



## INNOVATIVE COUNTERMEASURES FOR CHINA AND ASEAN TO PROMOTE CROSS-BORDER E-COMMERCE

Yang Changwei

Doctoral Student of Business Administration,  
International College, Krirk University, Thailand  
Zhejiang Dongfang Polytechnic, Zhejiang Wenzhou, China 325000  
Email: 369349236@qq.com

### Abstract

This paper studies the problems and countermeasures of CBEC between China and ASEAN. The research questions include the following five aspects:

1. Opportunities for CHINA-ASEAN CBEC;
2. Challenges and trends of China -ASEAN CBEC;
3. Significant advantages of China -ASEAN CBEC;
4. Problems in China -ASEAN CBEC;
5. Countermeasures to problems in China ASEAN CBEC.

This paper aims to improve the theory and practice of "Cross-border E-commerce" between China and ASEAN using qualitative research methods, this article puts forward the countermeasures to solve the problems in CHINA - ASEAN CBEC.

### Introduction

#### *Opportunities for China - ASEAN CBEC*

The global spread of COVID-19 in 2020 has created major obstacles to the economy and posed severe challenges to international trade. With the advantages of networking, specifica

tion, multilateralization and localization, the emerging Cross- Border – e-commerce, CBEC, trade has shown a rapid growth trend, injecting new vitality into the active response to the epidemic.

#### 1.1 Overview of CBEC policy environment

First of all, with the signing of

RCEP, China's foreign trade will show double-digit growth in the next 5-10 years. Second, policy support for foreign trade during the epidemic should continue to play a role. China should create a more positive and broader foreign trade environment and give greater support to foreign trade (Wei Jianguo, 2021). The introduction of continuous support policies has provided a stable policy environment expectation for Chinese CBEC enterprises, which has significantly promoted the improvement of confidence in the industry development. At the same time, with the arrival of good news, the attraction of CBEC sunshine channel will continue to increase, guiding the standardized development of CBEC. Relying on the comprehensive pilot zones of cross-border e-commerce, detailed rules for the implementation of various policies in the field of cross-border e-commerce will be refined, and policy implementation standards will be unified, so that enterprises can truly enjoy the policy dividends of the state in taxation, foreign exchange settlement, customs clearance and other aspects. (Li Mingtao, 2020).

### 1.2 Development status of CBEC in China

Statistics from the General Administration of Customs show that in

2020, China's total import and export volume of CBEC reached 1.69 trillion yuan, increasing by 31.1% on a comparable basis. Among them, exports reached 1.12 trillion yuan, up 40.1%; Imports totaled 0.57 trillion yuan, up 16.5 percent. In the whole year, 2.45 billion import and export invoices were released through the CBEC management platform of the Customs, an increase of 63.3% year-on-year.

### 1.3 Challenges of CBEC development in China and ASEAN

#### (1) Insufficient risk resistance in the supply chain

In 2020, due to the global COVID-19 outbreak, some CBEC enterprises in China and ASEAN countries encountered obstacles such as single mode, blocked financing, shortage of supply, declining orders, poor logistics, increased returns and blocked delivery, which brought significant impact to the operation of CBEC enterprises in China and ASEAN countries in the post-COVID-19 era. It also exposes the serious deficiency of the anti-risk ability of CBEC supply chain in China and ASEAN. Therefore, improving supply chain risk prevention and control capabilities has become a new challenge for CBEC enterprises in China and ASEAN.

(2) The risk of enterprise operation is aggravated

The deterioration of the international political environment caused by COVID-19, the prevalence of international trade protection and the escalation of frictions in some regions have brought great uncertainties to the development of CBEC. For example, in 2020, the containment of the political and business circles of the United States and India caused threats to several Information service providers in China. The development of many Leading Chinese CBEC technologies and technology enterprises, such as AliExpress, was suppressed and restricted, aggravating the risk of China's CBEC internationalization development.

(3) CBEC standardization failure

In 2020, with the rapid development of CBEC in the context of the epidemic, normative issues such as intellectual property rights, data security and platform monopoly have become increasingly prominent. According to the 2020 Notorious Market Report on Counterfeiting and Piracy released by the US, 39 online markets and 34 physical markets were listed as notorious markets, including Dunhuang, Taobao, Pinduoduo and Weidian, among other Chinese e-commerce companies. Therefore, the compliance

operation of CBEC in China and ASEAN is imperative, and standardization issues such as honest operation and fair competition of CBEC platform need to be solved urgently, so as to facilitate the healthy, orderly and sustainable development of CBEC in both countries.

