

# The Current Export Situation and Development Obstacles of Chinese Enterprises in the Post-Epidemic Period

Yuxian Tang<sup>1,\*</sup>, Mimi Shao<sup>2</sup>, Guohui Zhang<sup>3</sup>, Liang Liang<sup>4</sup>

<sup>1</sup> School of Economics & Trade, Guangzhou Xinhua College, Email:tinna427@126.com

<sup>2</sup> School of Economics & Trade, Guangzhou Xinhua College, Email:shaomimi1986@163.com

<sup>3</sup> China Construction Bank Shenzhen Branch, Email:zhangguohui.sz@ccb.com

<sup>4</sup> Department of Economics and Management, Maoming Polytechnic, Email:liangliang-gd@163.com

\*Corresponding author. Email:shaomimi1986@163.com

## ABSTRACT

At the beginning of 2020, the COVID-19 epidemic swept the world, the global economy declined sharply, the international market demand shrank seriously, the international trade friction escalated, the economy is serious anti-globalization, China's export enterprises have been facing severe opportunities and challenges. In order to better deal with risks and grasp the opportunities, this paper analyzes the development status of Chinese export enterprises, finds that international trade friction, export foreign exchange risk, insufficient financing channels and other factors seriously restrict the development of Chinese export enterprises, and proposed to speed up trade promotion legislation, promote trade diversification, give full play to the role of export credit insurance, etc., so as to promote the high-quality development of Chinese export enterprise, so as to effectively prevent and resolve various risks and challenges in the post-epidemic period.

**Keywords:** "Export enterprises", "Export trade", "Post-epidemic period", "Global competitiveness"

## 1. INTRODUCTION

The post-epidemic period refers to the period when large-scale coverage and nationwide prevention and control means are withdrawn, and epidemic prevention and control means shift to targeted prevention and control for specific groups and regions, and focus on vaccine prevention. The time starting point of the post-epidemic period can be set between two time points: the new outbreak continues to be zero and large-scale vaccine use. From the domestic situation, the domestic epidemic has shifted from a national outbreak situation to a small rebound situation in a certain region. Coupled with the mass vaccination, the epidemic prevention and control situation in China has become stable. From foreign countries, major countries in the world have paid more attention to the epidemic, enriched the epidemic prevention and control means, and the global epidemic is becoming stable. This shows that China has entered a post-epidemic period of "overall stability and partial rebound". In May 2020, the domestic epidemic entered the stage of normal prevention. Therefore, we call May

2020 a post-epidemic period. This paper analyzes the export status of Chinese enterprises in the post-epidemic period, finds the obstacles that restrict the development of Chinese export enterprises, and puts forward countermeasures and suggestions for how export enterprises can seize digital opportunities, deeply integrate the digital economy and the real economy, and enhance their digital competitiveness, and which has important application value.

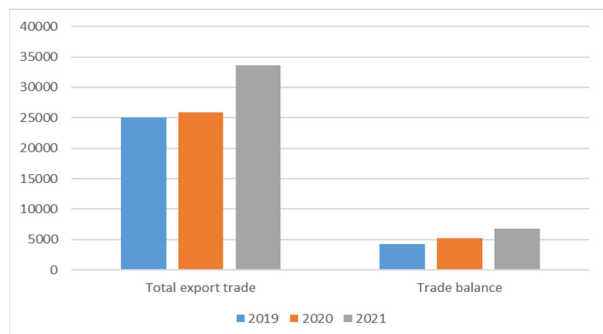
## 2. THE CURRENT EXPORT SITUATION OF CHINESE ENTERPRISES IN THE POST-EPIDEMIC PERIOD

### 2.1 The export trade mode of Chinese enterprises developed in the post-epidemic period

#### 2.1.1 Total export trade

Exports have played a positive role in promoting China's economic growth. In terms of total volume, in

2020, China's total export goods and trade difference were \$2,589.95 billion and \$523.99 billion, respectively, 3.6% and 20% higher than last year. In 2021, China's exports totaled \$3,363.96 billion, 29.9% higher than last year; the trade margin was \$676.43 billion, 29.1% higher than last year.



