

## Analysis on the Cross-Border B2B E-Commerce of Henan Province in China

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**Abstract:** Based on the background of Henan Province's participation in the construction of "Belt and Road", this paper analyzes the significance and promotion of cross-border B2B e-commerce to Henan cross-border e-commerce industry. Then the paper analyzes the current development status of cross-border B2B e-commerce in depth. However, under the background of the "Belt and Road" Initiative and the construction of the Zhengzhou Comprehensive Experimental Zone, the cross-border B2B e-commerce industry in Henan Province has ushered in opportunities and challenges. Furthermore, there are still some problems in the cross-border B2B e-commerce in Henan Province. Finally, the paper puts forward some suggestions on how to promote the development of cross-border B2B e-commerce in Henan, especially how to actively promote exports while regulating imports.

**Keywords:** Cross-border E-commerce; B2B; Belt and Road.

### 1. INTRODUCTION

In recent years, cross-border e-commerce has developed rapidly and become one of the main forms of international trade. In cross-border e-commerce transactions, the model of business to business (hereinafter referred to as B2B) accounted for nearly 90% (Wang, 2016; Dai, 2019). It can be said that cross-border B2B e-commerce has become the major marketing channel for traditional foreign trade enterprises, which promotes the transformation of the value creation ways of traditional foreign trade enterprise, and realizes the change from the traders of products to the organizers of production, from the match of consumption to the guidance of consumption, and from the implementer of value to the creators of value (Zhang, 2016). In this context, some scholars has begun to explore the development of cross-border B2B e-commerce industry. The existing literature mainly focuses on the following aspects.

#### 1.1. The Role and Significance of Cross-Border B2b E-Commerce

The development of cross-border B2B e-commerce promotes the virtualization of China's traditional export trade, enhances the liquidity of China's export trade information, promotes the multilateral and differential development of China's export trade, and accelerates the facilitation of China's export trade clearance system (Zhao, 2018). Moreover, the scale effect of cross-border B2B e-commerce could not only effectively solve the problem of business efficiency, but also solve the integration problems of value chain (Wang, 2016). In traditional export trade, producers and foreign trade enterprises were unable to timely and accurately evaluate the reasonable demand, resulting in oversupply or insufficient supply. However, through cross-border B2B e-commerce, enterprises could give full play to the function of efficient Internet connection, realize the efficient docking of upstream and downstream supply and demand, find a balance point between supply and demand coordination, and help enterprises to solve problems such as overcapacity, high circulation cost and insufficient supply (Hu, 2017). In addition, cross-border B2B e-commerce can realize the informationization, digitization and standardization of foreign trade transactions, realize the accurate and efficient transmission of information, provide corresponding customer experience, provide supply chain services on the trading platform, and even provide value-added services such as business advisory consulting service and financing service based on big data.

## 1.2. The Operation Mode of the Cross-Border B2B E-Commerce

The operation mode of the cross-border e-commerce is a major field of the current cross-border B2B e-commerce research, and scholars have studied this issue from different angles. For example, Hu (2017) took F Company of the Pilot Free Trade Zone Nansha Area of Guangzhou as an example, analyzing the benefits of cross-border B2B e-commerce from four aspects: procurement cost, inventory cost, turnaround time and market opportunities. Liu and Wang (2017) introduced the innovation of Osell's cross-border B2B e-commerce from the aspects of offline experience exhibition, localization of sales service system; one-stop logistics service system and cross-border e-commerce characteristic towns. Meng and Wang (2018) discussed how the SMEs (small and medium enterprises) can scientifically and efficiently transform to cross-border B2B e-commerce in Liaoning province.

In addition, some scholars also pointed out that many cross-border B2B e-commerce still have problems, such as serious product homogeneity, lack of effective supervision, and weak comprehensive foreign trade services (Lai and Song, 2016). This is mainly due to a lot of the difficulties of B2B online transactions, and the lack of unified international rules on the transmission and authentication of electronic data, single window docking, privacy protection and non-digital product taxation standards (Zhuan, 2015).

