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Analysis on the current situation and countermeasures of Suqian's export of goods

ABSTRACT

In 2020, in the face of the unexpected impact of the new pneumonia epidemic, thoroughly implement the new development concept around the goal of building the Xiaokang in an all-round way, to meet the requirements of high-quality development, to advance the prevention and control of the epidemic and economic and social development in a coordinated way, to do a solid job in the “Six stability” work, and to fully implement the “Six guarantees” task, the city’s economy has withstood the test of the epidemic, presents “The rapid In 2020 when the Sino-US trade war is not over, and the new crown pneumonia epidemic is raging in 2020, Suqian's foreign trade can achieve such good results, which is worthy of recognition. However, while affirming that Suqian can still achieve such excellent results in the export of goods under such a severe domestic and foreign situation, it should also be noted that Suqian's foreign trade development still has many shortcomings.

Based on this, this article first analyzes the current situation of Suqian’s goods export from four aspects: the scale of goods export, the export goods, the way of export trade, and the export situation of goods in various sectors; secondly, it analyzes the problems in the export of Suqian goods. There are gaps between southern Jiangsu and China, the unbalanced development of various sectors, and the unreasonable export structure of goods. Thirdly, the reasons for these problems in the export of goods in Suqian are analyzed from the internal and external environment. The main internal reasons are: inter-regional industrial transfer, The level of industrial development is insufficient and the location advantage is insufficient; the main external reasons are: the impact of the new crown pneumonia epidemic, Sino-US trade friction, sluggish international market demand, the impact of international industrial transfer, and trade barriers have weakened the competitiveness of Suqian’s export goods; finally, from The two levels of government and enterprises put forward the countermeasures to improve the export of goods in Suqian and made conclusions.

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Keywords: Suqian, exports, export structure, forms of commerce

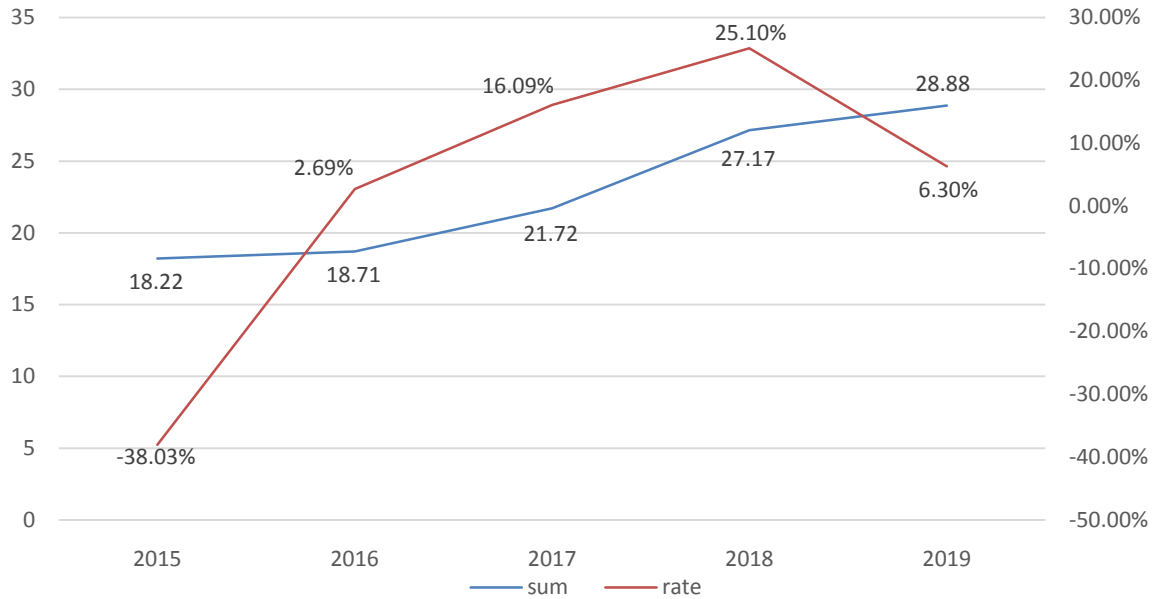
14 1. INTRODUCTION

15 Foreign trade is an important part of China's open economic development, one of the
16 three carriages of economic development driven by the demand side, and an important
17 driving force of national economic development. It has been more than 40 years since the
18 reform and opening. In the past 40 years, China's foreign trade has made great
19 achievements, its economy and society have achieved sustained, healthy, and high-speed
20 development, and entered a new historical stage of development. In such an era, the
21 development of the regional economy should involve more economic participation and make
22 full use of both domestic and foreign markets in order to promote the development of
23 the local economy.

24 Jiangsu is located in the eastern coastal area, with natural regional advantages. Since
25 the implementation of the reform and opening up of the development strategy in China,
26 Jiangsu has actively seized this historical opportunity to promote economic development,
27 focusing on the development of an export-oriented economy and taking this as an opportunity
28 to promote the economic development of the whole province. Especially since the 1990s,
29 Jiangsu's foreign trade has made great progress. Its foreign trade level has been at the
30 forefront of the country, and the degree of internationalization has been increasing.
31 However, as far as the development of Jiangsu itself is concerned, its economic
32 development is very unbalanced, and its foreign trade development also presents a stepwise
33 development pattern of decreasing from south to north. According to its geographical
34 location, Jiangsu can be divided into three parts: southern Jiangsu, central Jiangsu and
35 northern Jiangsu. The development of southern Jiangsu is the best, followed by central
36 Jiangsu, and northern Jiangsu is the most backward. As one of the five cities in North
37 Jiangsu Province, Suqian's foreign trade development level is not only at the bottom of
38 Jiangsu Province, but also relatively backward compared with the other four cities in North
39 Jiangsu Province. Therefore, although the reform and opening up have promoted the
40 development of foreign trade in north Jiangsu, they have further widened the gap between it
41 and southern Jiangsu, and seriously restricted the pace of Jiangsu's comprehensive well-off
42 life and modernization.

