

Exploring the Path of Construction of Comprehensive Experimental Zone for Cross-border E-commerce in Jindong District

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Abstract. In recent years, due to the decline in the growth of traditional export trade, cross-border e-commerce as the representative of the emerging international trade development momentum is rapid, to promote the overall foreign trade to enhance the effect of a great deal. Big data analysis has been of great help to cross-border e-commerce trading companies in terms of cost reduction and profit improvement. This paper firstly introduces the current situation of the whole country, Zhejiang, Jinhua, and Jindong District, then analyzes the development environment of electronic commerce in Jindong District through data, and conducts SWOT analysis for the current electronic commerce environment, explores the current problems and puts forward corresponding solutions, and finally puts forward the prospect of the construction path of the comprehensive experimental zone of cross-border electronic commerce in Jindong District.

Keywords: Jindong District; Cross-border e-commerce; Comprehensive experimental area; Construction path exploration.

1. Introduction

The 19th National Congress of the Party made it clear that China wanted to realize the strategy of a strong manufacturing industry and solid foreign trade. Cross-border e-commerce has become a fundamental grasp of China's strategy to achieve a strong manufacturing industry and robust foreign trade. In the new development pattern of the global and domestic double cycle, although the development of China's cross-border e-commerce performance is promising, the development situation is not yet able to adapt to the requirements of China's manufacturing strong country strategy and foreign trade strong country strategy. To better promote its development, it is necessary to introduce targeted policy measures. Zhejiang Province is a foreign trade economy; Jinhua is a significant foreign trade city, and its export-oriented industry is the leading export of foreign trade.

In Jinhua City, the number of e-commerce companies in the Jindong District is significant, while some small enterprises and individual e-commerce companies have a high elimination rate and a large replacement volume because they do not have system support. For this reason, the Jindong District Government has joined hands with many famous domestic e-commerce platforms to guide enterprises to upgrade their sales with the help of platform resources. In the background of the general economic downturn, the growth of China's cross-border e-commerce business against the trend is undoubtedly a potent medicine. Using big data analysis to carry out cross-border e-commerce will play a pivotal role in the future economic and social development of the Jindong District[1].

2. Cross-border e-commerce development status

2.1 National cross-border e-commerce development status.

In the context of the rapid growth of the world e-commerce market and the development of the globalization of China's e-commerce services, China has achieved relatively rapid growth in the field of cross-border import e-commerce in recent years, and the demand for trade has been growing[2]. From 2017 to 2019, China's cross-border e-commerce transaction scale continued to maintain growth, from 7.6 trillion yuan to 10.8 trillion yuan, with only a slight decrease to 10.3 trillion yuan in 2020 due to the new crown epidemic. As it has shown in Figure 1.