## 1.3. The Cross-Border B2B E-Commerce Platform

The cross-border B2B e-commerce platform is also an important area of current cross-border B2B e-commerce research. The cross-border B2B e-commerce platform has greatly eased the trade information asymmetry and has been sought after by many companies (Wu, 2018). According to the different content and characteristics of the service, the B2B platform of cross-border e-commerce can be divided into three categories: trading platform, information platform and comprehensive service platform. These platforms can achieve the purpose of facilitating transactions, but differ in terms of function positioning, impact mode, role path, and convenience and risk. In fact, the company's transaction information and credit data accumulated over the years are prompting the transition of cross-border B2B e-commerce platforms such as Alibaba International Station from information platform to trading platform (Qu, 2016). Li et al. (2017) analyzed the operation mode of Alibaba International Station, the world's largest cross-border B2B e-commerce platform. Xu (2016) took the Dhgate as an example to analyze the business model composition, service model, profit model and supply chain integration model of the cross-border B2B e-commerce platform. Zhang et al. (2018) and Dong et al. (2018) used AHP and other methods to establish a functional evaluation system and service quality evaluation system for the cross-border B2B e-commerce platform.

In addition, some scholars have explored other issues. For example, Zeng (2016), Han (2017) and Chen (2017) separately discussed the main logistics modes of cross-border B2B e-commerce in China, including overseas warehouses, postal parcels, International Express and Special Lines; Cheng and Zhou (2018) elaborated the cultural differences in the cross-border e-commerce B2B and B2C exports and proposed the corresponding management strategies; Zhang (2018) introduced the manifestation, possible pitfalls and countermeasures of Soft Clause for the cross-border B2B e-commerce export through case analysis; Liu and Gao (2017) proposed to strengthen the cultivation of cross-border e-commerce professionals based on the cross-border B2B e-commerce platform.

The advancement of globalization and the continuous innovation of information technology have brought more and more close contacts around the world, and the emergence of cross-border e-commerce has further broken through the space and time constraints of economic activities and has become an important link connecting domestic and foreign markets. Especially in the context "Belt and Road" initiative, Henan needs to expand its opening to the outside world in a wider scope, in a wider field and in a higher level, and to undertake international and domestic industrial transfer. Therefore, the cross-border B2B e-commerce has become a new growth point and highlight of the construction of China (Zhengzhou) Cross-border E-commerce Comprehensive Pilot Zone, which can effectively solve the problems of insufficient orders, high cost and lack of brands faced by Henan enterprises, and can improve capital use efficiency, reduce risks, enhance core capabilities, and foster new competitive advantages. Under this circumstance, it is very necessary to analyze theoretical analysis and empirical research on the development of cross-border B2B e-commerce industry in depth. This paper has important theoretical and practical value, and its research results will provide a

theoretical basis for the development of cross-border B2B e-commerce industry in Henan province. The paper also can provide a certain guiding role for the operational experience for the local cross-border B2B e-commerce enterprises in Henan and participate in the construction of Zhengzhou comprehensive pilot area.

## **2. THE SIGNIFICANCE OF CROSS-BORDER B2B E-COMMERCE TO THE DEVELOPMENT OF CROSS-BORDER E-COMMERCE INDUSTRY IN HENAN PROVINCE**

Different from the traditional e-commerce, cross-border e-commerce is a new type of business model, involving different customs and long industrial chains and trade chains from one country to another. The trading model is characterized by fragmentation, small batches, and high frequency. Most of the transaction entities are SMEs and consumers, and the traded goods are usually low-value goods used by individuals, such as food, cosmetics and maternal and child supplies. In addition, cross-border e-commerce has more flexible import methods than traditional foreign trade, and there are more turnover or room for various commodity channels, which can reduce the impact of trade wars on the foreign trade industry.

