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## “一带一路”背景下佛山发展跨境电商的机遇与挑战

### 摘 要

“一带一路”战略的实施，为佛山市发展跨境电商产业带来机遇。但目前佛山市发展跨境电商目前主要存在跨境物流滞后、跨境支付风险高、售后与信息服务水平较低和跨境电商人才匮乏的问题，制约着产业发展。本文通过从宏观的角度分析“一带一路”战略对佛山市跨境电商产生的影响，再从微观的角度对佛山市跨境电商产业现状进行分析，结合佛山市产业特点，针对在物流技术、跨境支付、售后服务、人才培养方面问题，从政府和企业两个层面上提出相应的对策和建议。

**关键词：**“一带一路”；跨境电商；物流运作；电商平台

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## **ABSTRACT**

The implementation of the "Belt and Road" strategy has produced development opportunities to Foshan's cross-border e-commerce industry. However, the development of cross-border e-commerce in Foshan currently mainly has the problems of lagging cross-border logistics, high risk of cross-border payment, low level of after-sales and information services, and lack of cross-border e-commerce merchants. This article analyzes "Belt and Road" strategy's influence on Foshan's cross-border e-commerce industry from a macro perspective. And then state the development status of Foshan's cross-border e-commerce industry from a micro perspective. Cross-border payment, after-sales service, personnel training issues, from the angle of government and enterprises to make suggestions.

**Key words:** "Belt and Road"; Cross-border e-commerce; logistics operation; e-commerce platform

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## 目 录

前言 .....	1
1.1 研究背景 .....	1
1.2 研究意义 .....	1
1.3 文献综述 .....	1
1.3.1 “一带一路”对我国跨境电商的影响相关研究综述 .....	1
1.3.2 佛山跨境电商发展现状相关研究综述 .....	2
1.3.3 文献评述 .....	3
1.4 研究内容及方法 .....	3
1.4.1 研究内容 .....	3
1.4.2 研究方法 .....	4
2 佛山市跨境电商产业的发展现状 .....	5
2.1 佛山市跨境电商宏观现状 .....	5
2.1.1 发展规模及增长 .....	5
2.1.2 产品及结构 .....	5
2.1.3 对比情况 .....	6
2.2 佛山市跨境电商平台运营模式 .....	7
2.2.1 运营平台 .....	7
2.2.2 基本运营模式 .....	7
3 “一带一路”背景下佛山市发展跨境电商的机遇 .....	9
3.1 产业优势 .....	9
3.1.1 产品符合跨境电商交易物品特性 .....	9
3.1.2 跨境电商为过剩产能找到新出口 .....	9
3.2 政策扶持 .....	10
3.2.1 “一带一路”战略相关政策扶持 .....	10
3.2.2 获批“跨境电商综合试验区” .....	10
3.2.3 电商产业园建设 .....	11
3.2.4 税收优惠政策 .....	11
3.3 经济环境 .....	11

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