Problems and Countermeasures of Cross-border Agricultural Products E-commerce Development Based on Sustainable Agricultural Development

Zhang Rui*
Department of Economic and Trade, Jilin Business and Technology College, Changchun City 130000, China
*Corresponding author (E-mail: 33388960@qq.com)

Abstract

Although cross-border electricity suppliers started late, they brought great economic benefits to our foreign trade enterprises and the national economy. This study takes the cross-border e-commerce in Jilin as the research object. First, it analyzes the current situation and research value of cross-border e-commerce, analyzes the necessity, status and challenges of developing cross-border e-commerce in Jilin province. As a new industry, cross-border e-commerce is also facing many problems and challenges in its rapid development. The ecological security of agricultural sustainable development means that the natural resources and ecological environment on which agriculture depends are in a healthy and balanced state which is not threatened and dangerous. It has the characteristics of strategy, integrity, regionality, hierarchy and stage. How to seize the opportunity of cross-border e-commerce in the complex background of economic globalization and how to cope with the bottlenecks and challenges in the development of cross-border e-commerce are urgently needed to be further thought and studied. Therefore, on the basis of macro grasp of the emergence and development of cross-border e-commerce in Jilin Province, this paper analyzes the current situation and bottlenecks of cross-border e-commerce development in Jilin Province, and puts forward some suggestions in order to provide the basis for the healthy development of cross-border e-commerce in Jilin and to add new dynamic forces to the economy of Jilin province.

Key words: Sustainable Agricultural Development; Cross-border Agricultural Products; E-commerce.

1. Introduction

With the rapid development of information technology and Internet technology, the application of electronic commerce in international trade is becoming more and more extensive. It has brought unlimited business opportunities to many enterprises in the information, network and electronic aspects of the various aspects of the traditional business activities. With the globalization of e-commerce, cross-border electricity suppliers are increasingly becoming an important trend in China's development of foreign trade, changing the traditional pattern of world trade. Compared with traditional trade, cross-border electricity suppliers cut down many links from wholesale to sales, effectively reducing various business costs. This will bring a new meteorology to China's real economy and foreign trade economy, and cross-border e-commerce will also become a new growth point in the development of strategic emerging industries.

2. Definition and Theoretical Support of Cross-Border E-Commerce Based on Sustainable Agricultural Development

2.1. The Concept of Cross-border Agricultural Products E-Commerce

Cross-border e-commerce is the abbreviation of cross-border e-commerce. It refers to the transaction subject belonging to different border areas, and through the e-commerce platform to achieve commodity or information transactions, payment and settlement, and through cross-border logistics to deliver goods and complete the transaction of an international commercial activity.

2.2 Correlation theory

In the process of operation, the enterprise creates value through a series of activities, and its value creation activities can be divided into basic activities (production, sales, logistics, after-sale and other production and sales activities) and auxiliary activities (financial, human resources, planning, procurement, research and development and other enterprise base management activities), and the two activities of the comprehensive
enterprise are formed. Value chain. The concrete composition of the value chain is determined according to the business characteristics of the enterprise, and the basic activity is the core part of the value chain. These links can form the core competitive advantage of the enterprise and make the enterprise develop in the long run. The structure of the value chain is in accordance with the characteristics of the enterprise. The biggest characteristic of the e-commerce enterprise and the traditional enterprise value chain is the addition of the virtualization, which is mainly embodied in the basic activities. Its value creation is transformed from the material flow into the information flow and its transformation process. However, the business model of e-commerce industry will be different and may be intersecting with the traditional industry. The cross-border e-commerce model used by enterprises in cross-border e-commerce is different, and its value chain is different. It may be information flow, material flow, or the value chain that combines material flow and information flow. Therefore, the links concerned by enterprises are different according to the value chain.

