



Paper Type: Original Article

Study on Opportunities, Challenges and Countermeasures for China's Cross-border E-commerce Exports under the Framework of RCEP

Xinhui Xia^{1*}

¹Business School, Shandong Normal University, Jinan, China

*Corresponding Author

Abstract

With the signing and entry into force of the Regional Comprehensive Economic Partnership Agreement (RCEP), China's cross-border e-commerce exports have ushered in new opportunities and challenges. In this paper, through in-depth analysis of the current situation of China's cross-border e-commerce exports under the framework of RCEP, including market size, transaction mode and product structure, we find opportunities such as strong support from government policies, the rapid rise of emerging markets, and the rapid development of digital technology. Then, foreign trade and customs data, such as the official website of the General Administration of Customs of China, are collected through research and studied using statistical analysis methods, which in turn reveals that China's cross-border e-commerce exports have bottlenecks, such as high logistics costs and low efficiency, unsound infrastructure, risks in cross-border payments and settlements, shortage of composite and applied talents, and limited functions of e-commerce platforms. Therefore, development countermeasures and policy recommendations are proposed to improve the cross-border logistics system, optimise the payment and settlement management, cultivate key talents, improve the infrastructure construction, and improve the construction of cross-border e-commerce platforms, with a view to advancing the prosperity and progress of China's cross-border e-commerce industry and its long-term development, to promote the high-quality development of China's foreign trade, and to provide reference for the subsequent research in the related fields.

Keywords: RCEP; Cross-border E-commerce Exports; Opportunities and Bottlenecks; Countermeasures

1 | Introduction

The Regional Comprehensive Economic Partnership (RCEP) was initiated by the ten ASEAN countries (Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Vietnam) in 2012, and China, Japan, South Korea, Australia, New Zealand, and India were invited to participate in it, aiming to establish a free trade agreement with a unified market by cutting tariff and non-tariff barriers that promote the liberalisation and facilitation of intra-regional trade and investment. The agreement, which covers the world's most populous, largest and most promising free trade areas, plays a crucial role in the global economy and provides easier conditions for trade and investment among member countries.

On 1 January 2022, RCEP officially came into effect, and China's cross-border e-commerce exports have ushered in unprecedented development opportunities. up to 90% of goods traded under the RCEP framework will ultimately achieve

zero tariffs, which greatly reduces the import and export costs of China's cross-border e-commerce products, improves the competitiveness of Chinese commodities in the international market, and facilitates the development of cross-border e-commerce exports [10]. At the same time, RCEP's rules of origin allow for value accumulation throughout the region, which means that companies can choose raw material sources more flexibly and optimise supply chain management [9]. In addition, RCEP has a special chapter on e-commerce, containing rules on mutual recognition of electronic signatures and electronic authentication, data flow and information security, which provides a more stable and convenient operating environment for cross-border e-commerce. However, due to the increasing market competition and the complexity and changeability of the international trade environment, a series of challenges have come up one after another. This requires Chinese cross-border e-commerce enterprises to accelerate their adaptation to the new trade rules and improve their compliance and competitiveness. At the same time, enterprises need to strengthen their research and application of RCEP rules and make full use of the various preferential measures provided by the agreement. In addition, they have to deal with possible trade friction and market competition. Therefore, how to grasp the opportunities and cope with the challenges under the RCEP framework has become an urgent issue for China's cross-border e-commerce exports.

2 | China's Cross-border E-commerce Export Status

2.1 Continued Growth in Market Size

In recent years, China's cross-border e-commerce has been booming, and the market size has shown continuous growth. According to the report, the domestic cross-border e-commerce market scale reached RMB 16.85 trillion in 2023, a year-on-year growth of 7.32 per cent from 2022 (as shown in Figure 1). Entering the first half of 2024, China's cross-border e-commerce import and export reached as high as RMB 1.22 trillion, with a year-on-year growth rate of 10.5%, highlighting the strong growth momentum and huge development potential of the cross-border e-commerce export market [11]. The import and export structure of cross-border e-commerce In the import and export structure of cross-border e-commerce, the export cross-border e-commerce market is large and dominant. In 2023, the export share of China's cross-border e-commerce reached 78.59%, while the import ratio was 21.41%. Among them, the domestic export cross-border e-commerce market size of 13.24 trillion yuan, a year-on-year growth of 7.64% (as shown in Figure 2).

