

Research on the Development of Cross-Border Trade of China's Foreign Trade Enterprises from the Perspective of New Quality Productivity

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Abstract

At an important stage of structural transformation in China's foreign trade, the new-type productive forces have a profound practical impact on the development models, driving forces, and strategic choices of current Chinese foreign trade enterprises in cross-border operations. Against the backdrop of expanding international business for Chinese foreign trade enterprises, the growth of new-type productive forces has not only become a core element in solving existing challenges but also prompts significant changes in China's international trade pattern. Accelerating the cultivation and development of these new-type productive forces is an indispensable path to guiding the foreign trade sector towards a higher level of development. In this regard, this article aims to explore the future outlook and influencing factors of the transformation and upgrading of Chinese foreign trade enterprises in the international market, and analyze how the new-type productive forces can promote the development path of high-quality cross-border trade. The ultimate goal is to utilize these new-type productive forces as a driving force to assist Chinese foreign trade enterprises in achieving more high-quality and efficient cross-border trade.

Keywords

New quality productivity; foreign trade enterprises; cross-border trade; development research

1. Introduction

At the 11th collective study session of the Central Political Bureau on January 31, 2024, it was emphasized that high-quality development requires the support of the theory of new productive forces. In practice, new productive forces have already shown a key role in promoting high-quality development. Characterized by innovation, it essentially represents advanced productive forces. Improving development quality and efficiency is the theme of our era. In the face of challenges brought about by technological advances, changes in the international competition landscape, and

economic transformation, one can clearly sense the strong vitality and potential inherent in new productive forces by observing the development of the foreign trade industry. Currently, China's innovation capability and development vitality are growing at an unprecedented speed. New productive forces have not only formed in practice but also played a strong role in promoting high-quality development. However, amidst the rapidly evolving global changes unprecedented in a century, it should be noted that our cross-border trade enterprises face specific problems and challenges in their actual operations. New Quality Productive Forces, as an advanced productive force quality generated by technological revolutionary breakthroughs, innovative allocation of production factors, and deep industrial transformation and upgrading, provides fundamental guidelines for China's foreign trade enterprises to solve development challenges, enhance endogenous motivation, and cultivate new international competitive advantages. This study aims to explore how New Quality Productive Forces empower China's foreign trade enterprises, promoting their cross-border trade to achieve innovative, coordinated, green, open, and shared development. New quality productivity is an inevitable choice and strategic opportunity for China's foreign trade enterprises to cope with uncertainty and reshape international competitiveness. It is by no means a simple addition of technologies, but a systemic transformation that involves concepts, models, technologies, management, and talent. The government, industries, and enterprises must work together to promote the development of foreign trade from 'factor-driven' to 'innovation-driven', from 'flow dividends' to 'value dividends', and from 'passively receiving orders' to 'actively creating'. Looking to the future, the new landscape of foreign trade empowered by new quality productivity will be: a group of 'Made in China' enterprises that master core technologies, which will use a highly digitized global operation network to deliver high-quality, green, and personalized products and services to the world, ultimately occupying a dominant position in the global value chain.

2. The unprecedented major changes in the world in a century, and the current situation of cross-border trade development for China's foreign trade enterprises.

The "2023 World Trade Monitoring Report" published by the World Trade Organization forecasts that global goods trade growth will remain slow for some time. Specifically, the report predicts that the global goods trade volume in 2024 will only increase by 3.3% compared to the previous year. Data shows that during the first half of 2023, the total world trade volume experienced a year-on-year decline of 0.5%. The main reasons behind this phenomenon are high inflation rates and rising interest rates, which adversely affect trade activities and production levels in developed economies, consequently impacting the overall performance of the global economy. According to data released by the General Administration of Customs of China, the

total volume of China's goods imports and exports in 2023 reached 41.76 trillion yuan, slightly up by 0.2% compared to the previous year. The total export volume was 23.77 trillion yuan, representing a slight increase of 0.6%, while imports recorded 17.98 trillion yuan, a year-on-year decrease of 0.3%. In terms of USD, China's total imports and exports for the year amounted to 5.94 trillion dollars, down by 5.0% compared to the previous year. Specifically, the export volume was 3.38 trillion dollars, decreasing by 4.6%; the import volume was 2.56 trillion dollars, a decline of 5.5%. Therefore, China's trade surplus narrowed to 82.322 billion dollars, down by 1.7% compared to the previous year.³

3. The Impact of New Quality Productive Forces on the Development of Cross-Border Trade of Foreign Trade Enterprises in Our Country: An Analysis of Factors