Supply chain refers to the network structure formed by a series of enterprise links from the production of raw materials into products or services to the final reach of the user. It reflects the relationship between industries, enterprises and enterprises, and divides into two types of internal and external types. The upstream chain involves the supply chain of the supply chain including the supply of the supply chain. The distributor, retailer and customer of the merchants, producers and downstream chains, the supply and demand network of the internal supply chain is the internal purchase, production, storage and sales department of the enterprise. Supply chain is the operation process of four streams of logistics, information flow, capital flow and business flow. Capital flow is a cycle process. From the beginning of the supplier to the production and sales, the flow of funds has been flowing into the capital until the customers buy the funds and then invest more money to get the outflow of funds. Information flow is a two-way flow process. Customers reflect demand information and suppliers react to supply information. Logistics is generally one-way flow, is the process of commodity flow, generally from suppliers to consumers, if there is a return process, there will be a reverse flow. Business flow refers to the business process of commodity trading, and its flow direction is bidirectional. The main forms include offline shop sales and online shop sales. In cross-border electricity suppliers, quality products are the foundation, and the selection of product suppliers or the production of products is the core competitiveness process. The control of logistics link is the most important problem of cross-border e-commerce. Cross border means long distance logistics, logistics cost control and speed control are the key to success of enterprises in cross-border e-commerce. The inflow of cash in the process of payment in the process of payment, and the outflow of cash in the process of payment in the process of payment, no matter the inflow or outflow of funds, is an important link in the process of optimizing the flow of funds in the process of payment. The security and payment methods of the payment link and the choice of the platform are all problems to be considered by the enterprises. Information flow in cross-border e-commerce is relying on the Internet, using the engine, social media and other information to obtain information, and let customers see the supply information of the enterprise products, text, pictures, video are the carrier of information.

The theory of mutual demand. John Stuart Muller founded the theory of reciprocal demand on the basis of comparative cost theory. Muller believes that the commodity exchange ratio of the two countries participating in trade is determined by the demand intensity of the goods needed by the two countries, mainly including three aspects. First, the international exchange ratio is the range of changes in the terms of trade. The greater the scope of the change, the greater the cost difference between the two countries, the stronger the complementarity. The greater the space for reciprocal trade; second, the determination of the actual terms of trade is determined by the preference of the two countries, the environment and the bargaining power in the market. The equation of international demand is \( P \text{(export)} / P \text{(import)} = Q \text{(import)} / Q \text{(export)} \); the distribution of trade interests is determined by the intensity of demand. The theory of factor endowment. It was first proposed by Heckscher (Eli Heckscher) and Ohlin (Bertil Ohlin) and perfected by Samuelson (Paul Samuelson). Factor endowment refers to the state of production resources owned by a country. The factor endowment between countries is reflected in the relative quantity of various factors of production, not the absolute quantity. The distribution of H-O theory (the Heckscher Ohlin theory) is the objective basis, and emphasizes the different production functions of different countries and regions with different natural endowments and different commodities. The decisive role of trade is that the difference of supply capacity caused by the difference of resource endowment caused by the difference of resources endowment in two countries, and the difference of relative price, and the price difference is the direct cause of the trade between the two countries.

3. Necessity Analysis of Developing Cross-border Agricultural Products E-commerce in Jilin Province

3.1 The prospect of Global trade is worrying

Trade and investment, as an important engine of economic growth, are becoming more and more important. However, in recent years, the global trade and investment situation is low, the world economic recovery is weak, the international market demand is sluggish, the "black swan" incident, the prevalence of trade
protectionism and the differentiation of monetary policy in various countries will inhibit the growth of world trade. One is that the trend of globalization is weakening. Due to the lack of world market demand, the trade protectionism measures of major developed economies and some developing countries are increasing. According to the data, 1583 trade restrictions were taken by G20 members from 2008 to May 2016, and only about 25% have been cancelled so far, and 1196 are still under implementation. The WTO, the OECD and the China World Trade Center Association of China World Trade Center issued a report on Trade and investment measures, which showed that the average monthly trade restrictions adopted by G20 members in the past year have reached the highest number since 2009. The two is the increase in uncertainty in Global trade and investment. The uncertainty of Britain's departure from the referendum to the actual withdrawal of Europe will continue for several years. The European departure process does not exclude accidents, and may have a huge impact on international market sentiment and expectations, causing turbulence. At the same time, the frequent terrorist attacks from the European refugee tide have affected the confidence of the global consumers and investors, and have interfered with the normal operation of international trade, investment and financial markets, and have a negative impact on the future international economy.

