

Association for Information Systems

AIS Electronic Library (AISeL)

ICEB 2016 Proceedings

International Conference on Electronic Business
(ICEB)

Winter 12-4-2016

Comparison on Cross-Border e-Commerce Industry in Pilot Free Trade Zone Under The Context of Supplying Reform

Wen Lin

Strait Institute of Mingjiang University, 247662328@qq.com

Lanting Zeng

Fuqing Branch of Fujian Normal University, 30090701@qq.com

Follow this and additional works at: <https://aisel.aisnet.org/iceb2016>

Recommended Citation

Lin, Wen and Zeng, Lanting, "Comparison on Cross-Border e-Commerce Industry in Pilot Free Trade Zone Under The Context of Supplying Reform" (2016). *ICEB 2016 Proceedings*. 64.
<https://aisel.aisnet.org/iceb2016/64>

This material is brought to you by the International Conference on Electronic Business (ICEB) at AIS Electronic Library (AISeL). It has been accepted for inclusion in ICEB 2016 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

Comparison on Cross-Border e-Commerce Industry in Pilot Free Trade Zone Under The Context of Supplying Reform

Lin Wen, Strait Institute of Mingjiang University, Cross-strait Institute of Higher Education Cooperation and Exchange of Minjiang University, Internet Innovation Research Center of University, China, 247662328@qq.com

Zeng Lanting, Fuqing Branch of Fujian Normal University, China, 30090701@qq.com

ABSTRACT

Cross-border e-commerce is a kind of internet+ industry different from traditional trade. Four pilot free trade zones are featured with similarities in the aspects of resource supplies as business environment, supporting policies and platform construction, all of which emphasize the principles of innovation, consistency and efficiency. While, there are many disparities such as industry resource including foundations, general industry developing layout. The differences urge the Pilot FTZS into the adoption of different modes featured with laddering stages in the imported transaction. In order to coordinate regional industry development and narrow the disparities, this paper will put forward several measures to refine the business environment, promote the construction of virtuous competition platform and improve the talent cultivation mechanism in accordance with the principles of innovation, differentiation and cooperation.

Keywords: comparison; cross-border e-commerce; supplying reform; pilot free trade zone

PREFACE

Cross-border e-commerce is a kind of new e-commerce mode upgrading traditional trade, and presented as intergration of Internet+ platform economy and international trade. In the new economic situation, China is trying to build pilot free trade zones to dig out new market economic potentials. The innovative mechanisms including transformation of government functions, development of fresh trade modes, new patterns for foreign cooperation promote the national economic development. The moves that government adopted that approved Shanghai, Fujian, Guangdong, Tianjin Pilot Free Trade Zone as cross-border e-commerce trade pilot area launched an new engine for developing economic. Four Pilot FTZs devoted themselves to accelerate the development of cross-border e-commerce industry, and refine the supportive policies to cultivate cross-border business enterprise, service platform, and logistics warehousing industry. All the measures are beneficial to improve cross-border settlement process, government services and supervision. However, Disparities in resource supplies as geographical characteristics, industrial fundaments and economic development help avoid excessive vicious competition of homogenization, and promote the government service supervision system innovation in the situation of horizontal and diversified competition. In addition to the preferential policies to attract foreign investment, the local government needs to strengthen regional cooperation to boost the development of cross-border e-commerce which would become source of power that facilitates the economic development. In one word, the new trade patterns produced in Internet+ era would lead our economic into a further growth.

