

# The Logistics Industry Helps to Establish Unified Domestic Market: Positioning and Construction Path——Interpretation of Guideline on Establishing Unified Domestic Market

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**Abstract:** Logistics industry is an important guarantee for the smooth flow of market resources, and an important participant and promoter in the establishment of a unified national market. Logistics industry contributes to the establishment of a unified national market by strengthening logistics infrastructure to realize the unification of market basic systems and rules, vigorously developing third-party logistics, improving the intelligent logistics, strengthening the construction of emergency logistics system, promoting the high-standard connectivity of market facilities, and realizing the unification of factors and resources. Pay attention to the establishment of logistics market access system to promote fair and unified market supervision and a series of measures, remove obstacles, ensure the smooth circulation of all elements, speed up the high-quality development of logistics industry, boost the formation of a unified national market.

**Keywords:** Unified Domestic Market; Logistics Industry; High Quality Development

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## 1. The introduction

Only when the domestic market is efficiently connected, the quality of supply is improved, the demand is optimized and upgraded, and the positive interaction between supply and demand and production and sales is formed, can the market size and capacity be effectively expanded, the market potential be fully developed, and a strong domestic market be formed.

On April 10, 2022, the CPC Central Committee and The State Council issued guideline on establishing unified domestic market (hereinafter referred to as the Opinions) for the first time. Starting from China's basic market system, connectivity of market facilities, efficiency of allocation of factors and resources, and modernization of regulation, the Opinions will help promote high-quality economic development and lay a solid foundation for a high-level socialist market economy. One of the effective ways to achieve the goal is to vigorously develop the logistics industry, just as the Opinions put forward "promoting high-standard connectivity of market facilities and building a modern circulation network". Removing barriers, local protection and market segmentation will facilitate the smooth flow of commodity factor resources in a wider range. For the logistics industry, it means the further expansion of market space and the reduction of operating costs. In order to continuously promote the efficient smooth and scale expansion of the domestic market, and promote the smooth flow of commodity factor resources in a wider range. And this also is the obstruction point that current logistics industry intensifies, high quality development. This shows, the difficulty that breaks through logistics course of study is to establish national unification big market significance.

## 2. Logistics industry in the establishment of a unified national market in the positioning

### 2.1 Mobile stations for the unified domestic market

The unified domestic market emphasizes breaking down barriers and speeding up the unimpeded circulation of factors. Around the different market factors, the policy clarified the unification and accelerated its flow. In the logistics

industry, it can help in "land", "labor", "technology and data", "ecological environment" and other aspects. For example, improving land and labor markets that unify urban and rural areas. In terms of land, we can improve the land use and supporting financial support for first-level logistics and storage in cities and towns. In terms of labor, we can improve the unified and standardized human resource market system to make labor flow smoothly.

## **2.2 As a booster for a unified domestic market**

One of the keys to a unified national market is to speed up the development of a unified technology and data market. At the technical level, the national technology trading market shall be established and improved, the intellectual property evaluation and trading mechanism shall be improved, and the connectivity of technology trading markets in different regions shall be promoted. We will establish and improve basic systems and standards for rights protection, cross-border transmission management, transaction circulation, openness and sharing, and security certification, conduct in-depth investigations on data resources, and promote the development and utilization of data resources. Logistics as the physical support system of supply chain, scene data will become the bottom core of continuous optimization of supply chain, technology enabling high-quality development of logistics industry to boost the establishment of a unified national market.

## **2.3 Catalyst for the unified domestic market**

The healthy development of the unified domestic market is inseparable from the cultivation and development of the national unified ecological environment market. Promote the construction of green product certification and labeling system, promote green production and green consumption. Green and low-carbon logistics will become the development trend. Low-carbon operation practices of logistics enterprises include upgrading business models and developing carbon reduction technologies, adopting new energy equipment, developing circular supply chains, reducing emissions and participating in carbon trading.

## **2.4 A stabilizer for the unified domestic market**

To establish a unified national market, we must strengthen anti-monopoly and investigate and punish unfair competition. Platform enterprises' data monopoly, use of data, algorithms, and technical means to exclude and restrict competition, and violation of the rules and practices of unified market construction in the field of bidding and procurement emerge one after another. Market order needs to be further regulated. Standardizing logistics market order is an important guarantee to build a unified national market.

# **3. Measures to establish a unified national logistics market**

At present, there are many problems in the development of logistics industry, such as homogenization development and low quality competition, long-term imbalance of industry structure, and low integration degree of logistics facilities and industry. Based on this, combined with the guidance of the Opinions, the construction path of the national logistics market is as follows:

## **3.1 Strengthening infrastructure development**

Up to now, there are still barriers when goods flow across regions. Management problems such as inconsistent rules and inconsistent execution lead to a gap between the cost and efficiency of China's logistics industry and that of other countries, and there are even many unnecessary blocking points and breakpoints in front of emergencies. Lack of basic system construction, will lead to the emergence of local protectionism, and then appear local barriers. First of all, from the optimization of the distribution of business circulation infrastructure, speed up the digital construction, the formation of more new business. Secondly, promote the construction of national logistics hub network. Vigorously develop multimodal transport, popularize standardized pallet and board transport mode. We will continue to improve the national multi-dimensional transport network, promote the development of multi-level integrated transport hubs, and promote the integrated development

of transport facilities across regions.

