

Research on Advantages, Limitations, and Cultural Influences of China-WTO Negotiations from the Perspective of Globalization

Chun Zhang

Department of Diplomacy, China Foreign Affairs University, Beijing, 100091, China

zzc100596@163.com

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Abstract: China's accession to the World Trade Organization (WTO) is of great significance from the perspective of globalization. In this process, China demonstrates its advantages and limitations in negotiation and is influenced by different negotiating cultures. This paper first introduces China's history of WTO accession, then analyzes China's advantages and disadvantages in negotiations, such as market opening, technological progress, competitive pressure, environmental problems, social inequality, and cultural conflicts, then further explores the influence of China's position in WTO negotiations, including the indirect expression of the emotional influence of the negotiation culture, the collective influence of the form of cooperation, and so on. Finally, it shows that China should take advantage of its advantages, proactively respond to challenges with reasonable negotiation strategies and flexible implementation, and promote economic cooperation development. At the same time, China should also pay attention to the influence of the negotiation culture, focus on promoting understanding and cooperation between the negotiating parties and achieve a win-win goal, and conduct rational analysis and effective communication. Through these efforts, China can play a more active role in WTO negotiations and contribute more to global trade and governance.

1. Introduction

In the context of globalization, China's accession to the World Trade Organization (WTO) is a milestone that marks significant changes in China's economy and society and affects the structure of world trade and global governance. China's accession to the WTO is a difficult and lengthy negotiation process involving coordination and balancing interests in various areas between China and many countries and regions. In the process, China has demonstrated its negotiating strengths and limitations and has also been influenced by different negotiating cultures. This paper aims to analyze China's negotiations with the WTO from a globalization perspective: advantages, limitations, and cultural influences and is divided into three parts. First, introduce the process of China's accession to WTO in the context of globalization, then analyze China's advantages and limitations in WTO negotiations from the perspective of globalization, and finally, discuss the influence of negotiation culture on China's negotiating position in WTO.

2. China's Accession to WTO under the Background of Globalization

The development of China's negotiations with the WTO aims to build mechanisms, optimize the system, and provide China and the world with the expected standards of trade and governance while promoting globalization and multilateralism [1]. While China's negotiations with the WTO are not an entirely new topic, the globalization perspective combines the negotiations between China and the WTO with various factors such as economic, political, and cultural comprehensively and dynamically, which outlines the globalization dimension of the negotiations between China and the WTO. At the same time, it expands the technical connotation of the negotiations between China and the WTO and endows the value and significance of combining China and the WTO, China and other countries or regions, and China and itself. From the globalization perspective, the negotiations between China and the WTO have successfully explored market opening, technical cooperation, and dispute settlement,

providing experience and reference for global trade and governance. However, compared with the requirements of the theoretical construction and mechanism design of the negotiations between China and the WTO from the perspective of globalization, and the requirements of the headwinds and challenges encountered by globalization at this stage, the development path of the negotiations between China and the WTO still needs to be further optimized. It needs to be closely aligned with the background and trends of globalization to meet the recovery and growth of the global economy [2].

3. China's Advantages and Limitations in WTO Negotiations from the Perspective of Globalization

Globalization is a concept developed in parallel with the WTO, which is "immerse" with the concept of market opening, emphasizes the mutual benefit orientation of international cooperation, and reflects China's development strategy since reform and opening up. However, even if we try to define the definition and nature of globalization by economic criteria, it is still difficult to draw a clear conclusion.

For China, globalization has brought many opportunities and benefits to WTO negotiations. First, globalization has accelerated the opening up of the Chinese market, giving domestic enterprises more room for development. By participating in WTO negotiations, China has been able to break down trade barriers, attract foreign investment, expand export markets, and accelerate the internationalization of its domestic market. Second, globalization promotes technological progress [3]. Accession to the WTO has enabled China to share advanced technology and management experience with other member countries, promoting the modernization of domestic industries and improving innovation capabilities [4]. Chinese companies are gradually becoming essential participants in global value chains by learning and introducing advanced external technologies in international competition. As the world's second-largest economy, by participating in globalization, China can better utilize and allocate domestic and foreign resources to meet domestic market demand and promote economic growth. At the same time, China's market size and demand also provide other countries enormous opportunities for cooperation, achieving a mutually beneficial and win-win situation.

Globalization has brought many opportunities and benefits to China's WTO negotiations, such as market opening, technological progress, resource allocation, and international cooperation. By actively participating in the globalization process, China can continuously expand its influence and competitiveness and promote the profound development of economic development and international cooperation.

