

Research on the Coordinated Development of Cross-border E-commerce and Cross-border Logistics in Guangdong Province

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Abstract

Relying on Guangdong's geographical location and port advantages, the cross-border e-commerce industry in Guangdong Province has developed rapidly. To achieve the rapid development of cross-border e-commerce, it is necessary to ensure that cross-border logistics are coordinated with it. By analyzing the development status of cross-border e-commerce and cross-border logistics in Guangdong Province, this paper discusses effective countermeasures to achieve the coordinated development of the two in view of the difficulties faced by the coordinated development of the two, in order to contribute to the sustainable, rapid and orderly development of cross-border e-commerce in Guangdong Province.

Keywords

Cross-border E-commerce; Cross-border Logistics; Synergistic Development.

1. Introduction

Cross-border e-commerce, that is, cross-border e-commerce, refers to transaction entities belonging to different customs borders, using Internet e-commerce platforms to reach transactions, conduct payment and settlement, and deliver goods to consumers through cross-border logistics. As an emerging trade format, cross-border e-commerce has developed rapidly and shown a rapid growth trend, which has become an important pillar of China's foreign trade. Since the outbreak of the epidemic, the global economy has been greatly impacted, and international trade has faced severe challenges. Nevertheless, in 2021, China's cross-border e-commerce imports and exports totaled 1.98 trillion yuan, an increase of 15%. On October 26, 2021, the Ministry of Commerce, the Cyberspace Administration of China, and the Development and Reform Commission jointly issued the 14th Five-Year Plan for E-commerce Development, clearly promoting the innovative development of foreign trade and supporting the high-level development of cross-border e-commerce. However, the high-level development of cross-border e-commerce must rely on a smooth and efficient cross-border logistics network to achieve, Guangdong Province, as a highland of China's opening to the outside world, to achieve the coordinated development of cross-border e-commerce and cross-border logistics is urgent and necessary.

2. Development Status of Cross-border E-commerce in Guangdong Province

With regional economic cooperation, economic globalization and electronic information technology innovation, cross-border e-commerce has become the engine driving force to promote the development of China's foreign trade, rapid economic growth and industrial structure adjustment. According to the statistics of the Ministry of Commerce and the General

Administration of Customs, from 2017 to 2021, the total import and export trade of cross-border e-commerce in the country increased by 1,833.5 billion yuan from 90.2 billion yuan in 2017 to 1,923.7 billion yuan in 2021, with an average annual growth rate of 84.4%, and the development speed is very rapid. As of November 2022, there are 165 cross-border e-commerce comprehensive pilot zones nationwide, covering 31 provinces across the country, and the import and export scale of cross-border e-commerce has increased by nearly 10 times compared with five years ago. With the comprehensive and strong support of national policies, cross-border e-commerce in Guangdong Province has shown explosive growth in recent years. Guangdong's cross-border e-commerce import and export volume increased from 26.75 billion yuan in 2015 to 241 billion yuan in 2021, the specific data is shown in Figure 1. Ranked first in the country for 5 consecutive years, Guangdong has 20 prefectures and cities approved to set up cross-border e-commerce comprehensive pilot zones, ranking first in the country, from the perspective of the geographical distribution of comprehensive pilot areas, cross-border e-commerce comprehensive pilot zones have spread throughout the four major regions of Guangdong. This shows that Guangdong Province is in a leading position in the cross-border e-commerce industry in the country, and Guangdong Province will also launch the construction project of the Guangdong-Hong Kong-Macao Greater Bay Area Global Trade Digital Pilot Zone on the basis of the full coverage of the cross-border e-commerce comprehensive pilot zone in 2022, and strive to become a national cross-border e-commerce demonstration province. From the data point of view, although due to the impact of the new crown epidemic, the growth rate of the total import and export trade of cross-border e-commerce in Guangdong Province has slowed down in recent years, but its total volume still maintains a state of rapid growth.

