

Research on the Collaboration of Cross-border E-commerce and Cross-border Logistics in Shaanxi Province FTZ

Congli Xie

Business School, Xi'an International University, Xi'an, 710077, China

Email: xcl1980_0@163.com

Keywords: Free Trade Area(FTA); Cross-border e-commerce; Cross-border logistics; Coordinated development

Abstract: With the development of economic globalization, cross-border e-commerce in China has attracted wide attention from all walks of life. Cross-border logistics is the guarantee of cross-border e-commerce development. Shaanxi FTZ, as the third batch of pilot projects in China and the first pilot area in inland China, will attract a large number of domestic and foreign e-commerce giants to invest by virtue of its unique location advantages and favorable policies. Therefore, it will establish a cooperative mechanism between cross-border e-commerce and cross-border logistics, build a logistics network system of cross-border e-commerce, and improve cross-border e products. The level of flow informatization, reducing the cost of cross-border e-commerce logistics and meeting the development requirements of cross-border e-commerce in Shaanxi FTZ are of great practical significance to the development of Shaanxi FTZ.

In recent years, with the continuous innovation of traditional logistics, cross-border e-commerce has developed strongly in the global scope. However, the existing logistics system cannot meet the rapid growth of cross-border business in China, so it is critical and urgent to establish a coordinated development of cross-border e-commerce and logistics.

Shaanxi's unique geographical advantages and constantly improving favorable policies have created a good policy environment and economic environment for the coordinated development of cross-border e-commerce and logistics in FTZ. However, opportunities and challenges coexist in the development of Shaanxi FTZ, which requires not only national macro-strategic planning and policy guidance, but also a large amount of financial support. Therefore, it is helpful for Shaanxi FTZ to serve the Shaanxi economy better. By building logistics network system of cross-border e-commerce in Shaanxi FTZ, improving the level of cross-border e-commerce logistics informatization, reducing the cost of cross-border e-commerce logistics, and continuously improving the efficiency of cross-border e-commerce and cross-border logistics.

1. Overview of Cross-border E-Commerce and Cross-border E-Commerce Logistics

1.1 Overview of Cross-border Electronic Commerce

Cross-border e-commerce refers to an international business activity that belongs to different trading entities, through which transactions are concluded, payments and settlements are made, and goods are delivered through cross-border logistics to complete transactions.

In different regions and countries, trading entities use the internet platform to computerize and record transaction information on the platform. Through the platform distribution, logistics enterprises will distribute products to consumers, and complete the final transaction action. The characteristics of cross-border e-commerce are as follows:

1.1.1 Global Forum

The network is a media without boundaries, with global and non-centralized characteristics. Cross-border e-commerce, which is dependent on the network, also has the characteristics of globality and non-centralization. The biggest difference between E-commerce and traditional

transaction is that E-commerce is a borderless transaction, which loses the geographical factors of traditional exchanges. Internet users can submit products, especially high value-added products and services, to the market without considering crossing national boundaries. The globality of the network can maximize the sharing of information, but it also requires tax difficulties and all kinds of risks associated with it.

1.1.2 Instantaneously

Traditional trade information is delayed, buyers and sellers spend a lot of time in information exchange. However, the transmission of cross-border e-commerce information has nothing to do with the distance between real time and space, so it improves the efficiency of transactions, but also hides the legal crisis.

1.1.3 Paperless

In cross-border e-commerce transactions, online platforms record transaction information in all aspects. The whole process of transaction information is recorded by electronic devices, which breaks away from the limitation of traditional transaction information recorded on paper, makes information acquisition more convenient, saves more time, and simplifies the transaction process.

1.1.4 Anonymous

Because of the decentralization and global nature of cross-border e-commerce, consumers can conduct online transactions anonymously, which leads to the deterioration of tax evasion. In addition, consumers enjoy the greatest freedom, but only assume the smallest responsibility, or even simply evade responsibility, because tax authorities cannot identify the identity and geographical location of online traders, it is impossible to know the transaction situation and tax payable of taxpayers, let alone to audit and verify, which obviously creates trouble for tax authorities.