Cross-border e-commerce can be divided into two categories: business-to-business (B2B) and business-to-consumer (B2C). Cross-border B2B e-commerce is an important part of the cross-border e-commerce industry. The model refers to an international business activity that is divided into different customs enterprises, through transactions through e-commerce trading platforms, payment settlement, and delivery of goods through cross-border logistics and completion of transactions. Compared with small-scale cross-border retail or cross-border B2C e-commerce cross-border B2B e-commerce is the main force in the development of cross-border e-commerce industry today. In terms of scale and transaction structure, China's cross-border e-commerce market transaction volume reached 9.1 trillion yuan in 2018, accounting for 29.83% of foreign trade import and export. Among them, the cross-border B2B e-commerce business model accounts for about 85% of the total cross-border e-commerce transactions, and the cross-border B2B model still occupies the main position of cross-border e-commerce in China. In terms of development potential, cross-border e-commerce B2B has a natural advantage over B2C. B2B has a longer industrial chain and provides more service, including marketing, payment, supply chain finance, customs supervision, inspection and quarantine, taxation, logistics and warehousing and legal services. It is more conducive to construct a complete business ecosystem. Moreover, B2B companies generally have certain ability to distinguish between true and false inspections, which can better distinguish the authenticity of goods. Compared with B2C users, The B2B can better protect the legitimate rights and interests of customers. These all play an important role in the development of cross-border e-commerce industry in Henan Province.

## **3. THE STATUS OF CROSS-BORDER B2B E-COMMERCE IN HENAN PROVINCE**

As a national cross-border e-commerce service pilot city and a cross-border e-commerce comprehensive pilot zone, Zhengzhou is the center of cross-border e-commerce B2B industry development in Henan Province. At present, the processing capacity of cross-border e-commerce system in Zhengzhou has exceeded 10 million bales/day. In the first quarter of 2019, Zhengzhou Customs supervised a total of 26.254 million votes of cross-border e-commerce import and export list with an increase of 22%, and the value of goods was 3.52 billion yuan with an increase of 15.6. %. Among them, the export list was 6.801 million, and the value of the goods was 650 million yuan. The import list was 19.453 million votes, and the value of goods was 2.87 billion yuan. Zhengzhou has become a global and national distribution center, and the cross-border e-commerce industry chain has basically taken shape.

Henan Bonded Logistics Center is an important comprehensive service platform for the development of cross-border B2B e-commerce industry in Henan Province. The center relies on the customs, commercial insurance, taxation, foreign exchange management and other functional departments forming a complete service system. Based on the huge market demand for one-stop service of import and export enterprises and processing trade enterprises in inland areas. The center has extensively absorbed international companies, and has fully utilized the functions of the center's bonded warehousing, export tax rebates, international trade and entrepot trade, global procurement and international distribution, liquidity simple processing and value-added services, logistics information processing and consulting, and day trips. Henan Bonded Logistics Center has helped 1,200 companies to file and serve more than 40,000 enterprises. Its imported goods come from 77 countries and regions around the world, and its export business covers more than 200 countries and regions.

No matter how complicated the back-end technology and business management process of cross-border e-commerce shopping platform enterprises, customers are most concerned about whether products can be quickly inquired and purchased, which is an important factor affecting customer satisfaction.

Henan Province has Dafei Logistics, Jinxiang Bonded Logistics, Kaiyuan, Zhongqi Customs Brokerage, Beijing Global MRT, Zhengzhou Jiaoyun, Henan Jiulei, Haicheng Bangda and other logistics enterprises, and also cooperates with well-known domestic and foreign logistics traders, shipping companies, production Manufacturers and banks, such as Foxconn, Apple, DHL, Dongfeng Nissan, Haima Automobile, Guangzhou Automobile Trading, OOCL, CIMC, China Railway Logistics, COFCO, COSCO, Zhonghai, Sinotrans, Henan Express, Shanghai Pudong Bank, China Merchants Bank, etc. Henan Province has also formed strategic cooperation with international ports such as Qingdao Port, Tianjin Port and Lianyungang to ensure the timeliness of logistics and distribution. These provide a logistics basis for the development of cross-border e-commerce B2B in Henan.

