

## Research on the Development Mode and Path of Sino Korean Electricity Supplier Trade under the Background of “One Belt and One Road”

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**Abstract:** with the Development of Economic Globalization and the Popularization of Information Technology, Electronic Information Technology is Widely Used in International Trade, Cross-Border e-Commerce Has Made Great Progress. the Emergence of Cross-Border e-Commerce Accelerates the Internationalization of Enterprises and Plays an Increasingly Important Role in International Trade. on November 30, 2015, South Korea Passed the Recognition Agreement, and on December 20, the Fta between China and South Korea Came into Force. China's Signing of Fta Will Have a Huge Impact on the Trade between the Two Countries, and the Cross-Border e-Commerce, as a New Trade Model, Will Also Bring Great Changes in Recent Years. China's Korea Fta e-Commerce Agreement Provides Favorable Conditions for Korean Enterprises to Cross China's e-Commerce Boundary. This is a New Opportunity for Small and Medium-Sized Enterprises in China to Enter the e-Commerce Trading Market through the Same Website as Alibaba and South Korea Auction. Therefore, in the Context of China South Korea Fta, It is Very Important to Study the Cross-Border e-Commerce of China South Korea Enterprises. This Paper Discusses How Korean Smes Grasp the Characteristics of e-Commerce in the Context of Fta and China. Then, It Analyzes the Barriers of Korean Enterprises in Cross-Border e-Commerce in China, and Looks for New Strategies from the Perspective of the Company and the Government. This Article is Based on Cross-Border e-Commerce Theory and Free Trade Theory.

### 1. Introduction

“e-Commerce” Refers to the Object of Transaction, Settlement and Transaction through the Circulation of Commodities and the International Social and Business Activities Belonging to Different Categories. with the Development and Popularization of Information Technology, Electronic Information Technology Widely Used in International Trade Has Been Developed, Cross-Border e-Commerce Has Been Greatly Developed, and the Important Role of International Trade is Becoming More and More Important. the Development of Cross-Border e-Commerce Accelerates the Increase of Customer Value of Enterprises in the International Market and the Continuous Expansion of Cross-Border Economic Field[1]. Some Producers and Consumers Connect the B 2c and Slow Changes That Connect Businesses and Businesses. under the Consumer C2c e-Commerce Transaction Mode, Since 2012, the First Batch of Pilot Demonstration Cities in China (Zhengzhou, Hangzhou, Ningbo, Shanghai, Chongqing, Guangzhou and Other Cities) Have Carried out Rmb Cross Settlement Promotion. a Series of Policies and Countermeasures to Encourage and Regulate “Cross Border e-Commerce” Are Very Active in China's Cross-Border e-Commerce. the Proportion of Cross Business Transactions in China Increased from 4.4% in 2008 to 18.2% in 2015. Japan and South Korea Fta Was Officially Signed on December 17, 2005. on November 30, 2015, the Fta Approved the Ratification Agreement[2]. the Contents of the Agreement Mainly Include the Origin of Commodities, the Smoothness of Commodity Trading, Customs Clearance, Sps, Trading Restrictions, Tbt, Communication Services, Service Manuals, Transmission, Financial Investment, and Six Related Competition Related Projects, Including Four Related Projects. Fta Contracts in All Regions, Including Intellectual Property, Environment,

Transparency, Economic Cooperation, e-Commerce and Trade, Include 5 Categories and 22 Categories. China and North Korea Negotiate the Establishment of a Free Trade Zone: China's First Direct Contract in East Asia and China's Most Direct Interests. Cheap Products, Mobile Phones, Cosmetics and Stationery Imported from South Korea Are Often Used in China.

## 2. Free Trade Zone Theory

According to the Kyoto treaty signed by the international Tariff Commission in 1973, free trade area is a part of national territory. This part of the territory is outside the customs area and is different from all goods imported into the country. It is not the object of customs administration. The definition of the U.S. Customs Commission is different from that of the duty exemption of the customs zone for various export products. Imported products are not sold to the domestic market, and the free trade area is an independent area. Another formal definition of a free trade area is more than two free trade area countries. According to the relevant provisions of WTO, free trade agreement (FTA) is signed to realize trade liberalization. At present, the free trade zone includes not only commodity trade liberalization, but also service, investment, government sales, copyright protection and standardized trading areas. This is the way to achieve the bilateral cooperation strategy reached between countries. South Korea's free trade area is a designated area for free guaranteed manufacturing, circulation and trading activities by amending foreign trade law, tariff law and other relevant laws and regulations in accordance with the free trade area designation law[3]. In other words, compared with other regions, the free trade zone of tariff free zone enjoys preferential treatment such as tariff reduction. At the same time, through the designation and operation of the free trade zone, the free trade zone guaranteed by free trade, logistics, logistics and trade activities will attract foreign investment, activate trade, simplify international logistics and promote regional development. In this way, by promoting the development of Zhan king, Minister of international trade of the Ministry of economy of China, the free trade zone has been determined. Free trade zone refers to the countries in specific countries, regions or regions to reach a special trade policy similar to the export processing region or combination region. In order to further open other markets and improve the conditions for service industry to enter the market, tariff and non-tariff barriers for most goods will be gradually abolished. In order to realize the liberalization of trade and investment, it is necessary to merge tariff areas and free trade. This is the scene. In the free trade zone, foreign ships can enter and leave freely, and foreign goods can also be exempted. The free trade area is the area that abolishes the restrictions on the circulation of imported goods, expands the free port, and imposes special restrictions on the countries that are open to the outside world. Free trade zone not only has the characteristics of most free trade ports, but also continuously introduces overseas investment, sets up export processing companies, and establishes factories. At the same time, integrate the regional economy and promote the overall development. Foreign investment can return to large commercial enterprises or financial institutions for investment. Specifically, free trade area has two characteristics. The first is to eliminate tariff and non-tariff barriers of all member countries. The second is that foreign trade policies of all member countries are independent, especially tariff policies. As a result, a free trade area is similar to a semi-tariff Union.

