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# The Influence of Ewtp on Development of China's Digital Trade and Path Selection

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**Abstract:** Recently, represented by cross-border electricity digital trade development is rapid, at home and abroad about digital trade emerge in endlessly, after the financial crisis in 2008, the world economic downturn, many degrees of multilateral trade talks under the WTO rules anxiety. At the same time, with the rapid development of digital economy and the rapid trend of digital trade, digital protectionism is also taking advantage of the trend. Global trade barriers and trade protectionism are constantly strengthening, and the development of the world economy has been hindered. Ewtp arises at the historic moment under the background, in order to build a global electronic trading platform, to develop new international trade rules, play to small and medium-sized enterprise value and building "digital silk road" point of view, analysis of building Ewtp to our country and its influence on the development of the global digital trade, and to find the feasibility of the development of China's digital trade path and advice.

**Keywords:** Ewtp; Digital trade; Cross-border e-commerce; Path selection

## 1. Introduction

At the boao forum for Asia in March 2016, jack ma, founder of alibaba group, first proposed the initiative of building the world electronic trade platform (Ewtp). In April 2019, President xi jinping called for building an interconnected online trade platform at the second "One Belt And One Road" summit forum. Under the previous WTO rules, the world's multilateral trade negotiations have been under intense anxiety. The rapid development of digital economy has led to the creation of digital trade represented by cross-border e-commerce. Technological innovation has accelerated the rapid growth of this new trade model. The current world economic downturn, the level of global trade has been lower than the average level of the world economy for five years, global trade barriers and trade protectionism are rampant, but in this environment, the total number of digital trade transactions is still increasing year by year. Looking at the development of global digital trade in recent years, although the growth trend is rapid, the international community has not yet unified rules in this field. As the leader of cross-border e-commerce industry, China should actively put forward "Chinese solutions" in the formulation of global digital trade rules. Ewtp comes into being in this context. As a global electronic trade platform for free and open resource sharing, the advantage of open policy helps countries participate in it and provides a platform and opportunity for formulating new rules of international digital trade. The free trade mode encourages small and medium-sized enterprises to participate in international trade, and the low cost entry threshold attracts small and medium-sized enterprises from all over the world to join

it. Constructing Ewtp is not only the innovation of China's digital trade form but also the need of the development of The Times. Therefore, it is necessary to grasp the opportunity, implement Ewtp to promote the trade to digital transformation from many aspects, and realize global buying and global selling by building a global digital trade platform; We will use the platform to attract the active participation of all countries and promote resource allocation to maximize the value at all stages of the global value chain. To promote the formation and improvement of new international trade rules and break down trade barriers to provide space for the development of small and medium-sized enterprises; Finally, a "digital silk road" with Chinese characteristics will be built based on China's "One Belt And One Road" policy.

## 2. Literature Review

Since the concept of Ewtp was proposed in 2016, it has attracted the attention of many domestic scholars and experts, and there are many researches and discussions on this topic. Some scholars have studied how Ewtp can promote the development of cross-border e-commerce. Zhou jian pointed out that in the digital transformation period of cross-border e-commerce, it is necessary to combine the favorable policies of "One Belt And One Road" with the platform advantages of efficient implementation of Ewtp to vigorously promote the transformation of cross-border e-commerce to digitalization. Some scholars studied the influence of Ewtp on the development of smes in China from a regional perspective. Zhu chuzhi took smes in hangzhou as the research object and summarized the development status of cross-border e-

commerce of smes in hangzhou under the background of Ewtp. Jiang guoyin et al. analyzed the background, content and challenges of Ewtp platform. Other scholars continue to explore and discover how to use Ewtp platform to build and improve new rules of international trade. Li xiaolong and wang jian et al. draw lessons from traditional commercial customary laws and international existing e-commerce rules and preliminarily explore the formation path of digital trade rules under Ewtp mechanism. Huang xingxin links the silk road under the "One Belt And One Road" policy with the digital economy, and puts forward the significance and value of Ewtp in building the "digital silk road".