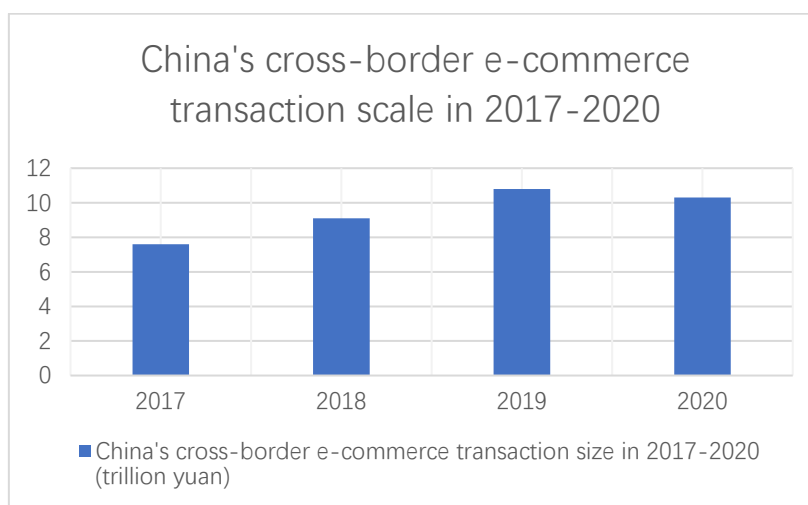


Figure 1. China's cross-border e-commerce transaction scale in 2017-2020

2.2 The current situation of cross-border e-commerce development in Zhejiang Province.

Zhejiang Province, as the only national model zone with deep integration of informatization and industrialization, was the first province in China to put forward the vigorous development of the electronic commerce industry. In the wave of rapid development of cross-border electronic commerce, the development of Zhejiang Province has been highly regarded, and the relevant data of the Ministry of Commerce show that the export and import of cross-border e-commerce in Zhejiang account for about 20% of the country at present, ranking second in the country, second only to the wireless East. According to the exact diameter measurement, in 2014, the province's cross-border e-commerce export sales of about 6.35 billion U.S. dollars, and the successful completion of the annual export doubled the target. From 2017 to 2020, in Zhejiang Province, the total amount of online retail sales continued to increase, from 136.77 billion yuan to 2,260.81 billion yuan; the year-on-year growth rate has slowed down, from 49.9% to 14.4%, as shown in Figure 2.



Figure 2. Total Internet Retail Sales and Year-on-Year Growth in Zhejiang Province, 2017-2020

2.3 The current situation of cross-border e-commerce development in Jinhua.

Jinhua is not only a traditional foreign trade city in China but also a large city in the developing national information technology economy. In recent years, e-commerce turnover and online retail sales have been leading in the country regarding quantity, percentage, and growth. According to the

analysis of cross-border online retail sales in Zhejiang in 2016, Jinhua accounted for first place in the country in terms of retail sales volume and took the leading position in the cross-border e-commerce industry in Zhejiang. Therefore, the vigorous development of cross-border e-commerce in Jinhua is not only an essential task in the economic and trade work of the Jinhua government but also provides an essential contribution to the development of the private economy in Zhejiang. Jinhua's cross-border network retail exports of 24.14 billion yuan led the province to the total cross-border network retail exports of Hangzhou, Ningbo, Wenzhou, and Taizhou, accounting for more than 50% of the province[3]. As shown in Figure 3.

