

Research Article

International Food Enterprises Trade and the Countermeasures under the Condition of E-commerce

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Abstract: The study proposed an idea that what can lead the food enterprise to obtain the practical capabilities to better fit the business requirements in foreign trade post. E-commerce has penetrated into all processes of food international trade, with a fundamental change of business operating means in every foreign trade business post group. The change would continue with the improvement and development of E-commerce. The method of work-procedure-curriculum should be adopted. In that way, practical training contents could be well designed and developed by realizing the business innovation in foreign trade and sorting out the foreign trade practical ability which need to be enforced in the E-commerce conditions.

Keywords: E-commerce, food international trade, practical content

INTRODUCTION

The rise abruptly of e-commerce has created a huge virtual market around people and with advanced network technology has injected new connotations to the cooperation laws between food enterprises, traditional trade mode of operation is facing new challenge, the electronic commerce has become an international trend, new online intermediary business forms are changing the market organization, new electronic intermediaries new through the mouse connected world food suppliers and buyers, electronic commerce is evolving as the best carrier and the pattern of trade. How to adapt to these changes and develop business, which is the purpose of research on this study.

MATERIALS AND METHODS

The research on international food trade in economics is widely considered to be a very conservative field, in the North American economics impatience of the environment, it shows a rare kind of the knowledge of traditional worship, it is said that it has significant marked, traditional but with the economic rise of electronic commerce, the traditional international trade theory encountered an unavoidable challenge, the mainly several aspects as follows.

The world market and the theory of international division of labor: International food trade is builds in the foundation of the international division of labor and the world market. However, along with the development of electronic commerce, virtual market is not only possible but also become a reality, the difference between virtual market and traditional

market is mainly embodied in the low barriers to entry (Tian and Chen, 2011). Lower management cost and get product information completely opportunity as the important media, electronic commerce) the Internet itself is global, e-commerce boundary will no longer by the regional or national boundaries, therefore, food enterprises can use this world network will extend the scope of business activities to the world, the market mechanism can effectively allocate resources in the world market, so, the double cluster characteristics of virtual and real world market will become an important content in the research of the theory of international food trade under the condition of e-commerce economy, established in the global market of international division of labor activities have also changed, the traditional theory of international division of labor that social productivity, natural conditions, population, labor, market scale, capital flows and policy influence factors in the international division of labor, the development of electronic commerce has been to all of the above factors to produce an extensive Impact, entering in twenty-first Century since the 90's, the international division of labor is characterized by globalization, virtualization, networked, the international division of labor from the capital, technology, material base to information and knowledge, dependence on material resources decrease relatively, therefore, considering the changes in the environment of division of labor, Division of labor and specialization theory should have further research and development.

The change and the development of the international food trade pattern: With the rapid

development of information technology and electronic commerce, intellectual property contents in international food trade in goods is increasing, especially the international information trade accounted for the proportion of international trade continued to increase and gradually from the international service trade break away from out, become a new independent form of trade, international food trade pattern mainly presents the following new features: international food trade pattern is to information products and services as the center of the trade pattern of change: the contemporary international trade information give priority to hardware trade, gradually turning to intangible software trade, international trade legal bureau appeared to/new characteristics of 0 as the representative of the digital divide; between the developed and emerging industrial countries and regions, developing the technology trade is increasing; the newly industrialized countries have to follow the developed countries, to speed up the construction of the information superhighway, changes of international food trade of big Bureau forcing states to adjust the structure of international food trade constantly in China, in order to meet the needs of the development of the electronic commerce, as a result of international food trade structure is an important part of a country's economic structure and components, is the strategic foundation participate in the international division and competition, therefore, in the international food trade pattern changes as the background, research on the adjustment of the international food trade structure is very meaningful.

The application of electronic commerce in international food trade: The application of electronic commerce in international trade mainly in 3 ways, namely, EDI mode, Internet mode and Intranet mode in 3 ways.

