

# Guangzhou Cross-border E-commerce: Status Quo, Problems, and Countermeasures

Yanmei Liang<sup>a</sup>, Kaiyi Zhong<sup>b</sup>

School of Economics, Guangzhou College of Commerce, Guangzhou 511363, China

<sup>a</sup> 20041010@gcc.edu.cn, <sup>b</sup> 2922686553@qq.com

**Abstract.** Since the approval of the cross-border e-commerce comprehensive pilot zone, Guangzhou has led the development of the industry with policies, promoted innovation in business formats with models, gradually improved the industrial ecosystem, continuously optimized the business environment, and steadily ranked first in the scale and growth rate of cross-border e-commerce transactions in the country, forming a "Guangzhou experience" that can be promoted and replicated. This article combines the innovative measures of Guangzhou's cross-border e-commerce, analyzes its status quo, identifies the problems it faces while developing rapidly, and proposes corresponding countermeasures to further promote the development of cross-border e-commerce in Guangzhou and provide more experience for the development of cross-border e-commerce nationwide and even globally.

**Keywords:** Cross-border e-commerce; Status quo; Guangzhou experience; Problems; Countermeasure.

## 1. Introduction

In recent years, the scale of China's cross-border e-commerce import and export has continued to grow rapidly, becoming a new highlight of foreign trade development. As a "millennium old commercial port" and an important node of the Maritime Silk Road, Guangzhou is a core city in South China and has always been an important hub for China's import and export trade. Combined with its proximity to Hong Kong and Macao, facing Southeast Asia, and backed by the hinterland of the Pearl River Delta, it provides strong support for the development of cross-border e-commerce. Since being approved as one of the first pilot cities for cross-border e-commerce in China in 2013, Guangzhou has always adhered to promoting multiple national initiatives with reform and innovation thinking to lead the industry's development, striving to create a good ecological environment conducive to the sustained, safe, and stable development of the cross-border e-commerce industry. In 2016, Guangzhou was approved by the State Council as a "National Comprehensive Pilot City for Cross-border E-commerce". From 2014 to 2022, the scale of cross-border e-commerce in Guangzhou increased by 93 times, with a growth rate of 8.7 times that of the country. It also ranked first with "Significant Results" in the "2021 Comprehensive Pilot Zone Evaluation of Cross-border E-commerce" by the Ministry of Commerce. The evaluation reports of cross-border e-commerce comprehensive pilot zones issued by multiple third-party authoritative institutions show that Guangzhou ranks first among the first tier "Leading Development" cities in the national cross-border e-commerce comprehensive pilot zones, and has become a truly "cross-border e-commerce city" [1].

Under the current situation, Guangzhou's cross-border e-commerce faces significant development opportunities and broad development space, while at the same time faces many difficulties and challenges. On one hand, global economic growth is slowing down, trade protectionism is once again rising. On the other hand, due to the fact that leading enterprises are lacked, business models are relatively few, internal innovation driving force and brand competitiveness are weak, Guangzhou's cross-border e-commerce is in an awkward situation of being "big but not strong" [2]. Furthermore, as of 2022, China has established 21 free trade zones, each of which attaches great importance to the development of cross-border e-commerce industry. Various supportive policies have emerged in endlessly. Pilot cities and comprehensive pilot zones for cross-border e-commerce in various parts of China are accelerating their reform pace based on their own characteristics and actual situation. Guangzhou's cross-border e-commerce is facing fierce regional competition [3].

There is relatively little research on cross-border e-commerce in Guangzhou, mainly analyzing its development status, existing problems, or development constraints, and providing corresponding countermeasures [4-7]. This article combines the unique innovative measures of cross-border e-commerce development in Guangzhou in recent years, analyzes its current development status, identifies the problems faced, and proposes corresponding countermeasures. Whether it is for Guangzhou's cross-border e-commerce to continue to maintain high-speed development, or to provide more experience and reference for the development of cross-border e-commerce nationwide and even globally, it has important practical significance.

## **2. The Status Quo of Cross-border E-commerce in Guangzhou**

In recent years, Guangzhou Cross-border E-commerce Comprehensive Pilot Zone has vigorously implemented "Internet plus Foreign Trade", promoted the integrated development of "customs, inspection, remittance, tax, commerce, goods and finance", and actively built a cross-border e-commerce development promotion system with "Chinese characteristics and Guangzhou elements", forming a good situation of standardization in development and development in standardization.