43 In recent years, with the profound adjustment of the global economy, international
44 market demand have been sluggish, the tide of anti-globalization is rising day by day,
45 unilateralism and trade protectionism are on the rise, and due to deepening reform and
46 expanding opening-up, China's reform has entered a period of overcoming difficulties and a
47 deep-water zone, and the space for economic growth urgently needs to be expanded. In
48 2013, China proposed the Belt and Road Initiative (the New Silk Road Economic Belt and
49 the 21st Century Maritime Silk Road) to strengthen interaction and cooperation between the
50 East, the West and the East and raise the level of open economy in all regions. All regions in
51 China should seize the opportunity and actively participate in the wave of the Belt and Road
52 Initiative. As a node city of "the Belt and Road", Suqian is also adjacent to Lianyungang,
53 which is the first node city of the new Eurasian Land Bridge economic corridor, the strategic
54 fulcrum city of Jiangsu Belt and Road, and the strategic center city of Jiangsu coastal
55 development. 2 Since the "One Belt and One Road" strategy was put forward, Suqian has
56 taken advantage of various favorable conditions to actively participate in international
57 economics and trade, and its foreign trade has grown rapidly. However, compared with other
58 regions in Suqian province, there is still a big gap. This paper collects the relevant data on
59 goods export in Suqian city in recent years, tries to analyze the development status of goods
60 export in Suqian city in recent years in order to find out the existing problems of goods
61 export in Suqian city, and tries to put forward countermeasures and suggestions to solve
62 such problems.

63 **2. THE CURRENT SITUATION OF GOODS EXPORT IN SUQIAN CITY**
 64 **2.1 ANALYSIS OF GOODS EXPORT SCALE**



65
 66 **Figure 1.1 Export volume and growth rate of Suqian goods from 2015 to 2019**
 67 **Note: The data in this figure is collated from the Suqian Statistical Yearbook 2020**
 68

69 As shown in Figure 1.1, the total export of goods in Suqian showed an overall upward
 70 trend from 2015 to 2019, and the growth rate was accelerating from 2015 to 2018. However,
 71 from 2018 to 2019, the growth rate of the export value of goods declined for the first time,
 72 from 25.10% in 2018 to 6.30% in 2019. But at the same time, when we see the decline in the
 73 growth rate of export, we should also consider that in 2019, the Sino-US trade war broke out,
 74 which had a huge impact on the development of China's foreign trade, and the export of
 75 goods is facing great challenges. However, Suqian can still maintain a growth rate of
 76 6.3% in such a severe and complex international situation. It shows that Suqian's export of
 77 goods still has great resilience. While the Sino-US trade negotiations continue to make
 78 progress, it can be predicted that the export of goods in Suqian will get better development,
 79 and the export growth rate will also increase again.

serial No.	Time	2009		2019		
	Town	Amount of exports	ranking	Amount of exports	Ranking	Growth rate per annum
1	Suzhou	1140.87	1	1920.40	1	6.0%
2	Wuxi	259.87	2	554.60	2	8.8%
3	Nankin	184.59	3	435.33	3	10.0%
4	Changzhou	108.62	5	252.41	4	9.8%
5	Nantong	111.75	4	248.90	5	9.3%
6	Xuzhou	15.15	11	112.88	6	25.0%
7	Taizhou	42.14	6	95.32	7	9.5%
8	Yangzhou	40.13	7	83.65	8	8.5%

9	Zhenjiang	35.41	8	78.67	9	9.3%
10	Yancheng	18.64	10	64.12	10	14.7%
11	Lianyungang	19.50	9	38.89	11	8.0%
12	Huai'an	10.41	12	33.80	12	14.0%
13	Suqian	5.35	13	28.88	13	20.6%

Table 1.1 Comparison of export of goods by cities in Jiangsu Province in 2009 and 2019

Note: The table data are collected from Jiangsu Statistical Yearbook 2020

As shown in Table 1.1, the export volume of 13 cities in Jiangsu Province has maintained a good growth trend in the past ten years. In terms of goods exported value, Suzhou has always ranked first in 2009 and 2019, while Suqian has been at the bottom in this decade. However, in terms of annual average growth rate, Suqian's annual average growth rate of goods export is second only to that of Xuzhou, ranking second in the province. This shows that although the total amount of goods exported in Suqian is still in a very backward position compared with other cities in the province, the export of goods in Suqian has a strong momentum of development and a lot of space for development.

Summary: In the past few years, the export value of goods in Suqian has maintained a good growth trend, and its average growth rate in the past ten years ranks the second in the province, although the export value of goods in Suqian is still in a very backward position compared with other cities in the province. However, judging from the outbreak of Sino-US trade frictions in 2018, the export of goods in Suqian still achieved a 6.30% growth rate, which shows that although the export of goods in Suqian has been impacted to a certain extent, it still has strong vitality. As the Sino-US trade war negotiations continue to make progress, it is foreseeable that Suqian's exports of goods will always maintain a stable and high-speed growth. The gap with other cities in the province will also gradually narrow.

