

# Discussion on the Ecological Strategic Path of China's International Trade Economy in the New Era

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## Abstract

Over the past 40 years of reform and opening up, China's influence in the field of international economic and trade cooperation has been increasing day by day, and the proportion of import and export trade has continued to increase. As Socialism with Chinese characteristics enters a new era, it also puts forward higher requirements for China's international trade and economic development. Therefore, it is necessary to strengthen the research on the ecological strategy of China's international economic and trade, and make a new discussion on the establishment of an ecological international economic and trade path, so as to consolidate and improve China's position in the field of international economic and trade cooperation and international trade. Exploring the ecological strategy of China's international trade in the new era will help China to better benefit the domestic and international markets, realize the optimal allocation of resources, smooth the domestic and international double circulation, and achieve high-quality economic development. This paper discusses the ecological strategic path of China's international trade economy in the new era and gives some suggestions in order to provide reference.

## Keywords

New Era; International Trade Economy; Ecological Strategy; Path Discussion.

## 1. Introduction

Economic globalization has shown a rapid development trend, especially in the context of the rapid development of Internet information technology, which has opened up a broad space for the development of international trade and brought new challenges to international trade. Especially how to improve the utilization rate of resources in the state of continuous depletion of resources, facing the new severe test of energy saving, emission reduction and environmental protection, it is necessary to discuss the new development model of international trade, which has spawned the emergence of a new ecological strategy model of international trade. Under the guidance of the new era, further optimizing the allocation of resources is not only an inherent requirement to achieve sustainable development, but also a new task that China must face in promoting international trade in the future.

## 2. Problems in China's International Trade and Economic Development at This Stage

In the new era, the trend of economic globalization is becoming more and more obvious. People pay more and more attention to the effective allocation of resources and energy conservation and emission reduction, which objectively requires that we should take the road of green and sustainable development, promote and implement the ecological development strategy of international trade, and then promote the continuous development of China's international trade. However, due to historical reasons, China's international trade started late. Although China has become the second largest economy in the world, there is still a certain gap with

developed countries in the field of international trade. These objective reasons have been restricting the further development of China's international trade, and it is urgent to take effective measures to improve it[1]. This paper analyzes the main problems existing in China's international trade and economic development at this stage from the following points:

### **2.1. China's International Trade and Economic Model is not Intensive Enough**

Although China is the largest developing country in the world, the problem of "being big but not strong" is still outstanding in international economic and trade, which does not match the status of the second largest economy in the world[2]. Apart from the historical reason that China's foreign trade started late, the low degree of foreign trade intensification is a prominent problem. Intensive is not only the increase of factors, but also the quality and integration of factors. That is to say, the advantages of integrating elements can reduce production costs. In essence, the intensification of foreign trade is to concentrate on the application of modern economic management techniques and means under the premise of making full use of existing resources, fully mobilize the enthusiasm of human resources, and improve the economic benefits and work efficiency of foreign trade[3].

### **2.2. Foreign Trade and Economic Development Model Blurred Boundaries**

From the perspective of trade, there are obvious differences between foreign trade and traditional trade. That is to say, there is a contradiction in resource allocation between domestic trade and international economic exchanges, that is, the concept and operation mode of domestic and foreign trade are vague[4]. There are many times when people treat international trade with the viewpoint and mode of thinking of domestic trade, which makes the resource allocation of foreign trade economy and domestic trade on a starting line, which directly leads to the gap between classic foreign trade and foreign trade in essence, or it is called the fuzzy boundary of foreign trade economic development. The transaction between economic entities is essentially the trade of goods, which is the traditional trade. At this point, international trade has its particularity, but people are often confused at this point, so the economic model of internal trade is produced to treat foreign trade. If this mode of thinking is not changed, it will be difficult to promote the healthy and stable development of China's international trade economy[5].

## **3. The New Trend of China's International Trade and Economic Development in the New Era**

### **3.1. Rapid Growth of International Trade and Economy**

After more than 40 years of precipitation and development, China's economic volume has risen to the second largest economy in the world, and it has close trade relations with most countries in the world. China's international trade has entered a period of rapid development. Especially since the beginning of the new century, China's foreign trade has become an important part of the "troika" of economic development. At present, all countries in the world attach great importance to world trade, and foreign trade has become the main theme of economic development in all countries, especially the growing synergy of regional economies, which has effectively promoted the rapid development of international trade. In recent years, China's international trade has developed by leaps and bounds, which also puts forward higher requirements for developing international trade in the new era[6]. Therefore, we must conform to the development trend of international trade and judge the Chinese-style foreign trade economic development model in time.

