

Analysis and Countermeasures of Green Trade Barriers in International Trade

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Abstract: Owing to the acceleration of economic globalization, China's economy has stepped into the world stage and played a crucial role. However, in the process of international trade, green trade barriers have caused serious impact on Chinese enterprises, which greatly affect the trade activities of import and export commodities. In the new period, the economic industry is in the stage of transformation and development. To realize the long-term growth of industry income, green trade barriers should be quickly issued. Based on the specific situation of green trade barriers in international trade, this paper analyzes the concept and characteristics of green trade barriers, puts forward the reasons for the formation of green trade barriers in international trade, and makes the countermeasures of green trade barriers in international trade.

1. Introduction

In economic activities, green trade barriers can protect the environment to a certain extent. However, many developed countries use green trade barriers as an excuse to develop trade protection for imported goods, producing a negative impact on the free circulation of international trade. Therefore, for the progress of international trade and economy, one of the important issues is how to achieve the balance between economic progress and environmental protection.

2. Concept and Characteristics of Green Trade Barriers

The so-called green trade barriers refer to that in the process of international trade, some developed countries rely on their own competitive advantages, and take very strict environmental protection regulations and standards as access conditions through the protection of ecological resources, environment and health. Most countries are hard to meet the relevant requirements. It is mainly to exclude the commodities of developing countries. Green market access, green anti-dumping, environmental trade sanctions, green tariffs and so on are its manifestations ^[1]. Among the many components of TBT, green trade barriers is one of the most important.

Green trade barriers have the characteristics of concealment. In the traditional trade barriers, the present value of quantity and price norms are more transparent, so it is easier for people to understand them. However, the green trade barriers contain a variety of types, mainly related to

product standards and other content, and cumbersome measures are in constant change, so people are more difficult to deal with. Based on the perspective of environmental protection, the relevant provisions of international conventions and WTO protect green trade barriers. Therefore, under normal circumstances, developed countries will rely on the name of environmental protection to carry out trade protection work, resulting in its covert characteristics.

Green trade barriers have certain discrimination. The determination of green trade barrier measures mainly depends on the developed countries. These developed countries mainly rely on their own technological progress and make clear the relevant standards, which is not conducive to the trade of developing countries. The formulation of green trade barriers does not consider the situation of developing countries. Compared with the economy and technology of developing countries, green trade barriers have exceeded a lot. Facing the level of different countries, there is no difference in the market access conditions of products, which is very unfair to developing countries. Among the many characteristics of green trade barriers, the most prominent one is relevance, which usually leads to the formation of chain reaction and is easy to spread from one country to many countries.

3. Reasons of Green Trade Barriers in International Trade

Since China's accession to the WTO, the international trade of our country has made remarkable achievements, and the relevant income is growing. However, green trade barriers still restrict China's international trade. With the implementation of green trade barriers policies in developed countries, international trade activities have been seriously impacted, and the number and types of import and export commodities have declined.

3.1 Promotion of Green Concept

Owing to the progress of society, human civilization is also in progress. People's material and spiritual life has been significantly improved, and more and more people begin to focus on their own health and the impact of goods on health. In addition, with the satisfaction of material life, people focus more on the long-term development of the ecological environment and social economy on the earth. Especially in some developed countries, more and more people begin to focus on green values, which develop rapidly. These have played a certain role in promoting the formation of green trade barriers in international trade.

3.2 Adjustment of Relevant Policies

Since the birth of international trade, the economic progress of each country is relatively balanced, and the commodities produced by each country can basically promote its own production development and meet the people's living needs. With the progress of the whole society, the relevant national policies are also constantly adjusted, and each country has begun to have a correct understanding of the problems existing in economic progress. In international trade, in order to survive, some developed countries explore partial protection. The above factors have laid a good foundation for the formation of green trade barriers in international trade^[2].

3.3 Incomplete Relevant System

In view of the world development situation, the current international trade rules are not perfect enough, especially for the developed countries, the binding strength of the relevant rules is relatively low, which will compress the trade space of developing countries. The current trade rules

are more favorable to the developed countries and more restrictive to the developing countries, which seriously affects the fairness and impartiality of the international trade order.

