

The Challenges of International Trade and Government Governance from the Perspective of Economic Globalization

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Abstract: China is increasingly participating in economic globalization, and its foreign trade plays an important role in promoting China's economic development. However, in the context of economic globalization, the development of China's foreign trade faces some challenges, such as insufficient diversification of the trade market, continuous restrictions and trade frictions caused by trade protectionism, and imbalanced trade structure. These challenges affect the stability of China's foreign trade, and in response to these practical situations, China should take timely measures. Therefore, based on this issue, we should take appropriate measures to gradually diversify the export market, improve the trade dispute resolution mechanism, optimize the foreign trade structure, and deepen the reform of the foreign trade system.

Keywords: *International Trade, Government Governance, Economic Globalization*

I. INTRODUCTION

Since the beginning of the 21st century, the comprehensive strength of different economies has fluctuated, and developing countries have grown and strengthened. Developed countries such as Europe and America are facing more challenges from developing countries represented by the BRICS countries. Now, with China's strong rise and becoming the world's second largest economic power, India is rapidly developing, and traditional European and American economic powers are facing more and more uncertain factors. The world economic pattern is showing a multipolar development trend. In the new situation, international economic and trade will inevitably face more challenges and opportunities. As a responsible second largest economic country, China adheres to the fundamental purpose of win-win cooperation and seeking common progress for mankind, promoting the development of its own economy, actively serving the world, and making more contributions to the common development of humanity.

To achieve better transformation and upgrading of the Chinese economy, it is necessary to carefully analyze the new challenges faced in international economic and trade, seize the new opportunities in international economic and trade, and in this way, China's economic development can reach a new level. Most of the countries that China exports to the outside world are from the United States and Europe, which has led to a significant dependence on these countries. Once these countries adjust their economic and import policies, China's foreign trade will be in an extremely difficult situation. This also means that China urgently needs to develop a market for foreign trade, expand the foreign trade market more diversified, and thereby reduce the risks and crises of China's foreign trade. Currently, China's foreign trade with the United States, the European Union, and Japan accounts for 60% of the

trade market. The development of trade markets in other countries and regions is still in its infancy or stagnation stage.

The development of trade markets for developing countries such as Africa and Latin America has not yet been vigorously pursued. There is a certain imbalance in the supply and demand of Southeast Asian and South Korean trade markets within Asia. In the current international environment where the political situation in the world seriously affects economic policies, this is not conducive to the stable development of China's foreign trade. In today's rapidly developing economy, developed countries are bound to adopt various forms of trade protectionism to maintain their economic and trade advantages and gain more profits from the development of the world economy and trade. Especially with the rapid rise of BRICS countries such as China and India, it has brought great competitive pressure to traditional developed countries, prompting more countries to take certain measures to expand exports and reduce imports, this will inevitably promote the rise of trade protectionism. In particular, the United States vigorously promotes its prioritized development strategy, wields the baton of economic sanctions, and arbitrarily increases tariffs on countries, bringing many impacts to the world economy and trade. The implementation of trade sanctions and anti-trade sanctions will inevitably bring many uncertain factors to international economic and trade, posing great challenges to the world economy and trade, and also affecting the development of China's foreign economic and trade. Economic globalization is a manifestation of the market economy breaking through the role of nations and regions on a global scale, and there is no distinction between good and evil.

Actively participating in economic globalization will enable China to fully utilize both international and domestic markets, optimize resource allocation, absorb foreign investment, learn advanced foreign technology and management experience, achieve industrial structure optimization and upgrading, and even leverage its "latecomer advantage" to implement the economy.

II. THE PROPOSED METHODOLOGY

A. *Opportunities Facing International Economic and Trade in the New Situation*

For developing countries such as Africa and Latin America, China should fully recognize the local development potential and market demand, and actively carry out export trade exchanges with the local areas. However, developed Western countries have a high market demand for high-tech products. China should gradually develop the export of technological products based on this demand and improve the quality and technological level of products from its own perspective. China should respond to the different market demands for export products in different countries and regions, and tailor its

strategies accordingly. This will be beneficial for China to diversify its trade market and increase the stability of foreign trade. Some developed countries, while lowering tariff barriers for importing labor-intensive products from China, often set various obstacles in terms of product quality, safety, environmental protection, and health, and increase anti-dumping efforts against Chinese goods. These greatly increase the difficulty for Chinese enterprises to participate in international competition.

