

Analysis of the Present Situation of Technical Barriers to Trade Encountered by China's Agricultural Products Export

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Abstract

The rapid development of economic globalization has made the international trade of various countries more and more obvious, but the rising of international trade security protectionism has also made China's import and export trade seriously hindered. This paper mainly describes the current situation and characteristics of trade barriers facing China's agricultural products, analyzes the reasons affecting agricultural export trade, and puts forward countermeasures from the government and export enterprises.

Keywords

Agricultural Products; Export; Technical Barriers to Trade.

1. China's Agricultural Export Trade Encountered Technical Barriers to Trade Status

1.1. China's Agricultural Exports

① **The growth rate of China's total import and export of agricultural products accelerated significantly**

As a big agricultural economy, the export trade market of agricultural products is an important part of China's market economy. According to relevant statistics, the import and export trade volume in 2015 was 186.12 billion US dollars, and continues to rise to 246.83 billion US dollars in 2020, with an average annual growth of 4.8%.

② **The export of agricultural products increased significantly**

From the export of agricultural products, since 2015, China's export of agricultural products has continued to expand on the whole, and the growth rate continues to maintain singular growth. Agricultural products export has certain competitiveness. However, since 2019, China's export of agricultural products has shown a downward trend. In 2021, China's export of agricultural products was 27.56 billion DOLLARS, during which there were many problems.

③ **China's trade deficit in agricultural products has increased**

2004, trade of our country agricultural product gradually deficit changes. From 2015 to 2021, China's agricultural trade deficit shows an overall upward trend. Among them, China's trade deficit in agricultural products decreased significantly in 2021, with a deficit of 40.45 billion US dollars.

1.2. Major Agricultural Products Exported by China and Major Countries

① **Main agricultural products**

Among the agricultural products exported by China, meat, vegetables and aquatic products are the most restricted by other countries. According to the data, 1,542 batches of substandard agricultural products and food were detained or recalled in 2019, with 284 batches of meat topping the list, accounting for 18.42 percent of the total shipments. The second was 221

batches of vegetables, accounting for 14.33% of the total batch. The third place is 218 batches of aquatic products, accounting for 14.14% of the total batches.

② Main countries implementing technical barriers to trade on China's export

In recent years, the proliferation of bilateral free trade agreements has accelerated the process of more and more agricultural trade. In order to accurately evaluate agricultural products, the technical barriers to trade clause in WTO is the most widely used.

According to WTO statistics, in 2019, the United States, Japan, the European Union, South Korea, Canada, relevant agencies detained or recalled China's export of substandard agricultural food products a total of 1,542 batches. Among them, the United States detained the most unqualified agricultural food products, up to 526 batches; 387 batches were detained for South Korea. The European Union recalled 249 batches; Korea Food detained 231 batches; Japan detained 147 batches. Visible, technical barrier is forming huge hindrance to our country agricultural product export.

③ Reasons for the detention/recall of China's export agricultural products

High standards, high requirements and trade barriers affect the export trade of developing countries, and China's agricultural products are often detained or recalled because of such problems. According to the data in 2019, the first reason for the detention or recall of China's agricultural products is the violation of animal quarantine regulations, accounting for 14.14% of the total batch; The second is unqualified quality, accounting for 13.62% of the total batch; The third is unqualified certificate, accounting for 12.97% of the total batch.

2. The Main Reason that Our Country Exports Agricultural Product to Encounter Technical Trade Barrier

2.1. External Reasons

① People attach importance to health, and the indicators related to technical barriers are strict

Although people's material living standard has been improved, the concept of health and environmental protection has been increasingly enhanced, especially for the safety of agricultural products put forward higher requirements. Like the United States, the European Union and other developed areas continue to strengthen the technical indicators of trade barriers, and through the promulgation of a variety of stringent environmental protection technical standards and food inspection and quarantine provisions to crack down on the export of agricultural products in some countries. China's agricultural products are often detained, returned and destroyed because they cannot meet the relevant technical standards, which will lead to China's enterprises often have to bear huge direct trade losses, the company is facing the threat of bankruptcy.

