

Study on the challenges and opportunities of cross-border e-commerce

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Abstract: Under the development of emerging technologies such as cloud computing, big data and the Internet, various industries in China have ushered in a new round of transformation and upgrading, and the e-commerce model has become an important direction for the development of various production enterprises at present, injecting new vitality into China's economic development. With the strategic support of "One Belt, One Road" and "major country diplomacy", China's foreign trade is developing in full swing. At the same time, cross-border e-commerce has also ushered in new development opportunities. Compared with the traditional foreign trade mode, the cross-border e-commerce mode can further simplify the trade business process, promote the cost intensive development, promote precision marketing, and greatly improve the convenience of foreign trade services, which is of great significance for foreign trade enterprises to expand their business scale and achieve long-term development. However, the development time of cross-border e-commerce in China is relatively short, and in the face of the economic development situation in the new era, China's foreign trade enterprises are still facing many challenges in this aspect of transformation. Based on this, this paper makes an in-depth analysis of the current opportunities and challenges faced by cross-border e-commerce in China, and puts forward corresponding development suggestions, hoping to provide effective reference.

Key words: Cross-border e-commerce; Foreign trade; Challenge; Chance

Introduction:

In the current new situation of economic development, all walks of life are exploring new channels of transformation and development, and China's foreign trade enterprises are facing severe survival challenges. The development of cross-border e-commerce has brought more convenient marketing channels for the business development of foreign trade enterprises, which can greatly reduce the cost in the process of foreign trade transactions, achieve the high-efficiency development of foreign trade business, and promote the healthy and long-term development of foreign trade enterprises. In this regard, China's foreign trade enterprises should grasp the development opportunities of cross-border e-commerce in the new era, actively face the challenges, and constantly expand the scale of cross-border e-commerce, with the development of Internet, logistics and other technologies in the new era, to enhance their own enterprise competitiveness, and thus promote the overall level of China's economy.

1. Opportunities for cross-border e-commerce development

1.1 Government policy encouragement

In recent years, the Chinese government has paid more and more attention to cross-border e-commerce, and issued many relevant policies to support the transformation and development of foreign trade enterprises to cross-border e-commerce, and actively explore e-commerce law according to the actual development of e-commerce in China, which has brought many development opportunities for the development of cross-border e-commerce model. First of all, the Ministry of Finance, the Ministry of Commerce, the Bureau of Taxation and the General Administration of Customs jointly issued the Notice on the Tax Policy of Retail Export Goods in the Comprehensive Pilot Zone of Cross-border E-commerce in accordance with the development of cross-border e-commerce, and implemented the tax reduction policy for goods meeting the conditions in the pilot zone, which effectively reduced the pressure on enterprises to develop cross-border e-commerce models and reduced the cost of cross-border e-commerce. It has greatly encouraged the transformation of cross-border e-commerce of foreign trade enterprises in China. In addition, China has put forward many foreign trade policies, which provide a lot of support for the development of our foreign trade enterprises. On the one hand, for the inspection and quarantine of goods entering and leaving the country, the implementation of the fee suspension policy; For some of the administrative charges or industry association charges have been standardized management, banned many unreasonable charges, while reducing the corresponding costs, to a certain extent, to help foreign trade enterprises reduce operating costs. On the other hand, with the issuance of the relevant announcement of "Export tax refund progress", it has effectively simplified the service process of tax refund and tax exemption in China's foreign trade, and the application process of enterprise tax has gradually realized the digitalization, which further simplifies the cross-border e-commerce trade process and brings more development opportunities for the development of cross-border e-commerce model.

1.2 "One Belt, One Road" and "major country diplomacy" strategic support

Under the implementation of the strategy of "One Belt, One Road" and "major country diplomacy", China has signed trade cooperation agreements with many countries, especially in the face of the countries along the "One Belt and One Road", the total investment scale of our enterprises in these countries has exceeded 50 billion US dollars, which has created an international market for the development of cross-border e-commerce in China. At the same time, in the face of the rapid development of new e-commerce models, the country actively promoted the negotiations on e-commerce issues with their respective trade agreements, and formed the BRICS E-commerce Cooperation Initiative under the joint negotiations of several BRICS countries, which provided the basic guarantee for the customs clearance process

and logistics for the development of cross-border e-commerce among the five BRICS countries. With the rise of China's international status, cross-border e-commerce cooperation between China and other countries has been well received and rich in results, which provides great confidence for the cross-border e-commerce transformation of various enterprises.

