

# The Current Situation and Countermeasures of Yunnan Agricultural Products Business Development under the Background of “Belt and Road”

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**Abstract:** E-commerce is a kind of transactional activity, which is based on Internet-oriented e-commerce platform to realize borderless. Under the background of "Belt and Road", the rise of the electricity supplier has been promoted. In view of the current situation of e-commerce for agricultural products in Yunnan Province, the advantages and problems in the development of e-commerce in Yunnan Province were analyzed, and the characteristics of e-commerce for agricultural products in Yunnan Province should be fully utilized in the development of e-commerce. Combined with the development opportunities brought to Yunnan by the “Belt and Road” strategy, it proposes to giving product culture and implementing brand strategy; Promoting railway construction and improving transportation network; Strengthening multilateral trade cooperation, continuously innovating e-commerce model, and utilizing “Internet +” to break through the inherent limitations of e-commerce and meet the great development of e-commerce, understand the real situation of agricultural products e-commerce in Yunnan Province, and put forward relevant suggestions for developing e-commerce of agricultural products in Yunnan Province.

## 1. Introduction

In recent years, China's economic development has been rapid, especially in the development of e-commerce industry. E-commerce is the use of e-commerce platform to enable buyers and sellers to trade in services or commodities [1]. Taking the opportunity of establishing the national pilot city of e-commerce trade service, we should establish the e-commerce freight transport corridor as a breakthrough point, improve the infrastructure and transportation system, and improve the carrying capacity of opening up [2]. The "one belt and one way" link up with Central Asia, South Asia, Southeast Asia, Western Asia and other regions, connecting the two major economic circles of Asia Pacific and Europe, is the largest and most potential economic cooperation zone in the world. At present, the countries along the "belt and road" are generally in an upward stage of economic development, and have broad prospects for mutually beneficial cooperation with China's enterprises and expanding economic and trade cooperation [3]. Yunnan Province is located in the western part of China, and the mountainous area accounts for more than 95% of the province's area. The unique geographical location makes Yunnan Province an important province in the “Belt and Road” construction [4]. Historical reasons and geographical location have a great impact on the development of Yunnan's agricultural economy. Taking Yunnan Agricultural Information Network as the leader, it has built a unique agricultural information platform at the provincial, prefecture, county and city levels, as well as the Yunnan Agricultural Network established by the enterprise, Yunnan VegeTable Network, Yunnan Characteristic Network, Yunnan Fruit Wholesale Network, Yunnan Flower Net et al. [5].

The "one belt and one way" will fully rely on the existing dual multilateral mechanisms of China and the relevant countries, and with the help of existing and effective regional cooperation platforms, will provide new impetus for the economic development of the countries along the route. In the process of developing e-commerce for agricultural products, the problems that can be solved by the market should be handed over to the market. The government should make a good plan and formulate rules [6]. The lag of agricultural product sales mode restricts the development of agricultural products in Yunnan. Through the research on the electronic commerce of agricultural

products. The application of modern network in the transaction of agricultural products has the advantages of low cost, high efficiency and no geographical restrictions, which improves the circulation speed and efficiency of agricultural products. [7]. Provide corresponding production, supply and marketing information, so that product information can be fully utilized, promote the circulation of agricultural products market, and realize the primary construction and development stage of Yunnan agricultural products e-commerce [8]. The Silk Road in the Air refers to the free trade of countries through the construction of an e-commerce network platform and an e-commerce industry transaction chain. This is in line with the "accelerating the implementation of the strategy of going global" proposed by Premier Li Keqiang in the government work report [9]. While completing the exchange of commodities, e-commerce trade brings the world's advanced culture, management, technology, information, knowledge and so on into Chinese society, making China's import and export trade volume grow and grow steadily. Paying attention to the quality of export products and the adjustment of export product structure, Yunnan's export structure has been significantly improved. In particular, the export of agricultural products and mechanical and electrical products accounted for an increasing proportion of the province's exports, and gradually developed into a major export product [10].

