

Suggestions on the Development of Cross-border E-commerce in China under the Background of RCEP

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Abstract

In the context of RCEP, improving the coverage of Internet regulation can better promote the development of cross-border e-commerce and create a good cross-border e-commerce environment. At the same time, the scale of cross-border e-commerce in China is growing rapidly, and the transaction mode tends to be complicated. There are also new problems such as the loss of tax resources. Therefore, it is necessary to adjust the tax system and improve policy transparency to create a favorable cross-border e-commerce environment.

Keywords

Signature of RCEP; Internet Supervision; Cross-border E-commerce; Tax Revenue System.

1. Improving Coverage of ' Internet + Regulation '

From the emergence of the Internet to the popularization of this process, we can find that the Internet to promote social development embodied in three aspects, one is to promote the flow of social resources ; second, promote social innovation ability ; third, promote the generation of new value space. The role of the Internet in promoting society is also reflected in opening up more and larger value space for the whole society, which can be reflected by specific industries. For example, cross-border e-commerce is a typical value space opened up by the Internet, and cross-border e-commerce is still expanding. From the current trend of Internet development, the higher the Internet coverage rate, the faster the development of cross-border e-commerce. With the gradual expansion of the scale of cross-border e-commerce, the variety of commodities in cross-border e-commerce platforms is increasing, the consumption form is also increasingly rich, and consumers are more and more, and the supervision of cross-border e-commerce is greatly improved. Therefore, in order to better develop cross-border e-commerce, it is necessary to strengthen supervision and create a good cross-border e-commerce environment. Improving the coverage rate of ' Internet + supervision ' can better promote the development of cross-border e-commerce.

2. Improving Policy Transparency and Adjusting Tax System

In recent years, the scale of cross-border e-commerce in China has grown rapidly, and major shopping platforms have gradually emerged. Various consumption patterns and products have gradually emerged. However, many domestic products are uneven in quality, fake and shoddy products continue to emerge, resulting in many consumers losing confidence in domestic products. So we should strengthen the management of cross-border e-commerce system, and let consumers have the right to know and supervision, improve the transparency of policy, let consumers rest assured. In addition, the tax collection and management system of cross-border shopping e-commerce in China is not perfect, which leads to the difficulty of tax collection and management in China and the loss of national tax resources. So the three ministries announced

on March 1 this year on cross-border entity e-commerce as a new generation of retail commodity import tax system, visible its imminent, the importance of urgent problems.

In today's society, many young consumers need to strive to pursue a high-quality shopping life. Therefore, 'Haitao' has become the current mainstream way of living and shopping consumption. However, at the same time, in the customs import tax link, most import cross-border trade e-commerce service industries have been paying customs taxes in strict accordance with relevant standards. The customs duties that enterprises should pay each year are far lower than the general import and export cross-border trade service industries. Whether the reform of tax institutionalization of cross-border logistics e-commerce enterprises can effectively make the e-commerce market stable, healthy and orderly, long-term development, so it is necessary to adjust the tax system. Therefore, if cross-border e-commerce platforms want to provide consumers with a great shopping experience, especially after the price advantage is no longer so obvious, and we also want to make consumers choose cross-border e-commerce in a better way, which requires the state to adjust the tax system and improve policy transparency, so as to better develop cross-border e-commerce.

3. Creating A Favorable Cross-border E-commerce Environment

Nowadays, China's cross-border e-commerce enterprises still have many shortcomings in their own management mode. Front-end purchase customer shopping experience is poor: front-end purchase channel is relatively limited, lack of professional logistics guidance consulting services, no physical goods, poor timeliness of logistics distribution. In such a state of development, the front-end of cross-border logistics e-commerce retail enterprises should make full use of the advantages of the front-end resources to quickly change the traditional retail business operation and development management mode, and the back-end should make full use of the global cross-border e-commerce supply chain management service system to quickly improve the efficiency of China's supply chain operation and management. The front-end should actively explore the front-end retail market in China through a new channel innovation sales model B2B, so as to realize the integrated development of offline and online sales at the end, and provide better retail services and products for the end channel merchants and end customers, and a new retail development model.

Therefore, China's government should continue to strengthen the protection of online e-commerce consumers' rights and interests, adopt and effectively maintain transparent and effective protection measures for e-commerce online consumers and other rights and interests, improve and perfect the relevant national e-commerce laws and regulations to effectively avoid online consumers suffering from e-commerce fraud and misleading interests, and protect consumers' rights and interests. Implementing user online and offline personal information encryption protection measures, strengthening network security construction, enhancing professional shopping guidance services, and creating a high-quality cross-border e-commerce environment play a great role in the development of cross-border e-commerce.

4. Conclusion

The signing of RCEP has brought many opportunities and challenges to the development of cross-border e-commerce in China. We need to better grasp these opportunities and face these challenges. At present, there are still many outstanding problems in China's cross-border shopping e-commerce itself. Therefore, in order to make the development of cross-border e-commerce continue to move forward, we should establish and improve the logistics system, enhance network marketing ability, construct multiple payment structure, simplify customs clearance procedures and improve market supervision mechanism.

China 's trade facilitation level as a whole is on a rising trend, although at a higher level than other developing countries, the gap with developed countries remains large. So the level of trade facilitation in China still needs to be improved to make cross-border e-commerce continue to grow. Among several indicators reflecting the level of trade facilitation, the most significant impact on the scale of cross-border e-commerce imports is GDP and infrastructure quality, and the least significant impact is the prevalence of non-tariff barriers to trade and government regulatory burden ; the most obvious impact on the export scale of cross-border e-commerce is the quality of infrastructure and the number of Internet users. Business environment and government regulatory burden have no impact on the export scale of cross-border e-commerce by and large.

The development of cross-border e-commerce is closely related to the level of trade facilitation in China. Since each country has many differences in the development of various aspects and the import and export procedures are cumbersome, the level of trade facilitation of each country reduces obstacles for their cross-border e-commerce and helps the development of cross-border e-commerce.As an international trade growing country, we need to accelerate the pace of multilateral trade facilitation cooperation, strictly abide by WTO rules and actively safeguard the international multilateral trade cooperation system with practical cases of trade action.

In addition, in order to enhance the cross-border e-commerce industry, China must strengthen the transparency of government policies, vigorously promote the use of the Internet, and create a good regulatory environment. In addition, we also believe that we should seriously study the international advanced experience of some developed countries, and timely combine the actual situation of China to explore innovation, and promote the current domestic cross-border business e-commerce in China to a higher level of development.

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