Research on the Path of High-quality Development of Guangdong's Digital Trade

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Abstract

With the development of digital technology and the Internet, the world economy has entered the era of digital economy. The combination and development of digital technology and international trade have innovated a new trading method called digital trade. This article first analyzes the characteristics of digital trade, and proposes a high-quality development path for digital trade in Guangdong, namely, actively developing digital infrastructure, promoting the digital upgrading and transformation of industries, enhancing the competitiveness and international influence of digital trade, strengthening the training of digital trade talents, and optimizing Digital trade business environment.

Keywords

Guangdong; Digital Trade; Characteristics; Development Path.

1. Introduction

With the development of digital technology and the Internet, digital technology has penetrated into all aspects of production and life, and it also marks the arrival of the digital economy era. In the context of the digital economy era, foreign trade has obtained a new development opportunity-digital trade. The emergence of digital trade has brought new opportunities to the development of Guangdong’s foreign trade. At present, the development momentum of digital trade is vigorous, and it has become a major international trade model; the scope of digital trade is getting larger and larger, and it has great development potential; digital trade has gradually become a driving force for foreign trade and economic development. However, the unbalanced development of global digital trade has intensified, and the "digital divide" is increasing. There is still a certain gap between China's digital trade and the digital trade powerhouse.

The Central Committee of the Communist Party of China and the State Council issued the "Guiding Opinions on Promoting the High-Quality Development of Trade" in November 2019, calling for the acceleration of the digitalization of trade to promote the development of digital trade. With the acceleration of the digitalization of trade, the new wave of globalization will use digital trade as the main driving force to promote the division of labor and the distribution of benefits among countries in a new round of reshuffle, supply chains and industries in global trade activities. Both the chain and the value chain will face changes[2].

According to the 2018 China Digital Economy Index White Paper issued by the CCID Research Institute of the Ministry of Industry and Information Technology, Guangdong Province's Digital Economy Index ranked first in the country in 2017, and ranked first in a number of sub-indexes. In particular, the digital economy, with the core of electronic information manufacturing, software and information technology service industries, has ranked first in scale in the country for many years. The 2018 "Internet +" digital economy report released by the Tencent Research Institute also showed that Guangdong's "Internet +" digital economy ranked first in the country for three consecutive years. Guangdong Province's policy guidance, hardware infrastructure, and software conditions are all capable of supporting the rapid development of digital trade.
2. Characteristics of Digital Trade

So far, the definition of digital trade has not yet formed a unified understanding, but it is a way of trade based on digital technology and the Internet and carried out through digital exchange. Compared with traditional international trade methods, digital trade has the following two outstanding features: One is the digitalization of trade methods. That is, the exchange of goods and services realized by digital technology. The rapid development of electronic information reduces the intermediate links of trade, makes digital trade cost lower than traditional trade, and greatly improves trade efficiency; the second is the digitization of trade products. The products of digital trade transactions are mostly knowledge- and technology-intensive digital products and services, with the characteristics of high-tech, high-innovation, and high-patent.

The difference between digital trade and traditional trade lies in: First, the background of trade is different. The first, second, and third industrial revolutions brought about tremendous changes in production and lifestyles, while digital trade is a new type of trade activity born under the background of the third and fourth industrial revolutions. Digital technology has caused major changes in the original communication and transmission methods. Data has become a key means of production. Traditional industries are undergoing digital and intelligent upgrades. Second, the temporal and spatial attributes of trade are different. Traditional trade has a long period from the beginning of the transaction to the completion of the transaction, and is greatly affected by factors such as changes in commodity prices and currency exchange rate fluctuations. In the transaction process of digital trade, digital technology has greatly improved transaction efficiency, and the time uncertainty of trade has been greatly reduced. Third, the actors involved in trade are different. There are many intermediaries such as agents, wholesalers, retailers, etc. in the transaction process of traditional trade, and the supply side and the demand side do not directly conduct transactions. But in digital trade, modern information networks and information and communication technologies make direct transactions between supply and demand parties possible. Fourth, the transaction subject of trade is different. The transaction targets of traditional trade are mainly goods, services and production factors, while the transaction targets of digital trade are relatively complex. Digital trade emphasizes the key role of digital technology in ordering, production, or delivery. Therefore, its transaction targets include: traditional physical goods traded on e-commerce platforms, digital products and services transmitted through digital means such as the Internet, and important Digital knowledge and information of production factors. Fifth, the way trade works is different. Traditional trade requires a fixed trading venue, as well as physical documents such as certification materials and paper documents, while digital trade is often reached on the Internet platform, and the entire transaction process is electronic. The goods ordered by individuals on the e-commerce platform are mainly sent by post, express delivery, etc. Some cross-border e-commerce companies adopt overseas warehouses and bonded warehouses; digital products and services trade in digital delivery methods. Sixth, the regulatory system for trade is different. In traditional trade, the customs, commerce and other regulatory agencies of various countries, and the WTO and other international organizations are the main regulatory agencies for trade; the domestic trade systems and international trade agreements of various countries are the main legal norms that restrict trade behavior. The digital trade supervisory system not only involves the aforementioned supervisory agencies and legal norms, but also emphasizes the supervision of data, a key element in digital trade.