3.2 The rapid development of cross-border E-commerce

Although China's cross-border e-commerce started relatively, but after the global financial crisis in 2008, the previous "container" large volume of trade in foreign trade has gradually been replaced by small, more frequent and fast orders, and the cross-border e-commerce has developed rapidly. Its development scale and achievements have attracted worldwide attention. In sharp contrast to the apparent slowdown in the development of China's traditional foreign trade, cross-border e-commerce in China has maintained a high level of growth in terms of scale. In 2010, it broke through trillions of customs, up to 1 trillion and 300 billion yuan. In 2011, the total transaction volume of cross-border e-commerce in China reached 1 trillion and 800 billion yuan, up 38.46% from the same period last year. In 2012, the scale of cross-border e-commerce transactions increased further, reaching 2 trillion and 300 billion yuan. In terms of growth rate, the scale of cross-border e-commerce transactions in China has maintained high growth in 2008-2015 years, with an average growth rate of more than 30%. Although some years are declining, the growth rate of cross-border e-commerce transactions is higher than that of China's total import and export growth rate in the same period. With the increasing scale of cross-border e-commerce transactions in China, its proportion in China's foreign trade volume is increasing, and cross-border e-commerce is becoming more and more important in foreign trade. In 2008, the total amount of cross-border e-commerce transactions in China accounted for 4.44% of the total import and export volume, accounting for 15.15% in 2014, an increase of nearly 2.5 times. In the past 2008-2016 years, the scale of China's import and export transactions and the scale of cross-border e-commerce transactions have been increasing, and the proportion of cross-border e-commerce transactions in the amount of import and export transactions has also increased.

3.3 The opportunities for Jilin Province

In 1-11 months of 2016, the export of Jilin province achieved RMB 110 billion 960 million yuan, up 3.4%, higher than the whole country 4.6 percentage points, respectively, higher than the Liaoning province and Heilongjiang province 8.1, 21.3 percentage points. In 2016, Jilin province and the Alibaba group carried out comprehensive and in-depth cooperation on cross-border e-commerce, together to build a cross border e-commerce Industrial Zone in Jilin Province, the first to promote the construction of the two dominant industrial belts of auto parts and wood products in Jilin Province, and give policy support to the on-line enterprises in Jilin Province. At present, the number of enterprises in Jilin on the Alibaba international station reaches nearly 200, and the new export volume achieved by cross-border electricity providers is nearly US $35 million.

With the change of international and domestic economic environment, Jilin's export oriented economy is facing new challenges. Foreign trade development urgently needs structural adjustment and dynamic transformation. At present, Jilin province has the traditional advantages of automobile, petrochemical, agricultural products processing and other traditional industries. There are more than 10000 enterprises with the right of foreign trade import and export. There are 20 kinds of more than 5000 trade products, such as agricultural products, automobile and spare parts, petrochemical products and so on. These unique conditions and comparative advantages provide solid foundation and huge space for the transformation and upgrading of Jilin's export-oriented economy. Since this year, Jilin Province, with the Alibaba international station as the main cross border e-commerce platform, has more than 1 billion yuan, more than 1 billion yuan, and more than 1 billion yuan, which is more than doubled last year.

3.4 The positive impact of developing cross-border electricity providers on Jilin's economy
First, the development of cross-border trade in e-commerce can stimulate consumption, expand import and export scale, do not consume resources, pollute the environment, and meet the requirements of the “new normal” to economic development. If the cross-border trade e-commerce industry has formed a relatively large scale, the comprehensive bonded zone has built the target of one hundred billion yuan of the annual output value of the cross-border trade e-commerce Industrial Park as scheduled. Then it will be equal to the reengineering of the two opening areas of the present economic scale, which has reached five points in the total economic total of Changchun. Therefore, the development of cross-border e-commerce is a new economic growth point for Jilin to change its mode of development, adjust its production structure and stabilize its economic growth. The goal of Changchun is to become a first-class trans boundary trade e-business center in China, and become a famous agglomeration area and industrial demonstration base of e-commerce enterprises in China.

Secondly, cross-border e-commerce not only breaks through the barriers between countries, but also leads international trade to border free trade. At the same time, it is also causing the world.

