

Analysis on the Path of High-quality Development of Tea Trade between China and Africa

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Abstract: The ancient Silk Road and Maritime Silk Road laid the foundation for the spread of tea and promoted the exchange of tea culture between China and Africa. In recent years, the historical origin of tea trade between China and Africa has become deeper and deeper, which has added new connotations to the economic cooperation between the two sides. Through in-depth analysis of the present situation, trade policy and market demand of tea industry in China and Africa, this paper puts forward three countermeasures: improving production technology and quality management, optimizing trade policy and expanding market promotion channels, so that Chinese and African tea can enter the markets of both sides more widely, meet the needs of different consumption levels, and inject new vitality and power into the tea industry of both sides.

Keywords: China-Africa cooperation; Tea trade; High-quality development

Introduction

In recent years, tea trade between China and Africa has gradually emerged, showing a steady growth momentum. There are huge geographical, cultural and economic differences between China and Africa. As a way of economic cooperation, tea trade not only benefits from these differences, but also needs to overcome the challenges brought by these differences. Focus on the problems and challenges existing in the current tea trade between China and Africa, such as different quality standards, intensified trade barriers, asymmetric market information and so on. Through in-depth analysis of these problems, this paper puts forward targeted suggestions, digs deep into the historical origin of tea economy and culture connecting China and Africa, in order to better understand the development trend and internal laws of tea trade between China and Africa.

1.The current situation of tea industry in China and Africa

1.1 Tea production in China

China is one of the largest tea producers in the world, and its tea industry is widely distributed all over the country. The main producing areas include Yunnan, Fujian, Zhejiang, Anhui, Jiangsu and other places. Each producing area breeds distinctive tea varieties with different climate and geographical conditions. Yunnan: Taking Pu'er tea as the representative, the unique geographical environment and climate provide unique conditions for the fermentation and aging of tea. Fujian: White tea, oolong tea, black tea and other teas enrich Fujian's tea industry, among which Wuyishan and Anxi oolong tea and Zhengyan rock tea are internationally renowned. Zhejiang is dominated by Longjing tea, Biluochun and other green teas, benefiting from humid climate and abundant water resources.

1.2 Tea production in Africa

African tea industry has gradually emerged in recent years, and its main producing areas are concentrated in East Africa, including Kenya, Malawi, Tanzania and other countries. African tea is mainly black tea, which benefits from high altitude and abundant sunshine. Kenya's black tea is favored in the international market. Its tea has fresh taste and bright red soup color, and high-quality Asian scattered tea and fragmented tea have a certain share in the international market. Tea production in Africa is still relatively traditional in some countries, but modern technology has been continuously introduced in recent years. The improvement of production technology and quality management is

very important for African tea to enter the international market. Tea picking, withering, fermentation, baking and other tea making processes have been gradually improved to ensure the quality and taste of tea. At the same time, some African countries have strengthened tea quality supervision, established tea quality standards, and improved the credibility of African tea in the international market through certification systems.

2.China-Africa tea trade policies and regulations

2.1 China tea trade policy

China has imposed a series of tariffs and quotas on the import and export of tea. At present, China's general import tariffs on tea are low, but there may be differences in some special varieties or countries. At the same time, the export of tea is also restricted by certain export tariffs, but the overall level is relatively low, which is helpful to promote the export of Chinese tea. The Chinese government also controls the import quantity of tea through a certain quota management mechanism to maintain the balance of the domestic market. This policy aims to prevent the impact of excessive competition on the domestic tea industry and protect the interests of domestic tea producers.

In order to promote the development of tea industry, the Chinese government has implemented a series of support measures. This includes financial subsidies, technical support, marketing and trade promotion. Through these policies, China actively supports the technological innovation, quality improvement and international market development of tea industry.