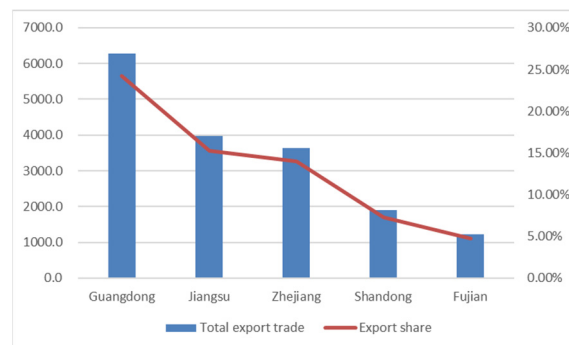
**Figure 1** Basic situation of China's export trade in 2019-2021 (unit: \$100 million)

According to Chinese customs statistics, China's exports in the first quarter of 2020 were \$666.7 billion, 6.7% lower than last year, and the trade margin was \$57.8 billion, 31.1% lower than last year. As China's epidemic prevention and control becomes normal, the overseas epidemic continues to ferment, the overseas demand has been passively transferred to the Chinese market, and the export volume of epidemic prevention materials has increased sharply. In the second quarter of 2020, the total export and trade balance quickly returned to normal levels, at \$635.8 billion and \$159 billion, respectively, 4.2% and 54.8% higher than last year, respectively. In the third quarter of 2020, China's total exports and trade balance continued to grow by 8.4% and 25%, to \$939.3 billion and \$202.3 billion, respectively. In the fourth quarter of 2020, total exports and trade balance reached \$765.9 billion and \$202.3 billion, respectively, 10.9% and 59.3% higher than last year, respectively. In 2020, China's exports as a whole showed a sharp decline in the early stage, rising in the medium stage, and rising steadily in the later stage, with the year-on-year growth rate increasing quarter by quarter. China's exports maintained overall growth in 2021. In the first three quarters of 2021, China's exports totaled \$246 billion, 22.7% higher than last year; in the fourth quarter totaled \$903.96 billion, 16.7% higher than last year.

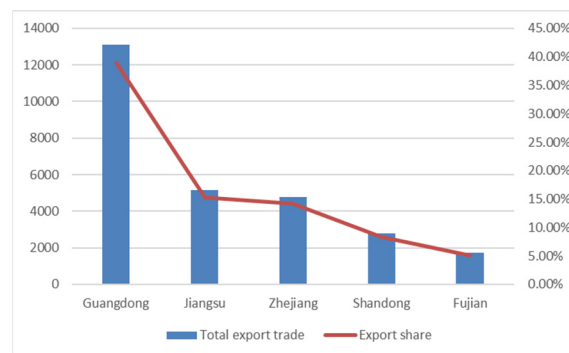
### 2.1.2 Regional distribution

From the perspective of the regional distribution of enterprise export, the export of enterprises in eastern China have occupied an absolute dominant position, and the development gap between regions is large, especially the large export provinces affect the export situation of national enterprises. In 2020, the total exports of enterprises in Guangdong, Jiangsu, Zhejiang, Shandong and Fujian were US \$1,699.36 billion, accounting for 65.6% of the total exports of enterprises in China. In

2021, the total exports of enterprises in these five provinces were US \$274.8 billion, accounting for 81.7% of the total exports of enterprises nationwide, as shown in Figures 2 and 3. It can be seen that the eastern region, especially the provinces with relatively developed export enterprises in the coastal areas, is an important force to support the overall situation and drive the total export growth of national enterprises.



**Figure 2** The proportion of goods exports from China's leading provinces in the total exports in 2020 (unit: \$100 million)

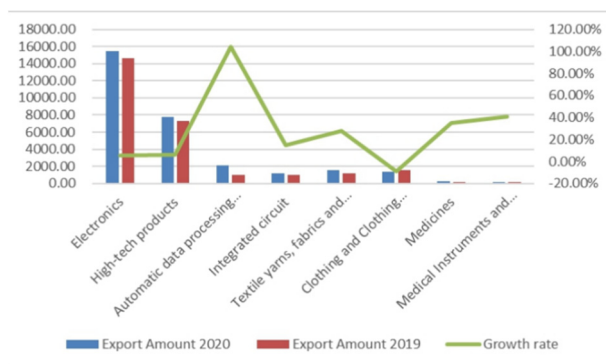


**Figure 3** The proportion of goods exports from China's leading provinces in the total exports in 2021 (unit: \$100 million)

