

Analysis of the Development of Ceramic Export Trade in Jingdezhen

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Abstract

Chinese ceramics have a history of more than four thousand years, of which Jingdezhen ceramics are well-known in China and abroad. Jingdezhen has made a very important contribution to the development of China's ceramic culture industry and export trade. Taking Jingdezhen ceramics as an example, this paper analyzes the advantages, disadvantages, opportunities and threats of China's Jingdezhen ceramic export trade, and puts forward corresponding countermeasures for the existing problems.

Keywords

Jingdezhen ceramics, Exports, Development status, SWOT analysis.

1. JINGDEZHEN CERAMIC EXPORT TRADE STATUS QUO

(1) The history of the development of Jingdezhen ceramics

① The development of ceramics in ancient Jingdezhen

Jingdezhen, Jiangxi-China's porcelain capital, one of China's four famous towns during the Ming and Qing Dynasties, is on the same page as Foshan in Guangdong, Hankou in Hubei province and Zhuxian Inn in Henan Province. Jingdezhen ceramics have always been "white as jade, as clear as mirror, thin as paper, sound like a rock" said, it is China's proud ceramic empire. Jingdezhen's porcelain kilns are many, and widely distributed, both official kilns and civilian kilns, the number of artisans is numerous.

Song Dynasty, Jingdezhen porcelain is known for its elegant shadow blue porcelain, which is also blue and white porcelain. This porcelain is made on the basis of blue porcelain and white porcelain, its glaze color is white with green, blue white. In the history of china's ceramics, shadow blue porcelain is a very valuable variety, it also stands in the Song Dynasty famous kiln forest. According to historical records, the distribution of the Song Dynasty kiln site as high as 30 places, its porcelain types are also up to hundreds of more than a few kinds. At that time, there was not only a shadow blue glazed carved porcelain, but also a large number of unique style of shadow blue glazed porcelain carvings. Glazed porcelain.

Yuan Dynasty, Jingdezhen successfully produced glazed red porcelain, it is a very unique and valuable varieties. Yuan Dynasty porcelain is a multi-level, full picture is well-known, there are decorative techniques and decorative techniques, for the development of China's ceramic art has opened up a new way. The glaze red porcelain under its glaze shows a red pattern, color and its gorgeous, and the glaze red can be used to decorate porcelain alone, but also can be combined with green flowers, so it is called blue glaze red, which also makes Jingdezhen porcelain in the decoration presents a colorful scene.

Ming Dynasty, Jingdezhen appeared the phenomenon of official and people competing with each other in the market, which has really become the world's kilns gathered in the place. Ming Dynasty porcelain not only inherited and carried forward the burning technology, but also absorbed the exquisite skills of other kilns, on its basis for innovation and development, to create a lot of varieties of modeling. For example, Lingling porcelain, Qinghua Lingling porcelain, big dragon cylinder, thin tire porcelain and so on, each of its production can make people see one bright.

Qing Dynasty, Jingdezhen porcelain in the previous process and varieties on a deeper innovation and development, porcelain production has entered a new historical period. During the Kangxi period, production resumed on copper-red glazes that had almost been lost. In the period of Yanzheng, the burning of green glaze reached the most mature stage in history, not only that, during which also burned out a lot of valuable varieties. For example, on the basis of Kangxi colorful to create a colorful and brilliant kiln glaze, other porcelain also came into being.

②The development of modern Jingdezhen ceramics

The development of Jingdezhen porcelain in Kangxi, Gongzheng, Qianlong three dynasties, but also obviously showed a shrinking state, its production, modeling, instrumental quality and so on are in decline. Especially after the Opium War of 1840, the decline of porcelain in production stagnated. The Opium War was the beginning of China's modern history and opened the door to China's foreign communication and exchanges, but at the same time that China went into the world, the porcelain industry was also hit by frequent wars and could not be further developed. In the Republic of China period, the society is still in a state of instability, Jingdezhen porcelain enterprise development is also hit hard, although Jingdezhen porcelain skills and production management at that time is also slow progress, but on the whole, but because of the cause of war was hit hard. However, even so, Jingdezhen porcelain is not so depressed, it still stands in the ceramic market with its own strong body.

In 1949, when the new China was founded and the market was stable, Jingdezhen's ceramic industry gained unprecedented development. Jingdezhen in the ceramic industry in full bloom, and formed its own scale advantage and brand benefits. Among them, the development of daily porcelain, art porcelain, electronic ceramics and so on is more prominent. In 1978, after the reform and opening up, Jingdezhen ceramics carried out a series of reforms. In 1995, Jingdezhen ceramics in the use of foreign ceramic experience on the basis of the combination of their own ceramic enterprises in the actual development of the situation, carry out a pilot reform. In 1997, Jingdezhen ceramics on the basis of the reform pilot, continue to innovate and develop and promote. By 2000, Jingdezhen Ceramics had accelerated the pace of reform of state-owned enterprises, encouraging and supporting ceramic enterprises with multiple ownership systems to explore the international market and enable them to achieve leapfrog historic development.