SITUATION OF CROSS-BORDER E-COMMERCE INDUSTRY IN PILOT FREE TRADE ZONES

The birth of Cross-border e-commerce industry is the sign of new economy in the Internet era, aiming to create a new rise rapidly period. Relevant statistics show that, in 2015 the turnover of cross-border e-commerce business is about RMB5.4 trillion Yuan, an increase of 28.6% compared with last year, of which the imported retail e-commerce transaction reached RMB1184.3 billion Yuan, with year on year growth of 111.9%^[1]; in the future, the average annual growth of cross-border e-commerce transaction will be more than 30%, until to 2016, cross-border e-commerce transactions is expected to reach RMB6.8 trillion Yuan, and more than RMB8 trillion Yuan in 2017^[2]. Transaction in Cross-border e-commerce industry has inspired the growth of Chinese import and export, which is considered as new trade modes leading economy out of sluggish condition. The volumes of Cross-border e-commerce in regions showed a rapid growing trend. The latest data in 2015 released by Shanghai Customs show that sales volume of Cross-border e-commerce on Shanghai port exceeded RMB4 billion Yuan with an increase of 10.2 times compared with last year, and amount of e-commerce ventures' register record reached 433, commodity record RMB58.8 million Yuan, respectively increasing by 4 and 6 times than last year. At the same time, the import and export volume of cross-border e-commerce in Guangdong reached RMB 16.73 billion Yuan with a year on year growth of 3.6 times^[3]. As highly exported-oriented economy province, cross-border e-commerce transactions in Fujian amounted to approximately RMB195 billion Yuan, of which the turnover in Xiamen reach RMB 1100 billion Yuan, increased by 50%. There are more than 300 cross-border e-commerce ventures in Fuzhou who really start to carry out business operation and more than 1000 enterprises have completed registration for business. There are 46 batches of importing and exporting commodities in the form of cross-border e-commerce in Pingtan, the values of which exceeded RMB 20 million Yuan. Cross-border e-commerce in Ping Tan are at the fresh stage with a prospect future. According to the statistics, Fujian is devoted to creating a complete industry chain cluster to attain competitiveness through cultivating cross-border e-commerce industrial park. Being different from Fujian, Tianjin Port Pilot Free Trade Zone, Dongjiang Bonded Port Area, etc. approved cross-border pilot one after another, and there have been a number of cross-border e-commerce ventures agglomerating in the business district; in 2015 there are more than 1800 newly settled related enterprises, accounting for nearly 40% of total. Fengqu oversea buying as commercial and Retail Federation in Tianjin Pilot Free Trade Zone firstly presented o2o mode in 2015, and International Tianjin Airport cross-border Pavilion followed being opened. Cross-border e-commerce is still under

pilot, while it is deemed that there are a lot of developing potentials in the future. We know cross-border e-commerce in four Pilot Free Trade Zones in 2015 show vigorous growing trends, while the transaction scale varied greatly with positive growth in spite of economy recession.

Tab.1 2015 comparison sheet of cross-border e-commerce in Pilot Free Trade Zone

2015	Nation (billion)	Shanghai (billion)	Guangdong (billion)	Fujian (billion)	Tianjin (billion)
Total amount	54000	4	167.3	1950	7000 (e-commerce)
Yoy growth	28.6%	920%	260%	42%	40.8%
type	Retailing export,bonded import,direct mail import	Retailing export,bonded import,direct mail import	Retailing export,bonded import,direct mail import	Retailing export,bonded import,direct mail import	Retailing export,bonded import,direct mail import
location	Pilot city	In and out of the Pilot Free trade Zone	In and out of the Pilot Free trade Zone	In and out of the Pilot Free trade Zone	In and out of the Pilot Free trade Zone

Four Pilot Free Trade Zones try to carry out cross-border e-commerce pilot transactions in accordance with the principle of reform and innovation, and finally made considerable achievement in this aspect. Every zone adopted three kinds of retail outlet export, bonded imported and direct mail import. The business processes of the industry are gradually mature. As to export rankings, Guangdong Province ranked first on the cross-border e-commerce export list, followed by Zhejiang, Shanghai, Fujian, and Shenzhen with 51% overwhelming ranked first in regions followed by Shanghai, Fuzhou, and Xiamen. In addition to the Pilot areas, there are many cross-border e-commerce areas outside Pilot regions, Guangdong is expanded to the place such as Dongguan, Jinmen, Forshaw, Zhuhai, Shanghai expanded to Songjiang, Jiading, Putuo, FuJian to Quanzhou, Putian, and Tianjin to Tianjin Port Free Trade Zone, Dongjiang Bonded Port, airport economic zone. Above-mentioned regions inside and outside Pilot Free Trade Zone are engaged in the cross-border e-commerce pilot business. Cross-border e-commerce industry are enlarged throughout inside and outside Pilot Zone and featured with various business modes. There are mature e-commerce ventures, comprehensive service platforms, developed logistics and warehouse industries, and innovative settlement modes through the industrial chain. The resources, supports from the governments and benefits from the innovative physical mechanism are basic condition guaranteeing to create an international, legalized business environment for cross-border e-commerce industry.

COMPARISON ON CROSS-BORDER E-COMMERCE INDUSTRY IN PILOT FREE TRADE ZONES FROM THE PERSPECTIVE OF THE SUPPLYING SIDE

Similarities of Cross-border E-commerce Industry in Pilot FTZs Supplies

The major four pilot free trade zones featured with characteristic differences from similarities in fields of e-commerce, logistics, modern finance, and other industry. Being superior to traditional trade mode, we can ensure the vigorous foundation for developing cross-border e-commerce industry with a series of conditions such as resource supplies including innovating management environment, constructing public service platform, introducing industrial support policies etc, see Table 2.

