

Analysis on the Challenges and Countermeasures of the Development of China's Foreign Trade

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Abstract. Foreign trade can have a significant and far-reaching impact on a country's economic development. By actively participating in international trade, it is possible to obtain scarce domestic resources, technology, equipment and foreign exchange funds, which all contribute to the development of the domestic economy. In the process of economic globalization, how to participate in international trade and reduce negative impacts is an important issue. After more than 30 years of development, our country's foreign trade has made extraordinary achievements, but we still have to keep a clear head and recognize the current situation and challenges facing our country. This paper analyzes the following challenges faced by our country's foreign trade: international financial crisis, trade protectionism, RMB appreciation, big data background, "One Belt, One Road" strategy and the COVID-19 epidemic, and proposes countermeasures, hoping to promote the healthy and stable development of my country's foreign trade.

Key words: foreign trade; challenge; strategy.

In the past 30 years, our country's foreign trade has experienced an extraordinary process. Now, standing at the new historical starting point of opening to the outside world, we must grasp the new situation, seize new opportunities and meet new challenges. From a domestic point of view, our country will be in the primary stage of socialism for a long time, facing the new situation and new tasks of in-depth development of industrialization, informatization, urbanization, marketization and internationalization. Investment, demand and export are coordinated. From abroad, our country is expanding its opening up, market risks are increasing, the pace of global resource allocation is accelerating, and competition is becoming increasingly fierce. With the acceleration of economic globalization, the economic exchanges of various countries have become more frequent and closer. At present, the international situation is very complicated, the international financial market is turbulent, the world economic growth has slowed down significantly, and the uncertainty and unstable factors of the international economic environment have increased. These situations have an increasingly obvious impact on our country's foreign trade. From the perspective of the development of foreign trade itself, there are also some problems and difficulties that need to be solved. For example, the coordinated development of quantity, scale, quality and benefit is not sufficient. The quantity and scale are developing too fast, and the quality and efficiency are low. While manufactured goods accounted for 95% of total exports, mid-range and low-tech products accounted for a large proportion. Among export products, the proportion of products with independent intellectual property rights and independent brands is relatively low. With the rapid development of foreign trade, it also faces the constraints of resources, environment, labor, land and other factors. Under the global economic downturn, our country is facing more serious trade frictions. [1]

1. The status quo of my country's foreign trade development

Affected by the international financial crisis, the global economy is in a state of recovery and slow growth, and this process will continue for a long time. Against the macro background of reduced demand in the international market, our country's economy has entered a new normal, and the growth rate of foreign trade has slowed down significantly.

1.1 Our country's foreign trade is in a stage of low growth

In 2009, the growth rate of our country's total international trade import and export was -13.9%, which was the first negative growth in our country's foreign trade in 30 years. Judging from the development trend in recent years, domestic trade in goods was in a negative growth trend until 2016. In 2017, the world economy began to improve, the domestic economic situation was stable, and the total foreign trade volume returned to a normal growth trend. However, there are still unstable and disharmonious factors in international trade, especially the quality of trade faces huge challenges.

1.2 The overall factor cost advantage has weakened

Under the new normal, the cost of traditional labor resources, land resources and energy has risen sharply. From a practical point of view, the labor cost of our country is far higher than that of neighboring countries such as India and Cambodia, which means that the traditional advantage of attracting foreign investment no longer exists. With the emergence of the energy crisis, energy shortage has become a reality, and the environmental bearing capacity has reached the upper limit, which leads to the gradual weakening of our country's total factor cost advantage in international trade.

1.3 The competitive environment and development mode of international economy and foreign trade are becoming more and more complex

After the financial crisis, the economic growth rate of different countries and regions gradually slowed down, this caused many internal conflicts. These countries are eager to achieve domestic economic development by expanding domestic demand, and the competition in the international market has become fierce, which objectively leads to the emergence of trade protectionism. For example, after the operation of the World Trade Organization in 1995, our country has been the subject of the most anti-dumping investigations. In March 2018, the United States launched a trade war. Today, our country's foreign trade ecology is not only linked to changes in the domestic situation, but also closely linked to the international environment. [2]

2. Challenges facing our country's Foreign Trade Development

2.1 Challenges brought by the international financial crisis

Since 2007, the financial crisis was detonated by the subprime mortgage crisis, swept across the United States, and gradually spread to other major developed countries and some developing countries in the world. Against the backdrop of deepening economic globalization, the financial crisis has severely impacted the confidence of global investors and consumers, and the world economic growth has slowed down sharply. The global recession has also affected our country. Various domestic industries are affected and especially foreign trade industries. In order to fundamentally solve the problem, enterprises must find a way out from their own development and economic laws.

