



## THE INNOVATIVE AND SUSTAINABLE DEVELOPMENT MODEL OF "CROSS-BORDER E-COMMERCE " BETWEEN CHINA AND THAILAND : CASE STUDY FROM THE PERSPECTIVE OF "BELT AND ROAD INITIATIVE"

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### Abstract

This paper studies the sustainable development of "cross-border e-commerce" between China and Thailand. The research issues include the following four aspects: 1. Policy opportunities for the sustainable development of "cross-border e-commerce" between China and Thailand; 2. Cooperation opportunities for sustainable development of "cross-border e-commerce" between China and Thailand; 3. Problems facing the sustainable development of "cross-border e-commerce" between China and Thailand; 4. Countermeasures and Proposed Model for the Sustainable Development of "Cross-border E-commerce" between China and Thailand. The purpose of this paper is to improve the theoretical and practical research on the sustainable development of "Cross-border E-commerce" between China and Thailand. The sustainable development theory is quoted in this paper, and the Extensive literature is used to construct the countermeasures and proposed appropriate model for the sustainable development of China-Thailand "cross-border e-commerce".

Keywords: "Belt and Road Initiative"; "Cross-border E-commerce"; Sustainable Development

### Introduction

It is an important work to creatively construct the countermeasures and proposed model for the sustainable development of "cross-border

e-commerce" between China and Thailand. The importance of this paper lies in the great significance of China-Thailand cross-border e-commerce cooperation in the eco-

conomic construction of " Belt and Road Initiative" China - IndoChina Peninsula Thailand 4.0. The main achievements of predecessors are about the motivation of advocating " Belt and Road Initiative" and the economic results obtained. (Representative paper is EU Think Tank 's Analysis of the Motivation of China's" Belt and Road Initiative, by Gao Xiaosheng published on China Social Science Network on March 27, 2020; and ' Belt and Road Initiative ' Is the Road of Opportunity for the World, by Gao Qiao in the People's Daily overseas edition, Jan 9, 2020). Most relevant studies are theoretical analysis of the sustainable development of China-Thailand Cross-border E-commerce, but lack of countermeasures and proposed model construction for the sustainable development of China-Thailand "Cross-border E-commerce". In order to conduct in-depth and systematic research on the sustainable development of Cross-border E-commerce between China and Thailand, and continuously promote the sustainable development and cooperation of Cross-border E-commerce between China and Thailand, this paper mainly discusses the following issues: 1. Policy opportunities for the sustainable development of "Cross-border E-commerce" between China and Thailand; 2. Cooperation opportunities for sustainable development of "Cross-border E-commerce" between China and Thailand; 3. Problems facing the sustainable development of "Cross-border E-commerce" between China and Thailand; 4. Countermeasures and proposed model for

the sustainable development of "Cross-border E-commerce" between China and Thailand. This paper quotes the sustainable development theory and creatively puts forward the countermeasures and proposed model for the sustainable development of China-Thailand "Cross-border E-commerce".

The proposal, strategic deployment and achievements of the " Belt and Road Initiative" strategic concept reveal China's political and economic strategies in the new era, and provide a good policy opportunity for the sustainable development of China-Thailand "Cross-border E-commerce". Therefore, it is of great significance to have an all-around rational interpretation of its historical logic, to analyze and observe its meaning of the times, to conduct in-depth research on the sustainable development of Cross-border E-commerce between China and Thailand, and to actively build a win-win cooperation model for the sustainable development of China-Thailand "Cross-border E-commerce" so as to further promote the continuous economic and social progress of China and Thailand.

#### Literature Review

##### *Policy opportunities for sustainable development of "Cross-border E-commerce" between China and Thailand*

" The Belt and Road " (B&R for short) is the abbreviated form of "Silk Road Economic Belt" and "21<sup>st</sup> century maritime silk Road". It is a platform

for regional cooperation between China and relevant countries to inherit and develop the ancient silk road, promote and improve economic cooperation with countries along the route, and build a community of shared interests, destiny and responsibilities featuring political mutual trust, economic integration and cultural inclusiveness.