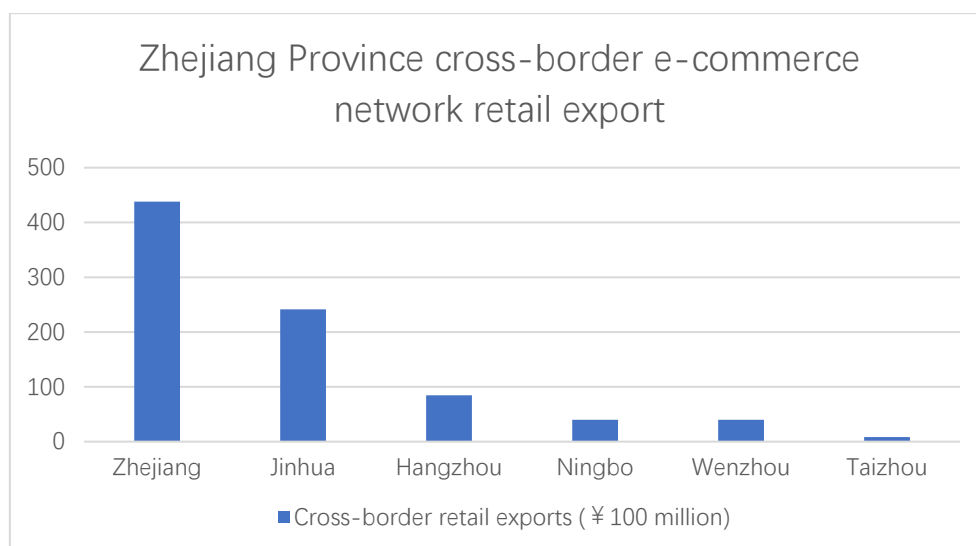


Figure 3. Zhejiang Province cross-border e-commerce network retail export map

2.4 The current situation of cross-border e-commerce development in Jindong District.

There are many e-commerce companies in Jindong District, but some small enterprises, e-commerce companies, or individual households have a high elimination rate and a large amount of replacement because they do not have system support. For this reason, Jindong District has signed contracts with many famous domestic e-commerce platforms to guide them to take advantage of the platform to realize business transformation. Regarding cross-border e-commerce, the Business Bureau of the park has also been interacting with the development teams of online storage services such as Amazon and Alibaba to help local Chinese industrial production companies develop cross-border services. Along with the joining of multinational import companies with "Koala Haibao," "Tmall Global," and "Jingdong Global" as the core, as well as domestic and foreign famous third-party companies such as "Data" and "Sinotrans," Jindong District has been making efforts in the cross-border e-commerce industry.

Jinyi Comprehensive Free Trade Zone is mainly export-oriented, and the number of incoming and outgoing countries keeps increasing from 17 in 2019 to 39 in 2021, and the number of categories keeps increasing. Cross-border e-commerce enterprises in the park will grow from 8 in 2019 to 16 in 2021. The value of the import and export area of the park grows from US\$433 million in 2018 to US\$7 billion in 2021, with an average annual growth of 253%; the ranking of the national customs special supervision zone (import and export value) rises from 108th in 2018 to 57th in 2021, with a ranking of 51; the number of cross-border parcels grows from the amount of 330,000 in 2018 to 19.25 million in 2021 million, with an average annual growth of 388%; tax revenue grows from 110 million in 2018 to 2.46 billion in 2021, with an average annual growth of 282% in Figure 4 below.