4. Analysis on the Current Situation of Cross-border Agricultural Products E-Commerce in Jilin Province

4.1 Sino-Russian trade

In recent years, the Russian electricity market across Asia and Europe continues to boom, becoming the most valuable emerging cross-border electricity supplier market in the world. Russia's demand for Chinese goods is stable and growing rapidly, becoming the hottest market for China's foreign trade business. According to statistics, Russia's online retail sales in 2013 amounted to 17 billion 500 million US dollars, an increase of 21% over the previous year. This is only the beginning. It is expected that the next 5 years will increase at an average annual rate of 50%. Internet users will surpass the total sum of Japan and Brazil. In the next two years, the amount of online shopping per person will reach US $1272, surpassing France, Brazil and South Korea. Affected by the situation in Ukraine, Russia's demand for Chinese electricity suppliers is particularly strong. Therefore, exporting to Russia is the core goal of cross-border e-commerce development in Jilin. It is the safest, most stable, quickest and most convenient way to carry out cross-border trade in Jilin by using postal channels to carry out cross-border e-commerce in Russia and to carry out postal customs clearance and distribution through the Wanguo International Communication Network in Russia. Dredge air routes and road freight lines. Use cargo charter mode to open Changchun to Russia route. Changchun's route to Russia was initially selected as Moscow, Yekaterinburg, Novosibirsk and Krasnoyarsk. In order to solve the problem of air cargo passage to Russia, 4 cross-border e-commerce service providers, such as SFF, Sifang, Fei Tihu group and winter morning company, have studied the air cargo charter service to Russia. Preliminary determination of the use of Russian Ural airlines or Novosibirsk Airlines aircraft, the first opening of two shifts from Changchun to Novosibirsk, Changchun to Moscow cargo charter flights. At the same time, the freight routes from Changchun to Vladivostok were opened. In November 24, 2014, China and Russia jointly held the first customs clearance ceremony of the Changchun to Vladivostok international freight lines. The Xing Long comprehensive bonded zone was identified as the starting point of Changchun to Vladivostok international freight line, and became a designated transit station for Sino Russian cross-border highway transportation, and the Changchun Hunchun Vladivostok international freight line superposition mail could be used. Road, to solve 3C electronic products and large package can not through the air transportation problem, so that the electricity supplier, network business enterprise relieved worries. Changchun to Vladivostok international freight line, the total length of 865.8 kilometers, of which 574 kilometers of the Chinese territory, 291.8 kilometers in the Russian territory, the route originated in the Changchun Comprehensive Bonded Zone, the end is located in Vladivostok, the capital of Russia's coastal border area, the longest transportation route of Jilin province to Russia.

4.2 Cross-border e-commerce platform construction

At present, a comprehensive service platform for cross border e-commerce clearance has been built. And Changchun customs, Jilin entry exit inspection and Quarantine Bureau to complete cross-border e-commerce business supervision mode design. The provincial, municipal and regional joint investment of 200 million yuan, construction completed the Jilin cross-border e-commerce integrated service platform (one phase), the provincial electronic port and the internal and external operation center storage facilities. Among them, the cross-border e-commerce platform has established a parcel sorting system, developed supervision software, and has two functions: enterprise service and government auxiliary supervision. The platform can handle 20 thousand packages per day, which has been linked to the provincial electronic ports, and the information system has been connected with the electronic business platform and the integrated service providers. The enterprises of the comprehensive bonded zone, customs, postal and logistics enterprises have studied and confirmed the export business model and operation process, and realized the first export goods clearance in November 28, 2014.
4.3 The enterprise in zones

At present, there are more and more electricity suppliers and network business enterprises in Changchun's booming comprehensive bonded area. There are 17 electricity suppliers, network operators and integrated service providers in the comprehensive protection area. Mainly include: Alibaba fast selling, Dunhuang network, e-commerce direct passenger Changchun okamada, Alibaba "rookie" company, Shun Feng express, province post company, Yi Bei, Amazon, Jingdong business city, jumei.com, vip.com. Lanting Pavilion collection potential, Shen Tong International, Lenovo gain express, four square logistics, feytiger logistics, winter morning Logistics and so on. We have reached a cooperation intention with Russian Alibaba on "Russian express", and the "rookie" network company plans to sign a land purchase contract in the near future. At first, the enterprises registered in the comprehensive insurance area - the logistics enterprises Flying Tiger logistics company and winter morning logistics company, Changchun Tiya company of e-commerce enterprise and Changchun Mari economic and trade company are in good condition. At the same time, the construction of e-commerce support system has already begun to take shape. At the end of 2013, under the support of the provincial and provincial government, the Hangzhou Alibaba group "rookie" company made substantial negotiations on the development of cross-border e-commerce. In January 7th, the Alibaba group and the comprehensive insurance area agreed to cooperate with each other in the cross-border e-commerce and other fields, and build a "rookie" e-commerce business. The logistics industry park has reached a consensus. Alibaba and other Internet business platforms have been identified at the beginning of each month, with 20 thousand orders. After the maturity, more than 100 thousand daily purchases of Russian group businesses are being cleared in the Xing Long comprehensive protection area. In the aspects of online payment, electronic certification and online credit, there are no relevant institutions registered or entered in the area at present, mainly based on the current relevant policies and resources of the country, and the Internet merchants and e-commerce providers support the existing online payment platforms, financial institutions and CA certification centers to guarantee cross-border electricity. Business business runs smoothly.