(4) B2B cross-border e-commerce model in China

According to Nielsen IQ, a global monitoring and data analysis company, the post-COVID-19 period saw a sharp increase in e-commerce traffic worldwide, with the US, Mexico, THE UK, Australia and Canada all seeing year-on-year growth of more than 110%, and Russia and India seeing year-on-year growth of more than 90%. The growth rate of CBEC emerging countries is obvious. The key targets of B2B cross-border trade in China with large original market volume, high growth and mature market are still the United States, Singapore, Russia, the United Kingdom and so on. According to Nielsen IQ, 43 percent of China's B2B export target markets are from the US, 25 percent from Singapore, 24 percent from Russia and 21 percent from the UK. As the largest economy in Southeast Asia, Singapore will surely drive China's B2B trade and development in Southeast Asia and Thailand.

#### 1.4 Development trend of CBEC in China and ASEAN

(1) CBEC has great digital potential With the progress of cloud computing, big data, artificial intelligence, block chain and other digital technologies, CBEC has promoted rapid innovation and upgrading, giving birth to many new CBEC services such as cross-border payment, overseas warehouse, CBEC language, cross-border data and so on. The global COVID-19 pandemic has promoted the transformation and development of China's foreign trade digitization, and also increased the service demand of enterprises in CBEC digitization. In china-ASEAN trade, China's largest export subject is private enterprise, which is characterized by the majority of small and medium-sized enterprises and the overall degree of digitalization is low. The post-epidemic situation has provided great development potential for CBEC digital services and upgrading in China and ASEAN.

(2) CBEC welcomes new B2B opportunities

In recent years, the B2B policy of CBEC market has expanded the comprehensive test area of CBEC to 105, which fundamentally promotes the innovation of CBEC'S B2B model. CBEC market related to customs

clearance, cross-border logistics, overseas warehouse, payment and settlement, agent operation, overseas marketing, personnel training and other professional services have developed rapidly. After the establishment of the third batch of comprehensive test zones, The State Council issued more policy support in CBEC related B2B technical standards, business processes, supervision mode, information construction and other aspects in the comprehensive test zone. The General Administration of Customs has also introduced special supervision methods and supporting customs clearance facilitation measures, gradually improving the SERVICE ecology of CBEC, China and ASEAN CBEC B2B model will usher in new opportunities.

(3) Promotion of "new brand" e-commerce model

At present, with the development of China's online retail market and the application of upgraded information technology, a large number of high-quality "new domestic goods" brands have gradually formed. Brand development model drives the rapid expansion of new products to overseas. Different consumer groups in many overseas countries have become the demand explosion point of new brands. Thanks to China's effective prevention and control of the epidemic, the global

market position of Chinese brands has been further enhanced, and the "new brand" of CHINA-ASEAN CBEC China will enter a new era of development.

#### 1. 5 CBEC survey data and analysis

According to big data statistics from Kantar and Google, China's CBEC retail scale grew by 24% from 2014 to 2018. The growth rate will be around 11% in 2019-2021. Therefore, CBEC has more space for development and will develop steadily. Based on the survey data, the development characteristics of CBEC in China are analyzed from the aspects of CBEC platform, product category, CBEC market, sales mode and consumption mode.

##### (1) CBEC platform

Data show that after 2018, Amazon's Aliexpress is the top two preferred platforms for cross-border trade. Amazon's "asset-heavy" nature lends itself to collaborative operation by capitalistic merchant teams. The prerequisite is FBA overseas warehouse, whose capital is not only FBA overseas warehouse, but also includes process advertising, intermediate costs, warehousing costs, logistics and transportation, human team and hidden costs. More than 20% of Amazon's top sellers control 80% of traffic and orders; The remaining 80 percent of sell-

ers grab less than 20 percent of the market, and the competition is fierce.

On AliExpress, the international version of Alibaba's Taobao platform, there is little room for small and medium-sized enterprises to grow. Its customers mainly distributed in Russia, Brazil, the United States and so on. Aliexpress's "price algorithm" driven platform with low price level and strong service capability is equipped with strong supply chain, top brand operation team and popular product development capabilities.

