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## **THE IMPACT OF PROMOTING TRADE FACILITATION ON CHINA'S CROSS BORDER E-COMMERCE EXPORTS**

***Resume.** The Internet's global spread and advances in logistics technology have fueled rapid expansion in the cross-border e-commerce sector. As a significant market, China has experienced swift growth in exports, propelling the high-quality development of its foreign trade. Despite the diminishing role of traditional trade barriers amidst global economic integration, trade facilitation remains pivotal, particularly in customs and technology. This study will examine how trade facilitation affects China's cross-border e-commerce exports, aiming to enhance policy understanding, international collaboration, and the sector's continued growth.*

***Keywords.** Trade facilitation; Cross border e-commerce; foreign trade*

**Part 1. Introduction.** Globalization has promoted regional integration, with countries reducing trade barriers and trade facilitation becoming increasingly important. After the 2013 WTO Trade Facilitation Agreement, countries implemented facilitation policies.

Although cross-border e-commerce is developing rapidly, it is constrained by factors such as customs clearance and logistics, forming invisible barriers. Improving trade facilitation and optimizing cross-border e-commerce processes are crucial for promoting international trade. Studying the impact of the facilitation level of trading partner countries on China's cross-border e-commerce exports can help deepen the understanding of policy effectiveness and find effective ways to promote exports.

### **Part 2. Research background**

**2.1. China's cross-border e-commerce market has continued to expand.** According to data from the Huaon Institute, in 2022, China's cross-border e-commerce transaction scale reached 15.7 trillion yuan, a year-on-year increase of 10.56%. Despite the high pressure from the downward trend of the international economy, it has maintained rapid growth, demonstrating strong potential for development and vitality. A report from in Media Consulting also points out that in the first three quarters of 2023, the import and export scale of China's cross-border e-commerce reached 1.7 trillion yuan, showing the growth momentum of the cross-border e-commerce market. In addition, the "2023 China Cross-Border E-Commerce Market Data Report" released by the E-Commerce Society shows that the market size of China's cross-border e-commerce in 2023 reached 16.85 trillion yuan, a year-on-year increase of 7.32%, accounting for 40.35% of the total value of

goods trade imports and exports. These data and analyses indicate that China's cross-border e-commerce market is not only large in scale but also growing rapidly, with broad development prospects.

**2.2. The underdevelopment of China's trade environment constrains the growth of cross-border e-commerce.** Despite ongoing improvements in China's port business environment and trade facilitation, there are still issues such as the need for simplified customs procedures, standardized charges, and delays in customs clearance that impact business efficiency. Cross-border e-commerce enterprises are challenged by changing regulations and international legal disparities, necessitating increased financial support to reduce costs and foster new business forms. They also require a more localized online shopping experience, including currency and payment method adaptations. Although government support has intensified, there is a need for further policy refinement and talent development. Moreover, the high costs and inadequate services in logistics and infrastructure remain significant issues to be addressed.

**Part 3. The significance of trade facilitation research for the development of China's cross-border e-commerce.**

**3.1. Enhancing Trade Facilitation.** Improving trade facilitation is key to boosting China's cross-border e-commerce, offering a framework for closer economic relations and clearer pathways for export growth. It involves lowering trade barriers and simplifying customs to increase market access and global competitiveness for Chinese firms.

**3.2. Informing Policy Development.** The study offers data-backed insights to guide government policy on cross-border e-commerce, emphasizing the need for regulations that foster e-commerce health, tax incentives, financial support, and robust dispute resolution. It also highlights technological innovation as a means to increase efficiency and reduce costs in digital trade, as well as the importance of workforce education and training.

**3.3. Supporting Enterprise Market Growth.** Trade facilitation research equips Chinese e-commerce businesses with the knowledge to assess and penetrate export markets effectively. It encompasses understanding market demands, consumer behaviors, and legal landscapes, and leverages digital tools for supply chain optimization and customer service enhancement. This strategic use of data analysis aids businesses in navigating international competition.

**Part 4. Research Content and methods.** The main contents of the study are as follows:

1. Definition of trade facilitation: clarify the definition, connotation and role of trade facilitation in international trade, and construct the theoretical framework of trade facilitation, including its role and influence mechanism in international trade.

2. Current situation analysis: analyze the current trend of Global trade facilitation, as well as the current situation and characteristics of China's cross-

border e-commerce exports, and analyze the scale, structure and growth trend of China's cross-border e-commerce exports.

3. Identification of influencing factors: identify the main trade facilitation factors affecting China's cross-border e-commerce exports, such as port environment, customs environment, regulatory environment, financial environment, e-commerce environment, policy environment, logistics and infrastructure environment, etc.

4. Empirical research: analyze the specific impact of trade facilitation measures on China's cross-border e-commerce exports by collecting data. Policy suggestions: Based on the research results, this paper puts forward policy suggestions to improve China's cross-border e-commerce export competitiveness.

5. Considering the feasibility and potential impact of policy implementation, propose short-term and long-term strategies.

**Part 5. Conclusion.** Trade facilitation is crucial to promoting the prosperity of China's cross-border e-commerce. The overall level of trade facilitation between China and its trading partners has increased, but there is still considerable potential for improvement. China should strive to improve the trade structure and international market layout of cross-border e-commerce in order to achieve high-quality development. In the process of improving trade facilitation, it is also necessary to strengthen cooperation with trading partners in this field. At the same time, we should actively promote bilateral and multilateral trade cooperation to promote the common progress of trade facilitation and cross-border e-commerce.

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