

The Problem of Export Trade and Countermeasures in Henan Province

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Abstract

In recent years, Henan Province's export trade has been advancing, but still shows that the gap between total trade volume and the eastern region is obvious, export products are mostly labor-intensive products, export market is more concentrated and other characteristics. Therefore, how to promote the development and progress of Henan's foreign trade exports, change the structure of export products, expand the scope of the international market, etc. are urgent problems at this stage. Based on this, this paper first introduces the current situation and development trend of export trade in Henan Province, analyzes the problems in Henan's export trade through the comparison of specific data, and puts forward the corresponding countermeasures to speed up the export trade of Henan Province according to the analysis results.

Keywords

Henan, Export Trade, Problems, Countermeasures.

1. INTRODUCTION

Foreign trade has always been called an important means to promote the orderly flow of international resource elements and the efficient allocation of resources, which plays an important role in promoting economic growth. Of course, it also plays an important role for a province. Under the background of the construction of the Central Plains Economic Zone, the development of export trade in Henan Province will play a key role. As we all know, Henan Province is located in the central region of China, is a major economic province. Henan is a true Central Plains region with extensive land and abundant labor force, and is also one of the fastest growing provinces in the central region. Export trade has always been at a disadvantage for Henan Province, in recent years, although the development of foreign trade in Henan Province is constantly improving, but the overall still shows the gap between total trade and the eastern region, therefore, to explore the current situation and problems of export trade in Henan Province, Henan Province has a far-reaching impact on economic development. Studying the current situation of export trade in Henan Province is helpful to grasp the essence of the problem in order to solve the problem of backward development of export trade in Henan Province. The solution of the export trade problem will help speed up the economic development of Henan Province, improve the core position of Henan Province in the Central Plains Economic Zone, and further promote the rise of Henan. The reason for choosing this question is that as a member of the contemporary college students in Henan Province, I think I have the responsibility and obligation, hoping that the economic knowledge I have studied in the past four years can contribute to the development of my hometown (Henan). This paper will be analyzed from the following four plates: First, the current situation and development

trend of Export Trade in Henan Province; Second, the analysis of the existing problems of export trade in Henan Province; Third, the development strategy of export trade in Henan Province; and fourth, the conclusion is mainly to summarize and summarize the paper as a whole.

2. THE CURRENT SITUATION AND DEVELOPMENT TREND OF HENAN PROVINCE'S EXPORT TRADE

2.1. Analysis of the Scale of Export Trade

(1) Comparative analysis of the amount of exports over the years.

In recent years, Henan Province has gradually stepped up the implementation of foreign trade growth strategy, and constantly promote reform, promote development, and strongly promote the rapid development of the province's export trade. According to customs statistics, the province's gross domestic product (GDP) in 2018 was RMB485.586 billion, an increase of 7.6% over the previous year. The total value of imports and exports of goods was RMB 551.271 billion, an increase of 5.3% over the previous year. Of this total, the total value of exports was RMB 357.899 billion, an increase of 12.8% over the previous year. Figure 1 reflects the growth in Henan Province's GDP and total exports in recent years.