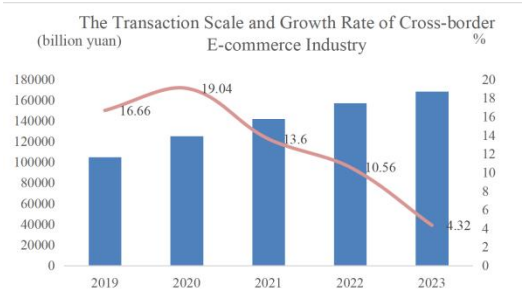


Figure 1 Cross-border E-commerce Industry Transaction Size and Growth Rate Chart

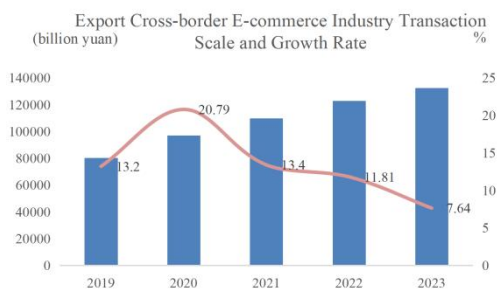


Figure 2 Export cross-border e-commerce industry transaction size and growth rate charts

As an important member of RCEP, China's cross-border e-commerce exports have shown strong growth momentum in the new trade environment, playing a positive role in promoting regional trade and investment and economic growth. According to the statistics on the official website of the General Administration of Customs of the People's Republic of China, China's total cross-border e-commerce export transactions to RCEP countries accounted for the largest share of total

export transactions between 2021 and the first half of 2024, and ASEAN is the largest exporter among the RCEP member countries. The entry into force of the RCEP agreement on 1 January 2022 provided a more favourable basis. As can be seen in Figures 3 and 4: the total value of China's cross-border e-commerce export transactions to RCEP member countries rises sharply in 2022. Although there is a small decline in 2023, China's combined import and export to the other 14 RCEP member countries will be RMB 12.6 trillion in 2023, an increase of 5.3 per cent from 2021 before the agreement came into force. According to Figures 5 and 6, it can be seen that: the total value of China's export transactions in the first half of 2024 continues to grow. Therefore, China's cross-border export trade is still developing steadily, although it is accompanied by fluctuating changes in the total amount of transactions.

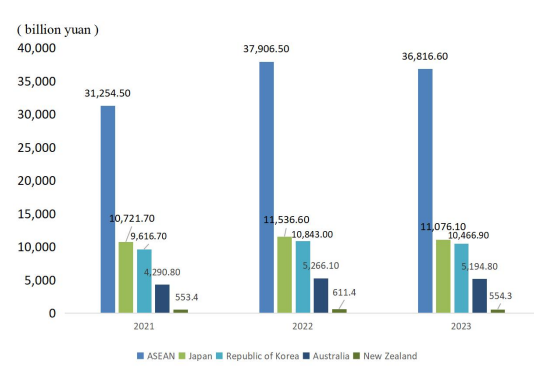


Figure 3 Total value of China's cross-border e-commerce exports and country comparison
(2021-2023)



Figure 4 China's cross-border e-commerce exports to RCEP regions
(2021-2023)