4.4 Operation situation

Since the formal closure operation, the "comprehensive customs clearance service" has been actively implemented in the Xing Long comprehensive protection area. Its business scope has been expanding and its business volume has continued to grow, and the situation is gratifying. By the end of 7 in 2015, the total declaration declarations had exceeded 3000, and the declared value reached 165 million US dollars. From 1 to July 2015, a total of 2000 customs declaration forms were declared with a total value of $120 million, which was 2.5 times that of last year's business. Especially in 6 and 7 months of 2015, the business growth rate was over 250% and the single month declaration sheet exceeded 1000. Compared with the same period last year, the business increased by 500%, and the business volume presents geometric growth. In the second half of the year, it will continue to grow. In the end of 3 month of 2016, 1008 copies of the customs declaration form (including the record list) were declared, and the business amount was 99 million 260 thousand dollars. The volume of customs declarations increased by 100% compared with the same period last year, and the value of goods increased by 300% over the same period last year. It is expected that in the first half of 2016, 2500 declarations (including record keeping list) can be fulfilled, and the business volume will be realized by US $200 million.

5. Analysis of the challenges in the development of the cross-border e-commerce development in 5. Xinglong mountains

5.1 The legal system of cross-border e-commerce is not sound

In recent years, with the continuous development of cross-border e-commerce, the legal problems accompanied by the development of the existing international trade legal system has gradually become unable to adapt to the needs of the development of international e-commerce, and the speed of the establishment of relevant legal system in our country is far behind the development of cross-border e-commerce industry. Therefore, at present, an urgent problem to be solved is to formulate a series of relevant laws on cross-border e-commerce, and to solve various institutional and legal disputes that may occur in cross-border e-commerce activities. In July 2014, the General Administration of Customs issued a bulletin on the supervision of the import and export of goods and goods in cross-border trade in electronic commerce. The announcement clearly defined the legal status of cross-border e-commerce and defined the scope of cross-border e-commerce and the scope of customs duties. The publication of the bulletin means that cross-border E-commerce will be from trial. Point to the extension. The supervision and protection of goods quality is a key issue in cross-border e-commerce law. The State Administration of quality inspection conducted several sampling surveys on several commercial platforms, which showed that the unqualified rate of commodity quality reached 26% and the
quality problem was 1331. In the same way, if this quality problem appears in cross-border transactions, it is more difficult for consumers to defend their rights because of the restrictions on many aspects such as geographical distance and legal rules. Another prominent problem of legal issues is property rights. In international trade, various countries have different intellectual property, commodity quality system, standard system and legal environment system. This is also the reason why there is no unified definition of the quality of goods and intellectual property in cross-border e-commerce transactions. How to standardize and supervise the quality of products in cross-border transactions and how to cooperate To adjust the property rights of cross-border e-commerce products in a unified way, this series of problems restrict the development of cross-border e-commerce in our country in varying degrees, and become the bottleneck of the development of cross-border e-commerce in China.

5.2 Online payment and settlement

Settlement is the act of converting foreign exchange earnings into equivalent value of the local currency through a designated bank. As an example of China's cross-border e-commerce export, foreign buyers pay for the goods through US dollars or other foreign exchange. Chinese sellers can not directly charge us dollars or other foreign exchange, but they need to convert the dollar or other foreign exchange into RMB. In this process, it involves the ring section of foreign exchange. In the past, cross-border electricity suppliers lack formal customs declaration channels, and the possibility of cross-border electricity supplier selling through normal channels is very small. Such

Before the national pilot project of cross-border e-commerce innovation, only four forms of foreign exchange can be chosen for the seller: the first, the direct collection of dollars or other foreign exchange in the accounts of individuals within the territory, and then through personal identity cards. This method is limited by the amount of foreign exchange; the second, through the HSBC company of Hongkong. Money cards are taken for cash; the third is to set up a Off Shore Company abroad and to make a settlement through the way of payment by Off Shore Company to domestic companies; the fourth is to make a settlement through the "black market". The settlement of personal ID card is affected by foreign exchange policy of our foreign exchange. Each person can only meet us $50 thousand a year, which is obviously unable to meet the needs of China's cross-border e-commerce development. In this case, the "black market trade" has become the main way of the large cross-border e-commerce settlement, because the "black market" has the characteristics of high exchange rate and fast settlement. But the "black market" has a major security risk, which belongs to the gray zone of the country, is easily investigated by the Ministry of Commerce and industry, and has a great risk of settlement, which seriously hinders the scale development of cross-border e-commerce enterprises. The absence of standardized policies and management has seriously imprisoned the development of cross-border electricity suppliers in China. Therefore, our country needs to establish a set of settlement system that is compatible with cross border e-commerce development, so as to ensure the development of cross-border e-commerce and capital safety. Another bottleneck for cross-border payment is electronic payment. With the rapid growth of cross-border e-commerce transactions, the market with which the payment business is associated is also booming. How to make consumers satisfied and be recognized by the vast consumption is the key to the success of the third party payment platform. According to statistics, over 90% of sellers and more than 85% of buyers in cross-border transactions use PayPal electronic payment service. How China's local third party payment platform enters the international market and competing with the foreign payment platform is directly related to the development process of China's cross-border e-commerce. How to let more foreign consumers choose to use domestic third party payment tools and get customer loyalty is still a cross-border payment in recent years. The problem of exhibition, how to make good use of the third party payment this "stepping stone" and open the international market, has become an important challenge for cross-border e-commerce development in recent years.

