

CONSTRUCTION AND SUSTAINABLE DEVELOPMENT OF THE CROSS-BORDER E-COMMERCE ECONOMIC REGIONS IN CHINA

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Abstract

The Cross-Border E-Commerce has attracted the attention of the community due to the fact that its development promoted the growth of global trade and the world regard it as the new engine of economic development and format of industrial transformation in the new period. In the research, the Yangtze River Delta Economic Regions, the Pearl River Delta Economic Regions, the Pan-Central Plains Economic Regions, the Bohai Sea Economic Regions, the Bashu Economic Regions, the Northeast Economic Regions, the West Coast of Straits Economic Regions and the Middle-reaches of the Yangtze River Economic Regions are divided into four echelons from the construction and sustainable development and the development features of Chinese cross-border e-commerce economic regions is analysed by the driven effect, population level, import and export level and logistics efficiency. The current situation of Cross-Border E-Commerce in the Yangtze River Delta Economic Regions and the Pearl River Delta Economic Regions is analyzed emphatically and the countermeasures and suggestions are presented from the policy, logistics and talent based on the bottleneck in the construction of Chinese Cross-Border E-Commerce Economic Regions.

Keywords: cross-border e-commerce, economic regions, sustainable development

JEL code: E21, F18, R38

1. Introduction

Economic regions refers to the specific geographical area of high degree of urbanization and integration relying on developed transport and other infrastructure networks with the compact spatial relationship and close economic ties that consisted by a mega-city as the core and more than three large cities as the component (Fang, 2010).

Cross-Border E-Commerce(CBEC) is actively promoted and developed by governments

around the world as an important trend in the development of international trade in globalization. "The approval of 12 cities to set up Cross-Border E-Commerce Integrated Test Area" is promulgated by Chinese State Council on January 15, 2016, that agrees 12 cities including Tianjin, Shanghai, Chongqing, Hefei, Zhengzhou, Guangzhou, Chengdu, Dalian, Ningbo, Qingdao, Shenzhen and Suzhou to set up Cross-Border E-Commerce Integrated Test Area (CEIT) to learn from the successful experience of the first CEIT Hangzhou. The increase in the number of CEIT does not mean that the problem in the development of CBEC has been resolved and the approach of the development of CBEC in China is studied in the research from the perspective of economic regions construction and sustainable development.

Economic regions are the most dynamic and potential core area of the economic development of China in the future(Yao, 2005). CBEC is regarded as a new dynamic and direction of traditional foreign trade transformation as the foreign trade situation is declining completely and more and more traditional foreign trade enterprises are trying to find new channels in recent years. To promote the construction of the Cross-Border E-Commerce Economic Regions(CEER) of China is to make the effective integration and unified planning between the development of CBEC and the construction of economic regions to achieve the sustainable development of CEER of China. The problems in the construction of CEER of China is studied by analyzing the total data of B2C commodity import and export(including direct purchase, bonded import and general export) in some citied counted by the General Administration of Customs in 2016 and the countermeasures and suggestions for the development of CEER of China are presented.

2. Literature Review

2.1 The Development of Cross-Border E-Commerce

Wang et al.(2016) analysed the elements and paths of module design of CBEC platform in the Belt and Road Economic Regions from the regional economic characteristics that need to adapt to the rapid flow of money ,significant cultural characteristics and a wide range of religious beliefs. Du(2016) (has) put forward a development strategy along the way along the country from the view of the production division of labor collaboration , the resource , product sharing and the mutual market open in different countries. Chen(2016) built a government incentive mechanism regulatory model to verify the government supportive policies in promoting the effectiveness in the development of CBEC based on the complex network approach. Cui et al.(2016) elaborated the main challenges of the CBEC of China from the imperfection of the regulatory credit system ,the lack of complex talents and the difficult of the transformation of traditional enterprises. Zhang et al.(2016) built the CBEC ecosystem and explored the synergistic mechanism between CEBC and cross-border logistics based on species, environment, supply chain, geospatial and other different perspectives. Tao et al.(2015) determined the major obstacles that are cross-border logistics and third-party electronic payment in the development of CBEC through the logistics flow, capital flow, management flow and information flow from the evolution of the platform. Xiao(2015) studied the training path of high level talents of CBEC from the perspective of cross-cultural

ability. Wang et al.(2014) found that cross-border marketing capacity is the key to CBEC development and Cross-border logistics is a bottleneck in CBEC rules by analysing the marketing, payment, customs clearance, logistics and other aspects in CBEC based on structural equation model research methods.