With the rapid development of digital trade in recent years, the proportion of GDP is increasing year by year, which has attracted the attention of many domestic scholars. Based on practical reference and multiple interpretations, ma shuizhong took the lead in making a normative interpretation of the definition of digital trade in China. Based on the current situation of China's digital trade, xia jiechang proposed that China should actively put forward "China's solution" in the formulation of new rules of international digital trade. Wang jing, a scholar from the Chinese academy of social sciences, made a comparative analysis of the governance mechanism of digital trade in China and western developed countries. In addition, wang tuo compared the restrictive measures of China's digital service trade with other countries in the world and put forward policy Suggestions to promote the development of China's digital service trade and improve the management level of digital trade. Zhang guohong, from the standpoint of trade protectionism, analyzed the influence of digital protectionism and digital trade barriers on the development of digital trade.

Based on the existing literature, most domestic scholars start from theory and practice, combine Ewtp with cross-border e-commerce, small and medium-sized enterprises or digital silk road and other topics, and analyze the construction background, content and future development of Ewtp platform. The above researches have achieved corresponding results. At present, there is still no systematic summary of the influence of Ewtp on the development of digital trade in China, and even less data analysis on how Ewtp should contribute to the sustainable development of digital trade in China. Therefore, based on the implementation of Ewtp, this paper analyzes the influence of Ewtp on the development of digital trade in China, and provides Suggestions for exploring the feasible path of digital trade in China.

### **3. The Origins and Background of Ewtp**

#### **3.1. The origins of ewtp**

Ewtp is a product of the digital economy era with cross-border e-commerce as the carrier. Through the Internet

and communication information technology, Ewtp breaks down trade barriers and lowers trade barriers, makes it possible for more small and medium-sized enterprises to participate in international trade, and is a worldwide electronic trade platform to realize trade openness and resource sharing.

Davos BBS in January 2015, ma first EWTO is put forward, aimed at to the WTO, the concept of establishing a more open and free electron trade organization or rules, to avoid to produce EWTO after replacing the existing WTO on international misunderstanding, in March 2016, Mr Ma and puts forward the concept of Ewtp in boao Asia BBS, this also is Ewtp concept is put forward for the first time. Is different from the government led by the WTO, the Ewtp through enterprise organize market economic adjustment will be free and open to the maximum, the assets of only big multinational enterprises to participate in the tradition of international trade, to provide 80% of the world's small and medium enterprises to participate in international trade may, for 80% of the world's women and youth entrepreneurship employment platform. The idea was well received, and the Ewtp initiative was included in the communique of the G20 hangzhou summit in September of the same year.

#### **3.2. The real background of ewtp**

##### **3.2.1. The global digital trade is booming**

With the popularization and application of Internet and communication technology, digital trade represented by cross-border e-commerce has been growing. According to the report on global cross-border e-commerce trends in 2020, the B2C market size of global cross-border e-commerce will reach us \$994 billion in 2020, accounting for 29.3% of the global B2C market share and 13.9% of the global total trade in consumer goods. The blue book on digital trade between the world and China (2018) notes that China's digital trade, whether in e-commerce, digital products and services or in digital knowledge and information, is experiencing rapid growth and has huge development potential. Data from the national bureau of statistics showed that e-commerce transactions totaled 29.16 trillion yuan in 2017, up 11.7 percent year on year. According to customs statistics, the total volume of import and export retail transactions through cross-border e-commerce platforms has increased by more than 50% annually. Guiyang big data exchange has developed 2,000 members by 2018. In 2018, China's digital economy reached 31.3 trillion yuan, with a nominal growth rate of 20.9 percent, accounting for 34.8 percent of GDP, which is close to or even higher than that of some developed countries. All kinds of data can show that the status of digital economy in the national economy continues to improve, and digital trade as the new driving force of national economic development, the combination of constructing Ewtp and developing digital trade is of great

significance for the innovation of new forms of digital trade in China.