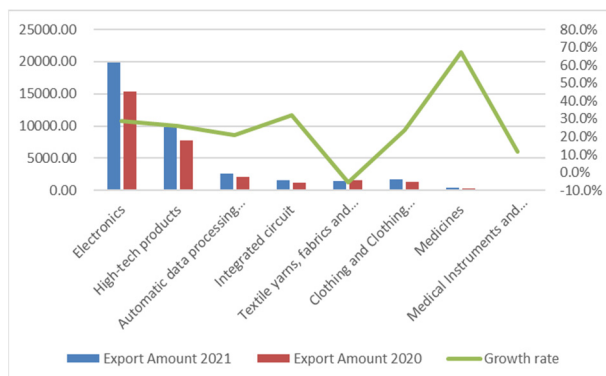
### 2.1.3 Export product structure

In the second quarter of 2020, domestic epidemic prevention and control turned to normal, and exports of mechanical and electrical products reached \$363.60 billion and \$6186.43 billion respectively, 6.2% and 12.6% higher than last year respectively, while cultural exports were \$178.73 billion, 19.6% lower than last year; In the third and fourth quarters, exports of electronics and high-tech products continued to increase to \$420.43 billion and \$206.41 billion respectively, with year-on-year growth of over 9%. In the fourth quarter, exports of electronics and high-tech products were \$482.88 billion and \$244.15 billion, respectively, the increasing rate was 11.3% and 10.3% respectively. In the fourth quarter, the export of electronics and high-tech products were 482.88 billion and 244.15 billion respectively, with the increasing rate of 20.5% and 17.2% respectively. Electronics and high-tech products achieved positive

growth. Exports of cultural products in the third and fourth quarters were \$332.41 billion and \$336.36 billion, respectively, with the increasing rate of -0.1% and 26.6%, respectively. The increasing rate of cultural products had changed greatly in 2020, indicating that cultural products had been greatly affected by the epidemic. Among the products exported by Chinese enterprises in 2020, electronics, high-tech products, automatic data processing equipment and its parts, textiles and clothing were the leading products. In 2020, China's export of traditional competitive products maintained a growth trend, with the export of electronics reaching \$1,541.15 billion, 5.6% higher than last year. Anti-epidemic materials and general consumer goods constitute the main force of export growth. In terms of major export commodities, medical devices and devices, drugs, textiles, fabrics and products increased significantly, increasing by 40.4%, 35% and 28%, respectively, as shown in Figure 4. Exports of medical devices and drugs increased particularly significantly, mainly due to increased overseas orders and a large amount of production capacity entering the market.



**Figure 4** Growth rate of China's major exports in 2020 (in \$100 million)



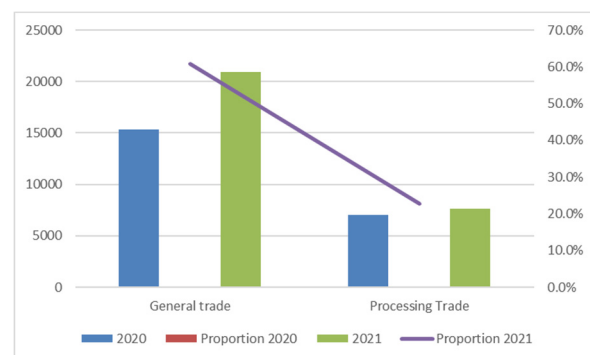
**Figure 5** Year-on-year growth rate of major export commodities in 2021 (unit: \$100 million)

In 2021, the products exported by Chinese enterprises are mainly technology-intensive products and labor-intensive products. Exports of mechanical and electrical products and high and high-tech products increased substantially. Among them, the export of mechanical and

electrical products reached \$1,985.695 billion, 28.4% higher than last year, accounting for 59% of the export share. The export volume of high-tech products reached \$979.58 billion, 26.1% higher than last year, accounting for 29.1% of the exports. Exports of automated data processing equipment and their components were \$255.297 billion, 21% higher than last year. Integrated circuit exports reached \$153.79 billion, up 31.9%. Medical machinery exports reached \$20.288 billion, up 11.9%, as shown in Figure 5. Exports of traditional labor-intensive products grew rapidly. Among them, exports of clothing and clothing accessories reached \$170.263 billion, 23.9% higher than last year. Exports of plastic products were \$101.2 billion, 18.7% higher than last year. Exports of furniture and its components reached \$75.49 billion, 29.3% higher than last year. Shoes and boots exported \$49 billion, 38.3% higher than last year. Toy exports were worth \$47.15 billion, 40.8% higher than last year.

#### 2.1.4 Export trade mode structure

Affected by the epidemic, the total export of China's processing trade decreased to \$702.48 billion in 2020, 4.2% lower than last year; the total export of general trade increased to \$1,537.37 billion, 6.9% higher than last year. With the effective implementation of various foreign trade stabilization policies and measures, enterprises in various regions have resumed production smoothly, and the national export trade has shown a good momentum of recovery growth. Processing trade exports have recovered well. Processing trade exports in the first quarter of 2021 were \$172.4 billion and 10 million, 30.7% higher than last year. Annual processing trade exports were \$762.6 billion, 9.8% higher than last year. In the first quarter of 2021, general trade exports reached \$440.3 billion 10 million, 43.4% higher than last year, in the first two quarters, general trade exports were \$952.05 billion, 32.1% higher than last year. The annual general trade export reached \$209.528 billion, 24.4% higher than last year.