2.2 The Construction of Economic Regions

Yan et al.(2016) studied the influence of economic regions on the industrial space agglomeration effect based on the "free capital model" of the new economic geography and verified the effect of economic regions on driving regional economy and enhancing industrial competitiveness. Yuan(2016) found that the important channel for economic regions to playing the role of economic growth is to ease the big cities gathered uneconomical , optimize the urban economic structure and promote regional integration process by studying the influence and mechanism of the economic growth of economic regions based on the panel data of the prefecture-level cities from 1997 to 2012 in China. Liu(2015) analyzed the construction of the Silk Road economic regions from the perspective of promoting interconnection construction,optimizing the trade environment and improving the trade structure. Li et al.(2017) found that the export products are mainly concentrated in the major economic regions of the eastern region and the capital cities of the central and western regions with the study of the evolution of geographical pattern of export enterprises in China by using the export data from China Customs Trade Database from 2000 to 2011. Xiang et al.(2017) studied the influences of industrial clusters and economic regions on the economic growth by taking the Central Economic Region as an Example.Zhang(2014) studied the impact of industrial agglomeration on economic growth in economic regions which showed that there is a "U" curve relationship between industrial agglomeration and economic growth that industrial agglomeration promotes economic growth in the early stage but negative externality by excessive Agglomeration will inhibit economic growth based on the Fujita & Thisse theory.

3. The Echelon Construction of The Cross-Border E-Commerce Economic Regions

3.1 The Development of Cross-Border E-Commerce

The CBEC retail import and export of China amounted to 54.343 billion RMB with an increase of 42.44% that mainly covers bonded imports , direct purchase of imports , general export and special regional exports in 2016. Among them, the bonded imports amounted to 25.62 billion RMB with an increase of 75.41% and direct purchase of imports amounted to 6.612 billion RMB with an increase of 73.07% and general export amounted to 19.639 billion RMB with an increase of 24.74%.

The "single platform" for CBEC is bulit successively by each CEIT to provide filing and reporting services for enterprises and online regulatory services for the customs and other regulatory authorities with mastering the information , cargo and capital flow data and online public information inquiry services for enterprises and customs that the construction of CBEC

Credit Evaluation System under the Big Data is established by local governments to guide the CBEC into scale, standardization, clustering and standardization through the information sharing. The construction focus of each CBEC has its own characteristics, as shown in Table 1.

Table 1. The construction focus of each CBEC

No.	CBEC	CONSTRUCTION FOCUS
1	Hangzhou	Put forward the "six systems" and "two platforms" to lead the national CBEC.
2	Tianjin	Construct the collaborative development of "internal and external convergence" and "online and offline".
3	Shanghai	Construct the CBEC public service platform into a "single platform".
4	Chongqing	Focus on B2B of CBEC to the first pilot.
5	Hefei	Achieve the total package of international mail with the logistics support of express mail.
6	Zhengzhou	Carry out the "three innovations" and construct "three platforms" and establish "seven systems".
7	Guangzhou	Focus on innovation, regulatory system, the construction of CBEC park and other five aspects of work.
8	Chengdu	Build the CBEC development pattern of "a CEBC western capital and a CBEC business base and three CEBC centers".
9	Dalian	Create the four-in-one operating model of "CBEC + travel procurement trade + bonded experience + bonded exhibition".
10	Ningbo	Develop the industries and create logistics and expand the market relying on the open of the international deep-water port and perfect collection and distribution system and a solid foreign trade industry base.
11	Qingdao	Build the mechanisms of "leadership of the international trade informations and regulatory services integration and regional cooperation and development"
12	Shenzhen	Strengthen the credibility of the transaction environment with the laws and regulations and standards and public services.
13	Suzhou	Focus on B2B technical standards, business processes, regulatory models and information technology of CBEC.

