

Analysis on Development Countermeasures of Shaanxi Commercial Logistics under the Construction of Free Trade Area

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Abstract: With the development of global economy, international trade exchanges are more frequent, and the economic development cannot be separated from the support of logistics. This paper takes the commercial logistics of Shaanxi province as the research object, and firstly makes a systematic study on the commercial logistics under the background of the construction of free trade area. Secondly, it analyzes from different aspects in Shaanxi trade logistics development industry. Finally, drawing relevant conclusions in promoting the development of regional commercial logistics planning has certain guiding significance. Commercial logistics contains many aspects, and each industry has its own characteristics. The research of this paper is conducive to providing countermeasures and suggestions for the development of commercial logistics in various fields. This paper analyzes the development status and existing problems of Xi'an commercial logistics industry, and puts forward the proposal of Xi'an building a commercial logistics center of Silk Road commercial economic belt under the background of the "Belt and Road" national strategy and Shaanxi free trade zone construction.

Since the 19th National Congress, China's economic development has entered a period of rapid development. On the one hand, the increasingly frequent international trade exchanges have provided a wider space for the development of China's commercial and trade logistics, and also brought more challenges. As a Northwest inland province, Shaanxi free trade area should seize its own favorable conditions, to lead the way in reform and opening up in the Northwest region. we also should strive for greater progress in commercial trade and logistics with the policy environment and location advantages of the free trade area.

1. Overview of Shaanxi Free Trade Zone

China (Shaanxi) Free Trade Pilot Area covers a total area of 119.95 square kilometers, covering three areas: the central area 87.76 square kilometers (including 0.75 square kilometers of Shaanxi Xi'an Export Processing Zone A area, B area 0.79 square kilometers, 3.64 square kilometers of Xi'an Hi-tech Comprehensive Bonded Zone and 0.36 square kilometers of Shaanxi Xi-xian Bonded Logistics Center (B type). including Xi'an High-tech Zone, Xi'an Jingkai District, Fengdong New Town of Xi-xian New District, Qin-Han New Town and Airport New Town; 26.43 square kilometers in Xi'an International Port Area (including 6.17 square kilometers of Xi'an Comprehensive Bonded Zone), including Xi'an International Port Area and Xi'an Chanba Ecological Zone; Xi'an Yangling Demonstration Area; The area is 5.76 square kilometers, including part of Yangling Demonstration Area.

The central area of the Shaanxi Free Trade Pilot Area has two major industries for development: emerging industries and high-tech industries, and focusing on promoting the development of high-end manufacturing, trade finance, biotechnology and other industries, promoting the construction of service trade promotion system, and expanding the depth of human exchanges in science, technology, education, culture, tourism, health care and create high-end industrial and cultural exchanges for the Belt and Road Initiative. The Xi'an international port area will focus on developing international trade, modern logistics, financial services, tourism exhibition, e-commerce

and other industries, and build the Belt and Road International Transit Inland Hub Port and open financial industry innovation heights and a new platform for Eurasian trade and humanities exchanges and cooperation; the Yangling demonstration area focuses on agricultural science and technology innovation and demonstration and promotes the international cooperation and exchange of agricultural fields in an all-round way so as to create "one belt and one road" International Cooperation Center for modern agriculture.

2. Impact of Free Trade Zone Construction on Shaanxi Commercial Logistics

2.1 Bring Opportunities for the Development of Shaanxi Commercial Logistics

In order to ensure the smooth implementation of the reform and opening-up measures in the free trade pilot area, the State Council decided to temporarily adjust a number of administrative regulations in the free trade pilot area. According to the requirement of "Shaanxi Free Trade Pilot Area First Trial", the implementation plan of "China (Shaanxi) Free Trade Pilot Area Implementation <Shaanxi Province Simplified Enterprise Start-up and Cancellation Procedure Action" was jointly studied and formulated by the Provincial Industrial and Commercial Bureau, Provincial Free Trade Office, Provincial Public Security Department, Provincial State Tax Bureau, Provincial and Local Tax Bureau and People's Bank of Xi'an Branch. "

