

Influencing Factors and Path of China International Trade Logistics

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Abstract

Since the reform and opening up, China has increasingly moved towards the world, and all walks of life have been deeply integrated. Chinese products have gradually become international. At the same time, the rapid development of economy in the 21st century has also led to the popularity of international trade. On this basis, the international trade logistics industry, as an important implementation of international trade, has great research significance. The modern international trade logistics industry is a broader extension of the logistics field in space. To improve the level of international trade, China must accurately improve the international trade logistics capacity. This paper first introduces the development status of modern international trade logistics, then studies the influencing factors of the development of international trade logistics on this basis, and finally analyzes and concludes the research results in order to promote the vigorous development of China's international trade industry and improve the overall level of trade logistics coordination.

Keywords

China International Trade Logistics; Influencing Factors; International Cargo Transportation.

1. Introduction

In recent years, with the gradual advancement of economic globalization, trade around the world has become more and more frequent. The rise of multinational enterprises makes international trade logistics come into people's observation and vision, and international trade logistics has injected considerable development impetus into international trade among countries. Scholars at home and abroad pay more and more attention to international trade and logistics. In the process of its development, China's foreign trade also needs to coordinate with the development of international logistics and optimize the structure of foreign trade in [1]. Especially our country into the 21st century several big changes, make China's international market gradually open, there are more Chinese products on the world stage, how to make full use of the existing domestic broad resources, resources convergence, make people will focus on the international goods logistics of international trade has a significant impact, study the current situation of modern development and typical influence factors, and according to the problems in the development of the long international trade logistics analyzes the influence factors, to promote international trade and international logistics high level, ecological development has important theoretical significance.

2. Development Status of International Trade and Logistics in China

2.1. Overview of China's International Trade and Logistics Development

Table 1. Current Situation of International Trade and Logistics in China

	2015	2016	2017	2018	2019
Passenger transport volume on international routes (per person)	42069600	51622800	55449100	63672700	74254300
Freight transport volume on international routes (per ton)	1868400	1931900	2220800	2427200	2419100

China's international trade and logistics development demand has increased significantly. In the 21st century, the stability of China's economic development has been further strengthened. Compared with the 1980s and 1990s after the reform and opening up, China's per capita GDP showed a significant growth trend, and the level of international trade and logistics can to some extent represent the strength of a country's economic development level and comprehensive national strength. This is because in the open international community, to measure the comprehensive strength of a country is the degree of internationalization, and since our country joined the WTO in 2001, the international number of goods transportation and transaction surge, total logistics and logistics growth in the 21st century to the audience at home and abroad is China's logistics industry has broad development potential.

China's international trade and logistics development environment is improving. Progress in any field in the new era is to seek all-round, multi-level and all-field progress. The same is true for logistics areas. In recent years, governments at all levels actively respond to the central government support and call, the Ministry of Foreign Trade and Economic Cooperation, the ministry of Communications and other departments to form policy force, gradually improve the logistics system in the region, actively with the developed countries in the world in line, is committed to building China's international trade logistics a sound system, this is a major achievements in the field of transportation in our country.

China's international trade and logistics facilities tend to be complete. Since the reform and opening up, the country has predicted the new demand growth point of international logistics driven by international trade exchanges, so the country has gradually increased the construction of logistics infrastructure. Since the period of rapid industrial development in the 1990s, China has invested greatly in the construction of public logistics including international cargo ocean, railways, pipelines and highways, and China's international highway mileage, international ocean routes and international aviation loaders have made new breakthroughs in quantity. In terms of international cargo and container logistics and transportation, it has also increased several times, and the international trade and logistics model centered on Marine transportation as the center has begun to take shape in its infrastructure. In a word, the construction of international logistics in the last century and even in the new era provides a guarantee for the healthy development of China's international trade.

2.2. China's International Trade and Logistics Development Issues

2.2.1. International Trade and Logistics Facilities Need to Be Improved

Although the construction of China's trade and logistics facilities in the 1990s after the rapid investment began to achieve results, there is still a big gap between China's international logistics level and the developed countries in the world, and the construction of logistics facilities needs to be further improved. Its main performance lies in the following aspects: First, the international logistics level does not match with the development of the transportation industry. The current situation of the domestic transportation industry has greatly improved compared with the past few years, but there are frequent traffic jams, road congestion, low multi-way transportation efficiency, the international logistics level is more obvious than the transportation industry, the logistics efficiency is seriously affected, the national international trade logistics system needs to be improved; second, the logistics information transfer is not smooth. In particular, the modern international logistics has encountered many problems affecting the development of the logistics industry, such as too many transport routes, too long transfer time, unreasonable storage distribution, and information docking obstacles, etc. The international logistics construction needs to be strengthened urgently.