### **2.1 The Scale of Transactions Continues to Expand, and the Supporting Capacity of Industrial Carriers Continues to Enhance**

Since 2014, Guangzhou's cross-border e-commerce has maintained a high-speed growth trend. In 2019, the import and export volume of Guangzhou through the customs cross-border e-commerce management platform reached 44.44 billion yuan, 30.44 times that of 2014, with an average annual growth of 98%. The proportion of cross-border e-commerce import and export volume in the country reached 23.8%, ranking first in terms of transaction size and growth rate in the country [8]. In 2022, the import and export volume of cross-border e-commerce in Guangzhou reached 137.59 billion yuan, breaking through the 100 billion yuan mark for the first time and continuing to maintain a leading position in the country. The scale of cross-border e-commerce imports has remained the first in the country for 9 consecutive years. The proportion of cross-border e-commerce imports and exports in Guangzhou's foreign trade has also significantly increased from 4.4% in 2019 to 12.6% in 2022 [9].

Guangzhou has utilized its location advantages in seaports, airports, and land ports to create a distinctive park carrier, and has basically formed a trend of cross-border e-commerce enterprise agglomeration development. At present, Guangzhou has 60 cross-border e-commerce industrial parks and has identified 8 municipal level cross-border e-commerce industrial parks, distributed in Baiyun District, High tech Zone, Huadu District, Huangpu District, and Baiyun Airport core area. At present, Guangzhou has formed a cross-border e-commerce industry pattern with a multi node layout, with Nansha Free Trade Zone, Baiyun Airport Area, and Guangzhou Development Zone as the core, and the spatial layout of cross-border e-commerce industry parks is increasingly optimized.

### **2.2 Guided by Policies, Vigorously Supporting the Development of Cross-border E-commerce**

In recent years, the Guangzhou Municipal Government has intensively introduced industrial policies such as "Several Measures to Promote the Leap Forward Development of E-commerce" and "Several Measures to Promote the High-quality Development of Cross-border E-commerce in Guangzhou" to support the development of cross-border e-commerce. In 2021, in order to seize the opportunity of the Regional Comprehensive Economic Partnership Agreement (RCEP), the Guangzhou Comprehensive Pilot Zone took the lead in introducing the country's first RCEP cross-border e-commerce special policy - "Several Measures for Guangzhou to Seize RCEP Opportunities and Promote Innovative Development of Cross-border E-commerce", and launched 25 innovative measures in five major areas, taking the lead and effectively promoting the implementation and effectiveness of international economic and trade rules. According to the statistics of the Guangzhou International Trade Single Window Cross-border E-commerce Public Service Platform, from January

to April 2023, the total import and export volume of cross-border e-commerce in RCEP member countries was 24.833 billion yuan, achieving a significant growth. At present, Guangzhou is studying and issuing the "Several Policies for Promoting the Construction of Cross-border E-commerce International Hub Cities in Guangzhou" to further promote the development of cross-border e-commerce. The relevant districts and Guangzhou Airport Commission have formulated targeted support measures based on the actual situation in their respective jurisdictions, and the city has formed a "3+N" cross-border e-commerce policy matrix.

In addition to policy support, the Guangzhou Municipal Government has also established support funds for the development of e-commerce and cross-border e-commerce, as well as special funds for the construction of cross-border e-commerce public service platforms. Financial support is provided for the cultivation of cross-border e-commerce entities, the construction of cross-border e-commerce parks and platforms, the cultivation of cross-border e-commerce industry ecology, and the establishment of physical stores outside the area. The Nansha Free Trade Zone has introduced policies for cross-border e-commerce import increment and export subsidies, supporting the synchronous development of cross-border e-commerce imports and exports.

### **2.3 Promoting Innovation in Business Models and Facilitating Cross-border Trade**

Guangzhou Customs has developed a cross-border e-commerce retail import and export customs clearance management system to address the issue of system incompatibility in the online verification and comparison of cross-border e-commerce product orders, transaction payment orders, express logistics waybills, and customs information systems. This has opened up barriers to sharing information systems among electronic port platforms, e-commerce enterprises, and relevant government departments, resulting in a 50% increase in customs clearance efficiency as soon as possible. At present, the General Administration of Customs has upgraded the information system as a blueprint to a national customs general system.

