

# Research on the Trend of Digital Development of International Trade

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**Abstract:** With the development, application and promotion of new Internet technologies, global digital trade has developed rapidly. The growth rate of market size has surpassed that of traditional trade in goods and services, and it has become a new driving force for world trade development. With the rapid development of digital technology and digital economy in China, the integration of traditional manufacturing industry and service industry is deepened, and the trade service is stronger. Therefore, China's digital trade is facing unprecedented opportunities for development. However, as an important manifestation of digital economy, digital trade faces many development challenges due to its business model and international conflicts and frictions. Therefore, it is proposed to improve and perfect digital trade in China from both internal system and external environment, so as to promote the development of digital trade in China.

**Keywords:** *Internet, International Trade, Logistics System, Economic Development, Risk Assessment*

## I. INTRODUCTION

With the deepening of economic globalization and international division of labor, international trade has become the general trend of world economic development. Thanks to the wave of international development, China has become the world's largest exporter and second largest importer, making important contributions to world economic development. At present, with the rapid development and comprehensive popularization of Internet technology, the traditional international trade is influenced by Internet technology and gradually presents the trend of data-oriented flow, forming a new form of international trade, namely digital trade. Modern digital technology has changed the traditional mode of trade service production and delivery. Compared with the traditional mode of trade, digital trade is significantly different in terms of resource composition, mobility and economic development promotion. Although digital trade has many advantages over traditional international trade mode, it is still limited by comparative advantages, information asymmetry and trade barriers.

The report to the 19th National Congress of the Communist Party of China points out that China's economy has shifted from a stage of high-speed growth to a stage of high-quality development, and is now in a crucial period of tackling problems such as changing the growth model, improving the economic structure and changing the drivers of growth. Constructing a modernized economic system is an urgent requirement for crossing the threshold and a strategic goal for China's development. During the 14th Five-Year Plan period, China will continue to promote the transformation of development mode, the optimization of economic structure and the transformation of growth drivers. With the development of the new generation of information technology, a new round of scientific and technological industrial revolution will bring new drivers for China to construct a modern industrial system and promote high-quality economic development.

At the present stage, the economic situation is complex and grave, and the impact of the epidemic is great. Therefore, it has become an important scientific judgment and strategic choice for China to construct a new pattern of development in which both domestic and international cycles mutually promote each other. This is also an important thread of China's medium - and long-term economic development. Under the new circumstances, the new pattern of double-cycle development requires China to accelerate the building of a complete system of domestic demand, promote innovation in science, technology and industry, foster more areas and poles of growth, and create new advantages for China to participate in international cooperation and competition. As the starting point and foothold of the double cycle development pattern, China will further improve the supply level of industrial chain and supply chain during the 14th Five-Year Plan period. We will improve and upgrade the layout of the industrial chain, the market-based allocation of factors of production and the mix of product demand, and inject new impetus into the higher-quality and more sustainable development of the real economy.

The current world landscape is characterized by high levels of uncertainty and instability. In particular, under the influence of the epidemic, the world economy is low, the global market is shrinking, protectionism and unilateralism are prevalent in some countries, and tensions and conflicts among major countries are escalating. The domestic economy is also facing serious challenges. In the medium and long term, China's economy is in a period of slowing down and shifting gears, and there is an urgent need to accelerate economic structure change, optimization and the transformation of growth drivers. Under the impact of the epidemic, the downward pressure on the economy has become more prominent. Traditional growth drivers are fading step by step, the upgrading of industrial structure will continue, and the scale of new growth drivers is not yet able to support economic growth.