##### (2) Product category

Industry statistics show that the demand of 3C and clothing is in the leading position in CBEC, and household gardening, outdoor sports, maternal and child products, beauty and health care are on the rise. Electronics ranks first among the major platforms, with a market share of around 20%. Shenzhen "Huaqiangbei" 3C has a strong supply capacity and is in a control and monopoly position on Amazon platform. The clothing category is highly competitive, with sellers mainly in coastal cities such as Fujian, Jiangsu and Zhejiang. New entrants should start with "blue ocean" categories, such as auto parts, home heating, refrigeration, appliances, home decoration, security equipment, etc. The above data

analysis indicates that China's manufacturing industry has formed a sound infrastructure, a strong supply chain, and a mature manufacturing system for transformation and upgrading.

### (3) CBEC market

Under the background of global integration, Europe and America are the main market of CBEC. South America is an emerging market with a large population, strong domestic demand and large export volume. Africa's e-commerce infrastructure and productivity need to be developed, and the market potential is huge. In Southeast Asia, there are five countries such as Singapore, Indonesia, Philippines, Malaysia and Thailand. Therefore, China and ASEAN should seize this market opportunity to promote the sustainable development of CBEC.

### (4) Sales model

At present, "half of the market" occupied by third-party CBEC platforms has been replaced, and market shares of brand direct sales and independent stations have been expanded. Beijing Wave Treader Technology, women's clothing giant SHEIN and other brands are the products of business transformation and upgrading. The growth rate of independent GMV is higher. For example, the United States accounts for nearly 1/3 of global

GMV. Last year, the growth rate of independent GMV is more than three times that of the market average. It can be seen that the independent station mode is more significant for the future of CBEC trade between China and ASEAN.

### (5) Consumption pattern

"Curtilage economy" pursue individuality life, along with the CBEC enrich the market, consumers have changed a shopping, shopping time and page for quality, needs more diverse stereoscopic, so, cross-border trade to adapt to new consumption patterns, draw the control precision, fast pre-sale service, consumer docking, effective communication, attract consumer elements such as, in order to improve the conversion rate.

## Literature Review

The development of CBEC in China not only optimizes the trade structure, but also improves the level of foreign trade. National and local governments are paying close attention to the countertrend of CBEC growth in China after the COVID-19 outbreak, and regard CBEC as a driving force for the transformation and development of foreign trade. Therefore, the new CBEC international trade model is not only a hot spot but also a focus, which

promotes the continuous deepening of research on CBEC theory and practice by experts and scholars at home and abroad, and produces many new views and achievements. Therefore, based on the relevant CBEC literature, this paper conducts a comprehensive and in-depth study and collation to find out the existing shortcomings and future research directions and trends.

### 2.1 Development of CBEC in the post-epidemic period

In 2020, when global offline trade was in trouble due to the COVID-19 epidemic, the business model marked by entering CBEC platform, online live broadcasting and other foreign trade channels was transformed. According to the 2020 CBEC White Paper of Ebang Dynamics Research Institute, 84% of the foreign trade enterprises surveyed chose overseas online marketing during the COVID-19 pandemic. The development of China and ASEAN CBEC has inevitably realized the digital transfer of foreign trade commercial marketing.

### 2.2 "home economy" promotes the progress of CBEC

COVID-19 policies such as "home quarantine" and "travel restriction" have rapidly increased CBEC sales in the "home economy". According to data from Alibaba's international

website, in the first half of 2020, goods related to "home economy" increased by 89.3% year on year, with sales of household appliances, personal care, indoor sports and entertainment prominent. According to the 2020 China Export CBEC Trend Report jointly released by Amazon and Caixin Intelligence, the demand for household and kitchen products, pet consumption, indoor sports and telecommuting related to the "home economy" during the epidemic also accelerated, driving the sales growth of new categories of CBEC development in China and ASEAN.

#### (1) CBEC category of "home economy"

According to customs data in 2020, China's CBEC imports and exports reached 1.69 trillion yuan (RMB), up 31.1 percent on a comparable basis. Among them, CBEC's total exports reached 1.12 trillion yuan, up 40.1% year on year, accounting for 66.27% of the total. In the first half of 2020, the export-related "home economy" category increased by nearly 90% year-on-year, mainly distributed in home appliances, personal care, indoor sports, online entertainment, etc. In the second half of 2020, consumer demand for "home economy" products such as quarantine necessities, indoor entertainment and pet products in-

creased significantly. In 2020, food, cosmetics and health care products were still the main imports, while instant noodles, instant soup, instant rice, toasters and noodle machines doubled in sales in the "home economy". Among them, the year-on-year sales growth of instant noodles is 12 times, bread machine 400%, noodle machine 280%.