(2) The status quo of the ceramic export trade in Jingdezhen

①Export trade status of Jingdezhen ceramics

In recent years, Jingdezhen ceramics in the export trade development is very rapid. Its exports jumped from \$57.42 million in 2011 to \$613.84 million in 2016. Moreover, according to customs statistics, Jingdezhen ceramics in 2016 export trade volume, denominated in RMB, the province's cumulative foreign trade import and export of 264.39 billion yuan, an increase of 0.6% year-on-year. In the first four months of 2017, Jingdezhen ceramic exports reached US\$89.26 million, up 14.45% YoY, accounting for 35.73% of the province's foreign trade exports, an increase of 7.82 percentage points over the same period last year, and the contribution to the province's foreign trade exports reached a rate of 46.78 percent, driving the development of the province's ceramic export trade.

Not only that, Jingdezhen Municipal Government departments in 2017 in the investment work, actively put the domestic top ten high-tech ceramic enterprises into the investment vision, and make full use of the Chinese porcelain brand advantages in the international market to enhance visibility. In this government policy support to introduce a number of ceramic enterprises with output value of more than one billion, in order to achieve Jingdezhen ceramic gross domestic product and export trade volume to a new high.

② Foreign market prospects of Jingdezhen ceramics

Jingdezhen ceramics in the stability of the domestic market at the same time, actively expand the international ceramic market. "Guangzhou Fair", "Expo", "Xiamen Stone Exhibition" and so on are influential professional exhibitions at home and abroad, is an important channel to open up the international market. The exhibition can strengthen the communication between domestic and foreign consumers and promote the development of ceramic products trade. And Jingdezhen government has formulated a series of related ceramic industry policies to create a good foreign ceramic market environment, to open up foreign ceramic market.

The United States is the world's largest importer of ceramic products. In 2015, U.S. imports of ceramic products were \$72.01 billion, up 0.66 percent year-on-year. In 2016, U.S. imports of ceramic products were \$5,764 million, down from a year earlier, but relatively stable. The EU is the second largest import market for ceramic products. In 2015, the total amount of ceramic imports from the EU reached US\$3.888 billion. In 2016, the EU imported US\$1.66 billion of ceramics from China, accounting for 44.05% of the total EU ceramic imports. These data fully show that Jingdezhen ceramics in Europe and the United States sales market prospects are extremely optimistic. Moreover, with the recovery of the global economy and the continuous renewal of the consumption concept of ceramic demanders, the future of Jingdezhen ceramics at home and abroad market demand potential is very large.

The Belt and Road Initiative is our country's latest strategy. Under the impetus of this policy, China's export trade situation gradually warmed up, which is a new opportunity for the development of export trade of Jingdezhen ceramics. "Belt and Road" strategy can not only drive the development of production along the country, but also promote the development of our own industry, no matter which industry which market, you can feel the "Belt and Road" strong charm. Jingdezhen ceramics, whether in the burning skills, or production skills can be unique, they can occupy a place in the fierce international market competition. Jingdezhen ceramics can make full use of their own brand advantages, further expand foreign markets, occupy market share. Although there are many well-known ceramic industry abroad, but this does not affect the export of Jingdezhen ceramics, does not affect its position in the international market, does not affect its glory in the international market. Jingdezhen ceramics can use the "Belt and Road" east wind, to further expand the impact and sales in the international market.

2. SWOT ANALYSIS OF THE EXPORT TRADE OF JINGDEZHEN CERAMICS

(1) Internal Advantages

① Rich in human resources, strong scientific research

Jingdezhen ceramics in both the art, or in the management has been well-known in China and abroad. And Jingdezhen this place itself is a master gathered, the place where the talent gathers, or the national ceramic production area has the "master" this title of the most dense area. Not only that, Jingdezhen also has a very strong scientific research strength, the existing national, ministerial, provincial and municipal four ceramic research institutes, and it also has Jingdezhen Ceramic University - the highest academic institutions in the domestic ceramic industry, this university can send a lot of strong talent to the community every year. Jingdezhen

University itself will attract a large number of talents, there is such a fresh and innovative young blood inflow, Jingdezhen ceramic export trade development has a great role in promoting.