Guangzhou has always adhered to a problem-oriented approach, taking enterprise needs as the starting point, and has pioneered the "six firsts" to address the difficulties and bottlenecks in the import and export process. They are the first to launch a cross-border e-commerce import and export information system, the first to explore the nested use of the "micro police certification" system, the first to explore a cross-border e-commerce public distribution center, the first to launch a "true knowledge code" for tracing imported goods, the first to explore a regulatory model for returns, mergers, and packaging, and the first to launch the integrated customs clearance of "air rail intermodal transportation", thus creating the "Guangzhou Model" of cross-border e-commerce. According to statistics, Guangzhou has replicated and promoted 135 experiences, participated in the formulation of 13 national and industry standards, introduced 119 facilitation policies, and promoted 206 development policies [10].

The Guangzhou Comprehensive Pilot Zone's departments of commerce, taxation, customs, foreign exchange, and electronic ports are working together as a whole to explore and propose the "Foreign Comprehensive Service + Cross-border E-commerce Retail Export (9610)" model, taking a key enterprise in Guangzhou as a "small incision". This provides a "Guangzhou Plan" to solve the pain points and obstacles of cross-border e-commerce enterprise data collection, export tax refund, and foreign exchange collection and settlement. This model effectively solves the problem of data sorting for real cross-border e-commerce entities, allowing each product to distinguish the true e-commerce entity, providing a data foundation for tax management and fund settlement, providing tax solutions for enterprises, and providing one-stop, efficient, and convenient "sunshine collection and settlement" service functions for enterprises, thus achieving the sunshine of cross-border e-commerce export collection and settlement.

In terms of optimizing B2B export supervision, Guangzhou Customs has established a dual track declaration mechanism for customs declaration and list, supporting the flexible selection of customs declaration or list declaration modes for B2B export goods based on their value. Customs implements supervision based on the actual status of goods, greatly reducing the pressure on port clearance

supervision and ensuring rapid clearance of goods. Simplify declaration to improve customs clearance efficiency, and support the simplified declaration mode of "declaration to the top 6 digits of HS code" for small export goods within 5000 yuan. Implement priority inspection of B2B export goods, promote the "one place filing and nationwide use" of export overseas warehouse enterprises, and further reduce enterprise operating costs. In 2022, Guangzhou Customs supervised 2.911 million B2B export declaration forms and lists, with a value of 131.7 billion yuan, an increase of 2.9 times and 1.6 times respectively compared to the previous year [11].

#### **2.4 The Industrial Ecosystem Is Becoming Increasingly Perfect, and the Business Environment Is Constantly Optimizing**

Guangzhou fully leverages the advantages of policies such as pilot cities for cross-border e-commerce, special customs supervision zones, and free trade zones, with the Nansha Free Trade Zone, Airport Comprehensive Bonded Zone, and Development Zone as key support, vigorously develops various cross-border e-commerce models such as online bonded import, direct purchase import, retail export, and bonded export, and creates a full industrial chain that integrates finance, customs clearance, tax refund, foreign exchange, sales, logistics, and after-sales service. The industrial ecological pattern of coordinated development of sea, land, air, and postal services.

Guangzhou has taken various measures to actively benchmark international business rules. Firstly, a "smart government" platform has been established, with a comprehensive window of "one window processing and one network connection" to achieve high sharing of government data, high integration of enterprise approval matters, and high integration of government services with required data. Secondly, the government continues to deepen the reform of "delegating control and service", compress the customs clearance time for goods by 30%, and significantly reduce port clearance costs. Thirdly, the government continues to delegate management authority to Guangzhou High-tech Zone and Nansha Free Trade Zone, support the integration of investment and trade rules between Hong Kong and Macao in Guangzhou High-tech Zone (Huangpu District), establish an open and interconnected regional innovation system, gather innovative elements, and attract and connect global innovation resources. Fourthly, support the introduction of commercial systems, industry regulations, urban planning and construction standards and work rules for the effective connection between Hong Kong and Macao in the Nansha Free Trade Zone, and explore the replication and promotion experience of mainland China's connection with Hong Kong and Macao and international business rules.

With a strong commercial background, a solid industrial foundation, superior policy conditions, a favorable cross-border e-commerce environment, convenient customs procedures, and transparent foreign exchange settlement, the business environment of Guangzhou's cross-border e-commerce continues to improve and optimize, attracting various cross-border e-commerce enterprises to settle in. According to the statistics of the Guangzhou Municipal Bureau of Commerce, as of the end of 2021, the number of cross-border e-commerce enterprises in the city has reached 193,000, cultivating a large number of cross-border e-commerce leading enterprises such as Vipshop, Onion, Banggood Technology, Popicorns, Lalami, Top Ideal, Gaojie, etc. Head enterprises such as SHEIN, Tiktok and Pinduoduo have set up cross-border e-commerce headquarters in Guangzhou, and Dora Technology, a leading cross-border e-commerce enterprise in the Middle East market, will also move its headquarters to Guangzhou.