The convergence of innovative environmental resource factors

Through regional development difference is not synchronized with different progress in various districts, pilot free trade zones launched series of management and system innovations to construct fresh innovation system model, which help build legalized, international, and facilitated business environment for the development of cross-border e-commerce industry.

a. The refined simplification of the administrative environment in pilot FTZs

The governments in pilot Free trade zones focus on reform and innovation in multi direction through transforming government functions and implementing administrative system reform. Flattening management system reduced the organization levels, simplified government administrative examination and approval process. It is the first step in the fields of the government management system reform. Decentralizing administrative examination and approval authority, promoting foreign investment management filing system, implementing "decentralization" strategy in the government controlling fields while strengthening government regulation and oversight, they can help build green and transparent administrative environment. Internet++ Civilians and government communication platform helped improve the transparency of administrative affairs, and the liability list of affairs constraint administrative law enforcement, all of which promote construction of fair and open government affairs environment. After one-year pilot, Shanghai introduced 28 testing measurements items to other districts. Based on the replication of initial innovative pilot measurements, Guangdong, Fujian, Tianjin have enlarged reforming fields involving the agencies simplification and regulation in process and afterwards supervision innovation. All of these initiatives provided the international benchmarking environment for the development of new trade industry.

b. The trade-facilitation environment in pilot free trade zones

System innovation in Pilot Free Trade Zones is a key driving force to build an international business environment for the development of cross-border e-commerce industry. The important aspects of system reform are to found cross-border simple tax supervision and reform tax system; the innovative initiatives of trade facilitation are presented in the form of simplification of customs clearance and integration of clearance formalities. Many traditional items in the customs and inspection are integrated in the fields of examination and verification of customs clearance formalities and finally create the international trade "single window". "Single window" of international trade brings the customs, inspection and quarantine, foreign exchange management, taxation and other management departments together, optimizing the cross-border import and export customs clearance process, and establish simple and convenient one-stop customs clearance environment. Based on the principles of "release on the first-line and control on the second-line", the processes of customs clearance are simplified. The imported goods are stored by voucher on first-line, and the import cargo declaration procedures are eliminated. On second-line, the customers foster the supervision and management of imports by checking the electronic data comparison list for the record, the risk categories etc. which strengthen customs clearance management of bonded import to reinforce the customs supervision system featured with the tier of first-second lines and gave birth of trade facilitation innovation. Trade system innovation is the main driving force for development of cross-border e-commerce industry. Reform of the trade system helps to improve the efficiency of business operation, and enhances the brand competitiveness of enterprises. All are regarded as effective ways to achieve the transformation and upgrading of foreign trade.

Government-led public service platform for cross-border e-commerce

Cross-border e-commerce service platform is a product of institutional innovation and management innovation in reality, bringing e-commerce enterprises, logistics, payment, customs clearance, foreign exchange, taxation and other departments together. To promote the development of new trade modes, the governments in four pilot free trade zones play the leading role to build full range of government-led service platforms with cross-border e-commerce, financial settlement, and logistic and warehouse enterprises attending. The 56, 57 documents of General Administration of Customs explicitly put forward that the e-commerce enterprises or individual can distribute collection, settle the tax rebate through cross-border e-commerce customs clearance service platform. In 2014, General Administration of Customs launched customs clearance service platform, which provide a unified customs clearance for the import and export in foreign trade enterprises. Advantages of the public service platform and innovative policies in pilot Free trade zones are combined to help launch comprehensive supervision and service system covering a variety of customs clearance channels and business forms, promoting the construction of greener supporting environment. Cross-border e-commerce service platform in Shanghai launched pilot operation in the late of 2013. In early 2016, in order to further improve operation mechanism of the cross-border e-commerce public service platform, Shanghai cross-border e-commerce Public Service Co., Ltd. officially started to upgrade the cross-border e-commerce public service platform. iSoftStone Holdings Company in Guangdong built cross-border e-commerce public service platform which made commitment to provide one-stop customs clearance, payment and other integration services for the business enterprise. This service platform punctually connected the real-time docking logistics, customs and other aspects. At the end of 2015, iSoftStone signed the strategic cooperation agreement with the Central Business District Management Committee, Tianjin Binhai New Area for construction of Tianjin, cross-border e-commerce public service platform since the implementation of cross-border e-commerce pilot. The Government in Fujian pilot free trade zone tried to build a government-led cross-border e-commerce public service platform, providing comprehensive one-stop logistics, warehousing, customs clearance, settlement, and other public services for the e-commerce enterprise. Government-led public service platforms accelerate the cross-border e-commerce developed into high-scale, standardized, agglomerated stage.

