

Innovation in Financial Services Supports the Small and Micro Enterprises of Heilongjiang's Border Trade with Russia

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Abstract: Located on the Sino-Russian border, Heilongjiang Province has a unique advantage in developing economic and trade cooperation with Russia. China and Russia are strategic cooperative partnerships. Russia and China are both BRICS countries, and they play an important role in the international political arena. Due to the geographical location advantage of Heilongjiang, the trade with Russia in Heilongjiang in China also plays a very important role. The Chinese "Belt and Road Economic Belt" and the Russian "Eurasian Economic Union" construction are the basis for deepening the pragmatic cooperation between the two sides. It will bring Sino-Russian relations into a new stage and will "Longjiang Luhai Wire Road Economic Belt" "To create a new engine for promoting economic and social development in Heilongjiang Province, Heilongjiang Province should seize the opportunity of the construction of the "Lianglong River Luhai Silk Road Economic Belt" and vigorously develop economic and trade cooperation with Russia. The economy is a vivid development of the region. And how to evaluate regional development depends on its financial efficiency.

1. Introduction

With the continuous deepening of China's reform and opening up, the world has become more and more close due to the Internet, and the world economy has become more and more closely connected. After China joined the World Trade Organization (WTO) in 2001, the international economy and trade have developed like a blowout. However, after the financial crisis broke out in the United States in 2008, the world economy began to decline, and the world economic structure changed rapidly. Economic development affected the people of the world. At this time, China shifted its focus on economic growth to a strategy of stimulating and expanding domestic demand. However, China has encountered major problems in importing and exporting international trade. It must firmly expand the international market and increase the success of import and export trade. With the rise of free trade zones in foreign port cities, more and more countries, especially developed countries, have brought the international economy and trade to a more important agenda. In addition to hard power and soft power competition in the international arena, all countries in the world have begun to plan free trade zones for the development of their own economies, so that W can get a good place in the economy.

2. The current situation and problems of financial efficiency in Heilongjiang Province

It can make finance run more efficiently and serve the economy of a region. Therefore, the role of finance in economic development can be justified: the process of financial transformation from investment to investment must first have capital investment and through financial intermediaries. Layer-by-layer operation enables optimal configuration of resources. Therefore, this paper will comprehensively measure the economic efficiency of a region's finance from two aspects: savings rate and savings investment conversion efficiency, and financial resource allocation efficiency. The reform and opening up, Heilongjiang financial operation mechanism, financial deepening and other aspects have improved, but in general, Heilongjiang's financial economic efficiency is not ideal. Since the reform and opening up, the total amount of savings in Heilongjiang Province has risen rapidly, reaching 185.658 billion yuan in 2014. The average annual growth rate of real savings in

Heilongjiang is 7.93%. In terms of horizontal comparison, the savings rate of Heilongjiang is also maintained at a relatively high level compared with other regions in developing countries. First, the asset efficiency of banks in Heilongjiang Province is low. Banks in Heilongjiang Province lag significantly behind the banks in the central and western regions of China in terms of return on capital and return on assets. Moreover, the profitability of China's banks is relatively large compared to banks in developed countries. Second, the cost efficiency of Heilongjiang banks is not ideal. The rise and fall of bank costs is one of the key factors determining bank efficiency. From the statistical data, the ratio of the cost-income ratio of Heilongjiang Bank to that of the developed banks in the eastern part of China is large.

Second, the price of financial products in Heilongjiang is polarized. There are few varieties of financial products, a single structure, and insufficient innovation capabilities. The delivery is the status quo of financial products in Heilongjiang Province. At present, the financial market in Heilongjiang Province is still in its infancy, and the innovation and mechanism of standardized financial instruments have not been formed. Therefore, Jincheng has insufficient innovation capability. The single type of financial products has made it impossible for enterprises and individuals with large amounts of funds to find investment channels, and the allocation of financial resources is inefficient. Third, the financial market in Heilongjiang Province has a poor ability to eliminate risks. On the one hand, there are few financial products in Longjiang Province, and investors cannot reduce "non-systemic risks" by establishing an effective investment portfolio. On the other hand, due to the influence of the old system and imperfect operating mechanism and market system, the financial market in Heilongjiang Province is difficult. W reduces "system risk" through efficient operation, and even the possibility of making risks constantly generated and cumbersome. Finally, transaction costs are high. Due to the low degree of modernization of equipment and weak organizational management, the average transaction cost of the financial market in Heilongjiang Province is relatively high.

