

Study on Countermeasures of Promoting the Development of Cross-border E-commerce in Fujian Free Trade Zone

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Abstract—The cross-border e-commerce in Fujian Free Trade Zone has developed rapidly in line with the trend of the times. However, there are still some problems in the development of cross-border e-commerce in Fujian Free Trade Zone, such as not obvious agglomeration effect, imperfect payment and trading system, low customs clearance rate, lagging development of express delivery and logistics industry, and shortage of professional talents. Therefore, in order to promote the development of cross-border e-commerce in Fujian Free Trade Zone, we should focus on developing the potential of e-commerce industrial park to exploit main body of market; improve the cross-border payment transaction system; improve customs clearance environment, improve the customs clearance efficiency; optimize the service effect of cross-border express and logistics; expand the cross-border logistics channels; and train cross-border e-commerce talents.

Keywords—*Fujian Free Trade Zone; Cross-border E-commerce; Study on countermeasures*

I. INTRODUCTION

With the continuous development of science and technology, the process of economic globalization is deepening, and the transnational economic and trade model has also been updated and changed. Among them, cross-border e-commerce transactions break the tradition and strengthen regional and international economic exchanges. As one of the earliest established free trade zones in China, the development of cross-border e-commerce in Fujian is particularly important for promoting economic development. Fujian Provincial Government has the foresight and follows the strategic pace of "The Belt and Road", builds the cross-border e-commerce industry chain of the province, boosts the competitiveness of cross-border e-commerce in Fujian province, and targets to connect with the world, improve the economy and bring benefits to the people. In recent years, the trade of cross-border e-commerce in Fujian is showing an upward trend, and its benefits extend to thousands of families throughout the province. Such a novel and beneficial trade mode has attracted various enterprises at home and abroad to join actively, and it has also promoted Fujian's economic development from coastal to inland. Of course, any emerging industry needs to stand the test of time. There are many problems in the development of cross-border e-commerce.

II. DEVELOPMENT STATUS OF CROSS-BORDER E-COMMERCE IN FUJIAN FREE TRADE ZONE

A. *The scale of cross-border e-commerce continues to expand*

Relying on favorable geographical location and developed transportation network, Fujian Free Trade Zone actively cooperates with national policies and vigorously develops cross-border e-commerce, and has begun to take shape with the aim of expanding the scope of free trade, expanding the scale of economic development and improving economic efficiency. [1]According to statistics, from 2014 to 2017, the cross-border e-commerce transactions in Fujian province were RMB 137.3 billion, RMB 195 billion, RMB 235 billion and RMB 300 billion respectively. The cross-border e-commerce export in Fujian province maintained a rapid growth of more than 35% for three years, and the total volume of transaction was growing. In 2017, the cross-border e-commerce public service platform of Fuzhou has butted more than 90 e-commerce and associated enterprises; In Pingtan Free Trade Zone, the new silk road cross-border trading center has entered the theme life boutique halls of 16 countries, such as the United States, Germany, Japan, etc., and become the "international commodity distribution centers"; enterprises engaged in cross-border e-commerce in Xiamen is more than 5000, and international logistics giants look forward to the development prospects of Xiamen's cross-border e-commerce; in March 2017, DHL E-commerce subordinate to Deutsche Post DHL Group announced in Xiamen that it would strengthen the cross-border e-commerce logistics service plan in Fujian, and connect Chinese businesses to a number of countries and regions around the world. Cross-border e-commerce promotes the development of Fujian's foreign trade.

B. *Construction of cross-border e-commerce industrial park*

The establishment of cross-border e-commerce industrial park plays an important role. E-commerce industrial park is a professional park with strong functions and concentrated industries. Fujian's first cross-border e-commerce industrial park was established in Xiamen in December 2014. Xiamen Municipal Government, Xiamen Inspection and Quarantine Bureau and the cross-border e-commerce port in Xiamen have implemented a number of favorable policies to improve the regulatory model and speed up the clearance and declaration, and the declaration efficiency is increased by 50%. The second

is Jinjiang Cross-border E-commerce Hongshan Park, which was formally established on June 28, 2016. The park uses integrated advanced technology, and has become the largest cross-border e-commerce industry cluster and industrial chain platform in the province. eBay Fujian Cross-border E-commerce Industrial Park of Fuzhou region was unveiled in January 2018. The park is composed of three parts: Integrated Service Center, Industry Exhibition Center and power seller's office area. The park will introduce platform, power seller, manufacturer and supporting services, personnel training, etc., to improve the closed-loop ecosystem and the whole industry chain of cross-border e-commerce, and provide one-stop service for the settled enterprises. In April 2018, Strait Cross-border E-commerce Industrial Park, characterized by comprehensive services, also invited investment. This comprehensive service platform, which integrates multiple functions such as business office, product exhibition and sales, network transaction, storage and logistics, personnel training, technical exchange and life support, and creates an excellent e-commerce ecological environment for the development of various enterprises.