At present, the progress of foreign direct investment by Chinese enterprises is slow due to various obstacles such as capital, technology, language, and law. These all pose challenges to the "going global" strategy of Chinese enterprises' products. The BRICS countries with India, China, Brazil, Russia, and other major members have become prominent representatives of developing countries. Strong economic growth and a very strong market. Especially in China, with a sustained economic growth rate, continuously increasing national income, unprecedented consumer enthusiasm, and a relatively large emerging consumer group in China. Due to the continuous strength of the economy, people's demand for products and services is becoming increasingly widespread, and the quality requirements for goods are becoming higher and higher. China vigorously promotes the strategy of revitalizing the country through science and education, actively popularizes higher education, and improves the overall quality of the people. People's consumption concepts are becoming more and more new, which not only promotes the domestic economy, but also actively engages in overseas consumption, promoting the development of the world economy. Actively respond to and properly resolve trade frictions.

China cannot avoid the trade frictions that often arise in its foreign trade and must actively respond. When enterprises encounter trade frictions, they are often unable to be treated fairly and due to the dispute resolution mechanism of the World Trade Organization, and government agencies are also unable to intervene in a timely manner due to various factors, which leads to enterprises being unable to effectively resolve trade frictions. Nowadays, the World Trade Organization has also opened channels for enterprises to participate in addressing this drawback, which means that enterprises can appeal and respond to frictions encountered in export trade. In addition, enterprises also need to strengthen information communication with associations and governments, timely grasp the development trend and latest information of trade frictions, to better solve the trade frictions encountered and promote the normal and stable development of export trade.

B. Countermeasures for the Development of China's Foreign Trade under the Background of Economic Globalization

Modern society is an information-based society, and information is the network neural system of the socio-economic system. The report of the 16th National Congress emphasized that "informatization is an inevitable choice to accelerate industrialization and modernization", and "priority should be given to the development of the information industry, and information technology should be widely applied in the economic and social fields".

However, under the conditions of economic globalization, China's information security is facing increasingly severe challenges. With the popularization of computers, governments, enterprises, banks, and other departments are increasingly storing a large amount of information on computers, some of which are quite confidential information

and materials, unaware that doing so is quite dangerous. There are too few products with independent intellectual property rights in China's information industry, and we need to introduce many key technologies from foreign countries, especially the United States. All Windows operating systems used by Microsoft in the United States are transparent to them, and they can use software and hardware technology to obtain various secrets. With the development of economic globalization, the world is being connected to the internet as a "global village". China's information network is outdated, and information systems are basically in an undefended state. We are constantly at risk of being monitored, interfered with, monitored, deceived, and so on.

The fundamental foundation of economic and trade development lies in technology. Relying on technological innovation to promote product upgrading, optimize industrial structure, and improve the quality of trade services can enhance international economic and trade competitiveness. The suppression of China's economic and trade by foreign countries is an important focus of implementing technological suppression on China, which limits the speed and quality of China's economic development. We need to promote foreign economic and trade, effectively resolve unfavorable factors in economic and trade, and rely on technological innovation to make products with higher technological content and services more competitive. Only in this way can we further promote the development of China's foreign economic and trade. We must adhere to the strategy of revitalizing the country through science and education, utilize China's advantages in human resources and technological development to promote China's technological progress, actively achieve technological innovation, and allow products and services with higher high-tech added value to enter the international market, further improving the quality of China's economic and trade development.

CONCLUSION

The fundamental foundation of international economic and trade lies in international cooperation and exchange, as well as the different perspectives, demands, and markets of different countries. We need to achieve resource complementarity, market integration, conduct broader international cooperation, form a larger international market, win a more stable international trade environment, and provide better services and guarantees for Chinese enterprises to cooperate with the world. In short, under the new situation, China should attach importance to foreign economic and trade, study the opportunities and challenges faced by current international economic and trade, adopt more flexible and diverse response strategies, seize opportunities, and respond to challenges. Only in this way can we promote the development of Sino foreign economic and trade and promote China's economy to a new level. For the current trend of environmental protection in the world, enterprises should establish environmental awareness, produce low energy consumption, and low pollution export-oriented products, to comply with world development trends, improve China's competitive advantage in export trade, and optimize China's export trade structure, which is of great significance.

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