②Deep ceramic historical and cultural accumulation

Jingdezhen has a very rich cultural resources, and it itself has a high visibility. In this 1700-year history of porcelain making, Jingdezhen not only produced a large number of fine porcelain, but also for our country left a very valuable national cultural heritage. This kind of culture is formed by the combination of material, spiritual and institutional behavior and a series of things related to ceramic production, which embodies the local culture and the characteristics of the times. Jingdezhen ceramics have a profound historical and cultural heritage, and affect the development of the ceramic industry today. Jingdezhen makes use of and develops the cultural value of ceramics, so as to realize its economic and social benefits.

③Transport facilities

Jingdezhen has a superior development of porcelain industry's natural geographical environment. It is located in the middle and lower reaches of the Yangtze River and the Yangtze River Delta economic zone combined in the heart of the center, with abundant rain and sufficient light, which is essential in the porcelain industry. Jingdezhen uses its superior natural geographical environment to create a three-dimensional "water, land and air" modern logistics and transportation system, its purpose is to enhance their core competitiveness, and at the same time, jingdezhen ceramic industry export trade development provides favorable conditions, to the international market.

④Porcelain soil with high quality and quantity

Jingdezhen area has a lot of high-quality porcelain soil, porcelain soil for ceramic production is very important. Jingdezhen itself has a large number of porcelain resources, so that you do not have to buy other porcelain soil elsewhere, which to a certain extent reduces production costs, and the quality of the fired ceramicist is also very high. Jingdezhen has now proved the proven porcelain soil reserves available for more than 200 years, which is the development of Jingdezhen ceramicist is a great advantage. Especially in the international market, Jingdezhen ceramics in the quality will also prevail.

⑤Superior brand advantage

Jingdezhen ceramic production is accumulated over a long period of time, to a large extent has a certain brand advantage, whether at home or abroad have a high reputation. "Porcelain" Jingdezhen reputation, "Jingdezhen" has also won China's well-known trademarks, these are jingdezhen ceramic industry development has a great impact. Not only that, Jingdezhen ceramics itself in the burning skills and techniques are very pure, which is also the embodiment of its brand advantages.

(2) Internal weaknesses

①Lack of innovation and features of the product

A good idea and design is very important to the product, they mean a higher added value of the product. The technical and process level of burning ceramics in Jingdezhen is unquestionable, but most enterprises now lack a sense of innovation and ideas. Most enterprises only want to produce and sell and ignore product innovation, so that Jingdezhen ceramic market is easy to be seized by foreign ceramics, not conducive to its export trade.

②The industrial chain is not sound

After the reform and opening up in 1978, Jingdezhen ceramics have developed rapidly in the development of industry, including the important contribution of the ceramic industry chain. In the process of ceramic burning, the development of a series of related supporting industries, which is conducive to expanding the consumer market, to achieve mutual benefit and win-win

situation. But in recent years, Jingdezhen ceramics in the development of the industrial chain has a certain lag, related equipment old and backward, and can not keep up with the rapid economic development of the environment, more crowded into the world trade market this big framework.

③ Weak brand awareness

Jingdezhen ceramics itself although has a very superior brand advantages, but this can not change Jingdezhen only care about the interests of the current economic development, ignoring the establishment of their own brand this related to long-term development of the issue. Jingdezhen by ceramic buyers familiar with the brand is not many, so it is not conducive to their consumption choice, of course, this is not conducive to the export of Jing porcelain. In the rapid economic development environment, Jingdezhen ceramic industry development needs a strong international marketing team, leading them into the international ceramic market.

④ Single ceramic varieties, small scale

With the rapid development of economy, people's living standards have also been greatly improved, people's demand for ceramics is not limited to the current art ceramics, people have higher and higher requirements for the quality of product appearance, practicality and so on. Jingdezhen ceramic industrial structure centered on small and medium-sized enterprises is not conducive to its current development, small-scale production innovation ability is also relatively poor, which will also disturb the order of the ceramic market, not conducive to the healthy development of the overall industry.

⑤ Low response rate for anti-dumping prosecutions

In recent years, Chinese ceramics have been often hampered in export trade. In 2001, Chinese ceramics encountered a large number of anti-dumping measures in their exports. In particular, in 2008, a series of anti-dumping measures from India, Egypt and other countries were subject edated. This has a direct impact on the development of the ceramic industry. But for some ceramic enterprises, they would rather lose part of the international market for ceramics, rather than choose to appeal, thus affecting the development of the export trade of Jingdezhen ceramics.