3.2 The Echelon Division of The Cross-Border E-Commerce Economic Regions

The CEER mainly includes the Yangtze River Delta Economic Regions(YRDER), the Pearl River Delta Economic Regions(PRDER), the Pan-Central Plains Economic Regions(PCPER), the Bohai Sea Economic Regions(BSER), the Bashu Economic Regions(BER), the Northeast Economic Regions(NER), the West Coast of Straits Economic Regions(WCSER) and the Middle-reaches of the Yangtze River Economic Regions(MYRER).

YRDER: The Yangtze River Delta is the most economically developed and the highest degree of urbanization region in China that including Shanghai and some cities of Zhejiang, Jiangsu and Anhui provinces that have five CEIT of Hangzhou, Shanghai, Ningbo, Suzhou and Hefei that is the biggest CEER with the largest number of CEIT in China.

PRDER: The Pearl River Delta is the area with higher export-oriented economic level in China whose GDP that about half comes from foreign trade and with the advantages of resource integration scheduling that belong to the jurisdiction of Guangdong Province that includes two CEIT of Guangzhou and Shenzhen.

PCPER: The PCPER refers to the Central Plains Economic Regions that Zhengzhou as the center and radiates to the surrounding Xi'an, Taiyuan and other cities to form the largest economic regions with the largest scale and the highest integration and the most densely population in China that includes one CEIT of Zhengzhou.

BSER: The Bohai Sea region is the area that the Beijing-Tianjin-Hebei as the core and the Liaodong Peninsula and the Shandong Peninsula as the wings that includes several sub-economic regions that are the Beijing-Tianjin-Hebei Economic Regions, the Middle-Liao Economic Regions and the Shandong Peninsula Economic Regions that is the largest industrial-intensive area in China with three CEIT of Tianjin, Dalian and Qingdao.

BER: Bashu region is the area that the Sichuan Basin as the core area and radiation around that is the fastest growing area in western China that includes two CEIT of Chengdu and Chongqing.

NER: The NER includes the major cities of the three northeastern provinces such as Harbin, Changchun and Shenyang that is the core area of traditional Chinese heavy industry that needs to be fully revitalized and promote the supply side of the structural reform.

WCSER: The WCSEER includes the major cities in the west bank of the Taiwan Straits such as Fuzhou, Xiamen and Quanzhou that is the main area of concentrated investment from Taiwan and the main place of the trade with Taiwan and the political and economic core area of China to strengthen the cross-strait exchanges and cooperation and promote the peaceful reunification of the motherland.

MYRER: The MYRER is the new urbanization area in central and western regions and open cooperation demonstration area inland in China that includes the middle reaches of the Yangtze River such as Wuhan, Changsha and other cities.

The eight CEER is divided into four echelons by the analysis of the import and export data of B2C commodity of CBEC from the General Administration of Customs in 2016 that as shown in Figure 1.

