

Study on the Coordinated Development Path of Cross-border E-commerce and Cross-border Logistics in Guangzhou

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Abstract: With the vigorous development of the cross-border e-commerce(CBEC) industry, it is urgent to build a high-level, high-tier open regional economy and industrial system. Carrying out collaborative innovation of cross-border industrial clusters is an important means to improve the status of the regional CBEC industry in the global value chain and an important way for regional industrial value chains to participate in international market competition. This paper takes the Guangzhou industrial cluster under the perspective of CBEC as the research object, analyzes the current situation, shortcomings, and weaknesses of the industrial cluster development, proposes the path for CBEC to upgrade the industrial clusters, and proposes countermeasures for collaborative innovation of industrial clusters.

1. Introduction

With the proposal of the "dual circulation" new development pattern, promoting the high-quality development of CBEC can help speed up the construction of a powerful trading nation, cultivate new momentum for foreign trade development, fully unleash the productive capacity of our country's robust supply chain, and strengthen the integration and linkage between domestic and international markets. As a powerful tool for enabling the sustainable development of CBEC, cross-border logistics plays an important role in reducing costs and increasing efficiency for CBEC market players, improving the international competitiveness of enterprises, and expanding market share abroad. From this perspective, accelerating the coupled development of CBEC and cross-border logistics has become an urgent task for governments and enterprises. In light of this, this article dissects the real obstacles to the coupled development of CBEC and cross-border logistics, and then proposes relevant countermeasures, with the hope of providing useful references for improving the level of cooperation between CBEC and cross-border logistics [1-2].

2. Strategies for the Coupled Development of CBEC and Cross-border Logistics

2.1 Empowering the Coupled Development of CBEC and Cross-border Logistics by Improving Policy Regulations and Supervisory Mechanisms

The coupled development of CBEC and cross-border logistics is key to building a "dual circulation" new development pattern and promoting high-quality development of foreign trade. Therefore, relevant departments should make efforts to improve relevant policy regulations, formulate medium and long-term development plans for the coupled development of CBEC and cross-border logistics, establish policy and supervisory systems suitable for the development needs of CBEC and cross-border logistics, and strengthen policy connections[3].

2.2 Ensuring the Efficient Operation of the Logistics Service System by Promoting the Information Construction of Cross-border Logistics Enterprises

To ensure that cross-border logistics enterprises better serve the CBEC market players, China should strive to promote the high-quality development of "Internet + Logistics", empower the information construction of cross-border logistics enterprises with big data, the Internet of Things

and other technologies, and fully play the enabling effect of digital technology in the digital development of cross-border logistics enterprises.

2.3 Continuously Improving the Efficiency of CBEC Logistics by Promoting the "Hard Connection" of Logistics Infrastructure

To accelerate the coupled development of CBEC and cross-border logistics, China should join forces with important trading partner countries, aim at standardization and facilitation of circulation, jointly promote the construction process of logistics channels, strive to break through the key bottlenecks of infrastructure, thereby reducing logistics costs and effectively improving the efficiency of CBEC logistics[4].

3. Deficiencies and Shortcomings in the Development of Guangzhou's Industrial Clusters

3.1 The level of industrial cluster development is not high

The overall level of industrial cluster development in Guangzhou is not high, which is reflected in: firstly, traditional advantageous industrial clusters such as shipbuilding and marine engineering, home textiles, clothing, home fitness equipment, etc., have significant room for industrial development improvement. They currently cannot occupy the high end of the international industrial chain and value chain, and there is a serious phenomenon of low-end links in high-end industries. The added value of the products is low, and the overall competitiveness and supporting capabilities of the industries are still insufficient. Secondly, although industries such as high-end equipment, new materials, solar photovoltaics, and optical fiber communications have reached a certain scale, the overall quality of the companies and product levels are not high, and they generally lack key core technologies. The added value is not high, and the overall competitiveness of the industry needs to be improved.

3.2 The level of industrial cluster chain collaboration is low

Currently, there are shortcomings in the industrial chain collaboration of Guangzhou's industrial clusters, which are reflected in: there are not many supporting industrial projects upstream and downstream, the industrial chain is incomplete, and issues such as short and weak chains are prominent. Companies within the cluster generally have low levels. There is a lack of "chain-leading" companies that can solve core key technologies and drive the development of industrial clusters, and innovative leading benchmark companies. Many industries rely only on one or two leading companies. The production efficiency of large companies and small and medium-sized companies is low. The breadth and depth of industrial collaboration are insufficient, the ability to aggregate resource elements is not strong, there is no clustering horizontally, there is no chaining vertically, the "chain leader" command ability is not high, the full industrial chain collaborative advantage has not been fully exploited, and so on.

