



Optimization of China ASEAN Cross-Border E-Commerce Development Path under the Background of RCEP in the Post Epidemic Era

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Abstract

Despite the huge impact of coronavirus disease on international trade in 2019, the bilateral trade between China and ASEAN bucked the trend due to the help of cross-border e-commerce. This paper will analyze the development status of cross-border e-commerce between China and ASEAN, combined with the current new opportunities, and put forward favorable suggestions for the development of cross-border e-commerce between China and ASEAN in the post epidemic era.

Keywords: Cross border E-commerce; China; ASEAN; Cooperatio; Strategy

1. Introduction

At the beginning of 2020, the outbreak of COVID-19 in the world had a profound impact on the changes in the global political and economic pattern, and the economies of most countries were affected to varying degrees. In response to the crisis of economic recession, China and ASEAN countries have issued a series of policies and measures, including the field of cross-border e-commerce. Digital trade represented by cross-border e-commerce is becoming an important engine driving the growth of Global trade. This measure has brought the development of cross-border e-commerce between China and ASEAN into a new stage.

With regard to the research on the development of China ASEAN cross-border e-commerce, Shen Tong studied the new opportunities of China ASEAN cross-border e-commerce in the context of the "the Belt and Road" initiative[1]. Zhou Rong looked at the difficulties and Countermeasures of the collaborative construction of China ASEAN cross-border e-commerce platform from lazada[2]. Yan Wentao and Fang Youxi studied the problems and paths of China ASEAN cross-border e-commerce cooperation under the background of RCEP[3]. Redundancy analyze the development of cross-border e-commerce industry in ASEAN countries from

the perspective of China's export situation and cross-border e-commerce market in ASEAN countries[4]. Li Junbo, Qin Chunlian and Chen Mingda conducted empirical research based on the questionnaire data of participants in China ASEAN Expo, analyzed the influencing factors of China ASEAN cross-border e-commerce development and explored the effective development path[5]. Zheng yingyu proposed to promote the development of China ASEAN cross-border e-commerce from the aspects of service system, marketing system, optimization and innovation[6]. Zhang Yanfeng and Yang Fen studied the development trend and Countermeasures of China ASEAN cross-border e-commerce based on the post epidemic era[7].

At present, the research on the development of China ASEAN cross-border e-commerce mainly starts from the innovation of China ASEAN cross-border e-commerce, development opportunities and development suggestions under the background of RCEP. In fact, in the post epidemic era, the development of China ASEAN cross-border e-commerce is facing new demands. Therefore, this paper optimizes the path of China ASEAN cross-border e-commerce development in combination with the current new opportunities.

2. Analysis on the development of cross-border e-commerce between China and ASEAN

2.1 Development status of China ASEAN cross-border E-commerce

Although the COVID-19 has had a huge impact on the economy, the current booming cross-border e-commerce in China has injected new momentum into the recovery of the world economy under the epidemic and provided a broad space for international trade cooperation.

According to the data of the General Administration of customs, in 2020, China's cross-border e-commerce import and export volume reached 1.69 trillion yuan, a year-on-year increase of 31.1%. In 2021, China's total cross-border e-commerce import and export reached 1.98 trillion yuan, a year-on-year increase of 15%; In the first quarter of 2022, the import and export of cross-border e-commerce reached 434.5 billion yuan, a year-on-year increase of 0.5%; Among them, China ASEAN import and export reached 1.35 trillion yuan, an increase of 8.4% year-on-year.

The main supporting factors for the rapid development of cross-border e-commerce between China

and ASEAN: the overall economic aggregate of ASEAN countries should not be underestimated; The formal entry into force of RCEP is conducive to the development of both parties; The recovery of regional industrial chain drives the growth of bilateral trade; ASEAN countries have a large population base and high density. With the popularity of the Internet, the average online time of ASEAN countries ranks first in the world. According to the new 2021 digital report jointly released by social media we are social and Hootsuite, Filipinos are still the world's largest social media consumers, using social platforms for an average of 4 hours and 15 minutes a day, half an hour more than the second ranked Colombians.

2.2 Development status of e-commerce in Southeast Asia

According to the latest ranking of website hits published by iprice website (see Table 1), in the fourth quarter of 2021, the e-commerce industry in the Philippines and Vietnam developed well, and the traffic of shopee and lazada showed an upward trend; Electronic products are the best-selling category in Southeast Asian countries, and personal and home care, furniture and fashion are also widely popular.