2.2 Analysis of export goods

Classification of exported Goods	Absolute number (100 million yuan)	Year-on-year increase (%)	Percentage (%)
Mechanical and electrical products	119	222	41.10
High and new Technology products	95.3	415.6	32.90
Plastic products	47	44.8	16.23
Plywood and multi-layer similar boards	6.7	-22.4	2.3

Table 1.2 Main export goods of Suqian in 2020

Note: The data in this table are collated from Suqian (release date: 2021-01-27)

In the face of a severe and complex economic situation at home and abroad and the impact of COVID-19, the export of goods in Suqian city in 2020 will be significantly better than expected and continue to recover rapidly and steadily, bringing a successful end to the "13th Five-Year Plan" foreign trade. As shown in Table 1.2, Suqian's export of goods in 2020 is mainly mechanical and electrical products and high-tech products. The export value of mechanical and electrical products and high-tech products accounts for 74.00% of the city's total export value of goods in the whole year. In addition, Suqian exported 4.7 billion yuan of plastic products in 2020, up 44.8%, accounting for 16.23% of the city's export value, and 670 million yuan of plywood and multi-layer similar boards, down 22.4%, accounting for 2.3% of the city's export value. This shows that Suqian has made good progress in the

115 transformation of the structure of goods export, and mechanical and electrical products and
 116 high-tech products have become the supporting products of Suqian's goods export.

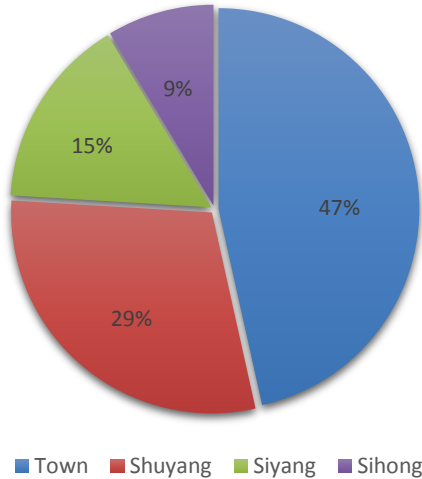
117 **2.3 Analysis of export trade mode**

Mode of trade	Amount (100 million yuan)	Increase over last year (%)	Percentage (%)
General trade	311.6	44.9	93.7
Processing trade	20.8	-0.3	6.3

118 Table 1.3 Suqian goods export trade mode
 119 Note: Table data collected from Suqian website (release date: 2021-01-27)

120
 121 As shown in Table 1.3, from the perspective of trade mode, among the goods exported
 122 by Suqian in 2020, the export value of goods exported by general trade accounted for more
 123 than 90% of the total export value of the city, and **achieved** an increase of nearly 50%
 124 compared with the previous year. Meanwhile, the export value of goods exported by
 125 processing trade was 2.08 billion yuan. At the same time, the export value of goods exported
 126 by processing trade only accounted for 6.3% of the total export value of goods in the whole
 127 year, and compared with last year, the export value of goods exported by processing trade in
 128 Suqian in 2020 showed **negative** growth. Among them, the decline in the growth rate of the
 129 export value of goods exported by processing trade has a great relationship with the
 130 outbreak of COVID-19 at the end of 2019. However, under the impact of COVID-19, the
 131 export value of goods exported through processing trade in Suqian only decreased by 0.3%.
 132 This shows that the processing trade of Suqian has **good resilience**. With the continuous
 133 control of COVID-19 in the world and the promotion of the normalization of epidemic
 134 prevention and control in China, the export value of goods exported by processing trade in
 135 Suqian is bound to achieve positive growth. In 2021, China's economic development will
 136 step into the "14th Five-Year Plan" development stage. In the new economic development
 137 stage, the processing trade of Suqian will achieve further development, and the trade mode
 138 of goods export will be constantly optimized.

139 **2.4 EXPORT OF GOODS IN EACH SECTOR**



140
 141 FIG. 1.2 Proportion of goods export value by sector in Suqian in 2019
 142 Note: The data of sector statistics are collected from Suqian Statistical Yearbook 2020
 143 As shown in Figure 1.2, there is a large gap between the export value of goods among
 144 counties and districts in Suqian City in 2019. The export value of goods in Suqian City
 145 (including Suyu District and Sucheng District) accounted for 47% **or** nearly half, of the total

146 export value of goods in Suqian city in 2019. Shuyang County takes **second** place with 29%.
 147 Siyang County and Sihong County accounted for the smallest proportion, 15% and 9%,
 148 respectively. One of the reasons for such a large gap in the export value of goods among
 149 sectors in Suqian city is the number of economic development zones owned by each sector.
 150 Among them, Suqian city has four development zones: Suqian Economic and Technological
 151 Development Zone, Suzhou Suqian IndustrialPark, Sucheng Economic Development Zone
 152 and Suqian High-tech Industrial Development Zone, while Shuyang County, Siyang County
 153 and Sihong County only have one development zonerespectively.