② Protection of the domestic market, the rise of trade protectionism in developed countries

China is rich in human resources, which makes China's agricultural products have a strong competitive advantage in price. China mainly exports low value-added products, low production cost of primary agricultural products, just because of this, China occupies an important market share of the world agricultural exports. In order to protect their own agricultural products market and interests, developed countries use technical barriers to trade to restrict the export of agricultural products, so as to achieve the goal of trade protection.

③ The international situation is complicated, and the prospect of international economy and trade is weak

As mentioned above, the decline in import and export trade after 2019 is due to the sharp decline in global trade caused by the ravages of COVID-19. As a result, international trade

channels are blocked, trade volume drops, many import and export enterprises close, and trade prospects remain depressed.

At the same time, the world is still suffering from major political blows such as The UK's "Brexit", the rising unilateralism and trade protectionism threatening the global multilateral trade cooperation system, and the continuous occurrence of geopolitical, economic, political and military conflicts, causing serious damage to international trade.

2.2. Internal Reasons

① The quality standard and technical level of agricultural products in China are low

It can be seen from the survey that the backward production technology is the main reason for China's export restrictions. Developed countries have strict control over the quality of agricultural products at home and abroad, but China cannot meet the standards of advanced foreign countries not only for the quality of agricultural products themselves, but also for the external information content of agricultural products.

② The government and industry associations play a lagging role

If the government budget input as a "visible hand", should play a full play of its agricultural macro-control policy leading role. However, at present, the country still believes that there is a large space and gap between guaranteeing the main financial input of China's agricultural scientific and technological products into the import and export market economy and meeting the market demand in the application and development of China's agricultural production economy, which cannot meet the current technical standards and quarantine system. At the same time, the management coordination of government departments is poor, there is no clear division of functions, no appeal to the situation. Secondly, the industry association has not fully played the role of media, lack of contact with enterprises and consumers, unable to provide public services for the society in time, which is quite far from the ideal role of the industry association.

③ Agricultural product quality laws and standards system is not perfect

From the current situation of China, although China has established a quality and safety standard system for agricultural products, there are still problems of low standards and insufficient implementation, which cannot completely deal with the issue of agricultural products export standards. At the same time, developed countries continue to upgrade the certification system for agricultural products, and China's relevant certification bodies can not do with international standards, the lack of professional certification technical personnel, understanding of the relevant laws and regulations.

3. China's Agricultural Export Trade Encountered the Impact of Technical Trade Barriers

3.1. Negative Impact

① Hinder the export of China's agricultural products, reduce the international competitiveness of China's agricultural products

Since China entered WTO, China's agricultural trade import and export trade has developed rapidly, which is of great significance to China's economic development. But with the deepening of China's multilateral trade specification development, China's agricultural industry exports accounted for actual significantly reduced year by year, therefore, in recent years, a variety of technical barriers to the multilateral trade to boost our country agricultural product export growth industry brings the significant negative impact, is not conducive to promote China's agricultural product international competitiveness and overall national strength.

② Lose the advantage of China's agricultural products, increase the cost of enterprises

The decrease of China's population welfare and the export restrictions of developed countries on China's agricultural products are the main reasons for the loss of the advantages of China's agricultural products. At the same time, in order to meet the standards set by developed countries, Chinese enterprises not only have to suffer direct economic losses, but also need to invest a lot of extra manpower, material and financial resources to respond to foreign protection measures, which greatly increase the export cost of enterprises, hit China's agricultural export confidence, and limit the development of enterprises themselves.

③ **The deterioration of China's multilateral trade relations, aggravate trade friction**

The main reasons of sino-foreign trade friction are reflected in the "double countervailing" and technical barriers to trade. In order to deal with trade risks, the Chinese government takes trade protection measures such as promulgating laws and regulations and restricting imports. This will deepen the differences in understanding between the two countries and exacerbate trade disputes. At the same time, the rise of trade protectionism and antidumping measures will lead to the lack of trade trust of various countries, increase trade friction, is not conducive to the establishment of fair and friendly multilateral trade relations.

3.2. Positive Impact

① **It is conducive to improving China's production technology and standardization level**

Although the technical trade barrier of various countries is a big obstacle to the export of agricultural products in China, it also forces the enterprises of agricultural products in China to improve their own production technology and test products according to the requirements of international high standards. At the same time, in order to make up for the loss of technical barriers to trade and expand the consumer market of enterprises, agricultural products will gradually transform from primary products into high-tech, high value-added advanced products.