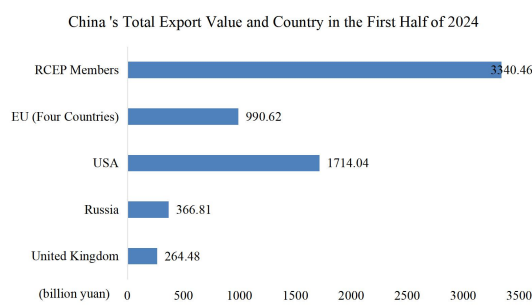


Figure 5 Total value of China's exports and by country, 1H 2024

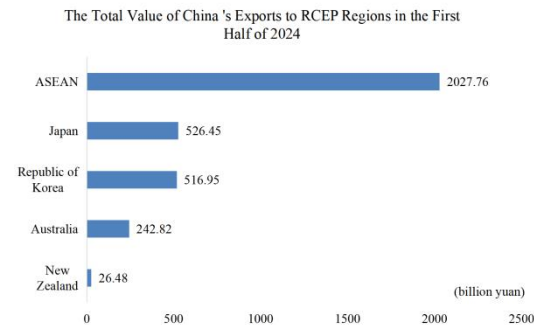


Figure 6 Total value of China's exports by country, 1H 2024

2.2 Higher share of B2B models

Cross-border e-commerce has a variety of modes such as B2B, B2C, C2C, C2M, O2O, F2C, etc., which meet the needs of different types of enterprises and consumers. Among them, the main two modes are B2B and B2C [6]. B2B (Business-to-Business) mode, on the other hand, refers to the public-to-public business activities between cross-border exporters and offshore purchasing enterprises, which reduces the transaction costs, improves the efficiency of the transaction, and expands the market scale by directly connecting the producers and the purchasers. B2C (Business-to-Consumer) mode, in which cross-border export enterprises provide goods and services directly to individual consumers, is able to provide consumers with service quality and user experience comparable to or even better than domestic shopping. As can be seen in

Figure 7: B2B mode dominates cross-border e-commerce in China, accounting for about 70.2% of the overall mode, while B2C mode accounts for 29.8%.

2.3 Product diversification

China's cross-border e-commerce exports are becoming increasingly diversified. In the past, Chinese cross-border e-commerce mainly relied on the export of labour-intensive products such as light industrial products, textiles and electronic products, which occupied an important position in the markets of RCEP member countries by virtue of their high cost performance. However, with the rapid progress of science and technology and the continuous upgrading of consumer demand, Chinese cross-border e-commerce enterprises have begun to actively explore and successfully launched more high value-added and high-technology commodities, and continuously optimised and upgraded the structure of China's export commodities. For example, green energy products such as solar photovoltaic panels, wind turbine components, electric vehicles and their key components, and smart home equipment such as smart speakers and smart door locks [8] are all categories that have seen rapid growth in China's cross-border e-commerce exports in recent years.

3 | China's cross-border e-commerce export opportunities

3.1 Strong support from government policies

The State attaches great importance to the development of cross-border e-commerce exports, and has introduced a series of policy measures to support and promote the growth of this new industry, including expanding the scale of short-term export credit insurance, stabilising the supply chain of the foreign trade industry chain, constructing comprehensive pilot zones for cross-border e-commerce, and adjusting the value-added tax (VAT) and the consumption tax, among others. These policy measures not only promote the healthy and rapid development of cross-border e-commerce exports, but also lay a solid foundation for the long-term development of the cross-border e-commerce industry.

Table 1 Policies related to cross-border export e-commerce in China

Release time	Highlights
January 2023 Ministry of Finance, General Administration of Customs, General Administration of Taxation. Announcement on Taxation Policies on Goods Returned from Cross-border E-commerce Exports	Commodities returned to the General Administration of Customs for entry into the country in conformity with the regulations shall be exempted from import tariffs and import-related value-added tax and consumption tax; export tariffs levied at the time of exportation shall be refunded, and value-added tax and consumption tax levied at the time of exportation shall be implemented in accordance with the relevant tax provisions on the return of goods for domestic sales.
September 2022 Ministry of Commerce. Certain Policy Measures to Support the Stable Development of Foreign Trade	Introducing policy measures to further support the development of cross-border e-commerce overseas warehouses. Co-ordinate the use of existing funding channels, such as special funds for the development of foreign trade and economic cooperation, to jointly support the development of cross-border e-commerce, overseas warehouses and other new forms of foreign trade. Strengthen the support of export credit insurance for the construction and operation of overseas warehouses. Optimise the customs filing process to support the transport of goods exported from overseas warehouses. Accelerating the introduction of tax policies to facilitate the return and exchange of goods exported by cross-border e-commerce.
May 2022 State Department. Opinions of the General Office of the State Council on Promoting Foreign Trade to Maintain Stability and Improve Quality	Promote cross-border e-commerce to accelerate the development of quality and efficiency. For the cross-border e-commerce export overseas warehouse supervision mode, increase the policy propaganda, and for the goods realised for sale, guide the enterprises to make full use of the existing export tax rebate policy, and make timely declaration for tax refund. As soon as possible to introduce policies to facilitate the export of cross-border e-commerce return and exchange of goods, and carry out pilot projects in due course.
January 2022 DAC. The 14th Five-Year Plan for the Construction of a	It has pushed forward the construction of a comprehensive experimental zone for cross-border e-commerce, studied the adjustment of the scope of the list of goods imported by cross-border e-commerce retailers,

