

Analysis of the Status Quo of Electronic Product Exports in Guangdong Province

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Abstract

Nowadays, as the main industry of the global high-tech industry, the electronic information manufacturing industry has achieved rapid development, and its degree of development has become an important force in a country's comprehensive national strength and an important factor in the development of the national economy. Since 1960s, the electronic information manufacturing industry of Guangdong Province has developed faster than the average development level of the national electronics industry. However, affected by the epidemic in recent years, the economy of Guangdong Province has also been impacted. The electronic information manufacturing industry is also facing new problems and new development opportunities. This article analyzes the development history and current situation of electronic products in Guangdong Province and uses the SWOT model to analyze the advantages, disadvantages, opportunities and threats of Guangdong's electronic products export, so as to provide a strategic choice for expanding Guangdong's electronic product exports.

Keywords

Electronic Product; Export Trade; SWOT; Guangdong Province.

1. Introduction

The total export of electronic products in Guangdong Province has ranked first in the country for many years, which has occupied 37% of the total exports of electronic information manufacturing industry. At present, the electronic information industry is the main industry in the global high-tech industry, has obtained a rapid development, and its development is unacceptable with the national comprehensive national strength and national economic development. From the industry in the electronics industry, only more than 200 produced in Guangdong Province in 1999, with its own brands, and it is self-produced only in China. Later, under the trend of economic globalization, Guangdong's electronic product companies have been increasing. Today, Guangdong's self-produced electronic product enterprises have increased from more than a thousand or even 10,000, the sales output value of the electronics industry has ranked first in the country for many years. This is the development of the electronics industry brought about by the international market.

However, while the industry has developed rapid development, the problems in the industry also need to attract us. For example, the restriction of the development of raw materials in the electronics industry, the shortage of professional talents, and the problem of integrating export-oriented industrial clusters into advanced international industrial chains have restricted the development of the electronics industry. There is also a new problem with international control and uncontrollable factors. In terms of export, Guangdong's electronic quality is highly recognized in our country, but when the industry has developed very successful, We also have to realize that there are still many problems in the Guangdong electronics industry. Therefore, we must pay full attention to the problems existing in the export trade of electronic products, and take active response. This paper selects the status quo of Guangdong electronic product

exports to ensure the smooth progress of the export trade of electronic products. Do not number your paper: All manuscripts must be in English, also the table and figure texts, otherwise we cannot publish your paper. Please keep a second copy of your manuscript in your office. When receiving the paper, we assume that the corresponding authors grant us the copyright to use the paper for the book or journal in question.

Zhan Zhiyong analyzed the changing trend of Dongguan's electronics industry, and put forward countermeasures for the unbalanced development of major electronics industry clusters in Dongguan, the relative slowdown in sales and profits of the electronics industry, and the continuous decline in technology investment. healthy and sustainable development provides a solid foundation.[1]

Wang Mengbo, Liu Qing Through analyze the problems existing in Dongguan's electronic information foreign trade and the reasons for its formation, and puts forward corresponding countermeasures. At the same time, they support introducing high-tech talents and foreign capital to facilitate enterprises to absorb funds, improving customs clearance logistics efficiency and after-sales service level, implementing market diversification and "going out" strategy.[2]

Zhu Ying describes the formation and development stage of Dongguan electronics industry cluster in detail; then from the perspective of division of labor and specialization, analyzes the competitive advantages of Dongguan electronics industry cluster, and deeply analyzes the restrictive factors of the development of Dongguan electronics industry cluster, and gives suggestions for continuous development.[3]

Xu Zhen, Li Yuanna point put taht the export of electromechanical products in Zhejiang also faces a series of problems. , such as the low technology of export products, the lack of self-developed brands, and the frequent triggering of trade frictions. they analyze the export situation of mechanical and electrical products in Zhejiang, so as to propose strategies to improve the export competitiveness of mechanical and electrical products.[4]

Willem Thorbecke gives an empirical analysis of East Asian computer and electronic goods exports. He has an investigation of factors affecting demand for ASEAN's labor-intensive exports.[5]

2. Analysis of the Development of Electronic Products Export Trade in Guangdong Province

2.1. Guangdong Electronic Product Export Development Process

According to the result of the data, Guangdong has a total of 12.5% of the national product value, and the financial revenue of the local area also accounts for 14%. As the first large province of foreign trade, Guangdong foreign trade import and export accounts for about national foreign trade import and export. 33% of the amount, its electronic products have occupied 37% of the total exports of electronic information manufacturing industry. The scale of electronic information manufacturing in Guangdong Province is first ranked first in my country, but not only China is also one of the most important IT product production bases in the world.