2.1.1 The overall market demand has declined, and foreign trade orders have decreased

Our country is a large open country with a foreign trade dependence of 60%. The financial crisis has a great negative impact on our country's development. This is directly reflected in the slowdown in the growth rate of exports. Our country's foreign trade is mainly affected by the following aspects: low import and export prices, falling import and export prices, and sharp decline in exports to traditional and emerging markets. Since November 2008, my country's foreign trade has shown a negative growth trend. Our country is the third largest trading country in the world, with exports accounting for 37.5% of my country's GDP. Major economies such as the European Union, the United States and Japan are our country's major trading partners. The financial crisis must have reduced their demand, which inevitably affected our exports, among them, our exports to the United States ranked first in terms of declining value growth, followed by the European Union and Japan. On the other

hand, countries with declining growth are our country's main export destination countries, and domestic protectionism will also emerge. At the legislative and WTO level, developed countries have more protectionist measures. According to the World Trade Organization, in just three months in 2008, member countries initiated 83 trade protection measures, double the number of liberalization measures.

2.1.2 Unreasonable export structure

Most of our country's export products are processing trade exports, high value-added export commodities lacking independent intellectual property rights, and the proportion of self-owned brand products is less than 10%. Therefore, the growth of foreign trade mainly relies on the quantitative and extensive model of high input, high consumption and low output. Trade and processing enterprises, represented by textiles, clothing, toys, automobiles, steel and other industries, are affected by the decrease in external demand, the appreciation of the RMB and other factors. Many export-oriented small and medium-sized enterprises in the Yangtze River Delta and Pearl River Delta are facing difficulties and the reality of bankruptcy. At the same time, the export market is too concentrated. For direct and indirect exports to the United States, the three major economies of the European Union and Japan account for almost 60% of my country's total exports, and they are too dependent on the three major trading partners of the United States, the European Union and Japan. [3]

2.2 The challenge of trade protectionism to our country's foreign trade

Specific manifestations of trade protectionism: 1. Tariff barriers; 2. Non-tariff barriers, including green barriers and regional barriers. In addition to technology and green barriers, regional barriers have now become one of the important means of trade protectionism. According to Article XXIV of the General Agreement on Tariffs and Trade of 1994, contracting parties are allowed to establish regional trade blocs between their territories in the form of customs unions or free trade areas, provided that certain strict criteria are met. At the same time, it also stipulates that the trade liberalization behavior of regional trade groups can deviate from the principle of most-favored-nation treatment, and the trade preferences granted to each other among members of the group may not be granted to countries outside the group. Since the reform and opening up, our country's export-oriented economic development has been full of vitality, which means that our country has become the focus of trade protectionism, and a series of trade protection policies will have an impact on our country's macroeconomic development.

2.2.1 Our country's product exports have been hit

Since our country's exports are mainly labor-intensive products and rely on low prices to win, developed countries have imposed retaliatory high tariffs on Chinese products through anti-dumping investigations and other means. This will make it difficult for our country's commodities to compete with domestic products through price advantages, resulting in an inflection point in the price competitiveness of our country's commodities. In addition to imposing high tariffs, developed countries tend to set higher quality and technical standards for such goods in order to protect their own interests, so cheap Chinese goods are often rejected by developed countries.

2.2.2 Upstream and downstream industries are affected

Trade protection policies not only hit export commodities, but also affect upstream and downstream industries, and the entire industrial chain will be hit. For example, the "Tire Special Protection Case" initiated by the United States against our country has affected nearly 30 enterprises in our country to reduce or even stop production. The upstream rubber industry of the tire industry has also suffered a huge blow, which has affected the work and life of nearly 100,000 people in our country.

2.2.3 Our country's macroeconomic development is affected

From the perspective of the whole macroeconomic development, trade protection even affects the choice and process of our country's economic development. In general, trade protection will only be

reflected in micro frictions at first. However, once the trade deficit reaches a relatively large level, trade frictions are likely to rise to the macro level, and then evolve into political, diplomatic and even institutional frictions. For example, Japan was "forced" by the United States to sign the Plaza Accord in 1985, leading to an appreciation of the yen and the subsequent "lost 10 years".[4]

2.3 Challenges faced by our country's foreign trade after the appreciation of RMB

The further integration of our country's national economy into economic globalization by RMB appreciation is an inevitable development trend and an inevitable choice. For our country's import and export trade, RMB appreciation is a double-edged sword, but also a challenge and an opportunity.

2.3.1 The appreciation of the RMB increases the price of our country's export products expressed in foreign currencies

This will weaken the international competitiveness of our country's export products, making my country's exports decrease and a large number of labor-intensive export manufacturers in trouble. Since expanding exports is a powerful engine for increasing employment and economic growth, the decline in exports caused by the appreciation of the RMB will affect our country's employment and economic growth, which in turn will affect the global economy.