EDI mode: EDI refers to the electronic communication, the exchanges between food enterprises and business documents (including bill of estimate quotation, purchase, bill of sales, pay bills and statement of account and so on), the standard electronic data from exchange the transmission each other, data flow of time to reduce the entire operating system and eliminate space obstacle, reduce artificial transcription errors generated commercial documents, document transmission EDI is mainly used in foreign trade and exports, compared with the traditional ordering and payment, greatly saves the time and cost, EDI use is generally closed network, has many good business conditions, such as user mostly have the good credit ensure strict, registration and so on, so it can better solve the security problem, relatively better than through EDI, enterprises can exchange data through EDI network, realize the entire trading process, or through the Internet to find the best partners, realize

part of the transaction process, this level is the largest area of e-commerce application at present, has been widely used in international trade at the beginning of 1996, statistics show that America top 100 enterprises in 97 have implemented EDI management, top 500 large Enterprises the 65% applied EDI, the overall application of American business rate reached 25%, in USA auto industry, do not use the EDI enterprises have been difficult to survive, big retail companies in the USA have begun to EDI take steps of the sanctions who not use EDI, USA customs from at the end of February, 1989 the ED method customs are given a priority, American government formally announced the country since 1992 by transact EDI customs service, do not use EDI, its import and export customs clearance will be delayed treatment, EDI is the electronic commerce application earlier in the field of international trade, after decades of development, the EDI technology is getting mature, have a comparative single standard of international, but the high cost of investment, only large companies can use, medium-sized enterprises and small enterprise cannot afford the high cost, poor intercommunity of various EDI network, application is restricted (Xiaona, 2005).

Internet mode: Internet is the international Internet, is an international network through a certain standard to connect a large number of computer network and the formation of Internet, founded in 1969 America, then got the rapid development, its properties has changed from the original research network for commercial network, network business also emerge as the times require, particularly in the Internet on the purchase of goods! Product marketing information consulting business negotiations! And financial services, a series of commercial transactions, here between the consumers and enterprises can be Internet shopping by Internet (Li and Zhangjian, 2008). Online advertising and online legal services, but the laws and regulations restricting the payment means, between the consumer and the enterprise electronic commerce development is slow, it breaks through the traditional commercial production, wholesale, retail and import and sale, transfer, save transfer procedures and marketing model, the real implementation of the less investment, low cost, high efficiency, to achieve efficient allocation and maximum saving social resources, not only can improve the operation efficiency and competition ability for enterprises, but also in favorable of conducive to consumers access to high-quality products and services and use lower prices. Because the network intercommunity Internet good and inexpensive, so not only can be used in large enterprises, small-sized medium enterprises and small enterprises can also be used but there is no solution to the problem such as security.

Intranet mode: Intranet is called the internal network, which is used Intranet technology, connecting the internal branches and departments, information exchange and sharing to realize in the enterprise, enterprise internal network to classify and not geographical but the enterprise scope, the enterprise set up branch organization all over the world can realize resource through the sharing of enterprise internal network, in Intranet, under the protection of confidential business information security technology of firewall, only internal staff access to the confidential information, suppliers and customers and other external personnel to enter the enterprise only in the permit conditions, Intranet generally has two functions: first, for the enterprise to provide the information infrastructure in the world business, so that the enterprise can communicate with each other in their employees around the world, the implementation of office automation and paperless; second, as the assistant of sales channels, to strengthen the sales personnel contact with customers, customers can according to certain permissions to access the intranet, help customers to understand the product information, improve product sales, enterprises of different types, use electronic commerce is not the same, large-scale foreign trade enterprises in the use of Intranet and Internet based EDI, in use the Internet to develop international trade, foreign trade enterprises tend to use the extranet, both the production and trade of foreign trade companies tend to intranet and extranet and foreign now completed, from EDI to EOI (EDI Over Internet) and IC (Internet Commerce) progress, while EOI and IC are becoming the dominant mode of the electronic commerce.

RESULTS AND DISCUSSION

Analysis and forecast: China founded in 1993 a joint meeting of the informationization of the national economy and its office, 1995, Chinese Internet start commercial, Internet Co began to rise, in January, 1996 set up the national leading group of the State Council Information work, more than 20 ministries to participate in, the informationization construction, unified leadership of China in April, 1997 Chinese

Foods Orders for the System (CFOS) began running "in this stage service providers rely on mature Internet environment and gradually established their own service system, including the credit system and the popular scale, make e-commerce services can have certain effect (Fig. 1).

Under the push of government, the positive development of food electronic commerce in our country foreign trade enterprises, some enterprises began to try electronic commerce in 1994, University of International Business and in 2003, economics International Business Research Center survey data show that 307 foreign trade food enterprises survey (state owned enterprises 132, 72 foreign-invested enterprises, private enterprises 68, collective enterprises 29, joint-stock enterprises 6), there are 246 food companies (accounting for the overall sample 80.1%) have established their own websites, which leased lines to the Internet food enterprises have 104, accounted for 42.3%; ISP hosting the 89 enterprises, accounting for 36.2%; leased ISP virtual host 51 enterprises, accounted for 20.7%; 26 enterprises of the respondents (10.6%) techniques for the website construction is not clear, therefore, the electronic commerce in the foreign trade enterprises of our country develop rapidly, the good momentum of development, according to Ai Rui market consulting statistics, to the enterprise, the use of electronic business service that the harvest is the biggest business help, then is to save money, as shown in Fig. 2, 58% of food enterprises believe that the use of electronic commerce, you can develop business, make business partners and expand trade channels; 51.9% of the food enterprises in the electronic commerce application greatly Save expenditure, for enterprise to bring the situation in the cost and profit accounting; in addition, 51.2% food enterprises hope to learn the function of electronic commerce more; 50.3% users can home office, greatly improving the convenience of trade, 31.3% of the food enterprises to get more than ordinary trade service in the electronic business.

