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ТЕКУЩАЯ СИТУАЦИЯ В ОБЛАСТИ РАЗВИТИЯ ТРАНСГРАНИЧНОЙ ЭЛЕКТРОННОЙ ТОРГОВЛИ В КИТАЕ

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В XXI в. наблюдается развитие интернет-экономики, созданной путем объединения реальной экономики с виртуальной, тесно связывающей глобальный рынок. Трансграничная электронная торговля демонстрирует значительную активность. Авторы отмечают, что трансграничная электронная торговля Китая получила развитие благодаря политике государственной поддержки и быстрому развитию платформ трансграничной электронной торговли. Преимущества трансграничной электронной торговли все больше проявляются и стимулируют трансформацию и модернизацию национальной обрабатывающей промышленности Китая. Благодаря постоянному совершенствованию трансграничных платформ китайская индустрия трансграничной электронной торговли получает выгоды от сочетания хорошего видения платформ внешней торговли, процветающего разнообразия товаров и огромного спроса на рынке, демонстрируя быструю тенденцию развития. Целью настоящей статьи является попытка проанализировать конкретные данные импорта и экспорта Китая в области трансграничной электронной торговли, долю и темпы роста первой десятки категорий экспортируемых товаров, отраслевое участие пользователей и препятствия, с которыми им приходится сталкиваться, а также выявить способ, позволяющий получать представление о текущей ситуации в области развития трансграничной электронной торговли Китая и предложить соответствующие контрмеры для устранения препятствий. Авторы утверждают, что развитие трансграничной электронной торговли может пониматься с разных точек зрения как вклад в развитие экономики Китая.

Ключевые слова: импорт, экспорт, интернет-экономика, государственная поддержка.

THE CURRENT SITUATION OF CROSS-BORDER E-COMMERCE DEVELOPMENT IN CHINA

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In the 21st century, there is a development of the Internet economy, created by combining the real economy with a virtual one that closely connects the global market. Cross-border e-commerce is showing significant activity. The authors note that China's cross-border e-commerce has evolved through government support policies and the rapid development of cross-border e-commerce platforms. The benefits of cross-border e-commerce are increasingly emerging and driving the transformation and modernization of China's national manufacturing industry. By continuously improving cross-border platforms, China's cross-border e-commerce industry is benefiting from a combination of a good vision for foreign trade platforms, a thriving

variety of goods, and huge market demand, demonstrating a rapid development trend. The purpose of this article is to attempt to analyse China's specific import and export data in the field of cross-border e-commerce, share and growth rates of the top ten categories of exported goods, industry participation of users and obstacles, which they have to deal with, as well as to identify a way to get an idea of the current situation in the development of cross-border e-commerce in China and propose appropriate countermeasures to eliminate obstacles. The authors argue that the development of cross-border e-commerce can be understood from different perspectives to contribute to the development of China's economy.

Keywords: imports, exports, internet-economy, state support.

Introduction

In recent years, with the progress of Internet technology and the development of the digital economy, international trade has undergone significant changes, and cross-border e-commerce has developed rapidly from scratch. The current mode of cross-border e-commerce is the same as traditional e-commerce, mainly B2B, B2C and C2C [12]. This mainly assists in avoiding the problems of universal payment insecurity, payment means, logistics, reverse logistics, and international language limitations [7]. As a novel source of cross-border transactions that combines international trade with electronic commerce, cross-border e-commerce has exerted enormous impacts on trade entities and their operating mechanisms, processes and competitive posture [1; 4; 6].

China attaches great importance to the development of cross-border e-commerce, e-commerce support policies continue to be optimized, and a comprehensive e-commerce test zone is established to encourage enterprises to "go global". In the past five years, the number of new Chinese cross-border e-commerce business registrations has generally increased. In the wake of the New Crown Pneumonia outbreak, traditional trade and consumption patterns have changed. Consumer demand online is increasing, providing even more opportunities for cross-border e-commerce in China to grow. The scale of cross-border e-commerce transactions in China reached 2.11 trillion yuan in 2022. Among them, imports were 0.56 trillion yuan, up 4.9% year-on-year; exports were 1.55 trillion yuan, up 11.7% year-on-year [2]. The rapid development of cross-border e-commerce has become a new momentum driving the growth of China's foreign trade [9].