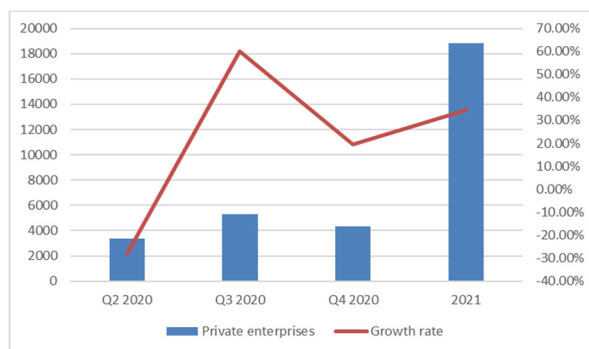
**Figure 6** China's trade exports in 2020 and 2021 (unit: \$100 million)

The proportion of processing trade exports decreased, while the proportion of general trade exports increased. In

2020, China's general trade exports accounted for 59.3%, while the imported material processing trade accounted for 27.1%. In 2021, China's general trade exports accounted for 60.9%, while the feed and processing trade accounted for 22.7%, as shown in Figure 6.

### 2.1.5 Operating subject structure

Most of China's export companies are private enterprises. According to customs statistics, in 2020, 531,000 foreign trade enterprises had import and export performance, an increase of 6.2% over 2019. In 2021, China's private enterprises reached 58.2%. In the second quarter of 2020, the total export value of private enterprises was \$333.76 billion, 27.9% lower than last year. With the effective control of the epidemic in China and the recovery of enterprise productivity, China's export industry market recovered in the third quarter, and the operating conditions of export enterprises improved. Among them, the total export value of private enterprises amounted to 531.08 billion dollars, 59.9% higher than last year, achieving considerable profits. In the fourth quarter of 2020, private enterprises still maintained rapid growth, with the total export value of \$430.59 billion, 19.4% higher than last year, greatly making up for the loss caused by the epidemic in the first half of 2020, and achieving an overall profit for the whole year. In 2021, the export of Chinese private enterprises reached \$1,885.25 billion, accounting for 56.0% of China's total export trade, with a year-on-year growth rate of 34.6%, maintaining the dominant position of foreign trade and becoming an important force in stabilizing foreign trade, as shown in Figure 7.

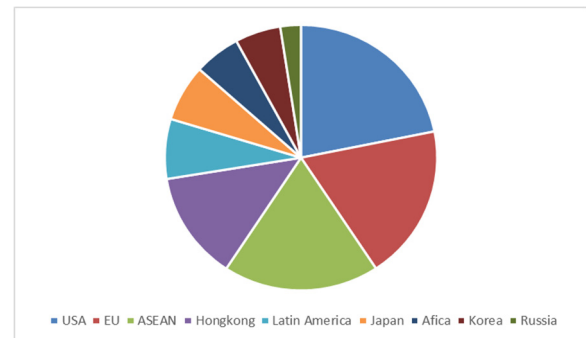


**Figure 7** Changes in the Total Export value of Private Enterprises in China from the second to fourth quarter of 2020 and 2021 (unit: \$100 million)

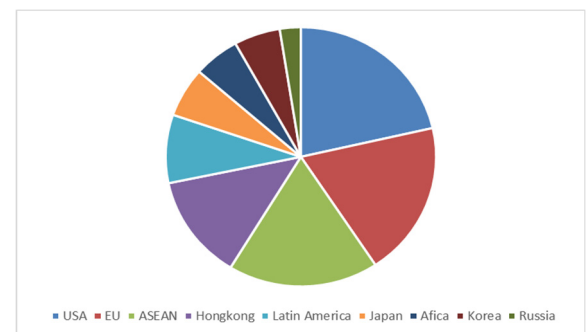
### 2.1.6 Export market structure

The export market structure of Chinese export enterprises is no longer limited to traditional markets such as Europe, the United States, Japan and South Korea, but expanded to emerging markets such as ASEAN, Africa, Latin America, the United States and Russia. Figure 8 shows that the top three countries in

China's export trade are the United States, the European Union and ASEAN. In 2020, Chinese exports of goods to the totaled \$451.81 billion, 7.9% higher than last year. In 2020, the total amount of Chinese goods exported to the EU was \$390.88 billion. In 2020, the total amount of Chinese goods exported to ASEAN was \$383.72 billion, 6.8% higher than last year. In addition, China's total exports to countries along the "Belt and Road" route were \$783.86 billion, 3.1% higher than last year. In 2021, China continued to maintain strong trade relations with the United States, the EU and ASEAN, with total exports of Chinese goods to \$588.89 billion, 30.3% higher than last year; exports to EU to \$529.71 billion, 35.5% higher than last year, and to ASEAN \$494.45 billion, 28.9% higher than last year. In addition, in 2021, China's exports to countries along the "Belt and Road" route totaled \$952.39 billion, 21.5% higher than last year.



