



Global Imbalance, Economic Uncertainty and SME Trade Efficiency

Zhaokang JIANG, GTC Commerce (US, China, Europe)

WORLD CUSTOMS/TRADE FORUM 2011

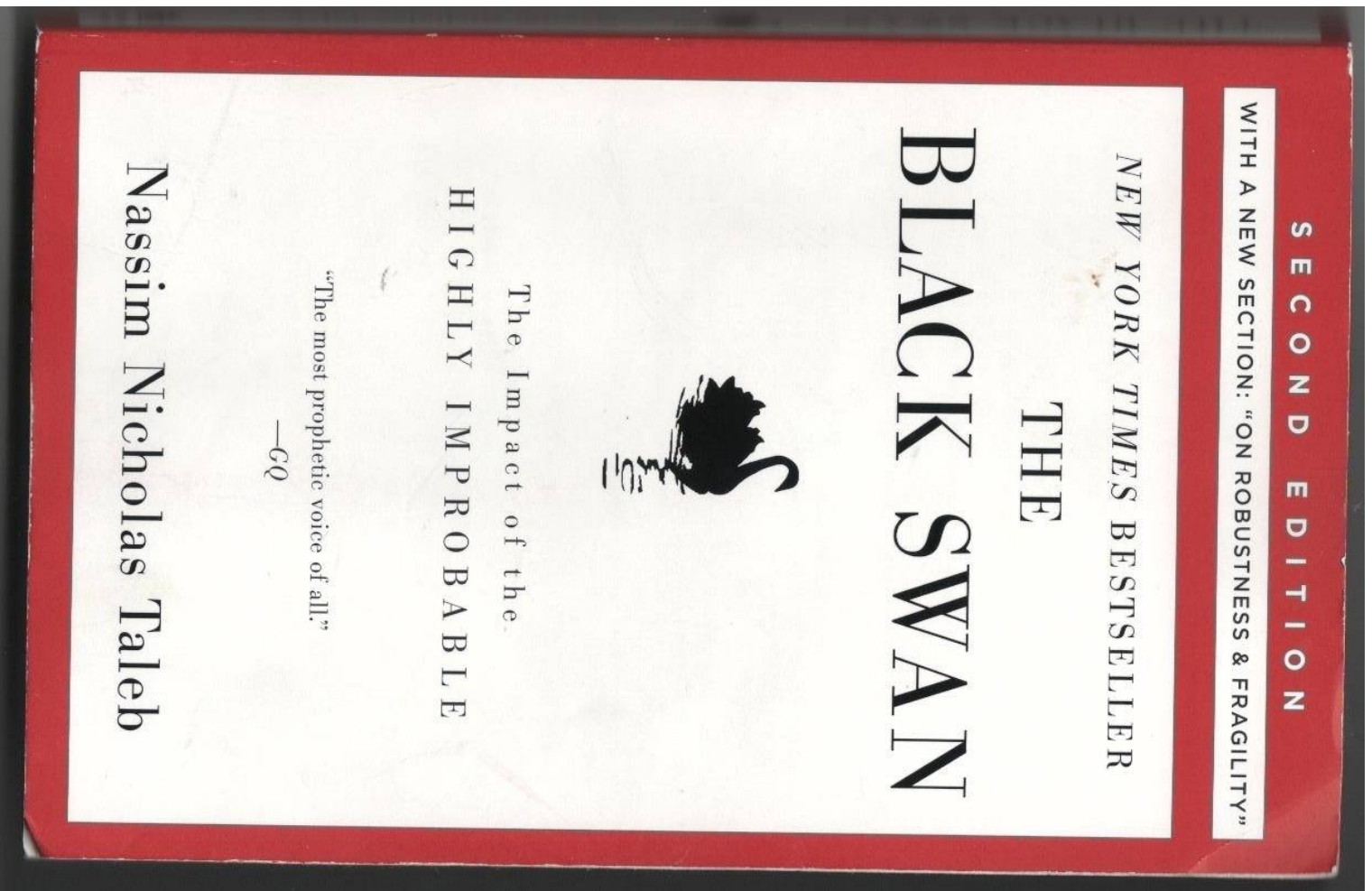
By World Customs Organization/China Customs

