

# Analysis of the Impact of Green Trade Barriers on the Export Trade of Xin Zheng Dazhao and the Response Strategy

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## Abstract

**This paper first introduces the concept of green trade barriers in the study, then analyzes the development history of Xinzheng Dazhao, the position of Xin Zheng Dazhao in the red industry, and the positive impact of green trade barriers on the export of Xin Zheng Dazhao, and discusses its negative impact on the new Zheng Dazhao, and finally focuses on the study of The New Zheng Dazhao. Exports should respond to green trade barriers.**

## Keywords

**Xin Zheng Dazhao, Green Trade Barriers, Commodity Exports.**

## 1. INTRODUCTION

Since the globalization of the world economy, countries have become increasingly closely linked and their ability to interact with each other has increased. And with it, international trade between more and more frequent. In recent years, the frequency of foreign trade of Xinzheng Dazhao has gradually increased, to a certain extent, has driven the growth of China's national economy, but with the emergence of green trade barriers, the export trade of Xinzheng Dazhao has been declining. Many developed countries have used green trade barriers to impose varying degrees of restriction on the exports of other countries. Although this protects the ecological environment and resources, it greatly hinders the liberalization and development of international trade. By analyzing the impact of international green trade barriers on the export of new Zheng Dazhao, this paper explores specific countermeasures, with a view to providing reference for the future promotion of the export competitiveness of the new Zheng Dazhao and The Chinese Grand Sauphe.

## 2. INTRODUCTION TO GREEN TRADE BARRIERS

In the context of today's economic globalization, trade between countries is becoming more frequent, in order to make their industries get better development to get more benefits, trade protectionism in international trade is used as the guiding theory of trade protection in each country, of which tariff barriers are the earliest important way of trade protection. However, in recent years, due to the increasing global environmental pollution problem and the increasing awareness of environmental protection in various countries, a new type of trade protectionism - green trade barriers have been produced, and its emergence has also had an important impact on the development of international trade.

The rise of green trade barriers around 1980, since 1990 in the world has been widely developed, the main reasons for its development are: (1) the deterioration of the global ecological environment caused by the enhancement of human awareness of environmental protection. (2) Traditional trade protectionism has been opposed by the international

community. (3) The emergence and impact of various green organizations. (4) The differences in environmental standards of individual countries (5) Existing international trade rules and agreements are flawed and have poor binding capacity.

In general, there are five main forms of green trade barriers: the first form is the green environment surcharge, that is, developed countries in order to protect their country's ecological environment and people's health, when imported to those seriously polluting products imposed a surcharge. The second form is the technical standard of green environmental protection, which is the production technical standard established by developed countries to restrict the import of other countries' products and protect their own ecological environment by adopting legislation in the name of environmental protection. The third form is the system of green environmental signs, i.e. the international environmental organizations in accordance with a certain environmental standards issued by the graphic logo paste on qualified products and product packaging, as a means of indicating that the product meets the standard of green. The fourth form is the green environmental packaging system, that is, requires the product's outer packaging can be organic degradation, thereby reducing environmental pollution and damage. The fifth form is the green sanitary and quarantine system, that is, the developed countries to ensure the safety of imported products, a set of strict sanitary quarantine system.

### **3. AN OVERVIEW OF THE DEVELOPMENT OF THE XINZHENG DAZHAO INDUSTRY IN HENAN PROVINCE**

#### **(1) History of the development of the new Zheng Dazhao**

In China's Central Plains region has been a "Lingbao apple sumitained pear, the new Zheng Dayu sweet like honey" said, mention the big day people will think of the new Zheng, mention the new Zheng people will think of the big day, the new Zheng and the big dragonfly has long been integrated into one, all the glory, into an integral part of each other. The earliest species of Xinzheng was in the period of more than eight thousand years of Ligang culture. The discovery of more than eight thousand years of carbonized nuclei in 1978 during the excavation of the ruins of Ligang, a powerful proof that Xin Zheng's ancestors had been planting the great dates more than eight thousand years ago. During the Spring and Autumn Period, zheng Guodu's ancient and new eucalyptus trees were everywhere, during the Han Dynasty, the medicinal value of the great dates was discovered, during the Ming Dynasty, the ancestors of Xinzheng had mastered the technique of planting eucalyptus trees skillfully, and the planting of eucalyptus trees was gradually scaled up; and the new China was founded, especially since the reform and opening-up., Xinzheng planted eucalyptus trees are no longer limited to a certain area, but distributed in various townships, almost every resident has participated in the planting of the big dates, the number and area of planting is very large, the variety is also very large, of which the grasshopper and chicken heart is the country and the majority of the world's people love. Xinzheng's annual production of slugs accounts for two-fifths of the country's eucalyptus production, and has become one of the main producers of the chinese dragonfly.

