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# “一带一路”背景下佛山市跨境电商发展现状、问题及其对策

## 摘 要

“一带一路”战略的建设背景，使中国跨境电商产业加快了全球化步伐，但是我国跨境电商起步较国外晚，跨境电商发展问题的理论研究较少，所以通过对跨境电商发展中出现的问题进行研究并得出经验和启示，以促进我国跨境电商产业发展非常必要。本文通过文献研究法和归纳研究法，梳理出我国跨境电商的发展现状，并选取佛山市作为研究对象，探究区域跨境电商发展难点及解决对策，旨在以小见大，为我国跨境电商更好发展提供经验。

**关键词：**跨境电商；“一带一路”政策；跨境电商交易规模

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## ABSTRACT

The strategic background of the “ Belt and Road ” construction has accelerated China's cross-border e-commerce industry, but China ’ s cross-border e-commerce started later than foreign countries, and there are few theoretical studies on the development of cross-border e-commerce. It is necessary to study the problems in the development of cross-border e-commerce and draw lessons from them so as to promote the development of cross-border e-commerce in China. Through literature research and inductive research, this paper sorted out the development status of cross-border e-commerce in China,, and select Foshan as the research object to explore the difficulties and solutions of regional cross-border e-commerce development. Provide experience for better development of cross-border e-commerce.

This paper analyzes the development status and advantages of the cross-border e-commerce industry in Foshan City, and proposes some problems in the development of the cross-border e-commerce region in Foshan, cross-border e-commerce service platform, logistics, cross-border payment and settlement, and professional personnel. The government guides and supports the coordinated development of regional e-commerce, utilizes the comprehensive pilot zone and Overseas Chinese from Foshan, builds a comprehensive cross-border e-commerce platform, to supports Foshan ’ s local key industries, cultivates flagship enterprises, and jointly builds overseas warehouses to shorten transportation Time, use blockchain technology to solve cross-border payment and settlement problems, create a "four-in-on" collaborative talent training plan, build a "Foshan Pan-home Brand Product Overseas Exhibition Experience Hal", and start the Foshan brand measures to solve Foshan's cross-border Difficulties encountered in the development of e-commerce.

**Key words:** Cross-border e-commerce; “ Belt and Road ” ; cross-border e-commerce transaction scale

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## 目 录

1 绪论.....	1
1.1 研究背景及目的.....	1
1.2 文献综述.....	1
2 “一带一路”战略概述.....	3
2.1 “一带一路”战略的实施背景.....	3
2.2 “一带一路”战略的实施意义.....	3
3 佛山跨境电商发展现状及趋势分析.....	5
3.1 我国跨境电商发展增速快，出口跨境交易总额占比大.....	5
3.2 进出口产品品类.....	5
3.3 我国跨境电商产业（平台）模式种类多.....	6
3.4 我国跨境物流模式灵活多样.....	6
3.5 多种跨境支付方式.....	6
4 “一带一路”背景下佛山跨境电商发展存在的问题.....	8
4.1 物流体系不够完善.....	8
4.1.1 物流配送停留在基础层面.....	8
4.1.2 物流业的基础设施有待改善.....	8
4.1.3 物流业的信息系统落后.....	8
4.1.4 物流服务质量不高.....	9
4.2 跨境电商人才缺乏.....	9
4.2.1 高校教育资源有限.....	10
4.2.2 缺乏电子商务复合型人才.....	10
4.3 监管力度有待提升.....	10
4.4 市场环境有待改善.....	11
4.4.1 资本市场较单一，融资能力弱.....	11
4.4.2 佛山跨境电商的综合服务水平较低.....	11
4.4.3 假货问题盛行.....	11

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