November 24, 2011

Guangzhou, China

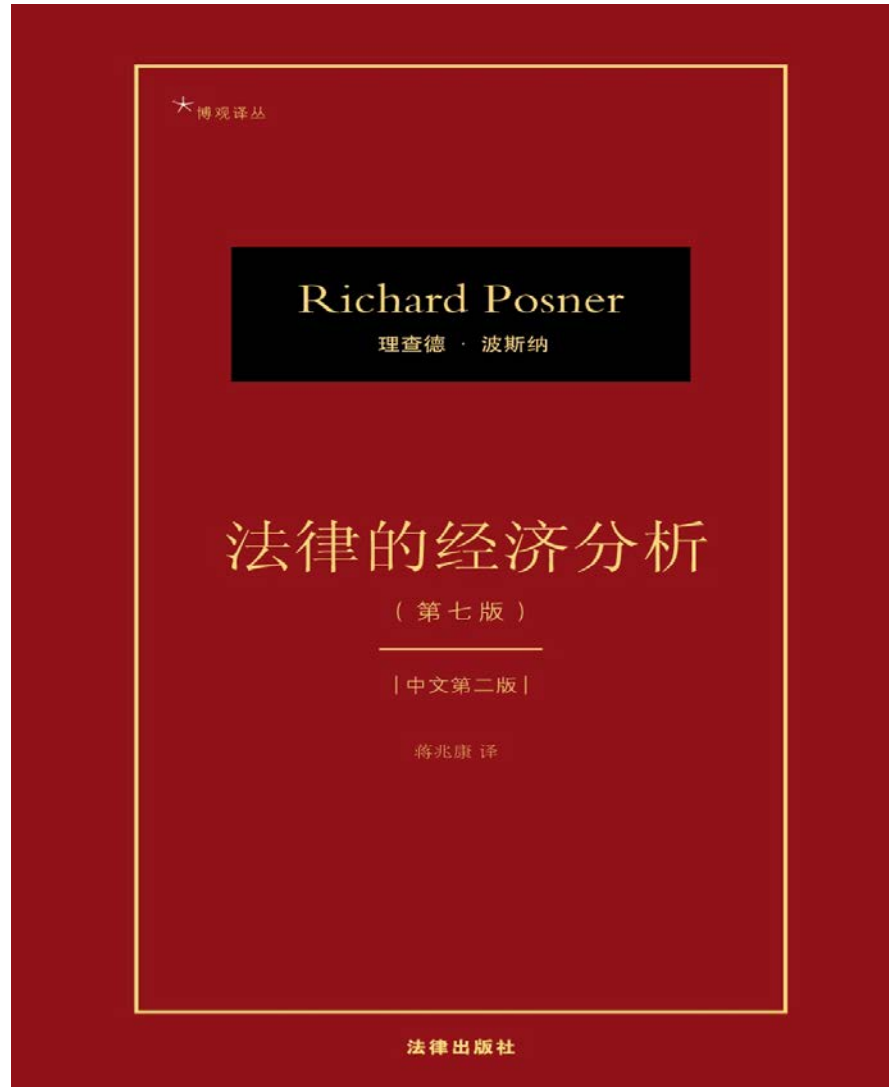


Financial Crisis: Black Swan Event?





Financial Crisis: Market or Government Failure?





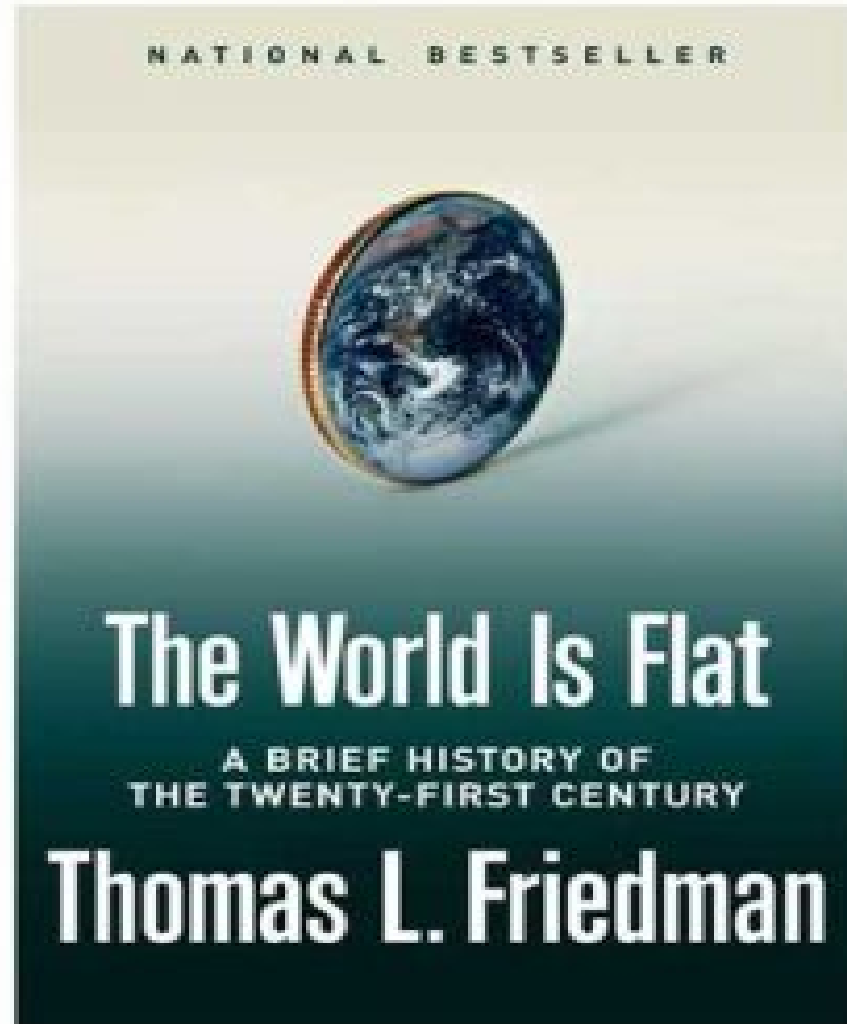
Root Causes of the Global Economic Crisis

