

Research on the Export Countermeasures of Agricultural Products in the Context of Cross-Border e-Commerce

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Abstract: With the advent of the Internet era, e-commerce has gradually become an important way to export agricultural products. Based on the current situation of agricultural products export e-commerce, this paper discusses the problems existing in the export of characteristic agricultural products in Shandong Province, draws specific problems through specific case analysis, proposes in-depth e-commerce promotion, and proposes to accurately locate the target market, promote the standardization of agricultural products brand, strengthen infrastructure construction Countermeasures and suggestions for all-round and multi-level training and introduction of talents.

Keywords: Export countermeasures; agricultural products; cross-border e-commerce

1. INTRODUCTION

In recent years, with the advent of the Internet era, the cross-border e-commerce trade model has gradually emerged. In July 2021, the total output value of agricultural products exported by the province reached 68.37 billion yuan, ranking second in total exports. However, in the context of cross-border e-commerce, there are still many problems in the export of agricultural products, such as long logistics transportation time and high logistics costs, which cannot be guaranteed by product quality. Studying the export of characteristic agricultural products is of great significance to the promotion of overseas e-commerce trade of agricultural products.

The inspection and quarantine standards of the importing countries are becoming stricter, and the export volume shows a downward trend year by year. It is worth noting that the output of sugar and silkworm in Guangxi ranks among the top in the country, and the resources of traditional Chinese medicine are abundant, but the export volume of sugar, raw silk, traditional Chinese medicine and traditional Chinese patent medicine is not high, mainly because of the low degree of mechanization of agricultural production in Guangxi, the lack of intensive processing, the supply of primary raw materials, and the low added value of products. Cross-border e-commerce of agricultural products refers to the international commercial activities of agricultural products trading entities belonging to different customs areas to achieve product display, information exchange or commodity transaction through e-commerce service platform.

Cross-border e-commerce of agricultural products can greatly reduce transaction costs and improve the efficiency of agricultural products trade through the reduction of transaction links and the use of electronic payment. It not only helps to consume surplus agricultural products, reshape the international trade chain of agricultural products, but also allows the international community to further understand China's cheap and high-quality agricultural products, and improve the visibility of enterprises. Driven by the "the Belt and Road", cross-border e-commerce will help China's foreign

trade industry develop at a high speed. China's cross-border e-commerce is mainly divided into three cross-border e-commerce models: B2B represented by Alibaba International, JD Global, Dunhuang, etc., and B2C and C2C represented by Amazon and Alibaba International.

The Cross-border E-commerce Trend is shown below (image collected from the search engine).

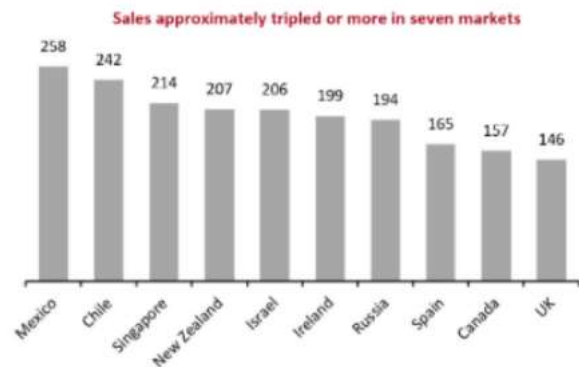


Figure. 1 The Cross-border E-commerce Trend

2. THE PROPOSED METHODOLOGY

2.1 Introduction to the Export Mode of Agricultural Products in the Context of Cross-Border E-Commerce

In 2019, the proportion of B2B was 80.5%. In 2021, the proportion decreased to 77%, and the proportion of B2C increased. Driven by the "the Belt and Road", cross-border e-commerce will help China's foreign trade industry develop at a high speed. China's cross-border e-commerce is mainly divided into three cross-border e-commerce models.

B2B represented by Alibaba International, JD Global, Dunhuang, etc., and B2C and C2C represented by Amazon and Alibaba International. In 2019, the proportion of B2B was 80.5%, and in 2021, the proportion dropped to 77%, while the

proportion of B2C increased. In the situation that cross-border e-commerce has become a new engine of foreign trade, Guangxi has given full play to its regional advantages, vigorously developed cross-border e-commerce facing ASEAN, introduced cross-border e-commerce platforms such as Alibaba OneConnect, Zhejiang Jumao, Germany SAP, and JD, Dunhuang, Google, Vipshop To Jianyuntu and other leading e-commerce enterprises

In 2018, the cross-border e-commerce transaction volume of the whole region reached 57 billion yuan, up 34.1% year on year, accounting for 13.9% of the total import and export volume.

At present, China's limited cross-border e-commerce policies for agricultural products are mainly limited to pilot economically developed areas and open port areas, while agricultural products in all provinces and regions of China have their own characteristics, but due to the lack of relevant supporting policies, it is difficult for these non-pilot areas to carry out cross-border e-commerce activities, Therefore, the country should promote the successful policy experience of the pilot areas to a wider range as soon as possible, so that China's rich and colorful agricultural products can go directly to the international market with the help of cross-border e-commerce platforms, improve the infrastructure construction of cross-border logistics of agricultural products, assist cross-border e-commerce enterprises to create overseas warehouses in countries along the "the Belt and Road", create overseas warehousing models, and reduce export costs.

2.2 Countermeasures for the Development of Cross-Border E-Commerce of Agricultural Products In China

Encourage enterprises to actively carry out business exchanges with countries and regions along the "the Belt and Road" and jointly build overseas warehouses, greatly shortening the logistics distance, which can not only improve the transportation efficiency, but also reduce the logistics cost. We should establish a standardized business model for agricultural products with Chinese characteristics, and the government should build a bridge to match the wishes of farmers and consumers. We should start from the current situation of the agricultural industry chain and deal with the special problems in different regions. First of all, the promotion of rural e-commerce platforms should be carried out in the form of point to area, and some pilot sites should be effectively selected in the villages to gradually promote the development of e-commerce platforms, while providing favorable technical support and talent support for these pilot areas. Cross-border e-commerce sales of agricultural products need talents who have international trade knowledge, understand the market of agricultural products, and are familiar with cross-border e-commerce operations.

At present, agricultural workers in Guangxi are generally not highly educated and lack e-commerce knowledge and operational skills; The professional knowledge and cultural level of most agricultural product e-commerce practitioners are uneven. They lack systematic understanding in online store management, information collection and release, market analysis and feedback, etc. The industry urgently needs e-commerce sales technical guidance talents.. First of all, China should establish and improve the quality certification and inspection and quarantine system of cross-border agricultural products as soon as possible, in line with international standards, and eliminate the entry of unqualified agricultural products into the market.

3. CONCLUSION

For the logistics and transportation system, it is necessary to open up exclusive channels and keep the fastest flow of information according to the transportation requirements of different regions. In terms of service system, we should consider the issue from the perspective of consumers, and do a good job of strengthening Shandong brand through services throughout the whole process of commodity circulation. Promote the real-name authentication and credit rating system of cross-border e-commerce transaction subjects, and promptly publicize unqualified products and dishonest buyers and sellers on the Internet. For cross-border e-commerce with malicious infringement and serious violations of laws and regulations in business activities, it can cooperate with the law enforcement department to carry out legal treatment.

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