Because of the coastal area, the transportation is convenient, the Guangdong Provincial Economic Development has always been in front of our country and has a solid economic foundation. Under the spring breeze, the Pearl River Delta region has become a trial and opening up of my country's reform and opening up, and Guangdong Province has been introduced to the world's eye, and is selected under the double favorable conditions of the geographical location and the national policy support. The first place of opening up and modern construction is also the most developed province of China's foreign economy. There are more than two hundred countries around the world, there are more than 100 companies to invest in

Guangdong. Guangdong Province is a strong base in China. In addition, some services such as logistics and exhibitions are well developed. China's largest export commodity trade will be held in Guangzhou, Guangzhou International SMEs. The fair also settled in Guangzhou to establish an international communication platform for customers from all over the world. Guangdong's economic development has a long history, its infrastructure is perfect, transportation and service industry developed, customs clearance, providing solid support for the development of various industries in Guangdong.

In 1978, the Reform and Opening up policy was transformed into Guangdong, and the electronic information manufacturing industry has entered the international marketing stage, and it has also begun to adopt a model of market-oriented operations. In 1990-1999, the state launched a support policy for key development regions. It strongly supported the development of industrial development. Guangdong's electronic information manufacturing has begun to enter the scale.

According to relevant data analysis, the export volume of electronic products in Guangdong Province is located in the country. The following is an analysis of two major electronic products in the export:

2.1.1. Electronic Information Industry

The first large pillar industry is the main force of the economic development of our province. There are more than 20 companies in the province to enter the ranks of the national electronic funds.

In 2019, Guangdong has issued the "Guangdong Foreign Trade" list, which consists of 70 export companies and 30 import companies. Most of the top 100 foreign trade companies on the list, most of them are dominated by manufacturing, mainly distributed in Guangzhou, Shenzhen, Dongguan and other Pearl River Delta cities. For the list analysis, the new generation of information technology, advanced equipment manufacturing and other industries account for approximately 80%, of which the performance of the electronic information industry is the most eye-catching. In the top ten, including Huawei, ZTE, Tiannuo Mobile, European, Xiaomi and other electronic information companies. It can be said that the electronic information industry has almost presented the typing state.

2.2. Electrical Industry

The status of home appliance enterprises in Guangdong Province is pivotable in the country. Guangdong Province is not only my country's export big base for world appliances. Such as the air conditioning industry, the beauty, the Galang, the Galanz, the color industry, the TCL, Konka, etc. The Pearl River Delta is a distinctive home appliance industry group and export processing zone. Guangdong Province has complete varieties, high quality, improvement of production equipment, and has fast, its production speed, export volume, competitiveness continue to account for the leading position of the state, in household audio-visual equipment manufacturing industry, color TV, laser visible disk machine and The competitiveness of combined audio products is ranked first in the country.

3. Guangdong Electronic Product Export Status

3.1. Guangdong Electronic Product Export Profile

At present, although in the epidemic phase, Guangdong Province took the lead in controlling the epidemic, high export innovation, and electronics exports also maintained growth. The east of Pearl River Delta is a region with high concentration in my country's electronic information manufacturing industry, and its growth rate is fast. Table 1 shows the trend of changes in the export size of electronic products in Guangdong Province to 2020. As can be seen from the data, the export size of electronic products in 2016-2020 has a continuous increase.

Table 1. Export Scale of Electronic Products in Guangdong Province
unit: 100 million yuan

Year	Export Scale
2016	15368.06
2017	16184.88
2018	18295.07
2019	18521.84
2020	19707.18

Source: Guangdong Statistics Bureau • Guangdong Statistical Yearbook [Z], 2016-2020

In 2020, the added value of electronic information manufacturing in Guangdong has increased by 7.7% year-on-year, but the growth rate fell by 1.6% compared to the previous year. In December, the added value of electronic information manufacturing industries above the scale increased by 11.4% year-on-year, and the growth rate was 0.2% over the previous year. In 2020, the export delivery value of electronic information manufacturing industry above the Guangdong scale increased by 6.4% year-on-year, and the growth rate rose 4.7% in 2019. In December, the export delivery value of electronic information manufacturing industry above the scale increased by 17.3% year-on-year, and the growth rate increased by 15.4% over the previous year.

In the case of a weak economic growth in the world in 2020, the export of the export of 2020 decreased in the first quarter, but the export delivery value of electronic products in the second half of 2020 has a rebound, although the export delivery value of electronic products in 2020 The increase is not large, but still rises. Therefore, it can be seen that the good situation of Guangdong electronic products exports, and the future is expected to continue to grow, and the export is growing, and Guangdong foreign trade and economic toughness have also shown strong.