- ❖ In 1971, President Richard Nixon unilaterally ordered the cancellation of the direct convertibility of the United States dollar to gold
- ❖ Since 1971, the US Federal Reserve keeps extremely low interest rate as a economic stimulus;
- ❖ Since 1971, the US only had two years (1973 and 1975) of trade surplus, trade deficit in 2007 is 702 billion, and 7506 billion to 2007;
- ❖ the US has fiscal deficit of 161 billion in 2007, and 9229 billion to 2007 (14500 billion to 2011);
- ❖ the US government implied and explicit guarantee for GSE;
- ❖ *Gamble and speculation, which take advantage of bad policies:*

Government Failure



Is the World Flat? *No*





Root Causes of the Global Economic Crisis

❖ *Imbalanced Globalization*

1. *Trade Surplus Countries Vs. Trade Deficit Countries*
2. *MNCs Vs. **SMEs***
3. *99% Vs. 1% ?*



Failure of trade of a country is due to the failure of SME trade of the country

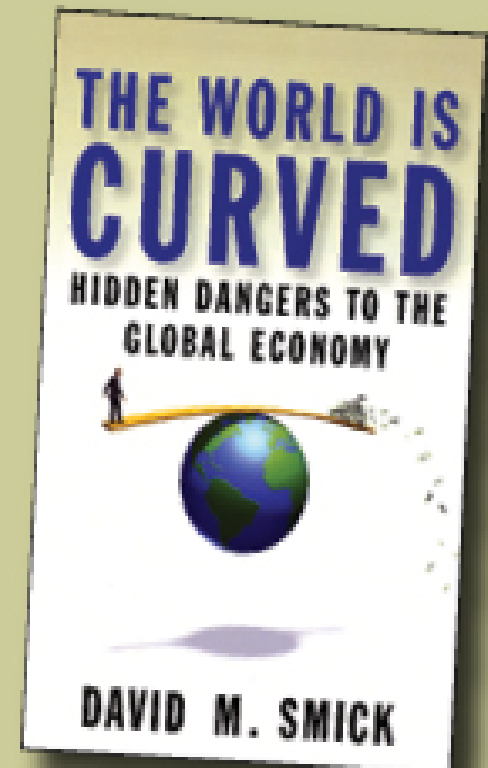
Is the world **CURVED!** *Yes!*

“Eerily prescient.”