Modern Circulation System	supported the development of bonded imports, B2B exports and other modes, and encouraged cross-border e-commerce platforms to improve their functions.
November 2021 Ministry of Commerce. High-quality development plan for foreign trade in the Fourteenth Five-Year Plan	Supporting overseas warehouses to dock with online integrated service platforms of cross-border e-commerce pilot zones and domestic and international e-commerce platforms, and promoting digital development. Optimise logistics collaboration, deepen international cooperation, improve the service network of overseas warehouses with global coverage and reasonable layout, and explore the creation of overseas intelligent logistics platforms.
June 2021 General Administration of Customs. Announcement on the Replication and Extension of the Pilot Scheme on Business-to-Business Export Supervision for Cross-border E-commerce in the National Customs Service	In order to further promote the healthy and orderly development of cross-border e-commerce, on the basis of the existing pilot Customs, replicate and promote the pilot cross-border e-commerce B2B export supervision in the national Customs.
March 2021 NPC Outline of the Fourteenth Five-Year Plan for the National Economic and Social Development of the People's Republic of China and the Vision for 2035	Accelerate the development of cross-border e-commerce, encourage the construction of overseas warehouses, and ensure the operation of the supply chain of the foreign trade industry.
June 2020 General Customs Administration Announcement on the Pilot Scheme on Business-to-Business Export Supervision for Cross-border E-commerce	Starting from 1 July 2020, B2B export goods of cross-border e-commerce will be subject to the national customs clearance integration, and can also adopt the "cross-border e-commerce" mode for customs transfer. Firstly, Beijing, Tianjin, Nanjing, Hangzhou, Ningbo, Xiamen, Zhengzhou, Guangzhou, Shenzhen and Huangpu Customs will carry out pilot projects on the supervision of B2B exports of cross-border e-commerce.
May 2020 State Administration of Foreign Exchange. Circular on Supporting the Development of New Forms of Trade	Enterprises engaging in cross-border e-commerce may settle the difference between the costs of storage, logistics and taxation incurred outside the country for exported goods and the payment for the exported goods, and handle the declaration of the actual data received and paid and the restored data in accordance with the regulations.

3.2 The Rapid Rise of Emerging Markets

In the digital age, Southeast Asia is becoming a force to be reckoned with in the global economy with its rapid e-commerce development. As home to one of the world's largest mobile device and social media users, Southeast Asia not only occupies a pivotal position in the Asia-Pacific region, but also shows great potential and vitality in the global e-commerce market.

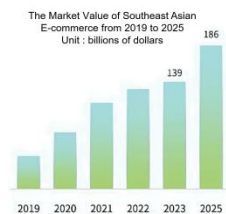


Figure 7 South East Asia Ecommerce Market Value, 2019-2025

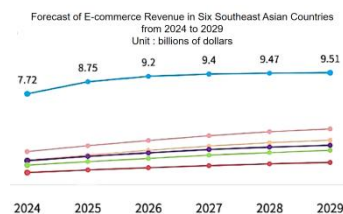


Figure 8 E-commerce revenue forecasts for six Southeast Asian countries, 2024-2029

With the increase in Internet penetration, coupled with the growth of the region's young population and emerging consumer groups, as well as the steady development of the overall economy, Southeast Asia's e-commerce market will usher in a more prosperous future, providing e-commerce enterprises with broader market opportunities. Firstly, Southeast Asia has a huge population of more than 600 million people, of which more and more consumers are turning to online shopping, driving the booming development of the e-commerce market and providing a broader market space for cross-border e-commerce exporters [3]. Secondly, the number of Internet users in Southeast Asia has been steadily rising. Its Internet user base is expected to grow significantly between 2024 and 2029, with the number of new users reaching 77.4 million, a growth rate of 13.24%. As can be seen in Figure 14: the number of internet users in the region is expected to climb to a new peak of 662

million by 2029. In addition, every aspect of the Southeast Asian e-commerce market is constantly being innovated and optimised, from online payments to logistics and distribution, and from personalised recommendations to customer service.