## II. THE PROPOSED METHODOLOGY

**Research on the connotation and development trend of digital trade.** The global economy has stepped into the digital development, but the current world has not yet formed a unified definition of the connotation of digital trade, different countries and different organizations have different understandings of the business scope and specific content of digital trade. For example, the World Trade Organization (WTO) regards digital trade as e-commerce and defines it as the production, marketing, sale and delivery of goods and services using network technologies. The United States International Trade Commission defines digital trade as the products and services transmitted through the Internet network between countries, including: digital products, social networks, digital engines, and other digital products and services, according to the Sub-Trade in the United States and the Global Economy I. However, the definition of the scope of content is relatively narrow, ignoring the modern network shopping and other important forms of sales. In addition to the basic digital products and services, the EU's digital trade business has further expanded its content by

adding content such as network competition, data protection and privacy clauses to the content of digital trade, thus enriching the connotation of digital trade. In response, USTR proposed a broader definition of digital trade, including global value chains, smart industries, and related platforms and technology applications in the field of digital trade, expanding the content of digital trade services.

According to the current broad definition of digital trade and the development achievements of digital trade in the world, digital trade products and services can be divided into digital goods trade, digital service trade and data trade. Among them, digital goods trade includes: cross-border e-commerce, digital goods interaction, etc. Digital service trade includes: digital media, digital education, digital health care, digital finance and other service digital trade; Data trade includes search engines, cloud services and cross-border flows of data. Therefore, digital trade can be understood as a new trade form of digital cross-border transactions for consumers, producers and intermediaries by relying on Internet technology and information network media and through the integrated development mode of online and offline. Compared with the traditional trade mode, digital trade has the advantages of virtualization, platformization, universality, personalization and service globalization.

These include: allowing businesses and consumers to move data across borders, and banning filtering and blocking; Protecting digital source code and prohibiting discriminatory technologies; Ensuring secure encryption of corporate data to avoid trade restrictions and distortions; We will establish standards for access to the digital market and set thresholds for reducing or reducing cross-border parcels. The EU will focus on a single digital market strategy to break down digital barriers within the EU. The main contents include: First, the introduction of cross-border e-commerce development measures to effectively protect the rights and interests of consumers. Break regional boundaries and solve the problem of different prices for the same products in different member countries. We will provide protection for digital copyright and promote the development of cross-border TV services. Second, the telecom industry should be comprehensively reformed and the EU telecom industry rules and regulations should be re-formulated to meet the needs of social development in the Internet era. Strengthen digital security management, especially personal data security. Third, identify the digital economy as a pillar of the EU's future economic development and promote the efficient flow of data within the EU. We will focus on setting standards for industries such as electronic health care and transportation, and try to build an inclusive digital development society.

**Suggestions on Accelerating the Deep Integration of Digital Economy and Real Economy.** Promote key digital technology innovation. Focusing on industrial development and people's livelihood service needs, we will focus on basic scientific theoretical research such as intelligent control and optimal decision-making, computer vision, comprehensive intelligent perception computing, and machine learning. Focus on the special funds of R & D platform, upgrade and build a number of new R & D institutions such as key laboratories, industrial technology research institutes and collaborative innovation centers. Effectively promote the core technology innovation of digital economy, such as cognitive technology, human-computer interaction and recognition, environmental perception, edge computing and multi-source information fusion.

Promote the opening and sharing of data resources. Establish and improve the dynamic update and correction mechanism, and improve the public data open directory. We will promote government departments and public enterprises and institutions to open public information resources in key areas such as credit services, health care, social security and employment, public security, urban construction and housing, transportation, education and culture, scientific and technological innovation, resources and energy to the public, and create a government data resource pool.

We will accelerate the establishment of an open market mechanism for public data. We will promote data trading pilot projects, support all types of ownership enterprises to participate in the construction of data element trading platform, and explore the development of data commodity trading, algorithm trading, data service trading, commercial data derivatives trading and other trading varieties. The development of data asset evaluation, big data credit investigation, big data pledge, big data financing and other supporting formats will lay the foundation for data opening and industrial development.

Optimize the policy of talent introduction and cultivation. In view of the introduction of cutting-edge leading talents, high-end professionals, engineering and technical talents and top teams in Colleges and universities and scientific research institutes, this paper explores the implementation of assessment and recruitment, and tamps the construction of talent team. Regions and development zones with supporting conditions should explore talent introduction and education mechanism, and take the lead in pilot talent introduction and title evaluation. The technical backbone of the demonstration enterprises should be regularly trained in business skills, and the employees of the enterprises should be widely trained to establish a talent echelon training system.