### **3.2.2. The global trade barriers are rising**

World economic growth decline after the global financial crisis, part of the country, directly or indirectly, to strengthen the trade barriers under the WTO rules of global trade has experienced a brilliant period, now all kinds of multilateral trade negotiations, anxiety, several existing rules has does not apply to the changing international environment, increased the increasingly global trade barriers are obstacles to trade. This environment build Ewtp conveniently, the initiative is different from the government led by the world trade organization (WTO), Ewtp spontaneously by the enterprise organization form, more weight is 80% of the world's small and medium-sized enterprises and women's youth to interest, as a complement about the digital trade under the WTO rules, the establishment of the Ewtp can undoubtedly promote global commodity flow freely, break the international digital barriers to trade, injected fresh energy to the realization of world economic recovery energy savings.

### **3.2.3. The digital protectionism is on the rise**

The rapid development of digital trade makes countries pay more attention to the protection of their own digital information products, and digital protectionism rises in this context. It can be said that digital protectionism is an extension and extension of trade protectionism. It means that a country's government implements a large number of trade restrictions in the digital economy, which constitute barriers and obstacles to the development of national digital trade. Digital globalization and the rapid development of digital trade are the direct reasons for the rise of digital protectionism, and the rampant digital protectionism will inevitably affect the development of global digital trade. Ewtp, as a free, open and resource-sharing platform for global electronic trade, is of great significance to weaken the protection force of protectionist countries for their own products, break down the world's digital trade barriers, and realize the liberalization of international trade at an early date.

### **3.2.4. Required for the growth of smes**

As the main force of future world trade, how to survive and develop smes in the context of globalization has become the focus of attention of all countries. In the process of globalization, many small and medium-sized enterprises are gradually marginalized, and the formulation of international trade rules only takes into account the demands of some large enterprises. How to give play to the value of small and medium-sized enterprises and how to achieve equity for them are urgent problems to be solved in the progress of world economy and the development of digital trade. Ewtp's proposal, on the one hand,

breaks the tradition that only the multinational corporations with strong financial strength can participate in international trade, and further reduces the trade threshold to make it possible for smes to participate in international trade. On the other hand, it makes up for the shortage of international logistics trade environment, drives the global trade to benefit everyone, and attracts small and medium-sized enterprises from all over the world to join in international trade.

### **3.2.5. The need to establish new rules for international trade**

At present, the rules of digital trade have not been unified in the international community, and the main body, mode of production, business model and organizational form of international trade are undergoing historic changes, which require new changes in the rules of international trade. In previous international rule-making, only the opinions of developed countries were taken into account, and the requirements of developing countries were rarely or even ignored. At present, western developed countries, led by the United States, intend to replace international law with their own domestic laws to seize the opportunity to formulate global digital trade rules. As a leader in the field of digital trade, China should take on the responsibility of formulating new regulations on global e-commerce and provide "Chinese solutions" to the world. Ewtp looks at flaws in trade rules and digital barriers to trade, inspiring world leaders, the world trade organization, and other financial organizations to think about and refine new rules for international trade in the digital economy.

## **4. The Influence of Ewtp on the Development of Digital Trade in China**

### **4.1. Chinese digital trade development before ewtp implementation**

In recent years, the world economy, especially the trade economy, has been in a state of continuous depression, but the new economic system represented by the Internet is still booming. From 2008 to 2010, the global economy continued to suffer from the impact of the financial crisis, but digital trade represented by cross-border e-commerce continued to grow. Since 2010, the volume of digital trade has been stable at more than 30 percent, and in 2015, it experienced an explosive growth, accounting for 21.9 percent of the total volume of import and export transactions. From 2013 to 2016, China's cross-border e-commerce retail exports grew by an average of 60% annually. All the above data show that digital trade represented by cross-border e-commerce is undergoing a rapid development stage.