## (2) CBEC Goose-stepping Express Lane

According to the statistics of the Ministry of Commerce, 90% of CBEC belongs to B2B mode, while the retail part of import and export accounts for a small proportion. In 2020, the number of China's overseas warehouses has exceeded 1,900, distributed in Russia, Japan, South Korea and other countries, Europe, the United States, Southeast Asia, the Middle East and other regions, of which North America, Europe, Asia accounted for 90%. At present, The number of CBEC comprehensive pilot zones in China has been expanded to 105, and CBEC has increased by about 10 times in the past five years. It can be seen that the CBEC industry in China and ASEAN is entering a period of rapid development.

## 2.3 "Diversified" CBEC platform innovation

The new technology promotes the innovation of CBEC business model. According to the survey data of Ebon Power, 25% of the surveyed CBEC sellers have opened diversified platforms such as "independent website" and "cloud exhibition", and another 25% of the surveyed CBEC sellers are planning to establish independent website, etc. Each seller operates an average of 3.56 sites. It opens up a new channel for the future development of CBEC between China and ASEAN.

## 2.4 Overseas warehouse CBEC supply chain mode

In the post-epidemic period, the overseas warehouse supply chain model has the advantages of high delivery efficiency, localized logistics efficiency, shopping experience characteristics and advance stock, etc., thus becoming a new foreign trade model to support the development of CBEC and expand the international market. Small and medium-sized enterprises overseas exhibition center, can effectively carry out brand promotion and publicity, assist CBEC trade to achieve secondary sales, greatly reduce the cost of return. Data report of the Ministry of Commerce: by the end of January 2021, the number of CBEC overseas warehouses exceeded 1,800, with an area of over 12 million square



meters, up 80% year-on-year, mainly distributed in Russia, Japan, South Korea, the United States, Europe, Southeast Asia, the Middle East and other countries and regions. CBEC overseas warehouse supply chain model provides a solid infrastructure guarantee for the development of CBEC in China and ASEAN.

### 2.5 CBEC new Policy promotes payment optimization

The introduction of the New Deal has promoted cross-border payment to be more standardized, healthy and orderly, and the scale of cross-border payment has been continuously expanded and optimized. According to statistics from the Payment and Clearing Association of China, in 2020, RMB cross-border payment system processed 2. 049 million transactions with a value of 45. 27 trillion yuan, up 17. 02% and 33. 44% respectively year-on-year. Access to cross-border payment was standardized, and enterprises' overseas payment business was speeded up. According to the Measures for the Administration of Foreign Exchange Business of Payment Institutions issued by the State Administration of Foreign Exchange, by March 2020, about 15 payment institutions participating in the pilot cross-border foreign exchange payment business had obtained cross-border payment

licenses. The realization of CBEC platform connectivity and continuous upgrading of global service capabilities provide cross-border payment guarantee for the development of CBEC in China and ASEAN.

### 2. 6 Features of CHINA-ASEAN CBEC cooperation and operation

#### (1) "dislocation" operation

According to the seasonal and other opportunities of various countries to adjust the supply of differentiated dislocation marketing, namely "dislocation" operation, China and ASEAN CBEC cooperation in domestic and overseas holidays, and targeted from the selection of products, supply chain and other aspects of timely supply adjustment, will drive the demand continues to grow.

#### (2) Evolution of marketing model

CBEC product trade and sales mode has experienced four stages: text, text, short video and live broadcast. The information audio and video communication mode in the era of big data has attracted more users. Therefore, live broadcast and short video have become the mainstream of CBEC marketing.

In recent years, platform e-commerce, second-class e-commerce,

COD and other e-commerce models in Southeast Asia's Internet industry continue to maintain a strong development trend. According to the e-Conomy SEA 2020 Report, which was jointly released by Google, Temasek Group and Bain & Company, covering six countries including Vietnam, Thailand, the Philippines, Malaysia, Singapore and Indonesia, it includes five major digital economies and two emerging sectors. By the end of 2020, e-commerce has reached 100 billion US dollars and is expected to exceed 300 billion US dollars in 2025. It strongly proves that e-commerce is the most powerful field in southeast Asia where Thailand is in the future.

