

Research on Cross-border E-Commerce Path in Guangdong, Hong Kong and Macao Under the “One Belt, One Road” Construction Background——A Case Study of Zhaoqing

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Abstracts: “One belt, one road” is vigorously promoted by our government, which is the important node in Guangdong-Hong Kong-Macao greater bay area. At the same time, the industrial scale of cross-border e-commerce in Guangdong has increased year by year. Zhaoqing uses its unique geographical location, regional advantages and policy resources in Guangdong to develop cross-border e-commerce industry. In recent years, China’s cross-border e-commerce has developed rapidly, but there are problems in the monitoring of logistics operation industry, e-commerce marketing mode, goods circulation, capital settlement and brand. This article focuses on “one belt, one road” development and construction of the Guangdong bay Hongkong Macau bay cross border commercial development path, with in-depth study, and takes Zhaoqing as an example to continuously improve cross-border electricity supplier development platform to enhance the professional ability and marketing ability of the relevant industry professionals, and create independent brand for the electricity supplier company.

Keywords: Cross Border E-Commerce; Export Oriented Economy; Foreign Trade Talents; Construction of the Belt and Road, Guangdong-Hong Kong-Macao Greater Bay Area

1. Introduction

“One belt, one road” of the proportion of goods import and export in Guangdong province increased year by year in 2020. In 2020, the total import and export volume of Guangdong reached nearly 200 million yuan. According to the analysis with domestic e-commerce consulting institutions, in 2020, the scale of cross-border e-commerce transactions in China reached nearly 100 billion yuan, and the user scale is one above 130 million. “One belt, one road” built in Guangdong laid the foundation for the promotion of the construction of the whole area along the way, and has brought prospects for electricity market in the development of Guangdong, Hong Kong and Macao.

Zhaoqing city is the key in to the success of construction of Greater Bay Aear urban agglomeration. It will give full play to the regional economic advantages of the region, enhance cooperation with Macao, Hongkong and stick to the development policy of the whole area. The construction of the Great Bay Area in Guangdong, Hong Kong and Macao provides a good regional environment and policy environment for the cross-border e-commerce industry. Guangdong Province is the province with the largest total foreign import and export trade in China, and Guangdong Province has been the window of China’s trade for many years. With good frequency of trade activities, “one belt, one road”

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developing policies and Guangdong's economic response policies were vigorously promoted, and investment in the countries along "one belt, one road" line has increased year by year.

2. Analysis of challenges faced by cross-border e-commerce in Zhaoqing

2.1 High logistics cost and long operation cycle

The operation of e-commerce must go through links such as goods transportation and storage. In order to reduce the circulation time of goods, some large e-commerce companies will establish close contact with foreign international express companies and set up warehouses overseas, but the express cost is high, and the cost per kilogram of goods is above 100 yuan. The risk of establishing warehouses abroad is also increasing, which cannot become the main development channel of retail companies. Local enterprises in Zhaoqing are small enterprises with limited funds. These small and medium-sized companies cooperate with international express companies, but the cost of logistics transfer is high, which also makes the e-commerce products less competitive, the logistics transportation time is long, and the receiving time is inaccurate. In addition, there will be many difficulties in customs clearance and tax payment in the return and exchange of goods, resulting in the unobstructed return and exchange channel of goods.

2.2 The lack of reasonable monitoring affects the development image of the industry

The cross-border e-commerce enterprises in Zhaoqing are small enterprises. In recent years, the domestic product competition is relatively large, which promotes the enterprises to expand to the overseas market. On the e-commerce platform, some small enterprises will publish false advertising information. Some inferior products have instead good ones, which will cause overseas consumers to return goods, increase resources, and produce a large number of complaints from buyers. Some countries restrict the import of products, which will affect the overall development of cross-border e-commerce in Zhaoqing

2.3 The marketing mode is too traditional, and the marketing mode is very single

Traditional marketing is through TV advertising. Commodity transactions are mainly offline, less online transactions, and express to customers. Most of the consumer groups are young people after 80, 90 and 00. They like to contact some new things, pursue their own personalized development, and are willing to try those new products and services. Cross border e-commerce will gradually develop towards personalization and realize product customization in the future. Therefore, local enterprises in Zhaoqing should learn to use e-commerce platform, establish media platform and social platform, and vigorously expand product marketing channels by using microblog, wechat, live broadcast and forum.