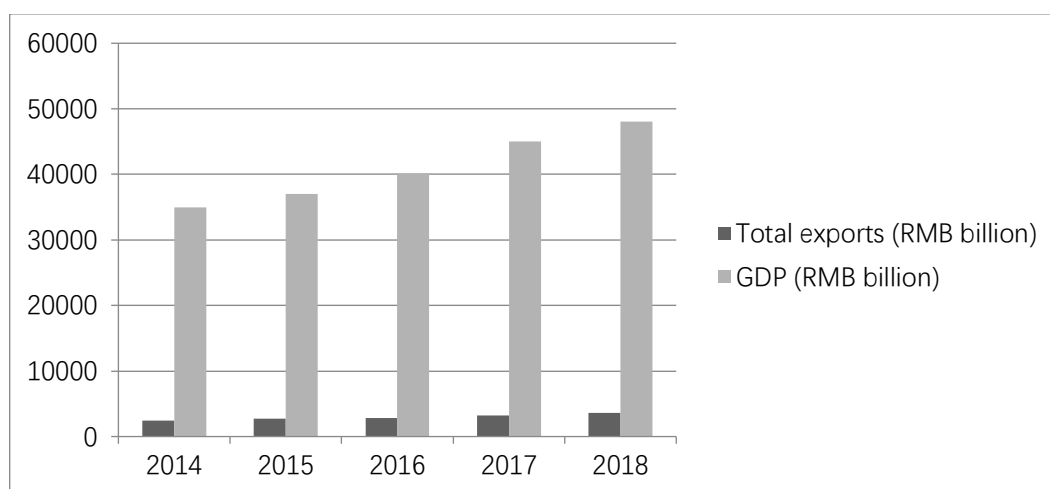


Figure 1. Henan Province GDP and total exports 2014-2018

(Source: Henan Province 2014-2018 Statistical Yearbook)

As can be seen from Figure 1, Henan Province's GDP (GROSS national product) has been growing for five consecutive years from 2014 to 2018, and the corresponding total export trade in Henan Province has also been rising year after year, with the average annual GDP growth in Henan Province from 2014 to 2018 7.95%, with an average annual growth rate of 10.32%, can be concluded from these specific figures that Henan Province's gross domestic product (GDP) has grown rapidly for five consecutive years from 2014 to 2018, and the corresponding export trade is growing rapidly.

(2) Comparative analysis with other parts of the centre.

As shown in Figure 2, Henan Province's total exports in recent years compared with the central Anhui, Shanxi, Jiangxi, Hunan and Hubei provinces, Henan Province's external exports ranked first.

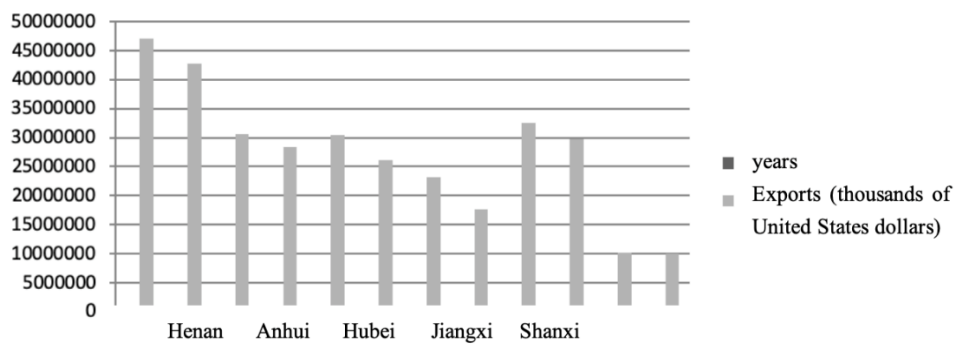


Figure 2. Total provincial exports 2016-2017

(Source: National Bureau of Statistics data collation)

2.2. Analysis of the Product Structure of Export Trade

The structure of foreign trade product refers to a country or region, in a certain period of time, all kinds of import and export products according to attributes are divided into groups, and calculate the proportion of all kinds of imports and exports in the total amount of foreign trade. This paper points out the structure of the mouth trade product.

Since the beginning of reform and opening up, Henan Province's economic growth has been rapid and its total exports have been growing. Grain exports account for a large proportion of total foreign trade exports. In recent years, the Henan provincial government is also committed to the implementation of science and technology trade strategy, continuous innovation and research and development of new products, export products to achieve diversification. As can be seen from Table 1, exports of electromechanical products and high-tech products have maintained a high growth rate. At the same time, Henan Province has also increased the market development of specialty commodities, agricultural and sideline products, so that the province's bulk export commodities significantly increased.

Table 1. Total export spree and proportion of electromechanical products and high-tech products in Henan Province in 2018

Export product structure	Exports (RMB 100 million)	Weight %
Electrical and Mechanical Products	2607.08	47.29
High-tech products	2277.38	41.31

Data source"2018 Henan Province National Economic and Social Development Statistics Bulletin"

2.3. Analysis of the Market Structure of Export Trade

The export trade market structure analyzed in this paper refers to the distribution of the international market in the process of Henan Province's external exports, which is popularly speaking, Henan Province's export selling goods to which countries and regions in the world.