At present, Guangzhou is making every effort to build the "Three Centers" of global cross-border e-commerce, namely the global cross-border e-commerce seller service center, the global cross-border e-commerce super supply chain center, and the global cross-border e-commerce ecological innovation center, gathering resources to expand and strengthen, and forming a complete industrial ecosystem (see Table 1). The "Three Centers" play different functions, aiming to provide a "one-stop" service for small and medium-sized enterprises to expand international markets through cross-border e-commerce new formats, promote the digital transformation of Guangzhou's manufacturing industry, enhance the development resilience of enterprises, improve overseas risk resistance, support and

cultivate the healthy growth of small and medium-sized enterprises, and cultivate new economic growth points [12].

**Table 1.** Functions of the "Three Centers" of Global Cross-border E-commerce

Name of the Center	Main Functions
Global Cross-border E-commerce Seller Service Center	Building a convergence area for cross-border e-commerce platforms, building a cross-border e-commerce marketing center, implementing cross-border e-commerce brand engineering, strengthening cross-border e-commerce supply chain management, optimizing cross-border e-commerce professional service ecology, and jointly building a cross-border e-commerce public service platform
Global Cross-border E-commerce Super Supply Chain Center	data research and development, industry aggregation, benchmark display, super virtual factory
Global Cross-border E-commerce Ecological Innovation Center	Unleashing the innovation potential of "industrial clusters + cross-border e-commerce" through "setting up scenarios, creating atmosphere, and building models", actively driving the digital growth of foreign trade manufacturing industry, and disseminating and exchanging experiences in the construction of cross-border e-commerce policy environment

The "Three Centers" is another innovative exploration of the China (Guangzhou) Cross-border E-commerce Comprehensive Pilot Zone, which will become the first comprehensive landmark of the cross-border e-commerce industry and the "reception hall" for urban industries in China. The "Three Centers" integrate resources such as international and domestic industry organizations, think tank experts, and cross-border e-commerce platforms to play different roles and further enhance Guangzhou's international influence and industry leadership as a "cross-border e-commerce city".

## 2.5 Building a "Sea, Land, Air, and Rail" Intermodal Transportation Model, Gradually Improving the Three-dimensional Cross-border E-commerce Logistics Hub

Since the establishment of the Nansha Pilot Free Trade Zone in 2015, Guangzhou Customs has deepened institutional innovation in the pilot free trade zone, fully leveraging the location advantages of the Nansha National New Area, Guangdong Hong Kong Macao Comprehensive Cooperation Demonstration Zone, and Import Trade Promotion Innovation Demonstration Zone, continuously optimizing the business environment, promoting cross-border trade facilitation, strengthening the construction of "smart customs", promoting the development of multimodal transportation business, and achieving the full chain information operation of goods clearance, so as to provide "one-stop" services for import and export enterprises, support enterprises to use various transportation routes such as sea freight ships, small ships, and railways to gather goods in Nansha, promote the formation of a "sea land air rail" three-dimensional trade and logistics hub centered in Nansha, Guangzhou, radiating the entire Pan Pearl River Delta region, and further expand the advantages and radiation of ocean shipping through cross-border transportation of China Europe freight trains.

So far, Guangzhou has formed a three-dimensional trade and logistics hub of "Sea, Land, Air, and Rail" centered around Nansha and radiating the entire Pan Pearl River Delta. It has opened 150 foreign trade routes and has access to over 400 ports in over 100 countries and regions worldwide. In 2022, the throughput of Nansha Port Area reached 18.3885 million TEUs, accounting for approximately 70% of the total volume of Guangzhou Port [13]. The air route network of Baiyun Airport covers over 230 navigation points worldwide, forming a "4-hour air traffic circle" with major cities in Southeast Asia and a "12-hour air traffic circle" with major cities around the world. Relying on the bonded function, hub function, and air transportation advantages of Guangzhou Baiyun Airport, Guangzhou has taken the lead in creating a new cross-border e-commerce export model of "air rail intermodal transportation", promoting seamless connection between "aviation and China Europe trains". The logistics time exported to Europe through China Europe trains can be compressed from 45 days to about 15 days, achieving a logistics time reduction of about 70% compared to sea exports,

and a transportation cost reduction of 95% compared to air exports, greatly improving the shopping experience of overseas consumers [14].