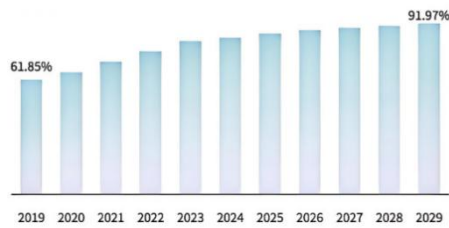


Figure 9 Southeast Asia Internet Penetration Forecast
2019-2029

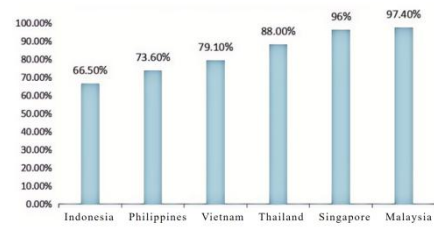


Figure 10 Internet penetration in six South-East Asian
countries

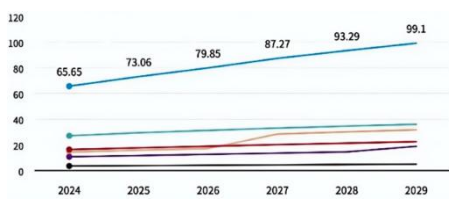


Figure 11 Forecast of total e-commerce users in six
Southeast Asian countries, 2024-2029

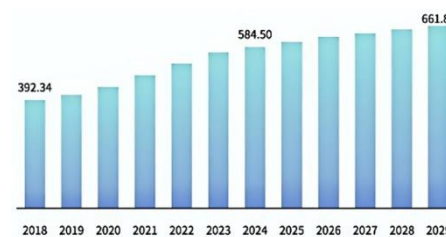


Figure 12 Forecast of Internet Users in Southeast Asia,
2018-2029

3.3 Rapid development of digital technology

The rapid development of digital technologies, such as cloud computing, big data and artificial intelligence, has provided cross-border e-commerce with powerful data processing and personalised service capabilities [1]. The wide application of cloud computing enables enterprises to efficiently integrate supply chain resources and achieve real-time sharing of cross-regional logistics, inventory and order information, so as to optimise supply chain management and reduce operating costs. Through the in-depth mining and analysis of big data, cross-border e-commerce enterprises can more accurately grasp the demand dynamics and consumption trends of the market in the RCEP region, providing a scientific basis for product development and market strategy. The introduction of artificial intelligence technology has brought customer service to a new level, enhancing customer satisfaction and loyalty through intelligent and personalised services. These technological innovations, combined with RCEP's trade facilitation measures, not only help enterprises better adapt to market changes and meet consumer demand, but also enhance their market competitiveness and promote the sustainable and healthy development of the cross-border e-commerce industry.

4 | China's cross-border e-commerce exports facing bottlenecks

4.1 High logistics costs and inefficiencies

As the logistics chain of cross-border e-commerce is long and the process is complex, involving packaging, delivery, customs clearance, storage, distribution and many other aspects, each of which may incur additional costs, resulting in rising logistics costs. Commodities from manufacturers to customers also need to go through multiple stages such as domestic logistics, international transport, foreign logistics, etc. [16] The delay in any one of these stages can lead to a longer logistics

cycle. [2] The delay at any one stage will lead to a longer logistics cycle [2], and the transport efficiency will be reduced. At the same time, the long cycle logistics transport will also increase logistics costs, resulting in a gradual decline in sales profits, which not only affects the consumer shopping experience, but also may result in the risk of damage or expiration of the goods. The geographical distance between China and RCEP member countries is long and there may be a lack of direct flights or direct routes, which can increase transport time and costs. In addition, ongoing regional conflicts and growing geopolitical tensions can lead to detours, which can adversely affect China's export trade.

4.2 Inadequate infrastructure

The development of cross-border e-commerce industry has higher requirements on the infrastructure of transport, warehousing and logistics, mobile communications, etc. RCEP member countries have different levels of development, and there are also large gaps in national income and infrastructure facilities, which directly affect the development speed of cross-border e-commerce. [15] For example, Singapore has a higher level of national income. For example, Singapore has a high level of national income, good communication infrastructure, high level of service in the logistics industry, and a developed level of automation and modernisation, while Vietnam, Myanmar and other member countries have a low level of per capita income, and their domestic communication, logistics, network, payment system and other infrastructures and technologies are relatively backward. The unsound infrastructure cannot provide good support for the development of cross-border e-commerce in member countries.