1.3 Internationalization and liberalization of the RMB

At present, China's RMB has basically realized internationalization and liberalization, and under the signing of bilateral currency swap agreements and currency swap agreements between China and many countries, the RMB has realized the free exchange of other countries' currencies. In addition, China also encourages the use of RMB in foreign trade settlement and pricing for countries along the "Belt and Road", which further promotes the internationalization of RMB. The liberalization and internationalization of the RMB has provided more convenience for the development of China's foreign trade and effectively promoted the development of China's cross-border e-commerce industry.

2. Challenges facing the development of cross-border e-commerce

2.1 Lack of understanding of cross-border e-commerce

For foreign trade enterprises, their technological transformation and cost control have a key impact on the operation of the whole enterprise. On the one hand, scientific control of operating costs is the basis to ensure the sustainable development of enterprises; On the other hand, absorbing advanced technology is an inevitable requirement for the long-term development of enterprises. Cross-border e-commerce model is a new business model produced in the process of transformation and development of foreign trade enterprises under the economic background of the new era. At present, many foreign trade enterprises still have the problem of self-distrust in operation and development. Limited by the shortsightedness of leaders and the solidification of thinking, many business leaders have insufficient understanding of cross-border e-commerce model and lack of corresponding long-term planning. There is a situation that does not dare to transform to cross-border e-commerce or does not know how to transform, which makes these enterprises fail to seize the development opportunities of cross-border e-commerce.

2.2 The sources of information are narrow

Under the traditional foreign trade model, enterprises mostly implement commodity marketing through the participation of exhibitions at home and abroad, face-to-face communication with customers and field investigations abroad. In this mode, domestic enterprises and foreign customers mostly use fax, telegram or E-mail to exchange information, which leads to narrow information source channels, high information acquisition costs, and there will be an uncertain time difference in the process of receiving information, leading to information asymmetry, greatly affecting the transaction efficiency.

2.3 Lack of cross-border e-commerce talent

With the rapid development of cross-border e-commerce model, the social demand for talents in this area is surging at the same time, the ability of related talents is becoming higher and higher. On the one hand, based on the application of cross-border e-commerce model, relevant practitioners not only need to fully grasp the economic and market status and development trend at home and abroad, but also need to speak multiple foreign languages to meet the communication needs of customers in different countries. However, at present, there is a relative lack of minority language talents in our country, which makes it difficult for our foreign trade enterprises to highlight their advantages in foreign exchanges. On the other hand, for cross-border e-commerce talents in the new era, they also need to have strong sensitivity, not only to economic aspects, but also to be sensitive to politics, culture and other aspects, and master the cultural customs, consumption habits, economic policy changes and other contents of different countries. However, at present, there are still defects in the ability of relevant talents in many foreign trade enterprises in this respect, which hinders the further expansion of the scale of cross-border e-commerce enterprises.

3. Proposals for the development of cross-border e-commerce

3.1 Strengthen the building of independent brands, enhance international competitiveness

Building independent brands plays an important role in improving the competitiveness of enterprises. For foreign trade enterprises, in the face of increasingly severe competitive pressure overseas, they should strengthen the construction of independent brands and constantly enhance their international competitiveness, so as to promote the expansion of cross-border e-commerce scale of enterprises, establish a good image of Chinese enterprises abroad, and promote the transformation from "Made in China" to "created in China". Specifically, foreign trade enterprises want to build an independent brand in the development of cross-border e-commerce model, which is a systematic project that needs long-term accumulation and needs to establish a good reputation among customers and consumers. This requires consumers to highly recognize the products and services of enterprises, which not only requires enterprises to pay attention to the quality and innovation of products, but also requires enterprises to pay attention to the corresponding services of cross-border e-commerce, and ensure high-quality pre-sale, after-sales and logistics services. In addition, the government also needs to provide financial and policy encouragement and support for the independent brand building of foreign trade enterprises in China, and assist enterprises to expand the scale of cross-border e-commerce.