2.3.2 RMB appreciation makes it more difficult for our country to attract foreign investment

In recent years, our country has actively undertaken international industrial transfer and achieved leapfrog development in attracting foreign direct investment. Foreign direct investment has become a key variable in the rapid growth of our country's foreign trade. The appreciation of the RMB will weaken the ability of foreign-invested companies to exchange dollars for RMB, which not only directly increases the cost of foreign investors to build factories and purchase equipment in our country. In addition, it increases the labor cost of foreign businessmen in our country, which is likely to lead to a decline in the introduction and utilization of foreign investment in our country, affecting domestic employment and economic growth. Secondly, our country's foreign enterprises have gradually entered a period of long-term maturity, and the requirements for foreign profit repatriation have increased year by year. The appreciation of the RMB will increase the foreign exchange earnings of their profits. It may also increase the scale of capital outflows, resulting in pressure on the balance of payments. All of these affect the scale of investment and profit reinvestment of foreign-invested enterprises, as well as the process of industrial localization.

2.3.3 RMB appreciation makes developing countries more competitive

Europe and the United States have imposed restrictions on our textiles, and some orders have been diverted to foreign countries that have signed free trade agreements with India, Vietnam and other countries, these countries have cheaper labor. Once the scale and climate are established, production techniques and worker skills will rapidly improve in practice. The business relationship with textile importers is gradually established, and the possibility of driving the development of other industries will greatly increase. The impact of this on our country cannot be underestimated. If the appreciation of the RMB accelerates, it will accelerate the loss of our existing international market share. [5]

2.4 Challenges faced by international trade in the context of big data

2.4.1 Big data has revolutionized international trade logistics

Big data not only brings some opportunities to international trade, but also presents challenges. Specifically, big data has innovated international trade and brought many uncertain factors to the modern logistics model, especially for companies that have been engaged in international trade all year round, and these companies have become accustomed to traditional logistics models. The coming era of big data will test its processing power. It will be risky if not handled with care. In the traditional international trade process, there is no end-to-end manufacturing solution. To formulate plans, domestic and foreign companies must understand their roles within the supply chain. However, in the era of big data, the traditional logistics model cannot provide better services for the changed

international trade, which requires that the logistics process of international trade must be more accurate and safe, so as to be able to solve the specific problems of logistics and transportation in international trade. In general, the impact of big data on logistics in international trade has never been seen before, and the production of products and distribution of products in international trade have changed. Only by developing innovative solutions for logistics can the overall trade process be guaranteed without problems. At the same time, the increasing application scope of big data brings a lot of uncertainty to logistics innovation.

2.4.2 Big data has problems in demand forecasting

If a business wants to grow, it must predict the specific needs of its products or services, but this process is very difficult. In traditional international trade, companies forecast the demand for their products or services based on practical experience. After years of development, many events have confirmed that experience does not guarantee the development of enterprises in certain aspects. Especially for companies with global operations, relying solely on experience when it comes to demand forecasting is not a good thing. Moreover, if the accuracy of demand forecasting cannot be guaranteed, enterprise storage costs may increase, hindering enterprise development. For big data, it has a certain predictive function. There are many related forecasting platforms in the market, which can indirectly solve the problem of forecasting demand. However, to ensure the accuracy of the prediction, there is the possibility of price discrimination against old users. For example, for some customers who have strong demand for the product, the company will increase the price, and for some customers who have little demand for the product, the company will conduct intermediate pricing. If customers have no demand for a certain product, the company will lower the price, which will directly affect the free market and the reasonable development of the international trade order.

2.4.3 Big data has changed the rules of global trade

At present, big data has changed the rules of global trade. At the beginning of the 21st century, under the influence of big data, global trade rules have undergone significant changes. From this point of view, big data has played an important role in the current changes in international trade rules. At the same time, the importance of big data in international trade has been recognized. However, compared with traditional international trade rules, big data can provide more effective solutions to meet customer needs, which directly brings some challenges to traditional international trade rules. [6]

2.5 Challenges facing our country's foreign trade under the "One Belt, One Road" strategy

With the implementation of the "One Belt, One Road" strategy, it has provided a good opportunity for the development of our country's foreign trade, but it is also full of challenges. We need to have a very keen understanding of risk prevention. Specifically, the challenges to our country's foreign trade mainly include the following aspects:

2.5.1 Foreign trade frictions intensify

With the continuous advancement of the strategy, the scale of our country's foreign trade continues to grow, which intensifies the trade competition between our country and other countries. Many countries adopt trade protectionist policies, which will inevitably lead to increased trade frictions. At the same time, the political and economic environment of overseas markets is significantly different from that of domestic markets. Our country lacks policies and rules that match international trade standards, and information asymmetry can easily lead to trade frictions and even escalate into trade wars, which is not conducive to the stable development of our country's foreign trade.