4.3 Cross-border Payment and Settlement Risks

Cross-border payment and settlement is an important link in cross-border e-commerce, which involves currency payment and fund transfer between different countries or regions. At present, China's cross-border payment and settlement system is still imperfect, and there are problems such as restricted payment channels, complex settlement processes, and high exchange rate risks [7]. Firstly, there are differences in the payment systems between different countries and regions, resulting in relatively limited cross-border payment channels. This not only increases the difficulty and cost of cross-border transactions, but also reduces transaction efficiency. Second, cross-border transactions involve multiple links, such as invoicing, payment confirmation, and fund arrival, etc., and the settlement process is often cumbersome and complex. This not only increases operating costs and affects merchants' liquidity, but also reduces consumers' shopping experience. In addition, cross-border payment involves the conversion between different currencies, and exchange rate fluctuations will directly affect the interests of both parties to the transaction. The instability of the exchange rate may lead to the uncertainty of the payment amount, increasing the risk of the transaction [12]. At the same time, cross-border transactions are subject to risks such as false transactions, prepayment fraud, letter of credit fraud, and proxy operation fraud.

4.4 Shortage of Composite Application Talents

At this stage, the development trend and characteristics of cross-border e-commerce put forward more stringent requirements for industry practitioners, and composite application talents combining theory with practice have become the mainstream of enterprise employment standards. For ASEAN member countries, most of them are backward in development, lack of educational resources and high cost of education, unable to build a complete system of cross-border e-commerce

talent training mechanism, which hinders the development of cross-border e-commerce. For China, language, on the other hand, has become a major factor restricting the further development of cross-border e-commerce. At present, the development of cross-border e-commerce between China and ASEAN is dominated by English, and colleges and universities pay more attention to e-commerce professional knowledge and practical operation ability in the process of cultivating e-commerce professionals, while Business English majors pay more attention to the application ability of English, neglecting the cultivation of e-commerce theoretical knowledge and practice, resulting in both rich e-commerce professional knowledge of the theory and practical experience, and with a The lack of talents with high-level business English application ability has adversely affected the development of cross-border e-commerce on both sides. Therefore, strengthening the attention to cross-border e-commerce talents and cultivating compound applied talents with strong professional ability have become the main problems that cross-border e-commerce enterprises need to solve at present.

4.5 E-commerce Platform Functions are Limited, Service Awareness is Vague and Diluted

A part of the cross-border e-commerce platform is single-function and technologically backward, only with the functions of communication and information dissemination, and the functions of logistics, tax remittance and customs clearance and inspection are missing; there is also a part of the cross-border e-commerce platform that pays too much attention to the construction and improvement of the basic service functions, and ignores the construction of the platform's information security management, and the probability of occurrence of risks has increased greatly. At the same time, some domestic cross-border e-commerce platforms are too profitable and purposeful, and the awareness of serving merchants is fuzzy and diluted, and the cordiality and good impression of foreign trade merchants on cross-border e-commerce platforms are constantly weakening, which leads to the difficulty of cross-border e-commerce industry to break through the bottleneck period, which in turn affects the development of cross-border e-commerce.

5 | China's Cross-border E-commerce Export Countermeasures

5.1 Improve the Cross-border Logistics System, Improve the Efficiency of Product Export Transport

5.1.1 | Optimising Logistics and Distribution Networks

Multiple warehouses have been established in RCEP member countries to improve logistics efficiency through the construction of distributed warehouses to realise shipments in close proximity. For example, Amazon's FBA network has multiple warehouses around the world, greatly improving distribution efficiency. Cross-border e-commerce enterprises also need to strengthen cooperation with local logistics companies in RCEP member countries, choose local logistics companies with good reputation, high credibility and excellent service, and make use of their mature logistics network and rich distribution experience to improve the efficiency of logistics and distribution.

5.1.2 | Enhancing the Quality of Logistics Services

Regularly train logistics employees in business knowledge and skills to improve their professionalism and service awareness; simplify the logistics process for exporting products, reduce unnecessary links and formalities, and improve service

efficiency and customer satisfaction; introduce automated sorting equipment, intelligent warehousing systems and other advanced logistics equipment, and improve the automation and intelligent level of logistics operations; and encourage enterprises to increase investment in research and development, and develop new logistics technologies and solutions. and solutions.