China joined the WTO in 2001, since then China's economy began to have an unprecedented rapid growth stage, Henan Province's economy also with this help to rapid development, foreign export trade has achieved leapfrog development, foreign trade market structure shows diversified characteristics, the breadth of foreign trade market continues to improve.

At present, Henan's main foreign trade import and export market from Asia to Europe, the Americas, but the total export volume to the emerging foreign trade market is low. In terms of

foreign trade market structure, Henan Province's foreign trade export market is mainly concentrated in Asia, Japan, Korea, etc., Europe for Germany, Britain, the Netherlands, the Russian Federation, Italy, the Americas for the United States, Canada, Japan's economy has been in the forefront of world economic development, such as machinery and equipment production, chemical products, automobile manufacturing and other products are well-known, at the same time, Japan in the demand for agricultural products, wood and seafood imports, Japan has become one of the largest foreign trade importers, but also the major exporters of Henan Province.

2.4. Analysis of Export Trade Patterns

Foreign trade mode is generally considered to be used by both buyers and sellers in foreign trade to trade specific practices, relying on the needs of the buying and selling parties to form. This article mainly describes the mode of export trade. In the process of export, foreign trade is derived from every transaction.

At present, various trade methods are developed and applied in the process of export. For Henan Province, with the development of foreign trade in-depth, Henan Province's export mode to general trade-oriented development into a variety of trade modes coexisting situation.

As can be seen from Table 2, Henan Province's export trade mode is dominated by general trade, followed by processing trade, as well as other trade methods such as aid materials and foreign contracting projects. This diversified export mode has transformed the situation of general trade monopoly, brought more opportunities and challenges to the development of the export trade of Henan Province, presented the situation of risk and opportunity coexisting, and also brought deep thought to the Henan provincial government and enterprises, how to further develop the mode of export trade.

Table 2. Exports in various trade patterns in 2017

Trade methods	Exports (10,000 yuan)
General trade	10561788
Aid	10105
Processing trade	20752197
Export of to foreign contracted projects	233380

Source of Data, Statistical Yearbook of Henan Province 2017

3. ANALYSIS OF THE EXISTING PROBLEMS OF EXPORT TRADE IN HENAN PROVINCE

3.1. The Total Volume of Export Trade Is Small and the Gap with the Eastern Region Is Large

In recent years, Henan Province's total export trade has grown steadily, from a total export of US\$393,33031 in 2014 to US\$4703,093,000 in 2017, an increase of 1.19 times in five years.

Although Henan Province's export trade development has made rapid progress, the scale of export trade in the central region is in a big step forward stage, but compared with the eastern coastal areas, it is still the difference between clouds and mud. In 2017, the total export trade of Guangdong, Fujian and Zhejiang provinces was US\$91006,678.74 million, US\$1710.200.40 million, US\$3779.074.71 million, and in 2016, the total foreign trade of Guangdong, Fujian and Zhejiang provinces was 9552980.07, respectively. US\$156,826.9million, US\$336,575.09 million, significantly exceeded The total import and export volume of Henan Province.