C. Close cooperation between Fujian and Taiwan in cross-border e-commerce

The advantages of the economic and trade cooperation between Fujian and Taiwan are very obvious. The state has issued relevant policies and strongly supports the economic and trade cooperation between Fujian and Taiwan, and Fujian and Taiwan have the "five edge" advantages. In 2017, the economic and trade cooperation between Fujian and Taiwan rose to a new level. Fujian introduced Taiwan's capital on a large scale, and its contractual capital exceeded 3.6 billion US dollars, with a year-on-year growth of over 20%. With the support of national policies, developing cross-border e-commerce on both sides of the straits is an important means to promote economic and trade cooperation. Xiamen is included in the experimental area of cross-strait e-commerce economic cooperation, Pingtan also started the "Fujian • Pingtan cross-border e-commerce platform", to vigorously strengthen the infrastructure construction, and create a good trading environment for cross-strait e-commerce economic exchanges [3]. Pingtan introduced "bond entry, personal postal articles out" and other preferential policies, allowing 20% to 30% discount on personal postal items. The policy advantages attract a large number of e-commerce enterprises, including Taiwan enterprises, into Pingtan. Fuzhou has actively established policies for trade with Taiwan since 2008. Fuzhou has set up a free trade zone, signed the Agreement on Docking Two Regions with Taiwan, and cooperated in four areas, including finance, customs clearance, offices and transit ports in the two regions. The Strait e-commerce industrial base jointly built by the two sides has gathered more than 80 e-commerce enterprises.

III. PROBLEMS EXISTING IN THE DEVELOPMENT OF CROSS-BORDER E-COMMERCE IN FUJIAN FREE TRADE ZONE

A. The agglomeration effect of free trade zone is not significant

Although Fujian Provincial Government attaches great importance to it, and actively helps to establish cross-border e-commerce parks in all parts of Fujian, the agglomeration effect of the park is not significant, which is reflected in the following aspects: the number of cross-border e-commerce enterprises is not large enough, the cross-border e-commerce industry chain is not broad enough, the cross-border e-commerce industry chain is not wide enough, the products of e-commerce are not diverse, and the quality and performance of the products need to be improved; at the same time, the cooperation, communication and trust among enterprises are not good, resulting in the situation of solitary struggle. The state pays attention to the comprehensive national strength, and the industry pays attention to the agglomeration effect. The insignificant agglomeration effect in cross-border e-commerce parks is a hard nut to crack in the development of the free trade zone, and it is the first problem to be solved.

B. The cross-border payment trading system is not mature

Cross-border e-commerce trade mode is novel and has global characteristics, so it is complex and changeable. Cross-border trade will generate a large number of foreign exchange capital transactions. Due to the different policies of different countries and different ways of currency circulation, various cross-border settlement methods emerge as the times require. [3]Modern network information technology develops rapidly, information circulation is more and more convenient, and the development of data processing technology also simplifies payment procedures. Among them, the third party payment platform plays a great role in cross-border payment transactions, but this payment system is not mature enough. The transaction and payment process all depend on the Internet and the third party payment platform, and the security of network space and the stability of the system are the key to technical problems. Information security is easily affected by network security, and the stability of payment system is also a fatal point. In addition, there is a virtual space for online transactions. The authenticity of products is related to people's reputation. The degree of mutual trust also influences the development of cross-border e-commerce directly.

C. The customs clearance rate is low

Customs clearance is the bottleneck of cross-border e-commerce, which directly affects the efficiency of cross-border e-commerce transactions. The cross-border e-commerce in Fujian trade area, inspired by the government, does make transactions frequent, and these frequent transactions increase the supervision of the customs. The customs regulators have large workload and more responsibility. They need to carefully examine the hygiene, safety and so on of the products. The complex inspection procedures, coupled with small space and a large number of goods, have led to the inefficiency of customs regulators, which directly affects the customs clearance rate of the customs import goods. Problems such as the return and

replacement of goods by e-commerce have caused congestion at the entry and exit ports of the customs, and the workload of customs officers has been greatly increased. And the workload of the customs officers has increased greatly. They have to bear the responsibility of inspection of quality and quarantine inspection, as well as the supervision, diversion and transportation of logistics, resulting in low customs clearance rate of cross-border e-commerce.