**Figure 8** Major countries and regions of Chinese enterprises exporting their products in 2020 (unit: \$100 million)



**Figure 9** Major countries and regions of Chinese enterprises exporting products in 2021 (unit: \$100 million)

According to the data of Figure 8 and Figure 9, in 2020, the United States, the EU, Japan, South Korea and other markets absorbed 42.39% of the total export value of Chinese enterprises, and in 2021, these markets absorbed 42.86% of the total export value of Chinese enterprises. This shows the position of these traditional markets in China's exports. In 2020, China's exports to emerging markets like ASEAN, Africa, Latin America and Russia were 27.0% and increased to 28.2% in 2021. To sum up, China has stable trade relations with the



United States, the European Union, Japan, South Korea and other traditional markets. At the same time, trade relations with emerging markets are getting closer. In 2021, exports to emerging markets such as ASEAN, Africa, Latin America and Russia increased by 28.86%, 32.81%, 55.27% and 36.50%, respectively.

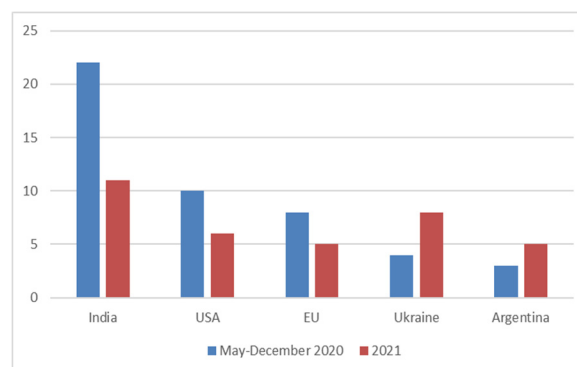
### 3. THE OBSTACLES RESTRICTING THE DEVELOPMENT OF CHINESE EXPORT ENTERPRISES IN THE POST-EPIDEMIC PERIOD

#### 3.1 International trade frictions continue to escalate

Due to the outbreak of COVID-19, trade protection measures to protect national and industrial security. Countries have used trade remedy measures to protect their own industries. After the outbreak, global economic growth is weak, trade protectionism is growing in developed countries and regions such as the United States, Europe and Japan, as well as emerging economies such as Mexico, Indonesia and India, and trade restrictions are increasing. The increasing proportion of trade frictions and disputes encountered by Chinese export enterprises will inevitably further expand the risk of the development of Chinese export enterprises.

From May 2020 to December 2020, Chinese companies underwent 94 trade remedy investigations, including 22 in India, 10 in the United States, eight in the European Union, four in Ukraine and three in Argentina, accounting for 50% of the total surveyed. The anti-dumping investigations conducted by other countries mainly focus on chemical raw materials and chemical industrial products, metals, steel, textiles, non-metallic products and electrical equipment, accounting for 73.3% of all anti-dumping cases. In 2021, there were 65 trade remedy surveys on Chinese enterprise exports, including 11 in India, 8 in Ukraine, 6 in the United States, 5 in the European Union and 5 in Argentina, accounting for 53.8% of the total surveyed, as shown in Figure 10. In 2021, India launched anti-dumping investigations against China in the first three quarters. Among them, the chemical raw materials and products industry accounted for one-third of the total survey. One of the anti-dumping investigations in Ukraine's anti-dumping investigations against China was terminated because the applicant withdrew the application and failed to close the case. In addition, Ukraine's trade remedies are mainly focused on safeguards, involving industries scattered in the food, special equipment, plastic products, non-metallic products and chemical raw materials and products industries. One of them was terminated due to the applicant withdrawing the application for investigation. The trade remedy investigations initiated by the United States against three types of general-purpose machinery and equipment and one chemical raw material and

product imported from China were all initiated at the same time by the "double-reverse" (anti-dumping and countervailing) investigations. Compared with 2020, the number of trade remedy investigations initiated by the United States against China decreased slightly. In 2021, Argentina launched two preliminary anti-dumping investigations on imports from China. The EU's anti-dumping investigation against China mainly involves graphite electrodes, chrome-plated steel and silicon-calcium alloy products.