2.5.2 Increased risk and friction in the financial sector

During the promotion of the "Belt and Road", our country has undertaken major financing risks, especially the infrastructure construction along the route. Many funds are mainly or even provided by my country, and my country bears most of the financial pressure. At the same time, in order to ensure the smooth progress of the "Belt and Road", our country has initiated the establishment of the

Asian Infrastructure Investment Bank to provide financial support services for infrastructure construction in Asia, and it has also resulted in a gradually shrinking business space for banks in other countries, intensified financial frictions and contradictions.

2.5.3 Political and cultural differences make trade cooperation difficult

Most of the countries and regions participating in the "Belt and Road" strategy are capitalist countries, which are quite different from our country in terms of institutional and cultural background. There are also differences in the understanding and awareness of this strategy, which may lead to distrust and suspicion of the "Belt and Road" strategy. In particular, the Middle East countries along the "Belt and Road" are facing changing domestic political situations and discontinuous implementation of trade policies. Many countries are faced with complex religious issues and a large number of religious frictions and conflicts. Terrorism and religious extremism have already caused long-term social unrest, deteriorated the trade and investment environment, and brought great difficulties to the trade cooperation between our country and these countries. [7]

2.6 The challenge of the new crown epidemic to our country's foreign trade

The sudden new crown epidemic directly affects the survival and further development of my country's foreign trade enterprises, and has a series of impacts on our country's economy, especially foreign trade.

2.6.1 The impact of the epidemic on our country's export trade

In the short term, the new crown epidemic will have a certain negative impact on our country's import and export trade. First, from the perspective of export structure, our country's main export products are industrial products, accounting for 94% of the total export volume. Because the epidemic spread to the whole country during the Spring Festival, industries and enterprises in various places were severely affected and impacted, delaying the resumption of work and production, and affecting transportation, warehousing and transportation. The prevention and control of the epidemic has become more stringent, which will affect the production efficiency of some export-oriented enterprises in the short term, increasing transaction costs and risks. In addition, from the perspective of labor force, the outbreak of the epidemic has affected the flow of people after the Spring Festival, and each province in our country controls the flow of people according to the local epidemic situation, resulting in the export of labor in Guangdong, Zhejiang and Jiangsu, the three largest foreign trade export provinces, Anhui and Henan, etc. Large provinces are directly affected, and it is more difficult for enterprises to resume work. To a certain extent, whether companies can resume production has been affected by the outbreak. In addition, judging from the trend of population movement, compared with the situation during the Spring Festival in 2019, people going home before the Spring Festival in 2020 were not greatly affected by the epidemic. However, after the Spring Festival, people returning home due to the epidemic were severely impacted. In addition, from the perspective of importing countries, On January 31, 2020, the COVID-19 outbreak was declared an emergency by the WHO. Although the WHO later recommended that travel and trade restrictions be avoided as much as possible, some countries have implemented controls on our country's exports, mainly focus on agricultural products. This will have a short-term impact on my country's exports. Due to the continuous development of the epidemic, the number of countries with trade restrictions in our country will increase. For example, from January to February 2020, in terms of traditional labor-intensive products, the export value of textile yarns, fabrics and products was 13.773 billion US dollars, a year-on-year decrease of 19.9%, and the clothing export value was 16.062 billion US dollars, a year-on-year decrease of 20.0%, and the furniture export value was 6.349 billion US dollars, a year-on-year decrease of 22.8%.[8]Of course, to a certain extent, it will also affect our country's imports. Many countries will implement control over our country's import trade, which will lead to logistics congestion, increase costs, and lengthen the delivery cycle. This will have a certain negative impact on enterprises engaged in foreign trade.

2.6.2 The impact of the epidemic on our country's import trade

The impact of the epidemic on our country's import trade is relatively smaller than that on export trade. However, with the spread of overseas epidemics, crude oil prices continued to plummet, and import trade was also under certain pressure. Import data show that during the first two months of this year, our country's imports reached US\$299.54 billion, down nearly 4%. From this data, we can see that the impact on exports is much smaller. In February, our country's manufacturing PMI was 35.7%, down nearly 14.3%. Production activities have shrunk substantially, and import growth has been affected to some extent. During the epidemic, epidemic prevention and control materials and people's consumer goods have become the main force supporting import demand. In terms of major imported commodities, soybean and pork imports increased. In addition, crude oil, coal and natural gas are in the loading period, therefore, the import value has increased significantly. However, compared with most countries and regions, our country's import growth rate is relatively low. Imports from South Korea and the EU fell by 8.1% and 11.4%, respectively. In addition, as the overseas epidemic spread and domestic economic pressure continued to grow, imports were restricted to a certain extent. Therefore, our country will face certain import pressure. [9]

3. Strategies for Promoting the Development of our country's Foreign Trade

3.1 Coping Strategies of Foreign Trade Enterprises under the Financial Crisis

3.1.1 Actively promote the "market diversification" strategy to expand global market share

Promote market diversification, focus on developing international markets, and continue to expand export channels. Qualified enterprises make full use of the national "going out" strategy to set up factories in Vietnam, Africa and Latin America. On the one hand, it reduces the environmental protection cost, labor cost and transportation cost of enterprises. On the other hand, avoid trade barriers, further strengthen the international competitiveness of our products, and expand export channels. Latin American economies such as Brazil, India, Vietnam, Indonesia and South Africa have grown rapidly in recent years. The Middle East, Africa, Russia and other emerging markets grew rapidly despite the financial crisis. This should be the target market of our country's export enterprises.