2.2.2. Lack of International Trade and Logistics Professionals

With the progress of information technology and increasing international trade, international logistics industry high-end talent shortage increasingly prominent, especially the management industry in the new era has a higher height, logistics industry demand for talent has been from the initial price competition to high management level of high-end talent, international logistics no longer need a single professional talent, and with comprehensive strength, can be overall planning and operation arrangement of comprehensive talent is more favored. But now China's international trade logistics industry professional education level seriously inconsistent with the international logistics development level, the industry is now the lack of comprehensive talent, the international trade to make accurate, appropriate evaluation, the international logistics control, path optimization, thinking convergence, but at present there is no professional training of such talent education.

2.2.3. Laws Related to International Trade and Logistics are Not Sound

With the development of national trade, Countries have enacted relevant laws on international logistics, Such as the Australian Transport of Maritime Cargo Act of 1904, The Hague Rules, introduced in 1924, The Visby Rules, adopted by the International Maritime Commission in 1968, The [2], including the Hamburg Rules, adopted by the United Nations in 1978, But in our country, Since international logistics was not heavily put into construction until in the 1990s, It started later than that in developed countries, It also lags behind western developed countries in legal protection, Most of the many existing international logistics systems come from the regional systems formulated by China's more developed provinces, China's multinational enterprises in the international market for the sale and transportation of goods rely on the rules without fixed norms can be found, Laws established in different regions often have a strong regional color, It is not conducive to the development of national trade and logistics. And international trade logistics related laws are not perfect, also greatly limited the process of trade.

3. China's International Trade and Logistics Influencing Factors

3.1. Development of Cross-border E-commerce

With the acceleration of the global economic integration process, international exchanges are increasingly strengthened. As a special branch of e-commerce, cross-border e-commerce has gradually emerged and grown in recent years. With its global nature and interoperability

characteristics, cross-border e-commerce is committed to building a large trading platform for information sharing in the global field, which has profoundly affected the development process of modern international trade and logistics to some extent. In recent years, scholars have also explored the relationship between the two companies. Fan Wenjing [3] has explored the road of cross-border e-commerce transformation from the aspects of enterprise thinking mode and operation mode. Zhang Baoming and others [4] pointed out that cross-border e-commerce and logistics need to be integrated into development and optimize the distribution policies; Li Xiangyang [5] believes that different logistics modes should be adopted for different countries to strengthen the construction of cross-border logistics network.

Thanks to the deep integration of big data and cloud computing, Cross-border e-commerce also promotes the exchange of information, It can be unaffected by time, space, manpower and many other factors, Directly make the buyers and sellers reach an agreement through the online trading platform; But at the same time, the matching role of cross-border e-commerce and international trade and logistics still needs to be strengthened, Because different countries have different eating habits, local customs, and different ways of thinking, The development of cross-border e-commerce in these countries with their own distinctive folk characteristics is greatly limited, And in the whole transportation of international goods, The whole process of purchase, packaging, loading, transportation, unloading and so on needs deep integration, But there is no denying that, The development of cross-border e-commerce has profoundly changed the modern way of international trade and logistics.

3.2. Policy Environment Impact

The influence of the policy environment occupies an important role in people's subjective wishes. Environment can generally refer to the broad sense, that is, a wide range of international trade logistics in the modern sense of infrastructure construction, system perfection degree, the overall distribution of adaptation and many other issues. China's international logistics industry started relatively late, and it does not have a complete national unified international trade and logistics laws. Although there are many relevant regulations involving international Marine transportation and international railway transportation, most of them are formulated by local governments and departments, and do not have national effect. But even so, the rapid development of China's trade and international logistics in the 21st century is also closely related to the continuous introduction of local policies and regional policies in China. Policy environment, as a key influencing factor, indicates that it is urgent for China to build a national unified adaptation and coordination logistics system, to create precise layout and overall planning.

3.3. Degree of Information Technology

Informatization is the most important feature of the development of international trade and logistics in recent years. Thanks to the development of information technology and the popularization of artificial intelligence, international logistics informatization has become the first core development point for multinational companies to understand when they enter the international market. The informatization of international logistics requires creating a complete and detailed information process from many aspects, such as information collection, information summary, integrated analysis, and information output, so as to realize the international value of information. International goods buyers and sellers promise or offer need not worry about not according to the agreed time, also do not need to withdraw cancellation time overtime and seek remedial measures, because the international logistics information determines the sale above the information is real-time traffic, there is no equal information situation, information makes China's international logistics to electronic, intelligent, advanced, information technology is another core element of affect China's international trade logistics,

information technology in different countries, the international logistics development level is uneven.

4. Conclusion

In a word, the rapid development of economy and the popularization of artificial intelligence make the international trade and logistics mode tend to change, the traditional mode of transportation of international goods is gradually eliminated, and the new international logistics mode urgently needs to be built, and gradually moves forward to informatization and e-commerce. China's international logistics development level is late, but power, the world stage logistics development competition gradually fierce, China's international logistics industry to face up to its own problems, increase logistics infrastructure construction, complete logistics related laws and regulations, attach importance to the informatization for logistics industry development cannot be ignored, improve its core competitiveness, promote China's international trade and international logistics in the field of ecological development.

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