The development of Xinzheng Dazhao is gradually tending to regionalization, scale and scientific, under the strong support of the Xinzheng Municipal Committee, the area and variety of eucalyptus planting continue to expand and a wide range, including gray, chicken heart, June fresh, September green, knotted, crispy and anti-season snow, winter, etc. are well-known around the world, the annual production of up to 30 million kilograms of red dates, the State Forestry Administration has been given the "China's red town" to protect the title.

#### **(2) The position of the new Zheng Dazhao in the red-hot industry**

With the continuous development of society and the improvement of living standards, people's consumption is no longer limited to eating and dressing aspects, more consumers pay

more attention to health, therefore, the demand for supplementary health care products continue to increase. As the fruit of our country's native-born, the red dates are a combination of health care and medicinal value, which greatly meet people's growing consumption demand, and in terms of price, the red dates as agricultural products are not very expensive, and all people can afford it. Such a cheap product, more and more by the vast number of consumers love. "New Zheng Hongjia World" This is the Central Plains region of people's high evaluation of the new Zheng Dazhao. Compared with other red dates, Xinzheng Dazhao has the characteristics of thin skin, meat, small nuclear, sweet taste, in addition to its very high nutritional value also makes it stand out among the many red dates, the human body is necessary for 18 kinds of amino acids, protein, fat, sugar and other substances it contains, is a natural vitamin fruit. During Comrade Deng Xiaoping's visit to Japan, the chicken heart in Xinzheng Dazhao was given as a gift to the Emperor of Japan.

From the beginning of the development of foreign trade until now, Xinzheng Dazhao has long been well-known in China and abroad, Southeast Asia and other parts of the world every year to import up to 6 million kilograms of xin Zheng Dazhao. Xinzheng City engaged in the processing of a large number of enterprises, including the top real food company, dahong robe group, Aoxing food factory, Zheng Han Xiang jing factory is a large-scale production of leading enterprises, developed more than 80 kinds of including red slug, dippaste, wine, coke, honey, slug and other products sold in large numbers throughout the country and the world every year.

At present, the rapid development of the industry, a variety of product brands continue to emerge, but according to Zhengzhou University Marketing Research Center survey found that when people buy products, the first thing they think of "think of you" brand, "think you" brand in the ideal purchase brand, actual purchase brand, preferred brand and other aspects of the top. And "think you" products of raw materials is from the new Zheng Dazhao.

#### **4. THE POSITIVE IMPACT OF GREEN TRADE BARRIERS ON THE EXPORT OF XINZHENG DAZHAO IN HENAN PROVINCE**

##### **(1) The standard system conducive to the improvement of the new Zheng Dazhao**

The first positive influence of green trade barriers on the export of Xinzheng Dazhao is reflected in: the emergence of green trade barriers makes the new Zheng Dazhao industry by Henan Province more attention and attention, the standard system of the new Zheng Dazhao industry is better improved. After the industrial standards of Xinzheng Dazhao are perfected under the international green trade barriers, the most prominent situation is that the product quality coefficient of Otsuka has basically reached the requirements of the pollution-free Dazhao and the quality standards of the Otsuka exported from Xinzheng have gradually been accepted by the international community; With the international market under the green trade barriers to the requirements of the varieties of the dalu continue to improve, Henan Province in order to meet and respond to the opportunities and challenges brought by green trade barriers, gradually introduced more, better and better industrial standards system. Therefore, from the macro point of view, the emergence of green trade barriers makes the standard system of the new Zheng Dazhao industry more perfect, and further accelerate the pace of China's adaptation to green trade barriers.

##### **(2) It is beneficial to the improvement of the technical level of production and processing of Xinzheng Dazhao**

Green trade barrier is a barrier between advanced technology and backward technology, all the international trade barriers have the characteristics of green, high-tech content, which determines that the importing countries to export the product quality of export countries have very high requirements. And the new Zheng Dazhao want to improve and breakthrough in the technical content and production quality, the enterprise must be in the production, processing

and sales of Otsuka products in the various business processes to increase investment in scientific and technological research and development and promote green production technology innovation, such as learning and learning from developed countries technology, the introduction of advanced equipment, The research and development of all relevant technologies, such as professional science and technology personnel, has been put on the agenda. In order to promote the production of Otsuka to the direction of standardization and standardization, break free from the shackles of trade barriers, improve the competitiveness of the new Zheng Dazhao products in the international market, expand the export volume of Otsuka. Therefore, the formation of green trade barriers for the new Zheng Dazhao products and technology innovation provides a direct impetus.