3.2. Guangdong Electronic Product Export Trade Method and Production Method

Table 2. 2016-2020 Guangdong Electronics Products Export Performance Statistics

MODES OF TRADE	2016	2017	2018	2019	2020
	EXPORT SPECIFIC GRAVITY				
GENERAL TRADE	15.8%	18.3%	21.4%	23.3%	26.22%
PROCESSING TRADE	80%	77.4%	75.1%	72%	68.98%
OTHER TRADE	4.2%	4.3%	4.5%	4.7%	4.8%

Source: China Research Network, Electronic Product World Network

In the context of economic globalization, China's economic development has also joined the wave of development in the world. At present, my country has become the largest production outsourcing base in the world, and Guangdong is the core of my country's processing and manufacturing development. From the recent years of data, Guangdong's processing trade has declined, fell by 80.3% in 2016 to 74.4% in 2020. However, general trade export delivery values

have been growing, from 15.8% in 2016 to 25.22% in 2020, and other trade methods have different degrees.

It can be seen from the table above that the level of industrialization in Guangdong is constantly increasing, and the export commodity structure is constantly improving. The proportion of primary processing products gradually decreases, and the proportion of industrial finished products has gradually increased, which means that our province is high. The export ratio of added value products is rising, and the pace of enterprise technology transformation is accelerating, and the industrial structure is constantly upgrading.

3.3. Main Market Distribution of Guangdong Electronics Exports

The following table is data from 2016 to 2020. It can be seen that two-thirds of the export market share of Guangdong electronic enterprises are concentrated in developed countries and regions such as the United States, EU, South Africa, Canada. All those details about the above information are as follows:

Table 3. Proportion of Guangdong Electronic Products Export Countries 2016-2020

Year	Electronic Products Export Countries	Proportion
2016	South Africa, EU, USA, etc.	65.94
2017	EU, Canada, United States, etc.	67.25
2018	US, EU, South Africa	68.26
2019	US, EU, Hong Kong	65.72
2020	India, United States, Singapore	63.44

Source: China Research Network, Electronic Product World Network

As can be seen from the above table, the export of Guangdong Electronics products in 2016-2020 focused on developed countries or regions such as the United States, Canada, South Africa, EU, with a total export of about 65% of the total exports.

4. SWOT Analysis of Guangdong Electronic Product Export Trade

4.1. Analysis of Electronic Products Export Advantages in Guangdong Electronic Products

Compared with other regions, the advantages of Guangdong electronic products are mainly reflected into two aspects—external advantage and internal advantage.

Guangdong Province can smoothly carry out the information of foreign trade, local government to collect professional trade barriers, and establish professional consulting agencies, and provide simple ways for electronic products manufacturers to provide simple ways to producers. Early warning signal. This not only realizes the long-term wishes of electronic products export enterprises, but also an important manifestation of the government's performance functions. Establish a professional research consulting agency, and give the advantages of overseas professional trade research institutions, explore and analyze the development, policy changes, and customer demand status of overseas, and collect and publish the latest development status. Providing real and reliable information for the transformation and upgrading of electronic products exports in Guangdong Province, so electronic products can properly take precautions and active measures to deal with all kinds of barriers abroad. In addition, the government also simplifies the relevant procedures of the export. In the context

of developing an export-oriented economy strategy, the reform of Guangdong Province has continued to deepen. Enterprises with good reputation in electronic products, simplify their trade exports and registration procedures, saving their time in handling export trade. And cost fees, which facilitates better seizing the latest business opportunities, enhances competitiveness, and improves the speed of occupation of the international market.

Foreign trade has always been an important aspect of economic growth in Guangdong Province, and foreign trade is easily affected by external markets. Foreign trade is currently facing a lot of unpredictable risks, but from the data to see the recovery trend, especially in the second half of 2020, The total export volume decreased by 4.7% year-on-year to the total growth rate of import and export returned to the growth range, an increase of 0.8% year-on-year, which fully demonstrates the toughness and vitality of Guangdong economy.

Electronic products export enterprises should promptly analyze the current international market environment, formulate suitable development strategies to meet the latest needs of the market. As its development is continuously expanding, the electronics industry is an important weapon to pull Guangdong's exports, and Guangdong's electronic products have a good reputation in the international market in the international market in product quality and sales services. In addition, electronics companies have also focused on brand innovation strategies while innovating online marketing strategies. Electronic products export enterprises are selected when choosing product brands to be sold, and will take marketing with distinct marketing strategies according to their own experience.

4.2. Analysis of Electronic Products Export Disadvantages in Guangdong Electronic Products

When foreign investors come to China, they did not bring core technology to China. They just use a small amount of mature technology to add China's adequate and cheap labor to help them produce products with price advantage. In this way, our exports are still in labor-intensive products, industrial transformation and upgrading. These labor-intensive products have low technical content, which not only protects their core technology to not leaked, but also reduces the price of the final export product.