Key technologies and information infrastructure construction: Electronic commerce in the application and development of a country depends on the perfect information infrastructure as the foundation, at present, the global e-commerce sales occurred in 80% of the

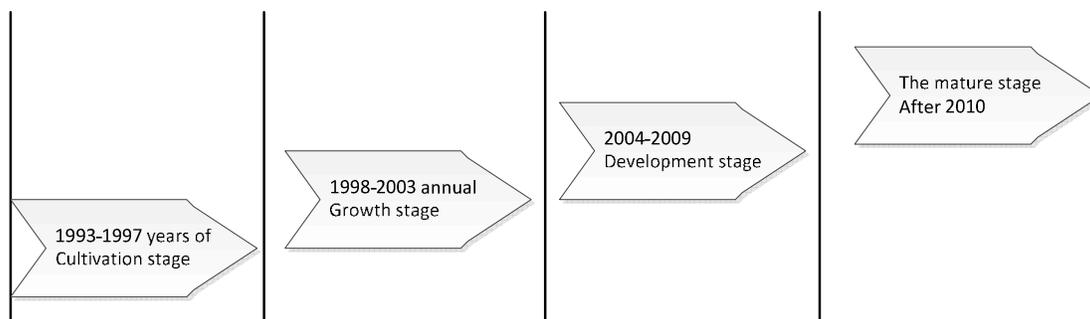


Fig. 1: China's e-commerce development stage

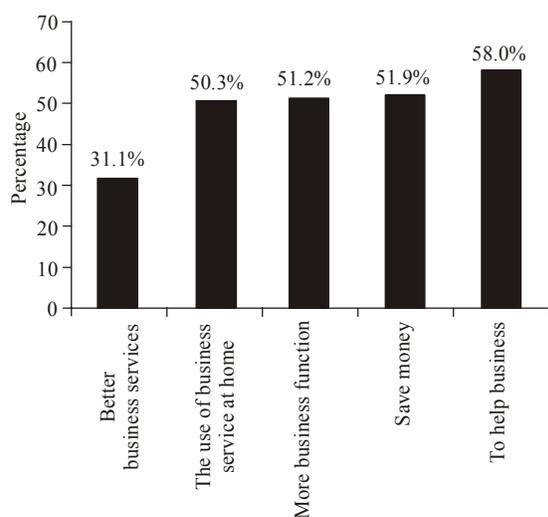


Fig. 2: Enterprises to use e-commerce service harvest

American, USA advantage position in the competition is the high input of funds, technology and complete information infrastructure construction as the basis, at present, America has been basically formed an underground cable, submarine cable and communication satellite and the stereoscopic high-speed communication networks, implementation and development of electronic commerce in Europe with the information infrastructure construction, in the February of 1994, the European Commission President Delors announced the construction of European information highway plan, the project lasted 5 years, cost \$85000000000 "the EU actively supports this plan at the same time, has also stepped up the information infrastructure construction of their own (Junying, 2010).

CONCLUSION

The purpose is to encourage commercial banks, China UnionPay, the third party payment services and

business services companies and e-commerce Food enterprises to establish good relations of cooperation, expand the scope of credit card and other electronic means of payment and actively carry out the safety and reliability of the online payment service, promote the development of online transactions, all kinds of food logistics enterprises make extensive use of advanced technology and equipment, to improve the level of information, optimization of logistics process, improve operational efficiency, reduce logistics costs, provide strong support for electronic commerce, vigorously encourage the development of third party logistics. And to strengthen the study and formulation of laws and regulations and take actively participate in international cooperation and dialogue. The current international trade law is established based on the traditional paper trade way, many of the provisions do not apply to electronic commerce mode, the development of electronic commerce will bring many obstacles to overcome "in order to ensure the development of electronic commerce, around the development of e-commerce and related network management! Information security! financial settlement! The problem of knowledge property contents, should accelerate the pace of change the current law, formulate and introduce new trade rules at time".

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