In addition, Guangzhou has introduced measures such as overseas warehouse subsidies to strongly encourage enterprises to build unified overseas public warehouses, actively explore the use of overseas warehouses to open offline display centers, achieve cross-border e-commerce return and exchange services, and continuously expand overseas markets. As of now, multiple enterprises in Guangzhou have built 66 overseas warehouses, with a cross-border e-commerce bonded warehouse area of 660,000 square meters, covering 28 countries and regions worldwide, and serving more than 80000 domestic and foreign customers. Among them, Gaojie Logistics' Hong Kong overseas warehouse was selected as a public overseas warehouse in Guangdong Province in 2019 [15].

On the basis of a three-dimensional trade logistics hub and overseas warehouses, Guangzhou has established a global logistics supply chain and overseas logistics service system, utilizing new generation information technologies such as big data, cloud computing, and the Internet of Things to develop smart logistics and express delivery, and provide integrated supply chain management services.

### **3. Problems and Analysis**

Cross-border e-commerce has the characteristics of being global, intangible, real-time, small batch, and multi batch, which can effectively lift regional blockades and industry monopolies, unblock market development arteries, and improve resource allocation efficiency. With the rapid development of information technology, during the 14th Five Year Plan period, cross-border e-commerce development will face new trends such as accelerating the transformation to digital trade, restructuring economic and trade cooperation rules, dual integration of "self-operated+platform", and rapid development of B2C. Faced with the new situation and changes in the development of cross-border e-commerce, there are still certain shortcomings in Guangzhou's cross-border e-commerce.

#### **3.1 Cross-border E-commerce Homogenization "Red Sea" Competition Is Severe**

Guangzhou, relying on its manufacturing advantages, has developed rapidly in cross-border e-commerce B2B exports, with traditional industries such as clothing, maternal and infant supplies, cosmetics, and electronic products exporting on a larger scale. However, the entry threshold for the cross-border e-commerce industry in Guangzhou is low, the homogenization of cross-border trading products is severe, and the trend of low-price competition is obvious. As cross-border e-commerce enters the era of brand highlands, homogeneous or non-branded products will be greatly constrained. It is urgent to promote the development of Guangzhou's cross-border e-commerce towards standardization, specialization, and personalization, and explore a new "blue ocean" for the development of cross-border e-commerce.

#### **3.2 Cross-border E-commerce Standards and Rules Are Still Lacking**

Guangzhou has the largest cross-border e-commerce scale in the country, with B2B exports leading the way in the country. Customs supervision, big data platform construction, and other fields have taken the lead and achieved certain results. However, the laws and regulations in the field of cross-border e-commerce supervision in Guangzhou are still incomplete, lacking local legislation or standards that highlight Guangzhou's characteristics and match cross-border e-commerce customs clearance, tax refunds, warehousing, etc., and have not yet formed sufficient regulatory and industry self-discipline constraints for cross-border e-commerce enterprises.

#### **3.3 Cross-border E-commerce Industry Ecological Chain Has Not Yet Been "Connected"**

The Guangzhou Cross-border E-commerce Park and Platform mainly focus on cross-border transactions of physical goods but lack cross-border trade in services and technologies such as digital products and services, digital knowledge, and information. Guangzhou's cross-border e-commerce

trade is mainly targeted at countries and regions jointly building the "the Belt and Road". The logistics channel is still dominated by the Maritime Silk Road, and the logistics timeliness is still low. Cross-border payment platforms mainly carry out financial payment services for domestic e-commerce enterprises, lacking unified cross-border payment, financial service centers, supply chain finance and other services for the global cross-border e-commerce market.

### **3.4 Cross-border E-commerce Professionals Are Still Lacking**

Cross-border e-commerce is a complex industry that involves multiple disciplines such as international trade, logistics, finance, management, and big data. However, there is a shortage of cross-border e-commerce disciplines offered by universities in Guangzhou, and there is a lack of professional training schools and bases with practical teaching capabilities, resulting in insufficient cultivation of "fresh blood" for cross-border e-commerce talents. The integration of theory and practice, industry education integration platform, cross-border e-commerce training platform, and cross-border e-commerce teaching training system have not been well used in talent cultivation and have not produced satisfactory results.