(3) External Opportunities

① Diversification of consumer demand

In this fast-paced 21st century, people's intellectual innovation is more active than ever. People have their own more and more personality pursuit, its demand for ceramics will naturally not be limited to the current production of ceramics. They will have new ideas and needs, so that new ideas and demands will drive the diversity of ceramics in the type of burning techniques and varieties. In order to achieve a diversified market demand for diversified market supply.

② The promotion of the "Porcelain Expo"

China Jingdezhen International Ceramic Expo, referred to as porcelain fair, is an international trading platform to promote the world's ceramics in trade and cultural skills and other aspects of exchanges and cooperation. The porcelain fair has been held since 2004 and has attracted exhibitors from all over the country since it was held, promoting the exchange and development of the ceramic industry and promoting the development of the relevant regional industries in Jingdezhen. Porcelain Expo is an important channel for the sales of ceramics in Jingdezhen, and an opportunity to enhance the influence of the brand. The new changes, new appearance and new achievements of Jingdezhen's development can be demonstrated through the porcelain fair, and drive the development of various industries, especially the tertiary industry, and also a platform for Jingdezhen ceramics to go international.

③Government policy support

Government support in policy is a basic condition for the development of Jingdezhen ceramic industry. In recent years, the government has issued a series of related policies to promote the development of Jingdezhen ceramic industry, which is a clear policy-oriented advantage. At present, the state pays special attention to the cultural industry, and the government has also given preferential treatment to the financial policy. For example, Adjusting relevant industrial policies and formulating export tax rebate policies have promoted the pace of Jingdezhen ceramics' march into the world market.

④Significant labour resources

As we all know, China is a large country with a large population, and its abundant labor resources provide an advantage for the development of Jingdezhen ceramic industry. With the improvement of economic level, the pace of population urbanization process is also accelerating, which makes many rural people into the city, so that the city will have a large number of cheap labor, production costs will also be reduced, which is conducive to the further development of Jingdezhen ceramic industry.

(4) External threats

①Competition for other ceramics in China

China's ceramic industry in addition to the "porcelain capital" Jingdezhen is more famous, Foshan, Tangshan, Zhuxian Town and other regions, are also making full use of their own advantages to develop their own ceramic industry, for example, "Northern porcelain capital" Tangshan, to develop a series of ceramic products related to cultural development plans, and the introduction of supportive policies and measures, Integrate its own cultural resources and promote the construction of cultural and creative industry base. The development of these cultural creative construction bases can bring learning experience to the development of Jingdezhen ceramic industry, but this also affects the development of Jingdezhen ceramics to a certain extent.

②Impact of foreign ceramics

Jingdezhen ceramic lack of product innovation, the industrial division of labor is not clear, in novelty is far less than other foreign ceramic products. Therefore, Jingdezhen ceramics in the international market competitiveness is in a weak position. Some foreign ceramic enterprises have advanced equipment and strong financial support, which will also have a certain impact on China's ceramic industry. Now some foreign ceramic enterprises to their production place to China, and even in China's market for product development, which is a great threat to the development of Jingdezhen ceramic industry. At the same time, some foreign countries have introduced a number of ceramic products import and export related restrictive provisions. For example, the reduction in lead requirements for ceramic products in the United States, from the previous 7PPM to the current 3PPM, is a major challenge for the export of Jingdezhen ceramic products.

③Macroeconomic environmental pressures

The development of the macroeconomic environment provides a strong market demand for Jingdezhen ceramic industry. Especially now the real estate industry is developing rapidly, so that Jingdezhen ceramic industry demand increased rapidly. But the appreciation of the renminbi has to some extent curbed the momentum of demand growth. RMB appreciation leads to the rise of its purchasing power, which is conducive to the export development of import trade, which affects the competitiveness of Jingdezhen ceramics in the international market.

④Waste of resources and destruction of the ecological environment

Due to some incorrect mining means, Jingdezhen porcelain soil mining rate and utilization rate are relatively low, which will lead to the waste of ceramic resources, which will cause a series of ecological environment problems. Porcelain soil is very important for the burning of ceramics, ecological damage will cause soil erosion, resulting in soil damage, aggravating the cost of burning the Jingdezhen ceramic enterprises, which is not conducive to the production of ceramics.

3. JINGDEZHEN CERAMIC EXPORT TRADE DEVELOPMENT COUNTERMEASURES

(1) Improving the innovation ability and core competitiveness of enterprises

Improving the independent innovation ability of an enterprise is very important for an enterprise. At present, some small and medium-sized enterprises in Jingdezhen ceramic market suffer from the impact of some other ceramic products at home and abroad because of the lack of innovation. Therefore, Jingdezhen ceramic enterprises should enhance their own sense of innovation, improve innovation ability. Some well-known international ceramic enterprises they attach great importance to product innovation, which is worth learning from. Only by enhancing their own innovation ability can we be more conducive to the export trade of products, so as to better win the international market.