—David Ignatius,
Washington Post

**“Right on
target.”**

—Kristina Dell,
Time



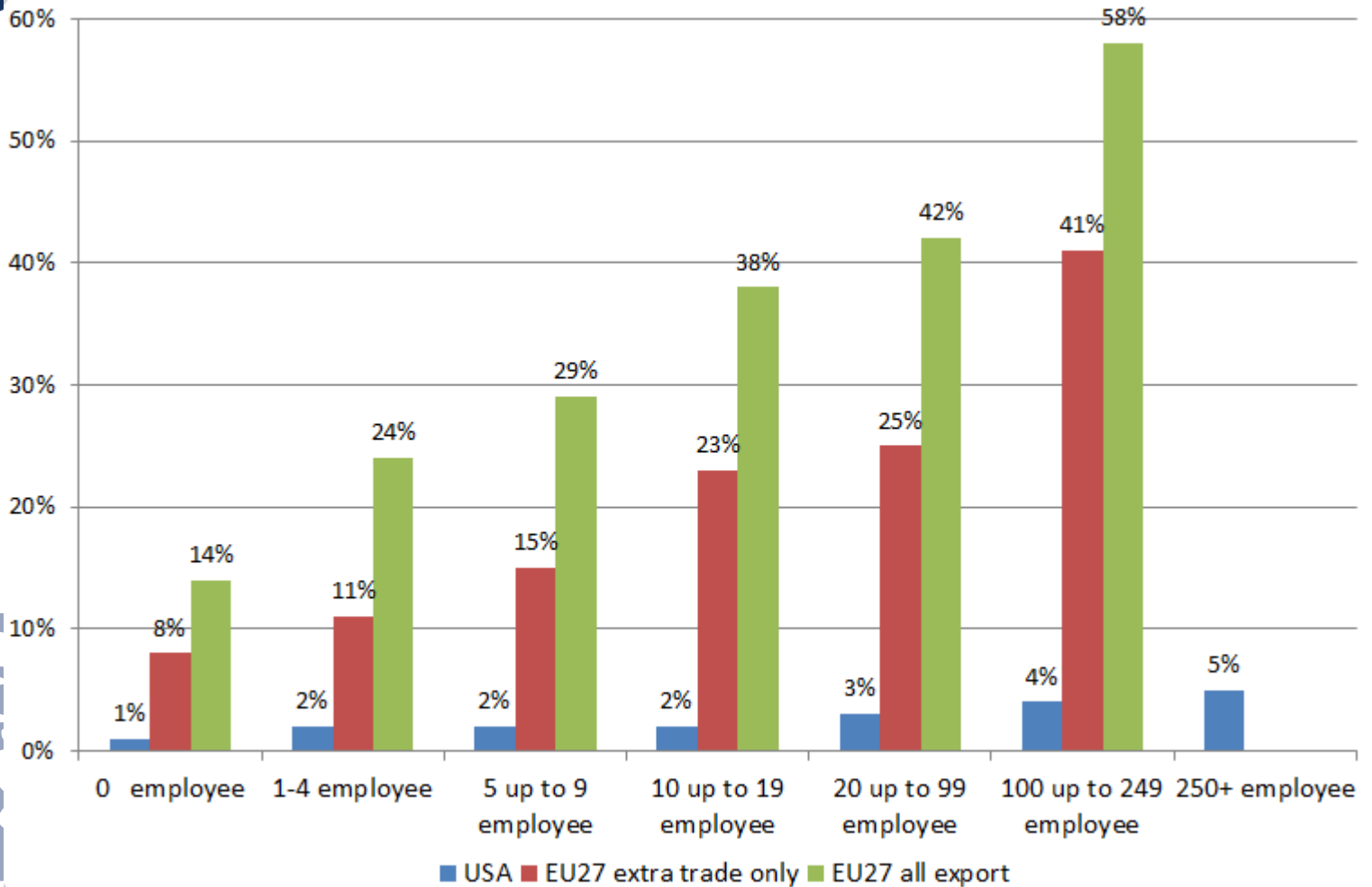


SME Exportation