In addition, many cross-border e-commerce enterprises in Guangzhou have transformed and upgraded from traditional enterprises, and they do not attach enough importance to introducing and cultivating talents with cross-border e-commerce professional knowledge, resulting in a mismatch between cross-border e-commerce talents and the rapid development trend of cross-border e-commerce. The "difficulty in obtaining cross-border e-commerce talents" has become an important factor restricting the sustainable development of cross-border e-commerce in Guangzhou.

## **4. Countermeasures**

In order to address the challenges faced by cross-border e-commerce in Guangzhou, such as fierce competition, lack of standard rules, and insufficient professional talents, and further improve the ecological chain of cross-border e-commerce industry, Guangzhou needs to accelerate the transformation and upgrading of cross-border e-commerce to digital trade, build an open industry ecosystem for cross-border e-commerce, formulate and improve local standards and norms for cross-border e-commerce, and strengthen the construction of cross-border e-commerce carriers.

### **4.1 Accelerate the Transformation and Upgrading from Cross-border E-commerce to Digital Trade**

Guangzhou should seize the development opportunities of digital trade, accelerate the deep integration of cross-border e-commerce and new generation information technology, build a digital trade trading platform, and cultivate the core competitiveness of Guangzhou's digital trade. Firstly, it should promote the deep integration and development of cross-border e-commerce with digital technologies such as big data, blockchain, and cloud computing. In the Guangzhou Cross-border E-commerce Comprehensive Pilot Zone, it should accelerate the development of digital technologies such as blockchain and digital signatures, increase their applications in manufacturing, logistics, finance, and other fields, develop precision marketing and intelligent marketing, innovate the business model of "social + e-commerce", provide personalized and customized services for cross-border e-commerce and consumers, and promote the transformation of cross-border e-commerce from a "traffic economy" to a "trust economy". Secondly, a digital trade transaction promotion platform should be established. It is important to expand the "single window" service function of cross-border e-commerce in Guangzhou, explore compliance management for data collection, circulation, and use, and increase supervision of cross-border trade. It is of the same importance to explore the establishment of a Guangzhou digital trade trading platform strengthening precise docking with overseas e-commerce resources and cooperate with overseas e-commerce in areas such as promotion, information, project docking, copyright services, social media, search engines, and digital content platforms, gathering a group of globally leading digital trade platform enterprises and domestic and

foreign promotion institutions, and build a digital content and product resource library for cross-border e-commerce. Finally, the transaction content of digital trade should be expanded. It should further deepen the pilot of service trade innovation, support the service-oriented and digital development of manufacturing industry, and accelerate the transformation and upgrading of cross-border e-commerce from product import and export to "product + service + technology" import and export.

#### **4.2 Building an Industrial Ecology for Open Cross-border E-commerce**

Cross-border e-commerce is an efficient supply chain model, which involves the integration and development of both manufacturing and logistics, finance, bonded, regulatory, commercial and other service industries. Therefore, Guangzhou should actively build the "2.0" version of Cross-border E-commerce Comprehensive Pilot Zone, comprehensively create a "soft and hard environment" for the development of cross-border e-commerce, and build an open cross-border e-commerce industry ecosystem of "industry + talent + service + capital". Specifically, it includes:

Improve the cross-border e-commerce financial ecosystem. Guangzhou should encourage payment institutions to participate in the pilot of cross-border foreign exchange payment business, and appropriately expand the scope of cross-border foreign exchange payment and settlement and sales business for payment institutions. Improve policies on cross-border credit insurance, trade financing, and other aspects, explore the development of cross-border e-commerce supply chain finance, insurance, payment, settlement, and other businesses, and provide services such as full lifecycle management, financing limit management, and credit finance for cross-border e-commerce financing. Encourage enterprises to develop cross-border e-commerce financial innovation based on overseas warehouses.

Improve the cross-border e-commerce logistics ecosystem. Cross-border e-commerce cannot do without the support of international and domestic logistics. Establishing a strong, intelligent, efficient, convenient, and safe cross-border e-commerce logistics network, Guangzhou should accelerate the construction of "land sea air" intermodal logistics channels and facilities, achieving seamless integration between international and domestic logistics. The effective connection between domestic logistics network trunk lines and branch lines, warehouses, and terminals will guide the distribution of cross-border e-commerce import and export goods from Guangzhou and therefore build a global cross-border e-commerce logistics center. Guangzhou should also comprehensively promote the development of smart logistics, promote the application of technologies such as big data, cloud computing, Internet of Things, Beidou navigation, and geographic information, optimize cross-border e-commerce logistics business processes, actively explore more efficient logistics channels, and form a complete cross-border logistics supply chain.