Since Prime Minister Prayuth Chan-ocha took office in 2014, China-Thailand cooperation in various aspects, from economy to culture, has achieved remarkable results. In June 2019, Prayuth was elected the new prime minister of the Thai government, which is more conducive to the implementation of the medium and long-term strategic plan of the Thai government, and marks a new development opportunity for economic and cultural cooperation between China and Thailand under the strategic background.

#### *China's " Belt and Road Initiative" strategy*

In September and October, 2013, President Xi Jinping successively proposed the initiative of building the silk road economic belt and the 21<sup>st</sup> century maritime silk road. On March 28, 2015, the State Development and Reform Commission, the Ministry of Foreign Affairs and the Ministry of Commerce jointly issued "Vision and Actions on Jointly Building Silk Road Economic Belt and 21<sup>st</sup>-Century Maritime Silk Road ", At this point, the " Belt and Road Initiative " entered the

start-up and implementation phase.

On behalf of 1, 216 scholars born in the 1970s, Chen Entian, permanent senior adviser of the Hong Kong federation of arts and culture and former chairman of International Seven Three Society, proposed that December 16 be designated as the " Belt and Road Initiative " international day and a volunteer program be launched.

#### *Ancient background*

During the Han Dynasty of ancient China, starting from Luoyang and Chang'an, the ancient Silk Road, the land-borne trade and cultural exchange channel of East and West civilization, was the route of commercial trade among Asia, Africa and Europe. It mainly transported Chinese silk, porcelain and other commodities, and was the main channel of economic, political and cultural exchanges between the East and the West. German geographer Ferdinand Freiherr von Richthofen first named it the Silk Road in the 1870s.

#### *Long-term goals*

The way to jointly build "Belt and Road Initiative" is a process of diversified, highly flexible cooperation. We should actively advocate that the development of countries along the belt and road is in rapport with the goals and policies of all parties in regional cooperation, constantly enrich time, content, ways and routes, promote cooperation in various forms such as exchanges, training, BBS, exhibitions, seminars and visits, and jointly formu-

late and improve the connotation, objectives and tasks of "Belt and Road Initiative".

#### *Six economic routes of "Belt and Road Initiative"*

In May 2017, President Xi Jinping stressed in his opening speech at the "Belt and Road Initiative" summit for international cooperation that "we have established the framework of "Belt and Road Initiative" to build six major economic corridors, and we should move forward in a down-to-earth manner.

The six economic routes fall into: China-Mongolia-Russia, New Eurasian Land Bridge, China-Central Asia-Western Asia, China-Pakistan, Bangladesh-China-India-Myanmar and China-Indochina Peninsula.

#### *Thailand's "4.0" and Eastern economic strategy*

The release of transport infrastructure projects of port and railway along the Eastern Economic Corridor (EEC) by the cabinet of Thailand marks the official launch of Thailand's 4.0 development strategy.

#### *Implementation of "Thailand 4.0" Strategy*

In 2016, prime minister Prayuth Chan-Ocha of Thailand proposed that the Thai economy would be upgraded to a stage of high value-added development known as "Thailand 4.0" in the next 20 years. Thailand 4.0 strategy hopes for intelligent agriculture, intelligent small and medium-sized enter-

prises and high value-added service industry.

#### *Influences of Thailand's 4.0 Strategy*

Thailand's 4.0 plan is the largest economic transformation to accelerate economic growth. 4.0 promotes Thailand to realize two transformations, namely, to upgrade Thailand from a middle-income country to a high-income one and to achieve a more balanced and inclusive economic development model. There are five development steps : (1) to enhance the quality of skilled labor in Thailand; (2) to promote the entrepreneurial ability of local small and medium-sized owners; (3) to develop new and innovative industries; (4) to strengthen the internal economy; (5) to strengthen economic and trade ties with ASEAN and the global market.

There are five major industries in Thailand: first-generation cars, agriculture and biotechnology, high-end medical and healthcare tourism, smart appliances, and future food.

Thailand's new industries include robotics, aviation and logistics, bio-energy and biochemistry, medical centers and digitization.

Five groups of technology and target industries in Thailand form high-tech value chain : (1) food, agriculture and biotechnology; (2) health, health care and biomedical research; (3) intelligent devices, robots and mechatronics; (4) digitization, international network and related technologies; (5) innovation, culture and high-value services.

