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## “一带一路”背景下福建省鞋业出口问题及对策研究

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## 摘 要

近年来，随着“一带一路”战略的不断推进，福建省作为“一带一路”中“一路”的核心区，凭借本省独特的鞋产业优势，鞋业出口贸易额持续上升，在一定程度上为促进相关产业的发展和福建省经济发展也起到了举足轻重的作用。

本文基于“一带一路”视角，研究福建省鞋业的发展现状，分别从行业概况、产量概况和出口概况进行分析，并在此基础上探究福建省鞋业的发展趋势。通过对福建省鞋业的发展现状研究，深入了解了福建省鞋业出口所存在的产品质量参差不齐、附加值不高、产品创新能力不足等问题，使得福建省鞋业发展受到多重因素的制约。

最后针对福建鞋业出现的问题，提出了在“一带一路”背景下福建省政府和企业两方面提出解决对策，政府要积极支持提供帮助，完善相关法律法规；企业要不断创新，把重点放在产品质量自主品牌上等，努力突破鞋业出口发展的瓶颈，促进福建省鞋业的长远发展。

**关键词：** 一带一路；福建省；鞋业出口；对策

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## **Abstract**

In recent years, with the continuous promotion of "One Belt and One Road" strategy, Fujian Province, as the core area of "One Road" in "One Belt and One Road ", with its unique advantages in footwear industry, the export trade volume of shoe industry continues to rise. To a certain extent, it also plays an important role in promoting the development of related industries and the economic development of Fujian Province.

Based on the perspective of "One Belt and One Road", this paper studies the development status of footwear industry in Fujian province, analyzes the industry profile, output profile and export profile, and explores the development trend of footwear industry in Fujian province on this basis. Through the research on the development status of footwear industry in Fujian province, the author has an in-depth understanding of the problems of uneven product quality, low added value and lack of product innovation in the export of Fujian province, which restrict the development of shoe industry in Fujian province by multiple factors.

Finally, in view of the problems in Fujian footwear industry, this paper puts forward the countermeasures from both the Fujian provincial government and enterprises under the background of "One Belt and One Road". The government should actively support and provide help to improve relevant laws and regulations. Enterprises should continue to innovate, focus on the quality of products, independent brand, strive to break through the bottleneck of shoe export development, promote the long-term development of Fujian province's footwear industry.

Key words:One Belt And One Road ; Fujian province ; footwear export ; countermeasures

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