

Research on the Merits and Demerits of Guangzhou's Electronic Product Export Trade under the Background of Cross-Border E-Commerce

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Abstract: China's exports of cross-border e-commerce goods are mainly electronic products, clothing, home gardening, etc. Among them, electronic products have the characteristic of long-term average total cost decreasing with increasing production. Therefore, currently, the largest proportion of cross-border e-commerce goods exported by China is electronic products. Guangzhou, as an important commercial city in China and a leading city for cross-border e-commerce, has excellent export capabilities for electronic products. The article mainly discusses the advantages and disadvantages of Guangzhou's electronic product export trade under the background of cross-border e-commerce.

Keywords: Cross Border E-Commerce; Guangzhou Electronic Products; Export Trade; SWOT

In 2023, the import and export volume of cross-border e-commerce in Guangzhou reached 200 billion yuan, and the city's cross-border e-commerce achieved a 136 fold increase in import and export scale in 9 years. In November 2024, the export value of mechanical and electrical products and high-tech products in Guangzhou was 286.61 billion yuan and 72.56 billion yuan respectively, an increase of 6.1% and 10.1% year-on-year. How to maintain this situation and further promote the development of Guangzhou's electronic product export trade under the background of cross-border e-commerce has become an urgent issue to be addressed and discussed.

1. The Merits of Guangzhou's Electronic Product Export Trade Under the Background of Cross-Border E-Commerce

According to the "Report on the Development

of Cross border E-commerce in Chinese Cities", Shenzhen, Guangzhou, Hangzhou, Ningbo, Zhengzhou, Shanghai, Chengdu, Suzhou, Chongqing, Qingdao, Hefei, Tianjin, and Dalian are cities in China with a high comprehensive index of cross-border e-commerce development. Among them, Shenzhen ranks first, with transaction scale, growth space, industry penetration, supporting environment, platform aggregation, and total score of 19.25, 18.98, 18.87, 19.21, 19.68, and 95.99 respectively.

Guangzhou is second only to Shenzhen, with data of 18.63, 17.89, 18.21, 18.57, 18.5, and 92.26 respectively. If we look at the overall data of 13 cities, it can be seen that Shenzhen has an absolute advantage in transaction scale and platform aggregation, while Guangzhou's various indicators are the most balanced. Therefore, Guangzhou has both the advantages of development foundation and development potential in cross-border e-commerce development. On this basis, in order to further expand Guangzhou's electronic product export trade under the background of cross-border e-commerce, it is necessary to conduct in-depth analysis and clarify the advantages of Guangzhou's electronic product export trade.

1.1 Geographical Location

Guangzhou has a unique geographical location with the advantage of "three ports overlapping": land port, sea port, and air port, making it an important hub for the cross-border e-commerce industry. At present, Guangzhou has established 149 foreign trade routes, which can reach more than 100 countries and over 400 ports. In addition, significant achievements have been made in the construction of air logistics, among which Guangzhou Baiyun International Airport has to some extent met the demand for Guangzhou's electronic product export trade under the

background of cross-border e-commerce.

1.2 Industrial Support

Guangzhou is a leading city for cross-border e-commerce in China, not only gathering a large number of high-quality enterprises, but also quickly establishing many characteristic parks with policy support, such as the 211 Cross border E-commerce Industrial Park and the Kuaiyueda Cross border E-commerce Industrial Park, further gathering the development advantages of Guangzhou's cross-border e-commerce and creating favorable conditions for expanding the scale of Guangzhou's electronic product export trade. In addition, with the construction and development of many cross-border e-commerce industrial parks, a large number of leading cross-border e-commerce enterprises have been cultivated, such as Banggu Technology and Baomi Technology. Under this virtuous cycle, the development of cross-border e-commerce in Guangzhou will become increasingly strong.

1.3 Scientific Researches

The continuous innovation of technology and products is the foundation for maintaining and expanding the scale of Guangzhou's electronic product export trade under the background of cross-border e-commerce. Guangzhou has a certain number of higher education institutions, national engineering technology research centers, State Key Laboratory, national enterprise technology centers, etc., laying a good foundation for the output and transformation of scientific and technological achievements.

1.4 Policy Support

The "Work Plan for Improving Customs Clearance Convenience in Guangzhou City" has been implemented, proposing 29 reform measures from five aspects: optimizing customs clearance processes, innovating customs clearance models, supporting business development, optimizing customs clearance services, and strengthening facility guarantees. These measures include achieving dynamic online query of goods inspection nodes and providing "all-day-available+one-stop" services. The *Notice of Guangzhou Port Authority on Issuing the Management Measures for the Use of Support Funds for the*

Construction of Guangzhou International Shipping Hub proposes that the reward funds shall be allocated according to the proportion of the applicant's eligible container volume to the total eligible container volume (calculated separately for import/export), and the maximum reward for each enterprise exporting heavy containers shall not exceed 7 million yuan, and the maximum reward for each enterprise importing heavy containers shall not exceed 1 million yuan. The Notice of the Management Committee of Guangzhou Airport Economic Zone on *Issuing the Key Industry Support Policy (Trial)* for Guangzhou Baiyun Airport Comprehensive Bonded Zone proposes that growth enterprises with strong market potential and influence that have a driving effect on the cross-border e-commerce industry will be given an annual reward of up to 30 million yuan.

2. The Demerits of Guangzhou's Electronic Product Export Trade Under the Background of Cross-Border E-Commerce

Faced with the prominent pains of the transition between new and old driving forces, insufficient release of effective demand, and weak market expectations, the disadvantages of Guangzhou's electronic product export trade under the background of cross-border e-commerce have also been exposed.

2.1 The Increasing Competition Pressure in the Cross-Border E-Commerce Market

Positive competition helps to promote the expansion of Guangzhou's electronic product export trade scale, as it can stimulate the drive for enterprises to innovate and develop electronic products. It is the emergence of more and more new electronic products and electronic products with increasingly complete functions, which are favored by foreign markets. However, there is currently a phenomenon of homogenization among cross-border e-commerce enterprises in Guangzhou. In addition, some enterprises also have the problem of following the trend and imitating, resulting in most enterprises lacking distinctive brands. Enterprises with distinctive brands weaken their product features due to other enterprises imitating their products.

2.2 Difficulties in Cross-Border e-Commerce Regulation and Prominent

Risk Prevention and Control

Under the background of cross-border e-commerce, the two parties involved in Guangzhou's electronic product export trade are often not protected by the same laws or relevant regulations. With the rapid development of cross-border e-commerce, some laws and regulations that constrain both domestic and foreign trade parties have emerged, such as intellectual property customs protection and law enforcement.

Faced with this change, cross-border e-commerce companies also need to make appropriate changes to avoid risks such as customs seizure, frozen funds, confiscation of inventory, store closure, and intellectual property disputes. However, some companies have not made new adjustments in response to the new requirements, resulting in a series of violations and other issues. Due to insufficient enforcement of regulatory policies, violations and other issues have not been detected in a timely manner, causing some companies to continue violating regulations and affecting the image of Guangzhou's electronic products in export trade.

3. Conclusion

In summary, studying the advantages and disadvantages of Guangzhou's electronic product export trade under the background of cross-border e-commerce, it is found that Guangzhou currently has advantages in transportation, industry, scientific research,

policies, etc. in maintaining and steadily expanding the scale of electronic product export trade. However, at the same time, it also faces disadvantages such as increased competition pressure in the cross-border e-commerce market and many difficulties in cross-border e-commerce regulation. In the future, efforts should be focused on overcoming these disadvantages.

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