The economic development of Thailand can be divided into four stages from primary to intermediate and advanced. Based on this, Thailand launched the "Eastern Economic Corridor" plan.

Eastern Economic Corridor (EEC) refers to the establishment of special economic zones by Thailand in the three provinces of Chonburi province, Chonburi (where Pattaya is located) and Rayong (where Pattaya Utapau airport is located) on the east coast. EEC plan invests in high-end industries and strengthens regional and global connectivity. A total of \$45 billion is expected to be invested from 2017 to 2021 in new railways, towns, airports, docks and modern industries. Over the past 30 years, it has been the industrial hub of Thailand, with a sound infrastructure and a strategic location connected to its rapidly developing neighboring countries and major global economies.

The above three provinces cover an area of 13, 300 square kilometers. Private investment accounted for 80 percent of the total, with the rest shouldered by the government. Special government offers are available to investors. High-tech or research and development companies are exempt from income tax for up to 13 years. A series of preferential policies for major investments, such as import tariffs exemption and extension of visas for talents, will be implemented to attract high value-added industries.

The "Thailand 4.0" plan and the "Eastern Economic Corridor" strategy are highly compatible with China's "Belt and Road Initiative". Thailand will upgrade its infrastructure, promote investment in advanced industries and enhance regional and global connectivity.

*Cooperation opportunities for the sustainable development of China-Thailand "Cross-border E-commerce"*

At present, China's cross-border e-commerce is in the 3.0 era, and the main platform models have been developed from C2C and B2C to B2B and M2B, while Thailand's cross-border e-commerce has more B2B models based on Alibaba. Look back on history, China's cross-border e-commerce experienced the initial stage of 1.0 from 1999 to 2003, and the stage of 2.0 from 2004 to 2012. Since 2013, China's cross-border e-commerce has entered the 3.0 development stage. Although Thailand's cross-border e-commerce is currently in the primary stage of development, it is growing very fast and has a lot of space for development.

*Characteristics of Thailand's e-commerce market*

Thailand's e-commerce has a relatively mature service system from platform payment to offline delivery. From social media interactions to bank transfers or cash on delivery and even third-party delivery, more than 50% of transactions in Thailand's e-commerce occur on platforms such as the main

channel social media or Facebook. Thailand has some professional e-commerce platforms and brand management platforms, among which Nazada, invested by Alibaba in South-east Asia, has a large market share. Thailand will become the second largest e-commerce market in Southeast Asia as the potential of the Thailand's e-commerce market continues to be developed. It is expected to grow at a compound annual growth rate(CAGR) of 13.2% in 2018-2022 and reach US \$5.83 billion in 2022. (Important information source: March 15, 2021, Cross-border Talent, Overseas E-commerce platforms : "How is the Thailand's Cross-border E-commerce Market? What are the Advantages of Cross-border E-commerce in Thailand?" )

#### *Status quo of "Cross-border E-commerce" in Thailand*

Thailand is the second largest economy in Southeast Asia, and has one of the largest Internet users in the region, with an estimated population of more than 69 million people, 50 percent of whom live in urban areas. There are 57 million Internet users, or 82 percent of the population. Active social media users are 51 million, or 74 percent of the population. Mobile social media users are 49 million, or 71% of the population.

#### *Characteristics of Internet Users in Thailand*

(1) Internet users in Thailand spend a lot of time online. According to statistics: 90% of users visit the Internet

every day, 8% of users visit at least once a week. The average amount of time spent on the Internet is up to 9 hours per day, while the average amount of time spent on social media and video streaming media is up to 3 hours or more per day.

(2) 90% of users will search products and services on the Internet, 85% among whom will visit online stores, and 80% buy products and services online. 32% of users have purchased goods and services online on a PC, and 71 percent have purchased goods and services using mobile devices.