For example, Shaanxi, once a major agricultural province in China, is still one of the important commodity grain bases in China. It has established more than 20 national grain reserves and several cotton reserves in Shaanxi Province. So much commercial circulation is a great test for Shaanxi's transportation network. In addition, fruit producing areas in the north of Guanzhong, abundant coal and natural gas in northern Shaanxi, and a large number of agricultural production bases in Hanzhong and Ankang also have huge demand for commercial logistics. Shaanxi should rely on the construction of free trade zone to improve the situation, increase investment in transportation, infrastructure, financial investment, and vigorously develop Shaanxi's trade and Commerce flow.

2.2 Challenges for Shaanxi Commercial Logistics

- The limits of urban planning.

The construction of free trade area also brings great challenge to the development of Shaanxi trade logistics. As an important historical and cultural city in China, Xi'an has a large population of 10 million, the city lacks unified planning and urban management is more difficult. Old urban areas and villages are also the most densely populated areas. Commodity circulation is much faster than new urban areas. However, the newly built logistics storage centers, material distribution centers, and traffic hubs are mostly located in the suburbs, coupled with the promotion of the international metropolis in Xi'an., expensive of land cost and traffic congestion, these factors lead to the circulation of goods greatly limited, and increase logistics costs. It can be seen that Xi'an's urban planning seriously restricts the rapid development of regional trade circulation.

- Low Level of Local Logistics Enterprises.

The logistics enterprises in Shaanxi Province are small in number, relatively scattered, and their service level is generally low. At present, the number of comprehensive logistics enterprises in the province is very small, and the development of third-party logistics services is seriously lagging behind the developed cities in the east. Specifically manifested in the small scope of business, low degree of socialization, low level of management, obsolete technical facilities, low level of mechanization, traditional single transport and warehousing services are difficult to form a large-scale intensive effect.

2.3 Put forward higher requirements

As an important transit station of the second largest Eurasian Continental Bridge and a hub city of opening up to the outside world in the west, Xi'an has achieved the goal of rapid development and rapid growth by virtue of its unique geographical advantages in recent years. With the continuous improvement and promotion of the national logistics policy, large domestic logistics

enterprises such as Shentong Express, Yuantong Express, Zhongtong Express, Baishihuitong Express, Yunda Express and Shunfeng have also entered Shaanxi to occupy a place. And with the continuous expansion of Shaanxi's external economic openness, international logistics giants such as Deutsche Post World Net, UPS, A.P. Moersk Group, and FedEx have also rushed to Shaanxi.

In contrast, the development of Shaanxi's commercial and trade logistics industry lags behind that of Shaanxi's logistics industry. Faced with the increasingly fierce market environment, Shaanxi's commercial and trade logistics must break the existing rigid pattern, reform the management system to solve the fundamental problems from the system, grasp the national policy, and catch up with the construction of the Free Trade Zone if it wants to survive in the crack. Set up this windmill.

3. Problems in the Development of Shaanxi Commercial Logistics

3.1 Infrastructure construction lags behind

There are still some shortcomings in the basic supporting facilities of Shaanxi commercial and trade logistics, and the basic supporting facilities have not brought into full play. In 2015, the transportation cost of Shaanxi logistics industry still accounted for 69.9% of the total cost, the transportation cost accounted for too much, and the development competitiveness of the logistics industry was weak. From the external point of view, its environmental conditions are not smooth enough, and the logistics infrastructure is not perfect enough, leading to the relatively backward development of Shaanxi transportation industry can not meet the needs of the current economic development. In recent years, although some achievements have been made in Expressway construction, the mileage of expressway has increased by 22.45%, the expressway freight volume has not been satisfactory, only increased by 13.5%. This shows that the efficiency of expressway construction and highway freight transportation is still at a low level, and the province is limited by regional geographical environment. The level of highway development varies greatly in different regions, such as Yulin, Yan'an North, Hanzhong and Ankang areas, the road coverage is still insufficient, and its traffic rate needs to be improved. Railway construction in Shaanxi Province increased by 18.03% compared with the same period, but the proportion of railway freight volume to total freight volume remained only about 20%, the bottleneck of railway transportation still existed, and the capacity of railway freight and passenger transportation was obviously insufficient.