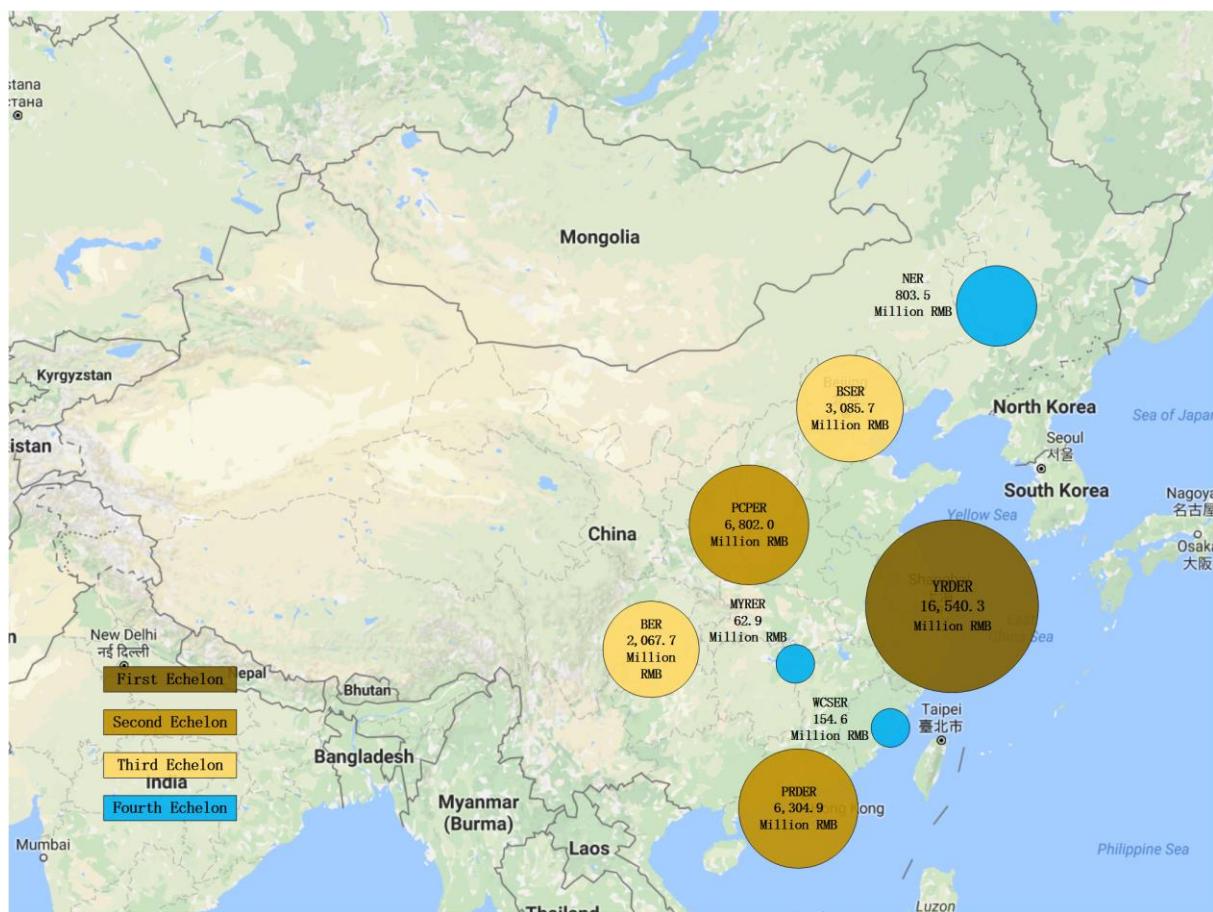


Figure 1. The Echelon Division of The CEER

* The CBEC statistics of most cities was officially launched in the late 2016 so that the data described in the article does not represent the final data but is representative of the development of CBEC of every economic regions and only for the division of CEER in China.

The echelon division of the CEER shown in Table 2 that:

The first echelon: The B2C commodity of CBEC $> 10,000$ million RMB, including the YRDER.

The second echelon: $5,000$ million RMB $<$ The B2C commodity of CBEC $\leq 10,000$ million RMB, including the PRDER and the PCPER.

The third echelon: $1,000$ million RMB $<$ The B2C commodity of CBEC $\leq 5,000$ million RMB, including the BSER and the BER.

The fourth echelon: The B2C commodity of CBEC $\leq 1,000$ million RMB, including the NER, the WCSER and the MYRER.