155 3 Problems of goods export in Suqian City

156 3.1 There is a big gap with South Jiangsu and Central Jiangsu

157
 158 There are obvious regional differences in the development of Jiangsu's open economy,
 159 which show three gradient levels from south to north. Among them, because of its superior
 160 location conditions, the **exports** of southern Jiangsu **have** always occupied a large proportion
 161 of the foreign trade **exports** of Jiangsu Province, which is an important pillar of the
 162 development of Jiangsu's open economy. At the same time, in order to promote the
 163 coordinated development of various regions in Jiangsu province, Jiangsu Province has also
 164 introduced a series of measures to promote the coordinated development of various regions
 165 in Jiangsu Province. One is to let the cities with bettereconomic development in southern
 166 Jiangsu and central Jiangsu help the cities with worse development in central Jiangsu and
 167 northern Jiangsu. To promote the economic development of the regions with better
 168 economic development in the south and central Jiangsu, while promoting the economic
 169 development of the regions with worse economic development in the central and northern
 170 Jiangsu. For example, Suzhou is the supporting city of Suqian. Suzhou promotes
 171 Suqian'seconomic development by cooperating with Suqian to establish economic
 172 development zones and open branch factories, so as to promote Suqian's export of goods.
 173 However, because Suqian is located in the north of Jiangsu Province, its geographical
 174 position is somewhat marginalized compared with the various areas in southern and central
 175 Jiangsu Province. Meanwhile, due to the limited radiation scope of the Yangtze River Delta
 176 Economic Zone, its radiation and driving **effects are weak**. Compared with the Yangtze River
 177 Delta Economic Zone, the open economic development of Huaihai Economic Zone is in a
 178 backward state both in terms of speed and quality. Therefore, although Suqian has the help
 179 of Suzhou, there is still a big gap between the development of its goods **exports** and that of
 180 other cities in Jiangsu province. This difference can be seen from the development trend of
 181 total import and export volume **in** Jiangsu cities in Table 2.1.

Item Year City	Total imports and exports (US \$100million)			Exports (USD billion)			Imports (\$billion)		
	2017	2018	2019	2017	2018	2019	2017	2018	2019
Nanjing	611.87	654.91	699.60	344.15	378.79	435.33	267.73	276.12	264.27
Wuxi	812.53	934.44	924.30	495.19	567.81	554.60	317.34	366.63	369.70
Xuzhou	78.01	117.44	135.19	63.34	97.08	112.88	14.66	20.36	22.31
Changzhou	312.66	343.86	338.35	229.39	250.72	252.41	83.27	93.14	85.94
Suzhou	3160.79	3541.14	3190.90	1871.61	2068.31	1920.40	1289.18	1472.83	1270.50
Nantong	348.20	385.91	365.71	249.38	254.53	248.90	98.92	131.38	116.82

Lianyungang	82.11	95.47	93.22	39.07	41.59	38.89	43.03	53.88	54.34
Huai'an	46.36	50.10	47.05	30.03	33.67	33.80	16.33	16.43	13.25
Yancheng	86.53	95.49	96.12	58.41	60.31	64.12	28.12	35.19	32.00
Yangzhou	107.99	119.93	113.05	78.68	85.42	83.65	29.32	34.51	29.40
Zhenjiang	105.36	118.39	112.03	69.85	79.80	78.67	35.51	38.59	33.35
Taizho	129.48	147.30	144.66	82.16	95.31	95.32	47.32	51.99	49.34
Suqian	29.48	36.01	34.25	21.72	27.17	28.88	7.76	8.84	5.38

Table 2.1 Total import and export volume of Jiangsu cities from 2017 to2019

Note: The data in this table are collected from Jiangsu Statistical Yearbook2020

According to the horizontal comparison of data in Table 2.1, from 2017 to2019, the export value of goods in Suqian has been growing. Combined with the data in Table 1.1 and Figure 1.1, it can be seen that Suqian has achieved good results in the export of goods in the past few years, and the growth rate is also at the forefront of the province. However, if a vertical comparison is made, it can be found that the proportion of Suqian's exports of goods in the whole province is very small, accounting for only 6.0% in 2017, 6.7% in 2018 and 7.3% in 2019 respectively. Although the proportion has increased, it is still very small, which is a weak link in the development of goods in Jiangsu Province. Compared with southern and northern Jiangsu, there is also a large gap. In terms of the five cities in northern Jiangsu, Suqian's goods export is still in a relatively weak link, and there is a huge space for the increase of goods export.

3.2 Unbalanced development of various sectors

As shown in Figure 1.2, there is a large gap between the export value of goods from various sectors in Suqian in 2019. The export value of goods in Suqian urban area (including Suyu District and Sucheng District) accounted for 47% of the total export value of goods in the whole year, nearly half, while the export value of goods in Sihong County only accounted for 9% of the total export value of goods in the whole year. The export value of goods in Siyang was slightly better than that in Sihong, accounting for 15% of the total export value of goods in the whole year.

3.3 Unreasonable structure of goods export

In recent years, due to its location in the north of Jiangsu Province, Suqian has always been a less developed area in China's developed areas and a relatively closed area in the open areas. Compared with southern Jiangsu and central Jiangsu, Suqian has a very large gap, forming a sharp contrast. In 2019, the total export of goods from Suqian was 2.888 billion US dollars, accounting for only 7.3% of the whole province. Suqian's total export of goods is far inferior to that of Suzhou, Wuxi, Changzhou and other cities in southern Jiangsu, and its main economic indicators are relatively backward. Compared with the other four cities in northern Jiangsu, it is also relatively backward. The export of goods in Suqian is still in the stage of relying on the traditional labor cost advantage. Although there are some famous and excellent products (mainly in the tobacco and alcohol industry and textile industry), the main export commodities are still primary products and intermediate products, with relatively low profits. The export structure of Suqian's goods is not reasonable, and the quality of its products is not high. From the perspective of industrial structure, the economic development