Improve the ecosystem of cross-border e-commerce industry. Guangzhou should accelerate the integration of cross-border e-commerce online (business flow, capital flow, information flow) and offline (logistics, services, experience, etc.), expand the omnichannel layout of intelligence and networking, develop a "new retail" that deeply integrates cloud (cloud computing, big data), internet (Internet of Things), and end (PC terminal, mobile terminal, intelligent wearable, sensor, etc.), and continuously improve cross-border e-commerce supporting service industry chains in the fields of brand creativity, software development, enterprise management, and consulting.

Improve the cross-border e-commerce talent ecosystem. Relying on the abundant educational resources in Guangzhou, Guangzhou should strengthen the construction of cross-border e-commerce majors and training schools, actively cultivate cross-border e-commerce related professionals, and increase retraining efforts for cross-border e-commerce practitioners. In addition, Guangzhou should further increase the introduction of international cross-border e-commerce talents in Guangzhou, focusing on the finance, logistics, blockchain, big data and other fields of cross-border e-commerce, to attract a group of high-end and cutting-edge talents from around the world, leading the development of the city's cross-border e-commerce industry.



### 4.3 Develop and Improve Local Standards and Norms for Cross-Border E-Commerce

The Guangzhou Cross-border E-commerce Comprehensive Pilot Zone, relying on the advantages of manufacturing and traditional trade development, focuses on developing cross-border e-commerce B2B exports. It has formed a series of innovative experiences in areas such as direct export of cross-border e-commerce enterprises to enterprises and the construction of overseas warehouses for cross-border e-commerce exports. In order to further guide the standardized development of cross-border e-commerce industry, Guangzhou should consider formulating and improving local standards and norms for cross-border e-commerce from the following aspects.

Develop local standards for B2B export supervision. The Guangzhou Cross-border E-commerce Comprehensive Pilot Zone should rely on the advantage of leading and piloting cross-border e-commerce B2B exports, seize the opportunity of cross-border e-commerce B2B export supervision pilot, innovatively formulate the first set of local standards for cross-border e-commerce comprehensive pilot zone B2B import and export supervision in China, clarify the technical standards, business processes, regulatory models, information construction, and export tax refunds related to cross-border e-commerce B2B, and ensure the standardized and healthy development of the industry.

Develop cooperation and industry standards for cross-border e-commerce in the Guangdong Hong Kong Macao Greater Bay Area. Guangzhou should deepen cooperation with Hong Kong and Macao in the field of cross-border e-commerce, promote the implementation of the Guangdong Hong Kong and Macao certification and related testing business mutual recognition system in the field of cross-border e-commerce, achieve "one certification, one testing, and three places of access", and timely promote the application of aviation express international and Taiwan Hong Kong Macao transit consolidation business in the field of cross-border e-commerce.

Develop a new commercial regulatory system that highlights the characteristics of Guangzhou. Guangzhou should explore the development of the country's first new commercial standard, standardize and promote the construction of internationally renowned brand first stores, port duty-free stores (city duty-free stores), departure tax refund demonstration blocks, designated supervision sites for specific commodity imports, large aircraft and ship financing leasing centers, and strive to build a cross-border e-commerce international hub city.

### 4.4 Strengthen the Construction of Cross-border E-commerce Carriers

The development of cross-border e-commerce is supported by parks, platforms, enterprises, channels, etc. to strengthen the ability to connect the industries, enterprises, and the world. Guangzhou can strengthen the construction of cross-border e-commerce carriers in the following three aspects.

Accelerate the cultivation of cross-border e-commerce industry clusters. Guangzhou should further accelerate the construction of municipal cross-border e-commerce industrial parks, improve park platforms and infrastructure construction, strengthen policy support for capital, land, subsidies, and other related policies such as the entry of leading enterprises and talent introduction, enhance the ability to attract high-end elements of cross-border e-commerce, and create a cross-border e-commerce hub that integrates business flow, logistics, information flow, and capital flow.

Improve the level of cross-border e-commerce platforms. On the one hand, Guangzhou should standardize the development of cross-border e-commerce trading platforms for bulk commodities, introduce and cultivate comprehensive e-commerce platforms, and guide enterprises to build various professional and vertical platforms. On the other hand, Guangzhou should encourage the establishment of Guangzhou cross-border manufacturing e-commerce platforms, establish an efficient and convenient one-stop cross-border e-commerce service system, promote industrial enterprises to expand overseas markets, and accelerate brand cultivation.