(3) The ranking of visits to e-commerce sites in Thailand. The top 10 e-commerce sites in Thailand are: Lazada, Shopee, JIB, Chilindo, Advice, Powerbuy, JDCentral, Se-Ed, Central, HomePro. Lazada ranks first, with 44.9 million monthly visitors; Shopee ranks second, with 30.1 million monthly visitors. Both are two of the most popular shopping websites in Thailand. The third to tenth most visited are JIB (about 2.3 million), Chilindo (about 1.75 million), Advice (about 1.6 million), Powerbuy (about 1.5 million), JDCentral (about 1.2 million), Se-Ed (about 1.2 million), Central (about 1.2 million) and HomePro (about 1.15 million).

#### *Advantages of Thailand's "Cross-border E-commerce"*

(1) Government support. The economic reform policy of the Thai government has greatly promoted the vigorous development of electronic digital industry and electronic commerce.

(2) Platform advantages. With their own platform advantages, Alibaba's Lazada and Tencent's Shopee soon became popular local e-commerce service platforms, which promoted the successful signing of strategic cooperation agreements between China-Thailand cross-border e-commerce enterprises.

(3) Payment security. Mobile payment in Thailand is developing rapidly with high popularity and strong security. It provides a very convenient way and channel for online shopping.

(4) Mature logistics. Thailand's logistics market is already relatively mature, and the growth of Thailand's e-commerce industry and competition among logistics companies have attracted global enterprises to enter the market. With the continuous participation of Chinese logistics enterprises, the competition in Thailand's express delivery and logistics industry has been escalating in 2019, showing a relatively rapid development momentum as a whole. (Important information source: Cross-border Encyclopedia, March 16, 2021, "Overseas e-commerce platforms: How is Thailand's cross-border e-commerce market?" ).

#### *Sustainable Development Theory*

Make a comprehensive collection and analysis of relevant literature on the studies of the sustainable development of China-Thailand "cross-border e-commerce" from the perspective of "Belt and Road Initiative", apply the Sustainable Development Theory and

follow the basic principles of equity, sustainability and commonality. Advocate to have a more comprehensive and systematic understanding of related fields. It is important to meet the needs of both present and future generations so as to achieve common, coordinated, equitable, efficient and multi-dimensional sustainable development goals. Grasp the main achievements and shortcomings of the sustainable development of China-Thailand "cross-border e-commerce" from the perspective of "Belt and Road Initiative". From the books, newspapers, network resources, periodicals and other materials, the cited relevant theories on the studies of the sustainable development of China-Thailand "cross-border e-commerce" from the perspective of "Belt and Road Initiative" can be divided into two categories:

*The first type of research refers to China's "Belt and Road Initiative" strategy.*

They mainly discuss the sustainable development of "Belt and Road Initiative". Although China's strategy of "Belt and Road Initiative" has well promoted the continuous progress of cooperation between China and Thailand in the economic field, there is no in-depth elaboration on the problem of "cross-border e-commerce" in economic activities, this thus affects the comprehensive cooperation of the two countries in the economic and social fields. However, it has laid a good theoretical foundation for the win-win

cooperation among countries along the "Belt and Road Initiative" route.

China's "Belt and Road Initiative" strategic theory has provided a good platform for regional cooperation between China and relevant countries, and many countries at home and abroad and along the Belt and Road have started in-depth research and practice one after another. The "Belt and Road Initiative" strategy has launched a new era of global economic integration. (Such discussions are mainly from the Forum for International Cooperation released to Chinese and foreign media by the Ministry of Foreign Affairs in 2019 at the Second Belt and Road Forum for International Cooperation; "Belt and Road Initiative" Strategy from the Big Historic Perspective " by Liu Shilin, published in Dazhong Daily in 2017, and "Belt and Road Initiative" Provides a New Path for Sharing the 21st Century by Ruan Zongze, published in International Studies in 2019 .

*The second type of research refers to Thailand's "4.0" and the eastern economic strategy.*

They mainly discuss the sustainable development of China- Thailand economic cooperation and related issues, including the implementation and impact of the "Thailand 4.0" strategy, the Eastern Economic Corridor and the Focal point of infrastructure construction in the east. Thailand's "4.0" and the Eastern Economic Strategy have promoted the cooperation and progress between China and Thailand

in the economic field, but there is basically no reference to the issue of "cross-border e-commerce" between China and Thailand, which will affect the in-depth cooperation between the two countries in economic and social aspects. However, they provide a policy guarantee for the development and joint construction in the economic field between China and Thailand.

