

# Study on the way of promoting rural revitalization through trade cooperation of Guizhou - ASEAN characteristic agricultural products

Xue Chen

(Guiyang College of Humanities and Technology, Guiyang 550025, China)

**Abstract:** To achieve comprehensive rural revitalization, industrial revitalization is the key. Based on the actual development of rural agriculture in Guizhou, we put forward the development of digital economy and improve the modernization level of economy and trade. We will improve government policy guidance and increase business confidence in investment. Purify the network ecological environment and stimulate the endogenous power of agricultural industry. Promote the branding of Guizhou agricultural products trade, and help the road of rural revitalization.

**Key words:** Guizhou; Asean; Agricultural products; Trade cooperation

Since Guizhou has become an inland open economic pilot zone, ASEAN countries have become the largest trading partner in Guizhou's foreign trade. In 2021, pointed out that the import and export of ASEAN related products should be actively expanded and the economic and trade cooperation with ASEAN should be pushed to a new level. In 2022, The State Council issued Opinions on Supporting Guizhou to break a new Road in the Development of the Western Region in the New Era (Guofa [2022] No. 2), ushering in a major new opportunity for the open development of Guizhou. Focusing on the development of the real economy of agricultural products in Guizhou, the study aims to actively explore ways to expand the intensive, green and brand-oriented development of the trade cooperation between Guizhou and ASEAN agricultural products, so as to help the rural revitalization of Guizhou.

## 1. On the origin of trade between ASEAN Development and Guizhou

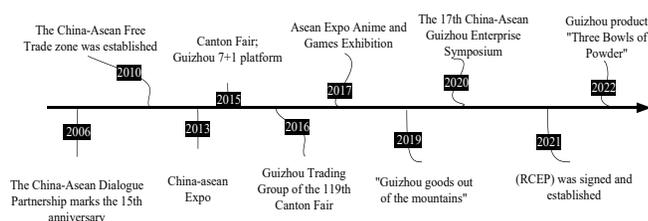
### 1.1 ASEAN Concept

Association of southeast Asian Nations (ASEAN) mainly refers to the Association of Southeast Asian Nations (ASEAN), a governmental international organization including 10 countries such as Thailand and Laos; It is also a national development community established by some Southeast Asian countries to seek economic cooperation and realize political, economic and security integration. Its primary purpose is to promote regional economic growth, social progress and cultural development, enhance the symbiotic strength of developing countries and enhance regional vitality. Among them, the RCEP (Regional Comprehensive Economic Partnership) was formally signed by the RECP member states in November 2011. The RECP has become the world's largest free trade zone, with the total trade volume between China and the member countries accounting for about 1/3 of China's total foreign trade volume and 1/3 of the global scale, which has greatly promoted the development of China's foreign trade enterprises.

### 1.2 Historical origin

Since 2006, Guizhou Department of Commerce has actively organized enterprises to expand the market and promote economic development through Dongbo, Kunming Jiaotong and Canton Fair dozens of times. (This is shown in the figure below)

Figure 1: Important time-node axis of Guizhou - ASEAN trade cooperation



(Note: According to data collation of cooperation with ASEAN published by Guizhou Department of Commerce)

In 2015, with the help of the 21st Century Maritime Silk Road, more than 70 varieties of traditional Chinese medicine raw materials, plant beverages, medical products, enamel hardware, LED series products, Miao medicine health care products, batik and so on from Guizhou were transported to ASEAN countries. During China's "13th Five-Year Plan" period, the number of products sold by Guizhou trading group increased in the 119th Canton Fair, achieving a good start in this period. Since 2020, ASEAN countries have offered olive branches to China, more new forms of trade have emerged, and TCM pharmaceutical industry has developed rapidly. Such as: Taiji Huoxiang Zhengqi oral liquid, Jinhua Qinggan granules, Lianhua Qingwen capsule, compound ejiao pulp and other trade increased. In 2022, Guizhou's ecological food will go abroad.

## 2. Current situation and practical challenges of Guizhou and ASEAN characteristic agricultural products trade

### 2.1 The investment field develops from traditional industrial field to emerging.

In the trade of Guizhou participating in ASEAN investment, the traditional commodities mainly focus on the manufacturing industry such as long shelf life and durability. Emerging industries gradually develop towards agricultural products, showing the characteristics of different provinces and regions.