Compared to globalization, China's negotiations in the WTO involve some risks and limitations. First, the competitive pressure brought about by globalization may bring challenges to Chinese enterprises and industries. With market opening and trade liberalization, Chinese enterprises must compete fiercely with global competition to maintain their competitive advantage and improve product quality and innovation capabilities. Second, globalization has also raised environmental concerns. With China's rapid economic growth and increased global trade, environmental pollution and resource consumption have become challenges. China should seek reasonable environmental protection measures in negotiations and cooperate with other countries in solving global environmental problems. In addition, social inequality is also a key issue. Globalization exacerbates social class divisions, with some benefiting from globalization's economic growth while others face unemployment and poverty. China needs to consider social justice and inclusiveness in negotiations to ensure that the benefits of globalization reach the masses. At the same time, globalization may also lead to cultural conflicts. China has a long history and unique cultural traditions, and it is necessary to balance the protection of local culture and the opening of international exchange in globalization. And China should actively promote the perspective of cultural diversity in negotiations to promote cultural exchange and sharing.

In summary, globalization has brought risks and constraints to China's WTO negotiations, including competitive pressure, environmental issues, social inequalities, and cultural

conflicts. Therefore, China should balance interests, abide by rules, actively engage in multilateral cooperation, and seek win-win and sharing in negotiations. Globalization faces challenges and criticisms, but from the perspective of globalization, China will maximize its own advantages through reasonable negotiation strategies and effective implementation and promote the development of global trade and economic cooperation.

4. The Influence of Negotiating Culture from the Perspective of Globalization on China's Negotiating Position in WTO

4.1 The Influence of Rational and Emotional Negotiation Culture

Countries and regions place different importance on rational analysis and emotional factors in international trade negotiations. China attaches more importance to rational analysis and utility calculations, while other countries and regions pay more attention to emotional factors. This difference has significantly impacted China's negotiating position in the WTO. For example, the trade dispute between China and the EU over photovoltaic products illustrates these implications.

This trade dispute over photovoltaic products occurred in 2012-2013. At that time, the EU was the world's largest photovoltaic market, and China was the world's largest producer of photovoltaic products. However, due to the European economic crisis and political changes, the European photovoltaic industry faces difficulties. Therefore, the EU ProSun, the European Photovoltaic Manufacturers' Union, has formally applied to the European Commission for an anti-dumping and offsetting investigation into Chinese photovoltaic products. They accused the Chinese government of heavily subsidizing the solar industry and bringing solar products to the European market at below-cost prices. At the same time, they asked the European Commission to impose high punitive tariffs on imported Chinese photovoltaic products.

The Chinese government and industry have expressed strong opposition and are actively trying to resolve the issue through dialogue and consultation. China believes that the EU's approach is a kind of trade protectionism that violates the rules of the WTO. As well as safeguarding its legitimate rights and interests, China has demonstrated the importance of the photovoltaic industry to China's economic development and sustainable energy through reasonable arguments and evidence [5]. It was pointed out that the low price of China's solar products is not due to dumping but due to factors such as technological progress, economies of scale, and cost reduction, and also stressed that EU taxation on Chinese solar products would undermine the common interests of both sides and hamper the development of the global solar industry [6].

After several negotiations, the parties finally reached an agreement in July 2013. According to the agreement, there will be certain limits on the quantity and price of Chinese solar products exported to the EU, and the EU will no longer impose punitive tariffs on Chinese solar products, which averts the risk of a trade war between China and the EU and creates a favorable atmosphere for cooperation between the two countries in other areas.

The above case shows that China not only protects its legitimate rights and interests in negotiations but also considers the long-term interests of both parties and pays attention to rational analysis and calculation of interests. In contrast, the EU is heavily influenced by emotional factors in negotiations, such as jealousy of China's solar industry, sympathy for the European solar industry, and concerns about global climate change. These emotional factors could lead the EU to make irrational or radical negotiation decisions, undermining cooperation between the two countries.

4.2 The Influence of Direct and Indirect Expression Negotiation

In international trade negotiations, "direct" and "indirect" are different expressions, reflecting the language habits and communication styles of different countries and regions, affecting the efficiency of negotiations and the trust of all parties. And then, taking the rare earth export restriction dispute between China and the United States as an example, this paper analyzes the differences in direct and indirect statements between China and the United States in negotiations and the impact of these differences on the negotiation process and results.

The rare earth export restriction dispute occurred between 2012 and 2014. China is the world's largest producer and exporter of rare earths, and the United States is the world's largest consumer and importer of rare earths. In addition, rare earth is a non-renewable strategic resource with essential applications in military, aerospace, electronics, and other fields. Therefore, the Chinese government has introduced quotas, tariffs, licenses, and other control measures on rare earth exports to protect the environment and resources, and the United States and other countries believe these export restrictions violate relevant WTO rules and obligations and harm their interests.

China expresses its position and demands directly in negotiations, while the United States and others tend to do so indirectly. For example, US President Obama announced that he would take China to the WTO, accusing it of restricting rare earth exports and causing unfair competition in US high-tech manufacturing. China's response directly expressed its regret and dissatisfaction, stressing that export restrictions are aimed at protecting the environment and resources and are in line with relevant WTO regulations.