Table 2. The Echelon Division of The CEER

The Echelon	CEER	Main City	The B2C commodity of CBEC(million)		
			Import	Export	Total
First echelon	YRDER	Hangzhou*, Shanghai*, Ningbo*, Suzhou*, Hefei*, Nanjing	13,210.8	3,329.5	16,540.3
Second echelon	PRDER	Guangzhou*, Shenzhen*, Zhuhai, Jiangmen	3,514.9	2,790.0	6,304.9
	PCPER	Zhengzhou*, Xi'an, Taiyuan	6,692.4	109.6	6,802.0
Third echelon	BSER	Tianjin*, Dalian*, Qingdao*, Beijing, Jinan	615.6	2,470.1	3,085.7
	BER	Chengdu*, Chongqing*	2,067.7	-	2,067.7
Fourth echelon	NER	Harbin, Changchun, Shenyang	25.0	778.5	803.5
	WCSER	Fuzhou, Xiamen, Quanzhou	142.2	12.4	154.6
	MYRER	Wuhan, Changsha	47.8	15.1	62.9

* for CEIT

The capacity of CBEC is driven by the construction of the CEIT but still with a lot of obstacles.

3.3 The Characteristics of The Cross-Border E-Commerce Economic Regions

1) Remarkable Effect of The CEIT: The CEIT is the test area of the innovation of the regulatory system, financial services, logistics services and e-commerce standards of CBEC in China with the advantages of the policy, talent and service that is the core area of the development of the CBEC in China with a significant effect on the construction of CEER.

2) Close Relationship with Population Level: The population level includes the number and quality of population. The CEER in China is mainly concentrated in the area of the east of the "Heihe-Tengchong" line that is the population density dividing line in China and the development of CEER is related to the population with the largest population in all economic regions of the YRDER, PRDER, PCPER, BSER and BER that has more professionals of CBEC with the high level of education to promote the development of CBEC.

3) Large Gap of Import And Export: The import is much higher than export of CBEC. The increase in import is mainly due to the increase in the consumption of Chinese consumers and the demand for foreign products while the relative lag of the export is mainly due to the transition obstacles of traditional Chinese foreign trade enterprises that CBEC is the best platform for the transition from "Made in China" to "Create by China" that to balance the import and export of CBEC with the encouragement policy of the export of CBEC from the CEIT.

4) Core Issue with The Logistics Efficiency: The logistics of CBEC needs more procedure than traditional e-commerce that includes foreign transport, customs clearance and domestic transport that amplifies the issue of logistics efficiency that is limited to the interior and

surrounding of the interior and surrounding that becomes the core issue of the construction of CEER.

4. The Yangtze River Delta Economic Regions

4.1 The Development of The Yangtze River Delta Economic Regions

The YRDER is the earliest, largest and most developed economic regions of CBEC in China with the CEIT of Shanghai, Hangzhou, Ningbo, Suzhou and Hefei that the B2C commodity of CBEC of the key cities of the YRDER shown in Figure 2.