2.2 African tea trade policy

There are some differences in the import and export tariff and quota policies of tea in African countries. Generally speaking, African countries set less tariffs on tea exports to encourage the development of tea industry and increase exports. However, some African countries may still set certain tariffs according to trade agreements and domestic policies. African countries also regulate tea trade through certain quota management to ensure the balance between supply and demand in the domestic market and protect the interests of domestic industries.

African governments have adopted a series of support measures to promote the development of tea industry. This includes financial subsidies, technical training, marketing, trade promotion and other support. Through these policies, African countries encourage tea farmers to adopt modern production technologies to improve the quality and yield of tea, so as to meet domestic demand and expand international markets. The government also plays an important role in regulating and supervising the tea industry. By establishing quality standards and certification system, it ensures that African tea has a good reputation and competitiveness in the international market.

3.Market demand and trend analysis

3.1 Chinese tea market demand

China is one of the cradles of tea culture, so tea has a long history and profound cultural heritage in China. In recent years, with the improvement of people's living standards and the upgrading of consumption concepts, China's tea market presents the following obvious consumption trends and characteristics. In addition to traditional green tea, black tea and Pu'er tea, Chinese consumers have more and more diversified demands for various tea products, including scented tea, milk tea and oolong tea. With the improvement of health awareness, consumers are interested in the health effects of tea, and the market demand for functional tea products such as weight loss and antioxidation is gradually increasing. Consumers pay more and more attention to the quality and origin of tea, and the pursuit of high-quality tea promotes the development of some characteristic tea producing areas.

3.2 African tea market demand

African tea market is rising rapidly in some countries. Although it lags behind China, it also presents some obvious consumption trends and characteristics. In some African countries, tea culture is relatively new, so there is a pursuit of novel experience of tea products in the

market, and consumers are interested in traditional African black tea. The improvement of health awareness has also had an impact on the African tea market, and the demand for functional tea products is gradually increasing. The African tea market as a whole shows a popular trend, and the consumption of ordinary tea is still the mainstream, but the market potential of high-quality tea is gradually tapped.

4.The countermeasures to promote the high-quality development of China-Africa tea trade

4.1 Improve production technology and quality management

Through the establishment of technology research and development centers, training programs and technical exchange meetings, both parties are encouraged to share advanced technical experiences in tea planting, picking and making, so as to improve production efficiency, reduce costs and improve the overall quality of tea. In order to strengthen the quality management of tea in China and Africa, it is suggested to establish a unified quality certification and standard setting system. Through the cooperation between the governments and industry associations of both sides, a unified certification mechanism in line with international standards will be established to promote the formulation of quality standards for tea industry. This will help to improve the competitiveness of Chinese and African tea in the international market and enhance the international reputation of Chinese and African tea.

4.2 Optimizing Trade Policies

In order to reduce the trade barriers of tea trade between China and Africa, it is suggested that the governments of both sides gradually reduce import tariffs and cancel quota restrictions. By promoting free trade agreements, signing bilateral trade agreements, lowering trade barriers and creating a more open trade environment, Chinese and African tea can enter each other's markets more smoothly. In order to improve the convenience of tea trade between China and Africa, it is suggested to simplify trade procedures and strengthen customs clearance cooperation. Through digital trade documents, a convenient customs clearance process can be established to reduce trade costs and improve trade efficiency, thus promoting the tea trade between China and Africa to be carried out more smoothly.

4.3 Expanding Marketing Channels

In order to enhance the popularity and reputation of Chinese and African tea in the market, it is suggested to strengthen brand building and marketing. By jointly organizing promotion activities and strengthening online promotion channels, we will promote the internationalization of tea brands in China and Africa and attract more consumers' attention and purchase. In order to expand the tea market channels between China and Africa, it is suggested to strengthen the construction of cooperative partnership. By expanding cooperation with retailers and e-commerce platforms, we will expand sales channels and enable Chinese and African tea to enter the market more widely. At the same time, strengthen cooperation with catering industry and tourism industry, promote the application of tea between China and Africa in various fields, and increase market share.

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