D. The development of cross-border express delivery and logistics industry lags behind

The transfer of goods is also an important part of cross-border e-commerce transactions, and the current cross-border express delivery and logistics of Fujian Free Trade Zone are difficult to meet the requirements of overseas customers. There are many problems in the development of cross-border express delivery and logistics in Fujian Free Trade Zone: first, there is a lack of domestic policies for the integration of cross-border e-commerce development with the express delivery and logistics industry; second, the infrastructure of the cross-border logistics industry is not perfect, the storage space of products is insufficient, the setting of warehouse is not standard enough and there is a lack of advanced logistics equipment; third, the logistics information technology is not developed, and the logistics efficiency is low; fourth, the professional logistics service ability is insufficient, and the overall cross-border logistics system is not perfect; fifth, the express delivery link is restricted by the mode and speed of transportation, as well as the safety and timeliness of products, which will also affect the interests of both sides of cross-border e-commerce transactions and restrict the development of cross-border e-commerce.

E. Professional talents are in shortage

Cross-border transactions are between different countries or regions, and there are great differences in policies, cultures, customs and lifestyles of different countries. Cross-border e-commerce talents should not only have professional cross-border e-commerce skills, but also have a deep understanding of the differences in policies, cultures, customs and lifestyles of the countries. Countries or enterprises also have less targeted training of cross-border e-commerce talents, which results in the shortage of talents in Fujian's cross-border e-commerce development. Cross-border e-commerce transactions are quick to start, but few have achieved outstanding results. Some enterprises train talents, but the brain drain is serious. This is not stable with the development of cross-border e-commerce enterprises. The unstable development of cross-border e-commerce enterprises, the low industrial agglomeration, the insufficient corresponding housing, children's education, medical facilities and other living facilities, as well as the living and development conditions are all factors restricting cross-border e-commerce talents.

IV. COUNTERMEASURES FOR PROMOTING THE DEVELOPMENT OF CROSS-BORDER E-COMMERCE IN FUJIAN FREE TRADE ZONE

A. Expanding the construction of the cross-border e-commerce industry park

Fujian Free Trade Zone should foster cross-border e-commerce industry chain and expand market players. Firstly, increase the publicity of cross-border e-commerce industry, attract e-commerce enterprises to enter the industrial park, enrich the space and energy of the e-commerce industrial park, and make enterprises and their funds gather together. Because the policies and people's living habits of different countries are different, the cognition and recognition of Chinese products need to be accomplished through publicity.. Secondly, strengthen and enrich the peripheral industrial chain of cross-border e-commerce industry. Cross-border logistics, finance, transportation and numerous entity enterprises are closely linked to cross-border e-commerce are directly related to the transaction quality and efficiency of cross-border e-commerce. Thirdly, seize the diplomatic opportunities of major countries, take advantage of various economic summits, introduce foreign investment, and raise the profile of the cross-border e-commerce industry, and help all kinds of enterprises at home and abroad to establish confidence in the cross-border e-commerce industry in the free trade zone. Of course, in terms of construction of Fujian Free Trade Zone, we need to improve the infrastructure needed to develop the cross-border e-commerce industry, improve the quality of service and the reputation of the enterprises, which are also the best strategies to attract and retain more enterprises at home and abroad.

B. Improving the cross-border payment trading system

The operation of cross-border e-commerce in the free trade zone is restricted by the third party payment platform, such as capital stagnation, technical failure, network security and virtual trust. Therefore, the cross-border e-commerce industry in Fujian Free Trade Zone needs to improve the cross-border payment trading system in the aspects of ensuring the authenticity of transaction, standardizing the payment system, the good reputation of all parties, and improving the safety protection of transaction information., etc..

Firstly, the authenticity of transaction is related to the authenticity of the identity of both parties. It is necessary to monitor the effective information such as the identity of both parties, establish laws and regulations to severely punish those who engage in illegal activities such as stealing information. Secondly, the standardization of payment system needs to establish the rights and obligations of international banks, third-party payment platforms and consumers, and improve the legal system of the scope of service among the three parties according to the cross-border payment criteria of the international market. Thirdly, the credit system of the parties involved in the transaction is also one of the prerequisites for the success of the transaction, especially the reputation of the third party payment platform, which is of crucial importance. Default, mistime or malicious setting of obstacles will affect the efficiency of transactions. Finally, the security of the transaction information needs to be guaranteed. This needs to

improve the information technology service level, improve the information system, repair loopholes in time, improve the degree of encryption, and cultivate employees' sense of secrecy. With the above strategies, we can improve the cross-border payment trading system and ensure that cross-border transactions in the free trade zone can achieve good results.