### (3) Can effectively improve the quality of the products of Xinzheng Dazhao

The positive impact of green trade barriers on Xin Zheng Dazhao is also reflected in the ability to effectively improve the quality of the products of The New Zheng Dazhao. In the unprecedented development of the world economy today, people's living standards are also increasing, many countries and people's awareness of environmental protection and health concern is also increasing, so most developed countries in international trade will often set green trade barriers to protect their own ecological environment and protect the health of the people. The emergence of this initiative, foreshadowing the future of green products will occupy a dominant position in the market, those polluting enterprises will be hit hard, or even disappear in the market. These serious consequences make the new Zheng Dazhao enterprises gradually realize the quality and green of the day-to-day is important to its development. Therefore, the new Zheng Dazhao enterprises in the production and operation of The Dazhao, the quality of the Dayu special attention, fully effective to improve the quality of the products.

### (4) It is conducive to strengthening the protection of the ecological environment

The quality of ecological environment directly determines whether the road of sustainable development can go longer. In recent years, global warming, ozone layer destruction, biodiversity decline and other problems become more serious, resulting in the direct result of the survival and development of mankind. The strict environmental and product quality standards of green trade barriers make the new Zheng Dazhao from planting to processing a series of processes are more green, thereby reducing the emission of pollutants, and all resources have been effectively utilized. In the process of greening, Xinzheng Dazhao not only protects the ecological environment of Henan Province, but also protects the ecological environment of China and the whole world to a certain extent.

## **5. THE NEGATIVE IMPACT OF GREEN TRADE BARRIERS ON THE EXPORT OF XINZHENG DAZHAO IN HENAN PROVINCE**

### (1) The cost of XinZheng Dazhao is rising and the export competitiveness is decreasing

The implementation of green trade barriers has, to a certain extent, raised the total cost of the export of Xinzheng Dazhao. Green trade barriers not only from the ecological environment and resources of export products, but also in the quality of products have made corresponding requirements. Therefore, in dealing with the challenges brought about by green trade barriers, xin Zheng Dazhao enterprises usually start from the source link, that is, the planting of eucalyptus trees, then pay attention to the quality management of the production and operation of the otsuka. Because each process has to go through strict control, therefore, the quality and management of the production of Otsuka will be correspondingly increased and increased, production costs will naturally increase, and the increase in costs directly lead to the new Zheng Dazhao's export competitiveness continues to decline, making it in the process of foreign trade in a more disadvantaged position; In order to obtain additional benefits under the premise of guaranteed costs, the enterprises have to raise the price of Otsuka in the export of The great,

and the sharp increase in the export price of Otsuka makes our country's price advantage in front of the green trade barrier significantly decreased, resulting in the international competitiveness of the new Zheng Dazhao exports also continue to decline.

#### (2) Limiting the export growth rate of Xinzheng Dazhao

The negative impact of green trade barriers on the export of Xinzheng Dazhao is also reflected in its restrictions on the growth rate of New Zheng Dazhao's exports. In the process of social development, China still belongs to the developing countries, and its awareness and ability to protect the environment are far inferior to those of developed countries. Henan, as China's agricultural province, tends to neglect environmental protection in the production of agricultural products, such as the use of pesticides in large quantities. Coupled with the green production of agricultural products start time is also relatively late, in the green production and supervision system on the technical level and standard construction is still relatively backward, resulting in the new Zheng production of the enterprise green level is insufficient, it is difficult to quickly reach the international green standards. As a result, a large part of the export of the big dragonfly is often blocked, and the growth rate of exports has been limited.

#### (3) Increased the difficulty of the export trade of Xinzheng Dazhao

On the one hand, in the current global economic crisis, China has not only barely been affected, but also has become the world's factory, "Made in China" product sales around the world, in trade with many developed countries in the majority of trade surplus, so in order to limit the export of Chinese products, developed countries to implement green trade barriers as an excuse to protect their own trade. In this severe international trade situation, the export of Xinzheng Dazhao will also be greatly affected, the difficulty of export will continue to increase. On the other hand, developed countries, in order to achieve the purpose of trade protection, with the help of green trade barriers to develop a series of harsh, higher than internationally recognized environmental regulations and systems, trade discrimination, restrictions or prohibition of other countries' products into their own countries. This deliberate approach by developed countries has also made it more difficult for the export of Xinzheng Dazhao.

