

Strategies for Empowering Traditional Foreign Trade Enterprises to Achieve High-Quality Development through Cross-Border E-Commerce

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How to cite this paper: Hao, S. Y. (2025). Strategies for Empowering Traditional Foreign Trade Enterprises to Achieve High-Quality Development through Cross-Border E-Commerce. *Economics and Public Policy*, 1(1), 89 - 94. ISSN Print: 3104-4387; ISSN Online: 3104-4395. <https://doi.org/10.63313/EPP.9007>

Published: 2025-09-12

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Abstract

In order to promote the transformation and upgrading of traditional foreign trade enterprises and achieve the goal of high-quality development, this article explores the paths for cross-border e-commerce to empower traditional foreign trade enterprises' high-quality development and formulates specific strategies. Through research, the article concludes that cross-border e-commerce empowering traditional foreign trade enterprises for high-quality development can promote the digital transformation and upgrading of traditional foreign trade businesses. It is beneficial for these enterprises to actively break down barriers in the international trade process and innovate traditional business transactions and service exchange methods. During the process of transformation and upgrading, traditional foreign trade enterprises should further recognize the value of cross-border e-commerce and actively shift towards cross-border e-commerce to achieve their goal of high-quality development.

Keywords

Cross-border e-commerce; foreign trade enterprises; high-quality development; transformation

1. Introduction

With the acceleration of global economic integration, international trade barriers are gradually being eliminated, making the transnational flow of products, technologies, capital, and other factors a norm. Against this background, cross-border e-commerce has quietly risen, gradually becoming an important force in stabilizing foreign trade in our country and is also a new driving force for the transformation and upgrading of foreign trade as well as a major direction for innovation. For traditional foreign trade enterprises, the emergence of cross-border e-commerce has created favorable conditions for seizing new opportunities in global trade. How to

leverage the advantages of cross-border e-commerce to achieve high-quality development has attracted the attention of many traditional foreign trade enterprises. This article aims to explore how to promote the transformation and upgrading of traditional foreign trade enterprises and high-quality development through cross-border e-commerce, conducting research on the pathways that empower traditional foreign trade enterprises to achieve high-quality development through cross-border e-commerce. The research findings are somewhat innovative and beneficial for the transformation and upgrading of traditional foreign trade enterprises toward cross-border e-commerce.

2. The historical background of the emergence of cross-border e-commerce Traditional foreign trade enterprises refer to those that adopt a traditional foreign trade model in their operations.

The traditional foreign trade model is a business model that heavily relies on conventional offline sales channels, such as exhibitions and agents. This model has a narrow market coverage, which may lead to traditional foreign trade enterprises having difficulty in comprehensively obtaining market information and being unable to timely understand market dynamics, grasp market demand, and assess competitive conditions. Additionally, trade barriers such as tariffs have significantly increased the import and export costs faced by traditional foreign trade enterprises, imposing a certain degree of limitation on their internationalization. However, with the optimization of the policy environment, the acceleration of globalization, and the development of internet technology, the traditional foreign trade model is undergoing innovation, giving rise to a new foreign trade model integrated with various technologies, namely cross-border e-commerce. According to data released by the State Council Information Office, in the first half of 2025, China's cross-border e-commerce imports and exports are expected to reach approximately 1.32 trillion yuan, a year-on-year increase of 5.7%. Among them, exports are about 1.03 trillion yuan, with an increase of 4.7%; imports are approximately 229.1 billion yuan, up by 9.3%. Currently, China maintains smooth trade relations, which continuously expand the scale of foreign trade, especially with the widespread application of industrial internet and digitization, e-commerce is gradually becoming an important driving force for economic development. Cross-border e-commerce, as an innovation and breakthrough of the traditional foreign trade model, relies on its ability to reduce international trade transaction costs and minimize intermediary links, helping traditional foreign trade enterprises establish competitive advantages in terms of efficiency and cost. Thus, cross-border e-commerce has already occupied a very important position in the current foreign trade sector. In this process, small and medium-sized traditional foreign trade enterprises are leveraging policies and their own advantages to delve deeply into the field of cross-border e-commerce, achieving good development results.

3. The significance of cross-border e-commerce empowering the high-quality development of traditional foreign trade enterprises.

Enhance the Market Competitiveness of Enterprises In the traditional foreign trade model, there is a problem of insufficient interaction between enterprises and consumers. This is usually characterized by a series of communications involving trading foreign enterprises responsible for import and export operations, which heavily rely on export agents or the sales departments of multinational companies. Cross-border e-commerce can change the traditional foreign trade transaction model, optimize the transaction process of products in the international market, and support traditional foreign trade enterprises in communicating and negotiating with consumers over the internet, which is beneficial for promoting product sales. Furthermore, customers can directly place orders with foreign trade enterprises. Therefore, the emergence of cross-border e-commerce has changed the temporal and spatial limitations faced by product sales, which is conducive to promoting innovation in the transaction models of traditional foreign trade enterprises. In cross-border e-commerce, the transparency and openness of various product information are increasingly high, which helps enhance customer trust in traditional foreign trade enterprises and better explore the development potential of foreign trade enterprises. This enables them to actively break the barriers that exist between different markets when entering the international market, gradually increasing the share of various products in the international market, and effectively enhancing the market competitiveness of foreign trade enterprises.