3.2 Insufficient legal environment

From the legal environment of logistics operation, the government has too much administrative intervention in the operation of logistics enterprises, the mechanism of coordinated development of inadequate regulatory measures has not yet formed, and the industrial policy system is imperfect. Logistics industry is a comprehensive industrial chain, which includes many fields, such as processing and manufacturing, transportation, customs declaration and inspection, e-commerce, savings, warehousing management, industrial and commercial management and other industries. Many industries cooperate with each other to form a system. Therefore, government and government, government and enterprise, enterprise and so on. There is a need for a complete and sound mechanism between industry and enterprise, but the current mechanism is not sound enough is a major criticism. Moreover, logistics has a certain basis in terms of service, but in many aspects, it is still blank, such as management, basic, technical, technical, information, service, logistics standard planning and other standards. Finally, the enthusiasm of logistics enterprises is difficult to be mobilized. The main reason is that the relevant policies on transportation, logistics land, taxation, finance and other aspects which are beneficial to the development of logistics issued by the government are too few.

3.3 Low level of business logistics enterprises

Shaanxi is located in the inland of China, where the development of commercial and trade logistics is slow and facilities are not perfect. The phenomenon of small, scattered and weak local

logistics enterprises still exists, and there are no enterprises with large scale and modern management. The rapid development of the logistics industry has led to the rising demand for corresponding talents, but the training of logistics talents has not kept pace with the development of enterprises, resulting in the low level of enterprise management services, and the construction of information platform in the Internet of Things is not perfect. Shaanxi Province has a lower level of logistics informationization than the eastern provinces due to the influence of science and technology, talent, regional location and so on. There are fewer professionals engaged in logistics.

Logistics industry is inefficient in information collection, transmission and sharing. Shaanxi Province has a low level of social informationization as a whole, and a low level of logistics informationization, specialization and scale. Small-scale companies can not achieve the separation of transport, warehousing and other logistics links, resulting in the slow development of third-party logistics services. The insufficient application of new information technology makes logistics inefficient, lacking of sharing platform and low information sharing and utilization rate. With the rapid development of logistics industry, but the backward talent training mechanism, the level of logistics enterprises in Shaanxi Province is lower than that of other developed eastern provinces. In addition, the traditional concepts of low-level enterprises in logistics enterprises are biased, so logistics talents are more scarce.

4. Countermeasure and Suggestion on the Development of Shaanxi Commercial Logistics under the Background of the Construction of Free Trade Zone

4.1 Further Implementing Preferential and Incentive Policies

In view of the fact that the development of commercial and trade logistics in Shaanxi Province is relatively lagging behind, the provincial Party Committee and the provincial government should follow the market-oriented economic law. The government should actively use macro-control means to standardize market order and regulate market economy, rely on enterprises, strengthen administrative means, and implement the preferential policies of the central government on local areas. To formulate corresponding laws and regulations. Logistics park is an important part of Shaanxi's commercial and trade logistics. It is not only the main distribution center of goods and logistics activities in Shaanxi, but also closely related to the consumption of Shaanxi people. Therefore, the government should plan and compile Logistics Park as soon as possible, and begin to plan grain, emergency, science and technology, energy and other industries with its own development advantages. Industry. We will further deepen the reform of relevant policies for logistics development and actively plan for land use for logistics construction, financial support and preferential policies. We will strengthen the construction of Shaanxi's three-dimensional transportation network and intensify efforts to integrate various modes of transportation, such as highways, railways and airlines. We will strengthen the construction of international land ports, simplify customs declaration and inspection procedures, promote regional integration of customs special supervision and the construction of bonded supervision networks, and establish a new bonded logistics supervision system.