Zhengzhou Customs has successively launched a multi-model comprehensive supervision and “strict entry and superiority” system to further improve the efficiency of customs clearance. Taking “Yan Jin You Chu” as an example, by optimizing the process of cross-border parcels entering and leaving the comprehensive bonded zone, the parcel exit time is shortened from 3 hours to “second pass”, which greatly reduces the time cost of the enterprise.

In addition, Zhengzhou Customs has deepened the implementation of the "double random" mechanism. For the import and export declarations, on the basis of analyzing the risks, the customs converts the processing of documents into computer codes according to clear process standards and standardized operating procedures. Then, the computer automatically selects the customs declaration form that needs to be checked and submits it to the site for inspection. In order to assess the overall situation of the importing enterprises, the customs officers also conducted a random inspection of all customs declarations through computers. The “double random” inspection mechanism promotes fair and impartial law enforcement and improves customs clearance effectiveness.

#### **4. OPPORTUNITIES AND CHALLENGES FACED BY HENAN CROSS-BORDER B2B E-COMMERCE INDUSTRY**

##### **4.1. The Opportunities**

Different from the traditional business activities, e-commerce is based on Internet technology and has strong openness and globality with lower cost and higher efficiency. Under the background of “Belt and Road”, the trade pattern has gradually changed from the traditional “face-to-face” to “point-to-point”. The development of cross-border B2B e-commerce industry is facing new opportunities.

##### *4.1.1. Give Full Play to Geographical Location and Transportation Advantages*

Henan Province is located in the Central Plains. It has a comprehensive transportation system combining railway, highway, aviation, water transportation and pipelines and gradually formed a “trinity” logistics system for highway ports, railway ports and airports. Zhengzhou, the capital city of Henan Province, is an important fulcrum of the China-Europe International Railway Logistics Center City and the Silk Road Economic Belt. It is an important node connecting the Silk Road Economic Belt and the 21st Century Maritime Silk Road. The integration of “Online Silk Road”, “Onshore Silk Road” and “Aerial Silk Road” has built a new impetus for Henan's opening to the outside world in the new era. It also provides a three-dimensional channel for the high-quality development of cross-border B2B e-commerce in Henan Province.

##### *4.1.2. Bringing a broad domestic and international market demand*

From the aspect of import, Henan Province is the largest cross-border e-commerce trading base for importing cosmetics, health products and food in China, and has an important position in the import of cross-border B2B e-commerce. In addition, Henan Province is located in the Central Plains, and imported products can not only meet their own needs, but also can be quickly transported to neighboring provinces. From the perspective of exports, the “Belt and Road” region spans Asia, Europe and Africa and involves 65 countries or regions along the route. The total population of the

region is 4.4 billion, accounting for 63% of the world's total population. This is undoubtedly a huge opportunity for the export of cross-border B2B e-commerce in Henan Province. With the help of the “Belt and Road” national strategy, the trade potential between Henan Province and the countries along the line will be infinitely stimulated on the basis of mutual benefit.

### *4.1.3. Drive the Rapid Development of Carrier Platforms*

With the “Belt and Road” and the construction of Zhengzhou Comprehensive Pilot Zone, Henan has established two national e-commerce demonstration cities in Zhengzhou and Luoyang, with three national e-commerce demonstration bases and seven national e-commerce demonstration enterprises. In addition, the types of cross-border e-commerce platforms in Henan Province include e-commerce enterprises (including e-commerce platforms), foreign trade enterprises in bonded areas and general foreign trade enterprises, which basically cover domestic and foreign leading e-commerce platforms. Among them, the B2B e-commerce platform outside the province mainly includes Alibaba International Station, China Manufacturing Network, Osell, DHgate and Global Source Network. At the same time, a number of local brands such as World Factory Network, Xianyi Net, China Food Network, Weishun Amusement, etc. are also rising rapidly.