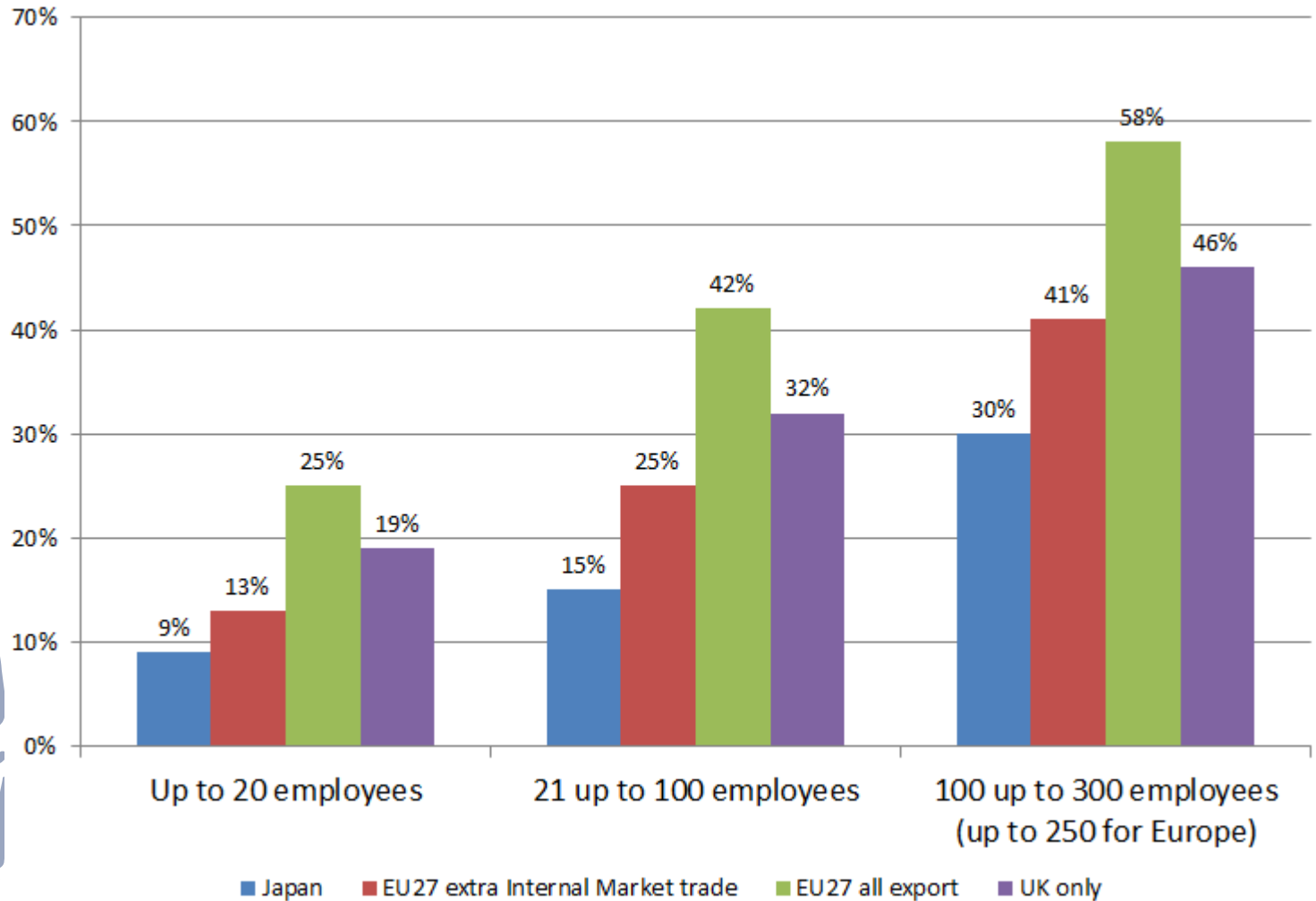
*Only 25% of the Global trade is by SMEs
which hire 75% of the employees of the world*



