

Research on the Construction of New Platform of China's Export-Oriented Economy

Jinmei Xiao

Guangdong eco-engineering polytechnic, Guangzhou 510520, Guangdong Province, China.

Abstract : Based on the perspective of China's economic opening and integration, In this paper, the Internet big data technology and search and matching theory mechanism are used to combine the practice and development of cross-border e-commerce and "Single Window" for international trade, It is concluded that the development of big data technology in the Internet era reduces manufacturer's market search cost, promotes the efficiency of import and export trade of enterprises, and thus improves the overall productivity level. The study points out that building a new platform for export-oriented economy supported by Internet big data should be the key to China's opening-up strategy. We can build an information platform supported by big data technology, improve the matching efficiency of foreign trade and investment information, and make big data technology the basic guarantee for the construction of a new platform of China's export-oriented economy. The policy enlightenment lies in giving full play to regional intermediaries, trade intermediaries and government intermediaries, and improving the overall development level of China's export-oriented economy according to the trade network effect and sharing economic platform effect supported by big data technology.

Keywords: Internet; Big Data Technology; Export-Oriented Economy; the Single Window System for International Trade

1. Introduction

With the mutual integration of economy and Internet technology development, many new forms of trade and investment have been derived at home and abroad. For example, cross-border e-commerce is gradually becoming a new way and means of China's foreign trade. At the same time, government reform also closely followed the pace, and constantly strengthened the construction of electronization and informatization. And the service mode of single window in international trade has become an effective tool to boost China's foreign trade and investment. The 13th Five-Year Plan also proposes to implement the national big data strategy and accelerate the open construction of data resource sharing economic platform. In order to further strengthen the construction of the new system of China's export-oriented economy and the strategic platform of opening to the outside world, it is necessary to combine the development of new Internet technology to promote the integration of China's foreign trade and investment. This paper holds that new foreign trade models such as single window of international trade and cross-border e-commerce, combined with the rapid development of Internet big data technology, can gradually inject new vitality into China's foreign trade and investment. It is necessary to grasp the function and analytic value of Internet big data, provide infrastructure construction and innovation support of big data information technology for the development of various industries and enterprises, and gradually obtain significant competitive advantages under the development and wide application of new technologies.

2. Literature review

Studies on inter-industry trade patterns based on the theory of comparative advantage, such as the classical Ricardo model, h-O model and some modern trade models, are based on a common assumption that trade is realized under complete information conditions. In the real trade process, the market can not completely meet the premise of information hypothesis,

especially in the market with an imperfect system and underdeveloped economy. Based on the consideration of incomplete information factors in the actual process of trade organization, trade matching theory emerges. The trade matching theory under incomplete information aims to emphasize that enterprises cannot obtain complete information in actual production and sales activities. That is, the trade scope of enterprises is limited within their own trade network. On the premise that the original trade network formed by enterprises will not be easily destroyed, the only way for enterprises to change the scale of their trade network is to reach trade contracts with new enterprises in the industry. Therefore, all the trade contracts that enterprises can obtain are based on the trade network established by themselves.^[1]

3. Theory analysis

This paper will be based on the monopoly competition mechanism of the market to search model analysis framework, considering from the simplest local equilibrium, focusing on the analysis of the search matching process. For the sake of simplicity, firms do not consider technological production in labour and capital markets in their search, but the consumer markets for different goods. Whether or not a firm has signed a contract with an intermediary importer that serves its home market. The export participation rate is endogenous and out of control of the firm. Local firms search for foreign buyers and different factors influence export participation rates in international markets. This study illustrates how search costs and trade costs affect the export participation rate of domestic firms. Three types of agents are involved in this study: domestic manufacturers, intermediate importers and foreign consumers.^[2] Domestic manufacturers produce in their home countries and continue to serve their home markets. Domestic manufacturers also want to target foreign consumers through middlemen. The basic assumption of this study exists in a large number of enterprises. Each enterprise provides only one unique commodity, and all commodities cannot completely replace each other. Each manufacturer can only sign a contract with one foreign importer, and a middleman can only work with one domestic manufacturer. Through an expensive search process, domestic manufacturers and importers match contracts. Match success and match failure are random processes, and their proportions are derived from the exogenous Poisson distribution.