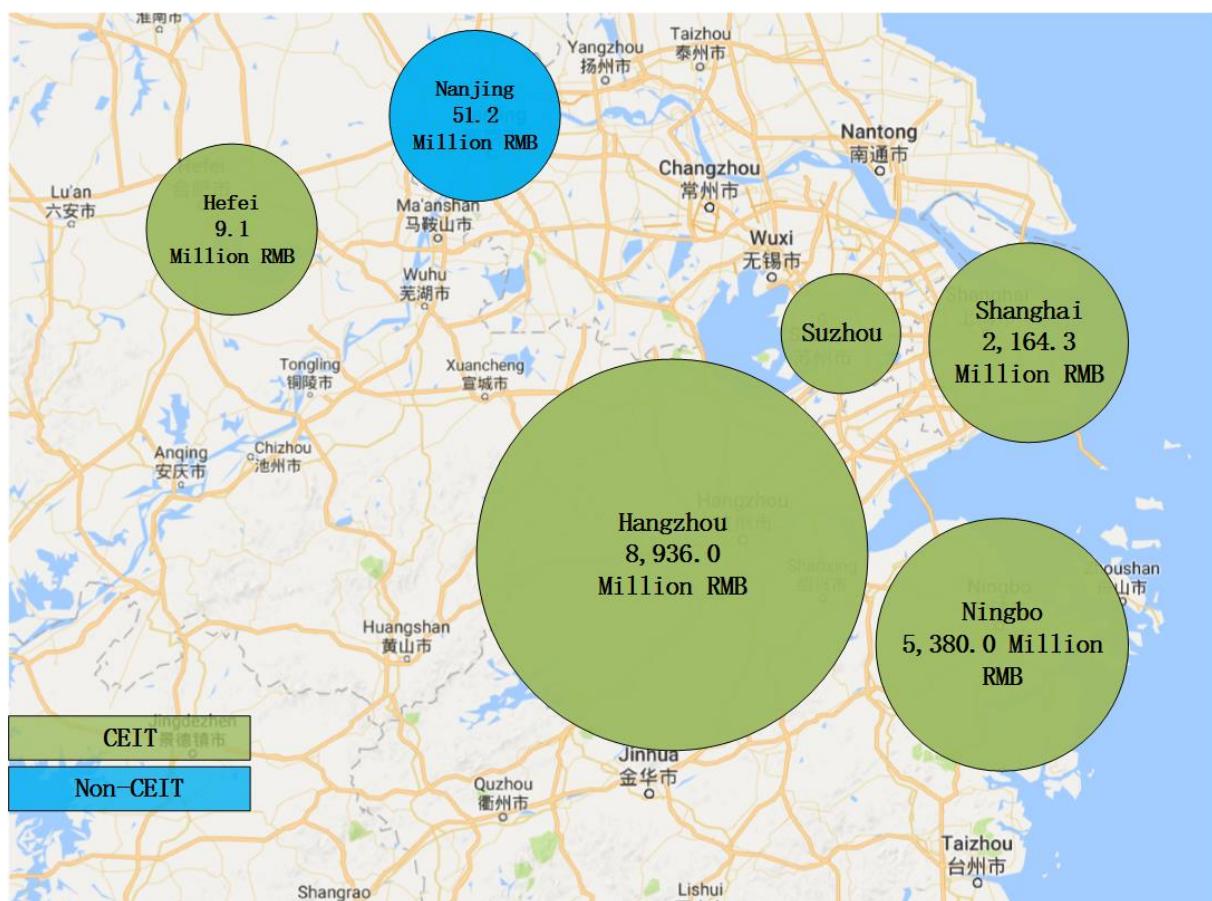


Figure 2. The B2C commodity of CBEC of the YRDER

*There is no statistical data in Suzhou

The business flow of CBEC of YRDER is supported mostly by Hangzhou, Ningbo and Shanghai that with the rapid development of new CEIT for Suzhou and Hefei and actively participation of some non-CEIT for Nanjing that driven growth of the CBEC within the YRDER that maintain the YRDER in the first echelon of the CEER.

Hangzhou carries out the special action of B2B of CBEC through the "Internet + foreign trade + Made in China" to help enterprises to achieve quality import and export and speed up the transformation that explore the construction of CBEC credit evaluation system and construct

the big data platform of CBEC of Hangzhou to promote the exchange, integration, research, publishing and related value-added applications of CBEC.

Shanghai shows of the port advantage after the promulgation of the New Deal on April 8th with the standardized regulatory policy that promotes enterprise returns that builds the CBEC public service platform to promote the integrated development of interactive service platform to put up a fair, open and efficient supervision service system that based on the experience and resources of the electronic port, the international trade single window and the Asia-Pacific demonstration electronic port network.

Ningbo adhere to the planing of simultaneously import and export, common development of multi-regional and co-exist in a variety of modes that create a new format of CBEC and a new pattern of dislocation development that take the CBEC as the new impetus of economic development and transformation that promote the export-oriented economy from the "low-quality and low-cost" to the "high quality and better prices".

4.2 The Advantages of Construction in The Yangtze River Delta Economic Regions

1) The Complete Policy Basis: The YRDER formulate the comprehensive supporting basic policy relative to other economic regions for companies to choose in different CEIT within the economic regions that as the first economic regions to carry out the CBEC with a strong adaptability to the domestic and international policy environment of enterprises.