### *4.1.4. Establish a Customs Clearance Integration Mechanism*

Henan Province was included in the reform of the integrated customs clearance of the Silk Road Economic Belt. Zhengzhou Customs and nine customs offices in eight provinces (autonomous regions) such as Shandong and Shaanxi have established an integrated management mechanism and operation mode covering the entire customs clearance process. This is of great significance to the establishment of an international logistics channel in Henan Province.

## **4.2. The Challenges**

However, the cross-border B2B e-commerce in Henan Province is still in the ascendant stage. There are many restrictions on its own development. The international market experience is insufficient. It is challenging to rely on the “Belt and Road” construction to successfully expand overseas markets.

### *4.2.1. The Development of Cross-Border Payments is Insufficient*

Under the background of “Belt and Road”, in order to further adapt to the development of cross-border e-commerce, we must have strong financial information service capabilities to achieve safe and fast trade transactions. However, in the process of developing cross-border B2B e-commerce, Henan Province lacks qualified information-level certification and a reliable financial platform, which also limits the development of cross-border e-commerce to a certain extent.

### *4.2.2. Foreign Trade Environment is Unstable*

The “Belt and Road” initiative spans Asia, Europe and Africa. Most of the countries along the line are developing countries and emerging economies. The level of economic development is uneven and the infrastructure is relatively backward. Customs clearance efficiency and policy transparency have seriously affected the development of the cross-border B2B e-commerce industry. In addition, involving countries such as Central Asia and Latin America, the domestic situation is complex and the trading environment is highly volatile, which is not conducive to the healthy and sustainable development of the cross-border e-commerce B2B industry.

### *4.2.3. The International Credit System is Not Sound*

Due to the network virtuality and openness of cross-border e-commerce, under the condition of serious information asymmetry, the credit risk problem of enterprises has become one of the bottlenecks restricting the development of cross-border B2B e-commerce. Compared with the traditional trading mode, the buyers and sellers of cross-border e-commerce belong to different countries, and there are great differences in language, time difference, shopping habits, etc.. It is difficult to identify and trace the responsibility of both parties in the transaction. The lack of credit will not only lead to adverse selection before the transaction and moral hazard after the transaction, but also increase transaction costs and reduce transaction efficiency. In addition, China has not been in line with the credit system of countries along the “Belt and Road”. It is difficult to establish an effective mechanism for credit certification in the process of cross-border transactions. These credit

risks are extremely detrimental to the development of cross-border B2B e-commerce.

## **5. PROBLEMS OF THE CROSS-BORDER B2B E-COMMERCE INDUSTRY IN HENAN PROVINCE**

After rapid development in recent years, the development of cross-border e-commerce industry in Henan has entered a bottleneck period, and various problems have emerged, which restricts the rapid, healthy and orderly development of cross-border e-commerce industry.

### **5.1. Infrastructure is Not Inadequate**

At present, the development of cross-border B2B e-commerce industry in Henan mainly relies on Henan Bonded Logistics Center and Airport Port Area. The supporting service system of cross-border e-commerce industry cluster is not perfect. The industry chain includes website promotion, product design, credit processing, Cross-border payments, international logistics and overseas warehouses are facing shortcomings.

### **5.2. Credit Lacks Uniform Standards,**

E-commerce is a business model combining network virtualization and openness. The credit risk arising from its virtualization has seriously hindered the development of cross-border B2B e-commerce. In practice, due to differences in laws between countries and regions, credit lacks uniform standards, so there is no internationally recognized credit management system in the field of e-commerce, which brings greater risks to cross-border e-commerce.

### **5.3. The Level of Informatization Development is Insufficient**

The pillar industries in Henan Province are mainly agriculture, deep processing, food industry, etc. The overall network promotion and development level is relatively low, and the level of informatization development is insufficient, which makes the regions and enterprises lack effective interaction at the information level. It has a detrimental effect on the orderly economic exchanges between enterprises, and further hinders the development of cross-border e-commerce based on information networks.