### **3.2 Vigorously developing third-party logistics**

The Opinions clearly put forward, "vigorously develop third-party logistics, support the construction of digital third-party logistics delivery platform, promote the innovation of technology and business model of third-party logistics industry, cultivate a number of digital platform enterprises and supply chain enterprises with global influence, and promote the cost reduction and efficiency increase of logistics in the whole society". Promote the optimization of the top-level design, from the logistics industry and the coordination of logistics and other industries to break down barriers, create conditions, so that the logistics cycle can be more smooth under normal and emergency conditions. This will certainly promote the innovation and development of all kinds of operators in the logistics industry. For example, China's road transport, which has the characteristics of "granulated" and "discrete", has not been fundamentally changed for a long time. In 2021, in the national social freight volume market segment, highway freight volume accounted for the largest proportion, 75.11%. In the field of express line, transportation is subcontracted layer by layer, and most of the transportation is undertaken by small and micro logistics enterprises. Behind these small and micro logistics enterprises are about 30 million truck drivers. We can take advantage of the opportunity of building a unified national market to play a role of improving quality and efficiency through the construction of transport supply chain, and bring small and micro transport enterprises into unified management. Transport supply chain platform is also one of the direction of network freight platform transformation.

### **3.3 Emphasizing the establishment of logistics market access system**

In the aspect of legal system of logistics market access in China, the problems include imperfect legal system, lack of operability of relevant laws and regulations and absence of supporting laws and regulations. To build a scientific and reasonable legal system of logistics market access is an important basis for the long-term and healthy development of China's logistics industry, which can effectively ensure that the logistics industry plays a full role in economic development. First of all, to improve the third-party logistics industry market access system. The market subjects engaged in third-party logistics business should make clear provisions on the registered capital, business scope, service standard, enterprise organization form and other matters required by laws and regulations, so as to promote the orderly and standardized development of third-party logistics enterprises. Secondly, to refine and improve the dangerous goods logistics industry market access standards. In the process of formulating laws and regulations, the entry threshold of dangerous goods transport enterprises should be improved from the aspects of registered capital and personnel qualification, so as to ensure the life and property safety of practitioners and customers and escort the safe development of the logistics industry.<sup>[1]</sup>

### **3.4 Strengthening the construction of emergency logistics system**

We will improve the fortification and resilience of transport facilities and logistics stations in disaster-prone areas, and actively prevent shortages of food, energy and other important products. According to the estimation of Wulian Yuncang, the scale of emergency logistics (mainly storage and transportation) in the entire emergency supply chain market is about 16-17 billion yuan. We will accelerate the establishment of an emergency logistics system. Take the government as the leading, improve the emergency logistics system, ensure the rapid recovery ability of the logistics industry after the impact of emergencies, ensure the timely supply of materials, information and personnel. To establish rules and regulations of emergency logistics according to local conditions, it is necessary to clarify the responsibilities and obligations of each implementation subject, and to implement standardized management of all links of emergency logistics. We will accelerate the integration of modern information technologies based on big data and blockchain, integrate military and civilian resources, and build an information network platform for data sharing and digital visibility.<sup>[2]</sup> In a typical emergency scenario exercise evaluation platform for the operational efficiency of the key, set by the emergency logistics information platform based on transportation, warehousing, distribution, recycling, effectiveness evaluation, such as continuous optimization of emergency logistics information platform module functions and operation process, improve the

ability of emergency logistics auxiliary decision-making and resource scheduling.

### **3.5 Make logistics smarter**

In order to realize the digital transformation of the whole process of logistics industry chain and the information interconnection of production, supply, transportation and marketing, the logistics big data platform and supply chain service platform are constructed with the help of modern information technology. The following measures can be taken: 1. Accelerate the collection, processing, storage, analysis, development and application of data in the logistics industry, and use the innovative achievements of big data to scientifically guide the intelligent development of the logistics industry. 2. Support the application of Internet of Things technology in logistics parks and large storage facilities to achieve one-stop and integrated operation, encourage freight vehicles to install intelligent equipment, promote the application of emerging technologies and intelligent equipment, and improve the automation and intelligence level of warehousing, transportation, sorting and distribution and other logistics links.<sup>[3]</sup>

## **4. Conclusion**

Building a unified national market is the basic support and internal requirement for building a new development pattern. Just as the guiding spirit in the Opinions, only through the channel of market efficiency, supply quality improvement, demand optimization and upgrading, and the formation of a positive interaction between supply and demand, production and sales in advance, can form a strong domestic market. Accelerating the construction of a super-large domestic unified market can realize a higher level of division of labor and cooperation, promote high-quality economic development, and lay a solid foundation for a high-level socialist market economic system. One of the effective ways to achieve the goal is to vigorously develop the logistics industry. The logistics industry, as a new driving force of modern economic development, needs to play a logistics role in establishing a unified domestic market.

In order to help form a unified national market, the logistics industry needs to find the right positioning, break down the blocking points, break down local protection and market segmentation, continuously promote the efficient, smooth and scale expansion of the domestic market, promote the smooth flow of factor resources in a wider range, and realize the high-quality and intensive development of the logistics industry. By strengthening logistics infrastructure construction, optimizing the layout of cold chain facilities, strengthening the construction of emergency logistics system, improving logistics intelligence, focusing on the establishment of logistics market access system and other ways to boost the formation of a unified national market and healthy development.<sup>[4]</sup>

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