The total exports of the eastern coastal areas are much higher than the total export volume of Henan Province, this disparity is closely related to geographical location, but also with the different ideas have a close relationship, if a heaven, a underground, said that is probably these. In geographical location, the eastern region is close to the domestic canals, the earliest benefit from reform and opening up and economic globalization, export trade has been rapid development. In terms of ideology, the eastern region can keep pace with the times, make use of geographical advantages first to understand and accept the more advanced trend of foreign ideas, and because Henan is located in our domestic land, to a large extent by the constraints of the location, coupled with the underdeveloped transportation network, resulting in Henan Province's export trade development in a backward situation. Although the export volume of Henan Province as a whole has been greatly increased, but still far behind the development of coastal cities, it can be said that Henan Province's economy is far behind the coastal areas. Moreover, the scarcity of customs and commodity inspection centers has brought great inconvenience to companies operating export trade business, and also brought huge costs, many enterprises have lost most of their funds in this regard, often unwilling to continue to engage in export business. Of course, in order to change this situation, and thus stimulate Henan's foreign economy, the provincial government and people's governments at all levels have also launched a series of policies conducive to investment. For example, through some incentives, so that enterprises like Zhengzhou Foxconn settled in Henan, these measures will not only promote import and export trade, but also to solve the employment problems of Henan people. Foreign, to support the province's enterprises to invest abroad, or with foreign enterprises to carry out joint venture cooperation, such as Anyang Chemical Industry Group Co., Ltd., is to take this joint venture mode of operation. In short, Henan Province's total export trade still has a lot of room for progress.

3.2. The Structure of Export Trade Products Is Unreasonable

According to the statistical data, the development of export trade in Henan Province is relatively extensive. The unreasonable structure of export products is a major problem, and the Henan provincial government and people's governments at all levels need to pay close attention to this problem. Among them, the low technical content of foreign export products, the proportion of mechanical and electrical products and high-tech products is still not high, agricultural processing and processing is at the bottom of the industrial chain, enterprise innovation ability is weak, the industrial distribution is not reasonable and other factors, is a serious constraint on the development of export trade in Henan Province.

In 2018, Henan Province's foreign exports, labor-intensive products, such as human-produced products, tire manufactured goods, agricultural products, steel, etc., can be said to be a typical representative of Henan Province's export trade, especially mobile phone parts processing products can be said to occupy half of the mountain, if China is the world's largest mobile phone production factory country, then Henan Province is China's largest mobile phone manufacturing factory province. Henan's export products have a comparative advantage of the product is labor-intensive products, therefore, Henan's export products need to be upgraded.

In addition, as we all know, mechanical and electrical products are considered to be high-tech, high value-added representatives, for this reason, we should let it become an important export products. However, the reality is that the proportion of exports of high-value-added, high-tech electromechanical products and high-tech products is far below the national average and developed coastal provinces and cities, and also lower than that of the central and western provinces. Henan Province's export commodities in the low-tech bulk products accounted for the province's larger in and out. In addition, The level of industrial division of labor in Henan Province is unbalanced, in the national industrial layout, Henan Province as a grain base, raw

materialbase, these are considered to be the lowest level of industry, can not be used as a driving Henan foreign trade economy.

Most developed countries export technology and capital - intensive products. High value-added electromechanical products, even accounted for more than 90% of the total exports, while Henan, which only occupies about 40%, is in an awkward position of not high and not low, is expected to be further developed, hoping to cause the government's deep thinking. What's more, Henan Province, known for its agricultural provinces, has more than half of its farmers' income from the sale of agricultural products. But at present, Henan Province's agricultural products processing at the bottom of the industrial chain, that is to say, farmers' income simply comes from unprocessed agricultural products. In addition, at present, Henan Province has fewer enterprises with core technology, a considerable number of enterprises engaged in simple processing business activities of products, and these activities are at the low end of the industrial chain.

The rapid development of export trade in Henan Province depends to a large extent on labor, land, and other extensive resource input methods, low core competitiveness and anti-risk ability, growth benefits and quality is not high. Many high-tech enterprises in Henan Province to a certain extent, there is a focus on production, contempt for research and development phenomenon. The lack of a sense of innovation has resulted in the absence of major products and brands in various enterprises. The structure of export products is extremely unreasonable. In addition, the development of polymer materials, optoelectronics, new biopharmaceuticals and chemical products lags behind other regions.

In recent years, although the high-tech exports have increased, but overall, the top 10 export products are still low-tech, low value-added products. The unreasonable structure of export products in Henan Province has become an urgent problem to be solved.