(Such discussions are mainly from "Thailand 4.0" Strategy Eastern Economic Corridor by Xu Ruiguo published on m.sohu.com in 2019; Construction of "Belt and Road Initiative" and Development of Eastern Economic Corridor of Thailand, by Feng Zhemin published in Southeast Asia in 2017; and Integrative Development of "Thailand 4.0" and " Belt and Road Initiative " -- Interview with Piriya Khempon, Ambassador of Thailand to China " by Sun Chao published in China Development Observation in 2019).

The main issues discussed in this dissertation are :1. Policy opportunities for the sustainable development of "cross-border e-commerce" between China and Thailand; 2.Cooperation opportunities for sustainable development of "cross-border e-commerce" between China and Thailand; 3. Problems facing the sustainable development of "cross-border e-commerce" between China and Thailand; 4. Countermeasures and proposed model for the sustainable development of "cross-border e-commerce" between China and Thailand. Its innovation point lies in that it combines China 's "

Belt and Road Initiative" strategy with Thailand's "4.0" and the Eastern Economic Strategy and puts it into the research and practice of the sustainable development of China-Thailand "cross-border e-commerce", which is of great guiding significance to the cooperation of "cross-border e-commerce" between China and Thailand.

### Research Method

Literature Research Method is an old and vibrant scientific research method which applies the methods of collecting, identifying, and sorting out the literature.

According to the research purpose, literature research method was adopted to extensively consult various literatures and relevant materials, comprehensively and correctly grasp the relevant issues of the research on the sustainable development of China-Thailand "cross-border e-commerce" from the perspective of "Belt and Road Initiative", and draw conclusions through comprehensive analysis and repeated verification.

Its role is: First, understand the basic situation and development status of the problem so as to lead to in-depth research; Second, find out the common phenomenon of the problem to discover the nature of the problem. Third, obtain the relevant empirical data and the latest information to accurately and systematically grasp the overall trend of the research problem. Based on literature research, this paper has formed a scientific understanding of the sus-

tainable development of "cross-border e-commerce" between China and Thailand.

### Results and Discussion

#### *China-Thailand Sustainable Cooperation and Development Strategy*

China has always attached great importance to the strategic docking of Sino-Thai friendly development, made solid progress in bilateral and multilateral cooperation, and pushed for greater development of comprehensive strategic partnership of cooperation between China and Thailand, so as to better benefit the people of the two countries and the region.

The government of Prayuth Chan-ocha attaches great importance to the reconstruction of Thailand's medium - and long-term strategy and actively participates in the "Belt and Road Initiative". China-Thailand strategic cooperation is facing an important historical opportunities.

Looking back on Thailand's leapfrog development in the middle and late 20th century, the national commission for social and economic development, the body that formulated the five-year plan, was an important government authority that once played a key role in Thailand's emergence as one of the "Asian tigers".

Since the democratic process in the 1990s, the national interest has been replaced by the interests of political parties and politicians. With the small and medium-sized political parties competing for power and profit and the

change of government, short-sighted policies triggered the 1997 Asian financial crisis.

The government of Thaksin Shinawatra has constructed a medium - and long-term strategy on the basis of "Thaksin Economics" and has achieved some results.

On the basis of the concept of " sufficiency economy" advocated by King Ramah IX of Thailand, general Prayuth Chan-ocha launched the "20-year national strategic plan", put forward the Thailand industry 4.0 strategy and the eastern economic corridor plan, which preliminarily defined the national strategic decision for the next five to 20 years.

The content of Prayuth's medium - and long-term strategy covers infrastructure construction, the development of service industry and high-tech industry, regional cooperation on production capacity and resource integration, cultural exchanges and cooperation, etc. The relevant content is highly consistent with " Belt and Road Initiative " and will surely become the focus of "policy interlink" in China-Thailand strategic cooperation.

As an ally of the US military and an investor of Japan, Thailand is deeply rooted in its pro-American and pro-Japanese forces. In order not to cause political differences and affect strategic cooperation with China, the Thai leadership is firmly committed to deepening China-Thailand cooperation and overcoming domestic political differences.