1.2 Overview of Cross-border E-commerce Logistics

The concept of cross-border e-commerce logistics is based on e-commerce logistics, which carries out transportation, warehousing, packaging, circulation processing, customs clearance and distribution activities for import and export e-commerce goods to meet the needs of users. The characteristics of cross-border e-commerce logistics:

1.2.1 Logistics efficiency is low

Cross-border goods are carried out between different countries or regions with large space span, different customs clearance procedures, complicated customs clearance procedures, many uncontrollable factors in the logistics process and long cycle, which lead to the low level of cross-border e-commerce logistics.

1.2.2 Great difference in goods damaged and damaged

Because cross border Logistics is carried out in different countries. In the process of logistics, there are many transits and links, and the rate of goods loss and freight difference is greatly increased.

1.2.3 Hard returns

At present, cross border logistics costs is high and takes a long time. If goods are delivered in non-overseas warehouses, the procedures are cumbersome and the waiting time is long. Even if consumers are not satisfied with the products, they will often give up returning and exchanging goods. This will affect consumers' shopping experience to a certain extent, and then affect the development of cross-border e-commerce.

2. Status of Cross-border E-commerce and Cross-border Logistics in Shaanxi FTZ

2.1 Cross-border e-commerce business

2.1.1 Increasing scale of E-commerce Transaction

In the first six months of 2018, Shaanxi's e-commerce trade volume reached 314.143 billion RMB, an increase of 61.15% year on year, exceeding the total e-commerce trade volume in the whole year of 2015, and the net retail sales volume reached 430.499 billion RMB, an increase of 49.63% year on year. The index of E-commerce development ranked 10th and the growth index ranked 6th in China. It has expanded to such economic societies as production, circulation, consumption, culture, At all levels of life, the penetration level of traditional industries ranks thirteenth in the country, and rural e-commerce ranks first among the five northwest provinces.

2.1.2 Variety of Transacted Products and Diversified Development of Trade Subjects

Shaanxi characteristic products, household appliances, clothes, shoes and hats, electronic products, nutritional and health products are the main trading products of cross-border e-commerce in Shaanxi FTZ. Peripheral countries and countries along the Silk Road as well as the United States, Russia and other countries are the main trading areas. Shaanxi FTZ's cross-border e-commerce products and trading subjects are as single as traditional trade, and are developing towards diversification.

2.1.3 Electronic Commerce Park has become a rudiment

Commercial electronic demonstration bases such as Xi'an High-tech Comprehensive Bonded Zone, Xi-xian Bonded Logistics Center and Xi'an International Port Area have been built and applied. Alibaba, Jingdong, Weipinghui and other large e-commerce enterprises have been stationed in Shaanxi FTZ one after another, and have made a large amount of capital investment. Shaanxi FTZ has also introduced China Construction Bank and China Post to provide financial services for enterprises in the FTZ. So far, cross-border e-commerce industry cluster in Shaanxi FTZ has begun to take shape.

2.2 Status of cross-border e-commerce logistics enterprises

Through investigation, it is found that the existing cross-border logistics enterprises in Shaanxi FTZ are the following types:

(1) Traditional retail enterprises have established cross-border logistics networks, such as Wal-Mart, because their own business volume is sufficient to support the demand of cross-border logistics.

(2) Traditional transportation and postal enterprises meet the needs of cross-border e-commerce market, increase cross-border logistics business, such as COSCO, CIMC and international postal system.

(3) Large manufacturing enterprises, relying on their original logistics resources, have begun to involve in cross-border logistics business, such as Haier Logistics.

(4) With the continuous expansion of cross-border e-commerce business, traditional e-commerce enterprises build their own cross-border logistics network, such as Jingdong, Alibaba etc.

(5) Traditional express delivery enterprises are unwilling to miss the cross-border logistics market, and have entered the cross-border logistics business one after another, representing enterprises such as Shunfeng, Shentong etc.