Government supporting policies for cross-border e-commerce

Relying on the top design from the central government and nourishing by supporting policies from the two levels government, it is easy to create a standardized, fair green environment for cultivating cross-border e-commerce. The cross-border e-commerce enterprises enjoy dual policy concessions of free trade and cross-border e-commerce pilot in the pilot zone, where the governments have given a high attention and supplied policies as nutrients for industry development on a new platform. Since 2013, the State Council, the Ministry of Commerce, Ministry of finance, State Administration of Taxation and other departments issued several policies including "Implementation Suggestions Supporting the Relevant Policies On Cross-border E-commerce Retail Outlet", "Implementation Proposal on Promoting E-commerce Application", "Notice Of Cross-border E-commerce Retail Export Tax Policy", "Several Advices On Supporting the Steady Growth of Foreign Trade", "Guidance From Office of the State Council On Promoting Cross-border E-commerce Healthy And Rapid Development" and other series documents to supporting policies, which provide clear instructions for industry cultivation, development and supervision and other aspects. The local governments in Four Pilot Free trade Zones launched related supporting policies for the development of cross-border e-commerce. In 2015, Shanghai issued "Several Opinions On Promoting Cross-border E-commerce Development" covering 5 industry chains and 2 system construction; the Commerce Department of Guangdong province in September 2015 issued three policies to support the e-commerce enterprise development, and gave special financial supports for cross-border e-commerce enterprises, padded short boards in the fields of public services, logistics, warehousing, park construction and other aspects; "Measures On the Support And Promotion Of Chinese (Tianjin) Pilot Free Trade Zone Construction From the General Administration of Customs" specially mentioned the supports for development of cross-border e-commerce in addition to copycat from customs supervision system in Shanghai Pilot Free Trade Zone. The government in Fujian Province issued "Notice of Action Plan for Promoting Cross-border E-commerce Development from Office of the Fujian Provincial People's Government". Fuzhou, Pingtan, Xiamen area have introduced special management measures for

cross-border e-commerce industry, clarifying support funds and matching grants for e-commerce enterprises. The supporting policies and managing methods for cross-border e-commerce in the four Pilot Free Trade Zones help establish five major functional platforms integrating warehousing and logistics, payment settlement and Internet banking, large e-commercial enterprises, financial intermediation and comprehensive services industries, cultivating full cross-border e-commerce industry chains. The policies also foster the preferential subsidies for cross-border subject, business service platform, logistics system, e-commerce Demonstration Park, electric business modes innovation, financial and taxation, customs inspection, personnel training etc., which accelerate a virtuous cycle of cross-border e-commerce industry chain.

Tab.2 Factors comparison for cross-border e-commerce

	Business environment	Public service platforms	Supporting policies
Shanghai	Administrative management innovation : transformation of government functions, implementation of flattering management, reduction of structural levels, simplification of checking and approval process, authority of approval decentralization, filing system of foreign investment management, government-civilian communication platform, affair liability list;	Public service platform for cross-border e-commerce industry in Shanghai created by stock limited company consisting of stated-owned companies	“several opinions on promoting cross-border e-commerce development in the city” “evaluation methods for cross-border e-commerce Demonstration park in Shanghai”
Guangdong	Trade environment facilitation: simple taxing supervision for cross-border e-commerce and taxing system, simplification of the customers clearance process and clearance formalities, international trade “single windows, first-line release、second-line control	Public service platform for cross-border e-commerce industry in Guangdong constructed by isoftware and comprehensive service platforms in different areas created by stock limited company consisting of stated-owned companies	“Notice of the people's Government of Guangdong Province on printing the implementation scheme of the new impetus to accelerate the development of electronic commerce”, “The office of the Guangdong Provincial People's Government on promoting the implementation of the healthy and rapid development of cross-border E-commerce”, “special management methods for cross-border e-commerce industrial in different area”
Fujian		Public service platform for cross-border e-commerce industry in Fujian constructed by isoftware and comprehensive service platforms in different areas created by stock limited company consisting of stated-owned companies	“notice of action plan for promoting cross-border e-commerce development from Office of the Fujian Provincial People's government”, “special management methods for cross-border e-commerce industrial in different areas”
Tianjin		Public service platform for cross-border e-commerce industry in Tian Jin constructed by isoftware	Implementation plans to enlarge export of cross-border e-commerce in Tianjin etc.