Comprehensively consolidate the supporting service system. We will guide social capital and venture capital to invest in online platform cultivation and enterprise online format expansion. Improve the logistics system and smooth the distribution channel of online products. Improve the service system, develop software development, data analysis, marketing and other industrial chain service enterprises. Strengthen data services, accelerate the construction of urban big data resource center and smart city integrated service platform, and strengthen data sharing between government departments and the platform. Strengthen the supervision, and explore the governance mechanism and supervision system suitable for online formats and online consumer market rules.

Accelerate the digitization of government governance. Taking the modernization of government governance as the guide and the digital transformation of government as the starting point, promoting and accelerating the process of modernization of government governance will have a crucial impact on the trend of modernization of government governance in the future. Accelerate the construction of government data governance system, establish and improve government data governance system and mechanism, implement the chief data officer system, carry out government data management capability maturity assessment, comprehensively improve government data management capability, and remove institutional obstacles for government data open sharing and circulation. Deeply tap the power of government digital transformation, and promote enterprises to become the key force of government digital governance. Reduce the financial pressure of the government, improve the modernization of the government governance system and governance capacity.

**Strategies to Promote the Development of Digital Trade in China.** At present, digital technology has gradually become a new driving force for the economic development of all countries in the world, and the digital trade based on digital technology has become an important driving force leading the new economic globalization. Under the influence of technological innovation, the manufacturing industry presents a service-oriented development trend, and then restructures and reconstructs the global value chain. In the context of increasing trade protectionism, the competition of digital trade between countries has changed from product quality or price competition to national policy and political system competition. Therefore, under the condition of digital trade development, trade friction is more serious and prominent. In this regard, in order to eliminate digital trade barriers and enhance China's position and influence in international trade. This paper proposes to improve the internal system and external environment at the same time, so as to promote the development of China's digital trade.

First of all, accelerate the construction of digital technology and related application regulation system, and actively promote the development of digital trade under the premise of ensuring security. The construction of laws and regulations in the field of digital trade should include not only the protection of digital trade, but also the prevention of money laundering, fraud and destruction of intellectual property rights in cross-border trade. As digital trade involves cross-border transactions, it is necessary to consider the trade, culture, information and management between different countries, and clarify the responsibilities of each regulatory body through the integration of regulatory authorities. In this regard, the "personal information law", "Telecommunications Law" and "Digital Signature Law" and other legal norms related to digital trade business need to be revised accordingly to lay the foundation for the construction of digital trade legal system. At the same time, in order to better solve the security problems of digital trade, it is imperative to speed up the introduction of security standards in the field of digital trade, effectively control and prevent the potential risks of digital trade through unified and strict management methods, and improve the security early warning and disposal ability of China's cross-border online trade.

Second, make overall planning, strengthen the construction of domestic information infrastructure, eliminate the gap of regional information development as soon as possible, fully penetrate the development concept of digital trade, and strengthen the domestic digital trade industry chain. Industrial development is inseparable from the relevant infrastructure construction, so the development of digital trade is inseparable from the informatization of digital infrastructure construction. Although the promotion of national informatization construction has achieved remarkable results, there are still some areas that have not fully realized the informatization service, so we still need to speed up the development of informatization in our country and strive for the whole people to enjoy the Internet dividend. In addition, there are differences between digital trade development infrastructure and civil infrastructure. Therefore, in order to promote the awareness of domestic digital trade development, not only the central

government needs to increase financial support, but also the local government needs to build relevant market mechanism. By means of mutual coordination, mutual promotion and cooperation, we will accelerate the digital transformation of the health industry and service industry, and cultivate a sound domestic environment for the development of digital trade.

## CONCLUSION

In order to standardize the development of cross-border e-commerce in China, we should strengthen the protection of consumer rights and digital intellectual property rights. Through international cooperation and exchanges, we will jointly build a cross-border e-commerce dispute resolution mechanism to effectively protect the rights and interests of consumers at home and abroad. At the same time, we should encourage domestic enterprises to make digital transformation and strengthen the information management of production and daily operation.

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