3. Optimize cross-border investment and trade financial services to Russia

In the face of the increasingly good situation of Sino-Russian economic and trade relations, the Heilongjiang Provincial Branch has actively smoothed cross-border investment and financing channels in accordance with the various foreign exchange bureau policies. The first is to guide financial institutions to accelerate the upgrading and promotion of financial product services, and to provide enterprises with more detailed and diversified product support and integrated convenience services. Second, encourage banks to thoroughly implement the national "Belt and Road" strategy, actively expand overseas financing projects, implement differentiated credit policies, and focus on supporting outbound enterprises. Under the premise of guaranteeing true compliance, we will promote the construction of "One Belt, One Road" and facilitate enterprises. Trade investment and financing creates a more relaxed market environment. The third is to promote the implementation of macro-prudential management policies for full-caliber cross-border financing through policy propaganda and guidance. The fourth is to speed up the development of cross-border guarantee business such as internal insurance loans and foreign insurance loans, cancel the quantity control of "internal insurance and foreign loans", relax the qualification restrictions of specific entities engaged in "internal insurance and foreign loans" activities, and cancel the balance management of "external insurance internal loans". . The fifth is to implement the foreign exchange fund willingness to settle foreign exchange, and support enterprises to independently carry out cross-border investment and financing of local and foreign currencies. At present, there are 272 enterprises in the province that have established or participated in 354 overseas investment enterprises. The total investment in Russia and Russia is 6.2 billion US dollars, accounting for 46% of the total overseas investment of the province. The actual remittance is 1.18 billion US dollars, accounting for the province. 29% of the total foreign exchange remittances. Sixth, actively support Heilongjiang enterprises to carry out pilot projects of cross-border financing of local and foreign currencies within 2 times of the net assets. At present, Chinese-funded enterprises have handled 36, 1.79 billion US dollars of cross-border financing business with Russia, achieving cross-border

capital inflows of 620 million US dollars. The fifth is to organize a cross-border financing matchmaking meeting. In recent years, a total of 14 banks have been promoted to dock 24 projects and signed a \$3.4 billion cooperation agreement to address the financing needs of the “Belt and Road” enterprises.

Heilongjiang Provincial Branch has been vigorously promoting the settlement of Sino-Russian local currency, guiding banking institutions to expand the scope and scale of bilateral correspondent bank accounts by signing local currency settlement agency agreements, and providing convenient settlement services for Russian-related economic and trade enterprises. Through the hosting and participation in the China-Russia Expo and other channels, we will continue to promote the improvement of the bilateral local currency settlement system and business development. At present, there are 9 commercial banks in Heilongjiang Province and 14 branches of commercial banks in Russia have established agency account relationships, with a total of 133 correspondent bank accounts. The proportion of RMB settlement in bilateral currency settlement business has also been rising, and it has exceeded 50%. At the same time, in order to facilitate trade between border ports, actively promote the exchange of rubles in the ruble. In 2013, the State Council officially approved the pilot project of ruble cash use in Suifenhe City, Heilongjiang Province. The Heilongjiang Provincial Branch actively guides local financial institutions to expand their business scale and scope of services, and applies to the General Administration for the establishment of foreign currency exchange machines in Suifenhe, effectively promoting the development of personal ruble currency exchange business. At the same time, on the basis of full investigation, the ruble cash exchange pilot program was carried out in the Qingyun market of Suifenhe to meet the reasonable currency exchange needs of individual industrial and commercial households in the Russian border trade market. In recent years, the Heilongjiang Branch has further simplified the filing procedures for the market access report of the ruble currency exchange business outlets, improved the efficiency of examination and approval, and supported the establishment of local and foreign currency exchange licensing institutions in the border ports to promote the formal financial business to occupy the ruble exchange market. Since the pilot, the Suifenhe area has handled a total of 330 million rubles for the exchange of rubles, of which the bank has exchanged 230 million rubles of rubles for cash, accounting for 70.8%; the licensee has exchanged 100 million rubles for rubles, accounting for 29.2%. At the same time, Heilongjiang Provincial Branch supported and helped Harbin Bank to provide ruble cash position clearing services for each ruble exchange agency. It has instructed it to complete the cross-border transportation of 7.18 billion rubles of cash by air and land transportation.