3.3. Lack of Competitiveness of Export Products

Trade competitiveness is often regarded as an important reflection of a country or region's comprehensive technical level. This paper mainly studies the competitiveness of export products. At present, it is generally believed that export competitiveness refers to the existing macro-environment and industrial development level, export products with their own price advantages or functional advantages in the foreign trade market can occupy a larger share, and obtain higher profits. This paper mainly studies how to exert the advantages of export products, so that they are invincible in the external market. The competitiveness of export products mainly involves the total trade import and export volume, foreign trade export dependence, foreign direct investment and trade competitiveness index, etc.

In Henan Province, most enterprises to some extent there is a phenomenon of heavy production, contempt for research and development. Due to the lack of innovation awareness, enterprise products do not have core competitiveness, and lack of brand effectiveness, in the province, the domestic brand is not ringing strength, to some extent can be said to have no potential, it is difficult to go international, this is the majority of Henan export commodities problems - lack of competitiveness.

According to the statistics of Henan Province in 2018, the total export volume of primary products in Henan Province has been increasing year by year, but its proportion in the total export is decreasing year by year, indicating from the side that other export products are increasing year after year, and primary products are gradually losing their international competitiveness. That is to say, before Henan Province's exports are more primary products, now Henan Province's export products in the proportion of manufactured goods in the year-on-year increase. Although the proportion of manufactured goods is small and does not have an advantage, it needs to be further improved. Henan Province's foreign trade export products

have an advantageous position is only some food and activities, raw materials manufactured goods. Therefore, the overall competitiveness of Henan Province's foreign trade is low, which is one of the problems to be solved to further enhance the development of Henan's export trade.

Table 3. Export markets and exports of Henan Province in 2016 and 2017

Country	Year	Exports (10,000 yuan)
Korea	2016	794739
	2017	774955
Japan	2016	2482003
	2017	3181977
Taiwan, China	2016	266450
	2017	247910
Hong Kong, China	2016	1349059
	2017	1782602
Viet Nam	2016	553887
	2017	670132
South Africa	2016	336153
	2017	301289
Benin	2016	125431
	2017	167262
Netherlands	2016	2956070
	2017	2451651
Germany	2016	1219683
	2017	696467
United Kingdom	2016	1008551
	2017	753763
Russian federation	2016	493659
	2017	599929
Italy	2016	353528
	2017	351848
Brazil	2016	371143
	2017	420556
Mexico	2016	252630
	2017	333344
Chile	2016	109320
	2017	135336
United States	2016	7940011
	2017	10088971
Canada	2016	536396
	2017	562426
Australia	2016	451941
	2017	747334
New Zealand	2016	49503
	2017	61430

Data source "2018 Henan Province National Economic and Social Development Statistics Bulletin"

3.4. The Export Market Is More Concentrated and There Is A Lack of New Markets

As can be seen from Table 3, more than a dozen countries in the four regions of Asia, Europe, North America and Oceania are the main sellers of exports of foreign trade products from Henan Province in recent years.

It is clear from Table 3 that the Japanese market is the first in Henan Province's export market. As can be seen from Table 3, exports to Japan in 2016 were RMB248.203 million and in 2017 exports to Japan were RMB318.1977 million. Henan Province's total exports to the Netherlands were also higher, with exports of RMB2956.07 million in 2016 and RMB245.1651 million in 2017. In recent years, Japan, South Korea, the United States and other countries (regions) and Henan Province have a relatively stable foreign economic and trade relations. The Henan provincial government should continue to maintain trade links with these countries and regions, actively expand the share of trade with these countries and regions, and promote the steady development of Henan Province's outward-moving economy. In addition, as can be seen from Table 3, Henan Province's export trade market is relatively concentrated, the number of export trade countries is small. It is undeniable that Henan Province in recent years rely on high-speed rail network, canals, airports to open up new markets, but from the latest data can be seen that Henan Province's export trade depends on Japan and South Korea, foreign trade market concentration is high. Henan Province's total exports to other countries and the two countries there is a large gap, which shows that Henan Province's export and foreign trade market radiation range is narrow, the need to further expand the international market scope.