(3) China-ASEAN Free Trade Area 2021 marks the 30th anniversary of china-ASEAN dialogue relations. Over the past 30 years, the China-ASEAN Free Trade Area has been officially launched since January 1, 2010. Over 90% of the products between China and brunei, the Philippines, Indonesia, Malaysia, Thailand and Singapore, the six ASEAN member countries, have zero tariffs, and the average tariff between China and ASEAN has been reduced from 9. 8% to 0. 1%. The average tariffs of the ASEAN members against China fell from 12. 8 per cent to 0. 6 per cent. In 2015, four new ASEAN members -- Vietnam, Laos,

Cambodia and Myanmar -- implemented zero tariffs on 90 percent of Chinese products. China and the 10 ASEAN countries, with a GDP of us \$6 trillion and a trade volume of US \$4. 5 trillion, have entered the era of zero tariff. In particular, since the negotiation on upgrading the FTA in 2015, china-ASEAN cooperation has been enhanced in both areas and levels, which has promoted the mutually beneficial development of multilateral trade between China and ASEAN countries.

With the establishment of the China-ASEAN Free Trade Area, bilateral trade and investment have expanded, effectively enhancing the overall competitiveness of the region. It is conducive to promoting CHINA-ASEAN CBEC cooperation and playing a positive role in global economic growth.

(4) Huge consumption power CBEC times, after mainland China, southeast Asia electricity future period, Singapore has been a CBEC mature countries, rapid rising of middle class electricity sales space is huge, with GDP per capita of \$4000 in the social consumption indicators, fastest- growing Thailand, Indonesia, Vietnam has 60% of the population under the age of 30, formed a huge consumer market.

Malaysia, Indonesia, Thailand and the Philippines have the characteristics of high demographic dividend, young working population and high smart-phone penetration rate, which accelerates online behavior from PC to mobile directly. It has promoted the cooperation and development of CBEC between China and ASEAN.

#### (5) The New era of Internet

According to the "Southeast Asia E-commerce Report" jointly released by Google and Temasek in 2020, the number of new Internet users in Southeast Asia continues to grow. The number of Internet users in Southeast Asia increased by 40 million to 400 million in 2020, compared with 260 million in 2015 and 360 million in 2019. Seventy per cent of south-east Asia's population is now online. This shows the strong momentum of china-ASEAN CBEC cooperation and development.

#### (6) E-commerce has a broader prospect

In the post-epidemic period, online time increased. Consumers' perception of digital services is changing. The average daily online time of Internet users in Southeast Asia increased from 3.7 hours before the epidemic to 4.7 hours during the epidemic period, and then remained steady at 4.2 hours during the epi-

demio period, 0.5 hour higher than before the epidemic. The number of people getting help from electronics, apparel, Beauty, groceries, food delivery, video, music, and educational services is growing. Transportation, online travel, and loan services are on the rise. Factors affecting e-commerce prospects in Southeast Asia are as follows.

According to the survey, 36% of consumers accept digital services for the first time, and 94% of them are dependent on them, and the public's utilization rate and trust rate of digital services have improved. Before the epidemic, Southeast Asia had improved its infrastructure and technological innovation policies, accelerated the digitization of small and medium-sized enterprises, increased cross-selling opportunities on platforms, increased shopping frequency of consumers, expanded tourism, transportation, lending and other scales, and gradually became a region with fast economic growth. Online spending helped push total e-commerce transactions to \$62 billion. In the post-COVID-19 period, 47 percent of the population shopped online, 49 percent of new consumers cited "epidemic prevention" as the primary reason for online shopping, and 40 percent cited logistics as an obstacle to online shop-

ping. Forty-seven percent of buyers made initial online purchases, and 76 percent plan to continue online purchases. The online media sector will grow at a cagr of 22% from 2019 to 2020, and its gross merchandise volume is expected to rise to \$35 billion by 2025. More consumers and small and medium-sized businesses are using digital financial services (DFS). Cashless transactions accelerate. Merchants get better credit ratings from a large number of electronic transaction records. Continuous innovation management and incentives support the accelerated growth of DFS consumers. Located in Southeast Asia, China and ASEAN online consumer market is gradually mature, and market products are more and more diverse.

(7) To focus on profit

In 2019, there were 11 southeast Asian unicorns -- Bigo, Bukalapak,

Gojek, Grab, Lazada, Razer, OVO, Sea Group, Traveloka, Tokopedia and VNG - and in 2020, VNPAY was added. After peaking in 2018, unicorn investment has dropped significantly in 2019. Investors are shunning commercial projects that involve big spending. There are now 12 unicorns in Southeast Asia, most of them focused on profitability.

Research Methods and Results

*Problems in CBEC between China and ASEAN*

Firstly, open questionnaire was given to relevant interviewees. Secondly, use Nvivo software analysis, get the answer to the research question. The questionnaire is shown in Table 1.