As shown in the table, there is innovation and reforming atmosphere in four pilot free trade zones, such as supporting policies for cultivating industry and government-led cross-border e-commerce service platform connecting inspection and customer's platforms. All the governments are eager to supply rich recourses to improve industry chain in the aspects of environment refinery, platform construction and policies supplies. They are devoted to creating an international standard industrial environment with resource of high-quality, trying to improve industrial soft power and supplying necessary recourses to develop the industry. In spite of the similarities, there is obvious heterogeneity in different zones, which help develop differentiation developing strategies.

Different Resource Supplies for Cross-border E-commerce in Pilot Free Trade Zones

Disparity of cross-border e-commerce industry Factors

Compared with Tianjin and Fujian, Shanghai, Guangdong undoubtedly attracts the high attention as two major economic developed zones. In 2015, GDP in Guangzhou amounted to RMB138377.97Yuan, Shenzhen to RMB 162381.97 Yuan, both of which were higher than the national average. In the same year, Shanghai's GDP increased by 6.9% over the previous year and the per capita GDP reached RMB103100 Yuan, while per capita GDP in Fujian Province for RMB68260.17 Yuan, and Xiamen reached RMB90971.39 Yuan, Fuzhou RMB75613.73 Yuan, which were below the level of Shenzhen, Guangzhou, and

Shanghai. Although per capita GDP in Tianjin reached RMB 10 thousand Yuan, there is still much gap in infrastructure and urban development compared with the first North Canton. Therefore, based on the comparison of the economic quality level and national income, it is known that Shanghai and Guangdong have good economic foundation, of which Fujian rank in the middle position. As for Tianjin, the production volume of third industry exceed that of the second industry in 2015, which help stabilize the industry structure of “三二一” in Tianjin. While compared with the other three zones, economic foundation and industrial infrastructure in Tianjin lagged behind. Economic development level in four region are at different stage, with infrastructures improved in varying degrees, operation and management differing, all of which affected the factors needed by the industry development including ecological environment, administrative efficiency, information channels, business operating costs and etc. The differences of Infrastructure industries foundation for new business modes such as warehousing, logistics, financial innovation make factor supplies for industrial development disparity. Replicating Shanghai innovation template, many different reforming and innovating initiatives are launched in the light of local conditions in the four Pilot Free Trade Zones, in which the institutional innovation has stepped differently, leading to the differences of innovation efficiency including industrial development business cost, industrial agglomeration effect differences. All of these affected the competitiveness of cross-border e-commerce industry chain. The local governments in the four zones have different location and cooperating goals. Shanghai oriented to open to the world, creating an opening-up threshold to all the world's countries and regions, and Tianjin to the South Korea, Fujian with Taiwan, Guangdong with Hong Kong and Macao. Relying on its own economic volume and development level, taking use of its geographical advantages, the governments seek cooperation opportunities with others for agglomeration differentiation. As Industrial foundation of cross-border e-commerce industry in Pilot FTZs is different, the strategies for different cooperating goal in the region ensure the implementation differentiation initiatives.

Overall planning layout for cross-border e-commerce industry

It is advantageous to cultivate cross-border e-commerce industry on the fertile ground full of innovation and reform. Although there are differences in industry developing layout, clear goals set before facilitate to promote the development of cross-border e-commerce industry in cross-border e-commerce Comprehensive Pilot Zone. On January 15, 2016, the State Council released “Official Reply on the Establishment of a Comprehensive Pilot Zone for Cross-border E-commerce In 12 Cities Including Tianjin”. This paper agreed to set up cross-border electronic commerce Comprehensive Pilot Zone in Tianjin, Shanghai, Guangzhou and other 12 cities, which started development of cross-border e-commerce industry backed by benefits and privileges from cross-border comprehensive pilot zone and Pilot Free Trade Zones in Shanghai, Guangdong, Tianjin. The establishment of Cross-border comprehensive pilot zone inspired the innovative idea to found six systems and two platform modes. The utilities of new mechanism and preferential policies in Pilot Free Trade Zones speed up regulatory innovation, service innovation, management innovation, promoting construction of the industrial chain featured with large-scale, intensivism and standardization.”Implementation of the comprehensive pilot area of cross-border E-commerce” in Shanghai was approved too, encouraging using service spirits to create public service platform, strengthening information sharing and data exchange, optimizing Park function cluster and completing industrial chain construction, and mainly benchmarking international standards, innovating regulatory systems to cultivate cross-border e-commerce industry; The industrial developing plan in Tianjin emphasized on the regulation innovation to consolidate foundation of two platforms, five foundation item, 8 systems. To build and nurture the blueprint of a complete industrial chain, and to enhance the strength for developing new trade pattern, Guangdong is devoted to deepen the cooperation with Hong Kong and Macao for establishment of cross-border e-commerce industrial platform. There are distinctive key points of four pilot zones, and the initiatives seeking similarities from differences help form the standardized and regulated environment to facilitate the growth and maturity of cross-border e-commerce industry. In spite of lack of comprehensive pilot area advantages, single-effect zone in Fujian is still nourished by the innovation of Pilot Free Trade Zone. The effects in the form of new trade modes together with the policy guidance from the provincial government and Department of commerce help stimulate economic growth through encouraging advantageous industries cultivation and construction of cross-border e-commerce industry development supporting system. The four Pilot Free Trade Zones is trying to explore new trade mode, and strengthen the development of cross-border e-commerce industries. So, Different blueprint with the same developing goal help lay seeking the means of differentiation strategies.