3.1.2 Actively integrate resources, optimize and adjust product structure

Since the appreciation of the RMB has led to a reduction in the cost of imported raw materials and components, the most effective measure for exporters is to reduce costs and increase the proportion of imported raw materials on the basis of making full use of the bonded policy. For important suppliers of imported raw materials, we should take the form of equity or equity participation, expand the production chain, strengthen the ability of enterprises to resist production risks, and integrate upstream resources. Integrate downstream market resources, implement the "going out" strategy, cooperate with foreign institutions, and directly set up offices abroad in order to expand the market. Through the integration of foreign trade enterprises, strengthen the foreign trade export capacity, realize the optimization of the main structure and the efficiency of scale. Take advantage of the current opportunity to phase out inefficient, high-cost and polluting products. Low-end export enterprises (labor-intensive) should carry out technological innovation in an orderly manner. However, in some manufacturing industries (the cost of raw materials increases and the cost of enterprises increases), we need to improve their technology and increase the added value of their products. The establishment of a product structure is suitable for export development, and the technological content of brands and products is enhanced. At the same time, improve the international competitiveness of products, take advantage of preferential policies (national value-added tax reform), and upgrade major equipment as soon as possible. In addition, make full use of the state's policy of improving export tax rebates and focus on developing products supported by the state.

3.1.3 Adjust the economic growth model and expand the domestic demand market

During the financial crisis, we should develop the tertiary industry, because the secondary industry contains many industries with high energy consumption. In particular, industrialization should be gradually replaced by service industries, realize the transformation from single engine to multi-engine, expand domestic demand, and more importantly, economic growth can change the situation of relying on external resources and trade environment. [10]

3.2 Countermeasures against trade protectionism

3.2.1 Enterprise level

(1) Increase investment in technology research and development and improve the technical content of products

Enterprises should first self-check, strictly control, improve the technological content of products, enhance the core competitiveness of products, manage the technological content of products as a rigid indicator, and adapt to the new era of rapid development. For example, Gree Group, a well-known enterprise in our country, has improved the competitiveness of its products and broke the barriers of trade protectionism through scientific research and development and innovation. So far, Gree Group has more than 300 professional experimenters and more than 4,000 patents, making it a world-class enterprise covering more than 100 countries.

(2) Expand the domestic market

In recent years, the young post-80s and even post-90s have gradually become the main social productive forces. Our country's consumption power has increased significantly. The best example is the continuous refresh of sales during the "Double Eleven" every year. Taking this opportunity, companies can expand the domestic market by exploring the potential of domestic consumption.

(3) Implement the "going out" policy

By increasing foreign direct investment, companies implement "going out" policies to reduce the threat of trade protectionism. In addition, companies can quickly detect market changes and adjust production, trade and sales methods in a timely manner.

3.2.2 Government level

(1) "Reduce the burden" for the enterprise

The government should reasonably reduce the burden on enterprises, for example, by reducing the tax burden to help small and medium-sized enterprises develop smoothly. For example, by the end of 2015, the implementation of the policy of "replacement of business tax with value-added tax" has achieved the goal of reducing taxes by 641.2 billion Yuan, reducing the heavy burden for Chinese enterprises.

(2) Accelerate the adjustment of economic structure and realize the transformation of development mode

Under the new normal of economic development, our country should resolutely implement supply-side reform, complete the transformation and upgrading of the economic structure, and realize the transformation of the development form. By replacing relying on labor-intensive industries to drive economic development, the focus of economic development has shifted from quantity to quality, reducing enterprises' over-reliance on foreign demand and foreign capital, in order to maintain the sustainability of economic development.

(3) Strengthen international coordination and safeguard our country's own interests

Our country should actively participate in the formulation of international rules, actively use WTO rules to curb trade protectionism and protect our own interests. We should guide enterprises to enhance cooperation and set up anti-dumping agencies in the form of federations to jointly oppose unreasonable trade protection policies. Relevant government departments should provide a platform for enterprises, collectively organize corresponding lawsuits, protect their legal rights and interests, and respond to complaints to the WTO.