Table 1. Questions for this study

No.	Question
1.	What do you think of the future of China -ASEAN CBEC?
2.	What problems do you think China and ASEAN CBEC are facing now?
3.	What do you think is the most important factor hindering the development of China -ASEAN CBEC?
4.	What do you think are the features and advantages of China -ASEAN CBEC?
5.	What do you think are the bottlenecks and weaknesses of China -ASEAN CBEC?
6.	What do you expect the future of China -ASEAN CBEC to be?

The development of China-ASEAN CBEC involves Internet popularity, payment services, consumer trust, capital, talent, logistics and transportation and other elements. At present, there are still many shortcomings in China-ASEAN cross-border e-commerce cooperation.

## Results and Discussions

### 4. 1 Disadvantage of the current situation

(1) Traffic increment is insufficient  
With the rise of global CBEC, mobile e-commerce is gaining momentum in Southeast Asia, including Thailand. By February 2021, mobile terminal traffic accounted for 72% of all e-commerce traffic in Southeast Asia, with Indonesia accounting for the highest 87%. Social media ads on mobile accounted for 92% of the total, compared with 8% on PC. The increment of mobile traffic is obviously insufficient.

(2) Payment and service disadvantages  
More than 80% of e-commerce companies in Vietnam and the Philippines in Southeast Asia offer cash on delivery; Bank transfers account for 94 percent in Indonesia, 86 percent in Vietnam and just 79 percent in Thailand, and installment payments are popular. In Thailand, only nearly 50%

merchants set up offline sales and service points, and the combination between offline and online is not close enough, which affects the marketing effect.

(3) Policy implementation is not timely  
Due to the late implementation of various policies and policy standards in the CBEC field, enterprises in CBEC comprehensive test zone cannot really enjoy the policy dividend of the state in the aspects of taxation, foreign exchange settlement, customs clearance and so on.

In recent years, with the prosperity of CBEC market, the competition in the industry has intensified. As CBEC involves more complex business processes than traditional e-commerce, there are new rules for commodity introduction, online platform, overseas logistics, tax declaration and warehousing, customs declaration and insurance, order distribution, settlement and settlement of foreign exchange, marketing and promotion, after-sales service and other links. Therefore, it is necessary to implement policies and standards in a timely manner.

### 4. 2 Innovative Countermeasures to THE CBEC problem among China and ASEAN

(1) Focus on profitability sustainability  
 The focus of future investment in Southeast Asia will shift from growth to profitability sustainability. The number of tech investment deals in Southeast Asian countries grew by 7% between 2018 and 2019.

Diversification of investment in emerging industries. Investment in mature consumer sectors has been slow. Unicorns accounted for the largest share of \$15 billion of the \$40 billion total investment in transportation and food between 2016 and 2019; Unicorns accounted for \$7 billion of total e-commerce investment. In the emerging consumer sectors of fintech, educa-

tion tech and health tech, the total value of fintech deals surged to \$1.7 billion in 2019, up 40% from the previous year to a new high. When the pandemic hit in the first half of 2020, there were still strong investment flows in the fintech sector. Investors pay more attention to meet the needs of life and improve efficiency and service.

(2) Cooperation mechanism of CBEC

The continuous power policy provides a good policy loop for Chinese CBEC enterprises and guides the progress and development of CBEC standardization. There are three cooperation mechanism proposed in this study, as shown in Table 2.

Table 2. The cooperation mechanism proposed in this study.

No.	Cooperation Mechanism	Strategy
1	China's "Silk Road E-commerce"	--
2	Rule construction of CBEC	--
3.	CBEC pilot zone system	Facilitating cross-border customs clearance
		Unimpeded CBEC logistics channel
		Upgrade supporting public services
		Innovate the development model of CBEC

5. 3 Development path of China-ASEAN CBEC

development path is the way to make and implement the goal smoothly.

5. 3. 1 Definition of development path  
 In the present and future growth process, things have the desire and requirement to be satisfied, and the

5. 3. 2 Development path measurement  
 There are ten development path for China-ASEAN CBEC listed in Table 3.