### **4.2. Ewtp is boosting Chinese digital trade**

At the end of 2016, the comprehensive experimental zone of cross-border e-commerce in Hangzhou was successfully piloted, indicating the establishment of the first pilot zone of e-commerce platform in China and even in the world. In March 2017, the first overseas experimental zone - "digital free trade zone" established in Malaysia, with the help of the ali novice network and lazada cooperation, and in the Kuala Lumpur international airport to build a national super logistics hub for cross-border trade digital Malaysian small and medium enterprises to provide logistics, warehousing, customs clearance, trade, finance and a series of supply chain facilities and business services. In 2019, Ewtp has set up pilot zones in Rwanda, Belgium, yiwu and Ethiopia. The initiative to build Ewtp has received positive responses from all over the world, which also makes China more confident in exploring and building Ewtp.

## **5. Ewtp Promotes Digital Trade Path Selection**

### **5.1. Build a worldwide platform to realize the global traing vision**

The borderless nature of the Internet has brought more and more enterprises onto the international stage, including the world-renowned e-commerce providers like amazon, wal-mart and eBay. Nowadays, China's cross-border e-commerce industry is growing increasingly, and domestic e-commerce enterprises like alibaba, jd and Vipshop are also marching into internationalization. The emergence of Ewtp is the result of following the development trend of e-commerce, which is conducive to expanding the international market of digital trade in China and providing the possibility of "global buying and global selling".

### **5.2. Work on new rules for digital trade**

The explosive growth of global digital trade, especially in China, shows signs of the need for rules to follow. For a long time, the Chinese are all kinds of global business rules to follow, mainly in other countries or organizations of the sinicization of international experience, in the field of e-commerce, China after years of development and accumulation, has become the field of technology innovators and business system and pattern of leader, Chinese enterprises gradually have the ability to participate in the development of and leads the international trade rules, will also be necessary to the internationalization of China's commercial experience, while the Ewtp arises at the historic moment for China in the international trade rules provide opportunities and platforms.

### **5.3. Focus on the technological innovation and infrastructure**

Both the traditional cross-border e-commerce and the more modern digital trade need the construction of broadband telecommunications and other infrastructure, as well as the support of the global service platform. Ewtp, as the network foundation platform, has continuously promoted the transformation and upgrading of China's digital trade since the initiative was proposed. Against the background of digitalization, technologies such as big data, Internet of things and cloud computing will become new infrastructure, that is, the infrastructure positioned in the network world, which will help build the network infrastructure. This will not only help China's digital trade to be at the forefront of innovation, but also help digital trade to be at the forefront of the Times.

### **5.4. Use "one belt and one road" policy, bulid a "digital silk road"**

Some scholars have calculated that since the "One Belt And One Road" policy was proposed (2013), the cost of world trade has been reduced by 1.1% to 2.2%, and the cost of logistics and transportation has been reduced by 0.1%. As China's earliest practice of globalization, the "One Belt And One Road" policy is not only the name card of China's opening-up strategy, but also China's responsibility to the world as the second largest economy. As a bridge between countries, Ewtp can better implement the "One Belt And One Road" policy, provide a free, equal, open and beneficial electronic trade platform, give more small and medium-sized enterprises of countries the opportunity to participate in international trade, and promote international trade. Therefore, it is of great significance for China's digital trade development and global trade prosperity to seize the opportunity of constructing Ewtp, combine "One Belt And One Road" strategy with digital technology, and build a "digital silk road" in the global scope.

### **5.5. Develop smes, exert ites value**

The vast majority of countries in the world, the small and medium-sized enterprises contributed more than 50% of GDP and a higher proportion of employment, according to incomplete statistics, 80% of the total number of enterprises of our country small and medium-sized companies, as a result, increasingly forward in globalization, rising trade barriers to entry into the world of today, how to play to small and medium-sized enterprise vitality and becomes the subject of enduring. The implementation of Ewtp creates a fair, free, open and equal trade environment for the development of smes. At the same time, Ewtp combines these traditional smes with cross-border e-commerce to promote their digital transformation and upgrading, which is conducive for smes to give full play to their own characteristics and participate in international trade, thus giving full play to their own values. In addition, the country should introduce policies to encourage



smes to join Ewtp on the international stage, give play to their value in the wave of globalization, and inject fresh vitality into the development of China's digital trade.

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