

# The Chance of China's Cross Border E-commerce in Coronavirus Pneumonia Epidemic

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**Abstract:** Based on the novel coronavirus pneumonia impact on China's cross-border e-commerce enterprises, the article creatively proposes new opportunities for cross-border e-commerce. Only by seizing the opportunity can we improve the competitiveness of China's cross-border e-commerce.

**Keywords:** cross-border e-commerce; chance; novel coronavirus pneumonia

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## 1. Challenges of Export in China

As the world's factory and a major country trading in goods, China is the largest trade partner of more than 100 countries and its manufacturing industry accounts for 25 percent globally. A sudden outbreak disrupted normal production and business order of the enterprise.

Novel coronavirus pneumonia has been hit by the new crown pneumonia since the beginning of the year. Many factories have been shut down, even though some production is still in production, but supply is still below demand. The novel coronavirus pneumonia has been spreading worldwide, and the traditional trade order has been cancelled. Business has been suspended and the total value of foreign trade has declined. Even if there are some overseas orders, the delivery will be delayed or unable to be delivered due to logistics reasons. Hence, many people think that e-commerce will hinder the development of cross-border e-commerce.

In my opinion, the impact of this pneumonia epidemic may last for 3-6 months. During this period, the amount of overseas procurement to China will be reduced. The offline communication and procurement methods such as the Canton Fair will be the most affected. At the same time, due to the impact of the epidemic, China's export commodities will also be more strict in the supervision of countries and regions. Global demand for goods made in China will not decrease. When the bulk trade and purchase of B to B businesses are affected due to this epidemic, the supply and demand of local entities will also be unbalanced, and it is likely that the supply will fall short of the demand. At this time, what choice will end consumers make? Yes, online shopping! Therefore, under the continuous impact of the epidemic, the export trade of B to C cross-border e-commerce will usher in a new spring.

## 2. Cross Border E-commerce May Usher in Greater Growth Space

Affected by the epidemic people were forced to stay at home, which increased the chances and times of online shopping. On the one hand, affected by the epidemic, people's travel is limited, and the unique advantages of speed and security of online shopping are highlighted. The proportion of global online consumption has begun to increase significantly, and the trend of online shopping replacing offline consumption is obvious. In addition, many physical stores

were forced to close or even close due to the epidemic, which also accelerated the growth rate of online sales in the overall retail expenditure ratio, which will undoubtedly promote the change of consumer demand structure and consumer behavior, and this change is likely to have a permanent change. On the other hand, the global epidemic spread. Although cross-border e-commerce will be hindered by logistics to some extent, with the gradual stabilization of the epidemic and the improvement of China's supply capacity of epidemic prevention and other materials, overseas demand for China's cross-border e-commerce will increase significantly.

### **3. Chance of Product Selection for Cross-border E-commerce in China**

Despite the declining foreign trade, some other trade in service items, such as cross-border payments and software services, will not be affected by the epidemic, and may even grow rapidly. In general the epidemic's impact on the trade in services is controllable. For Chinese enterprises, it may be an opportunity for online services, unmanned retail, e-commerce and other services to go to Europe, the United States and Southeast Asian countries. For the product enterprises, the epidemic has given rise to many new demands which bring different selection ideas to many cross-border sellers.

#### **3.1 Telecommuting products**

The epidemic needs to be isolated at home. The explosive demand of products in online video, online shopping, video conference and other scenes brings different selection ideas to many cross-border sellers. If cross-border sellers manage office products, they can consider how to combine the computer and digital equipment categories together. Such as camera, USB data cable, computer, charger, projection equipment, pen. In the same way, digital or electronic sellers can also find a lot of potential demand points in combination with home and office scenes, which are your reference for selection.

#### **3.2 Medical protection**

Medical protective equipment such as surgical clothing, chemical protective clothing, isolation clothing, medical masks, goggles, etc. Each major cross-border platform of such products has requirements for entry or sales qualification. For novel coronavirus pneumonia epidemic prevention and quarantine materials to improve the quality and safety supervision during the epidemic situation, and to avoid the export of unqualified anti epidemic materials, the Customs recently carried out export safety management of special materials for export of respirators, protective clothing, goggles, gloves and ventilator. Enterprises that are transforming to produce medical masks need to apply for certificates, that is medical device registration certificate issued by the State Drug Administration. Compared with other types of masks, medical masks have higher safety, effectiveness and other technical requirements. Only with this certificate can they be produced and exported. If there is no reliable source, qualification or relevant information, it is better not to enter easily.

#### **3.3 Household health products**

If the sellers have no source, qualification or relevant information about medical protection. Household health products can be considered. For example, non-medical masks, hats, gloves, disinfectants, thermometers, water tanks, medical boxes (household), filtering equipment, performance clothing, COSPLAY clothing, etc. can be selected. Since the epidemic prevention and control, the global demand for epidemic materials has surged, and many textile and clothing enterprises have switched to production of protective clothing. This kind of products do not need qualification or relevant information. They only need to accept the general inspection of the customs and obtain the inspection and quarantine certificate.

#### **3.4 International cargo transportation**

The novel coronavirus pneumonia brought the global passenger flights cancelled, and international logistics was blocked. The last mile distribution abroad was more difficult. The epidemic has brought the development of overseas online consumption and contactless distribution. To meet the delivery need to foreign countries, logistics companies can

open special line logistics. By far, there are mainly 5 special line logistics, Europe America special line, Russia special line, Japan South Korea special line, Middle East special line logistics, Southeast Asia special line. It's a big investment to engage in special line logistics. If the conditions or strength are not enough, it is recommended to develop a sub area of logistics, such as regional dangerous goods and cold chain.

#### **4. Conclusions**

On April 7, the executive meeting of the State Council also issued relevant measures for the development of cross-border e-commerce during the epidemic prevention and control period. Based on the 59 cross-border e-commerce comprehensive pilot areas, another 46 comprehensive pilot areas were established. After the epidemic, cross-border e-commerce has new ideas in the construction of supply chain. To strengthen direct communication and in-depth cooperation with brand supply chain is currently recognized as the best way to combat future uncertain risks. Although an epidemic has caused untold damage to cross-border e-commerce, it has also promoted the industry's further growth. On the one hand, policies have increased support and help for cross-border e-commerce, and on the other hand, the industry's self-examination and change after the crisis.

At present, the epidemic is not over, and the cross-border e-commerce industry will continue to face various crisis challenges. Only by embracing change, can we turn "danger" into "opportunity" in an invincible position, and then enhance the competitiveness of China's cross-border e-commerce industry chain as a whole.

#### **Conflicts of Interest**

The author declares no conflicts of interest regarding the publication of this paper.

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