With the continuous progress of new quality productive forces, it is of great practical value for foreign trade enterprises to strengthen brand building and planning management in international transactions. In the context of new quality productive forces, these cultural values can inspire consumers to develop positive psychological states. Research shows that excellent Chinese culture promotes the generation of positive emotions, enhances self-efficacy, and improves self-evaluation. Because in this process, we inevitably face various challenges and even conflicts, brands that convey the spirit of 'striving forward' can alleviate these contradictions and motivate people to overcome difficulties and continue moving forward. Moreover, such brand culture can promote consumers to form a more stable and lasting fondness for the brand, which helps to strengthen the accumulation of the brand's cultural capital, thereby increasing the contribution of enterprises and their products as carriers of commercial civilization to the country's intangible assets. Positive responses from consumers will also drive them to take more purchasing actions. Foreign trade enterprises play a leading role in technological innovation, continuously promoting the independent development of core technologies. These enterprises are also committed to implementing diversified branding strategies, enhancing the competitiveness and market share of exported products in the international market by shaping unique Chinese cultural values. The government encourages those Chinese foreign trade enterprises that reach an internationally advanced level to promote local well-known brands in overseas marketing activities, integrating national characteristic symbols into the promotion of corporate brands that represent advanced productive forces, which can effectively boost national pride.

4. The Development Strategies for China's Foreign Trade Enterprises in Cross-Border Trade from the Perspective of New Quality Productive Forces

Since entering the new era, China's influence in the global economy and internation-

al trade has significantly increased, and it has now become the world's largest manufacturing and goods exporting country. We must promote the development of new quality productivity with a broader international perspective, thereby enhancing the quality of foreign trade and opening new pathways for China's modernization process. International trade and overseas investment activities are important platforms for showcasing a country's production capacity.

From the perspective of commodity trade, the "Four Little Dragons" of Chinese e-commerce in 2023 (AliExpress, SHEIN, Temu, and TikTok Shop) not only achieved significant success in the European and American markets, but also further expanded into other regions around the world, greatly changing the competitive landscape of international e-commerce. These changes reflect the new quality of productive forces demonstrated by China in the field of international trade, especially evident in foreign trade. Major tech companies and those that have had a global vision from their inception have become the main driving force behind the development of this new quality of productive forces by constructing virtual business spaces. In recent years, China's cross-border e-commerce, with its rapid development speed, enormous market potential, and strong economic driving effect, has continuously consolidated its advantageous position and released more development potential in the process of "buying globally and selling globally," becoming one of the important driving forces for promoting high-quality development of foreign trade. This transition from the old to the new not only reflects the profound changes in our country's foreign trade structure but also proves that the new quality of productive forces has broad development prospects. Currently, several official documents, including the Central Economic Work Conference, have already made specific plans on how to cultivate and develop the new quality of productive forces. It is expected that in the near future, the new quality of productive forces will play an increasingly active role at all levels.

With the rapid advancement of artificial intelligence technology, foreign trade companies and cross-border e-commerce platforms are encountering issues with poor data quality when utilizing data. High-quality data is one of the key factors for enterprises to maintain a competitive edge in the international market. However, due to the lack of a unified data quality management standard that spans the entire process of data collection, processing, storage, and usage, the consistency and reliability of data have been affected. This is particularly urgent for small and medium-sized enterprises that have accumulated a large amount of unstructured information during the digital transformation process, necessitating the introduction and implementation of a standard system at the national level that covers all stages from data acquisition to final application to improve this situation. First, official agencies should take the lead in establishing clear data collection criteria to ensure the authenticity and legality of the acquired information. Second, an efficient and secure data storage architecture should be built to effectively prevent information loss or

illegal modification. Next, operational guidelines for data processing and analysis need to be established to ensure the accuracy and consistency of data handling throughout the process. Finally, by establishing a data-sharing mechanism and formulating corresponding rules, the exchange and collaboration of information among different departments and even industries can be promoted to ensure the stability and reliability of data quality, enhance its practical value in foreign trade, and strengthen the competitive position of relevant enterprises in the global market.

In the process of China's modernization, new qualitative productive forces are becoming a key factor in promoting the development of cross-border trade for our foreign trade enterprises. For these enterprises, cultivating and developing this new qualitative productive force is a necessary condition for improving their international competitiveness and a strategic decision for achieving high-quality cross-border trade. To accelerate the construction of new qualitative productive forces, it is essential to break free from the constraints of traditional trade models, accurately capture development trends, and undertake comprehensive upgrades and transformations, so that new qualitative productive forces can inject new vitality and advantages into the quality improvement of cross-border trade. This article explores the development strategies of Chinese foreign trade enterprises in the field of cross-border e-commerce from the perspective of new qualitative productive forces, and proposes several effective suggestions based on the elements influencing the development of cross-border trade, aiming to provide a reference for Chinese foreign trade enterprises to achieve high-quality development.

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Avoid the stilted expression, "One of us (R. B. G.) thanks my mentor, Professor Wang.

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