The current status is that foreign advanced research and development knowledge and product design is only mastered in foreign businessmen. Guangdong's electronics industry is only manufacturing. Most of its working forms is still some simple, and to earn low labor processing fee. The main reasons have the following two points, one, the research funds are not enough. In 2020, Guangdong has a certain scale of high-tech manufacturing enterprises (hereinafter referred to as "R & D") funds for internal expenditures reached 11247 billion yuan, this expenditure increased by 70.1% from 2013, accounting for 54.3% of manufacturing in size or above; R & D The ratio of internal expenditures and operating income is 2.41%, which is 0.86 percentage points higher than the above manufacturing industry. From the R & D funds, the proportion of GDP has been continuously increased. Although the research funds have increased year by year, although China can see that my country's innovation is increasing The more attention, but the funding of research investment has some gap compared to developed countries and regions. Second, innovation is not strong. Guangdong Electronic Information Manufacturing In the early days of development, the rapid development of advanced technology and production lines introduced from foreign countries, but there is no way to master and digest the introduction of equipment and technology, just "introduction-re-introduction" route, and Not "introduction-absorption-utilization" route, which makes the value of electronic products in Guangdong, not high-tech products, but is a cheap labor product. According to the relevant institutional analysis, the current electronics raw materials "price increase" come. The capacity lag in the context of the international situation and the epidemic situation, the supply imbalance is the main reason for the price increase and the shortage. The

price will inevitably bring the cost, but the profit of the electronics industry is thin, so the price increase of raw materials will bring many pressure to the manufacturers and channels.

4.3. Analysis of Electronic Products Export Opportunities in Guangdong Electronic Products

After the new infrastructure construction (referred to as "New Infrastructure") in May 2020, the province has made a positive response. Ten provinces and key cities have introduced relevant policies to support the construction of new infrastructure. Unlike traditional infrastructure, "New Infrastructure" uses the industry as the main object of empowerment, focusing on supporting industrial upgrading and encouraging application pilots, promoting the integration and coordinated development of regional production factors, and accelerating the construction of governments, enterprises and social organizations. Collaborative governance model, innovative diversified fund-raising and dividend mechanism, bring new opportunities for the development of electronic information industry. In the second half of 2020, the state also issued guidance of new infrastructure development, and relevant policies and projects in various provinces and cities have also been implemented. The implementation of these tasks will further promote 5G, data centers, artificial intelligence, Internet of Things, and the development of the upper and downstream industries. Provide power for domestic economic and social transformation and innovation development.

In recent years, people's demand for the Internet is growing rapidly. The traffic of the Internet is constantly rising. This is a key factor in the development of information infrastructure. The demand for electronic information industry has gradually presented growth. According to the type of product, according to the statistics of the Ministry of Industry and Information Technology, in 2020, my country's electronic information manufacturing industry's income is the highest, the proportion is 30.3%, followed by communication, accounting for 25.7%. Computer classes and home appliances accounted for 15.0%, 8.0% respectively. The growth of these products will undoubtedly bring new development to the electronic information manufacturing industry.

4.4. Analysis of Electronic Products Export Threats in Guangdong Electronic Products

The electronic products in Guangdong Province are mostly exported, and the export output value accounts for up to 74.1% of the sales output value, including communication equipment manufacturing, electronic computer manufacturing, electronic device manufacturing, electronic component manufacturing and household audiovisual equipment manufacturing export proportion of more than 50%. It is 54.4%, 85.6%, 77.1%, 76.1% and 65.2%, which can be seen that the appreciation of the renminbi has a pivotal impact on these industries. The appreciation of the renminbi will not only weaken Guangdong electronic products export competitiveness, which will lead to these five. The industry has a large export exchange risk.

Multi-country epidemic is out of control, the economy is stagnant, my country's epidemic situation is controlled in a short time, the economy is in progress, the RMB is also appreciative, January 2020, renminbi up to 8%. But because my country's export trade is still mostly settled with US dollars, the renminbi appreciation foreign business will pay the payment in the same price, which will let my country's production enterprises directly lose 8% profit. Conversely, if you want to maintain the previous profits, the sale price of the product is increased by 8%, which will greatly weaken the price competitive advantage of China's export products and have a big impact on export companies.

5. Conclusion

Since Guangdong Province is the main area of China's electronic product trade, the development of electronic information and manufacturing is closely related to the success or failure of the industry, so we must pay attention to the development of electronic information manufacturing in this region. At the same time, the electronic industrial group between the various cities must also unite and jointly promote the development of the industry. In addition, we must conscientiously implement the relevant development measures issued by the country to ensure that the electronic information manufacturing industry can develop healthily, and the Guangdong Provincial Electronic Information Manufacturing is developed, and my country's electronic information industry is also developed.

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