(4) Establish a free trade zone and sign trade agreements

In the current serious recession of world trade, our country needs to adopt the policy of "guaranteeing the market, maintaining the share and stabilizing the export". Firmly implementing the "free trade zone" strategy and deepening economic and trade cooperation with free trade zone partners are important countermeasures to deal with trade protectionism.

3.3 Countermeasures for Our Country's Foreign Trade after the Appreciation of RMB

3.3.1 Increasing the investment in scientific research, promoting technological progress, and seeking development in innovation and creation

Technological progress and technological innovation are the core issues in changing the growth model. To implement the development trade strategy through science and technology, to solve the lack of innovation ability of enterprises, enterprises should focus on research and development and increase their investment in research and development.

Governments at all levels should formulate policies to encourage enterprise R&D, provide certain subsidies to enterprises for R&D investment, and give certain returns to the results of enterprise R&D. It is necessary to improve the transformation rate of scientific and technological achievements, accelerate the introduction, digestion, absorption and technological re-innovation, enhance core competitiveness, increase the added value of export products, and give rewards to those who have made great contributions to the development of independent intellectual property rights and new export products of independent brands.

3.3.2 Complying with economic laws, accelerating the gradient transfer of industrial structure, and optimizing our country's regional economic structure

Some labor-intensive industries in the eastern region of our country should be transferred to the central and western regions at a faster pace. On the other hand, high-end labor, capital and high-end links of some industries (such as R&D, marketing, and corporate headquarters) should accelerate their transfer to coastal areas to improve the agglomeration effect of central cities. Therefore, commercial, financial and high-tech industries in the eastern region of our country should be given priority for development, while the central region has relatively low levels of urbanization and economic development, and industrial development is mainly based on industry. The western region is limited by the dispersion of urban agglomerations and the low level of urbanization. The focus should be on improving the ecological environment, further optimizing the industrial structure, and improving the level of agricultural modernization. At the same time, relevant enterprises should have a clear understanding of the situation in a timely manner, get out of the "strict prevention" as soon as possible, and take the initiative to "transfer". Governments at all levels should formulate policies to reward enterprises that actively "transfer".

3.3.3 Give full play to practical advantages, save limited resources, and speed up the adjustment of industrial structure

In the face of RMB appreciation, the concept of adopting prenatal and postnatal care should be used to guide the adjustment of our country's economic structure. Resolutely do not care and support those low-efficiency enterprises with high energy consumption, high pollution, low-tech content and local value-added products, and poor management. We use administrative means and market rules to withdraw these enterprises from our economic field as soon as possible. Change the situation in which backward enterprises and advanced enterprises compete for resources and markets, and cherish limited human resources, economic resources and market resources. Protecting the backward means encroaching on the advanced, this is a short-sighted economic act that can only hinder economic development.

3.3.4 Save energy and reduce consumption, reduce costs, and seek benefits from management

The majority of enterprises should increase the added value of products through technological innovation, reduce production costs, transform operating mechanisms, strengthen management,

improve economic benefits through technological innovation, increase imports of cheap parts and reduce energy consumption.

3.3.5 Avoid risks, increase selling prices, and seek benefits from sales operations

In the face of RMB appreciation, most companies should take measures to actively respond, use financial tools to avoid exchange rate risks, and use international practices, that is, both parties to trade share exchange rate risks, improve their ability to adapt to exchange rate changes, and respond to exchange rate changes.

Export enterprises can appropriately increase the unit price of products, collect export payments in advance as much as possible, and delay import payments, which can avoid or reduce trade risks to a certain extent. In addition, exporting companies can also export to non-dollar areas through various forward transactions, choose a currency whose exchange rate is independent of the fluctuation of the U.S. dollar, and reduce operating costs and avoid risks. [11]

3.4 Strategies for developing foreign trade under the background of big data

3.4.1 Demand Forecast

Predicting products and services has never been easy for any business. In the process of traditional international trade exchanges, forecasting products or services relies on the practical experience of managers, but this forecasting method has some limitations. Especially for common products or services, because there are many suppliers, it is more difficult for businesses to predict their needs. As a result, businesses will have two extremes: excess demand for supply and increased storage costs. Supplying excess demand makes it difficult for enterprise production to meet current production demand. [12] Both of these situations are unfavorable for maximizing corporate profits.