5.2 Optimise Payment Settlement Management to Reduce Transaction Problems

5.2.1| Improve Cross-border Payment System and Promote Cross-border Payment Innovation

In order to meet the payment habits of consumers in different countries and regions, China should support a variety of payment methods in the export process, such as credit cards, debit cards, third-party payments (e.g. Alipay, WeChat Pay) and bank transfers. Encourage China's e-commerce enterprises to explore new payment methods, such as digital currency and blockchain technology, to meet the payment needs of different countries and regions. At the same time, co-operative relationships should be established with international payment institutions and financial institutions to jointly promote the innovation and development of cross-border payments. In addition, it is necessary to simplify the payment process, improve the efficiency of payment, and reduce the waiting time and operational steps in the payment process.

5.2.2 | Strengthen Settlement Management to Ensure Payment Security and Stability

Formulating clear settlement rules, including settlement cycles, settlement methods and handling fee rates; utilising advanced technological means, such as automated reconciliation and intelligent clearing, to improve settlement efficiency; and supporting enterprises to settle their cross-border export trade settlements in RMB-denominated terms, so as to increase the proportion of RMB used and reduce exchange rate risks. At the same time, risk plans are formulated to warn of settlement risks in a timely manner, and pre-emptive prevention, monitoring and post-adjustment are strengthened. Risk prevention and control mechanisms have been established, including anti-fraud systems, transaction monitoring and early warning of unusual transactions, to ensure payment security.

5.3 Cultivate Key Cross-border E-commerce Talents to Enhance Market Competitiveness

5.3.1| Optimising the Talent Cultivation Model in Universities

Set up courses covering various aspects such as network marketing, platform operation, data analysis, supply chain management, foreign languages, etc.; deepen the integration of industry and education, increase the proportion of practical teaching in the curriculum system, and through the mode of school-enterprise co-operation, allow students to participate in the actual operation of cross-border e-commerce during their school years to achieve an organic combination of theoretical knowledge and practical skills, and cultivate students' cross-disciplinary thinking and comprehensive ability.

5.3.2 | Enhance Staff Professional Skills Training

Enterprises can cooperate with training institutions to provide training courses on cross-border e-commerce operations, data analysis, marketing and other aspects for existing employees to enhance their professional skills and comprehensive

quality; at the same time, cross-border e-commerce talents need to continuously learn and master the latest industry concepts and cutting-edge technologies to adapt to changes in market demand.

5.4 Improving Infrastructure Development

5.4.1 | Increased Investment in Infrastructure in RCEP Member Countries

China can conduct a comprehensive assessment of the development of RCEP member countries, and provide technical support and strategic investment in communication technology and other aspects to RCEP member countries. [4] While improving its international discourse, it can actively promote the exchange and cooperation of information and technology between countries, and improve the infrastructure construction required for the development of cross-border e-commerce.

5.4.2 | Enhancing Digital Infrastructure Development

Advanced network architectures and technologies, such as SDN (Software Defined Network) and NFV (Network Function Virtualisation), have been adopted to improve network flexibility and scalability, and CDN (Content Distribution Network) nodes have been deployed to accelerate the global access speed of cross-border e-commerce platforms and enhance user experience. At the same time, it accelerates the coverage of high-speed networks such as 5G and optical fibre in major nodes of cross-border e-commerce and industrial parks to improve data transmission speed and stability. In addition, big data centres are being built in major cities or regions of cross-border e-commerce to centrally process the massive data generated by cross-border e-commerce.

5.5 Improve Cross-border E-commerce Platform Construction

5.5.1 | Strengthening Information Sharing and Resource Integration

Taking the actual needs of consumers as the core, combining the advantages of the existing platforms, such as multi-currency and multi-language, logistics speed, setting up regional differences in the platform boards, realising the exchange of information and cultural matching, and building a cross-border e-commerce trading platform with perfect functions; increasing the technical support for cross-border e-commerce platforms, actively cooperating deeply with universities, scientific research institutes, and reliable suppliers, etc., and integrating and using resources from various parties, so as to provide e-commerce platforms with Provide innovative technology to promote the development of e-commerce enterprises [14] The following is a summary of the key findings of the study.