3. Development Status of Cross-border Logistics in Guangdong Province

3.1. Infrastructure Guarantees

According to the Guangdong Statistical Yearbook, in 2021, Guangdong completed port cargo throughput of 2.096 billion tons, a year-on-year increase of 3.6%, of which foreign trade port cargo throughput increased by 10.5% year-on-year. The port container throughput was 70.782 million TEU, a year-on-year increase of 5.2%. Among them, Guangzhou Port, Shenzhen Port, Maoming Port, Shantou Port, Zhanjiang Port, etc. are the main ports in Guangdong, and Guangzhou Port and Shenzhen Port are the main ports through which domestic cross-border e-commerce goods pass through, with an annual throughput of hundreds of millions of tons.

3.2. International Air Cargo

According to the Guangdong Statistical Yearbook, in 2021, the province completed 2.38 million tons of air cargo, down 0.3% from the previous year, and completed cargo turnover of 8.586 billion tons, an increase of 3.5%. Due to the strong demand for the transportation of emergency epidemic prevention materials and daily necessities at home and abroad, SF, Longhao and other professional air cargo companies grew strongly, with a total cargo turnover increase of 72.3%, driving the overall civil aviation cargo volume and cargo turnover to increase by 13.8 and 7.4 percentage points respectively.

3.3. Bonded Warehouses

At present, there are 11 comprehensive bonded zones in Guangdong Province, the scale of import and export has expanded rapidly, the main business of each bonded zone covers processing and manufacturing, international logistics distribution, cross-border e-commerce online shopping bonded import, etc., can provide bonded logistics, bonded maintenance, imported car bonded storage, cross-border e-commerce online shopping bonded import and other cross-border logistics services.

3.4. Overseas Warehouse Construction

The Guangdong provincial government strongly supports the construction of cross-border e-commerce overseas warehouses, encourages enterprises to carry out overseas warehouse construction in countries and regions along the "Belt and Road" and member countries of the Regional Comprehensive Economic Partnership (RCEP), and expands the layout of overseas warehouses in the European and American markets. By 2025, we will strive to build 500 overseas warehouses and a total area of more than 4 million square meters, and gradually form a professional and intelligent overseas warehouse network.

3.5. In Terms of Warehousing and Logistics Efficiency

The General Office of the Guangdong Provincial Government issued Several Policies and Measures on Promoting the High-quality Development of Cross-border E-commerce, proposing to build corresponding infrastructure for cross-border e-commerce distribution, sorting and distribution, etc., implement the "express delivery to the sea" project, support enterprises to establish information sharing platforms, and jointly build and share in channel networks, cargo organization, air transportation capacity, etc., reduce transportation costs and improve logistics efficiency.

4. The Dilemma Faced by the Coordinated Development of Cross-border E-commerce and Cross-border Logistics in Guangdong Province

4.1. The Construction of Cross-border Logistics Infrastructure is Not Perfect, and the Logistics Efficiency is Low

In recent years, Guangdong has increased investment in logistics infrastructure construction, although it has entered a period of rapid development, but due to the late start of construction, there is still a big gap compared with other provinces in China. In contrast, Guangdong's cross-border logistics mode is relatively single, and the comprehensive facilities of cross-border logistics network such as sea and air port logistics hub facilities, bonded warehouses, and overseas warehouses that are compatible with cross-border trade exhibitions are obviously insufficient. The logistics system is not strong, the multimodal transport system is not perfect, the cross-border logistics network channel is not smooth, and the cross-border logistics efficiency is low cost, which does not match the current explosive growth rate of cross-border e-commerce in Guangdong, and there is a certain lag in the demand response to cross-border e-commerce.

4.2. The Level of Informatization Construction is Insufficient, and the Efficiency of Cross-border Services is Weak

Informatization construction is a necessary means for cross-border e-commerce to achieve high-quality development. Cross-border e-commerce activities involve domestic and foreign market entities, with many links and complex processes, which require a highly informationized transaction service platform to match it, and need to dock with customs and national inspection, electronic ports, logistics services and other systems to achieve rapid and efficient operation. At present, the degree of logistics informatization in Guangdong is still relatively low, the connection of all links of logistics is not smooth, information acquisition is asymmetric, real-time information feedback efficiency is low, long cycle and other phenomena are widespread, cross-border e-commerce logistics service quality is difficult to improve, cross-border service efficiency is weak, thus limiting the further development of cross-border e-commerce.