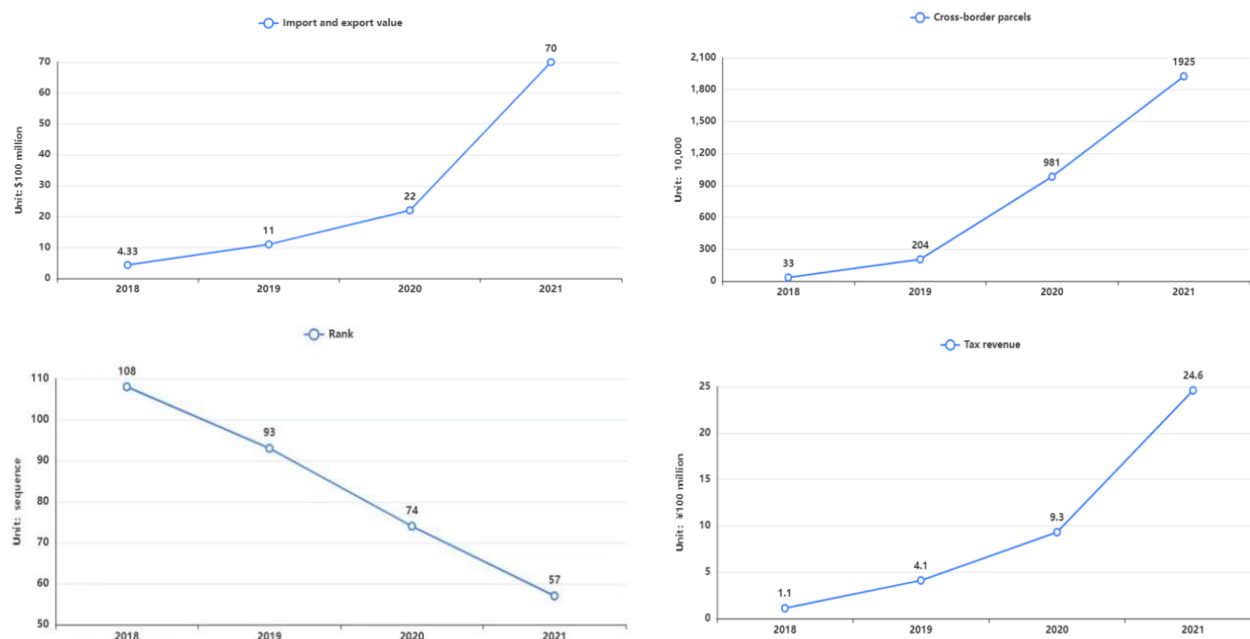


Figure 4. Jinyi Comprehensive Free Trade Zone 2018-2021 Current Status Map

3. SWOT analysis of the impact of cross-border e-commerce on the competitiveness of export-oriented industry in Jindong District

3.1 Advantage Analysis

(1) Policy advantages

"Cross-border" and "Jinyi Bao" hardware and software with a critical booster. In recent years, the Jinhua Municipal Government has regarded the development of cross-border e-commerce as the focus of economic and trade work. It has formulated and introduced several favorable supportive and preferential policies, which have positively impacted substantially. A cross-border" platform and "Jinyibao" comprehensive security zone are built and developed, further helping the rapid development of cross-border e-commerce in the Jindong District. The integrated security zone has superimposed the preferential policies of particular control areas, with the four national policies of levy exemption, bonded, tax rebate, and certificate exemption, as well as the preferential policies of national processing trade and the relatively relaxed foreign exchange policy. Enterprises in Jinyi Integrated Security Zone enjoy "Integrated Security Zone + Free Trade Zone" national tax exemption policies, tax declaration, tax refund, and tax exemption, and the customs clearance environment is fast and convenient. At the same time, enterprises in the zone can also enjoy supporting industry support, trade incentives, logistics subsidies, fee waivers, talent attraction, business incubation, and other local preferential policies[4].

On September 10, 2021, the General Administration of Customs issued Announcement No. 70 to fully promote implementing the "cross-border e-commerce retail import return center warehouse model" nationwide. The return center warehouse model further rationalizes the business process of bonded retail import of cross-border e-commerce online purchases and opens up the "last mile" for domestic consumers to return goods, which will promote the further healthy development of cross-border e-commerce retail import business. The model realizes the sharing of bonded warehouse software and hardware of e-commerce enterprises, reducing operating costs, reducing the operation process, compressing the length of returns, and smoothing the "last kilometer" of returns. Moreover, the return center warehouse model allows consumers to return parcels directly into the district through the bayonet registration, in the district "one-stop" to complete the sorting, sorting, return declaration, re-shelving, and other processes, to achieve intensive operations and reasonable supervision, effectively reduce cross-border e-commerce enterprises operating costs and shorten the overall return

time, and further enhance the consumer shopping experience. Moreover, the model reduces the courier company after the transport to the return warehouse outside the area of transport, loading and unloading handling, and outside the area of sorting, inspection, and other links, shortening the return time; it is estimated that it will save nearly 300,000 operating costs, which is a beneficial central policy for cross-electric enterprises and consumers[5].

(2) Location advantages

Jinhua is the most important manufacturing base in the south wing of the Yangtze River Delta. Take the copper processing industry as an example: five provinces in East China (Zhejiang, Jiangsu, Anhui, Jiangxi, and Fujian) occupy more than 2/3 of China's copper manufacturing industry. Jinhua is located in the "heart of Zhejiang," a 200-300 km range that covers Tongling, Chizhou, Suzhou, Ningbo, Shangrao, Yingtian, Ningde, and other essential processing counties and cities in East China. Therefore, the construction of the Jinyi Commodity Trading Center has obvious location advantages[6].