**Table 1: Main import and export products of Guizhou - ASEAN from 2006 to 2022**

classification		Import and export Products of Guizhou
By commodity	Traditional goods	Phosphorus fertilizer, Maotai wine, tires, flue-cured tobacco, sulfur and rubber,
		Steel mills, liquor
		Textiles, ceramic products, shoes and hats
		Stone and ceramic products, leather and products, inorganic chemicals, wine and beverages, transportation, cleaning supplies
	Emerging commodities	Others: Guizhou Xijiu, Job's Tears Sunshine, Fenggang Xianrenling, Tai Tea,
		Agricultural products, Tianyang Food, Heungin Echo
		Hardware, chemical products
		Building and decorative materials and tools
By city	anshun	"Anxin Ecological Industrial Park" Eucommia powder,
	HuiShui	The sturgeon
	zunyi	Seven kinds of tea and fragrant tea
	Mae tam	walnut
	weining	Native agricultural products

Traditional foreign trade enterprises are greatly affected by the weak international market, the decline in external demand, the adjustment of customs and tariff policies, the expansion of overseas markets, the adjustment of product structure and other favorable factors. New firms are investing and producing products that are more agricultural. In the active promotion and promotion of the Department of Commerce, the investment environment and related projects of Guiyang make the products with industrial characteristics of Guiyang have policies to follow, which are more conducive to the tourism industry, agricultural products, tea industry, jewelry and jade industry, etc. Taking the epidemic prevention and control as an opportunity, to expand the "Guizhou goods out of the mountain" and open up the "new land and sea channel in the west".

2.2 Trade results of featured agricultural products such as "Guizhou goods out of mountains" have been remarkable.

Through the China-Asean Expo, a series of themes such as "Guizhou goods out of the Mountains" have opened a wider door for Guizhou to open its foreign trade market, with significant benefits. In 2015, the company sold 1,384,700 yuan on site, including tea 80,200 yuan, Job's tears rice series products 29,400 yuan, corn flower and oil pepper products 28,000 yuan. In 2019, "Guizhou goods will come out of the mountain". Featured agricultural and sideline products are recommended in 29 cities and prefectures in Guizhou province. The sales amount is 69,752 yuan. In 2021, Guizhou Province will adopt "Goods from Guizhou" + "New Land and sea Passage in the West". Sales of tea, alcohol products, 15 enterprises on the spot turnover of about 15.51 million yuan, intentional turnover of about 4.55 million yuan. From January to February 2022, the import and export of goods in Anshun City of Guizhou Province completed 120 million yuan, with a year-on-year growth of 61.3%, ranking the second place in the whole province. Guizhou Province actively participates in various activities held by China and ASEAN, such as Canton Fair, Kun Fair and Southeast Asia Exhibition, and mainly focuses on four exhibition areas, such as commodity trade, investment cooperation, advanced and applicable technology, and "Charming City". In addition to the steady development of traditional foreign trade products, the income of agricultural products is also increasing year by year, and mainly towards the direction of green, digital development; This fully demonstrates the investment enthusiasm, development ideas and cooperation tendency of Guizhou Province in participating in ASEAN.

2.3 Guizhou is rich in energy and resource products, but lacking in scale supply.

Guizhou is located in southwest China, a karst landform, superior natural conditions, abundant rainfall, abundant energy resources, is a typical agricultural province. In the early days, the products exported to ASEAN countries were mainly raw primary products. In recent years, Guizhou focuses on the development of tea, edible fungi, vegetables, animal husbandry, dendrobium, fruit, bamboo, traditional Chinese medicine, roxburgh pear, fish, oil tea and pepper 12 industries. On the whole, Guizhou exports more abundant products to ASEAN countries, including vegetables, edible fungi and fruits. The structural contradiction of Guizhou's export commodities is prominent, with fewer pillar commodities and backbone commodities, such as rice field fish, Dendrobium nobile, Guanling cattle, shrimp chiles, Xingren's Job's Pearl rice, pine peach tea fruit, tea oil and fresh bamboo shoots of tongren, etc., which have not formed a scale, and primary products and raw processed products are still dominant. Guizhou's smallholder industrial economy, large machinery is not easy to produce, so it is difficult to form scale effect.

2.4 The export demand of agricultural products in ASEAN is large, but the financial support for the supply chain of agricultural products is insufficient.

Although Guizhou is located in the western underdeveloped region, it has good natural resources and a lot of basic resources, which reduces the cost. However, due to the geographical position, technical level, labor capital and other reasons of the development of agricultural products in Guizhou Province, Guizhou Province lacks large enterprises with export qualification. Most of the production bases are OEM and OEM export bases in Yunnan, Fujian, Guangdong and Guangxi Zhuang Autonomous Region. Guizhou Province as a typical small farmer economy, agricultural products financial system and mechanism is not perfect, has not formed a standard and effective foreign trade market. In addition, scattered farmers in Guizhou operate separately. Information sharing among farmers, cooperatives and

county platform companies in planting bases is not efficient, and there is no simple and intelligent sharing platform, and there is no unified product export quality standard, which makes it difficult to guarantee rights and related quality. In addition, farmers, cooperatives and county platform companies in Guizhou planting bases are weak, and are easily affected by transportation, policy changes, risk taking and other factors under decentralized operation, which seriously restricts the international trade cooperation of agricultural products. Guizhou agricultural economic level power is obviously insufficient. But compared with the developed areas, Guizhou Province agriculture is lack of related professional talents, the development of their own agricultural products is insufficient, the level of agricultural modernization is low.