### **3.2. International Trade Shows a Trend of Multipolarization**

With the advent of the Internet information age, economic globalization has developed rapidly, and international trade has also ushered in a new spring[7]. Trade between countries has become more frequent, and international trade has been upgraded in both volume and quality, and global trade has shown a multipolar development trend. Especially with the high integration of Internet information technology and e-commerce, the trade information between countries is more symmetrical, space and distance are no longer obstacles to trade between countries, and the economic interaction between international economy and countries is becoming more and more convenient and close. China's economic complementarity with other countries in the world has been further enhanced, which has opened up a new development space for China's international trade, which objectively requires that China's international trade will surely usher in a new highland and bring new development opportunities to China's international trade.

### **3.3. Regional Cooperation has Broadened the Development Space for International Trade**

The development of international economy and trade has brought room for regional cooperation. In the process of long-term economic and trade development, the importance of economic cooperation between regions has become increasingly prominent. In essence, regional cooperation is a by-product of economic competition[8]. In order to maintain their dominant position in the world economy, economic powers hope to consolidate their dominant position through economic complementarity and coordinated development among countries in different regions, which not only brings new kinetic energy to world trade, but also boosts the economic development of regional countries and brings benefits to people of all countries. The closer the economic exchanges between regional countries are, the more development prospects will be brought to international trade. In this sense, the cooperation and interaction between regional countries have accelerated the continuous development of international trade. In particular, the "the belt and road initiative Initiative" not only strengthened the cooperation and economic complementarity among regional countries, but also added strong impetus and vitality to China's international trade and economy[9].

## **4. Ways to Promote the Development of International Trade and Economy in the New Era**

The ecological development of international trade and economy is essentially the introduction of ecological concepts into the whole process of international trade. In this process, human geographical environment and many elements of society are integrated together, which is accompanied by the development of international trade and economy and coexists with global economic integration. In the long run, the contradiction between human living habits and the deteriorating environment is difficult to resolve, which will bring unhealed wounds to the benign development of global trade[10]. In the face of this grim situation, how to resolve the contradiction between man and nature in the social practice of international trade, how to realize the pulling effect of international trade on social economy, and how to establish and form the ecological design of international trade have become the top priority in front of people.

### **4.1. The Positive Significance of Talent Strategy for the Core Competitiveness of Enterprises**

Talent is the primary productive force, especially in the context of the new era, the competition for talents in the field of international trade and economy is intensifying. No matter whether it is a country or an enterprise, whoever has excellent international trade talents will have their own advantages in the field of international economy and trade and occupy a new highland for

industry development[11]. The cultivation of outstanding talents has always been our basic national policy. Over the years, a large number of professionals in the field of international trade and economy have lost overseas, and the shortage of professionals has seriously restricted the development of international trade. In recent years, with the in-depth implementation of the strategy of strengthening the country through talents, a large number of overseas talents have returned to China, and the momentum of brain drain has been curbed. At the same time, the close cooperation between enterprises and institutions of higher learning has also delivered a large number of international trade practical talents for foreign trade enterprises.

#### **4.2. Reform and Innovation Mode to Promote the Construction of Corporate Culture**

Under the situation of continuous competition in international trade and economy, innovative development model is a powerful starting point to promote international trade and economy. If an enterprise can go abroad, it is necessary to innovate the management mode of enterprise development, boldly introduce foreign advanced management experience and business philosophy, and innovate the system of self-development in combination with reality[12]. At the same time, we should synchronize material construction with spiritual construction, strive to create a corporate culture with China characteristics, and exert our efforts at both soft power and hard work. Innovating the enterprise development mode with China characteristics, and quickly forming the core competitiveness of foreign trade enterprises. Leading the development of international trade and economy with national cultural elements, and constantly improving the comprehensive strength of talent management, science and technology and culture of enterprises, so as to expand the development strength of China's international trade and economy.

#### **4.3. Establish Brand Effectiveness and Expand Corporate Influence**

Brand strategy is the foothold and starting point of foreign trade, and it is also a powerful manifestation of foreign advanced management concepts. By building corporate brands and constantly expanding brand effects, this is the business philosophy that foreign advanced enterprises have always adhered to. For example, Apple and BMW have their own expensive entrepreneurial roads and become a beautiful landscape in the international trade economy. In recent years, China has also had a lot of positive practices in creating brand effects. Haier, Lenovo, Huawei and other international brands have come out, which has injected new vitality into China's international trade. Give full play to the brand effect, constantly update the traditional business philosophy, promote the development of Chinese enterprises in the direction of diversification and internationalization, promote the all-round coordinated development of Chinese enterprises in humanities management, culture and technology, continuously expand and enhance the visibility and influence of enterprises, build a world-class famous brand with China characteristics, and promote China's international trade to be at the forefront of the world.