2) The Excellent Location: The YRDER is located in the Pacific West Bank and the Yangtze River estuary with the most developed highway and railroad and aviation system that outward exports to the major ports all over the world and inward through the Yangtze River to the inland coastal cities that provides more choices for the construction of the CBEC industry logistics service system.

3) The Strong Innovation Ability: The cities of the YRDER have a strong innovation ability with their own characteristics that Shanghai as the international metropolis and the core city of the YRDER and Hangzhou, Ningbo, Hefei, Suzhou, Nanjing and other major cities occupy an important position in China that attracts a large number of domestic and international quality talent of CBEC.

4.3 The Disadvantages of Construction in The Yangtze River Delta Economic Regions

1) The Poor Coordination: The major cities in the YRDER belong to different provinces with a poor coordination that lack of division of cooperation and repeat the construction that result in the waste of resources that is contrary to sustainable development that still have a greater resistance though in the case of coordination from the central government.

2) The Large Population Mobility: The YRDER is one of the largest economic regions of the population mobility that the construction and development highly rely on the mobile

population that prone to the risk of employment shortage with the large labor demand of CBEC.

5. The Pearl River Delta Economic Regions

5.1 The Development of The Pearl River Delta Economic Regions

The PRDER is one of the first region to develop CBEC that is the core area of traditional foreign trade industry and the main region of export-oriented economy in China that the construction is highly dependent on foreign trade with the CEIT of Guangzhou and Shenzhen and the non-CEIT for better development of CBEC of Jiangmen and Zhuhai and so on that has great potential for development in the context of international trade situation tight and traditional foreign trade to accelerate the transition to CBEC that is expected to enter the first echelon of CEER. The B2C commodity of CBEC of the key cities of the PRDER shown in Figure 3.



Figure 3. The B2C commodity of CBEC of the PRDER

Guangzhou promotes the integration development between CBEC and traditional foreign trade, logistics, finance and other industries that implement the strategy of "CEIT + free trade area", "CEIT + airport economic regions" and "CEIT + national development regions" to

promote the construction of CEIT effectively .

Shenzhen provides the online legal advice and CBEC dispute resolution support services for enterprises and consumers by building the online non-litigation dispute resolution and legal aid service mechanism of CBEC for consumer rights that joint handling agencies and professional mediation expert team of cross-border trade dispute that promote the international mutual recognition of the identity of CBEC business and filing and display of products and international standard setting of CBEC that works with the international certification organizations.

5.2 The Advantages of Construction in The Pearl River Delta Economic Regions

1) The Policy Concessions: The PRDER is one of the highest opening economic regions with perfect preferential policies system that Shenzhen as the first city to open to the outside world of China that adjacents to two special administrative regions of Hong Kong and Macau that can more easily enter the international market compared to other economic regions.

2) The Deep Foundation of Foreign Trade: The construction of the PRDER is highly dependent on the foreign trade industry that contributes more than half of the GDP of the PRDER that has great potential for development with the sound traditional foreign trade and the transition of the enterprise to CBEC.

3) The Strong Coordination: The PRDER is the only one of the economic regions that belong to one province that has strong coordination between cities that pulls the surrounding non-CEIT cities to coordinated develop with the complementary policy planning from Guangzhou and Shenzhen.

5.3 The Disadvantages of Construction in The Pearl River Delta Economic Regions

1) The Pressure of Economic Restructuring: The PRDER is the representative area of "Made in China" that relies on the foreign trade processing industry for the development for a long time that brings the great pressure on economic transformation from extensive economic development mode that take the transformation of the traditional foreign trade into CBEC the primary matter.

2) The Large Population Mobility: The PRDER is one of the largest economic regions of the population mobility like the YRDER that make a new issue of re-employ the traditional foreign trade practitioners into CBEC effectively and maintain the stability of regional population movements.