4.2 Improving the level of logistics informatization and strengthening the training of logistics talents

The foundation of modern logistics development is its informatization and networking. First of all, establish logistics information exchange platform as soon as possible. Improve the public information platform of highway, railway information sharing platform, air transport logistics warehousing, and Logistics Park in Shaanxi Province, and use modern information technology to strengthen information collection, information transmission and sharing, so as to achieve real-time monitoring of all logistics links, thereby improving management efficiency. Secondly, we should promote the development of e-commerce. E-commerce needs logistics to provide security, while logistics needs e-commerce to speed up the development process. The two complement each other. Expanding the sales scope of enterprises, realizing the integration of online and offline,

transforming the way of consumers' purchase, promoting the development of logistics industry, and finally forming informatization, multi-function and high service standards. Promoting logistics informatization and advocating enterprises to use new technologies, such as RFID radio frequency identification technology, GPS, GIS/RS geographic information technology and remote sensing technology, can effectively reduce logistics costs. Finally, because logistics specialty is established late in some universities and logistics industry develops rapidly, enterprises should pay attention to personnel training, so that logistics practitioners can improve their own quality with new skills and knowledge. Enterprises should not only reward employees materially, but also spiritually pay attention to creating on-the-job training opportunities for employees in many aspects, rewarding outstanding employees, and increasing cultural and recreational activities in a timely manner. Colleges and universities should strengthen their cooperation with foreign logistics education and training institutions, strengthen the construction of teachers, and cultivate logistics talents to meet the needs of enterprises by docking facts with logistics enterprises.

4.3 Improving Infrastructure and Strengthening regional Logistics Cooperation

Integrating the logistics resources of the whole province to strengthen regional cooperation, radiating from Xi'an to the whole province, strengthening the construction of transportation facilities, perfecting the connection between various modes of transportation, constructing logistics transportation network, rationally distributing resources and adopting the principle of proximity to avoid reverse logistics, and integrating resources to eliminate the low utilization rate of resources. Enterprises should improve the efficiency of logistics operation. We will speed up the construction of railway infrastructure, improve the functions of Xi'an railway hubs throughout the province, expand the scale of Xi-xian International Airport and strengthen its operational capacity. Accelerate the construction of provincial road traffic network, and form a three-dimensional traffic network supplemented by highway and railway transportation.

Take Xi'an as the center to strengthen the construction of logistics nodes. Yulin is the main area in northern Shaanxi to co-ordinate the surrounding Yan'an and surrounding areas, while Hanzhong in southern Shaanxi is the main driving force for the development of logistics in Ankang and the southern areas bordering Sichuan and Hubei. Gradually form a logistics node network with interconnection, sound facilities and clear division of labor, complementary advantages and scientific rationality. Each region of the logistics node network should be independent and open. It should share interests and compete with each other, but also cooperate and win-win and common development, so as to form a logistics system with unique Shaanxi characteristics.

Shaanxi province should take advantage of the development of free trade area, starting from the government, commercial enterprises, logistics enterprises and so on, and actively promote the rapid development of Shaanxi commercial logistics. Firstly, by amending relevant laws and regulations, the government formulates detailed service standards for logistics industry, enlarges the construction of logistics infrastructure, creates a good commodity circulation environment, integrates all kinds of resources of Shaanxi Province, integrates Shaanxi commercial and trade logistics into a whole, strengthens regional cooperation, and promotes commercial and trade logistics to a higher platform. Enterprises actively promote industrial optimization and upgrading, strengthen school-enterprise cooperation, and jointly train business and international logistics talents with the help of good educational resources of Shaanxi Province, constantly improve the service level of logistics enterprises, improve the efficiency of material circulation, and constantly reduce logistics costs. Business and trade enterprises should actively introduce advanced production technology, constantly carry out technological innovation, improve the level of enterprise automation, actively participate in and join hands with the government, logistics enterprises and related industries to build logistics information sharing platform, and integrate the business flow, capital flow and information flow of e-commerce enterprises by improving the level of information technology. Improve logistics efficiency, improve commodity quality, reduce the cost of commodity manufacturing, and further promote Shaanxi commodities to go abroad and to the world.

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