4. Countermeasures of Green Trade Barriers in International Trade

In the future development of the world economy, economic globalization is an inevitable trend, and the trade between countries will become closer. The green trade barriers used by developed countries will restrict China's foreign trade. In the face of this situation, China needs to introduce a series of international trade strategies based on its own economic interests to ensure that these strategies can meet the specific situation of our country.

4.1 Strengthen Environmental Protection Thought of Enterprises

As for the green trade barriers in international trade, we can fully use the notification, evaluation and risk warning of technical barriers to trade, vigorously develop the cooperation between enterprise, government and industry associations, take the current standardization strategy as the premise, and vigorously foster high-quality standardization talents. Meanwhile, we should also realize the improvement of the leaping ability of technical barriers to trade. At present, to achieve a breakthrough in TBT, it is essential to obtain relevant information in time. In the face of technical barriers to trade, we need to rely on new media and other technologies, institutions and industry associations to vigorously carry out the construction of information transmission platform to ensure that enterprises can obtain more systematic information content in the first time. According to the information obtained, enterprises can quickly introduce rapid early warning measures. Before issuing the notification of technical barriers to trade, WTO members will design the notification review period. During the period of notification and review, we can systematically develop relevant analysis work and formulate relevant conditions to ensure that it can meet our own needs, so as to make efficient control over the losses encountered by enterprises. Not only the government and industry associations need to make unremitting efforts, enterprises also need to constantly strengthen their own cognitive ability, be able to actively and efficiently respond to emergencies, effectively reflect the role of relevant subjects, and actively participate in the notification and appraisal work, so as to fully show their own value.

4.2 Enhance Relevant Standard and System

In the face of international trade market, green enterprises in developing countries need to meet relevant environmental standards if they want to join in. This requires enterprises to design products and production processes again and make certification for them. In order to break the green trade barriers in international trade, the export enterprises in China need to foster their own standard consciousness. In the specific production activities, they need to implement the international environmental management system standards, and vigorously develop and use green technology. In order to promote the certification standard of domestic environmental protection products, the domestic quality inspection institutions should also study and absorb advanced international experience. The government also needs to give full play to its guiding role and use diversified measures, such as setting up funds, financial subsidies, education and training, to reduce the information and cost of environmental protection standard certification. Meanwhile, we should also take some compulsive measures to expand the application scope of some crucial standards and regulations and create good conditions for the completion of the management of the enterprise product environmental standards. The government can also set up relevant environmental protection funds and give relevant financial subsidies for enterprises carrying out environmental protection

standard certification, which can play a good incentive role for other enterprises, help more and more enterprises actively participate in environmental protection certification work, and realize the reduction of environmental protection certification fees of small and medium-sized enterprises ^[3].

4.3 Improve and Optimize Current Policies and Regulations

At present, in order to better deal with the green trade barriers in international trade, the state has issued a series of policies and regulations. Although they have played a good role in promoting international trade, these policies and regulations are not perfect enough to meet the needs of current social progress. Faced with this situation, in view of the implementation of environmental policies and regulations in developed countries, China can develop a large number of learning activities, and absorb the essence. Under these preconditions, it should also be closely linked with China's actual national conditions, and we can introduce more environmental protection policies and regulations. In China, it is necessary to strengthen the environmental management function of the government. Once the illegal behaviors in international trade are found, they need to be severely punished, which can effectively control the adverse effects of green trade barriers on our country.

5. Conclusion

With the popularization of green trade barriers, Chinese enterprises need to face more severe challenges. In the development process of Chinese enterprises, the problem that they need to seriously consider is how to occupy a place in the international market. Facing the problems caused by green trade barriers in international trade, enterprises need to quickly formulate relevant management system, focus on enhancing the internationalization color of the system, and on this basis, formulate diversified strategies to deal with green trade barriers, so as to ensure that more and more Chinese enterprises can occupy a favorable position in international trade, make great contributions to the prosperity and progress of China's economy.

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