### 3. Countermeasures and suggestions for strengthening trade cooperation of featured agricultural products between Guizhou and ASEAN

3.1 Based on the actual conditions of Guizhou, comprehensively promote rural revitalization and improve the level of economic and trade modernization

strengthening trade cooperation between Guizhou and ASEAN on agricultural products is conducive to promoting trade facilitation of bilateral featured agricultural products. At the macro level, the government should open wider to the outside world, introduce relevant measures and implement policies to benefit farmers. At the medium level, banks and other social institutions provide financial support to Tenon Fund and syndicated loans for agricultural products, boosting the confidence of foreign trade enterprises. At the micro level, enterprises increase cross-border e-commerce cooperation; We will establish various platforms to promote development, improve the distribution and distribution of products, and connect the production and demand of export products for domestic sales. Guizhou Province can make full use of the inland open economic pilot zone and international financing channels. At the same time, relevant experts and scholars will be organized to participate in economic and trade cooperation and exchanges, and increase research on policies to stimulate exports, consumption and investment. Combine Guizhou's regional development advantages in production capacity to create regional characteristics of Guizhou's agricultural products and unify product quality. Further improve the integrated construction of supporting facilities, including the cultivation base, warehousing and logistics park, trading market, investment and processing fields, and realize the modernization of regional professional development.

3.2 Improve the policy of benefiting agriculture between Guizhou and ASEAN, strengthen the development of financial markets for agricultural products, and build a cross-border digital e-commerce platform

Guizhou's traditional superior agricultural products, such as tea, liquor and chili, provide the needs of ASEAN countries. Guizhou government attaches great importance to Guizhou's 12 characteristic agricultural industries, and has formed corresponding small-scale and secondary export standards under the active organization and supervision of the government. In the past 19 years, The live streaming e-commerce across time and space has brought development opportunities for the economic and trade cooperation between Guizhou and ASEAN, and the effect of "Guizhou goods out of the mountains" has been further expanded. Guizhou increases banks' investment attraction to ASEAN agricultural products, displays high-quality products of Guizhou province through Internet promotion, new media promotion, online display through e-commerce platforms, and offline experience linkage, so as to promote transformation and upgrading of the real economy. Actively integrate network resources to build a systematic e-commerce platform that is compliant, integrated and legal; Guide e-commerce enterprises to speed up investment in ASEAN and cultivate high-quality network talents; We will create a market-oriented, law-based and internationalized business environment to promote rural revitalization.

3.3 Build Guizhou foreign trade agricultural products brand, promote industrial development, improve the quality of agricultural products

As an important land transportation hub in Southwest China, Guizhou has the conditions to bring agricultural products to the surrounding areas and out of the country. The GDP of the tertiary industry in Guizhou is much higher than that of the primary and secondary industries, with strong service development ability and level, and natural advantages in deep processing of agricultural products. Accelerate the construction of a strong trade province. We must improve our hard conditions, and establish the consciousness of scale, quality and standard of agricultural products. The theory of factor endowment is applied to analyze capital endowment of foreign investment, factor endowment of foreign trade and resource endowment. By vigorously supporting the improvement of the layout of the trade and logistics network, the transformation and upgrading of the infrastructure of large-scale commodity trading markets, and the integrated development of domestic and foreign trade, we will cultivate a number of regional brands of featured agricultural products with extensive influence. More and more high-quality local enterprises and high-quality Guizhou goods are encouraged to stabilize foreign trade orders, go out of the mountains, stimulate regional vitality, promote the stable and high-quality development of foreign trade, and help rural revitalization.

### References:

[1] The State Council, The State Council on the Establishment of Guizhou Inland Open Economic Pilot Zone National Letter 2016 No.142 [EB / OL]. [http://www.gov.cn/xinwen/2016-08/16/content\\_5099704.htm](http://www.gov.cn/xinwen/2016-08/16/content_5099704.htm). 2016-08-16

[2] Department of Commerce of Guizhou Province, Notice of Provincial Department of Commerce on Organizing participation in the 19th China-Asean Expo [EB / OL]. [http://swt.guizhou.gov.cn/zwgk/zfxxgk/fdzdgknr/zcfg/swtwj/202206/t20220609\\_74676333.html](http://swt.guizhou.gov.cn/zwgk/zfxxgk/fdzdgknr/zcfg/swtwj/202206/t20220609_74676333.html). 2022-06-09

\* 基金资助: 贵阳人文科技学院科研基金项目“乡村振兴背景下民办学院高质量人才发展路径研究”(项目编号: 2022rwjs017)。

Project "Research on Digital Transformation Path of Teaching Ability of Private University Teachers" of China Association of Private Education (Project approval No.: CANFZG23299)

**About Author:** Chen Xue (1995-); Master's degree; From Zunyi City, Guizhou Province, China; Teacher of Guiyang College of Humanities and Technology.