First of all, Jingdezhen ceramic enterprises should market segments, clear positioning, take the road of professional production and sales, in this highly competitive market to find their own land, to make products to achieve fine and refined results. Second, do not limit to a product sales channels, according to market conditions, innovative product sales channels. Third, although Jingdezhen ceramics is a more famous ceramic brand, but its brand positioning of their own products is not too clear, for some ceramic enterprises, should be their own product positioning innovation, so as to be conducive to the development of products, is conducive to export trade.

Jingdezhen ceramic enterprises lack the talent skilled in development design and marketing. Therefore, strengthening the construction of talent team, training high-quality personnel is Jingdezhen ceramic enterprises urgent task. Not only that, the improvement of scientific and technological innovation capabilities to the development of Jingdezhen ceramic enterprises is extremely important. This is conducive to Jingdezhen ceramic enterprises from export roughing to finishing the transformation, is conducive to improve its competitiveness in the international market.

(2) Adopting a diversified market development strategy

From the export of Jingdezhen ceramic products in recent years, Jingdezhen ceramic selling market is still in Asia and Africa, only a small part of ceramic products into the European and American markets, and these ceramics are mostly low-grade products. In order to promote import and export trade, Jingdezhen ceramic products must consolidate the original market at the same time, actively explore the European and American markets, forming a diversified market structure. Market diversification under the consumer groups are also diversified, they will have a variety of consumer demand, Europe and the United States high level of consumption, is a large consumer market, Jingdezhen ceramics should open up a diversified market path, especially to the European and American markets.

(3) Adjusting the industrial structure and increasing the added value of products

Jingdezhen ceramic industry entry threshold is low, resulting in some low product value-added, weak competitiveness of enterprises flooded. Jingdezhen ceramic enterprises should strive to adjust their industrial structure, improve the technical content of ceramic products, and thus improve the level of Jingdezhen ceramic grade. Through the optimization and

upgrading of industrial structure, to maintain its good development trend, which is conducive to the development of Jingdezhen ceramics in the international market.

(4) Bringing in foreign capital and actively addressing international challenges

Jingdezhen ceramic enterprises should actively introduce foreign investment, with joint ventures to expand the international market. Jingdezhen seized the opportunity of the registration system of foreign trade management rights, and gave some preferential treatment to overseas businessmen in ceramic investment, which is not only conducive to the introduction of foreign investment, but also conducive to the development of ceramics in foreign markets. Under the economic environment of RMB appreciation and higher production cost, the introduction of foreign capital is beneficial to the export trade development of Jingdezhen ceramic enterprises. In recent years, China's ceramic exports have become the focus of "anti-dumping" investigation, we should use the advantages of foreign capital to actively respond to these international challenges, so as to promote the development of Jingdezhen ceramic export trade.

(5) Improve the utilization rate of resources and take the road of green development

Ceramic industry is a high energy consumption, low output industry, and now the shortage of resources and energy pollution problems are becoming more and more serious, Jingdezhen ceramic industry should pay attention to resource conservation and environmental protection, more efficient use of resources to reduce waste of resources, reduce costs, improve its competitiveness in the international market. "Green development" is an urgent task, but also a development trend. Jingdezhen ceramics should keep up with the pace of this era, adhere to the concept of green development, through improving the utilization rate of energy, take the road of green development. This is The task facing Jingdezhen ceramics in the development of export trade, but also Jingdezhen ceramics in the international market to seize a favorable position of the only way.

(6) Improve product packaging and highlight ceramic personality

The economic environment is changing, and so is people's consumption philosophy. People pay more and more attention to product packaging, and will also pursue the aesthetic level of product packaging and the cultural taste sits therein. Product packaging is not only for good-looking, but more importantly for safety. Because ceramics belong to fragile products, a little careless will break, so good packaging for ceramics is very important. The design on the packaging is not only the design of the appearance, but also the characteristics of ceramics. For example, the outer packaging printed with a picture of ceramics, so that consumers can enjoy the fine ceramic without opening the package.

4. SUMMARY

We are in an era of rapid economic development, Jingdezhen ceramics in the face of international competition is also extremely fierce, in order to establish a foothold in the international market, to maintain excellent style, it must do to update the management concept, and constantly explore and innovate, optimize the structure of their products, establish a good international brand, improve marketing level. As long as Jingdezhen ceramic enterprises can always adhere to the path of innovation and green development, whether in the domestic market or foreign markets will have a good development prospects.

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