#### (4) Foreign trade relations affected

Developed countries use the green trade barriers to build a wall at the same time, which adopts a series of harsher than internationally recognized or most countries can not accept environmental protection regulations and standards to take some access restrictions or prohibited measures to the new Zheng Dazhao is not conducive to the development of equal trade relations, it is easy to cause trade friction between the two countries, aggravate trade disputes between China and developed countries, is not conducive to the stable development of international trade. In addition, in order to protect the ecological environment of their own countries and the health of their citizens, and in order to meet the high standards of international green trade barriers, some developed countries will transfer their own domestic high-polluting enterprises to relatively backward developing countries, causing serious damage to the ecological environment and consumer interests of other countries, but such an approach is bound to cause strong dissatisfaction among the people of developing countries, and ultimately lead to tension between the two countries in international relations, affecting the trade relations between the two countries.

## 6. NEW ZHENG DAZHAO EXPORT STRATEGY TO DEAL WITH GREEN TRADE BARRIERS

### (1) Government

- ① Early warning mechanism for establishing green trade barriers

Because the level of productivity development of different countries, the stage of economic development is also different, the environmental severity of each country will certainly be different, China as a developing country and developed countries between the environmental gap is very large, which led to the new Zheng Dazhao in international trade exports will face the developed countries, And the way of testing is not unique. Therefore, the relevant departments of the government should have an in-depth understanding and research on international green trade barriers (if necessary, professional organizations) to grasp the latest requirements of green trade barriers in a timely manner, so as to establish a complete green trade barrier early warning mechanism, Providing real-time information to businesses enables them to better prepare for green trade barriers.

② Strengthen the support of the new Zheng Dazhao industry through the incentive mechanism

Most of the enterprises exported by Xinzheng Dazhao are private small enterprises, with limited funds and limited research and development capabilities. In order to break through the green trade barrier, there must be a large number of new production technology input, but due to financial constraints, can not make progress in production technology. Therefore, the government should step up efforts to use active and effective industrial policies, the new Zheng's Dayu industry to invest more funds in technology research and development and equipment transformation. In addition, the government needs to obtain the latest news of international green trade barriers in time in the process of the new Zheng Dazhao export, and can make rectification of the Otsuka industry in accordance with the latest requirements of green trade barriers, so as to win more export opportunities for the new Zheng Dazhao in foreign trade. The relevant systems and policies formulated by the government in the process of supporting the Otsuka industry make the production and operation of The New Zheng Dazhao more integrated and orderly, and also avoid the bad market behavior such as malicious competition among enterprises; Processing and transportation and other aspects to improve the production of the green. Finally, in the process of supporting the government industry, xin Zheng Dazhao will also get professional industry guidance and strengthen the specialization of foreign trade.

In addition, in order to promote the new Zheng Dazhao in the green trade barrier environment to better export, Henan provincial government through the relevant incentive mechanism to stimulate the export of Xinzheng Dazhao enterprises is also very necessary, such as the annual export to Xinzheng a large number of foreign exports, good quality of the Otsuka enterprises to carry out part of the production subsidies, reduce taxes and so on.

③ Improve the corresponding environmental protection and quarantine system

In the process of the development of the export trade of Xinzheng Dazhao, the important role played by the Henan provincial government is irreplaceable, therefore, the government should understand the application of the relevant environmental protection and quarantine system of the production of Xinzheng Dazhao, in view of the implementation of the international green trade barriers, the existing environmental protection and quarantine system of the Otsuka industry to rectify and improve, strengthen the comprehensive management of the green production of The New Zheng Dazhao, in the management of the production of the source, the middle process of production and the storage of these aspects of the gradual management. In addition to strict system formulation, in the implementation of the time to strictly control, so that the quality of The Dayu can be guaranteed from the very beginning, and for its corresponding establishment of green trade early warning mechanism, real-time on the international market in the green trade barriers in the rules to learn and understand, and the corresponding environmental protection and quarantine system for replacement, the new Zheng Dazhao export of green standards internationalization.