### **5.4. The Logistics Distribution System Needs to be Improved**

Firstly, the number of overseas warehouses is insufficient to support the long-term development of cross-border e-commerce in Henan Province, which limits the realization of cross-border e-commerce “buy global, sell global” import and export balance targets. Secondly, the logistics system lacks coordinated development. At present, the “Belt and Road” has expanded and extended from the past coastal countries and regions to developed economies in Europe and America. However, due to different international logistics channels and standard construction, there is a certain bottleneck in logistics turnover.

### **5.5. Cross-Border E-Commerce Talents are Insufficient**

Cross-border e-commerce spurt development has resulted in uncoordinated matching of personnel and posts, and the growth rate of talents is far lower than the development speed of the industry. Cross-border B2B e-commerce requires not only multi-disciplinary talents with logistics, English, trade, finance and other skills, but also professionals who understand e-commerce engineering design, big data analysis, and international trade practices. Lack of talent is the primary bottleneck for the development of cross-border B2B e-commerce industry in Henan Province.

## **6. SUGGESTIONS FOR PROMOTING THE DEVELOPMENT OF CROSS-BORDER B2B E-COMMERCE IN HENAN PROVINCE**

For the different characteristics of cross-border export e-commerce、 cross-border import e-commerce and different models such as B2B and M2B, we had made some suggestions from several aspects on how to promote the development of cross-border B2B e-commerce B2B industry in Henan.

### **6.1. Strengthening the Construction of Intelligent Logistics and Supply Chain Logistics System**

Intelligent logistics takes the flow of information as the main line, and realizes the automatic identification, query and processing of goods by means of intelligent systems. Building an intelligent logistics management system is an important way to solve the cross-border e-commerce logistics problem in Henan Province in the future. It can be used in the supply chain of production,

warehousing, transportation, sales, etc., to promote the integration of supply chain logistics, and reduce the cost and time of the supply chain. In addition, intelligent logistics can strengthen the control of the warehouse and promote the optimization and upgrading of the supply chain system of the entire cross-border B2B e-commerce. The government can unite industry associations to formulate support policies for enterprises to develop intelligent logistics, encourage universities to set up intelligent logistics courses and train relevant talents, and introduce advanced technology and talents of intelligent logistics at home and abroad to provide a good environment for the development of intelligent logistics in Henan Province.

### **6.2. Strengthen the Information Construction of Henan Province**

The construction of information technology in Henan Province should be based on technologies such as modern communications, the Internet and big data. Guided by the government, it will summarize relevant information of cross-border B2B e-commerce related platforms, logistics companies, payment companies, purchasers, suppliers, etc., and establish a modern cross-border B2B e-commerce information network system. First of all, enterprises can establish an information sharing mechanism, through the integration of upstream and downstream resources of cross-border B2B e-commerce, and carry out linkages between manufacturers, cross-border e-commerce platforms, and logistics companies to reduce unnecessary engineering losses and improve operational efficiency. Secondly, enterprises can also build an information integration platform through real-time collection, analysis and transmission of information, so as to grasp the dynamics of domestic and foreign customers, adjust service plans appropriately, and improve market response speed. In addition, the Zhengzhou government should make full use of the industrial agglomeration effect of the Zhengzhou Comprehensive Pilot Zone to break the current situation of the scattered industries and make the B2B cross-border e-commerce links closely.

### **6.3. Optimize the Consumption Structure of Residents**

Influenced by the overseas tourism experience and the consumption habits of the returnees, the purchase of imported goods has become a hot spot and trend of consumption. In particular, the extensive application of Internet information technology in logistics and circulation systems eliminates the phenomenon of consumption and market segregation caused by information asymmetry, accelerates the speed of cross-border commodity circulation, reduces the intermediate cost of household consumption, and improves household consumption. A sense of gain. Therefore, narrowing the income gap between urban and rural residents and optimizing the consumption structure can effectively forward the demand information and directly promote the development of the cross-border e-commerce B2B industry in Henan Province.