Table 1 Ranking of website hits in major Southeast Asian countries

Philippines	Vietnam	Thailand	Malaysia	Indonesia
Shopee (7791 ten thousand)	Shopee (8896 ten thousand)	Shopee (6072ten thousand)	Shopee (5622ten thousand)	Tokopedia (1.58Hundred million)
Lazada (4373 ten thousand)	Gioidadong (5959 ten thousand)	Lazada (3931ten thousand)	Lazada (1420ten thousand)	Shopee (1.34Hundred million)
Zalora (187 ten thousand)	DienMayXanh (2442 ten thousand)	Central Onlin (269ten thousand)	PG Mall (978ten thousand)	Bukalapak (3013Hundred million)
Best selling : Electronics, furniture, personal and home care	Best selling : Electronic products, fashion, furniture	Best selling : Electronics, personal and home care, beverages	Best selling : Electronics, fashion, personal and home care	Best selling : Electronic products, furniture, fashion

According to the sales data of shopee platform of five Southeast Asian countries in January 2022, the Philippine market has warmed up again, while Malaysia and Indonesia rank second and third respectively. The

monthly sales of Thailand and the Philippines decreased significantly, with - 10.42% in Thailand and - 13.40% in Indonesia. (see Table2)

Table 2 Monthly growth trend of shopee five countries

	Philippines	Vietnam	Thailand	Malaysia	Indonesia
Monthly growth rate of stores	6.44%	3.55%	2.50%	3.54%	3.47%
Monthly growth rate of products	5.72%	6.38%	4.96%	5.10%	5.87%
Monthly sales growth rate	-7.77%	-8.82%	-8.57%	3.11%	-11.82%
Monthly sales growth rate	6.76%	-0.94%	-10.42%	1.52%	-13.40%
Monthly growth rate of products with monthly sales	8.37%	8.89%	12.78%	12.43%	4.18%
Monthly growth rate of cumulative sales	7.41%	9.99%	2.88%	5.36%	4.02%
Monthly growth rate of cumulative sales	N/A	6.18%	N/A	N/A	4.63%

It is worth mentioning that in terms of e-commerce product layout, China has carried out substantive business cooperation in the Philippines, Singapore and Malaysia. Chinese enterprises also provide high-capacity hardware storage services for Laos and Cambodia, and provide technical support for human body temperature measurement terminal system and epidemic prevention and control platform in ASEAN countries.

2.3 Problems faced by China ASEAN cross-border e-commerce development

Affected by the epidemic, China ASEAN cross-border e-commerce has also encountered a series of inevitable problems. For example, the timeliness of logistics distribution is slow, and the logistics cost increases significantly; The inspection and quarantine requirements of goods in various countries are strict, and the overseas customs clearance procedures are cumbersome; Construction period delay caused by epidemic control; Insufficient inventory of hot selling products, slow preparation and production, rising international transportation costs, etc; Some cross-border e-commerce enterprises have been forcibly taken off the shelves on a large scale due to violation of platform rules.

3. Opportunities for the development of cross-border e-commerce between China and ASEAN in the post epidemic Era

Thanks to the successful epidemic prevention and control measures and systematic stimulus policies formulated according to China's national conditions, China is the only major economy in the world that can achieve positive economic growth and the only country to achieve "V" recovery after the epidemic. On February 28, 2022, the National Bureau of statistics released the statistical bulletin of national economic and social development in 2021. The bulletin showed that the total import and export of goods in 2021 was 39100.9 billion yuan, an increase of 21.4% over the previous year.

Among them, the export was 21734.8 billion yuan, an increase of 21.2%; Imports reached 17366.1 billion yuan, an increase of 21.5%.

Domestically, the 14th five year plan for e-commerce development clearly supports the high-level development of cross-border e-commerce. The guiding opinions on strengthening the standardization construction in the business field during the 14th Five Year Plan period and other policies are also committed to creating a good environment for the development of cross-border e-commerce; The opinions on accelerating the development of new forms and models of foreign trade further issued preferential policies in the field of cross-border e-commerce. At present, cross-border e-commerce has become an important breakthrough in promoting the transformation and upgrading of foreign trade and building a new economic growth point. Especially after RCEP takes effect, it is expected to accelerate the development of cross-border e-commerce in terms of reducing tariffs, improving logistics efficiency and reducing compliance risks.