4. COUNTERMEASURES FOR THE DEVELOPMENT OF EXPORT TRADE IN HENAN PROVINCE

4.1. Further Opening Up to the Outside World

At the beginning of the reform and opening-up, China has implemented regional development strategies such as open coastal ports, western development, and revitalization of old industrial bases in the northeast. With the support and promotion of national policies, the economies of coastal areas and inland areas have developed rapidly. Under the world trend of marine economy, the development of coastal zone is the development of tigers. Henan Province, which is located in China's inland Central Plains, is not far behind, following the central rise strategy, the province's total economic and total export trade has been greatly increased. Of course, the 21st century is, after all, the marine economy, Henan's geographical location and policy is not complete enough to reach the point of bold and comprehensive opening to the outside world. Export trade is still a bottleneck restricting the rapid economic development of the province.

Export trade as an important part of the economic development of a province, any province can not be ignored, Henan Province should be the focus of the breakthrough object. Foreign trade policy is a means for the country to carry out macro-control over economic development, which is realized through economic, legal and administrative measures around the overall goal of social and economic development. All along, China is committed to adjusting its foreign trade policy, actively responding to the changing and complex international situation, finding an entry point for China's sustained economic development and injecting new vitality. Times are changing, and foreign trade policies of various countries should keep up with the trend of the times and keep pace with the times. China's reform and opening-up in the late 1970s to the beginning of the 21st century to join the WTO, from the development of the west to the rise of the Central Plains strategy, to the recent years has been very hot "Belt and Road", the country

constantly adjusted to adapt to the national and regional development of the export trade strategy.

Henan Province must grasp the opportunity to vigorously develop export trade. Especially in today's wave of economic globalization, Henan Province should raise its awareness of opening up to the outside world, actively develop export trade, resolutely abandon the shackles of traditional ideas, support and encourage enterprises to overcome the shortcomings of external objective conditions, and actively put the achievements and products of their own enterprises into the international market environment, improve competitiveness and promote their own rapid development and progress. Consumption is an essential part of stimulating production and exchange, and improving consumption capacity is the key to the long-term development of enterprises and prosperity in all walks of life. Break down the barriers of consumption, and then drive economic development. In short, it is unstoppable to further enhance the sense of opening up to the outside world.

4.2. Optimizing the Structure of Export Products

At present, the main export products of Henan are not high in technology, with a preference for exporting labour-intensive products. Therefore, in order to break through the bottleneck of export, research and development of high-tech products, the development of emerging characteristic industries, the creation of independent brands is the most important to optimize the structure of export products.

(1) Research and development of high-tech products.

Research high-tech products refers to the production of high value-added mechanical and electrical products, and as a landing point, focus on supporting and developing high-tech industries. On the one hand, the government, as the leading department, can improve the level of science and technology in the province from three aspects: increasing university research funds, promoting cooperation between schools and enterprises and giving good policy support to high-tech enterprises. Enterprises should strengthen independent innovation, combine new ideas with products, and improve the added value of products and export competitiveness. On the other hand, with the support of the government's policies, enterprises have rapidly improved their scientific research capabilities, optimized product structure, and improved competitiveness, pushing more Henan brands to the world.

(2) Developing emerging industries with special features.

Characteristic industry is a country or region-specific industry, it is the region for a long time a variety of advantages such as resources, culture, technology, management, environmental talent and other accumulated products, which from small to large gradually become competitive in the international market industry group. Companies should create their own brands and make their brands invincible in the international market competition. As a major agricultural province in China, Henan's agricultural products and their accessories can develop into export specialty products, such as Henan's many special products are also expected to develop into special industries, such as Xinyang Maotip, as one of China's top ten brand-name tea, with a huge consumer group, now Xinyang Maotip has gone to the international market. Other products such as Xinzheng's Dayu, Anyang's Daokou roast chicken, Zhoukou's spicy soup and other local products can be in line with international standards, so that it to a broader stage.

(3) Create an independent export brand.