### **6.4. Support Cross-Border E-Commerce B2B Platform Enterprises**

There is a big difference between cross-border B2B e-commerce and traditional foreign trade transactions, mainly reflected in the cross-border B2B e-commerce platform can make full use of bilateral relations to establish unlimited value-added network effects, including the impact of direct or indirect network effects on product exports. Specifically, the cross-border B2B e-commerce platform can make full use of the purchaser's procurement data to accurately recommend related products to foreign customers and expand the potential market demand for products. In addition, the cross-border e-commerce B2B platform can also simplify the export process of products and effectively reduce the transaction cost of products. Through the cross-border B2B e-commerce platform, customers can keep track of relevant logistics information and help optimize the customer experience. The cross-border B2B e-commerce platform can also build a special foreign customer after-sales service platform, hire professional talents to carry out platform maintenance work, and directly solve the problems encountered by buyers through the after-sales platform to improve customer satisfaction.

Cross-border B2B e-commerce platform can also make full use of the advantages of network effects, increase the promotion of superior products in Henan Province, and expand product exports. It can also make full use of the advantages of information and data provided by the platform, and quickly grasp the changes in the demand of export products in the international market, thereby optimizing the export structure and actively promoting the export of Henan's superior products. Therefore, in order to improve the competition of cross-border B2B e-commerce industry, Henan Province must build a number of competitive cross-border B2B e-commerce platform enterprises.

### **6.5. Formulate and Revise New Rules for International Trade**

With the deepening of cross-border e-commerce trade chain, cross-border e-commerce has become more and more important in global trade. The existing international trade rules are facing a new situation of pattern adjustment and rule reconstruction, and the formulation of new regulations for cross-border e-commerce trade is in line with the current new direction of global trade development. The new rules should clarify the products and tariffs of cross-border e-commerce, clarify the principles of digital product information flow, Internet access and application, eliminate the discriminatory provisions, and make cross-border e-commerce trade equal to traditional foreign trade. The Henan and Zhengzhou municipal governments, as the leading players in the development of cross-border e-commerce industry, can make full use of the opportunities related to the “Belt and Road” and actively participate in international cooperation and dialogue, work with countries to formulate and revise new rules for international trade, solve a series of problems such as tariffs, cross-border payment pre-clearing, intellectual property rights, and technical standards brought by cross-border e-commerce, and strive for the right to speak in the cross-border e-commerce industry.

### 6.6. Cultivate Cross-Border B2B E-Commerce Talents

Firstly, in order to effectively solve the mismatch between the training objectives of professional talents and the needs of enterprise talents, universities and vocational education institutions should strengthen cooperation with cross-border e-commerce enterprises; establish a long-term mechanism for joint training of schools and enterprises. Schools and enterprises jointly develop talent training programs to improve the degree of professional and industry, professional and post fit. According to the needs of the development of cross-border e-commerce enterprises, the textbook system, teaching methods and teaching content were reformed, and the frontier theory and practice courses of cross-border e-commerce were embedded to establish a cross-border electric talent training model.

Secondly, due to the high requirements of the faculty of cross-border B2B e-commerce, the teaching teachers with the knowledge and skills of “Foreign Language + Foreign Trade + E-commerce Technology” are relatively lacking. Colleges and universities can form university scholars, cross-border B2B e-commerce research experts, cross-border a high-level faculty composed of e-commerce elites will timely solve problems in cross-border B2B e-commerce operations, and timely understand and grasp the new rules, new technologies and new ideas for cross-border e-commerce development.

Thirdly, give full play to the role of the government and industry associations in promoting talent cultivation. The government should guide and promote the establishment of cross-border e-commerce majors in qualified universities. The government can also encourage existing international trade, international business, business English, marketing and other professions to transform and develop in the direction of cross-border e-commerce according to market demand. Schools can also consider setting up a small language major to train cross-border electric businessmen. Fourth, give full play to the role of e-commerce industry associations in communication between government, enterprises and schools. Industry associations should set standards for cross-border B2B e-commerce talents and establish a cross-border B2B e-commerce resource pool, and keep abreast of development trends and talent needs of cross-border e-commerce companies. Build a cooperative development platform for universities, governments, industries and enterprises to promote the development of cross-border B2B e-commerce industry in Henan Province

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