5.3 Logistics is an important short board that restricts the development of foreign trade

For cross-border e-commerce, logistics needs to cross the free circulation of national boundaries throughout the world, so the customs clearance efficiency related to logistics and the existence of barriers to trade have gradually become the focus of the development of cross-border e-commerce. The national conditions, political, economic, cultural and other factors are different in various countries. Through the customs process of different countries, the goods may need to pass through the multi-layer declaration formalities and produce a lot of expenses. The cumbersome process of customs clearance extends the delivery time of logistics at the same time, so the logistics problem seriously restricts the development of cross-border e-commerce. The cross-border logistics service in China has just come into being.
6. Development strategy of cross border e-commerce in Jilin

6.1 Realizing regional port linkage to enhance the carrying capacity of e-commerce platform

Relying on the Changji map strategy, the comprehensive insurance area of the Dalian Port group, the Long Jia airport and the Hunchun port will cooperate fully to realize the "regional port linkage", and cooperate with the Hunchun export processing zone and the Da Yao Wan bonded port area to realize the "regional linkage". It should continue to strengthen the strategic cooperation with the foreign ports with regional advantages, so that the hinterland comprehensive insurance area will truly become an important international logistics hub in Northeast Asia, so as to promote the regional economic development of the whole Changji map and lead Changchun into a four - round foreign economic corridor. In addition, the airport should be seamlessly linked to build an air passage. We should speed up the opening of the Airport Avenue, give full play to the advantages of Changchun Longjia Airport, and realize the linkage between the comprehensive protection zone and the Changchun Longjia Airport airport. At Long Jia airport, the port operation area is set up to combine the customs office of the airport and the fully mechanized security area, to unify the customs code of the two regions, and to realize the "one declaration and an inspection" of the cargo from the airport to the fully mechanized area. With the establishment of the sea rail link with the seaport, the railway special line and station in the fully mechanized area are built into the inland dry port and the port virtual port in Dalian Port to form a new mechanism for customs declaration and port verification. At the starting point, we will promote the cooperation with Yingkou port, Tianjin port, Zhan port and Luo Xian port to speed up the operation of Hunchun - Zhalu bun - Busan route, and establish a sea rail transport channel for overseas, Dalian and Tianjin to all over the world. Through this passage, the bulk commodities in the inland of Northeast China can be transported to Dalian Port and Tianjin by high speed railway through Hsin long comprehensive protection area, and eventually sold to all parts of the world; at the same time, the Eurasian railway transport passage is established with the railway. As soon as possible, the function of the inland port of Changchun east station will be integrated into the inland port of the Xinlong mountain railway, and the railway logistics center in the fully mechanized area is formed as soon as possible; the construction of the regional highway port is perfected and the intermodal transport channel of land and sea is built. Actively introduce large-scale road logistics and transportation enterprises, and strive to make the comprehensive protection area become the main highway hub of the country. The construction of the construction of the "Xing Long comprehensive protection area" as the starting point, the road transport to Hunchun to the Hunchun to the port of lash bun and the Northeast Asia region, to carry out domestic trade and foreign transport, the goods of the comprehensive insurance area to the domestic Shanghai, Zhoushan and other places.

6.2 Optimize the related service support system

First of all, we can take the lead of the General Administration of Customs to establish a recognition mechanism for cross-border e-commerce enterprises, so as to determine the authenticity of trading entities in a more timely and effective manner. Secondly, all goods in the import and export of e-commerce are included in the supervision network of goods, and through reference and reference to the supervision of personal goods, the new customs supervision mode of direct purchase and net purchase is constructed and continuously perfected. Moreover, the electricity supplier list, nuclear release and customs clearance will be declared by the electronic business enterprise, and will no longer be declared separately by the electricity suppliers. Online related transactions, logistics and payment records can be used as the basis for the certification of export commodities in cross-border e-commerce. Measures should be taken to optimize the links which are closely related to the cross-border logistics and distribution, improve the management standards, promote trade facilitation, and promote the international business of domestic logistics and express enterprises. Attracting large international express enterprises to cooperate with domestic e-commerce enterprises and logistics distribution enterprises to improve domestic logistics level. According to the actual situation, we formulate a scientific and perfect service quality standard for cross border logistics and distribution enterprises to ensure the service quality of cross border logistics and distribution enterprises. Through the above measures, the service support system for the development of cross-border e-commerce activities will be improved, and the guarantee for the development of cross-border e-commerce will be more and more obvious.