4.3. Cross-border E-commerce Logistics Complex Talents are Lacking, and Innovation Capabilities are Insufficient

Although China's colleges and universities have opened logistics majors and international trade majors, in recent years have sent a large number of talents for China's foreign trade enterprises and international logistics enterprises, but there is a relatively one-sided situation of their specialization, unable to fully grasp all aspects of cross-border logistics, and make effective planning and management. Cross-border logistics belongs to a branch of the logistics industry, and most universities only regard it as a course or a professional direction when cultivating talents, which makes China's cross-border logistics talent base lacking. At this stage, Guangdong Province has a relative shortage of professional high-end talents in logistics development, and it is necessary for various international logistics enterprises to continuously introduce and cultivate specialized cross-border logistics and cross-border e-commerce compound talents.

5. Countermeasures and Suggestions for the Coordinated Development of Cross-border E-commerce and Cross-border Logistics in Guangdong Province

5.1. Improve the Construction of Cross-border Logistics Infrastructure System and Improve the Level of Logistics Services

Cross-border logistics is a strong guarantee for the development of cross-border e-commerce, and a perfect cross-border logistics system plays a decisive role in the development level of cross-border e-commerce and whether it can achieve the sustainable development of cross-border e-commerce. Guangdong Province should strengthen the planning and construction of logistics and transportation hub network.

Smooth the layout of international logistics space network with ASEAN, Indian Ocean, South Pacific and other countries, and build a cross-border logistics system based on Guangdong and radiating the world. Strengthen the construction of multimodal transport system and build a logistics network integrating land, port and air. Accelerate the construction of bonded logistics parks, overseas warehouses, intelligent distribution systems, etc., build a national-level logistics hub center, improve the efficiency of cross-border logistics operations, and reduce logistics operation costs, so as to better meet the needs of cross-border commodity circulation and improve the level of logistics services.

5.2. Optimize the Cross-border E-commerce Ecosystem, Build a Comprehensive Service Platform, and Improve the Level of Informatization

Relying on government guidance and supervision, build an effective and smooth operation platform between multiple entities in the cross-border e-commerce ecosystem, and rely on the agglomeration effect of each subject in the system to maximize the function of resources. Build cross-border trading platforms, online payment platforms and logistics information platforms, realize effective supervision of cross-border e-commerce activities on the basis of smooth logistics loops and convenient customs clearance processes, and promote the healthy and orderly development of cross-border e-commerce industries. At the same time, we will actively promote cooperation with leading enterprises, use advanced technologies such as big data, cloud computing, and the Internet of Things to create a comprehensive service platform, promote the standardization, unification and standardization of cross-border business process activities, so as to better grasp the information dynamics, realize real-time accurate positioning of goods, and measure and control the whole process of logistics, so as to realize the integrated development of cross-border e-commerce online and offline.

5.3. Strengthen the Construction of Informatization and Realize the Intelligent Transformation of Cross-border E-commerce Logistics

Informatization and standardization are a strong guarantee for the rapid development of cross-border e-commerce and cross-border logistics. To improve cross-border service capabilities, we must put strengthening informatization construction in the first place. Informatization construction is the foundation of cross-border business operation, risk control and supply chain collaborative operation. The construction of cross-border e-commerce and cross-border logistics informatization should be guided by business needs, and use advanced information technologies such as big data, artificial intelligence, cloud computing, Internet of Things, and blockchain to formulate system solutions. For example, expand the application of information technology in demand mining, cross-border payment, supply chain management, etc., achieve international standards with informatization, standardization and intelligence, continuously deepen international trade integration, and improve cross-border trade full-link service capabilities.

5.4. Accelerate the Training and Introduction of Cross-border E-commerce Talents and Optimize the Talent Structure System

Talent is the first resource to promote economic and social development. For Guangdong's cross-border e-commerce and logistics industry system to achieve rapid development, talent is one of the key elements. To solve the problem of talent shortage, Guangdong needs to implement a dual-drive mechanism for talent training and introduction. On the one hand, create a good environment, further implement the "One Million Talents into Guangdong Action Plan", and actively introduce all kinds of cross-border e-commerce logistics related talents at all levels through talent rewards and policy preferences; On the other hand, we should deepen school-enterprise collaboration, industry-education integration, improve the cooperation mechanism for talent training, and achieve zero docking between the output of talents in colleges and universities and the demand for talents in enterprises.

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