Table 1 Comparative Analysis Of Traditional Foreign Trade Mode and Cross-Border e-Commerce Foreign Trade Mode

|                      | Traditional foreign trade mode  | Cross border e-commerce foreign trade mode             |
|----------------------|---------------------------------|--|
| Transaction time     | Focus on working days           | Working 24 hours a day                                 |
| Business development | Focus on business contracts     | Borrow e-commerce platform                             |
| Intermediate links   | Middleman multi cycle long      | Short negotiation period with the third party directly |
| Logistics mode       | Traditional shipping            | International logistics company                        |
| Means of payment     | Traditional payment instruments | Cross border electronic network payment                |

### 3. Build a Convenient and Efficient Customs Supervision Mode for Cross-Border e-Commerce

In the context of China's "belt and road" strategy and "network +" action plan, the national e-commerce demonstration base of Qingdao is constructed in the bonded port area, and the border of the bound port area of Qingdao is combined to promote the development of e-commerce[4]. Qingdao bond, port and region, as in the "China Hong Kong stock chain", the comprehensive service, platform and system management committee are integrated by the e-commerce public service platform of the border according to the plan, and innovated according to the customs supervision mode. Please make the best use of the advantages of the combined policy to form a convenient and efficient customs supervision mode that not only meets the requirements of relevant departments' rules and regulations, but also meets the market demand[5].

### 4. Introduce Large e-Commerce Enterprises

Large-scale e-commerce enterprises are the main cross-border participants of e-commerce trade volume and transaction volume in port areas, which have a significant impact on the development of cross-border e-commerce in port areas. Qingdao port area takes advantage of its policy and geographical location to attract entry and deepen cooperation with large e-commerce companies (Alibaba, jd.com, China netbank, etc.) [6]. On the other hand, strengthen the agglomeration effect of e-commerce and influence the brand effect of port area. On the other hand, e-commerce enterprises and port services further develop the cooperation and settlement of large-scale e-commerce companies in the port area through win win development and the influence of scale e-commerce transactions between the port area and its boundary Easy environment, enhanced by other advantages, its charm focuses on the words necessary for the scale and innovative spirit of large-scale e-commerce enterprises to solve[7].

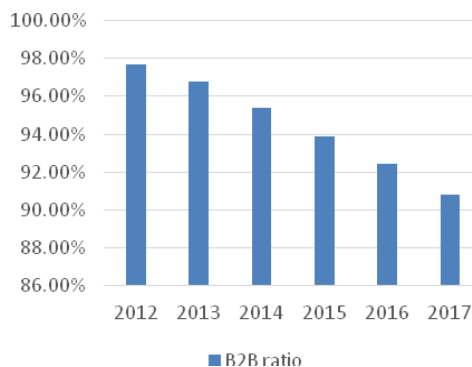


Fig.1 Proportion of China's Cross-Border e-Commerce Transaction Scale B2b in 2012-2017

### 5. Financial Support for Small and Medium-Sized e-Commerce Enterprises

From the long-term development of cross-border trade in Qingdao free trade port area, small and medium-sized e-commerce companies will become an important part of cross-border trade in the port area. The ultimate support and foothold of international trade development. Small and medium-sized e-commerce companies can bring more convenience to the port area by introducing more dynamic and innovative bonded port areas[8]. The standardization of the cross-border transaction process in the improved and standardized port area can be promoted. In order to achieve this goal, the port area should be clear about the different requirements from large e-commerce companies. The small and medium-sized e-commerce companies that meet the requirements in the port area meet the requirements in the rules and regulations of the customs, supervision and other relevant departments. Based on financial support, it is necessary to focus on the border of Shanghai and the port area. In order to strengthen the scale of e-commerce transactions, it causes its existence[9].

## 6. Conclusion

With the change of the world trade environment, the huge economic globalization and frequent free trade agreement negotiations continue to expand. In addition, with the development of information science and technology, the development trend of e-commerce is a new opportunity of special world competition brought by the change of consumption mode, and also a threat brought by competition restriction. From the perspective of resource theory, South Korea is a large-scale enterprise lacking natural resources. In terms of industrial structure, it is shipbuilding, automobile, petrochemical and other manufacturing industries. With the change of consumption mode of domestic e-commerce transactions, the B2C market type of consumer goods, including cosmetics and clothing exported to China, has increased dramatically. Therefore, since China's accession to the FTA of South Korea, enterprises and governments should look for new solutions to expand trade and new competitive strategies with China. According to the efficiency of resource allocation and the impact of new work, it is the requirements of medicine, tourism, finance and law that B 2 C huge Chinese market not only sells consumer goods, TV series, films, music, entertainment and other high value-added digital products, but also contributes to the central strategy of China's export sector. Main export growth service. According to the analysis of the situation and characteristics of the Chinese market, the main reason why Korean enterprises did not enter the Chinese market is that they entered China after seeing the huge market of China. That's just because the market is huge, but the thorough investigation and certification of consumer characteristics, analysis with other competitors, settlement, sales, logistics, forgery materials, commodity protection system related to safety certification, and legal issues related to arbitration are not the problems of strategic implementation. All in all, enterprises need to make full use of FTA locally, and the government needs to improve the unfair system and provide effective support system with China.

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