Related products are abundant and complete, and the whole industry chain is well supported, with considerable strength. The comprehensive security zone combines the functions of an export processing zone, bonded zone, bonded logistics industrial park, and port into one, which can develop the international transit and export processing industry. At present, the major importing countries of the products of the cross-border e-commerce companies in Jindong District in 2021 are Hong Kong, the United States, the Japanese government, Australia, the Netherlands, Canada, South Korea, Germany, and other 39 countries, and the main product varieties include mother and child, pet food, clothing and bags, skincare and beauty, health care products. The total number of small cross-border packages out of the district in 2021 is 19,250,500 (compared with the same period in 2020, 981.91 million cross-border parcels out of the region in 2021 is 19,250,500 (up 96.05% compared with 9,819,100 in the same period of 2020). The cumulative value of cross-border parcels out of the region is RMB 3.91 billion. The value of cross-border 121,000 imports was 463 million yuan.

(3) Market advantages

Zhejiang is not only a key province in international trade but also a key province in the development of international e-commerce, and Jinhua City, Jindong District, has a good prospect for early development with the original trading advantages of Yiwu International Trade City, so it has a considerable first-mover advantage over other urban areas in the development of cross-border e-commerce. Jinhua is the most important manufacturing base in the south wing of the Yangtze River Delta, forming industrial clusters such as auto parts manufacturing, hardware, textile, medicine, and new materials. There are 18 industries with over 10 billion yuan and 2 industries with over 50 billion yuan. 100 kinds of products are sold in the top 3 in China, and 75% of the daily necessities of the country come directly and indirectly from the Jinhua market. According to statistics, the demand for industrial clusters in Jinhua in 2020 is about 215.04 million tons of steel, about 6.96 million tons of aluminum, about 3 million tons of plastic particles, and about 1.35 million tons of copper. The total volume of bulk commodity transactions is about 350 billion yuan.

(4) Logistics Advantages

Jinhua storage prices are low, only about 1/3 of Ningbo, Shanghai, and other places. Around Jinyi Comprehensive Security Zone has formed an e-commerce industry chain and ecosystem integrating e-commerce, warehousing, logistics, talent training, financial services, and big data, with five e-commerce industrial parks, nearly 300 excellent e-commerce enterprises, and Sinotrans, Postal Express, Transfer Logistics, "Wutong-Shunfeng" and many other well-known logistics enterprises, express single-piece prices are the lowest in the world, forming a low-cost transportation channel for bulk commodities.

3.2 Disadvantage Analysis

(1) Weak market competitiveness, no profitable brand, and high product homogeneity.

The cross-border import and export trade of China's goods in Jindong City has developed rapidly in recent years. However, due to the high degree of homogeneity of the products and the solid substitutable function, most products win in quantity and take the strategy of thin profit and high price

ratio. However, in comparison, the profitability of single products is not very high, it is not easy to produce a brand effect, and the industry's added value is also less. Nevertheless, because the single product price substitution function is high, it is easy to enter the low-end market price competition, which leads to the business income still possible, but the product profitability is not high. With no market competitiveness, industrial development is easy to appear bottleneck. Yongkang hardware products industry, for example, Yongkang City, the existing hardware machinery companies more than 10,000, but most of the small and medium-sized enterprises and no star companies and industry leaders, the industry is primarily low-end. Take the knife, for example. Although the distribution amount is enormous, most of the single product-currency value is only a few dollars or even a lot less than a dollar, which and the world-wide big brand knife often hundreds of dollars or even higher price contrast, the product added value is less, and the brand advantage is not strong.

(2) Companies are generally small in size, lacking development strength, and product design and development lack innovative strength.

The main body of foreign export trade in the Jindong District is the majority of developing countries and small and micro-private enterprises. However, because of the level of industrial development, technical personnel, and other issues, the power of independent development and production upgrading of enterprises is lacking, the homogenization of products is serious, and the market is not competitive. Moreover, because of policy issues, small and medium-sized enterprises financing difficulties and loans are too expensive phenomenon pronounced; we also have no incentive to invest in innovation and product development, which restricts small businesses' further development and growth. When peer companies gradually enter the stage of homogenization and low-price competition, few SMEs will choose to gradually develop and upgrade new products to increase the sustainable value of products.