**Figure 10** Number of cases initiated by the top five countries initiating trade remedy investigations against China from May to December 2020 and 2021

#### 3.2 Export foreign exchange receipts face multiple risks

Although the global economy began to recover after the epidemic, if the importer fails in capital turnover or goes bankrupt, its receivables cannot be cleared and the enterprises cannot recover the payment. In particular, since the chain reaction of the outbreak, financial institutions in various countries have taken tight financial collection measures. A large number of overseas manufacturers delayed orders, compressed orders or even failed to perform the contract. The default risk increased rapidly, the term of foreign trade payment was extended, and the foreign exchange risk increased. The payment for goods cannot be paid on time, so that the enterprise funds cannot be returned in time, the working capital is tight, and the operating risk is further increased.

In addition, the vast majority of Chinese export enterprises have not established a special credit management department and a perfect credit evaluation system, which leads to enterprises cannot accurately grasp the credit situation of customers, allowing some criminals to take advantage of it, causing irreparable losses to enterprises. And many enterprises will also ignore the credit evaluation of old customers, because the operating conditions of enterprises are constantly changing, old customers can not pay the payment due to poor management.

### ***3.3 Lack of the necessary financing channels***

In addition to the strong export capital strength of large state-owned enterprises, most Chinese export enterprises have faced financing difficulties. According to China's domestic situation, exporters mainly raise money from banks. Small and medium-sized enterprises with low credit rating do not have superior lending conditions for large enterprises, so it is difficult to improve the enthusiasm of banks to provide financing business. Small and medium-sized enterprises are small in scale, with insufficient funds, few fixed assets and weak anti-risk ability, even if some small and medium-sized enterprises can obtain loans through collateral, but most of the collateral can not meet the requirements of applying for bank loans, so they cannot obtain a large number of loans. At the same time, the loan officer, as the first person responsible for the loan, dare not rashly lend, and the phenomenon of banks being reluctant to lend is serious. Although the government has introduced a large number of preferential policies for enterprises, the problem of difficult loans for small and medium-sized enterprises has not been solved.

According to the World Bank, the financing shortfall for small and medium-sized enterprises is \$1.9 trillion, accounting for 43.2% of their potential financing needs. In addition, small and medium-sized enterprises have been high loan costs. According to the survey in Enterprise Costs: Survey and Analysis in 2020 by the Chinese Academy of Fiscal Sciences, the short-term loan interest rates for small and medium-sized enterprises fell steadily in 2020, with the interest rates for long-term loans over one year rising slightly. Compared with state-owned enterprises, private enterprises rose more financing (10.98%), while state-owned enterprises accounted for 7.2%. From the perspective of cash flow pressure, the cash flow pressure of state-owned enterprises is significantly smaller than that of private enterprises. The smaller the business, the more tight the cash flow of the business.

In addition, small and medium-sized enterprises also lack of direct financing means such as issuing corporate bonds and stock listing. As China's capital market has very strict restrictions on the direct financing of enterprises issuing shares, only enterprises with a certain scale can enter the stock market. Generally speaking, small and medium-sized enterprises can not use the stock market to raise funds. Due to the lack of capital, enterprises can only rely on their own capital accumulation to expand their operations, and the source of accumulation is very limited. Some projects with promising prospects have also been stranded. A large number of small and medium-sized enterprises have to raise funds through various kinds of abnormal channels, which not only increases the financing burden of enterprises, but also destroys the normal financial order.

### ***3.4 Raw material costs rise***

Since July 2020, the global economic recovery has been clear, with the prices of copper, aluminum, steel, paper pulp, crude oil, sugar, cotton and other commodities rising. Most of the Chinese exporters are in the lower reaches. As raw material prices rise and gradually spread to the middle and lower reaches, they bring huge cost pressure to exporters. Some small and medium-sized enterprises are still in the recovery period after the epidemic, with difficulties in production and operation. For example, the trading prices of silicon steel and major materials such as steel, copper and aluminum needed by the home appliance industry have risen sharply, aggravating the trade costs of home appliance manufacturers. The prices of vegetable oil and soybean oil, raw materials needed by the edible oil industry, and packaging and cartons, have increased sharply, increasing the difficulty of enterprises producing edible oil.