Methodology

This paper will mainly analyze the total amount of import and export of cross-border e-commerce in China, the central countries of import and export as well as the main types of import and export commodities, summarize the relevant national policies and then make suggestions to solve the problems of payment means and cargo logistics. The article aims to understand the current situation of cross-border e-commerce in China and the corresponding countermeasures for the problem. This article will use quantitative analysis of

statistics. This will help us visualize the development of cross-border e-commerce in China. The quantitative analysis of statistics will help us visualize the development of cross-border e-commerce in China.

Result

Cross-border e-commerce generally refers to transactions between countries or regions that communicate via the Internet, email or other forms [11]. With the gradual popularization of the Internet and the rapid construction of logistics infrastructure and payment function systems, China's cross-border e-commerce is on a growth trend. According to China's e-commerce report [3] cross-border e-commerce import and export volume reached 1.92 trillion yuan, an increase of nearly ten times in five years. Exports amounted to about 1.39 trillion yuan, an increase of 28.3% over last year; imports amounted to about 0.53 trillion yuan, a decrease of 0.9% over last year [3]. Figures 1 and 2 visually reflect the steady growth of China's cross-border e-commerce import and export volume. The top five export countries (regions) are the United States, Malaysia, the United Kingdom, South Korea, and Japan. The top five import countries (regions) are Hong Kong, South Korea, Japan, the United States, and Australia.

Among them, cross-border e-commerce exports grew from 798.1 billion yuan in 2019 to 1391.8 billion yuan in 2021; imports grew from 492.2 billion yuan in 2019 to 531.9 billion yuan in 2021. The percentage of cross-border e-commerce imports and exports as a percentage of imports and exports increased from 4.09% in 2019 to 5.06% [5].

Because China is a significant manufacturing country and the world's largest export exporter of goods, the export value of goods is much larger than the import value of goods in the import and export structure of cross-border e-commerce goods. The top ten commodity categories in China's cross-border e-commerce import and export volume accounted for 20.21% of China's cross-border e-commerce import and export volume. As shown in Figure 3, the export value of the top ten commodity categories is even 57.03% of the total export value [3]. Among them, leather, fur and products, bags, intestinal thread products, shoes, hats, umbrellas, etc., feather products, artificial flowers, human hair products, etc., to achieve faster growth. In the future, with the gradual implementation of China's manufacturing power strategy, the transformation and upgrading of China's manufacturing industry will be significantly accelerated, and the export of goods from cross-border e-commerce will become the industry's norm (Table 1).

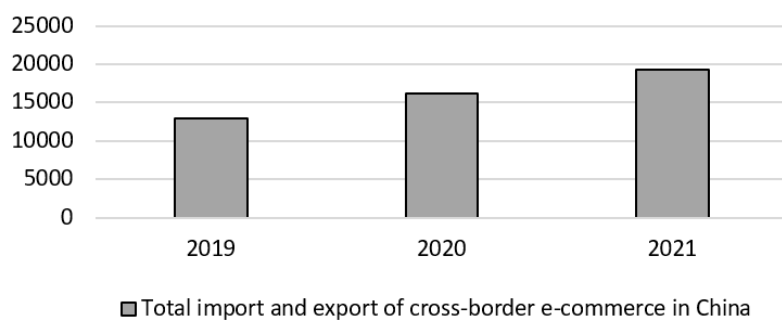


Figure 1. Total import and export of cross-border e-commerce in China, 2019–2021, billion yuan [3]

