

# Research on the Strategy of Promoting China's Agricultural Products Trade Competitiveness under the Background of “the Belt and Road”

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**Keywords:** International Competitiveness, Development Dilemma, the Belt and Road, Trade in Agricultural Products

**Abstract:** China's “the Belt and Road” Strategy Has Provided New Impetus for the Economic Development of China and the Countries Along the Line. However, with the Continuous Development of the “the Belt and Road” Strategy, the Structure of China's Agricultural Products Import and Export Trade Has Been Gradually Unbalanced, Which Has Affected the Trade Development of China's Agricultural Products. Therefore, Based on the Background of “the Belt and Road”, This Paper, through Studying the Plight Faced by China's Foreign Trade in Agricultural Products, Has Come Up with Four Countermeasures to Improve the Import and Export System of Agricultural Products, the Construction of Agricultural Trade Infrastructure, the Development of Cross Border e-Commerce in China's Agricultural Products and the Competitiveness of Agricultural Products, So as to Enhance the Competitiveness of China's Agricultural Products Trade.

## 1. Introduction

### 1.1 Literature Review

Zheng Guofu Once Believed That Deepening Agricultural Trade is One of the Important Means to Realize China's Foreign Economic Development. under the Background of “the Belt and Road”, the Cooperation in Agricultural Products Trade with the Countries Along the “the Belt and Road” is Conducive to the Optimization of China's Agricultural Product Export Structure and the Expansion of the Scale of China's Agricultural Products Trade (Zheng, 2019). Yao Tao Once Thought That with the Implementation of the “the Belt and Road” Policy, the Scale of Trade in Agricultural Products between China and the Countries Along the Border Gradually Expanded, and It Had Strong Complementarity in the Import and Export of Cash Crops and Animal Husbandry. It Could Effectively Avoid the Dependence on the Import and Export of a Few Countries and Optimize the Structure of China's Agricultural Products' Foreign Trade (Yao, 2019). Tang Manlan Once Put Forward the Trend of Economic Globalization and Promoted the Agricultural Trade between China and Other Countries Along the Belt. in Terms of Cross-Border e-Commerce, Optimizing Cross-Border e-Commerce Business between China and Countries Along the Line Can Effectively Enhance the Scale of China's Agricultural Products Import and Export, Thus Expanding Economic Benefits (Tang, 2019). Deng Yuanqing Once Thought That Based on the Development of China's Foreign Trade in Agricultural Products, It is Necessary to Optimize the Import and Export Structure of China's Agricultural Products Based on the “the Belt and Road” Initiative So as to Deepen the Foreign Trade Exchanges between China and the Countries Along the Line (Deng, 2019). Zhang Yu and Guo Zhichao Once Thought That under the Background of “the Belt and Road”, the Construction of the Economic Corridor between China, Mongolia and Russia is Conducive to Expanding the Export Channels of Agricultural Products in Heilongjiang, China. At the Same Time, It Can Also Optimize the Industrial Structure of Heilongjiang's Agricultural Products and Revitalize the Local Economy (Zhang and Guo, 2019). Wang Kexin and Yang Liu Once Believed That the “the Belt and Road” Strategy Can Promote the Transformation of Chinese Agricultural Products to Intensive, Service-Oriented and Technology Intensive, So as to Optimize the Import and Export Structure of China's Agricultural Products and Effectively Resist the Import and Export Dependence on Individual Countries (Wang and Yang, 2019). Fu Minghui and Qi Chunjie Have Passed the

Comparison of the Agricultural Products Structure and Agricultural Products Trade between China and the Countries Along the Belt and Road. It is Considered That the Structure of China's Agricultural Products is Irrational, the Import Structure Tends to Be Concentrated, and the Degree of Dependence on Asean is Relatively Large (Fu and Qi, 2016). Li Xiang and Wei Junying Once Believed That China is a Large Agricultural Country with a Rich Variety of Agricultural Products, Which Makes China's Agricultural Products Have a Good Foundation for International Trade. under the Initiative of “the Belt and Road”, through Cooperation with the Countries Along the Way, the Development of China's Agricultural Products Trade Has Played an Important Role in China's Economic Development (Li and Wei, 2019).

## **1.2 Purpose of Research**

The “The Belt and Road” strategy has effectively expanded the scale of China's agricultural products import and export trade, and is conducive to the adjustment and optimization of China's agricultural product trade structure. In fact, China's foreign trade in agricultural products is vulnerable to trade barriers of trading countries because of its weak trade structure and unreasonable product structure. Therefore, based on the dilemma faced by China's foreign trade in agricultural products under the background of “The Belt and Road”, this paper puts forward countermeasures from the perspectives of import and export policies and infrastructure construction, so as to provide some reference for improving the competitiveness of China's agricultural products in foreign trade.