② **It is beneficial to establish and improve the monitoring system**

At present, there is a gap between China's agricultural export monitoring and the standards of developed countries. China has to strengthen the collection and study of relevant testing standards, laws and regulations of major exporting countries, improve China's agricultural product monitoring system, and improve the authority of quality testing in China.

③ **It is beneficial to adjust the export strategy of China's agricultural products**

China's export of agricultural products is restricted by some developed countries and regions. China will adjust its export strategy of agricultural products based on the development trend of trade, such as the Belt and Road Strategy. The change of strategy is conducive to strengthening the relationship between export enterprises, sharing inter-industry resources, and achieving mutual benefit and win-win situation.

4. Measures to Deal with Technical Barriers to Trade in China's Agricultural Exports

4.1. Give Play to the Government's Guiding Role

① **To improve the formulation of relevant standards and laws and regulations**

The correct agricultural product standard system can let us improve their technical level, can more calmly face technical barriers, but also improve our technical barriers to trade measures, such as technical standards, product quality testing. The government should strengthen the understanding and understanding of TBT agreement, actively participate in the work of trade agreement, and design its own technical barriers to trade system. At the same time to provide timely international information for enterprises to cope with technical barriers to provide personnel, financial support.

② Establish a monitoring and early warning mechanism for technical barriers to trade in agricultural products

As China's agricultural products have been rejected for export for a long time due to unqualified quality and pesticide residues, in order to reduce the loss of this aspect, the government should strengthen the audit strength in product quality supervision and improve China's quarantine equipment. At the same time, the government should make full use of big data and previous cases to analyze technical barriers to trade, master the laws and regulations of technical barriers to trade at home and abroad, timely collect information, and form an early warning mechanism.

③ Strengthen belt and Road trade cooperation and the "Going Global" development strategy

In recent years, China has maintained close cooperative relations with Asian countries and developed regions along the belt and Road, and trade and investment cooperation has developed rapidly. Therefore, strengthening agricultural safety and WTO/TBT-SPS cooperation is becoming increasingly important. This will not only make full use of the resources of belt and Road countries, but also create a high-level network of Belt and Road free trade zones, achieve mutual benefit and win-win results in agricultural markets, promote the construction of safe passages for agricultural products, and enhance information exchange and transparency of technical trade measures. At the same time, China's agricultural "go out" development strategy also plays a key role in the new trade barriers, through increasing overseas agricultural investment, to ensure China's food security.

4.2. Improve the Competitiveness of Agricultural Products Enterprises

① Rely on technological innovation to improve the competitiveness and brand influence of agricultural products

In order to break through the restriction of technical trade barriers, China's agricultural products enterprises should change their production concept in time, pay attention to green production, speed up the upgrading and transformation of equipment, develop the deep processing industry of agricultural products with high added value, transform the former price advantage into quality, and constantly improve the technical content of agricultural products. At the same time, strengthen brand construction, through learning from foreign excellent experience, fully investigate the market demand, the use of Chinese characteristics of resources, and strive to create agricultural products with Chinese characteristics.

② Establish a risk analysis talent team and strengthen the relationship between enterprises

Enterprises should not only give priority to improving product quality, but also strengthen the ability to deal with the risk of technical barriers to trade. Therefore, the enterprise departments should actively recruiting talents, training related industry, improve industry talents using incentive management system, grasp the commodity trading industry related policy laws and regulations of the country, at the same time, enterprises need timely communication with other trading companies, industry associations and relevant government departments to keep in touch, based on the principle of equality to share the interests of the enterprise personnel negotiate cooperation mechanism as soon as possible To reduce the loss caused by trade barriers at the least cost.

5. Conclusion

To sum up, the technical barriers to trade on the current our country domestic export international agricultural though there is a certain amount of time and technical limitations, but we view problems should formally with the objective of scientific attitude, actively explore to

find different reasons inside and outside, keep up with the development of The Times characteristics, from the local government, industry associations, export trade companies find ways to have crack, improve the current our country Agricultural products international export market competitiveness and its influence in the international market, to achieve the sustainable and healthy development of China's international agricultural products export trade market.

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