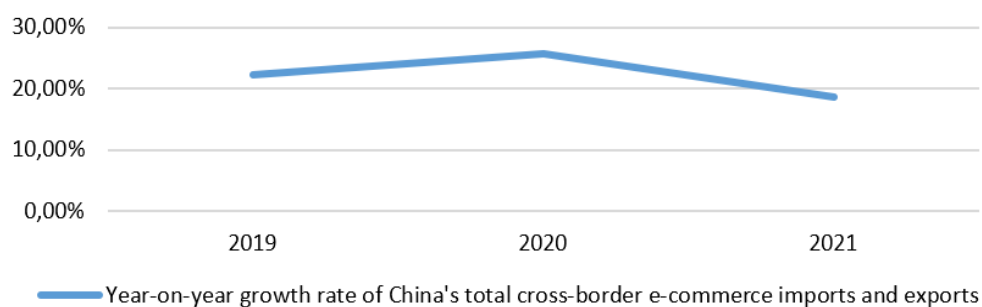


Figure 2. Year-on-year growth rate of China's total cross-border e-commerce imports and exports [3]

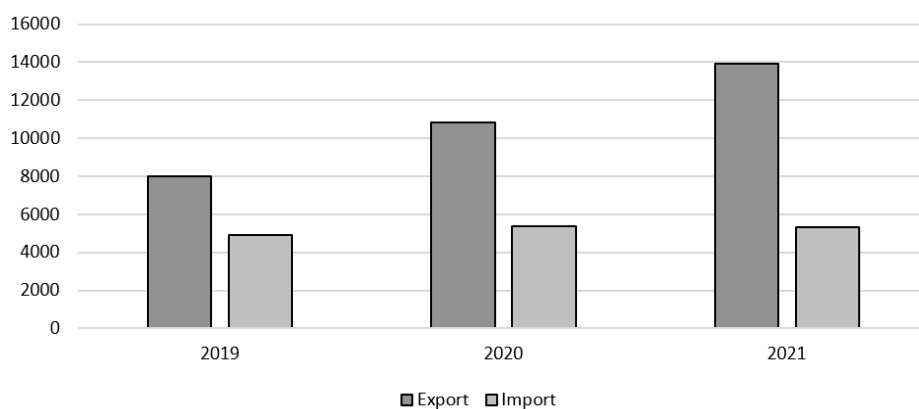


Figure 3. Total import and export of cross-border e-commerce in China, 2019–2021, billion yuan [5]

Table 1

China's cross-border e-commerce export volume ranking of the top sub-category share and growth rate, 2021*

Product Categories	Percentage, %	Year-on-year growth, %
Special trading items and uncategorized goods	11.61	86.27
Miscellaneous Products	11.17	458.05
Textile raw materials and textile products	8.77	216.01
Electromechanical, audio-visual equipment and its parts, accessories	8.36	399.68
Base metals and their products	5.10	454.11
Plastics and their products; rubber and their products	4.04	334.26
Mineral material products; ceramic products; glass and products	2.83	264.48
Shoes, hats, umbrellas, etc.; feather products; artificial flowers; human hair products	2.22	384.36
Leather, fur and products; luggage; intestinal thread products	1.85	325.93
Optical, medical and other instruments; clocks and watches; musical instruments	1.07	246.58

* Compiled by: [3].

With the in-depth promotion of globalization strategy and the continuous accentuation of the upgrading trend of domestic residents' consumption structure, many foreign high-quality goods enter the domestic market through cross-border e-commerce import mode, and the participation of industry users increases year by year. In the past five years, the number of users participating in China's cross-border import e-commerce industry has increased by 0.89 billion, with an average annual growth rate of 18.62%. Although the growth rate of the industry user scale has declined from 2019 to 2021, it remains at a growth rate of more than 10% [10]. The gradual improvement of residents' consumption ability, the continuous improvement of cognitive level and the increasingly diversified consumption demand has become the main driving force for the continuous expansion of China's cross-border import e-commerce.