## **2. The Dilemma Faced by China's Foreign Trade in Agricultural Products under the Background of “the Belt and Road”**

With the rapid development of China's economy, the existing economic structure is facing reform and optimization. The implementation of the “The Belt and Road” strategy has provided opportunities for China's agricultural production and development, and has also brought certain challenges to China's international trade in agricultural products. First, China has a great dependence on agricultural products export. With the implementation of China's “The Belt and Road” policy, China's agricultural products have been effectively promoted in the export trade, but there are strong export dependence in some countries (Ding and Xiao, 2019). Second, China's trade deficit in agricultural products has gradually expanded. By studying the current situation of China's agricultural products in the context of “The Belt and Road”, we find that the balance of imports and exports of agricultural products has gradually expanded, forming a trade pattern with more imports and less exports. The main reason for the imbalance of China's import and export of agricultural products is that China's export of agricultural products has less added value, which is mainly direct export, does not involve the secondary processing trade of agricultural products, and the supply of special agricultural products is not stable, which leads to the gradual expansion of China's trade deficit of agricultural products. Third, affected by trade barriers of trading countries, it hinders the development of China's agricultural trade. With the rapid development of science and technology, countries around the world pay more and more attention to the quality of agricultural products. When China exports agricultural products, it is often subject to strict agricultural product review by trading countries. Many countries carry out trade protection clauses on the basis of pesticide residue test in relevant agricultural product projects. Furthermore, according to the quality of China's agricultural products, a number of agricultural product testing indicators are adjusted, resulting in an increase in the risk of China's export of agricultural products.

## **3. The Optimization Strategy of Improving the International Competitiveness of China's Agricultural Trade**

### **3.1 Establish and Perfect the Import and Export System of Agricultural Products**

Under the current circumstances, it is a feasible policy to promote the healthy and sustainable development of China's agricultural trade by promoting the import and export system of China's agricultural products and enhancing the safety and standardization of trade in agricultural products.

First, we need to increase the security management of agricultural trade. The development of agricultural products is inseparable from the maintenance of resources and environment. In recent years, with the global warming of greenhouse gas emissions and the frequent occurrence of problems such as soil fertility decline and soil erosion caused by blind farming, the production of agricultural products in various countries has been affected to a certain extent. Therefore, while increasing the environmental protection of agricultural products, China should also conduct a comprehensive and comprehensive investigation of the agricultural production environment along the “The Belt and Road” area, so as to increase the safety of agricultural products trade. Secondly, according to the actual production of agricultural products in the countries along the line, and in combination with China's agricultural trade, we should optimize and adjust the cooperation mechanism of import and export trade. At the same time, we should also strengthen cooperation in the scientific and technological exchange of agricultural products, promote agricultural production efficiency through science and technology, and then use productivity to improve the scale of China's foreign trade in agricultural products, so as to realize a new way of agricultural trade cooperation. Finally, the relevant functional departments of the government should give appropriate support measures from the aspect of agricultural trade, formulate scientific and reasonable preferential policies, and gradually optimize the foreign trade cooperation system of China's agricultural products.

### **3.2 Improve the Construction of Agricultural Trade Infrastructure in China**

The expansion of the scale of China's agricultural products trade needs to match the relevant infrastructure construction so as to achieve common prosperity with the countries along the belt and road. In foreign trade cooperation of agricultural products, infrastructure construction plays an important role in trade expansion. In terms of cross-border logistics transportation, first of all, we need to improve the speed and efficiency of logistics transportation, improve the logistics infrastructure construction of countries along the line, and improve the basic guarantee for China's import and export of agricultural products. To a certain extent, this will also improve the advantages of China's foreign trade in agricultural products. Taking fruits and vegetables as an example, this kind of agricultural products have very high requirements for logistics preservation technology, so in order to enhance the preservation technology of agricultural products with Chinese characteristics, it is necessary to introduce professional cold chain transport carriage to ensure the freshness of agricultural products. In addition, the trade service level of agricultural products should be gradually improved. According to the entry-exit declaration and quarantine inspection process of agricultural products, the relevant agricultural product trade testing procedures should be optimized to improve the rigor and standardization of the trade procedures. At the same time, relevant government departments should also increase the support for cross-border logistics, so as to enhance the trade infrastructure construction of agricultural products in China in an all-round way.

### **3.3 Improve the Development of Cross-Border e-Commerce of Agricultural Products in China**

With the rapid development of science and technology, e-commerce has become a major driving force for economic development. The growing consumer groups of e-commerce have led to the expansion of agricultural trade. Compared with the traditional agricultural products trade, the e-commerce trade mode based on Internet technology can significantly improve the safety, efficiency and convenience of agricultural products trade, and further expand the agricultural products trade market in China, which not only optimizes the trade process, but also significantly reduces the trade cost. Therefore, in order to improve the development of the import and export trade of agricultural products, it is necessary to promote e-commerce to realize the function of cross-border service, thereby enhancing the cooperation and docking between China and the countries along the “The Belt and Road”.

### **3.4 Improve the Competitiveness of Agricultural Products**

Enhancing the quality of China's agricultural products is the core element of improving the competitiveness of China's agricultural products in the international market. In the development

process of China's agricultural products, it is necessary to make Chinese agricultural product processing enterprises realize the brand effect, create a high-quality and excellent service brand of agricultural products, and create a brand awareness of enterprises. Relevant departments can provide targeted cross-border agricultural products trading policy support to enterprises according to local agricultural development and international trade development. In addition, in the process of China's foreign trade of agricultural products, we should increase the publicity and promotion of agricultural products, create characteristic agricultural products, carry out foreign trade of agricultural products on this basis, change the original extensive and low efficiency development mode, and realize the upgrading of agricultural industrial structure. Finally, we can optimize the layout of China's agricultural products deep-processing enterprises, provide policy support to them, and create high value-added agricultural products, so as to promote the gradual improvement of China's agricultural products import and export structure and trade structure, so as to improve the economic benefits of agricultural products import and export.

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