### **5. Some Concerns About the Ecological Development of International Trade**

#### **5.1. The Contradiction between the Ecologicalization of International Trade and the Development of World Economy**

Due to the unsynchronized economic development of various countries and regions, the global economic growth effect is not consistent with the development demand of international trade ecology. This kind of development trend is consistent and contradictory in stage development, which is a major factor restricting the ecological development of international trade. In a short time, this contradiction even has a growing trend.

## **5.2. The Contradiction between the Ecologicalization of International Trade and the Support of the Earth**

Because in the process of global economic development, the economic proportion between countries and regions is changing at any time, which leads to the gradual reduction of the discourse power of backward economies in the world economic structure, which is essentially unfair on the development path. More importantly, because of the trend of global economic development, the earth's resources for economic development have been relatively scarce, which has affected the ecological construction of international trade.

## **5.3. The Development of International Trade Promotes the Imbalance of Resource Allocation.**

Because of the profit-seeking nature of capital, with the blessing of international trade and economy, the limited allocation of resources in the world has begun to be unbalanced, resources have been excessively concentrated towards large consumers, and countries with high productivity have hoarded resources through price wars, resulting in the imbalance of earth resources. Data show that the developed countries, which account for 30% of the world's resources, account for more than 70% of the world's resources, while the underdeveloped countries, which account for 70% of mankind, have only less than 30% of the world's total resources, which is the root cause of the widening gap between the rich and the poor in the world. In the process of forming this situation, international trade plays an important role.

## **5.4. Double Standards of Ecological International Trade and Economic Development**

The most essential difference between developed countries and developing countries lies in the different ratio of capital and resources, which is more manifested in the double standards of social resources and environmental protection. For example, developed countries can sell their "garbage" to developing countries through international trade, and once developing countries send unhealthy products to developed countries, developed countries will wave sticks such as energy conservation and emission reduction to punish developing countries. Therefore, in essence, the ecologicalization of international trade can not be observed by developing countries alone, but should be a common code for all people on earth.

## **6. Prospects for Promoting the Ecologicalization of International Trade**

Although the world economy and resources will be unfair because of the unsynchronized economic development, the ecological development of international trade economy is of great positive significance in terms of the development of international trade economy itself. In essence, the ecologicalization of international trade is a powerful measure to promote the healthy development of the international economy, a strong guarantee for the scientific and rational utilization of the limited resources of the earth, and an organic component to safeguard the fairness and justice of world economic development. People should look to the future and effectively promote the healthy development of international trade.

First, we should adjust the import and export methods in a timely manner. Change the traditional ideas and concepts of international trade and economy. In the process of export, we should strictly control the quality and environmental protection, strengthen the subjective consciousness and the overall situation concept, resolutely implement the ecological strategy and promote the sustainable economic development. We must reform the existing export methods and make great efforts to promote product quality and technical content. For labor-intensive products, we should not only reduce exports, but also improve the technical content of products, and accelerate the optimization of industrial structure and improve the utilization

rate of resources. Second, we should change the export trade strategy, boldly introduce new talents, eliminate and restrict the production and export of low value-added products, speed up the application of high-tech and industrial setting, attach importance to environmental protection, and consciously resist the production and export of high-energy and low value-added products. At the same time, we should improve policies and regulations to provide institutional guarantee for the implementation of international trade ecology. Third, adhere to multilateralism, firmly grasp the development trend of international economy, and strengthen foreign trade and export cooperation among regional countries. All countries and regions must promote it together, and it cannot be implemented by a certain country or a few countries. Only in this way can the ecological international trade economy truly take root.

## 7. Concluding Remarks

To sum up, the ecologicalization of international trade economic model is an inevitable requirement in the process of international economic development, an inherent need of environmental protection, and a strong support for promoting the healthy development of China's economic structure. With the emergence of environmental problems brought by international trade, people are increasingly aware of the importance of economic ecological development model. In the new era, we should update management concepts, straighten out trade relations, boldly introduce advanced new concepts, models and methods of international trade, scientifically control export trade, adhere to low-carbon environmental protection and promote technological revolution. Only in this way can we occupy a place in the international trade economy, promote the high-quality development of China's economic development, win wide recognition and support from the international community, and build Community of Shared Future for Mankind.

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