This difference between direct and indirect representation can create communication barriers and misunderstandings between negotiating parties, affecting the course and outcome of negotiations. Differences in how they express themselves lead to differences in language and culture, making mutual understanding and cooperation difficult. Therefore, in international trade negotiations, all parties must respect each other's cultural characteristics and communication styles and flexibly adjust expressions to enhance mutual understanding and cooperation.

In rare earth disputes between China and the United States, China uses direct expressions and communications, while the United States uses indirect expressions. This different representation can affect the negotiation process and outcome, creating communication barriers and misunderstandings. Therefore, understanding and respecting all parties' expressions and cultural characteristics is very important in international trade negotiations.

4.3 The Influence of Individual and Collective Cooperation Forms

In international trade negotiations, collective and individual value orientation is two different concepts that represent the social culture and moral concepts of different countries or regions and impact negotiation behavior and strategy. Taking the negotiation of agricultural subsidies between China and other developing countries as an example, this paper analyzes the differences in collective and individual value orientation between China and other developing countries and the impact of this difference on the negotiation process and results.

The above case occurred during the 2013-2015 WTO Doha Round of negotiations, in which agricultural subsidies were a major issue. Under WTO rules, developed countries should phase out trade-distorting agricultural subsidies, while developing countries should enjoy special and discriminatory treatment and retain policy space. In practice, however, developed countries have failed to deliver on their promises to reduce agricultural subsidies and continue exploiting regulatory loopholes to introduce large subsidies, creating imbalances in global agricultural markets. At the same time, developing countries face various pressures. Therefore, national procurement and public stockpiling are necessary to support domestic agriculture. In this context, the negotiations between China and other developing countries on the issue of agricultural subsidies have revealed the differences in collective and individual value orientations.

China has shown the characteristic of emphasizing collective interests and teamwork in negotiations. For example, China is actively coordinating its position and promoting the formation of a balanced plan, supporting the signing of the Trade Facilitation Agreement (TFA) and advocating implementing the balanced plan (BP). In addition, China and other developing countries jointly submitted proposals on the issue of public grain reserves exempting developing countries from government procurement and public storage measures on food security grounds. This action demonstrates China's values of relying on collective interests and teamwork in negotiations.

In contrast, other developing countries emphasize individual rights and competition more. They advocate retaining a certain degree of policy space to respond to their country's agricultural needs and challenges. However, while individual developing countries may have competition and disagreements,

collectively, they join China in supporting a balanced approach to developed countries and have made similar proposals to China.

This difference in value orientation between the collective and the individual may lead to differences and friction in negotiations, affecting negotiation efficiency and trust. However, China's cooperation with other developing countries on agricultural subsidies shows that countries with different value orientations can pursue common interests and seek balanced solutions in international trade negotiations. Therefore, international trade negotiations cannot ignore the importance of understanding and respecting the values and interests of all parties and promoting common development through cooperation. In summary, from the perspective of globalization, differences in negotiating culture have had far-reaching and profound implications for China's negotiating position in the WTO. China pays attention to rational analysis and interest calculation but also needs to consider the influence of emotional factors. And China tends to express its intentions and communicate directly in negotiations, but it also needs to strengthen communication with other countries and regions to avoid misunderstandings and conflicts. In addition, Chinese culture respects collective interests and teamwork but considers individual interests and competition. In the end, it is believed that China can improve its bargaining ability and level to achieve greater development and benefits through learning and sharing, communication and coordination, innovation and change, and win-win cooperation.

5. Conclusion

From the perspective of globalization, the negotiation of China's accession to the WTO is of great significance. During the negotiations, China showed many advantages, such as market opening, technological progress, resource allocation, and international cooperation. Through active participation in globalization, China has steadily increased its influence and competitiveness and promoted the profound development of economic and international cooperation. However, China's WTO negotiations face limitations and challenges, such as competitive pressure, environmental issues, social inequalities, and cultural conflicts. Therefore, China must balance its interests, abide by the rules, actively engage in multilateral cooperation, and meet these challenges through wise negotiation strategies and effective implementation.

The influence of negotiating culture on China's negotiating position in the WTO is not to be ignored. China attaches great importance to rational analysis and calculation of interests, emphasizes demonstrating its legitimate rights and interests through arguments and evidence, and considers the long-term interests of both parties. In contrast, other countries or regions pay more attention to emotional factors, which may be influenced by emotional factors in negotiations, leading to irrational or radical decisions. In addition, direct and indirect expressions will also affect the outcome of negotiations. Therefore, China should focus on effective communication and understanding in negotiations to overcome language and cultural barriers and ensure accurate transmission and understanding of information.

In summary, from the globalization perspective, China's WTO negotiations have advantages and limitations. China should give full play to its advantages, actively address challenges, and promote the development of global trade and economic cooperation through reasonable negotiation strategies and flexible implementation. At the same time, China also needs to pay attention to the influence of negotiation culture, rational analysis, and effective communication, promote understanding and cooperation between the negotiating parties, and achieve the goal of win-win situations. Through these efforts, it is believed that China can play a more active role in WTO negotiations and contribute more to global trade and governance.

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