6.3 Perfect the supervision system of cross-border e-commerce market

Announcement No. 56 of the Customs General Administration on matters relating to the supervision of import and export goods and articles in cross-border e-commerce. The announcement indicates that e-commerce enterprises or individuals can accept customs supervision in accordance with this bulletin through the Customs approval and electronic commerce trading platform connected with the customs. In addition, the operator of the customs supervision place for the entry and exit of goods and goods in the electronic commerce shall apply to
the customs to carry out the filing procedures for the business of electronic commerce and accept the supervision of the customs. E-commerce enterprises or individuals, payment enterprises, operators of customs supervision places, logistics enterprises, etc., should transmit transactions, payments, warehousing and logistics data to the platform of E-commerce customs clearance in good time in accordance with the provisions of the electronic commerce customs service platform. The introduction of this Law means that relevant government departments have begun to study and formulate regulations on cross-border e-commerce market regulation, take measures to build up the daily cooperation mechanism of cross departments, promote the construction of electronic commerce supervision information system, gradually establish cross-border e-commerce integrity system, and strengthen the cross-border e-commerce platform and electricity. The regulation and supervision of business activities of commercial enterprises are to crack down on fake and shoddy and infringing intellectual property rights.

6.4 Establish and improve the payment and settlement system, standardize and integrate the logistics system.

China's cross-border e-commerce settlement and payment system is in the absence of supervision for a long time. At present, the main task of our country is to combine the current situation of the current cross-border e-commerce and based on the national conditions of China, gradually sum up the favorable experience in the development of cross-border e-commerce, and constantly improve the direct purchase, bonded import, bonded export, and the continuous improvement of China's cross-border e-commerce. We will export four modes of operation, actively promote the system reform and institutional innovation of settlement payment, explore new roads and solve new problems. Gradually establish the information settlement payment management platform, and constantly promote the more successful payment and settlement mode in practice. Finally, we can simplify the operation process and save transaction time, so as to solve the problems caused by various restrictions in international settlement. At the same time, the buyer and seller of cross-border e-commerce should be used as a principle, at the same time, to strengthen supervision and prevent various risks that may occur in settlement and payment, thus promoting the development of cross-border e-commerce.

The logistics system is an important support for the development of e-commerce. The development of cross-border e-commerce has put forward new challenges to the traditional logistics system in China. With the continuous development of the cross-border e-commerce business, the demand for the logistics system is increasing, and the cross-border e-commerce has also put forward new requirements for the quality and speed of the logistics system. There are many deficiencies in logistics system in cross-border transportation. For the logistics problems involved in cross-border e-commerce business, first of all, we should integrate the existing logistics systems, strengthen the cooperation between different logistics companies and logistics methods, build a unified logistics information platform for the unified and centralized management of cross-border logistics; at the same time, through the improvement of the logistics industry rules and regulations. With the legal system, we will further supervise and control the operation efficiency of the logistics system effectively. Secondly, we should strengthen the innovation of the logistics system, strengthen the promotion of the new logistics mode such as "overseas warehouse". Pay attention to the organic combination of the productive service industry and the new logistics mode, strengthen the support of the production service industry of the information technology and the logistics management platform to the cross-border e-commerce, thus create a set of efficient cross-border electricity. Business logistics system.