221 of Suqian mainly relies on petroleum, chemical and other industries, and the contribution of
222 the tertiary industry to economic growth is not enough. The layout of the service industry is
223 traditional and single, and the producer service industry is relatively backward, lacking
224 interaction with the advanced manufacturing industry. From the perspective of product
225 structure, the technical force is weak, the high-tech products are few, and the products with
226 high energy consumption and high resource consumption account for a large proportion.
227 Product trade is mainly resource-intensive and labor-intensive products, with low technology
228 content and added value, and weak brand awareness.
229

230 **4 Analysis of the reasons for the problems in the export of goods in Suqian** 231 **City**

232 **4.1 Internal reasons**

233 **4.1.1 Insufficient brand awareness**

234 Since the development of foreign trade in Suqian, although the export of goods has
235 been constantly developed, the exported goods are mainly labor-intensive products and
236 primary products. The development of foreign trade also relies heavily on the traditional
237 stage of low labor cost advantage, and there is a serious lack of independent brands. And
238 for a long time, Suqian has not given enough attention to the structure of export goods,
239 which leads to the participation of foreign trade export enterprises, whose production of
240 export products does not have enough brand awareness, thus ignoring the investment in
241 technology research and development. At present, the low cost advantage of the labor force
242 that Suqian exports depend on is constantly weakened. In order to promote the further
243 development of goods exports, it is necessary to strengthen brand awareness.

244 **4.1.2 Insufficient level of industrial development**

245 Nowadays, due to its unreasonable industrial structure and the overall level of industrial
246 development, Suqian has increasingly become an important factor restricting the further
247 development of Suqian's foreign trade exports. In recent years, although Suqian is
248 constantly optimizing the structure of the tertiary industry, the optimization of the
249 employment structure of the tertiary industry has also achieved some results, and the
250 industrial structure has been further improved. The proportion of the primary industry has
251 been decreasing, the proportion of the tertiary industry has been increasing, and the
252 proportion of the secondary industry has increased first and then decreased. However, in
253 general, the secondary industry in Suqian city still occupies a dominant position. Although
254 the level of industrialization in Suqian is relatively high, the requirement for new
255 industrialization is to continuously accelerate the development of the tertiary industry.
256 Especially at present, China has entered the 14th Five-Year Development Plan stage, and
257 the 14th Five-Year Plan has put forward higher requirements for high-quality development
258 and innovative development. At present, Suqian has realized that in order to achieve
259 development in the current international and domestic economic development environment,
260 it is necessary to vigorously develop the tertiary industry, and vigorously promote the export
261 industry to higher quality and innovative development.

262 **4.1.3 Insufficient location advantages**

263 Suqian city is located in the north of Jiangsu Province, in the central belt of Xuzhou,
264 Huai'an and Lianyungang, in the cross-radiation area of the Longhai economic belt, coastal
265 economic belt and riverside economic belt, and it borders Anhui Province in the west. Since
266 ancient times, it has been known as "looking to the north of Qilu and the south of the Huaihe
267 River in the middle of the two rivers (namely the Yellow River and the Yangtze River) and
268 choking the throat of the two capitals (namely Beijing and Nanjing)". 10 Although Suqian is in
269 the cross-radiation area of the above three economic belts, the radiation effect of these three
270 economic belts on the development of Suqian's goods export is small, and the development
271 scale and radiation effect of these three economic belts are not as good as the Yangtze

272 River Delta economic belt. In addition, although the radiation range of the Yangtze River
273 Delta Economic Belt is very wide, the radiation effect of Suqian is much weaker than that of
274 other areas in the province due to its location factors.

275 **4.2 External causes**

276 **4.2.1 Impact of COVID-19**

277 At the beginning of the New Year of 2020, a sudden outbreak of COVID-19 swept the
278 world and had a huge impact on the global economy. In order to cope with the novel
279 **coronavirus** pneumonia (hereinafter referred to as "COVID-19"), provinces across the
280 country have adopted extremely strict traffic and personnel control measures to minimize the
281 movement of people. The accommodation, catering, logistics, tourism and other industries
282 are almost "stationary", workers are delayed to resume work, factories are delayed in
283 production, and export orders cannot be completed according to the original schedule. The
284 supply of export products has suffered a direct impact. Since March 2020, the number of
285 confirmed cases of COVID-19 in other countries (regions) has increased sharply, and the
286 situation abroad has continued to deteriorate. In this international public health emergency,
287 China has taken the lead in achieving a stage victory, and Chinese enterprises have
288 resumed work and production. However, the epidemic situation in other countries (regions),
289 especially major developed economies, is still not optimistic. The world economy has fallen
290 into a deep recession, international market demand has shrunk sharply, and the risk of
291 industrial and supply chain disruption has intensified, disrupting the order of international
292 trade activities. The COVID-19 pandemic will continue to have an impact on China's export
293 trade, and the export situation in 2020 and 2021 will be extremely severe. Under the impact
294 of COVID-19, textile, clothing, toys and other labor-intensive products are the most affected,
295 while Suqian's goods export products are mainly labor-intensive products, so in this case,
296 Suqian's goods export has been impacted to a certain extent.

297 **4.2.2 Impact of Sino-US trade frictions**

298 The Sino-US trade war since 2018 has caused an unprecedented impact on China's
299 export environment, and Chinese export enterprises are facing unprecedented challenges.
300 Under the correct leadership of the CPC Central Committee and The State Council, the
301 Chinese and US economic and trade delegations conducted 13 extremely arduous and
302 "see-saw" economic and trade negotiations, and finally reached the first phase of the
303 economic and trade agreement and opened the second phase of the agreement
304 negotiations. 11 Although the trade war between China and the US has been eased to some
305 extent, it is still too early for the trade war to come to an end. Chinese enterprises, especially
306 export-oriented enterprises, still face many difficulties. In addition, the weak international
307 market, high domestic costs, and the combined impact of COVID-19 have had a great
308 impact on foreign trade enterprises, and foreign trade orders have decreased significantly.
309 Under this situation, goods export enterprises in Suqian city have also been affected to a
310 certain extent.