Products varieties of cross-border e-commerce industry

They leap and move firstly, accelerating the development of cross-border e-commerce industry, and increase the innovative effects to seek economic developing opportunities. In compliance with items on the positive list of cross-border e-commerce retail, the governments in four pilot free trade zones enlarge the scope of the product categories step by step, releasing from easy-storage category import to the fresh category according to different schedule. In April 2016, import positive list of cross-border e-commerce announced covering 1142 kinds of goods with eight digit tariff numbers, including main formula, cosmetics, food, health care products and fresh fruit and seafood. Owing to geographical advantages from Taiwan and innovative initiatives, cross-border-commerce enterprises in Fujian PFTZs open up the cross-border B2C direct purchasing modes and establish online and offline marketing platform with the Juhuasuan, Alibaba and other large business organizations to import fresh fruit from Taiwan in addition to other specialties. Relying on cross-border links platform, the e-commerce enterprises in Shanghai had created online marketing model for selling fresh fruit from Australia, the United States, Mexico, and NewZealand in mid 2015, providing high-quality personalized service for domestic and cross-border customers. In June 2016, Shanghai announced the “Notice from Shanghai CIQ on Supporting the Entry Meat and Aquatic Products to Carry out Online Shopping Bonded Cross-border E-commerce Mode”, and this document clearly supported import of meat and aquatic

products selling in the form of the cross-border e-commerce bonded online mode. Although it is easily operated according to the policy document, the Cross-border e-commerce mode for fresh meat and aquatic products sales is still under discussion. We believe in the near future, vegetables, aquatic products, flowers, etc. are also expected to be operated under the cross-border e-commerce products categories. Guangdong Province lead the way to on-line business of imported fruits, aquatic products and foreign fresh food, and seafood grow by 516% month on month only in August 2015; The cross-border fresh food in Tianjin pilot Free Trade Zone have been formed scale, and fruits, aquatic products, meat and other products through cross-border B2B and B2C modes gradually stepped into the developing stage. The main cross-border products varieties in Guangdong and Shanghai are in a wide range and have diverse sources. The characteristics regional advantages between Fujian and Taiwan conduced Fujian specialized in exploring the on-line marketing modes for products imported from Taiwan. Cooperated with South Korean, Tianjin has also gradually realized the goal aiming at richening cross-border products items. The disparities of economic development, infrastructure, operation and management in four pilot free trade zones and differences in the fields of the perfectness of supporting industries, foreign cooperation orientation and patterns make the industrial subjects take differentiation strategies to expand the products scope.

The governments in the four pilot free trade zones are devoted to seeking similarities from disparities and differences in common to explore coordinated differentiation strategies for the development of cross-border e-commerce industry, which can help promote the cross-border e-commerce industrial development through the adoption of the unique strategic positions in each region.

INITIATIVES TO PROMOTE THE DEVELOPMENT OF CROSS-BORDER E-COMMERCE INDUSTRY IN PILOT FTZS

Speed up innovative construction in pilot FTZs, and build international-standard business environment

Promote the establishment of international trade single window

Every local government should be devoted to improve the use of international trade single window including defining the application scope and subjects, and find measures to realize inter departmental systems interconnection and data sharing and cooperation, aiming to provide customs clearance facilitation for cross-border trade by streamlining customs procedure. To refine the international trade single window, they gradually added involved departments to the whole system of single window, leading to the Department data joint, information sharing, and finally realized cross-regional single window docking. Shanghai and Guangdong upgraded the single window and actively push through the use of version2. Fujian, Tianjin also join the team to explore the upgrading single window. Firstly, they should strengthen the replicated effect of the upgrading version. Based on the former version 2.0, Fujian, Tianjin actively accelerate the establishment of upgrading single window with multi function, balancing single window construction in Pilot FTZs agglomeration area; secondly, they should refine the single window. They should build cross-sector mutual recognition through information sharing, and strengthen cooperation memorandum of single window to form single-window agglomeration, and fully enhance the innovative role to expand the influence of clearance integration. Finally, four pilot FTZs should cooperate with neighboring provinces to enhance single window docking by out-in region joint, and gradually realize the integration of cross regional clearance. The cooperation of cross-region single windows with information sharing gradually help to promote foreign customs clearance cooperation, build an earth village of inward-outward information recognition, mutual assistant for clearance, and create an international environment for development of cross-border e-commerce industry.