#### ④Cultivate leading enterprises and promote the industrialization of the new Zheng Dazhao

Cultivating the leading enterprises of the new Zheng Dazhao industry is the fundamental to promote the industrialization of the new Zheng Dazhao, the development of leading enterprises is good, the development of other small enterprises is very helpful, especially in the development of the market, promote production, deepen processing products and so on can be the same in the market for other enterprises to mention reference and take the lead role. In the process of promoting the development of small enterprises, the development and progress of small enterprises technology can also be improved and improved to achieve the optimal allocation of resources. In this way, the production and export enterprises will eventually be able to better face the challenges posed by green trade barriers.

#### (2) Corporate

##### ①Enhance disawareness and capacity to protect trade

From the macro point of view, in the encounter of green trade barriers on the impact of the export of Otsuka, many times not only because of our enterprise green concept is not strong, but because the green trade barrier is a new trade barrier in recent years, enterprises and related departments are not fully aware of its rules, This makes companies do not know where to start when they circumvent green trade barriers, and how to defend themselves when they are subjected to malicious trade retaliation by some developed countries using green trade barriers. When these adverse effects on Otsuka's exports appear, this requires the new Zheng Dazhao enterprises to continue to learn, grasp the relevant requirements of international green trade barriers and communicate with The leading enterprises of China's Otsuka exports, to correct the production process of Otsuka does not meet the standards of the place.

##### ②Keep the technological progress and innovation in nurturing the big dragonfly

The most important reason why the export of Xinzheng Dazhao is affected by green trade barriers is that the production technology level of Otsuka can not keep up with the pace of developed countries, and the quality of the production of The Otsuka does not meet the requirements of developed countries. Therefore, enterprises in the pursuit of profits at the same time can not ignore the improvement of the quality of the otsuka, in addition to the foreign advanced export enterprises to learn from the production model, in the process of production to increase the input of advanced equipment and high-tech research personnel, flexible use of modern production technology to enhance the ability to resist pests, as low frequency or do not use pesticides, the active introduction of biological control technology, and vigorously develop organic dates. In addition, the greening of the packaging is also very important, enterprises pay heavy green packaging to a certain extent will also affect the ability of the export of Otsuka.

##### ③To increase the added value of products and diversify export markets

In order to better realize the export of Otsuka, in addition to the traditional significance of products, enterprises should also research and develop high value-added products, such as fresh dates and dried grasshoppers, such as flakes and mud by the market consumers favored products should also be a large number of production and export, Then to achieve the growth and expansion of the overall export of the new Zheng Dazhao industry. In addition, the international market is not static, therefore, the enterprise's product marketing strategy should also change with the changes in the international market, and actively develop edgto with developed countries as a partner, expand the supply chain and integrate the sales terminal, to achieve the diversification of export markets, and further promote the export of xin Zheng Dazhao.

##### ④Improve product quality and enhance brand awareness

In essence, the process of dealing with green trade barriers is the process of improving the quality of The Great Taian enterprises, so that the quality of the products is particularly

important for the export of enterprises. Therefore, the enterprise should pay full attention to the ecological environment of Otsuka production, from the source of otsuka raw materials to strengthen the quality of the emphasis, so that its quality standards can meet the market standards in international trade. In addition, enterprises pay attention to quality at the same time, but also have a strong brand awareness, fundamentally enhance the added value of otsuka. Otsuka enterprises can in the production and marketing process, change the traditional marketing concept of the past, through the production of high-quality Otsuka, establish a new Zheng Dazhao brand, in order to ensure the quality of The big day at the same time, expand the scale, use the funds and technology, to build independent export brand, enhance the added value of The Great Export, effectively do a good job of brand publicity, enhance the promotion of the big brand The competitiveness of exports makes the brand of Xinzheng Dazhao deeply rooted in the hearts of the people.

## 7. SUMMARY

With the rapid development of world information today, the relationship between countries is more and more close, trade exchanges more and more frequent. However, because of the existence of certain political factors, some developed countries in order to interfere with China's economic development, the use of China's rules on green trade barriers to understand less weakness, to a certain extent, the use of green trade barriers, reducing the export capacity of some industries in Henan Province. Among the many export products from Xinzheng in Henan Province, Otsuka is one of the products that are affected by green trade barriers. The impact of green trade barriers on the export of Xinzheng Dazhao has both positive and negative impact, therefore, the export of the new Zheng Dazhao should be through the positive impact of understanding, analysis of the causes of the negative impact, from the perspective of the government, enterprises and Otsuka industry, research on the new Zheng Dazhao export response to green trade barriers measures. It is hoped that through the research on the export-related content of Xinzheng Dazhao in this paper, it can provide some reference for promoting the export development of various products in Henan Province in the future.

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