5.5.2 | Increase Supervision and Management Efforts

Improve the supervision and management mechanism, set up relevant regulations, increase the supervision and management of customs, strengthen international cooperation to combat cross-border violations, regulate the e-commerce platform's malpractices such as tax evasion and tax evasion, etc.; Strict seller audit mechanism, comprehensive audit of seller's qualifications, reputation, etc., to ensure that the seller's legitimate and compliant operation, while establishing a consumer complaint and reporting mechanism, to crack down on unscrupulous merchants and conduct a severe investigation, and targeting high-quality service Appropriate incentives for good merchants.

6 | Summary

Based on the analysis of the current situation of China's cross-border e-commerce exports under the RCEP framework, we found that there are opportunities such as strong support from government policies, the rapid rise of emerging markets, and the rapid development of digital technology. Then, foreign trade and customs data such as the official website of China's General Administration of Customs are collected through research and studied using statistical analysis methods, which in turn reveals that China's cross-border e-commerce exports have bottlenecks such as high logistics costs and low efficiency, inadequate infrastructure, cross-border payment and settlement risks, shortage of composite and applied talents, and limited functions of e-commerce platforms. Therefore, countermeasures such as improving cross-border logistics system, optimising payment and settlement management, cultivating key talents, improving infrastructure construction, and perfecting cross-border e-commerce platform building are proposed to advance the prosperity, progress and long-term development of China's cross-border e-commerce industry, and to promote China's high-quality development of foreign trade. Through these efforts, China's cross-border e-commerce exports will certainly usher in a broader development prospect.

References

- [1] Wang Linxia. Analysis of Development Problems and Countermeasures of Cross-border E-commerce in China under the Framework of RCEP[J]. *National Circulation Economy*, 2024(15):76-79
- [2] Sun Bining. Research on the development path of cross-border e-commerce under the background of RCEP[J]. *Modernisation of Shopping Malls*, 2024(07):42-44.
- [3] Wang Yujing, Yang Shujian. Analysis of Development Problems and Countermeasures of China's Cross-border E-commerce under RCEP Framework[J]. *Industrial Innovation Research*, 2024(06):4-9.
- [4] Special commentator of this newspaper. Expanding cross-border e-commerce exports plays a positive role in stabilising foreign trade[N]. *China Economic Times*, 2024-05-28(001).
- [5] Zhou Wenshu. Opportunities and challenges of cross-border e-commerce in China under RCEP[J]. *China-Arab Science and Technology Forum (in Chinese and English)*, 2024(02):52-56.
- [6] Li Y. Cross-border e-commerce export characteristics, opportunities and challenges in China in 2023[J]. *Supply Chain Management*, 2024, 5(03):20-26.
- [7] Cao Xinsheng. The impact of exchange rate on China's cross-border e-commerce exports[D]. Zhejiang University, 2024.
- [8] Ma S, Huang S, Wu P. Intelligent manufacturing and cross-border e-commerce export diversification[J]. 2024, 94103369-.
- [9] HUANG YIQING, LI XIN, DU XIAOYAN. Research on the Impact of RCEP Entry into Force on the Development of Cross-border E-commerce in China[J]. *China Market*, 2023(18):180-183.
- [10] Cai Huiyun. Mechanism analysis of the impact of RCEP on China's cross-border e-commerce development[J]. *Northern Economy and Trade*, 2023(12):33-37.
- [11] Research report on China's cross-border export e-commerce industry[C]//Shanghai Arena Market Consulting Co. 2023 Proceedings of Arena Consulting's September Research Report Conference. [Publisher unknown], 2023:48.
- [12] Yao, Snapdragon. Research on the impact of RMB exchange rate changes on cross-border e-commerce exports[J]. *China Industrial Economics*, 2023(13):155-157.
- [13] Wu Lingling. (2023). Compliance Analysis and Countermeasures for Export Cross Border E-commerce Enterprises. (eds.).
- [14] Discussion on the current situation and countermeasures of Qingdao City aquatic products export under the background of cross-border e-commerce. *Geographical Research Bulletin*(0), 71-77.
- [15] Sun Bo, Zheng Xiaoyu. Research on the impact of importing countries' cross-border e-commerce development level on China's exports[J]. *SAR Economy*, 2024, (08):64-67.

-
- [16] Zhang Yukang,Zhou Zhidan. Analysis of the interaction between China's cross-border e-commerce and cross-border logistics of RCEP member countries[J]. Logistics Science and Technology,2024,47(11):68-72.