The fact that China's cross-border e-commerce maintained high growth during the epidemic fully validates the market dynamism and growth resilience of China's cross-border e-commerce. In 2014, China began to rise and conduct a cross-border e-commerce pilot. After a year of piloting, the General Office of the State Council issued the "Guidance on Promoting the Healthy and Rapid Development of Cross-Border E-Commerce. The opinion has particularly important significance to the development of cross-border e-commerce. In recent years, China has even continued to release relevant support policies (Table 2).

Table 2

Government support for cross-border e-commerce in China, 2021-2022

Period	Form of state support
March 2020	Announcement of the General Administration of Customs on Regulatory Matters Relating to the Return of Cross-border E-Commerce Retail Import and Export Goods
May 2020	Notice on Supporting the Development of New Trade Patterns
June 2020	Announcement on the implementation of cross-border e-commerce business-to-business export supervision pilot
November 2020	Implementation Opinions on Promoting the Innovative Development of Foreign Trade
July 2021	General Office of the State Council on accelerating the development of foreign trade new industry and new modes of opinion
September 2021	"Fourteen Five" e-commerce development plan
February 2022	Approval of 27 cities and regions including Erdos to set up comprehensive pilot zones for cross-border e-commerce

With the continuous optimization of the policy environment, Chinese provinces and cities also make corresponding measures to promote the development of local cross-border e-commerce. The measures mainly include three aspects:

1. Establish a comprehensive service platform for cross-border e-commerce.
2. Encourage powerful enterprises to establish overseas warehouses and provide storage services for other small and medium-sized enterprises.
3. Support powerful enterprises to become bigger and stronger.

There is still considerable potential in China's cross-border e-commerce development, but it still has to face the problems: 1) electronic payment difficulties; 2) logistics and transportation difficulties.

Solving the existing problems is of positive significance to the long-term and healthy development of cross-border e-commerce in China. In terms of payment, buyers and sellers alike attach great importance to it, which is one of the essential steps that constitute a transaction. Therefore, from the institutional point of view, we must strengthen legal control, urge the establishment of legislation on payment service transactions, vigorously support third-party payment institutions to carry out cross-border payment business, gradually improve the supervision mechanism and system, protect the rights and obligations of both sides of the subject in the trade process, especially the development of risk-sharing rules. In terms of technology, it is necessary to strengthen the guidance of relevant talents and improve the research and development of technology and the stability of the payment system to gradually reduce and avoid payment problems and risks caused by technical problems. In logistics, improving customs clearance rates and simplifying the process of declaring goods through customs will allow enterprises with a high corporate credit rating to obtain permission to exit customs earlier. It is increasing cross-border logistics cooperation through constructing rational and systematic trade relations and establishing a third-

party logistics system. The third part logistics company is a professional logistics service provider. The third part logistics company is a professional logistics service provider. It can provide all-around and high-quality services for customers [8]. Therefore, China's establishment of its own cross-border logistics system is the main direction of future development and should strengthen the integration of third-party resources, establish cross-border logistics enterprises, and build an international logistics and distribution system that belongs to China and has the autonomy to provide a strong guarantee for the development of e-commerce.

Conclusions

Cross-border e-commerce has promoted the development of China's foreign trade development while having a positive macroeconomic impact. Currently, China's cross-border e-commerce has maintained a growth trend in general, which is attributed to the active exploration of the cross-border e-commerce industry. This is due to the active exploration of pioneers in the cross-border e-commerce industry and the macro environment of cross-border e-commerce development, such as the economic environment, policy environment and information and communication environment. This is due to the active exploration of the pioneers in the cross-border e-commerce industry and the growing maturity of the macro environment for cross-border e-commerce development, such as the economic environment, policy environment and information and communication environment. Nevertheless, it is still a new mode of international trade, and some problems or challenges are bound to arise in its development. As an essential element in the development of foreign trade, China must be able to correctly understand the current development of its actual situation, for which there are problems such as electronic payment and logistics carefully analyzed to find the crux of the problem, to take targeted countermeasures, and constantly improve the level of cooperation between China and the international market, and become a huge boost to promote China's economic development.

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