3. Necessity of Collaboration between Cross-border E-commerce and Logistics in Shaanxi FTZ

3.1 The Symbiotic Relation between Cross-border E-commerce and Logistics Industry

There is an inseparable symbiotic relationship between cross-border e-commerce and logistics.

Whether B2B or B2C, most of the existing platforms are composed of traditional platforms and new platforms. However, no matter what kind of platform, logistics activities can be commissioned to complete on the platform, and can ensure that goods are from the seller to buyer on time. Cross-border e-commerce is the premise and basis for cross-border logistics activities, while cross-border logistics provides strong support for the smooth development of cross-border e-commerce. They are interdependent, mutually reinforcing and developing together.

3.2 reducing logistics costs

Cross-border e-commerce can effectively reduce the cost and time of purchasing, transportation, warehousing and customs clearance by establishing overseas warehouses, thus greatly reducing the cost of cross-border e-commerce logistics and improving the level of service. Shaanxi FTZ, through the cooperation mode of cross-border e-commerce and logistics, namely "logistics special line + overseas warehouse", uses the mature global and overseas purchase platforms of large e-commerce enterprises such as Beijing East and Alibaba to help enterprises achieve long-distance goods warehousing and distribution at home and abroad, and grasps the operation of cross-border logistics in a practical sense.

3.3 Achieving Information Tracking

The development of cross-border logistics is inseparable from information support. New information technologies, such as big data, cloud computing, Internet of Things, two-dimensional codes and so on, provide solid technical support for the development of cross-border e-commerce in Shaanxi FTZ. These technologies can not only realize the real-time information sharing of cross-border e-commerce logistics, but also effectively improve the data processing ability, thereby improving the efficiency and quality of cross-border e-commerce logistics services.

4. Feasibility of Collaboration between Cross-border E-commerce and Logistics in Shaanxi FTZ

4.1 Interactive system of cross-border e-commerce and logistics

Cross-border e-commerce and cross-border logistics complement each other. When cross-border e-commerce gradually replaces the traditional cross-border shopping and develops rapidly, it needs a strong logistics system to support it, otherwise there is no way to develop better. On the contrary, when the logistics system is strong enough, cross-border e-commerce will develop accordingly. The interaction system between them also makes their collaboration more urgent.

4.2 An ever-improving policy

At present, the logistics industry in Shaanxi Province is in a rapid development trend, and the emerging technology and service model become the development trend. The policy of "one belt and one road", the national comprehensive innovation and reform pilot area, the National Central City, the construction of greater Xi'an and the construction of FTZs have been continuously improved. Huawei Global Technical Support Center has been established in Xi'an High-tech Zone successively. Huarun has invested 70 billion RMB in the construction of healthy towns and silk road exhibition towns, the largest comprehensive intelligent logistics industry base and UAV project in Beijing and East China, the cultural and tourism project of Overseas Chinese City of 238 billion RMB, the headquarters of Alibaba, and Shaanxi FTZ is attracting domestic investment through policy innovation and economic support. Foreign cross-border e-commerce enterprises are constantly stationed. The rapid development of cross-border e-commerce in Shaanxi FTZ will promote the substantial improvement of cross-border logistics processing capacity. The emergence of "block chain" will certainly promote the integration and coordinated development of cross-border e-commerce and cross-border logistics in Shaanxi FTZ.

5. Suggestions on Cross-boundary E-commerce and Logistics Synergy in Shaanxi FTA

5.1 Promote the integration of cross-border e-commerce and cross-border logistics

According to the theory of industrial convergence, if two industries want to blend with each other, there must be some vague boundaries at some levels. Although cross-border e-commerce and logistics industries belong to two different industries, there should be boundaries that can blend at the technical level, business level and market scope level. Therefore, it is necessary for relevant departments to provide policy guarantees for cross-border e-commerce and cross-border logistics synergy through continuous improvement of relevant policies, and to provide necessary technical support for the integration of modern information technology and innovative thinking.