Improve legal business management system

The local governments should improve the laws and regulations in pilot FTZs and enhance the management of the legal system. In accordance with the requirements of the management system in pilot area, they adjust some kind of regulation and normative documents, secure implemented reforming measures and explore adaptive local legislation to improve legal construction of new business formats, and finally insert pilot achievements into the local laws and regulations to protect standard and legal status of cross-border pilot reform items. In addition to the above-mentioned measures, they should establish the intellectual property rights management mechanism for cross-border e-commerce. The local governments should accelerate the establishment of patent, trademark and other cross-border intellectual property protection legal system, and explore the pilot FTZs judicial pilot service benchmarking the international business dispute settlement rules for cross-border e-commerce industry, which can provides professional legal aid to promote dispute settlement mechanism for cross-border e-commerce. Shanghai aims to perfect the legal construction by foster normalized exchanges and cooperation mechanism with international trade arbitration legal institutions. Guangdong enhances the construction of exclusive legal platform among Hongkong and Macao; Fujian actively explores the dispute settlement mechanism of mutual identification with Taiwan; Tianjin is devoted to promoting construction of the legal system in the pilot Free trade zone. To establish a law governance business environment for cross-border e-commerce industry, they should seek to resolve disputes in time, and put forward up several measures to create ecological environment for cross-border e-commerce industry ecology.

Implement regional differentiation strategies, and create a healthy competitive platform

Enlarge products categories for cross-border e-commerce

Cross-border e-commerce industry is a shot in the arm of the new economic era. They play a key role and smooth the path for the economic development through reducing market links to decrease the actual buying cost for domestic customers who can buy foreign products through a formal convenient channel ^[7]. The key points that state clearly standardized product category list help regulate the general trade and cross-border e-commerce product segmentation, and standardize the customs clearance

process on different various ports which improve the efficiency of customs clearance. But a same positive list means that there are homogenized competitions of same products import in various regions, inducing to homogenization challenge, which is not conducive to the development of the country's industry and disobey overall planning. On the other hand, with the growing domestic demand diversification, the items on the positive list is difficult to meet the customers' needs, and several kinds of simple categories are hard to form the sustainable purchase attractive, especially hindering the cultivation of characteristics cross-border e-commerce industry and finally making the whole industry dismiss the driving effect in long term. Therefore, considering the disparities of the economic development and key industry developing layout in pilot FTZs, the local governments should draw attention on different fields when developing cross-border e-commerce to avoid the homogenized competition^[8]. In the long-term, they should gradually expand scope of import products category as regional characteristics to secure the long-term buying attractiveness and keep sustained vigor for cross-border e-commerce market, which facilitate to adopt differentiation strategies. To succeed in implementing products specialty strategies, they should adjust measures according to local conditions, which can enhance the regional competitiveness with specialty products, ensuring cross-border e-commerce industry symbiotic synergy in Pilot Free Trade Zones.

Enhance characteristics regional cooperation

The general planning for foreign cooperation in four pilot free trade zones are different. Shanghai aims at opening to the global; Tianjin focusing on expanding cooperation with South Korea, Fujian on Taiwan and Guangdong target on Hongkong and Macao. The local governments should strengthen distinctive regional cooperation with the important area, and build the sustainability of the docking cooperation bridge by fostering mutual connection, specifying cooperation programs, especially strengthening the three-way cooperation among governments, enterprises and schools. Shanghai is wide-opened and explores wide cooperation space. They should strengthen cooperation with the global free economic demonstration zones and take advantage of the cross-border e-commerce platform encouraging the foundation of cross-border marketing network, enhancing the deep exchanges with foreign personnel, goods and capital. Guangdong should establish exchange platform with HongKong and Marco, step up personnel exchanges interoperability, and carry out in-depth cooperation in order to achieve a deeper cultural and economic cooperation and exchange during intercommunication environment construction. With help of the Cross strait Services Trade Agreement, Fujian is devoted to opening up to e-commerce industry in Taiwan. They want to promote the ecological circle construction for cross-border e-commerce industry and improve win-win platform establishment by inducing cross-strait Customs information exchange, supervision mutual recognition, and mutual law enforcement aids. Tianjin should make full use of the Beijing Tianjin Hebei integration platform and strengthen foreign cooperation to create an atmosphere with system innovation, management innovation and Beijing Tianjin Hebei 3-linkage to create a broader foreign cooperating market.