C. Breaking through the bottleneck of cross-border transactions and improving customs clearance rate

Cross-border transactions in Fujian Free Trade Zone have been greatly restricted by the clearance links. The most difficult part is the increasing volume of transactions, which makes the workload of customs officers double. [4]Fujian's three major free trade zones should learn from each other and promote each other. Pingtan region adopts the rapid processing strategy, "inspection first and customs declaration later", provides guarantee, and strengthens the check and release of shipping express delivery and the centralized declaration scheme, combined with customs clearance integration and other innovative measures, which constantly improves the customs clearance environment. Xiamen is supported by science and technology, uses one window office to achieve standardization and digitalization of trading information, and uses "big data" to manage customs clearance. Fuzhou District also launches one-stop customs inspection measures, and promotes the efficiency of customs clearance through law enforcement cooperation and information exchange and sharing. In general, with the support of national policies, the sound supervision system of customs clearance, the perfection of the customs clearance information system and the simplification of customs clearance procedures, the efficiency of customs clearance is naturally improved. In addition, improving the office efficiency of customs officers is also crucial.

D. Optimizing the service environment of cross-border express delivery and logistics, and expanding cross-border logistics channels

Based on the problems existing in the development of cross-border express delivery and logistics in Fujian Free Trade Zone, it can be solved one by one from the following five aspects, to reach the goal of expanding cross-border e-commerce logistics channels. First, it needs the support of government policy. The government needs to introduce corresponding preferential measures, and help express delivery and logistics industry to enter the international market. Second, the base of express delivery and logistics should be expanded. In addition to the establishment of product storage warehouses in the free trade zone, it also needs to extend to the non-free trade area in the province, or even connects the domestic and eventually internationally. Third, we need to invest funds to train talents, specializing in the development and application of express delivery and logistics information technology in cross-border e-commerce industry. Fourth, we must enhance the attitude and capability of cross-border express delivery and logistics services. Fifth, we need to develop various kinds of transportation lines and set up special transportation channels to ensure the timeliness of products arrival and satisfy the interests of both parties. The geographical location of Fujian

Free Trade Zone has obvious advantages. The development of cross-border e-commerce should be carried out in collaboration with the three parties of sea, land and air, so that the satisfactory goods can reach the consumers quickly in the smooth channel through express delivery and logistics.

E. Cultivating, introducing and retaining professional talents

The cross-border e-commerce of Fujian Free Trade Zone has entered the stage of development. It is imperative to train professional cross-border e-commerce talents. First of all, strengthening school-enterprise cooperation is the first step to cultivate cross-border e-commerce talents. Fuzhou's first "cross-border e-commerce business school" is a good example. The school supplies new students and the enterprise provides the practice base. Encourage new talents to innovate, and enterprises are the strong backing. In order to solve the difficulties arising from differences in foreign policy, culture, customs, etc., enterprises can help new students go out of the country, go deep into different countries, and learn the cultures of different countries, different regions and different nationalities; and also learn the status and characteristics of cross-border e-commerce transactions of different countries. Knowing oneself and knowing others, expanding horizon and expanding magnanimity can also improve the quality of talents naturally. Secondly, in view of the need for rapid development, it is also the best policy to introduce talents. The government and enterprises cooperate to give preferential treatment in policy support and treatment to attract new talent into the cross-border e-commerce industry. Through a series of salary subsidies, improve housing, medical care and other measures to retain professional talents. Then we can cultivate new people through the way of the old teaching the young, and push the cross-border e-commerce industry to a learning oriented, innovative and efficient industry.

V. CONCLUSION

In short, the economic development prospect of Fujian Free Trade Zone is good, and the development of cross-border e-commerce industry is optimistic. Under the guidance and support of government policies, the cross-border e-commerce platform of Fujian Free Trade Zone should seize the opportunity, strengthen the construction of the cross-border e-commerce industrial park, and absorb more enterprises to join the industrial park, so as to improve the agglomeration effect of the industrial park. At the same time, it needs to be innovative, keep exploring, and improve the quality of products, strive to open up a broader cross-border e-commerce market, let Fujian's commodities go to the international market, and also let the commodities of all countries flow into Fujian, so as to improve the material life of the people. It also needs to improve the trading system and transaction payment platform, and be safe, simple, efficient and trustworthy, to ensure the normal operation of cross-border transactions; therefore, in the financial sector, it also needs to strengthen the internationalization hypothesis and build a safe and reliable trading platform, and establish a regular exchange mechanism of financial communication in the cross-border e-commerce field. Thirdly, optimize the service environment of cross-border express delivery and logistics, improve the quality of service,

simplify the goods circulation procedures, and widen the cross-border logistics channels. Finally, attract high and new talents into the cross-border e-commerce industry, and introduce various preferential policies to retain talents, so as to enhance the competitiveness of cross-border e-commerce industry in Fujian Free Trade Zone, and effectively enhance the comprehensive strength of sustainable development of foreign trade in Fujian province.

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