5.2 Constructing Logistics Network System of Cross-border E-commerce

Due to the continuous presence of a large number of cross-border e-commerce enterprises, it is imperative to build a unified cross-border e-commerce service platform. The existing cross-border e-commerce platforms such as Jing-dong "Global Purchase", T-mall International are all independent operating systems and cannot achieve mutual sharing of logistics networks. Therefore, the new model of the "E-commerce Industry + Logistics Park" in the Shaanxi FTA can be further brought into play, and the advantages of the cross-border E-commerce enterprise platform and the policy advantages of the Shaanxi FTA can be fully utilized to integrate different platform resources and step up the formation of a unified cross-border E-commerce service platform. We will build a unified public logistics network system and promote the coordinated development of cross-border e-commerce and logistics platforms.

5.3 Professional operation through logistics outsourcing

Cross-border e-commerce enterprises can cooperate with logistics companies in the park to outsource logistics services to reduce their own operating costs, use logistics companies' overseas warehouses and perfect logistics network advantages to achieve cross-border logistics professional operations and eliminate distribution efficiency and improve the economic benefits of cross-border e-commerce and reduce costs.

5.4 Establishment of strong confidence mechanisms

The interests are permanent and conflicting. If the conflicts of interest between cross-border e-commerce and cross-border logistics can be resolved, the synergies between cross-border e-commerce and cross-border logistics can be better. Therefore, the distribution of benefits is important. It is an important aspect to solve the conflict of interest between the two countries to make reasonable benefit distribution scheme and fund transfer mode. The macro-coordination of the government can ensure the reasonable and fair distribution of benefits to some extent, and the "block chain" technology can effectively guarantee the transparency of financial flows, thus reducing mutual suspicion between the two sides and enhancing the trust of the two sides.

Shaanxi FTA has attracted investment from various industry giants with the help of geographical advantages and various favorable policies. However, the coordinated development of cross-border e-commerce and logistics in Shaanxi FTA is not only a simple investment attraction, but should be led by the government. We will work with cross-border logistics enterprises and cross-border e-commerce enterprises to carry out in-depth cooperation and financing, and set up a comprehensive platform for cross-border e-commerce and logistics coordination. Cross-border e-commerce enterprises can improve their own service levels by outsourcing international logistics services to cross-border logistics enterprises. The government just needs to coordinate between the parks and various cross-border e-commerce companies so that each company can work together to cooperate with each other and develop its own professional level to maximize the synergy between cross-border e-commerce and logistics. On the other hand, it is necessary to apply advanced management system to make the various links work closely and efficiently, so that the efficiency of business operations can be improved, and the cooperation between cross-border e-commerce and

logistics can develop rapidly.

Acknowledgments

In this paper, the research was sponsored by Social Science Fund Project of Shaanxi Province (Project No. 2017D015)

References

- [1] Chun-Hsien Chen. Adaption of Logistical Distribution Networks with Complexity and Efficiency Considerations for Cross-Border E-Commerce in China [M]. IOS Book Press, 2017
- [2] Xiaozheng Wang. The "Internet+" Based Study on the Development Strategy About Sino-Russian Cross-Border E-commerce [J]. Book Springer, 2017
- [3] Han Jie. Research on the Collaborative Development of Cross-border E-commerce and Logistics in Xiamen FTZ [J]. Smart City, 2016, (6)
- [4] Zhangliping, Li Mayanzhi, and Guannuo. Research on the Development Status and Problems of Cross-border E-commerce in Shaanxi Province [J]. Modern Economic Information, 2016
- [5] Chen Tingxuan. "Amoy of the Sea": The Present Situation and Development of China's Small and Cross-border Electronic Commerce [J]. Electronic commerce, 2014, (9)
- [6] Zeng Yi. Research and analysis on logistics model of micro-cross-border e-commerce [J]. SME Management and Technology, 2013, (6)