311 **4.2.3 Low demand in the international market**

312 At present, the shrinking demand in the international market is bound to have an impact
313 on China's export trade, and problems such as the reduction of new orders in foreign trade
314 have gradually emerged. The difficulty that our country foreign trade development faces is
315 not optimistic. In the overall shrinking international market demand environment, and most of
316 the goods exported by Suqian are labor-intensive products and primary products, the
317 shrinking international market demand has a great impact on the demand of such products.
318 In addition, with the continuous development of foreign trade in Southeast Asia, India and
319 other countries or regions, In addition, with the continuous development of foreign trade in
320 Southeast Asia, India and other countries or regions, it is also constantly delivering labor-
321 intensive products and primary products to the international market, which leads to the low
322 demand in the international market, the demand for such products in the international market
323 will soon be saturated. The goods exported by Southeast Asia and India are naturally much

324 less competitive than those exported by Suqian because of their cheaper labor force.

325 **4.2.4. High Trade Barriers**

326 Since China's entry into WTO, it is true that the tariff threshold for our exports has been
327 lowered, but new trade protectionist policies have appeared again. The appearance of green
328 barrier makes our country's foreign trade face the test. Especially in the international region,
329 the inspection requirements for imported goods are extremely high, so China's export
330 industry in the face of such high testing standards reflected an obvious inadaptation; a short
331 period of time cannot adjust the phenomenon. In addition, in 2003¹², the British government
332 published "Our Energy Future -- Creating a Low-carbon Economy", which mentioned "low-
333 carbon economy" for the first time. In 2007, the United Kingdom took the lead in introducing
334 carbon labeling. In April 2009, Japan started a trial carbon labeling system. In July 2011,
335 France announced that all products sold in the country must provide a "carbon footprint"
336 label. In addition, these countries or regions also impose special carbon dioxide emission
337 tariffs on imports of energy-intensive products. It can be seen that many Western countries
338 have already taken vigorously developing green and low-carbon economy as an emerging
339 economic growth point characterized by low energy consumption, low pollution and low
340 carbon emissions. However, the United States and some developed countries in the
341 European Union often set up low-carbon barriers to products from developing countries in
342 the name of environment. These developed countries set up low-carbon barriers and impose
343 carbon tariffs for the following purposes: to improve their competitiveness, maintain their
344 economic hegemony, and weaken the manufacturing export capacity of China and other
345 large developing countries; By imposing carbon tariffs, they safeguard their national
346 economic interests; Shifting the responsibility and cost of environmental governance. This
347 has seriously affected the rational and optimal allocation of resources around the world and
348 runs counter to the WTO's principle of free trade. Suqian is a relatively weak area in the
349 north of Jiangsu province. At present, its export products are mainly industrial products,
350 which will inevitably reduce the competitiveness of Suqian's export products.

351 **4.2.5 Industrial Transfer**

352 In order to "use the remaining economic development capacity of the eastern coastal
353 areas to improve the economic and social development level of the western region and
354 consolidate national defense." In January 2000, The State Council set up the Leading Group
355 for the Development of the Western region. Since the "Western development" policy was put
356 forward in 2000, and through the strategic deployment of the "11th Five-Year Plan" for
357 Western Development in 2006 and the "12th Five-Year Plan" for Western Development in
358 2012, more and more industries and enterprises began to move to the west, mainly labor-
359 intensive industries and resource-intensive industries. During this period, it is also the stage
360 of the development of Suqian's export of goods. Suqian needs to rely on the industrial
361 transfer of southern and central Jiangsu to develop its export of goods. In addition, Suqian's
362 export of goods was dominated by labor-intensive products and resource-intensive products.
363 Although in recent years, Suqian has also begun to optimize and upgrade its industrial
364 structure, due to the slow development of this process in Suqian, the export of goods still
365 relies more on labor-intensive products and primary products. Therefore, the industrial
366 transfer brought by the "development of the West" has a great impact on the export of goods
367 in Suqian. With the continuous promotion of "western development", the export of goods in
368 Suqian will be greatly affected during this period.

369 With the continuous development of China's economy, the advantage of low labor price
370 in China is constantly weakening. More and more enterprises begin to transfer their
371 production to Southeast Asia, India and other countries with lower labor price, and engage in
372 the production of products in these countries or regions. Because these countries or regions
373 have cheaper labor, the products produced in these countries or regions have certain
374 advantages in price, while the goods exported from Suqian may lack price advantages
375 compared with it, which will lead to the decline of the competitiveness of the goods exported
376 from Suqian, the decrease of orders, and then lead to the slowdown or even decline of the

377 growth of the export value of Suqian goods.