The creation of independent export brand should start from the promotion of the core competitiveness of enterprises. Actively guide all kinds of enterprises to change the past "price advantage" road, promote enterprises and world-renowned brands to carry out technical cooperation, improve product quality as the first task, and create a corporate culture, improve technological innovation ability, establish brand image and other aspects of increased efforts.

At the same time, the introduction of high-end technical personnel, further enhance the core competitiveness of enterprises, increase the scientific and technological content of products, to achieve the transformation from China to create, bigger and stronger their own brand.

4.3. Improving the Competitiveness of Export Trade

The competitiveness of export trade is very important to the development of Henan's export trade, so it can be done from the following aspects to improve the competitiveness of export trade.

First of all, from the establishment of a brand, play the advantages of the start. Compared with other regions, the bottleneck of Economic Development in Henan Province is export trade, expanding the scale of operation and establishing brand advantage is very important for the sustainable development of export trade. In addition, Henan Province has a large number of labor force, labor-intensive industries have significant advantages, with high international comparative advantages. Secondly, from the attraction of foreign investment, learning foreign outstanding enterprise technology and management experience. Generally speaking, attracting foreign investment and export trade competitiveness are positively related, so the relaxation of policies to attract foreign investment has a great role in promoting the development of export trade in Henan Province. Under the new normal of economy, the introduction of cutting-edge science and technology and management experience, adjusting the industrial structure of Henan Province is the best choice to break the bottleneck of export trade. Finally, business and government are the main focus. Enterprises should be safe to understand the current form, as well as their own advantages and weaknesses. First, pay close attention to the development of the industry. Second, active cooperation to reduce the risk of their own transformation. Third, to absorb outstanding talent to study technical problems, reduce the operating costs of enterprises, improve the added value of products and technical content. Fourth, bold innovation. The government has a large amount of information resources, and making full use of this advantage can play a great role in the macro-control of the economy. The research data show that since investment and trade competitiveness are positively related, the government should flexibly adjust policies to attract foreign investment and provide a good external environment for local enterprises to learn and transform, so as to promote the province's export competitiveness.

4.4. Actively Develop Processing Trade and Develop International Markets

Processing trade is an export business activity characterized by processing. With the continuous development of foreign trade, processing trade has become an important means to attract foreign investment and expand the total export volume, and has become an important measure of the degree of economic development of a country and a region. In recent years, Henan Province's processing trade output value has been increasing, and promoted the province's export trade growth. Under the international situation of the great industrial transfer from developed countries to developing countries, Henan Province should seize the historical opportunity, adhere to its own advantages, make up for each other, introduce a large number of processing trade based in Henan, and speed up the development process of the province's export trade. The government needs to encourage enterprise development processing trade, for high-tech industries should give policy tilt, strong support and help.

In addition, in the original international market share on the basis of the need to strive to open up a wider international market. First, to broaden the traditional markets such as Western Europe, Hong Kong, Macao and Taiwan. Make full use of our advantages, fully investigate the current market situation in various countries, methodically formulate appropriate foreign economic and trade cooperation agreements, formulate a highly feasible development strategy, and increase the share of export trade. Second, foreign markets in ASEAN countries and African

countries, especially those with complementary economies in Henan Province, should be actively explored and expanded. For different markets, different national conditions, flexible adjustment of strategies and policies, to break the barriers and bottlenecks of Henan Province's export trade is of great benefit, in changing the export product types of fewer, too concentrated status quo, reduce risk, is bound to be an important initiative.

5. SUMMARY

To sum up, only by grasping the opportunity in a timely manner and effectively avoiding risks can Henan Province's export trade development reach a new level. This paper stands in the perspective of the development of export trade in Henan Province, from the four aspects of export trade scale, product structure, market structure and export mode, analyzes the current situation of Henan's export trade, discusses in turn the problems of small total export volume, unreasonable product structure, lack of competitiveness, market concentration, etc., and puts forward the expansion of opening up to the outside world. Awareness, optimization of product structure, improve trade competitiveness and other feasibility countermeasures. If these problems can be fundamentally solved, Henan's external economy will achieve leapfrog ginge.

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