transportation mode of logistics enterprises can no longer meet the requirements of logistics in the era of e-commerce, so cross-border e-commerce enterprises can cooperate well with other logistics enterprises, improve the logistics distribution system from time to time, complete transportation innovation, improve distribution efficiency and make customers more satisfied. Cross-border e-commerce enterprises can start from three aspects, first, cooperate with international logistics enterprises, sign logistics agreements, enjoy the freight concessions of professional logistics; second, make full use of the dedicated logistics channels of large cross-border e-commerce platforms; third, carry out the integration of internal resources of enterprises, and cooperate to establish overseas alliance warehouses.

At the same time, enterprises also need information management of logistics status to ensure the timeliness and effectiveness of each link management, reduce certain logistics costs, strengthen the monitoring and governance of the operation of cross-border e-commerce industry, ensure the smooth flow of logistics, and help enterprises to improve the efficiency of cross-border logistics as soon as possible. Secondly, enterprises should also carry out inventory management, rationally plan storage space, scientifically and reasonably manage shelf space, carry out standardized marking, guide cross-border e-commerce exporters to comb inventory status in time, communicate with upstream and downstream of supply chain in time, adjust distribution cycle, and so on, to ensure sufficient inventory. In addition, we can accelerate the global distribution of cross-border e-commerce overseas warehouse, expand the overseas distribution system, strengthen the utilization and development of airport resources, realize the coordinated development of seaport and airport, and reduce the cost of distribution. By promoting China's trade development enterprises to perfect the distribution system and complete the innovation of transportation mode, it can not only improve the distribution time efficiency, improve the market competitiveness, but also promote the sustainable development of enterprises.

References

- [1] Zhang Shuang, Cai Jiaojie. Effects of Cross-border E-commerce on China's Export Growth under Trade Liberalization [J.] E-commerce, 2020(05):30-31.
- [2] Wang Xinyan. Difficulties and Solutions of SME Development in Cross-border E-commerce [J.] Value Engineering, 2020, 39(12):35-36.
- [3] Wu Junhong. Analysis on the Problems and Causes of China's Export Cross-border E-commerce Logistics under the Background of "Belt and Road" J.[Modern Commerce ,2020(11):70-71.
- [4] Guo Zhijie, Yang Ying, Yu Chao, Zhang Xiaodi, Hu Jialiang, Lu Xiaojun. Effect of Cross-border E-commerce on China's Manufacturing Export Scale [J.] E-commerce, 2020(04):28-30.
- [5] Zheng Shaoyong, Liu Yongjian, Liu Chaorui, Luo Xiaojing, Tang Guixia. Opportunities and challenges for SMEs to export cross-border e-commerce [J.] China Market, 2020(11):76-77.
- [6] Cheng Zhonghai, Wang Xiaoyue. A Study on the Influencing Factors of China's Cross-border E-commerce Export Trade Facilitation [J.] Business Economics Research, 2020(05):139-143.
- [7] Ding outstanding, Xu legendary. A study on the influence of the development level of cross-border e-commerce on China's export trade [J.] Tech Info, 2020, 18(07):242+244.
- [8] The seal. Analysis on Trade Potential and Influencing Factors of China's Cross-border E-commerce Export [J.] Rural Economy and Technology, 2020, 31(04):56-57.

- [9] Yu Ling. Effects of Sino-US Trade Friction on the Development of Cross-border E-commerce [J.] Mass Standardization, 2019(13):31-32.
- [10] Zhu Qiaoyan. Orientation and Path Exploration of High-end Talent Training in Cross-border E-commerce under the Background of "Belt and Road "[J.] Modern Commerce, 2019(19):42-43.
- [11] Ma Shuzhong, Chen Aojie. Cross-border e-commerce: B2B suppression or B2C—— based on sales channel perspective [J.] International Trade Issues, 2017(03):75-86.
- [12] Liu Y, Peng J, Yu Z. Big Data Platform Architecture under The Background of Financial Technology: In the Insurance Industry as an Example[C]//Proceedings of the 2018 International Conference on Big Data Engineering and Technology. 2018: 31-35.
- [13] Yanjun Z, Xiaodong Y, Yi L, et al. Research on the Frame of Intelligent Inspection Platform Based on Spatio-temporal Data[J]. Computer & Digital Engineering, 2019, 47(03): 616-619.