3.3 Insufficient intensity of cluster collaborative innovation

Collaborative innovation within Guangzhou's advanced manufacturing clusters is still in the early stages of development and a complete collaborative innovation cooperation mechanism has not yet been established. This is reflected in: firstly, there are fewer innovators and the ability for independent innovation is not strong. The proportion of companies with independent core and original technologies is less than 10%. The intensity of innovation in high-end industries is weak, the ability of cluster technology to independently develop is poor, and key materials and core components heavily rely on imports. Secondly, the efficiency of integrating innovative resource elements is low. As innovators belong to different industries and fields, this often results in obstacles to the free flow of talent, technology, capital, and other innovative elements, and resource allocation cannot be fully developed, thus affecting the effectiveness of collaborative innovation implementation. Thirdly, the mechanism for industry-academia-research-use collaboration needs to be improved. There is a common phenomenon of disconnection in the industry-academia-research-use chain, the transformation rate of scientific and technological

achievements into productive use is not high, and the intensity of collaborative innovation in industrial clusters is insufficient.

4. Path Analysis of the Upgrading of Industrial Clusters by CBEC

With the rapid development of e-commerce technology and information technology, CBEC has become a new growth point for industrial economic development. Under the trend of the booming development of CBEC, it is inevitable that industrial clusters will implement transformation and upgrading. The paths can be summarized in the following three points:

4.1 Branding + Professional Operation

With the in-depth development of CBEC, consumers' consumption concepts are also changing. Product competition is transitioning from price and quantity to service quality and branding. Fine-tuning and brand operation models of cross-border operations will become mainstream. Branding, big data analysis, new media marketing, etc., have become the main strategies for CBEC companies to carry out international marketing and improve the sophistication of product operations. CBEC companies and related service providers are shifting from price-centered traffic competition to service-centered product comprehensive competition. The industrial chain and value chain are continuously extending from the middle and lower end links to the high-end links, promoting the rapid formation of the product supply chain service system localization. The increasing importance of brands and innovation by CBEC consumers prompts production companies to increase their technology R&D, industrial innovation, and global branding of products. By continuously cultivating and creating new products of excellent quality, advanced performance, and leading technology, they can enhance the status of CBEC products in the global value chain[5].

4.2 Internet + Smart Logistics

In recent years, the development of traditional international trade has obviously slowed down, and the acceleration of foreign trade transformation has driven the rapid growth of CBEC. The development of CBEC has not only greatly reduced international trade friction and improved the effectiveness of multilateral trade, but it has also promoted the close integration of export-oriented manufacturing with the internet. Conducting CBEC through the internet has become a development trend and necessary path for the transformation of manufacturing industrial clusters. In the future, the penetration rate of CBEC into the development of industrial clusters will continue to increase, and industrial clusters will continue to promote the integrated development of manufacturing and CBEC through online and offline O2O. In addition, with the in-depth development of manufacturing CBEC, there will inevitably be higher requirements for the level of smart logistics for cross-border logistics. Smart logistics is an important path for CBEC companies to implement international industrial layout and achieve value chain leap. Through automation, informatization, and intelligent processing, efficient and convenient operations can be carried out in all aspects of logistics, significantly reducing logistics costs, improving the efficiency of CBEC logistics, and thereby enhancing the international competitiveness of industrial clusters. In the future, "Internet + Smart Logistics" is an important means for the CBEC industry to participate in the division of labor in the global value chain, and it is also the direction of development of the manufacturing industrial cluster.