## 2. Materials and Methods

Yunnan should actively strive for state support, speed up port infrastructure construction, give full play to port functions, increase "one-stop" pilot customs clearance ports, and expand port opening. In addition, the facilities of "one belt and one road" policy can be interconnected. To increase consumers' trust in the special agricultural products of Yunnan plateau, we must solve the problems of product quality index monitoring, scale and branding. It is obviously unrealistic to solve these problems only by the small online shopkeepers themselves. The establishment and operation management, the two sides used their respective resource advantages to build an online marketing platform for Yunnan agricultural products, and successively launched a number of online special marketing activities such as flowers, pine mushrooms, pomegranates and tea, and opened a professional agricultural product website. Solving the problem of too slow Internet access is an important prerequisite for promoting e-commerce in Yunnan Province. Actively improve the basic conditions for e-commerce development In terms of improving Internet access conditions in Yunnan Province, we will focus on improving network resource sharing, network resource utilization and telecom business service levels. The structure of Yunnan agricultural product export enterprises is similar to that of the province's product export enterprises. The survey of agricultural product export enterprises in Yunnan Province in 2016-2018 is shown in Table 1.

Table 1 Investigation on the Structure of Agricultural Products Export Enterprises in Yunnan Province from 2016 to 2018

	2016		2017		2018	
	Export amount (hundred million)	Proportion( %)	Export amount (hundred million)	Proportion( %)	Export amount (hundred million)	Proportion( %)
State-owned enterprise	8.9	47.85%	9.65	45.52%	12.41	45.98%
Foreign enterprise	7.5	40.32%	8.04	37.92%	10.5	38.90%
Private enterprise	2.2	11.83%	3.51	16.56%	4.08	15.12%

Agricultural e-commerce is a systematic project involving many departments and fields. Its quality is high and its structure is reasonable. Talents who know not only the knowledge of agricultural products but also business, network technology and laws and regulations are the basis

of the development of agricultural e-commerce. The international e-commerce industry service park strives to form a complex e-commerce eco-sphere which integrates railway transportation, land transportation, air transportation, port services, warehousing, online trading, off-line display and express delivery. So far, 40% of the large enterprises in Yunnan Province have used e-commerce to purchase raw materials or parts and sell products: Yunnan tobacco, tourism, flowers and other industries and large-scale agricultural products transactions have basically been informationized. Through the "no pollution, organic, green" certification of products, consumers trust the big brands, many Yunnan agricultural products, although known for their ecology, but through the consumer awareness of higher green agricultural products. The countermeasures for promoting the export of agricultural products in Yunnan Province are shown in Table 2. In the development of the integration of culture into agricultural products, such as the packaging design of agricultural products, it can be designed through the unique ancient rhyme culture of Yunnan and natural materials. At the same time of cultural communication, Yunnan's agricultural export trade can be further increased.

Table 2 Measures to Promote Export Trade of Agricultural Products in Yunnan Province

	open up	Efficiency
Implementing Brand Strategy	9.08	8.05
Improving the Transportation Network	7.52	9.12
Strengthening trade cooperation	6.80	7.13

With the construction of the China ASEAN Free Trade Area and the proposal of "one belt and one road", Yunnan's exchanges with neighboring countries are closer, and cultural, academic, tourism and educational exchanges continue. Yunnan Province has unique geographical advantages, prominent climatic advantages, obvious species advantages and superior ecological environment. Depending on superior agricultural production conditions, different crops can be planted all the year round with abundant varieties. Deepening the application of e-commerce enterprises in Yunnan Province as the core, strengthening infrastructure construction, constantly expanding the main business of enterprises, transforming the mode of foreign trade development, Improve logistics warehousing capacity. We should achieve better growth and better growth and create new economic growth points along the "one belt and one road" line. At the same time, the large-scale and normal development of e-commerce direct purchase business has been realized in each important region. In order to speed up the development of e-commerce and establish a good environment for e-commerce development, regions should speed up the development of e-commerce support opinions. The problem that most agricultural-related e-commerce companies are eager to solve urgently is to find suiTable e-commerce training institutions, learn relevant knowledge, and solve practical problems in online store operations. There are limitations and habitual deviations in the understanding of agricultural e-commerce, and the concept and content of agricultural e-commerce are ambiguous, which ultimately reduces the subjective initiative of farmers in the construction of e-commerce for agricultural products.

