Research on International Trade Trends of Chinese Agricultural Products Based on Computer-aided Analysis under the Background of "One ribbon and One Road"

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Abstract. As a large agricultural country, China has gradually got rid of the production mode of small-scale peasant economy, and achieved a new high income every year. However, with the varieties diversification and trade expansion, trade protectionism in developed countries quickly spread around the world, especially after the United States subprime crisis. The use of computer-aided technology has further restrained the rapid growth of agricultural trade. China's agriculture imports and exports showed a huge trade deficit until 2012 after the financial crisis was slightly eased. The "One ribbon and One Road" strategy provides a new opportunity for the development of China's agriculture products international trade. This article first describes one of the "one ribbon, one road" countries along the line of accuracy and standard. Then, this paper makes a simple analysis of the international trade of agricultural products in China by using computer-aided technology. The corresponding conclusions are drawn. Finally, based on computer-aided technology, SWOT analysis and future development trend of “One ribbon and One Road” strategy for China's agriculture products international trade are proposed.

Keywords: One Ribbon and One Road, The International Trade Trend, China's Agriculture Products, Computer-aided

1. Introduction

Since 2013, general secretary Xi Jinping has proposed the concept of "land Silk Road Economic ribbon" and "maritime Silk Road in twenty-first Century". The two concepts will one mark the birth of one ribbon, one road[1]. The "One ribbon And One Road" strategic pattern has brought new development opportunities to China's economy and trade, especially for the agricultural economy and agricultural trade. In recent 10 years, China's international trade in agricultural products has been restricted by the trade barriers of European and American countries, with the increasing
domestic market demand, which resulting the China's international trade has been in deficit\[2\]. "One ribbon and One Road" greatly smoothed the agricultural trade channel between China and countries along the ribbon, which helped to break the control and blockade of European and American countries on the international trade of China's agriculture products. At the same time, it broadens the development space and reverses the long-term deficit of China's agriculture products foreign trade\[3\].

2. Countries along the "One ribbon and One Road" range

China has a long history of economic and cultural exchanges with countries along the "One ribbon And One Road", especially in recent years, the trade in agricultural products has developed steadily and rapidly. "One ribbon and One Road" has created unprecedented favorable conditions for agricultural products trade. The openness of "One ribbon and One Road" makes the space not precisely defined. So, this paper lists the currently recognized space scope of six plates including central Asia, Mongolia and Russia, Southeast Asia, South Asia, Central and Eastern Europe, west Asia and the Middle East. The detail country scope is shown in table 1.

Table 1. The country scope of "One ribbon and One Road".

| Area                  | Major countries                                                                 |
|-----------------------|---------------------------------------------------------------------------------|
| East Asia             | Mongolia                                                                        |
| josiah                | Iran, Iraq, Turkey, Syria, Lebanon, Israel, Palestine, Saudi Arabia, yemen, Oman, uae, Qatar, Kuwait, bahrain, Greece, Cyprus, Egypt, sinai peninsula |
| South Asia            | India, Pakistan, Bangladesh, Afghanistan, Sri Lanka, maldives, Nepal, Bhutan     |
| Central Asia          | Kazakhstan, uzbekistan, turkmenistan, kyrgyzstan, tajikistan                     |
| Southeast Asia        | Singapore, Malaysia, Indonesia, myanmar, Thailand, Laos, Cambodia, Vietnam, brunei, Philippines |
| Central and Eastern Europe | Russia, Ukraine, belarus, Georgia, azerbaijan, Armenia, moldova, Poland, Lithuania, Estonia, Latvia, Czechoslovakia, Hungary, Slovenia, Croatia, bosnia and herzegovina, Montenegro, Serbia, Romania, Bulgaria, Macedonia |
Figure 1. The international trade of China's agriculture products with "One ribbon And One Road" countries (unit: us $100 million).

Data source: according to the UN Comtrade Database

According to the UN commodity trade, the total volume of China's agriculture products imports and exports reached us $60.307 billion in 2016, which is the trade volume between China and 64 countries along the "One ribbon And One Road" route. Compared with 2001, it increased by 8.6 times, and the average annual growth rate reached 14.5%. On the whole, the export of agricultural products increased in every year except 2004 and 2012. However, the amount of agricultural products imported is significantly higher than that exported. Although the relatively high growth of overall trade volume from 2011 to 2016, serious trade deficit cannot be avoided. It can be seen that China and countries along the "One ribbon And One Road" are not equal in terms of agricultural trade. The international trade of China's agriculture products with "One ribbon And One Road" countries is shown as the figure 1.

4. The SWOT analysis and future development trend of China's agriculture products trade

4.1. The SWOT analysis of China's agriculture products trade

China's agriculture enterprises have advantages in experience, technology and species, but lack in financing, cost and innovative talents. So, China's agriculture enterprises should constantly optimize their internal environment according to their own development conditions. The SWOT matrix analysis is shown as the table 2.

Table 2. The SWOT matrix analysis.

| Internal factors | Strength                  | Weakness                  |
|------------------|---------------------------|---------------------------|
|                  | Experience advantage;     | Financing difficulties;   |
4.2. The future development trend of China's agriculture products trade

4.2.1. Improve the structure of trade in agricultural products

Improving the agricultural trade structure mainly includes trade areas and trade varieties. On the trade area, our country must strengthen relations with the main agricultural products trade area. At the same time, we will focus on developing agricultural products trade with South Asia, Central and Eastern Europe, West Asia, the Middle East with greater trade potential. We will gradually expand agricultural cooperation with countries along the ribbon and road, which can reduce the trade risks. This is done in the following steps. First, enhance policy connectivity. We need to establish more free trade zones and economic cooperation organizations with countries along the ribbon and road. At the same time, we can activate economic exchanges and cooperation through these economic organizations. Second, strengthen infrastructure development. We need to improve the level of transportation and logistics. At the same time, we need to accelerate trade integration with using the e-commerce platforms. Third, strengthen cultural exchanges with countries along the ribbon and road. China needs to establish a good national image while promoting the breadth and depth of bilateral agricultural trade[4].

4.2.2. Improve the international competitiveness of China's agriculture products

Improving the international competitiveness of China's agriculture products requires the joint efforts of the government and enterprises. On the one hand, China should continue to maintain and focus on cultivating the competitiveness of superior agricultural varieties; on the other hand, China should actively improve the competitiveness of other agricultural varieties. The government needs
to do the following. First, the Chinese government must establish a sound quality system for agricultural products in line with international standards, including the quality of agricultural products, inspection and quarantine. Second, the Chinese government must standardize the market order, the market transaction and the market withdrawal rule system. Third, the Chinese government must strengthen policy support for agricultural products and reduce the tax burden on agricultural enterprises. The enterprises needs to do the following. First, the enterprise should strengthen the agricultural product research and development investment to reduce the cost, which can simultaneously enhance the agricultural product the added value. Second, the enterprise should maintain communication and exchanges with our trading partners in various forms and actively learn their advanced technologies. Third, the enterprise should strengthen the brand construction and operation, improve the international visibility and recognition of China's agriculture products[5].

5. Conclusion

The "One ribbon and One Road" based on computer-aided technology has injected new vigor and vitality into my country's economic development. It conforms to the objective reality and evolutionary laws of China's social and economic development. It also provides new opportunities for China's agriculture development. Promote the integration of agriculture and computer technology in our country. At the same time, the export of agricultural products and market diversification have been expanded[6].

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