3.2 Optimize the talent structure through government support and external introduction

In the face of the shortage of cross-border e-commerce talent and talent capacity of foreign trade enterprises, it can be solved by government support and external introduction. On the one hand, for the government, it can strengthen the training of cross-border e-commerce talents by setting up cross-border e-commerce talent cultivation fund, encouraging vocational colleges and universities to set up cross-

border e-commerce related majors, and enhancing financial subsidies and preferential policies for cross-border e-commerce talents. At the same time, it can encourage talents to choose the direction of cross-border e-commerce professional development, so as to build a reservoir of cross-border e-commerce talents. Trigger the spillover effect of knowledge and talents, and lay the talent foundation for the development of cross-border e-commerce in China. On the other hand, for foreign trade enterprises, they also need to pay attention to the training and introduction of talents. In addition to regular cross-border e-commerce knowledge training for existing talents, we should also actively introduce relevant talents from outside, further optimize the talent structure within the enterprise, and improve the level of talent team. In addition, enterprises should also do a good job in motivating cross-border e-commerce merchants, pay attention to their welfare benefits, do a good job in talent training and promotion mechanisms, and provide them with a wide range of growth space, which can further attract high-quality talents and improve the quality of the overall talent team of the enterprise.

3.3 Actively integrate global resources and explore the international market

Under the background of economic globalization and the support of the "Belt and Road" initiative, China's foreign trade enterprises should attach importance to the cross-border e-commerce market development of countries along the "Belt and Road", actively build a multi-country, multi-language globalization team, integrate global resources, form a global business thinking, and accelerate the expansion of the international e-commerce market. Specifically, foreign trade enterprises should always pay attention to the changes in the economic trend of various countries, grasp the international economic and political situation, and make scientific and dynamic adjustments to the market development strategy accordingly, so as to ensure the rationality of corporate decisions. In the face of the current new situation of international development, China's foreign trade enterprises should focus on developing the market potential of minority language countries in the Middle East, Africa, Latin America, India, Russia and other countries, seize the opportunities of cross-border e-commerce market for these developing countries, enrich market development experience, and establish confidence in foreign trade development.

3.4 We will improve the system of laws and regulations and provide institutional guarantees

Improving the relevant laws and regulations system can provide institutional guarantee for the development of cross-border e-commerce, and is an important step to enhance the confidence of foreign trade enterprises in cross-border e-commerce transformation. In this regard, the government and legislative departments should strengthen the investigation of some representative cross-border e-commerce platforms and foreign trade enterprises, understand the difficulties they will encounter in the process of promoting cross-border e-commerce mode, listen to the suggestions of relevant personnel, strengthen communication and coordination with customs, taxation, foreign exchange and other regulatory authorities, and fully demonstrate the feasibility of improving legislative measures. On this basis, operational and specific cross-border e-commerce laws and regulations will be introduced to further improve the market credit mechanism and ensure the security of cross-border e-commerce transactions. In addition, the government also needs to pay attention to the protection of intellectual property rights, establish a reasonable relationship in the management of intellectual property rights in cross-border e-commerce, and ensure multi-stakeholder dialogue between the government, cross-border e-commerce platforms, and intellectual property owners.

4. Closing remarks

In summary, based on the support of emerging technologies such as Internet technology and logistics technology in the new era, the rapid rise of e-commerce model has injected new vitality into China's economic development. For foreign trade enterprises, cross-border e-commerce model can greatly improve the accuracy of their marketing, expand marketing channels at the same time, from a long-term perspective to reduce the cost of sales, increase sales, has a positive significance for the long-term development of enterprises. In this regard, foreign trade enterprises should keep pace with the development of The Times, grasp the new opportunities of cross-border e-commerce development, meet the challenges in the process of cross-border e-commerce transformation, actively explore the development path of cross-border e-commerce, and constantly promote the transformation of cross-border e-commerce by building their own brands, optimizing the talent structure, and exploring the international market. At the same time, the national government also needs to continuously improve the relevant laws and regulations system, provide legal support for the development of cross-border e-commerce, and promote the further development of China's foreign trade economy.

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