Table 3. The ten development path for China-ASEAN CBEC

Path	Ab- brevi- ation	Strategy	Description
1	DSO path	dynamic structure op- timization	form a dynamic structure optimization path for posi- tive interaction of China -ASEAN CBEC coopera- tion.
2	QI path	quality im- provement	The quality improvement path of China -ASEAN CBEC cooperation combining quality first, stan- dardization, lean and management optimization.
3	ID path	innovative development	The innovative development path of China -ASEAN CBEC cooperation centering on science and tech- nology and enhancing international competitiveness.
4	NEG path	new economic growth	Explore the new economic growth path characterized by new industries, new products, new services, new technologies and new forms of business in China -ASEAN CBEC cooperation.
5	SO path	spatial opti- mization	The spatial optimization path of China-ASEAN CBEC cooperation based on deepening regional, ur- ban and rural, domestic and international division of labor.
6	SD path	sustainable development	China- ASEAN CBEC cooperation to introduce green, circular and low-carbon ideas into the eco- nomic system of sustainable development path.
7	RA path	resource allo- cation	China- ASEAN CBEC cooperation to build a higher level of open global resource allocation path.
8	UFS path	upgrading factor supply	China-ASEAN CBEC cooperation adheres to the supporting path of upgrading factor supply and im- proving economic development potential.
9	EG path	Effective guarantee	Effective guarantee path of China -ASEAN CBEC cooperation system and mechanism.
10	SPP path	soft power promotion	The soft power promotion path of China-ASEAN CBEC cooperation to empower economic develop- ment with excellent culture.

**Path 1:** form a dynamic structure optimization path for positive interaction of China -ASEAN CBEC cooperation. The development of digital economy CBEC economy is the result of the comprehensive action of many factors and multiple forces, but the cooperation interaction is the most basic force. In the face of increasing uncertainties in international demand, continue to expand domestic demand in China and ASEAN, speed up the development of a complete domestic demand system, and use high-quality supply to lead and create new demand. In order to smooth the domestic circulation of the two countries, promote both domestic and international circulation, promote consumption in an all-round way, expand the space for investment. It is essential to increase personal income, increase internal demand, promote rational income distribution, tap new demand, encourage green consumption, upgrade the consumption structure, raise people's consumption level, and enhance consumer confidence.

**Path 2:** The quality improvement path of China -ASEAN CBEC cooperation combining quality first, standardization, lean and management optimization. Quality is the most basic determinant of economic sustainable development. The economies of all countries must work hard to improve quality and shift

from an era of quantity to an era of quality. We must adhere to the principle of "putting quality first", give priority to quality breakthroughs as the key to transforming the economy from a big one into a strong one, and guide the economy to truly shift from upgrading to improving quality and performance. Develop a quality-oriented way of allocating resources, and establish a scientific linkage and response mechanism between quality and price. Improve the quality management system of China-ASEAN CBEC cooperative enterprises and raise the level of total quality management.

**Path 3:** The innovative development path of China -ASEAN CBEC cooperation centering on science and technology and enhancing international competitiveness. Innovation is a key measure to improve efficiency and productivity, change the dependence of core technologies on others, realize the transition from "Made in China" to "created in China", and seize the commanding heights of future competition. To uphold the central role of innovation in China's overall modernization drive, make reinvigorating science and technology a strategic underpinning for China's development, improve the country's innovation system, and speed up its development into a strong country in science and technology. To



strengthen the state's strategic scientific and technological forces, enhance enterprises' technological innovation capacity, stimulate the creativity of talents, and improve systems and mechanisms for scientific and technological innovation. Support integrated innovation by large, small and medium-sized enterprises and entities of all types, and promote the commercialization and application of scientific and technological advances. To build a comprehensive innovation system consisting of technological innovation, business model innovation, management innovation, system innovation and product innovation.

**Path 4:** Explore the new economic growth path characterized by new industries, new products, new services, new technologies and new forms of business in China -ASEAN CBEC cooperation. Work together to develop strategic emerging industries such as information networks, high-end equipment, biology, new materials, new energy, ultra-high pressure, energy conservation and environmental protection. Change the thinking of enterprises fighting alone and single "industry" to the thinking of "system", promote cross-border integration, and build a new business model with industry, capital, market, talent, platform, technology and many other elements

coordinated and efficient docking of industry and market. Strengthen the application of digital, networked and intelligent technologies to comprehensively empower different links of supply chains, production systems and organizational modes, industrial chains, and cooperation between enterprises and industries. Accelerate the use of information network technology to promote the connectivity of people, things and services within enterprises and between enterprises and users, the integration of online and offline, and the coordination of resources and factors.