6. The Other Economic Regions

6.1 The Development of The Pan-Central Plains Economic Regions

The PCPER is the core area of CBEC in central China that Zhengzhou as the only one of CEIT that is one of the earliest cities in China to develop CBEC that leads the development of CBEC of other cities in PCPER though it started late. The PCPER is expected to continue to maintain the second echelon of CEER.

6.2 The Development of The Bohai Sea Economic Regions

The BSER Provides more convenient conditions for the CBEC logistics services more convenient conditions with developed maritime, land and air transport systems that promote the overall development of CBEC effectively that has a policy advantage with the CEIT for Tianjin, Qingdao and Dalian and the non-CEIT with the great potential of the transformation to CBEC such as Beijing that has a long history of foreign trade that subjects to certain resistance that Bohai Sea is the inland sea of China and is expected to enter the second echelon of CEER.

6.3 The Development of The Bashu Economic Regions

The BER is the core area of CBEC in western China that has the CEIT of Chengdu and Chongqing that lack of development momentum than other CEER that limited by geographical location that still keep the third echelon of CEER and is expected to enter the second echelon that as the core of the western China.

7. The Bottleneck and Countermeasure of Sustainable Development

7.1 The Bottleneck of Sustainable Development

1) Incompletion of CBEC Credit System: Due to the virtual nature of E-commerce that the unscrupulous businesses publish false information, sell fake and shoddy products, infringe on the intellectual property rights and operate illegal on the CBEC platform that there is an urgent need to establish and improve a cross-border and cross-cultural credit system to maintain a complex environment of CBEC with the differences in cultural and laws and regulations between countries.

2) High Risk of CBEC Payments: The payment is the core of CBEC that involves the security of capital transfers with a certain risk that cause incomplete information or loss due to the system failure and is brought to the loss from the criminals by violating the payment information that to build prevention mechanisms of sophisticated network fraud to reduce the risk of CBEC that prevent issues such as the theft of personal information and credit card.

3) Difficult of CBEC Logistics Regulation: The fragmentation of CBEC logistics is lagging

behind the development of CBEC that with a large number but variety of relatively fragmented that has security risks that the logistics infrastructure is imperfect, the logistics management system is unreasonable and the regulation efforts are not enough.

7.2 The Countermeasure of Sustainable Development

1) The Policy: The first is to improve the inter-city coordination mechanism to promote the major cities within the CEER to form a mutually complementary and unique policy base and development environment that build the communication channels of collaborative development between different CEER that achieve the sustainable development of CBEC with the perfect policy basis. Followed by a revised policy to promote the development of CBEC that the past policy is mainly for the traditional foreign trade that lacks of effective promotion for CBEC especially the export is far less than import of CBEC that is needed to promote the export of CBEC by the support of effective policy.

2) The Logistics: The logistics industry need developed vigorously by improve efficiency and quality of service of the warehousing, inventory, order processing and distribution that strengthen the integration of logistics resources especially the integration between the logistics enterprises and land transport, water transport and air transport systems and simplify the process of cargo clearance of CBEC that support the shared overseas warehouse business to provide small and medium-sized CBEC enterprises the better logistics and storage conditions.

3) The talent: The industry talent of CBEC is still in a scarcity that is needed to support the CBEC personnel training through professional establishment, curriculum opening and business training with the cooperation of the Government, Business and University that provide inexhaustible talent for the sustainable development for the construction of CEER.

8. Conclusion

The development of CBEC has a far-reaching significance that the foreign trade transfers mode and adjusts the structure that the volume of foreign trade increases that the economic development mode transformates that competitiveness of foreign trade enhances that small and medium-sized enterprises develop healthy that the market order of import and export becomes standardized.

The increase of CEIT led to the rapid growth of the scale of CBEC that the number of foreign trade enterprises for on-line record increased significantly that the effect of industry agglomeration and driving began to emerge.

The CEER optimizes the industrial structure that promotes the development of small and med-size enterprises to enhance the competitiveness that co-ordinate the domestic and foreign markets that intensifies the growth of foreign trade and economic by ledging expansion of the logistics, finance, payment, customs clearance and other related services that provide the

powerful support for entrepreneurship and innovation.

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