In view of the increasing scale of RMB investment in Sino-Russian investment, Heilongjiang Provincial Branch actively guides financial institutions to carry out cross-border RMB business, promotes banking institutions to accelerate cross-border RMB business innovation, further enriches business types, and develops trade financing and guarantees based on RMB settlement, letter of credit and other services. Foreign-related enterprises are encouraged to use renminbi-denominated settlements in trade and investment-funding cooperation with Russia, and guide enterprises to use cross-border renminbi direct investment and direct renminbi lending to improve corporate trade financing convenience. At present, there are 25 banks and 304 bank branches in Heilongjiang Province that have started cross-border RMB business. Since 2014, the cross-border RMB income and expenditure to Russia has reached nearly 1.2 billion US dollars. In conjunction with Heilongjiang Province to dock the “One Belt and One Road” construction major project, promote the development of bilateral inter-bank financing. At present, the two commercial banks signed a cross-border financing agreement with the Russian commercial bank totaling RMB 23.5 billion, and the actual financing has reached RMB 8.5 billion. In July 2016, Harbin Bank signed a credit agreement with a number of city commercial banks and the Russian Development and Foreign Economic Bank for a total of 10 billion yuan for trade and infrastructure construction between China and Russia. In order to comply with the rapid development of e-commerce in both Chinese and Russian business and personal business activities, Heilongjiang Provincial Branch actively expanded the cross-border payment platform, guided the bank to accelerate the construction of

cross-border e-commerce platform to Russia, and promoted the establishment of a powerful third-party payment institution. Expand cross-border e-commerce payment services, open up “one-stop” electronic payment channels for domestic and foreign fund collection, settlement, settlement and sale of foreign exchange, and build a central node for the flow of funds in the cross-border payment field between China and Russia. In 2017, Harbin and Mudanjiang were listed as pilot cities for cross-border trade e-commerce services nationwide. At present, two commercial banks in Heilongjiang Province have established a cross-border e-commerce payment platform for Russia. The Bank of China Heilongjiang Branch and Beijing Yizhifu Technology Co., Ltd. have established a “Suiyitong” cross-border e-commerce platform in Suifenhe, with Beijing Love. Nongken Station Technology Co., Ltd. has established an account partnership to provide cross-border payment services for cross-border e-commerce. The “China-Russia Cross-border E-commerce Online Payment Platform” of Harbin Bank operated smoothly.

4. Conclusions

The main research is the evaluation of financial efficiency of Heilongjiang Province under the background of Sino-Russian free trade zone construction, and proposes countermeasures for its shortcomings. Through the collation of domestic and foreign literatures, Yan Wan summarizes the research direction of the emergence stage, and Based on the theory of efficiency, theoretical analysis of financial efficiency, and using the stochastic frontier method, this paper analyzes the current situation and existing problems of financial efficiency in the construction of China-Russia free trade zone in Heilongjiang Province, from the total investment in fixed assets of the whole society and the whole society. Comparing the number of personnel, GDP increase, import and export finance, actual use of foreign investment and time level, using panel data, SFA model, and data from 2006 to 2015 for empirical analysis, the financial efficiency of Ganlong River The analysis analyzes the financial efficiency of Heilongjiang and H batch free trade zones, and proposes countermeasures based on the empirical results on the financial efficiency of Heilongjiang Province under the background of Sino-Russian free trade zone construction.

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