4.3 Supply Chain Integration + Collaborative Cooperation

CBEC promotes rapid integration of industrial clusters into the global supply chain and value chain, and enables buyers and sellers to connect directly through CBEC platforms, significantly reducing business transaction costs. It breaks the monopoly of large enterprises in traditional international trade, providing new opportunities for small and medium-sized enterprises to participate in the global supply chain and achieve leapfrog development. CBEC cultivates and forms multi-type, multi-level industrial chains and ecological chains around the "triple flow integration" of goods flow, information flow, and capital flow. Numerous CBEC platforms,

cross-border intelligent logistics, cross-border electronic payments, and third-party service agencies have emerged and continue to extend and expand into deeper and broader supply chain areas. CBEC provides broad international development space for industrial clusters, promoting the formation of a high-level, high-tier open industrial system. Through global industrial chain collaborative cooperation, governance, and sharing in CBEC, horizontal industrial alliances and vertical integration of value chains are achieved, promoting continuous growth and upgrading of the value chain and enhancing the position and ability of industrial clusters in the global value chain and international market competition.

5. Collaborative Innovation Development Strategy of Guangzhou Industrial Clusters under the Perspective of CBEC

5.1 Implement Intelligent Industrial Cluster Construction, Improve the Level of "Internet +" Industrial Clusters

Conforming to the trend of "Internet +" industrial development, optimize the resource allocation of industrial clusters, and improve the level of "Internet +" industrial clusters. Firstly, based on existing advantageous industrial clusters, highlight Guangzhou's industrial characteristics and use "Internet +" to vigorously cultivate the fields of CBEC advantageous industry chains and value chain clusters, actively connect with international standards, focus on the research and development of industry-leading technologies, standards and processes, and vigorously expand the breadth and depth of the integration of the internet and regional industrial clusters. Secondly, optimize and improve the information exchange system between CBEC and industrial clusters, expand cross-border online sales channels in response to the global consumer demand for personalization, customization, and innovation, greatly enhance the overall international market competitiveness of regional advantageous industrial clusters, and cultivate a number of well-known industrial cluster regional brands. Thirdly, accelerate the construction of intelligent industrial clusters, deeply promote the application of new generation information technologies such as big data, Internet of Things, and cloud computing in industrial clusters, select a number of industrial clusters with high agglomeration, strong innovation ability, and large leading role to carry out innovative pilot projects of "smart industrial clusters", actively explore the path of integration and development of "Internet +" and industrial clusters, and continuously improve the level of "Internet +" industrial clusters.

5.2 Promote Industry Complementary and Win-Win, Form an Ecological System of Integrated Development of CBEC and Industrial Internet

Promote cross-border cooperation among internet companies, CBEC companies, and manufacturing companies, realize resource sharing and complementary win-win in the industry, vigorously develop the sharing economy oriented to industrial clusters, jointly cultivate new subjects of cross-border operations, and achieve integrated development of CBEC companies and industrial internet; take products as the main line, integrate the related elements and requirements of CBEC industry into the design, manufacturing, marketing and other links of products, forming a new form of whole industry chain; vigorously develop the sharing economy model oriented to the manufacturing circulation link, integrate online and offline resources through sharing technology, process, equipment, and services, improve the flexible and efficient supply ability and quick response of manufacturing industrial clusters, and establish a new ecological system of efficient and collaborative production and circulation integration.

5.3 Construct Collaborative Innovation Mechanism of Industrial Clusters, Build "Industry + Service" CBEC Innovative Ecological Industrial Chain

Deploy the innovation chain around the industrial chain and supply chain, strengthen cooperation and networking among all parties, and strive to build and cultivate a good collaborative innovation mechanism and CBEC innovative ecological industrial chain. Firstly, adopt market operation mechanisms such as government support, equity cooperation, and result sharing, integrate upstream

and downstream innovation resource elements, create a collaborative innovation model of "enterprise + alliance" and an innovative ecological industrial chain of "industry + service", stimulate technological innovation vitality; Secondly, fully utilize the magnetic pole effect of leading enterprises, cluster upstream and downstream resources of the manufacturing industry, promote the transformation and upgrading of the entire chain of the manufacturing industry through new technologies, new processes, and new equipment, accelerate the formation of upstream and downstream industrial cluster advantages; Thirdly, accelerate the cultivation of a high-quality innovative enterprise team, increase the training of CBEC compound talents, and further expand the scale of high-tech enterprises and CBEC enterprises.

6. Conclusion

In conclusion, Guangzhou industrial clusters can consider construction in terms of intelligent industrial cluster construction, integrated development of CBEC and industrial internet, and construction of collaborative innovation mechanism of industrial clusters. Through the integration of CBEC and manufacturing industrial clusters, it stimulates and enhances the new driving force of Guangzhou industrial cluster development.

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