378 **5 Measures to improve the export of goods in Suqian City**

379 **5.1 Government level**

380 **5.1.1 Seize the development opportunity of the Belt and Road to promote** 381 **industrial transfer**

382 As of January 30, 2021, China had signed 205 Belt and Road cooperation documents
383 with 171 countries and international organizations. Under the guidance of the Belt and Road
384 Initiative, China is committed to the connectivity of the Asian, European and African
385 continents and adjacent oceans, establishing and strengthening connectivity partnerships
386 among countries along the Belt and Road, and building an all-dimensional, multi-tiered and
387 comprehensive connectivity network to achieve diversified, independent, balanced and
388 sustainable development of countries along the Belt and Road. Once the "Belt and Road"
389 strategy is successfully implemented, the Eurasian continent will be connected, and the
390 transportation cost will be greatly reduced in all regions along the Belt and Road, providing a
391 huge space for trade among various regions. As Suqian is located in an important position of
392 "One Belt and One Road", it should constantly adapt to the situation, vigorously develop
393 export-oriented economy, and actively participate in the construction of "One Belt and One
394 Road" strategy.

395 With the deepening of the "One Belt and One Road" strategy, the construction of free
396 trade area and the negotiation of multilateral trade agreement are in full swing. At the same
397 time, the successful implementation of "The Belt and Road" will be conducive to the
398 development of regional economy and regional economic integration in countries or regions
399 along the Belt and Road. Countries around the Belt and Road have also shown considerable
400 support, including the China-Pakistan Economic Corridor jointly built by China and Pakistan,
401 the China- South Korea Free Trade Agreement signed between China and South Korea,
402 The Asian Infrastructure Investment Bank (AIIB) specially established to support the
403 implementation of the Belt and Road Initiative and the China-Mauritius Free Trade
404 Agreement, the first free trade agreement signed between China and African countries,
405 which took effect on January 1, 2021. The signing of these free trade zones and multilateral
406 trade agreements have created extremely favorable conditions for the development of goods
407 export in Suqian.

408 In addition, the successful implementation of the "Belt and Road" strategy will further
409 promote the industrial transfer of countries and regions along the route. At present, a big
410 problem faced by Suqian's goods export is the unreasonable structure of goods export. For
411 some developed countries along the "Belt and Road", such as Japan and South Korea, they
412 have a high level of development, but their economic development speed is also declining,
413 so they need to seek new models to promote further development. While looking for a new
414 development model, it will transfer some domestic technology-intensive and high value-
415 added industries. Suqian should take advantage of this opportunity to actively undertake the
416 transferred industries of these countries and promote the optimization of the structure of
417 goods export. At the same time, China is also in the stage of economic structural
418 transformation, and the development of the Belt and Road will inevitably transfer China's
419 labor-intensive and capital- intensive industries to countries along the Belt and Road, mainly
420 in Central Asia and Southeast Asia. Therefore, while undertaking the transfer of technology-
421 intensive and high value-added industries, Suqian should also actively adapt to the domestic
422 industrial transfer to the outside world, and drive its own industrial transformation and
423 upgrading.

424 **5.1.2 Strengthen the linkage with the cities in northern Jiangsu**

425 Since Suqian and the other four cities in northern Jiangsu are located in the
426 Huaihai Economic Zone, it is necessary to strengthen the coordinated and overall
427 development among the five cities in northern Jiangsu. 14First of all, we should make full

428 use of the East Longhai Line, take Xuzhou, an important node city of the "Belt and Road"
429 Initiative, combine the resource advantages and characteristic industries of the five cities in
430 northern Jiangsu, and strengthen the complementary advantages among regions, so as to
431 solve the problems of scattered, small, chaotic and high cost in the transportation system in
432 northern Jiangsu, and improve the construction of a modern logistics system. 15 To enhance
433 the integrity and coordination of the development of northern Jiangsu. At the same time,
434 Suqian should speed up the infrastructure connectivity with the other four cities in northern
435 Jiangsu, accelerate the construction of the Xulian Railway passenger dedicated line,
436 XulianHuaiyan, Lianyan and other fast railways, actively promote the construction of
437 Lianyungang new airport, accelerate the construction of the Lianshu and Lianxu Canal, so as
438 to form a comprehensive three-dimensional transportation network closely linked with the
439 "Belt and Road", and enhance the overall competitiveness of the region.

440 To develop a higher level of open economy, we should accelerate the transformation
441 and upgrading of foreign trade, optimize labor-intensive export industries and traditional
442 industries, encourage and support the export of high-tech industries, promote export brand
443 of characteristic and advantageous industries, promote the cooperation between Suqian
444 local enterprises and multinational companies, extend the industrial chain, improve the
445 quality of Suqian goods export products, and encourage enterprises to "go out" in groups. To
446 the west, we should actively deepen cooperation and exchanges with countries along the
447 Belt and Road, especially in Central Asia, and expand markets along the belt and Road. We
448 will actively build overseas economic and trade cooperation areas, make good use of the
449 zero-tax policy of the China-Asean Free Trade Area, explore ASEAN markets in depth, and
450 promote the development of cross-border e-commerce in Suqian by using the "Internet Plus"
451 model.

452 **5.1.3 Improve the construction of modern logistics system and lay a solid** 453 **foundation for opening up**

454 We should make full use of the East Longhai Line, take Xuzhou, an important node city
455 of the "Belt and Road" Initiative, combine the resource advantages and characteristic
456 industries of the five cities in northern Jiangsu, strengthen the complementarity of regional
457 advantages, solve the existing problems of scattered, small, chaotic and high cost of the
458 transportation system in northern Jiangsu, improve the construction of modern logistics
459 system, and enhance the integrity and coordination of the development of northern Jiangsu.
460 At the same time, we should accelerate the infrastructure connectivity, accelerate the
461 construction of the Xulian Railway passenger dedicated line, Xulianhuaiyan, Lianyan and
462 other fast railways, actively promote the construction of Lianyungang new airport, speed up
463 the construction of Lianshu and Lianxu Canal, form a comprehensive three-dimensional
464 transportation network closely connected with the "Belt and Road", and improve the overall
465 competitiveness of the region.