### 3. Result Analysis and Discussion

During the investment period of agricultural products, in order to open up the market, first, we can use low-price sales to attract consumers' attention, use e-commerce platform to implement group purchase online, so that people can purchase and experience the same quality agricultural products at relatively low prices, and better implement the effective management of the real-name system of online stores. The second is to establish a smooth channel for consumers to safeguard their own interests. Thirdly, we should establish complaints about network, telephone, commodity quality, sellers' service attitude and logistics. The biggest problem facing the export of agricultural products is the transportation problem brought about by the preservation of fresh food, which makes the logistics cost higher than other products, which reduces the profit of agricultural export enterprises to a certain extent. Carefully screen the development base, market prospects,

competitive strength, willing to develop e-commerce agricultural leading enterprises, give centralized support, strictly control product quality, and promote the healthy development of local high-quality agricultural products. Strengthen the guidance and publicity and education of law-abiding, honesty and self-discipline, improve the understanding of the importance of developing e-commerce in all sectors of society, and increase the awareness of application and information security of enterprises and citizens.

Accelerate the establishment and improvement of social service system, support leading enterprises with high strength and integrity, and improve product quality. In order to increase consumers' trust in agricultural products with Yunnan plateau characteristics, we must solve the problems of product quality index monitoring, scale and branding. Yunnan's superior natural environment, good ecology, diverse climate and geographical resources, create Yunnan's high-quality off-season vegetables, flowers, tea, animal husbandry, etc., can fully meet the needs of modern people for agricultural products. Combining the construction of China-ASEAN Free Trade Area with the establishment of Yunnan Hekou Border Economic Cooperation Zone, Lincang Border Economic Cooperation Zone, Wanding Border Economic Cooperation Zone and Ruili Border Economic Cooperation Zone. At the same time, it is necessary to further standardize the information collection and update of e-commerce websites, collect and sort out relevant agricultural product information in an accurate and timely manner, and increase the practicability and timeliness of the website. Also do a good job of promoting the website so that more people can access and use the website. Promoting the development of e-commerce under the "Belt and Road" will directly drive the development of modern service industries and related manufacturing industries such as logistics distribution, electronic certification, electronic payment, and information content services in Yunnan, and accelerate the pace of transformation and upgrading of China's industrial structure.

To develop e-commerce, we must have corresponding laws and regulations safeguard system. In a complete sense, the development of e-commerce for agricultural products is inseparable from these insurance systems, so as to enhance farmers' sense of security. We will support third-party payment institutions to develop overseas markets, promote pilot construction of e-commerce foreign exchange payment business points of third-party payment institutions, and centralize the collection, payment and settlement of foreign exchange for e-commerce enterprises. Agricultural e-commerce itself is a complex project, involving not only multi-sectors, multi-fields, high quality requirements, but also reasonable structure, and increasing the popularity of e-commerce knowledge. E-commerce knowledge training for local government "top leaders" enables them to have an in-depth understanding of e-commerce, and it is necessary for people who understand agricultural products and understand business, network technology and laws and regulations to enter the talent team for the development of agricultural products. With the development and opening up along the border. Judging from the characteristics of Yunnan's geographical advantages, the future has extensive cooperation space in energy, agriculture, tourism, high-tech industries, and machinery manufacturing. Yunnan plays an important role in the "Belt and Road" strategy and actively trades with countries and regions along the route.

#### **4. Conclusion**

This paper studies the current situation and Countermeasures of the development of agricultural products in Yunnan under the background of "one belt and one road". A comprehensive and optimized plan is put forward to develop e-commerce and enhance Yunnan's ability of radiating and driving the surrounding cities and even wider areas, so as to better fulfill the functions of "one belt and one road" hub city. We will improve the logistics system for agricultural products and further strengthen the construction of infrastructure and equipment for agricultural products logistics. Finally, the income of producers of agricultural products will be increased, the price of end consumers will be reduced, and the unit income of agricultural logistics providers will be increased. Operators can also use advanced network technology to build a new logistics system of agricultural e-commerce. Promote the promotion of e-commerce applications in rural areas and agricultural product circulation, and guide social capital and e-commerce platform enterprises to increase

investment in agricultural products e-commerce. Establish a sound logistics system, improve the corresponding supporting facilities, improve the speed of logistics, and achieve a synchronous tracking of logistics with a complete logistics information system, laying the foundation for a sound service. With the power of the Internet in the e-commerce era, the development of e-commerce export trade of agricultural products will become an important way for the sustainable development of agricultural products export trade in Yunnan.

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