The Prayuth government has always made the China-Thailand railway a priority project. Since China and Thailand reached the consensus in 2014, the pro-western forces of the Thai bureaucracy have set up various obstacles, delayed the cooperation process, or even denied the cooperation agreement already reached. To this end, the Prayuth government issued article 44 of the interim constitution, expressing its firm position of cooperation with China.

Since 2014, the government of Prayuth Chan-ocha has used article 44 of the interim constitution many times to resolve issues related to curbing street violence, promoting anti-corruption and religious differences, and resolutely safeguard the interests of the country and the people. It has won understanding and recognition from the majority of the public.

In June 2017, the government of Prayuth Chan-ocha promoted China-Thailand railway cooperation in accordance with article 44 of the interim constitution, making it clear that cooperation with China is a fundamental priority that concerns national interests.

Thailand's elites have reached a consensus that the new layout of " Belt and Road Initiative" has greatly enhanced the value of China-Thailand cooperation.

Major progress has been made in the construction of China-Indochina Peninsula Economic Corridor, laying a solid foundation for deepening

China-Thailand cooperation on sustainable development.

*Problems facing the sustainable development of "Cross-border E-commerce" between China and Thailand*

The joint construction of a mutually beneficial and open platform for "Belt and Road Initiative" will connect the progress and upgrading of emerging markets and developing countries along the route with the sustainable development goals of the United Nations, so as to provide new impetus for world economic growth.

In the process of promoting Belt and Road Initiative, it is inevitable to encounter many problems that need to be solved, such as rising geopolitical risks, trade protection and so on.

*Critical argument*

There are critics and supporters of the Belt and Road initiative and its practice. For example, "China's Marshall plan", "Chinese model export theory" and "debt trap theory"; "China's Belt and Road Initiative" has a low consistency with "Thailand's 4.0" and the e-commerce visa system.

In the process of joint construction of the "Belt and Road initiative", China do not impose on others or impose "unacceptable conditions". The achievements made through consultations on an equal footing are obvious to all.

*Cooperation and Competition*

Connectivity of policies and mechanisms for the sustainable development of "cross-border old-age care" between China and Thailand requires joint cooperation and input from all countries. Most of its infrastructure construction has public attributes. Recently, the United States, Japan and Australia are interested in increasing investment in infrastructure in the Indo-Pacific region. In July 2018, U.S. secretary of state Mike Pompeo announced plans to spend an initial USD113 million on the Indo-Pacific Initiative, which will focus on the digital economy, energy and infrastructure.

*Conceptual cognitive differences*

The majority of the Thai people believe in Buddhism, have a peaceful temperament and optimistic attitude to life. With strong cultural inclusiveness, they are rarely separated by cultural barriers. However, with the development of China-Thailand strategic cooperation, the Thai people pay more attention to the present world and look forward to the afterlife. While Chinese people believe "time waits for no man", the cultural differences between Thai people and Chinese people are highlighted. In the context of globalization, it is difficult to reach consensus on the core values, importance, necessity and feasibility of China's "Belt and Road Initiative", which hinders the social and economic integration of the two sides and hampers the sustainable development.

*Conclusions*

*Countermeasures the Sustainable Development of China-Thailand "Cross-border E-commerce*

Southeast Asia is in a period of high growth in e-commerce. By 2020, the number of Internet users will be 480 million, equivalent to 80% of the current population of Southeast Asia. It is estimated that the CAGR of e-commerce will be about 32% in the next ten years. By 2025, the size of Southeast Asia's e-commerce market will reach 88 billion US dollars. (Data sources: Zhihu, May 12, 2021: Analysis of E-commerce Market in Thailand in 2020: What Are the Characteristics and Development Trends? ). There is a good foundation for cooperation and development between China and Thailand. In order to further promote the sustainable development of China - Thailand "cross-border e-commerce" and explore the construction of countermeasures and proposed models for the sustainable development of China - Thailand "cross-border e-commerce", the suggestions are as follows:

*Proposed model for the Sustainable Development of China-Thailand "Cross-border E-commerce*

*Future development model of China-Thailand "cross-border e-commerce".*

China -Thailand railway project is the driving force to promote mutual benefit and win-win cooperation between the two countries. With the advancement of the China-Thailand railway cooperation project (The whole line will start from Kunming via Vientiane,

Laos to Bangkok, Thailand), cooperation on infrastructure between the two sides has been continuously expanded to ports, aviation and many other fields, creating more investment opportunities for cross-border e-commerce in the two countries.