(3) Inadequate protection of intellectual property rights in cross-border trade, risks caused by patent infringement, and disputes.

Some companies in Jindong District have no patent awareness in cross-border trade and face problems such as patent infringement and disputes, which increase the risk and operational difficulties. Because of the indifference of patent awareness and the ignorance of the relevant regulations and judicial system of the litigating countries, the exporting companies do not know what to do or are negligent in responding to the patent disputes and protection of legitimate rights and interests filed mainly by overseas countries, resulting in significant economic losses and risks.

(4) The weakness of teachers in cross-border e-commerce colleges and universities and the shortage of cross-border talents.

The structure of teachers responsible for teaching cross-border e-commerce subjects and specialized courses in schools at all levels in the Jindong District is quite complicated. However, in general, they all have problems such as lack of professional knowledge, practical experience, and low degree of professional alignment, thus causing the cultivation of cross-border e-commerce talents to be only a paper exercise. Moreover, the cross-border e-commerce industry is changing rapidly, and the effectiveness of irregularly organized teacher training is limited and far from being able to meet the demand for practical education.

3.3 Opportunity Analysis

(1) Digital services lead the way

Relying on Zhejiang international trade "single window service data," "Jinyi comprehensive security zone business system," and other resources, the district self-trade office to take the lead in building a digital service system for bulk commodity trading in Zhejiang plans to realize the order confirmation, buyer confirmation, seller delivery, buyer inspection, buyer check, mutual evaluation and other aspects of the process of bulk commodity delivery through functional integration, and strive to achieve informationization, facilitation, and efficiency of bulk commodity trading.

(2) Hardware guarantee to lay the foundation

The active docking of Shanghai Futures Exchange, Shanghai Nonferrous Metals Trading Network, GKE, and other institutions and the lively introduction of qualified warehouse operation companies have laid the initial foundation for establishing bulk commodity delivery warehouse and standard warehouse. I am guiding enterprises to conduct commodity trading in the Jindong Comprehensive Security Zone to expand the agglomeration effect further.

(3) Integration of regional linkage.

Through the docking of administrative resources of cities (counties) and districts, with the online bulk commodity digital service as the carrier, strengthen the communication and communication with various cities (counties) and districts and form a strong synergy for operating the professional market of bulk commodities; close Yongkang Hardware, Lanxi Cotton Yarn, Jindonghe Yiwu plastic cotton, Dongyang rosewood, and other industry associations have contacted and organized the "100 industry organizations to enter comprehensive insurance" activities to achieve direct contact between demand and supply.

(4) Strong policy support

On February 15, 2022, the Management Committee of Jinhua Jinyi New Area issued relevant implementation opinions to support the high-quality development of the Jinyi Comprehensive Insurance Zone, improving the scale of the main body of commodity import enterprises, tax support, supply chain finance, and other value-added business, and the development of the linkage between the zone and the port, so that local production-oriented enterprises can directly benefit and better support the real economy while guiding more enterprises through the Jinyi Comprehensive Insurance Zone through policies. The policy will also guide more enterprises to purchase bulk commodities through the Jinyi Integrated Security Zone. The People's Bank of China and the Foreign Exchange Bureau also issued the Notice on Financial Services for Epidemic Prevention and Control and Economic and Social Development on April 18, putting forward 23 policy initiatives to strengthen financial services and increase support for the real economy in three aspects: supporting distressed subjects to relieve their difficulties, smoothing the national economic cycle and promoting the development of foreign trade exports.

3.4 Threat analysis

(1) The challenge of the neighboring customs or special supervision zone and global e-commerce platform competitors.

Currently, the nearby Shanghai Waigaoqiao Free Trade Zone, Zhoushan Port Comprehensive Free Trade Zone, Ningbo Meishan Middle School Comprehensive Bonded Port Area, and Jiaying Export Processing Zone. are more mature and developed customs, special supervision zones, and Jinyi comprehensive security zone between the existence of fair competition.