466 **5.1.4 Cultivating and introducing high-level talents to stimulate economic** 467 **vitality**

468 At the same time, in order to meet the requirements of high-tech development, Suqian
469 city should strengthen the cultivation of high-level talents to provide intellectual and talent
470 support for Suqian's integration into the "Belt and Road" construction. First of all, it is
471 necessary to introduce innovative talents and teams, focusing on the introduction of
472 scientists and innovation teams that are urgently needed to master key technologies and
473 drive the development of emerging disciplines and strategic emerging industries. We will
474 continue to improve policies on talent introduction, build platforms for talent innovation, and
475 establish talent bases such as engineering (technology) research centers and pilot zones for
476 scientific and technological innovation and reform. Second, we need to accelerate the
477 cultivation of high-quality talents. We will cultivate professional and skilled personnel in a
478 targeted manner, strengthen cooperation with domestic and foreign universities, cultivate
479 highly skilled personnel, professional and technical personnel, and enterprise management

480 personnel through multiple channels through cooperation in running schools, exchanges and
481 cooperation, and establish cross-regional human resources and training bases.

482 **5.1.5 Promote green development in an all-round way and give play to** 483 **innovation as the first driving force**

484 In strict accordance with the provisions of the Outline of the National Innovation-Driven
485 Development Strategy and the 2030 Agenda for Sustainable Development, and based on
486 the actual resource endowment and actual needs of northern Jiangsu, it is necessary to give
487 priority to ecology and green development as the orientation, **take** innovation as the first
488 driving force, and actively explore the creation of an innovation demonstration zone for the
489 national Agenda for Sustainable **Development**. "The Belt and Road" also provides new
490 opportunities for the sustainable development of Suqian. Northern Jiangsu should make full
491 use **of favorable** policies such as the China-Pakistan Economic Corridor, the China-South
492 Korea Free Trade Agreement and the AIIB, take the initiative to vigorously develop the open
493 economy, develop green high-end technology industries driven by innovation, promote
494 comprehensive innovation with scientific and technological innovation as the core, and
495 achieve high-quality development.

496 **5.2 At the enterprise level**

497 **5.2.1 Increasing investment in technology R&D**

498 In order to further promote the development of the goods **exports** of Suqian enterprises,
499 it is necessary to constantly adapt to the new rules of the game in developed countries. For
500 example, the illegal implementation of low-carbon barriers and green trade barriers in
501 developed countries has caused great challenges to the goods export enterprises in Suqian
502 city. But from another aspect, low-carbon and green economic development is the trend of
503 future global economic development. In order to catch up with the trend of economic
504 development, Suqian export enterprises should plan ahead, seize the opportunity, and
505 increase investment in technology research and development. Research and development
506 of high low-carbon technology, so as to obtain more development opportunities.

507 **5.2.2 Adjusting and Optimizing the industrial structure**

508 Most of the goods export enterprises in Suqian are labor-intensive enterprises. With the
509 continuous promotion of the "One Belt and One Road" strategy, labor-intensive industries
510 are constantly shifting to countries along the "One Belt and One Road", and most of these
511 countries have labor forces with advantages over Suqian. Therefore, it is more and more
512 unfeasible for Suqian goods export enterprises to promote the export of goods by virtue of
513 the advantage of low labor **costs**. In order to realize the continuous development of
514 enterprises, foreign trade enterprises should actively adjust and optimize the industrial
515 structure, accelerate the development of the **cluster-leading** industry, **improve industrial**
516 precision and adhesion, promote the industrial structure from the low-end to the high-end,
517 and further subdivide the development direction of the industry.

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519

520 **6. CONCLUSION**

521 Through the above research and analysis, it can be seen that the development of
522 Suqian's goods **exports** has maintained a good momentum of growth since 2017- 2019.
523 Although there are certain fluctuations in the growth rate of goods **exported** during this
524 period, the total amount of goods **exported** is still on the rise **overall**. Especially under the
525 dual influence of the outbreak of COVID-19 in early 2020 and the Sino-US trade war, the
526 export of goods in Suqian has still achieved good results, which is worthy of recognition.
527 However, while seeing the continuous development of Suqian's goods export, we should
528 also see the problems existing in Suqian's goods export. For example, there is a big gap
529 **between** southern Jiangsu and central Jiangsu, the development of various sectors is
530 unbalanced; the structure of goods **exports** is not reasonable; etc. Of course, when we look

531 at the problems, we should also look at the internal and external causes of these problems.
532 After an in-depth analysis of the status quo and existing problems of the development of
533 goods exports in Suqian City, in order to further develop the goods exports in Suqian City, the
534 government and enterprises need to make efforts to promote their development. It can be
535 predicted that with the continuous promotion of measures taken by the government and
536 enterprises to promote the export of goods in Suqian, the export structure of goods in Suqian
537 will be more reasonable, and the gap between Suqian and South Jiangsu will be gradually
538 narrowed, and the development of each sector will be more coordinated. With the coming of
539 the "14th Five-Year Plan", the development of Suqian's goods exports will be further
540 improved.
541

542 **COMPETING INTERESTS**

543 Authors have declared that no competing interests exist.

544 **CONSENT (WHERE EVER APPLICABLE)**

545 Author Chen Huan designed the study, performed the analysis, wrote the protocol, and
546 wrote the first draft of the manuscript. Author WuHao managed the literature searches. All
547 authors read and approved the final manuscript.

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