3.4.2 Promoting logistics innovation

Traditional foreign trade platforms have almost no end-to-end communication methods and solutions. In order to operate effectively, each enterprise in the supply chain must fully understand its role to ensure the stable operation of the supply chain. With the advent of the era of big data, traditional logistics can no longer meet the needs of international trade development. Therefore, effective logistics methods are urgently needed to solve the transportation and delivery problems in international trade. Big data brings great opportunities to the logistics industry. [13]

3.4.3 Promoting foreign trade reform

Under the background of big data, the production mode, product logistics mode and product distribution mode in foreign trade have developed rapidly. New production, distribution and transport options are constantly emerging. There are some uncertainties in these plans. In order to avoid risks, enterprises should pay attention to avoiding "data traps" during the application process. [14]

3.5 Our country's measures to deal with foreign trade challenges under the "One Belt, One Road" strategy

Under the "One Belt, One Road" strategy, our country has more options for foreign trade development, which has played a strong role in promoting our country's economic development. However, it has suffered a series of negative effects in trade competition, financial field and cultural field. In this context, we need to take proactive measures to develop appropriate development strategies to address these challenges. Combined with the current situation of my country's foreign trade development, we can respond in the following aspects:

3.5.1 Enhancing dialogue and cooperation for win-win outcomes

With the expansion and deepening of our country's foreign trade, trade friction is inevitable. In order to properly resolve conflicts and turn the focus of conflict into a driving force for cooperation, the key is to strengthen dialogue and cooperation. We should persist in promoting supply-side reforms, strengthen product innovation, promote the optimization and upgrading of our country's industrial

structure, reduce product homogeneity as much as possible, and ease trade competition frictions with countries along the "Belt and Road". Build a good trading environment.

3.5.2 Expand financial financing channels and strengthen international financial cooperation

In order to reduce financial risks, under the existing financial statistics, it is necessary to expand financial channels, introduce more overseas funds, and use domestic and foreign capital markets to effectively dilute financial risks. At the same time, strengthen cooperation with other international financial institutions, give full play to the role of the Asian Infrastructure Investment Bank, and expand the sources of funds for the Belt and Road construction. We should establish an open financing information platform, build a stable financial service system, vigorously develop the capital market, and promote financial integration.

3.5.3 Strengthen political and cultural exchanges and actively respond to cultural differences

Only by strengthening cultural exchanges with countries along the "Belt and Road", respecting different living habits and religious beliefs, enhancing exchanges and understanding between peoples of different countries, and actively handling cultural differences between countries, can misunderstandings be eliminated and favorable conditions be created to solve political and trade issues. At the same time, establish a formal consultation mechanism with countries along the "Belt and Road" as soon as possible. Trade disputes caused by cultural and religious issues should be resolved through formal political consultation between countries. Eliminate the negative effects caused by cultural differences through political exchange and communication.[15]

3.6 Response measures to promote the development of international trade under the new crown pneumonia epidemic

3.6.1 Give full play to institutional advantages and increase macro-control

In the face of the epidemic, under the strong leadership of the Communist Party of China, the Chinese people gave full play to their institutional advantages and actively took various measures. As a result, the epidemic was quickly and effectively controlled, which accelerated the process of resuming work and production, and played a critical role in resuming my country's foreign trade. At the same time, the government should strengthen macro-control and introduce a series of policies to support small and medium-sized enterprises to help them eliminate the impact and ensure normal production. In order to deal with the impact of the epidemic on my country's foreign trade, the epidemic situation in some non-key areas has entered a relatively stable period, and local governments and the Ministry of Commerce have formulated some policies to stabilize foreign trade. This provides strong support for foreign trade enterprises to resume work and production. At the same time, we coordinate the review of the resumption of work and production of enterprises to ensure market and production orders. In addition, it is necessary to coordinate different places, solve different problems encountered in production and the operation of foreign trade enterprises, ensure the smooth operation of the foreign trade industrial chain and supply chain, and reduce the impact of the epidemic. Through the resumption of work of foreign trade enterprises in various places, we found that the resumption rate of Shandong, Anhui, Liaoning and other 8 provinces (cities) exceeded 80%. As far as the resumption of work of key foreign trade enterprises is concerned, the resumption rate of 19 provinces (cities), including Zhejiang, Jiangsu and Shandong, has reached almost 100%.

3.6.2 Foreign trade enterprises should actively respond to reduce losses

(1) Do a check on the order in hand

Foreign trade enterprises should be able to comprehensively classify and evaluate the orders currently in hand, communicate with relevant buyers in a timely manner for possible delays in the delivery of orders, and explain the specific situation. In the process of communicating with buyers, if there is a problem or because of a shortage of personnel, we must sort out customers as soon as possible to ensure that we care about customers and adjust business methods in a timely manner.

(2) To fulfill the obligation of disclosure, it is necessary to be able to provide certain guarantees by issuing certificates

For example, affected by the epidemic, if an order is determined to be unable to continue to be fulfilled according to the contract, the buyer must be notified as soon as possible, try its best to appease the buyer's emotions, and try their best to reach a negotiation to reduce their respective losses. If necessary, communicate with our country's CCPIT, try to get help from CCPIT, obtain evidence of force majeure caused by public health emergencies, and then send it to buyers and make records. In this way, legal avenues can be taken to reduce liability for breach of contract and reduce the risk of possible counterclaims by buyers in the future.