The difference between digital trade and cross-border e-commerce: First, as an integral part, cross-border e-commerce will promote the early arrival of the digital trade era. E-commerce, especially cross-border e-commerce, as an important part of digital trade, has gradually demonstrated its vigorous vitality. In the future, with the widespread application of digital technologies such as cloud computing and big data, the analysis, prediction, and operation
capabilities of cross-border e-commerce will be greatly improved. Cross-border e-commerce, which originally focused on goods trading activities, will continue to expand its business activity radius, integrate traditional industrial chains, and promote the digital and intelligent transformation of production and trade activities. Second, as a new type of trade activity, digital trade is an advanced form of the future development of cross-border e-commerce. At this stage, cross-border e-commerce is still in the initial stage of digital trade, and the vertical integration of the industry is insufficient. Digital trade is not just a simple transaction of goods. It emphasizes the integration and development of digital technology and traditional industries, with the ultimate goal of achieving the intelligent upgrading of manufacturing. Therefore, digital trade is a higher goal for the future development of cross-border e-commerce.

3. High-quality Development Path of Guangdong's Digital Trade

3.1. Strengthening Digital Infrastructure

The trade foundation is the primary guarantee for the development of digital trade, and digital trade is developed by relying on the Internet. Therefore, we must first accelerate the construction of urban and rural network infrastructure, and at the same time accelerate the construction of optical cables on an international scale, to achieve full coverage of domestic broadband, and seamless connection with foreign broadband, and finally achieve interconnection with international networks, which is a digital trade. Lay the foundation for the development of.

Second, accelerate the application of 5G technology, and the construction of "cloud one network at one end" to create a good hardware environment for the development of digital trade. Finally, strengthen technical exchanges with the world and cooperation with the market, accelerate the construction of intelligent integrated information infrastructure, and continue to upgrade and optimize. In addition, we must continue to promote the popularization of new technologies such as the Internet of Things and artificial intelligence in order to lay the foundation of the software environment for the development of digital trade.

3.2. Promote the Digital Upgrade and Transformation of the Industry

It is necessary to continue to guide traditional industries to complete the digital development and transformation, and to improve the automation level of enterprises. When conditions permit, they should also continue to carry out intelligent development, combine the characteristics of traditional industries, and use digital technology to develop the digital development of characteristic industries; accelerate information materials and depth Further application of advanced technologies such as learning and biosensors to promote breakthroughs in digital reforms in the manufacturing industry.

It is necessary to comprehensively promote the digital transformation of the service industry, and develop the development of digital precision medicine, online education, digital media, smart logistics, digital public services, and digital public services, so as to enhance the development level of the service industry and achieve customized and personalized development. In turn, the trade barriers faced by the traditional service industry are broken, and service quality and service efficiency are improved. At the same time, the application of digital technology should also be actively carried out in the agricultural field to promote the development of digital precision agriculture and the construction of digital platforms. Digital technology can also be used to develop new businesses such as agricultural and sideline product data traceability. The development of China's digital trade has injected new vitality. Enterprises should seize the opportunity, actively apply digital technology, and combine their own industry characteristics to form a distinctive "digital technology +" innovative business model in order to gain a competitive advantage in the ever-developing digital economy.
3.3. Enhance the Competitiveness and International Influence of Digital Trade

Deepen the construction of cross-border e-commerce comprehensive pilot zones, encourage local digital trade platform enterprises in Guangdong to accelerate their overseas market deployment, and help traditional B2B foreign trade companies expand online marketing channels with the help of strong online market expansion, and help small and medium-sized enterprises to go abroad in groups. Expand the market risk. Use cross-border platforms to promote digital trade rules, strengthen the connection of national rules and the construction of standardization systems, and gradually reduce transaction barriers[3].

3.4. Strengthen the Training of Digital Trade Talents

Encourage colleges and universities in the province to establish "digital trade" majors; support key enterprises and colleges to develop industry-university cooperation, establish training bases based on the development of digital trade, encourage colleges and secondary vocational schools to open digital trade-related majors, and strengthen new digital trade complex types, Application-oriented talent training. Implement various talent projects, promote big data, cloud computing, artificial intelligence, transnational operation and management, international investment management and other high-end talents to develop in Zhejiang, and attract high-level digital talents and technology clusters. Promote the establishment of Zhejiang digital trade construction expert think tanks to enhance intellectual support.

3.5. Optimize the Business Environment for Digital Trade

From the perspective of development model, digital trade is a kind of knowledge trade, which has a strong agglomeration effect. Moreover, since the development of digital trade model is no longer restricted by factors such as transportation and geography, it can be developed and matured in information technology. The way to build an internationally competitive digital trade industrial cluster center in the region, realize the dual development model of digital trade and traditional trade, effectively shorten the related industrial chain, and strive to improve the core competitiveness of each enterprise while reducing various costs.

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