2.4 Currency settlement and clearing are not connected

The payment methods and payment habits of cross-border e-commerce business at home and abroad are different, the currencies used are different, and the payment expenses of goods are high. At present, not using one currency for settlement, and the cross-border payment system is not perfect. Although the domestic RMB has become the second largest trade financing currency in the world, due to the uneven development of the financial industry in these small and medium-sized countries along the "one belt, one road", people's settlement habits are different.. The settlement area of RMB is limited, so it is necessary to use mutual recognition, security and realized third-party cross-border payment platform to further simplify the settlement method.

2.5 Lack of independent brands and less product innovation

Zhaoqing is dominated by small and medium-sized enterprises, and most of its products are OEM, without its own core independent brand. In Zhaoqing City, and it has the superior geographical location and environment of the Pearl River Delta and the policy development advantages of Hong Kong, Zhuhai and Macao. However, the financial strength of small and medium-sized enterprises is weak, so it is difficult to compete with external large enterprises. When selling products on the Internet, enterprises can also directly face consumers and have the opportunity to develop independent brands for small and medium-sized enterprises. According to the needs of their own customer groups, the company will continue to upgrade the brand, broaden the brand influence, and find out the enterprise's positioning in the market to further increase the market scale.

3. Broadening the path of cross-border e-commerce business in Bay Area District

3.1 Developing the second platform of the network

Combined with the development of cross-border e-commerce in the Pearl River Delta, the customs clearance process of cross-border goods in the region is relatively cumbersome and complex. In Guangdong, Hong Kong and Macao, the customs clearance of goods is cumbersome. It is necessary to establish an Internet logistics information platform to realize the rapid flow of goods in many places. In addition, it is also necessary to make use of the existing cross-border service platform to deal with some public service departments such as customs, commodity inspection, national tax and banks, and establish a systematic and comprehensive service platform.

3.2 Developing internet logistics tracking platform

Logistics is the cornerstone of circulation. Government departments and enterprises should work together to make use of modern information technologies such as big data and the Internet of things to enable enterprises and logistics customs to establish a real-time tracking and information platform for logistics information. Taking the Pearl River Delta city as a breakthrough, Zhaoqing only depends on Bay Area District, with many small and medium-sized companies, make use of Hong Kong warehouse to import and export goods. Generally, cross-border e-commerce has a small number of goods, but a wide range of products, and they come from different countries without a large number of customs clearance procedures. The advantage of the project warehouse is that after the product is implanted, with many product types, there are tax-free functional advantages, and it is relatively easy for goods to enter and leave the port. Therefore, the Pearl River Delta can be the advantage of cross-border business center, and combined with the characteristics of the local environment and the operation of the electricity supplier, we will establish a unified interface as soon as possible, and use the Internet plus cross-border logistics information platform for cross-border electricity providers to further facilitate the cross-border business of electricity declaration, capital payment, logistics, complaints and other work.

3.3 Building enterprise cross-border e-commerce marketing system

The products of cross-border e-commerce are not just online delivery products, offline delivery, nor are they using some platforms to establish low-profit popular products or attract temporary attention. Cross border e-commerce marketing means that enterprises use big data tools to deeply analyze and investigate a market and determine product marketing strategies based on product innovation and characteristics, rather than blindly using short-term returns and price war. At present, the demand and consumption habits of consumers will change, especially after the bad record, these early rises are cross-border, and the demand is also soaring. Their consumption is more personalized and customized, with higher cost performance. Small and exquisite products are welcomed and favored by them.

3.4 Two abilities of improving talents

The development of enterprises' cross-border e-commerce business is inseparable from high-end trade talents. At present, marketing business is more dependent on professionals. Marketing personnel need to master international trade knowledge and have high-end information and technical skills. Cross border e-commerce talents should be able to meet the cross-border marketing of multiple networks around the world. Internationally, we should first investigate the market, analyze and predict, and assess the international market with big data, as well as segment the population with Internet health and marketing, in order to launch accurately, and improve the professional skills of cross-border e-commerce talents.

4. Conclusion

The development of cross-border e-commerce has brought huge development space to the Greater Bay area of Guangdong, Hong Kong and Macao. Under "one belt, one road" construction, we will solve the development problems of key nodes, identify market positioning and take the opportunity of development along the way to bring capital and regional advantages into full play, thus creating industrial centralization of cross-border electricity suppliers. Relying on the policy advantages and location advantages of Zhaoqing City, we will jointly promote the development of cross-border e-commerce.

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