(3) Ensure transportation arrangements in advance and pay attention to possible risks caused by logistics

Due to the impact of the epidemic, traffic is blocked, so we should avoid delays in loading due to logistics operations. Coordinate arrangements with buyers in terms of logistics, and arrange enough time for shipment as much as possible. Active attention should be paid to the operation of domestic ports and airports. If a transportation company is suddenly closed due to the impact of the epidemic, alternative warehousing and logistics should be adjusted in time.

3.6.3 Government departments actively introduce policies to help enterprises

(1) The government should formulate policies to exempt and defer payment of taxes and fees to reduce the pressure on enterprises. Strengthen tax support.

The state should implement the tax reduction policy and provide some import tax optimization policies, such as epidemic prevention and control materials, and give priority to tax reduction procedures. Support the import of high-end equipment and key components. Appropriately extend the deadline for enterprises to pay taxes. For enterprises that are currently experiencing serious difficulties in operation and are unable to pay social insurance premiums, the period for collection and payment can also be appropriately extended to exempt late payment fees. For enterprises that have participated in insurance without layoffs or with fewer layoffs, the unemployment insurance benefits paid in the first half of the year can be appropriately refunded. For enterprises participating in social insurance that encounter temporary difficulties, the unemployment insurance rate will be temporarily reduced. Help businesses in these ways.

(2) Strengthen operational monitoring to identify existing risks and hidden dangers.

During the epidemic, we must strengthen the monitoring of foreign trade enterprises. In this way, existing problems can be detected in a timely manner. Identify and deal with existing problems in a timely manner through effective means. At the same time, during the epidemic period, the credit service for overseas buyers of enterprises was strengthened to provide enterprises with early risk warning information. Publish early warning risk information during the epidemic in a timely manner, and guide enterprises to formulate early warning plans to deal with possible risks.

(3) Strengthen international exchanges and do a good job in trade remedies.

Strengthen exchanges with international institutions and regional organizations such as the WTO. Resume trade and people-to-people exchanges as soon as possible. Provide more international support to my country's foreign trade enterprises.

(4) Support enterprises to participate in the exhibition and provide certain overseas subsidies.

Supporting enterprises to participate in various international exhibitions, and for some key exhibitions, the government provides financial support. We should actively coordinate with foreign exhibition organizations. For companies that cannot participate in the exhibition due to the epidemic, we should make appropriate arrangements. For companies that cannot participate in the exhibition due to some factors and cannot refund the money, the state should give certain subsidies. At the same time, the network customs clearance mode was carried out to improve the convenience of transaction processing. The customs can obtain online processing licenses, enterprise registration and filing, etc., to achieve paperless guarantee approval and reduce the risk of infection.

(5) Establish a certain support mechanism to effectively realize the resumption of work and production of some enterprises.

Orderly promote the resumption of work and production of enterprises. Provide necessary health protection measures, achieve precise assistance, and collect difficulties faced by enterprises in a timely manner, so as to coordinate existing problems in a timely manner.

3.6.4 Vigorously support the development of high-tech industries and promote the upgrading of export industry structure

The epidemic has exposed the shortage of protective materials stored in various countries and the lack of production capacity of related medical equipment. However, the production capacity of medical equipment is very important to a country and is the rigid demand of each country. During the epidemic, our country's production capacity of epidemic protection materials and medical equipment was quickly released, and other countries in the world also increased orders for purchasing medical equipment from my country. Therefore, we should seize the opportunity, strive to develop high-tech medical equipment, comprehensively promote the development of high-tech industries, and promote the upgrading of export industries.

3.6.5 Implement the results of the special summit and strengthen mutual assistance and cooperation among countries

Leaders' Meeting of the EXTRAORDINARY G20 COVID-19 Summit was held on 26 March 2020. President Xi Jinping attended the meeting and delivered the main speech. We should fully implement the positive results of this summit, and take more active and effective fiscal and monetary policies to intervene in the economy according to the situation of various countries under the epidemic to ensure stable growth of national income. Countries should expand cooperation to meet common challenges, join forces to maintain global economic and financial stability, enhance market confidence, ensure jobs and people's lives, and reduce the impact of the epidemic on global trade and supply chains. [16]

4. Summary

In carrying out foreign trade, our country adheres to the line of peace, advocates developing itself in a stable and peaceful environment, and promotes world peace and stability through its own development. In the current peaceful environment, our country actively participates in international competition and strengthens cooperation with other countries in the pursuit of common development and mutual benefit. In the process of developing foreign trade and strengthening international cooperation, our country should grasp the trend of economic globalization, pay attention to seeking advantages and avoid disadvantages, and realize the comprehensive, coordinated and sustainable development of our country's foreign trade.

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