### ***3.5 Tariff and transportation costs rise***

Many Chinese exporters rely on foreign trade for their import of raw materials and product exports. On the one hand, affected by trade friction, the export tariff cost of enterprises is rising. The export markets of many Chinese companies are mainly concentrated in the United States, the European Union, Japan and South Korea. Since these countries and regions impose additional tariffs on Chinese exports, a large part of the additional tariffs are borne by Chinese exporters. At the same time, China has taken countermeasures against the imposition of tariffs by other countries, and imposed additional tariffs on goods from other countries, which in turn raised the cost of raw materials for exporters. On the other hand, as the recovery of global trade becomes increasingly clear, shipping demand gradually recovers. The imbalance between freight supply and demand and the poor congestion of the collection and distribution system can reduce the operating efficiency of ships and quickly balance the market supply and demand relationship. The lack of transport capacity will lead to the container liner freight rate continuing to rise substantially. In May 2021, the shortage of empty boxes at China's major ports gradually eased, but freight rates continued to be high. China's export container freight Index (CCFI) reached 1971.5 points in the US-Western Front, compared with only 867.2 points in the same period in 2020. When positions are very tight, freight rates are easy to rise, but it is difficult to fall.

### ***3.6 Lack of independent innovation ability***

The in-depth application of emerging technologies such as big data and artificial intelligence will accelerate technological innovation and promote the vigorous development of the digital economy. If traditional

industries are better combined with new technologies, there will be good structural changes. If traditional industries are poorly combined with new technologies, they may face the danger of being eliminated. In the new round of global technological and industrial revolution, the "intelligent driven" 3.0 era is closely linked with the new round of scientific and technological revolution. Against this background, the competitive advantage of cheap labor and resource endowment that some Chinese exporters rely on will be greatly impacted. Science and technology is the primary productive force and an important support for enterprise development, which plays an extremely important role in promoting industrial upgrading and transformation and improving the core competitiveness of enterprises. However, Chinese export enterprises, especially small and medium-sized enterprises, have insufficient investment in technology research and development, slow product upgrading process, and few independent brands, which cannot form foreign trade advantages in the world competition.

#### **4. COUNTERMEASURES TO PROMOTE THE DEVELOPMENT OF CHINESE EXPORT ENTERPRISES AND EXPAND EXPORTS IN THE POST-EPIDEMIC PERIOD**

##### ***4.1 Accelerate trade promotion legislation***

Due to trade promotion work has many institutional problems, such as the lack of legal mechanism, responsibility definition is not clear, lack of coordination and incentive mechanism, social organizations can not give full play to their role, etc., an urgent need to through trade promotion legislation to strengthen the importance of trade promotion, straighten out the relationship between trade promotion agencies, help export enterprises through law to safeguard their legitimate rights and interests. Many trading powers give trade promotion agencies clear legal stat in the form of special laws, such as the Singapore International Enterprise Development Agency Law in Singapore, Japan's Japan Trade Promotion Agency Law, Italy's Foreign Trade Commission Law and Korea's Korea Trade and Investment Revitalization Commune Law.

##### ***4.2 Accelerate trade promotion legislation***

China's export trade should focus on consolidating the traditional European and American markets, and strengthen trade exchanges with emerging markets such as ASEAN and countries along the "Belt and Road" routes, so as to further expand the export trade market. At present, the global epidemic situation remains grim, and international trade frictions are further escalating. Therefore, the relevant departments of the Chinese government should pay attention to the various trade

frictions caused by the epidemic, and help the export enterprises to clear away the export barriers caused by the trade frictions. First, the relevant departments should actively introduce trade policies to promote enterprises' exports. We will strengthen the institutional arrangements for tax rebates and subsidies for export enterprises, appropriately compensate export enterprises for their economic losses during the epidemic period, and actively mediate the conflicts between government and enterprises caused by the epidemic. Second, government departments should actively promote export policy response plans, encourage industry associations to provide export enterprises with various trade information and business guidance in overseas markets, and help enterprises understand the frequently changing trade regulations of various countries. Local governments at all levels should formulate a series of implementation measures according to the actual implementation situation and on the basis of implementing the unified export policy of the central government.

##### ***4.3 Make full use of the role of export credit insurance***

In order to avoid the losses caused by international trade risks, the relevant government departments should take a series of measures to give full play to the role of export credit insurance risk protection and financing and credit enhancement, and improve the ability of export enterprises to cope with exchange rate risks. Further improve the export credit insurance system, and form an export credit insurance system coordinated with policies and commerce. In addition, we should also increase the supply of short-term export credit insurance and increase short-term insurance policy financing. Further expand the coverage of short-term insurance, launch targeted professional services, especially strengthen the service support for micro, small and medium-sized enterprises; increase the underwriting support for cross-border e-commerce, overseas warehouses and other new foreign trade formats, to help enterprises effectively control risks and reduce losses.