(2) In Cross-border e-commerce colleges and universities, the faculty is relatively weak.

At present, there is only one institution of higher education in Jindong District, Zhejiang College of Shanghai University of Finance and Economics, where the e-commerce course was opened late, and the cross-border e-commerce module has just started, so the cultivation of talents and teachers are far from enough supply[7].

(3) Insufficient protection of intellectual property rights in cross-border trade, risks caused by patent infringement, and disputes

Cross-border e-commerce disputes are often foreign-related disputes. Cross-border e-commerce companies have stated that they have accepted subpoena materials from overseas courts, but the high cost of responding abroad has also discouraged companies. Jinhua City has also taken over a lot of such cases, especially the patent infringement problem. There are domestic and overseas infringements. Both parties have arbitration and litigation. However, the resolution cost is high, and the period is relatively long. There are many confusions, for example, in the invention patent infringement dispute case of Jindong District Huangbao E-Commerce Co., Ltd[8].

4. Suggestions for development paths

4.1 Improve the infrastructure of the platform and develop the cross-border e-commerce industry chain.

Jindong District Government can draw on the top-level design framework of "six systems and two platforms" to further improve the supporting software system for cooperation with Cross-border and other related organizations, further improve the infrastructure of the Jinyibao platform, further improve the platform for unified supervision and service, promote the facilitation of customs clearance, and further improve the relevant legislative system. Jindong District Bureau of Commerce can formulate policies for the development of cross-border e-commerce, set up special funds to support cross-border e-commerce to be better and more robust, and build a perfect cross-border e-commerce ecosystem; each district and city can formulate district-level policies with their industrial advantages, and promote the development of cross-border e-commerce industry chain from multiple dimensions such as growing market players, improving logistics system and building service bodies.

4.2 Enhance industrial capacity and create industrial clusters

Enhance industrial capacity. Jindong District has several industrial clusters with a scale of over 100 million dollars. It can give full play to its industrial advantages and promote "industrial belt + cross-border e-commerce" to empower the digital transformation of traditional factories and foreign trade enterprises and help local enterprises develop international markets online. It is suggested that the special industrial zone of Jindong District can build the all-factor gathering industrial clusters of "cross-border e-commerce + foreign trade special town" and "cross-border e-commerce + special industrial park." Based on the advantages of industry and goods integration in the Zhezong International Market, Jindong District Government can establish a comprehensive network platform integrating product design, production, supply, inventory, logistics, and distribution to provide one-stop online goods service for cross-border e-commerce companies and new entrepreneurs. We will formulate preferential policies to support the construction of a cross-border e-commerce industry chain and ecosystem to change the status quo of China's traditional e-commerce market, actively guide small and medium-sized enterprises to become bigger and stronger, effectively use the supply chain and integrate service resources to compete in the market, and gradually establish a cross-border e-commerce brand system with significant market influence and extensive overseas recognition.

4.3 Strengthening local cooperation and promoting e-WTP

e-WTP is the World Electronic Trade Platform, originated on March 23, 2016; full name Electronic World Trade Platform aims to promote public-private dialogue, promote the establishment of relevant rules, and create an effective policy and business environment for the healthy development of cross-border e-commerce. E-WTP can help developing countries, SMEs, and young people around the world to more e-WTP can help developing countries, SMEs, and young people around the world to access global markets and participate in the global economy more efficiently. The development of a comprehensive cross-border e-commerce pilot zone does not have an independent concept, and Jindong District can join Yiwu to expand the scope of e-WTP. With e-WTP technology, we can build a new bridge of interaction and development with the Yiwu Comprehensive Test Zone and Zhejiang Comprehensive Test Zone. Furthermore, with e-WTP to develop overseas resources. Implement the policies of export tax rebate for cross-border e-commerce export overseas warehouses, cross-border retail export goods "no ticket tax exemption," and enterprise income tax approved levy.[9]