6.5 Perfect after-sales service system, differentiated services to meet individual needs.

After sale service is the logistical support for cross border e-commerce. The perfect after-sale service system will bring pleasure shopping experience to consumers. E-commerce is a virtual network transaction platform, which is different from physical store transactions. Buyers and sellers can not realize face-to-face transactions. On the one hand, or because some businesses can not truly be honest and trustworthy, or because of the particularity of the product itself, the description of the product is difficult to achieve in the real sense. On the other hand, because of the particularity of the network platform itself, the consumer's understanding of the goods is often not comprehensive, and the goods received are quite different from the expectations. Therefore, in the process of trading, there will be a variety of problems, especially the quality of products, causing consumers to discontent the goods after receiving the goods. If not properly handled, it will seriously affect the reputation of cross-border e-commerce enterprises and restrict their normal development. In addition, multiple transshipment of goods or parcels will increase the risk of breakage. Therefore, the cross-border enterprises should focus on the vital interests of consumers, simplify the after-sale service procedures, and establish a perfect after-sales service system to protect the legitimate interests of consumers, such as consumers' exchange of goods, and the protection of the rights and interests of consumers. It

In service, we should use Taobao data to do customer analysis, accurately locate customers' diversified consumption needs, create their own core and competitiveness, such as the slogan of 30 days' return, and
overlong after-sales service to eliminate consumer concerns. In terms of commodity supply, cross-border e-commerce enterprises should take into account the characteristics of the commodity and consumption demand of various countries, focus on consumers' consumption habits and consumption in different countries, take a look around the world, carry out special area service and avoid the homogenization of commodity. For example, Chinese silk, porcelain, and cool oil are welcomed by foreign consumers. Therefore, Chinese special areas can be set up. For example, Japan's electronic products, Australian milk powder, Brazil coffee, and Korean cosmetics have good reputation all over the world, which can be well known and consumed according to the brands of various countries. The need to set up special commodity area. The establishment of special commodity areas not only provides consumers with the special products they want, but also to a large extent meet the consumer's one-stop shopping demand for various countries. Facing the increasingly fierce competition in the cross-border e-commerce industry, enterprises can make good use of the advantages of various countries, optimize the configuration, make an effort to create a diversified e-commerce platform with multi national characteristics, and improve the competitiveness of their own industry in the same industry while meeting the diversified consumer demand and pleasure shopping experience of various countries.

7. Conclusions

E-commerce, as the product of information technology and commercial trade in the information era, has begun to gradually develop. Instead of the traditional way of trade. With the deepening of China's reform and opening up and the integration with the world, cross-border e-commerce providers. Gradually rising, it has become an important branch of e-commerce. It is promoting import and export at home and meeting people. The daily life demand plays an irreplaceable role. Although China's cross-border e-commerce development is very fast, the scale is also growing, but we can not ignore the imperfect supervision system and the foreign exchange settlement.

Unreasonable factors and so on, which requires continuous improvement of national policies and the development of cross-border electricity providers. To a strong support. At the same time, for the enterprise itself, the standardization and intelligence of storage management, the high efficiency and strong cooperation of transportation and distribution, and the large data management of the purchase and supply chain are all difficult to solve. Question. The richness of the commodities of cross-border enterprises and the completeness of cross-border payment have been improved. Further improvement lies in the control of logistics. Most of the logistics warehousing of cross-border electricity suppliers belong to third party outsourcing warehousing and logistics. This will inevitably require the establishment of a scientific warehouse management method, standardized management warehouse and a complete set of simple and intelligent operating system, so that the users of various non logistics professionals can manage the inventory conveniently, and realize the seamless docking of logistics and information flow.

The function of the platform of the Xinglong mountain comprehensive insurance area in Changchun, Jilin Province, makes the enterprises get the benefits and see the effect, especially in the situation that the economic down descending pressure is still big, and it is more precious. Through the continuous development of the park business, the supporting and driving role of the comprehensive insurance area on the traditional pillar industries, such as auto parts, rail buses, and other strategic emerging industries, such as cross-border e-commerce and modern logistics, will also be gradually strengthened. Rural e-commerce has always had a poor supply of funds. The root of the difficulty for financial institutions represented by banks to grant credit to rural e-commerce lies in the insufficient basis for credit risk assessment. Only by perfecting the credit risk assessment mechanism can financial institutions continue to provide funds. With the import goods bonded, the enterprise goods entering the area, that is, the tax rebate, the "customs declaration, the port inspection" and the direct release of the inspection and Quarantine of the Tai Yao bay port, it will certainly attract the world's attention, and a large number of key projects with international characteristics will come to a long time, relying on this platform to promote Changji. Map regional economic development, so as to build northeast Asia cross-border e-commerce center, radiation Northeast Asia regional logistics distribution base. Faced with the vigorous development trend of rural e-commerce, it is proposed to accelerate the integration of rural e-commerce and rural finance, and actively cultivate new supply power in rural areas. Through expanding domestic demand to effectively enhance the competitiveness of rural e-commerce, we will continue to promote the mutually beneficial development of rural finance and rural e-commerce.

Acknowledgements

The 13th Five-Year Social science project for the Jilin provincial education department Contract No. JJKH20180524SK
References