At present, cross-border e-commerce has become an important breakthrough in promoting the transformation and upgrading of foreign trade and building a new economic growth point, and has been upgraded into a new engine for the development of China ASEAN. Especially after RCEP takes effect, it is expected to promote the accelerated development of cross-border e-commerce from the aspects of tariff reduction, improving logistics efficiency and reducing compliance risks.

4. Optimization of China ASEAN cross-border e-commerce development path in the post epidemic Era

4.1 Actively participate in and give full play to the advantages of the whole industrial chain

China should actively participate in the planning, construction and operation of multi-functional logistics

hubs and other projects in ASEAN countries, and invest in the construction of cross-border ecological parks and cross-border e-commerce logistics parks integrating products, incubation, financing, fiscal and tax services in ASEAN countries. Secondly, build an intelligent warehousing and logistics center, build a standardized cross-border logistics monitoring platform, and realize the integration and commercial operation of all cross-border logistics and transportation data between China and ASEAN.

4.2 Develop new models with the help of the Expo

Over the years, China and ASEAN countries have jointly held the China ASEAN Expo in Nanning, Guangxi, which has lasted for 17 sessions. The China ASEAN Expo has become a high-end platform for China and ASEAN to gather cooperation consensus and connect development strategies. The China ASEAN Business and Investment Summit has also become an effective platform for creating new business opportunities and implementing trade and investment facilitation. Each China ASEAN Expo has received good economic and trade results. In the future, we should actively encourage China ASEAN cross-border e-commerce operators to make full use of the exhibition platform to vigorously develop cross-border e-commerce business.

4.3 Support well-known local enterprises

Actively support cross-border enterprises with independent brands and high popularity to explore the ASEAN market. At present, the China ASEAN (Pingxiang) fruit e-commerce supply platform has become a larger e-commerce platform for ASEAN in China. According to statistics, in the first half of 2021 alone, Guangxi pilot Free Trade Zone completed a total of 3.433 billion yuan of cross-border e-commerce import and export transactions, with a year-on-year increase of 508.9%. Among them, Nanning area completed 28.6469 million import and export transactions, with a transaction volume of 2.626 billion yuan, with a year-on-year increase of 389%; Chongzuo District completed 807 million yuan of cross-border e-commerce import and export transactions. Benefiting from the development of China ASEAN Free Trade Area, China has sent more than 400 containers to ASEAN countries every month. In addition, Guangxi border trade integrated service platform "guangmaotong" has unique advantages in carrying out border trade business with ASEAN. Chongzuo City and Fangchenggang City in Guangxi bordering ASEAN can also focus on building local cross-border e-commerce platforms with ASEAN characteristics such as "Pingxiang Zhifa", "GAOMENG online warehouse" and "two countries E-City" to explore the ASEAN market.

4.4 Building a cross-border e-commerce ecosystem

Make use of the advantages of low cost, convenient receipt, delivery and return of overseas warehouses to fill the gap of overseas warehouses in ASEAN market, and learn from Amazon FBA and express third-party overseas warehouse service mode to build an overseas warehouse suitable for ASEAN region. Relying on Nanning comprehensive free trade zone, we will straighten out China's access to ASEAN countries, open up the whole chain of cross-border e-commerce industry, focus on promoting cross-border e-commerce B2B export business, actively carry out cross-border e-commerce import business, provide one-stop customs declaration and inspection services for cross-border e-commerce enterprises, and realize convenient and efficient customs clearance of cross-border e-commerce.

5. Conclusion

For e-commerce, RCEP has made relevant provisions in paperless trade, electronic authentication and electronic signature, online consumer protection, online personal information protection, domestic regulatory framework, customs tariffs, transparency, disputes and other aspects. The cross-border e-commerce cooperation of the contracting parties is facing new opportunities. The formal signing of RCEP will accelerate the flow of more resources such as information, industry, capital and talents between China, especially Guangxi and ASEAN, promote the upgrading of industrial foundation and the modernization of industrial chain, accelerate the construction of cross-border industrial chain supply chain value chain facing ASEAN, and form a new pattern of all-round open development of "deeply cultivating ASEAN, expanding RCEP and facing the world".

In the future, if ASEAN wants to achieve a new round of economic growth and successfully realize the "industry 4.0 strategy", it is bound to vigorously develop cross-border e-commerce. China should make use of its advantages in the digital economy to further expand investment cooperation with ASEAN in the field of cross-border e-commerce, create a new situation of win-win cooperation, and make bilateral economic and trade cooperation move towards a new "golden decade".

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