Improving the Brand Image of Foreign Trade Enterprises Cross-border e-commerce can create favorable conditions for foreign trade enterprises to build their brands and enhance their brand image through platform construction and operation. In traditional foreign trade models, a company's brand image relies on both online and offline brand promotion, which is easily limited by geography and time. Through cross-border e-commerce, companies can leverage the platform's powerful information-sharing capabilities to clearly showcase their products and brands to global consumers. With the support of cross-border e-commerce, traditional foreign trade companies can release product information on cross-border e-commerce platforms, creating favorable conditions for improving their brand image and brand reputation. A good brand image can enhance consumers' recognition and trust in products, stimulating their willingness to purchase. Additionally, on cross-border e-commerce platforms, companies can also utilize the platform's social tools to quickly understand consumer feedback, analyze and predict consumer needs, enabling them to better understand their customers, and facilitate product customization and optimization, thereby improving the brand image and market competitiveness of traditional foreign trade enterprises.

Promote the Transformation and Upgrading of Foreign Trade Enterprises The rise of

cross-border e-commerce is a result of the deep integration of traditional industry and the internet, which not only greatly facilitates overseas consumers but also allows Chinese products to perform better in the international market. Cross-border e-commerce optimizes the economic structure of traditional foreign trade enterprises, accelerating their development towards high-end, green, and intelligent directions. Through cross-border e-commerce platforms, traditional foreign trade enterprises can further expand their market coverage, directly engage with global consumers, increase brand awareness, and improve operational efficiency by simplifying transaction processes and reducing intermediary costs. In addition, traditional foreign trade enterprises can utilize the data analysis tools provided by cross-border e-commerce platforms to gain more accurate insights into market trends, achieve targeted marketing, and facilitate their transformation and upgrading.

4. Strategies for Empowering Traditional Foreign Trade Enterprises to Achieve High-Quality Development through Cross-Border E-Commerce

Promote enterprise brand innovation and create a good brand image. The traditional foreign trade model employed by conventional foreign trade enterprises primarily attracts consumers and captures market share by setting relatively low product prices. However, many enterprises lack awareness in brand building and innovation, making it challenging to enhance their core competitiveness through products. Therefore, in cross-border trade activities, traditional foreign trade enterprises should strive to improve their brand image and emphasize brand features and increase brand awareness through brand innovation and optimization. Particularly, they can utilize big data analysis to gain insights into consumer demands and understand consumer characteristics, leveraging selected cross-border e-commerce platforms for effective brand promotion and advertising. In the process of promoting brand innovation and brand image building, traditional foreign trade enterprises can capitalize on the operational advantages accumulated in the traditional foreign trade model, using the online publicity and promotion functionalities of cross-border e-commerce platforms to strengthen interaction with consumers, expand broader sales channels, and effectively integrate offline store sales with online sales to enhance brand promotional effectiveness. The impact of cross-border e-commerce on traditional foreign trade enterprises is manifest in multiple areas. During this process, traditional foreign trade companies should also focus on meeting actual consumer needs, swiftly seizing market opportunities, enhancing marketing and promotion, and obtaining greater profits. Additionally, while pursuing operational and brand innovation through cross-border e-commerce platforms, traditional foreign trade enterprises need to innovate their office equipment and tools timely, updating enterprise dynamic information promptly, to push information to

consumers in real time and control costs for labor and materials, thereby subtly creating a good brand image.

Improve the logistics service system and strengthen logistics transportation support. Small and medium-sized foreign trade enterprises should leverage cross-border e-commerce to achieve high-quality development by establishing a robust international logistics network to ensure products are delivered quickly and improve service quality. Additionally, utilizing overseas warehousing can significantly shorten delivery times, reduce transportation risks, and lower transportation costs. Furthermore, foreign trade enterprises can adopt intelligent warehouse management systems to optimize inventory management, which not only promotes product sales but also further controls inventory to avoid the risks of capital occupancy caused by overstocking. Traditional foreign trade enterprises transitioning to cross-border e-commerce can take advantage of emerging markets along the 'Belt and Road,' major traditional markets, and key cities along the China-Europe freight train routes to build 'overseas warehouses' and enhance their international logistics capabilities. This can be done by establishing overseas warehouses in key areas to improve logistics functions such as storage, distribution, and display, leveraging cross-border e-commerce platforms for in-warehouse live streaming and front exhibition-back storage operations, thus increasing information transparency and consumer satisfaction. Traditional foreign trade enterprises can also rely on locally developed public overseas warehouse service alliances and smart comprehensive service platforms for overseas warehousing to reduce logistics costs, achieve localized distribution of products, minimize cross-border customs clearance processes, and improve inventory turnover rates. In order to empower traditional foreign trade enterprises for high-quality development through cross-border e-commerce, localities can promote the automation transformation of airports, railways, and ports, utilize technologies such as 5G and the Internet of Things to build a comprehensive cross-border logistics network, integrate transportation methods including sea, air, land, and rail, and choose the optimal operating methods based on truck characteristics. They can also use cross-border e-commerce platforms for real-time comparisons and route optimization, enhance collaboration between enterprises and suppliers, manufacturers, and the logistics system, and further simplify logistics customs clearance processes while reducing redundant links based on information sharing among all parties.

Acknowledgements

One of us (R. B. G.) thanks my mentor, Professor Wang.

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