4.4 Organize cross-border e-commerce training and increase the cultivation of talents

The government of Jindong District should improve the structure of cross-border e-commerce education teachers, encourage teachers to grasp the practical experience of cross-border e-commerce fully, and strive to develop and build a corresponding platform for cross-border e-commerce products. In addition, cross-border e-commerce talents cannot be separated from the active investment of

enterprises, and some practical encouragement policies should be adopted to guide enterprises to invest in cross-border e-commerce training projects deeply to cultivate various cross-border e-commerce talents with a solid knowledge base and excellent skills for small and medium enterprises and communities to meet the demand of cross-border e-commerce industry in Jindong District.

4.5 Strengthening financial support and risk prevention and control

The Jindong District Government can consider strengthening financial support within a reasonable range, reducing or deferring the payment of these taxes and fees, and solving the problem of complex financing for cross-border e-commerce companies caused by non-operating factors at a specific time. Encourage pilot projects of cross-border e-commerce financial technology innovation. She is guiding the commercial banks in Jindong District, under the guidance of the competent departments of international commerce and trade supervision and management, to follow the principles of risk control and sustainable development of the business model and actively carry out pilot projects of technological innovation in financing and credit.

4.6 Grasp stable project investment to promote the growth of cross-border e-commerce

Project attraction is the key to the geometric growth of cross-border e-commerce increment. For this reason, the Jindong District Government should actively promote the landing and operation of projects such as Jitterbug China Warehouse and Amazon FBA, promote the construction of projects such as aviation logistics supercargo station, international logistics port, and Speedy Sales large-item consolidation center project, support local enterprises such as Jinhua Ham to carry out cross-border e-commerce new retail business and support the comprehensive free trade zone e-commerce experience center to enlarge the scale of imported cross-border e-commerce new retail.[10]

5. Future Outlook

In today's traditional foreign trade market of China is under the constant impact, the development of cross-border e-commerce has brought significant challenges to the enterprises in Jindong District, which is facing the risk of weak market competitiveness, no profitable brand, high degree of product homogenization, small company scale, lack of development strength, lack of innovation in product design and development, insufficient protection of intellectual property rights in cross-border trade, patent infringement, and disputes; and The problem of weak faculty in cross-border e-commerce colleges and universities. The development of cross-border e-commerce has also brought great opportunities for enterprises in Jindong District, which has gained the dividends of policy support, realized intensive operation and reasonable supervision effectively reduced the operating costs of cross-border e-commerce enterprises and shortened the overall return time; hardware guarantee and digital services have been strengthened, and efforts have been made to realize informationization, facilitation, and efficiency of bulk commodity trading; bulk commodity trading conducted by enterprises in Jindong Comprehensive Security Zone has been guided to expand the agglomeration effect further. In order to occupy the leading position in the wave of cross-border e-commerce, Jindong District should further improve the infrastructure of the Jinyibao platform; cultivate the core platform company for the existing problems, based on the advantages of industry and goods integration in the Zhezhong International Market, provide one-stop online goods provision service for cross-border e-commerce companies and new entrepreneurs; and strengthen the financial support. The only way to usher in the healthy and rapid development of cross-border e-commerce is to combine the resource advantages of enterprises, avoid disadvantages, grasp opportunities, and confront dangers. Focusing on the significant opportunities such as RCEP and intensely promoting the construction of cross-border e-commerce comprehensive trial zone, Jindong District should make efforts to improve the industry chain and ecosystem of cross-border e-commerce continuously, speed up the development of "industry belt + cross-border e-commerce" mode, and take multiple measures to truly make cross-border e-

commerce a "double-cycle" development of Jindong District. The new driving force of "double-loop" development, the new engine of system innovation, and the critical pillar of stable foreign trade.

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