Promote cross-region talents exchange and cooperation, and strengthen professional personnel training

Talents are the most valuable resources in 21 Century; talents are invisible assets for creating industrial competitiveness. The lack of talents will inevitably hinder the industrial development and social progress. To promote development of cross-border e-commerce industry, we should strengthen the construction for talents teams. Reform and innovation are key factors to build a breeding ground for development and growth of cross-border e-commerce industry, while they need to build a sound mechanism for talents cultivation to add power and fuel for development. Firstly, they should build government-led personnel training mechanism between government and enterprise, actively promoting docking between cross-border e-commerce Industrial Parks and schools, and then connect students to linking points of industrial chain to cultivate applied talents for cross-border e-commerce industry talents; every local governments should encourage the talents exchanges and cooperation between enterprises and schools, inviting experts from business and scholars in Colleges and universities to train small and medium business in large-scale to provide professional knowledge to small and medium sized enterprises of cross-border e-commerce industry. All of these measures are beneficial to enhance corporate soft power. Secondly, they should to promote the implementation of talent training projects in the pilot FTZs. The establishments of training center for electronic commerce talent in the pilot free trade zones form professional talent agglomeration. There, governments can establish preferential platform for talents, improve supporting infrastructure to encourage entrepreneurship to build innovation incubator, and finally lead to the formation of new talent agglomeration. It is important to construct the talents training system to adapt to market development, which can store the necessary talents for enterprises. Finally, promote cross-region talent exchanges and cooperation, and build talent ecosystem. It is beneficial to hold a cross-region talent exchange conference regularly to promote the four -linkage with the aid of information exchange. The methods to learn from the advanced experience and practice in other zones and duly conferences held by news media, industry associations attended by many experts and scholars are helpful to break geographical boundaries, achieve mastery of talent and promote the flowing and sharing of knowledge.

REFERENCE

- [1] China E-business Research Center. 'China E-commerce market data monitoring report for 2015' [R], September 2015.
- [2] 'Transaction volume up to RMB 6.5 trillion in 2016'[N],economist, 6th February 2016.
- [3] 'Cross-border E-commerce Research Report in 2015 (simplified version)' [R]. Shanghai: iResearch Consulting Group, 2015; 6, 9, 17.
- [4] HuiJun WU. 'Research on developing strategies for cross-border e-commerce industry in China Fujian pilot Free Trade Zone'[J].Times Finance, 2015 (11): 13-14
- [5] Hao Li. 'Department of Commerce: New Measures Supporting Development Of Cross-border E-commerce Will Come'

- [J].China Foreign Capital, 2013 (17).
- [6] Yu Cheng,Mingsen Chen. 'Opportunities and Countermeasures for the development of cross-border e-commerce in Fujian' [J].Asia-pacific Economy, 2014(9).
- [7] Xiaohe Guo, QingSheng Lai. 'Research on innovative development of Cross-border E-commerce In China Shanghai Pilot Free Trade Zone' [J].Journal of Beihua University, 2015 (16): 27-32.
- [8] Jianwen Wang, Yongzhi Wang, Xin Chen. 'Reasearch on countermeasures for cross-border e-commerce industry in China Fujian pilot Free Trade Zone' [J].Journal Of Fujian Provincial Committee Party School Of CPC, 2015(12):44-50.
- [9] Tingting Cui. 'Research on several issues of cross-border e-commerce industry in China Guangdong pilot Free Trade Zone'[J].New Economy, 2015 (12): 24-30.
- [10] Libin E, Yongwen Huang. 'International New Mode: New Research on cross-border e-commerce industry' [J]. Journal of Dongbei University of Finance and Economy , 2014 (3): 22-31.
- [11] Yuan Xue. 'The construction of a global online dispute settlement system for cross-border e-commerce transact' [J].International commerce (Journal of University of International Business and Economics).2014(04).

Acknowledgements

This research work was supported by Projec of Fujian Provincial Social Science Foundation(2014B097).Project of Fuzhou Science and Technology Bureau(2015-G-60).Special project on cross-strait communication and cooperation in vocational education of The Education Department Of Fujian Province Project Of Fujian Branch Of The National Insititute of Vocational Education of The Education Department Of Fujian Province Project of Fujian Brance of the National Institute of Vocational Education(GZM15002).The supports are gratefully acknowledge.