**Path 5:** The spatial optimization path of China-ASEAN CBEC cooperation based on deepening regional, urban and rural, domestic and international division of labor. According to "and" preferring to "give full play to the comparative advantage and advantage of backwardness" ideas such as "to form their own unique competitive advantage", from a global division of labor system and promote the region development strategy point of accurate positioning, choose good leading industries and pillar industries and advantage industry, cultivate distinct characteristics, high degree of specialization, form a complete set of perfect industry cluster. Developed city clusters can build world-class indus-

trial clusters. Accelerate the urbanization process, promote the rational transfer of rural population, combine urban development with the adjustment of industrial structure layout, establish an urban economy with optimized scale, and give full play to the important contribution of urbanization to economic growth, transfer of labor force and rational and efficient allocation of resources. Give high priority to developing rural areas, fully implement the rural revitalization strategy, strengthen the use of industry to complement agriculture and urban areas to support rural development, and work to form a new type of relationship between industry and agriculture and between urban and rural areas that reinforce each other and complement each other, achieve coordinated development and achieve common prosperity.

**Path 6:** China- ASEAN CBEC cooperation to introduce green, circular and low-carbon ideas into the economic system of sustainable development path. Adhere to the principle that clear waters and lush mountains are invaluable assets, and respect, conform to, and protect nature. In the planning, design, production, circulation, consumption and other aspects of economic development, the goal of resource conservation and environmental friendli-

ness should be reflected, the green transformation and the development of green industries should be promoted, the development of green products, green factories, green parks and green supply chains should be coordinated, and enterprises should be encouraged to provide clean and environmentally friendly products and services. Reduce the consumption of energy resources, waste pollutants and greenhouse gas emission intensity.

**Path 7:** China- ASEAN CBEC cooperation to build a higher level of open global resource allocation path. With a global vision and strategic thinking, look around and layout the world. Continue to open up in a wider range of areas and at a deeper level, draw on the strength of China's large market, promote international cooperation and achieve mutual benefit. Promote trade and investment liberalization and facilitation, promote innovative trade development, promote high-quality belt and Road cooperation, and actively participate in the reform of the global economic governance system. Strengthen international cooperation and exchanges, create a world-class business environment, and pool global resources and factors with a highly open and connected domestic market. Build diversified international markets, steadily expand traditional markets,

actively explore emerging markets, and strive to develop potential markets, so as to form a new development pattern in which China and the world grow together, China and the world interact well, and China's development brings more benefits to the world.

**Path 8:** China-ASEAN CBEC cooperation adheres to the supporting path of upgrading factor supply and improving economic development potential. High-quality economic development is inseparable from the support of relevant elements, including: rich human resources in line with the skills and knowledge structure of the era; Advanced and appropriate technology and equipment; Strong, smart, secure and green physical, digital, innovative and social infrastructures; An appropriate scale of multi-level and multi-channel capital system; Relatively sufficient land, mineral and energy resources; An efficient economic and scientific organization, etc.

**Path 9:** Effective guarantee path of China -ASEAN CBEC cooperation system and mechanism. Adhere to, improve and optimize the basic economic system, give full play to the decisive role of the market in allocating resources, better leverage the role of the government, and better integrate efficient markets with efficient gov-

ernments. On the one hand, need to establish modern fiscal, taxation and financial systems, build a high-standard market system, improve market mechanisms and build a unified domestic market. On the other hand, accelerate the transformation of government functions and improve the quality and efficiency of government work. Reduce the government's administrative intervention, better play the role of macro-control; Improving the development environment for enterprises, reducing transaction costs, stimulating the development vitality of private enterprises, small, medium and micro enterprises, and giving full play to the contribution of private economy to growth; Improve industrial policy, from inclined industrial policy to universal and inclined organic combination transformation; improve the social security system, provide active public and social services, and create a favorable social environment.

**Path 10:** The soft power promotion path of China-ASEAN CBEC cooperation to empower economic development with excellent culture. China's economy needs an inherent cultural dynamic. To develop cultural programs and industries in a prosperous manner, enhance the country's cultural soft power, and promote unity between meeting the cultural needs of the peo-

ple and strengthening their spiritual strength.

### Conclusions

High-quality development of China -ASEAN CBEC cooperation is the current theme. CBEC China ASEAN cooperation high quality development is a systematic, strategic, complexity and long-term project, not a single path, must from the power structure optimization, quality improvement, innovation drive, the new economic growth, the space optimization, the factors of sustainable development and upgrade.

The outcome of this research, the ten paths of high level open, institutional guarantee, multidimensional culture assign as a whole, are also proposed in the conclusion of this study.

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