4. Build a new platform framework for export-oriented economy supported by big data technology

Through the above analysis of the theory of firm search and matching under incomplete information, this study concludes that the development of big data technology in the Internet era reduces the market search cost of manufacturers, promotes the matching efficiency of import and export trade of enterprises, and improves the overall productivity level. Therefore, to improve the level of China's opening up strategy, it can be built for the supported information platform through big data technology, so that big data technology can become the basic guarantee for the construction of a new platform of China's export-oriented economy. ^[3]

4.1 Internet big data has brought new opportunities for China's opening-up to the external economy

This paper constructs a single window for international trade and an intermediary platform for cross-border e-commerce through Internet big data technology, realizes data sharing between the two, promotes the integrated development of the two, and overcomes information barriers encountered in the process of trade and investment, so as to find a shortcut for the development of trade and investment. Cross-border e-commerce and single window for international trade with the help of big data technology, the overseas internationalization model of enterprises presents greater flexibility and broader space, especially narrowing the distance between trade and investment, bringing new opportunities for China's export-oriented economic platform.^[4]

The "single window" will be a major measure to promote China's trade facilitation and development of e-commerce. On this big data platform, the trade window provides cross-border e-commerce with massive trade data, while cross-border e-commerce integrates the data provided by a single window, those can implement the overseas strategy of trade and investment integration and expand the new blueprint of foreign economy. Single window can realize electronic trade clearance and one-time customs clearance, which reduces trade costs and generates huge data through itself. For example, Real-time bill of lading data of customs import and export, market analysis data and enterprise credit data can be shared with big data. It can be said that "single window" is an important intermediary carrier of the new platform of China's export-oriented economy.

4.2 Trade and investment facilitation platform based on Internet big data technology

Internet big data technology can serve as an intermediary platform for trade window and cross-border e-commerce to realize data sharing and promote the integrated development of the two, so as to find a new path for the development of trade and investment. On this big data platform, the trade window provides cross-border e-commerce with massive trade data, while cross-border e-commerce integrates the data provided by a single window, those can expand the new blueprint of trade and investment. With the help of Internet big data technology, trade window and cross-border e-commerce can make use of each other and give full play to their advantages to promote the common development of trade and investment.

China should firmly seize the pace of the big data era and give full play to the role of single window and cross-border e-commerce. On the "Belt and Road" and other regional platforms, a new path of opening-up will be opened up with the help of policy support and guidance from government intermediaries, namely, the establishment of trade and investment facilitation platforms based on Internet big data technology. Based on the above analysis, the operation of the facilitation platform can be divided into two interconnected lines, namely, single window for international trade and cross-border e-commerce.

Conclusion

To sum up, through the appropriate intermediary platform (such as free trade zone) set up a convenient platform for single window of international trade and cross-border e-commerce based on Internet big data technology, focus on regional agencies, government agencies and business intermediary role, to further speed up the construction of export-oriented economy new platform, to create more new advantages for export. Among them, the single window provides more convenience for trade clearance and attracts more trade contacts. Meanwhile, the window collects and provides effective trade data for cross-border e-commerce. Cross-border e-commerce utilizes big data technology to integrate massive information such as financial institutions, user consumption and overseas data, analyzing changes in trade demand and adjusting production in a timely manner. At the same time, we will find out the trade areas worthy of investment and attract enterprises and individuals to invest. Trade and investment are intertwined, and we will work together to create a new model of China's foreign trade. Therefore, to build a new platform of China's export-oriented economy, it is necessary to seize the opportunity when foreign trade enters the "shift run-in period" and "transition pains period", and strengthen the construction of cross-border e-commerce as the platform of trade intermediary organizations, to realize the mode expansion in China's opening-up strategy to the outside world, and then as the new path of China's future expansion.

References

- [1] Rauch. J E, Watson J. Network Intermediaries in International Trade [J]. Journal of Economics and Management Strategy, 2002, 13(1): 69-93.
- [2] Antras P, Costinot A. Intermediated Trade [J]. The Quarterly Journal of Economics, 2011, 126(3):1319-1374.

- [3] Rauch J E , Trindade V. Ethnic Chinese Networks in International Trade [J]. The Review of Economics and Statistics, 2002, 84(1): 116-130.
- [4] Petropoulou D. Information Costs and Networks in International Trade [R]. London CEPR, March, 2005.