Data shows that with an investment of 260 billion baht (56 billion yuan), China surpassed Japan for the first time in 2019 to become the largest source of investment in Thailand. (Information from Sina Finance, October 29, 2020, "China-Thailand Railway Makes Significant Progress: Key Contract Signed at 10.9 billion Yuan"). As a result, cross-border e-commerce between China and Thailand will develop rapidly. The main operating models in the future include :(1) B2C, the self-operating mode which cross-border e-commerce enterprises purchase products and sell them on their own official websites; (2) Adopt the sales mode of using overseas warehouse storage of cross-border e-commerce companies and direct-distribution platform (3) Rebate mode through user sharing (see Table 1).

Each of the three modes has its own advantages. In the process of China-Thailand cross-border e-commerce cooperation, measures should be taken according to local conditions, and foster strengths and circumvent weaknesses. In addition, the following modes need to be explored and perfected in the operation of China-Thailand cross-border e-commerce: Border area exchange

market mode, cross-border cooperation zone mode, goods collection mode, stock preparation mode, bonded area and overseas warehouse mode, "tourism shopping goods" trade mode, etc.

Table 1. Main operation modes of "cross-border e-commerce" between China and Thailand

Self-operating model B2C				Overseas warehouse storage & Direct distribution platform sales model								User sharing rebate model				
Co	de	V	C	L	Fa	Be	m	cle	Re	Ov	Lo	A	R	R	R	B
m	pa	er	o	o	st	tter	or	are	m	ers	w	ut	et	et	eb	us
pr	rt	ti	m	w	er	ex	e	r	ot	eas	in	o	en	en	at	in
he	m	c	po	er	de	per	co	Inv	e	pr	ve	m	ti	ti	es	es
nsi	en	al	un	lo	liv	ien	nv	ent	co	ofe	st	ati	on	on	fo	s
ve	st	st	d	gi	er	ce	en	ory	ntr	ssi	m	c	re	re	r	co
sho	sto	or	Br	st	y	in	ie	ma	ol	on	en	an	ba	ba	U	nv
ppi	re	e	an	ic	ti	wa	nt	na	is	al	t	d	te	te	se	er
ng			d	s	m	reh	Or	ge	co	tea	fo	eff	s	s	rs	si
mal			St	c	eli	ou	de	me	nv	m	r	ici	fo	fo	att	on
l			or	o	ne	se	r	nt	en	for	sh	en	r	r	ra	re
			e	st	ss	ma	pr	an	ie	pa	ort	t	ne	ac	cti	ba
			s	s		na	oc	d	nt	ck	ti	ret	w	ti	ng	tes
						ge	es	sto	an	agi	m	ur	us	ve	ne	
						me	si	ck-	d	ng	e	er	us	er	w	
						nt	ng	tak	qu	an		pr	s	er	cu	
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*Build China-Thailand "cross-border e-commerce" ecosphere*

Ecosphere construction in China-Thailand cross-border e-commerce region. Build a new system for an open

economy that are significantly more open to the outside world. Strive to build a high-standard and high-quality China-Thailand cross-border e-commerce ecosphere featuring convenient investment and trade, stan-

standardized legal environment, sound financial services, safe and efficient regulation, first-class ecological and environmental quality, and prominent role in driving the development of cross-border e-commerce.

*Innovate China-Thailand  
"Cross-border E-commerce" Pilot  
Zone*

Establish a comprehensive pilot zone for China -Thailand cross-border e-commerce. Improve and upgrade the supporting systems for customs supervision, finance and logistics. Support cross-border e-commerce enterprises to build overseas warehouses covering key markets in Thailand; Support the development of bonded online shopping for cross-border e-commerce retail import ; Support transnational corporations and trading companies to establish and develop global or regional trade networks; build a pilot zone for regional trade centers and lay a solid foundation for the exploration, steady progress, step-by-step and phased establishment of a pilot zone for cross-border e-commerce between China and Thailand.

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