Cultivate leading cross-border e-commerce enterprises with leading demonstration effects. Guangzhou should actively introduce well-known cross-border e-commerce leading enterprises both domestically and internationally, increase efforts to support service-oriented enterprises such as cross-border e-commerce trading platforms, logistics supply chains, foreign exchange settlements,

and overseas warehouses, and identify a number of municipal level cross-border e-commerce demonstration enterprises. In addition, Guangzhou should encourage cross-border e-commerce enterprises to expand globally, support cross-border e-commerce enterprises to build, acquire, merge, or lease overseas warehouses, and guide enterprises to develop services such as cross-border e-commerce customs declaration, logistics supply chain, and financial innovation based on overseas warehouses.

## References

- [1] Liu Xinwei. The "Three Centers" Have Settled in Guangzhou, Creating a Reception Hall for Cross-border E-commerce Industry. *Foreign Trade*. (2023) No. 4, p. 46-47.
- [2] Zhang Xiaohua. Research on the Development Strategy of Guangzhou Cross-border E-commerce Comprehensive Pilot Zone. *The Age of Wealth*. (2022) No. 3, p. 183-185.
- [3] Xian Xianpin. Research on Strategies to Enhance the Competitiveness of Guangzhou's Cross-border E-commerce Industry in the Context of the Guangdong Hong Kong Macao Greater Bay Area. *Science and Technology Economy Market*. (2020) No. 10, p. 146-147.
- [4] Zhou Guohui. Research on the Current Situation and Development of Cross-border E-commerce in Guangzhou. *Chinese Market*. (2018) No. 9, p. 189-190.
- [5] Wang Wenjiao. Research on the Current Situation and Countermeasures of Cross-border E-commerce Development in Guangzhou. *Modern Commercial Industry and Trade*. Vol. 39 (2018). No. 19, p. 52-54.
- [6] Xu Fang. Analysis of the Current Situation and Ideas for the Development of Cross-border E-commerce in Guangzhou. *Foreign Trade and Economic Cooperation*. (2020) No. 11, p. 48-51+77.
- [7] Li Jianxin. Research on Constraints and Optimization Strategies for the Development of Cross-border E-commerce - Taking the Development of Cross-border E-commerce in Guangzhou as an Example. *Business Exhibition Economy*. (2022) No. 10, p. 18-20.
- [8] Information on: [http://sw.gz.gov.cn/swzx/swyw/content/post\\_9014735.html](http://sw.gz.gov.cn/swzx/swyw/content/post_9014735.html)
- [9] Information on: [https://www.gz.gov.cn/xw/zwlb/bmdt/sswj16/content/post\\_8825949.html](https://www.gz.gov.cn/xw/zwlb/bmdt/sswj16/content/post_8825949.html)
- [10] Information on: [http://sw.gz.gov.cn/swzx/swyw/content/post\\_9014735.html](http://sw.gz.gov.cn/swzx/swyw/content/post_9014735.html)
- [11] Information on: [https://mp.weixin.qq.com/s?\\_\\_biz=MzA5NTg5NjIwNQ==&mid=2658834968&idx=1&sn=3656c78248a56598fe9e5617243bf818&chksm=8b366dfabc41e4ecea64a82dae9c52254276aa7261aed232ef6b78a9a9d8e7430c65f96a1f47&scene=27](https://mp.weixin.qq.com/s?__biz=MzA5NTg5NjIwNQ==&mid=2658834968&idx=1&sn=3656c78248a56598fe9e5617243bf818&chksm=8b366dfabc41e4ecea64a82dae9c52254276aa7261aed232ef6b78a9a9d8e7430c65f96a1f47&scene=27)
- [12] Information on: [https://www.gz.gov.cn/xw/zwlb/bmdt/sswj16/content/post\\_8825949.html](https://www.gz.gov.cn/xw/zwlb/bmdt/sswj16/content/post_8825949.html)
- [13] Information on: <https://baijiahao.baidu.com/s?id=1768939863004776078&wfr=spider&for=pc>
- [14] Information on: <https://baijiahao.baidu.com/s?id=1669892210307928274&wfr=spider&for=pc>
- [15] Information on: [http://sw.gz.gov.cn/swzx/swyw/content/post\\_9014735.html](http://sw.gz.gov.cn/swzx/swyw/content/post_9014735.html)