##### ***4.4 Solve the export financing problems of small and medium-sized enterprises***

The small and medium-sized enterprises (SMEs) can solve the financing problem in two ways. First, we will actively expand financing channels, establish policy banks for small and medium-sized enterprises, and issue interest-free, discount-interest and low-interest loans to SMEs that meet the support standards. At the same time, we will actively develop small local commercial banks, urban and rural credit cooperatives, mutual funds, various consumer credit institutions and insurance institutions for small and medium-sized enterprises. Once small and medium-sized enterprises pass the credit examination, financial institutions can directly issue

credit loans to the enterprises. Second, we will make great efforts to explore the innovation of credit services. For example, small online loans, accounts receivable batch pledge loans, guarantee company guarantee loans and so on. Financial institutions should also use their own rich financial and accounting knowledge to timely guide small and medium-sized enterprises, such as guiding enterprises on how to handle the loan application procedures, prepare a variety of complex application materials, how to reasonably use the loan and arrange the repayment of the loan principal and interest.

#### ***4.5 Reduce trade costs for enterprises***

As the regulator of the market economy, the government can help enterprises out of difficulties through fiscal and monetary means. On the one hand, the government can help enterprises reduce their tax burden by formulating relevant preferential tax policies. At the same time, it can also formulate specific special fund support policies to provide direct financial assistance to enterprises. In particular, special enterprise development funds can be set up to set up different types of fund projects from the perspective of industry positioning, overall scale, profitability and innovation potential. On the other hand, relevant departments should reduce various business service charges, optimize export tax rebate processing, accelerate the paperless management of export tax rebate and the progress of export tax rebate; simplify the exit procedures for enterprises to invest overseas for self-use products and overseas warehouse products, and effectively reduce the related costs of cross-border e-commerce enterprises.

#### ***4.6 Improve capacity for self-independent innovation***

The most important player in technological innovation is the government. The government should provide policy support and provide a good external operating environment. First, to carry out technical guidance for small and medium-sized enterprises to help them apply the existing scientific and technological achievements. In combination with the reform of science and technology system, local governments should organize joint research between SMEs and research institutes (including universities and research institutions), promote technical cooperation and exchanges between SMEs and research institutes, and make full use of the existing technology and equipment of scientific research institutes to help SMEs develop technologies and products. Delegate the right to dispose of, profit and use scientific and technological achievements to colleges and universities. Can also be through the technology or patent fair, supporting bidding meeting and other ways. To guide and support small and medium-sized enterprises to absorb and utilize the scientific research achievements of scientific research institutes,

society and large enterprises. Effectively improve the conversion rate of scientific research achievements; Second, to strengthen quality management, Establishing industrial safety standards, To strengthen pollution control and prevention and control, Expand the scale of special funds for technical transformation of small and medium-sized enterprises, Guide small and medium-sized enterprises to advanced technology to improve enterprise technology and equipment, Improve the product structure; Governments at all levels shall support small and medium-sized enterprises in their technological innovation and transformation in accordance with the national industrial policies and industrial development direction; Third, to increase the support for high-tech small and medium-sized enterprises, Enhance the R & D functions of SMEs, Cultivate the long-term competitiveness of small and medium-sized enterprises. We will establish and improve a risk-sharing mechanism for innovative small and medium-sized enterprises, and guide nongovernmental funds to flow into scientific and technological innovation. We encouraged local governments to explore the financing methods of venture capital for small and medium-sized enterprises, establish various forms of venture capital funds, promote the listing of some mature venture capital funds, and provide broader funding sources for funds.

In addition to the national policy support, export enterprises to technology innovation oriented enterprise transformation, in improve their ability and R & D investment at the same time, make good use of "Internet +", and take this opportunity to use digital technology for enterprise supply chain, production chain, innovation, capital chain, talent chain, technology chain, service chain, market chain, improve the core technology and brand added value, to enhance the global competitiveness of export enterprises.

## **5. CONCLUSIONS**

The fourth industrial revolution will reconstruct the world pattern in the future, and the digital economy and the national digital economy development strategy are a major historical opportunity for China's export industry to achieve leapfrog development and upgrading. At the same time, the adverse effects caused by factors restricting the development and upgrading of China's export industry in the post-epidemic period will gradually emerge. This requires China's export industry to seize digital opportunities, attach importance to the development of the digital economy, and deeply integrate the digital economy and real economy of the export industry, to enhance the digital competitiveness of Chinese export enterprises in an all-round way. Based on the actual situation, this paper puts forward pertinent suggestions for the development of Chinese export enterprises, which will help to improve the position of



Chinese enterprises in the global value chain and enhance their export competitiveness, which has important application value.

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