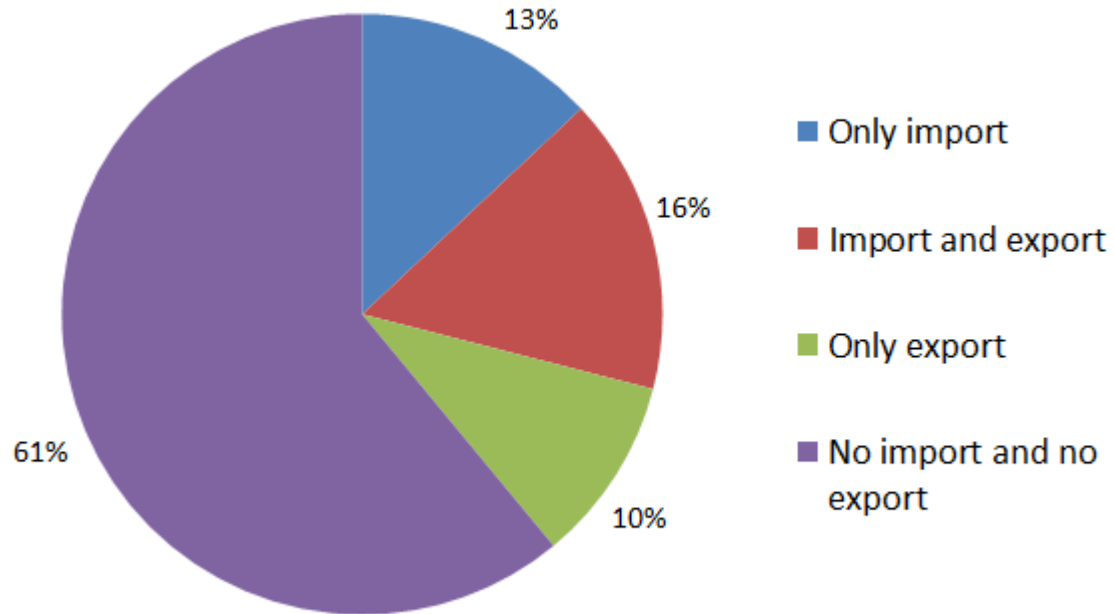
SME Exportation



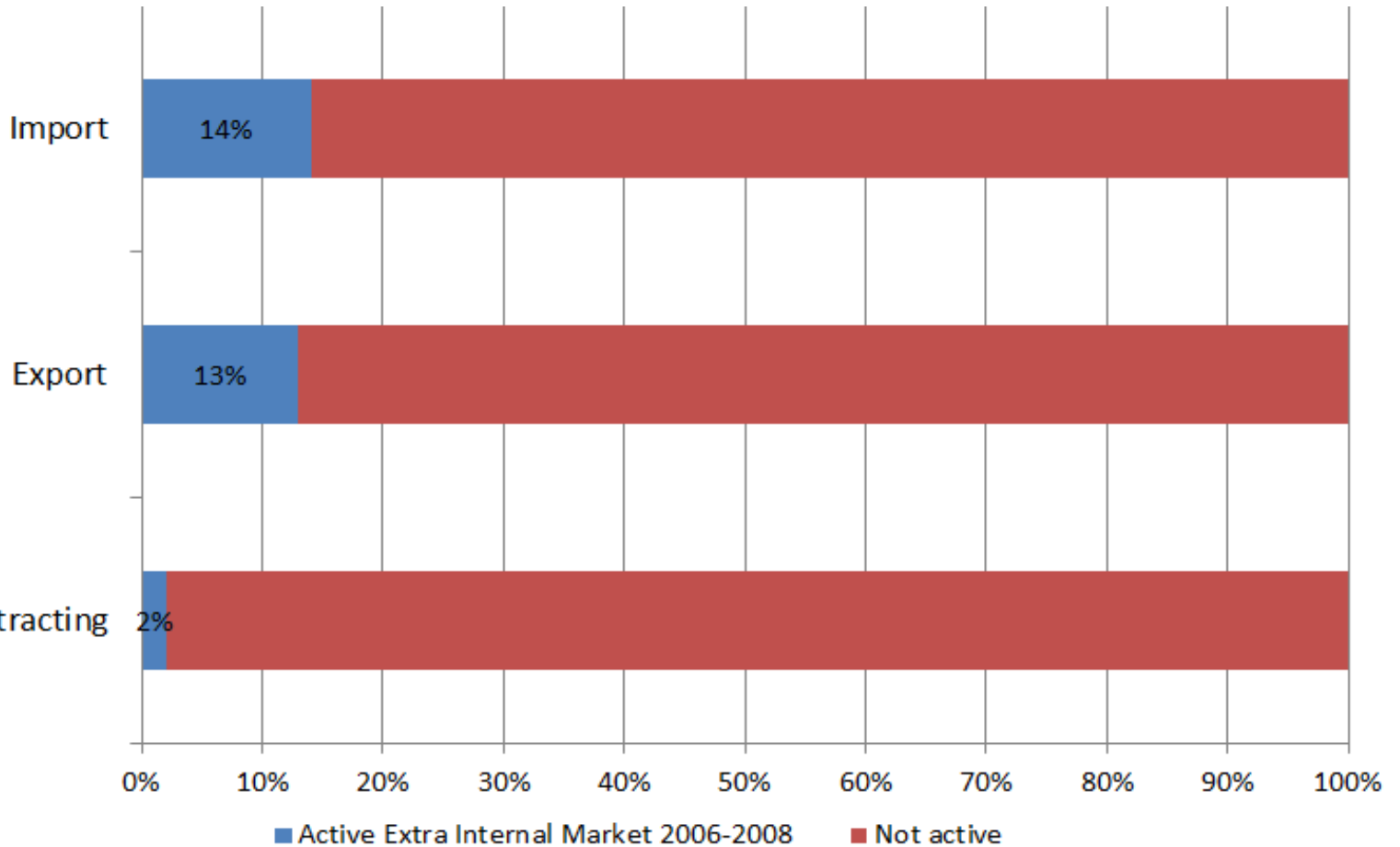
SME Exportation



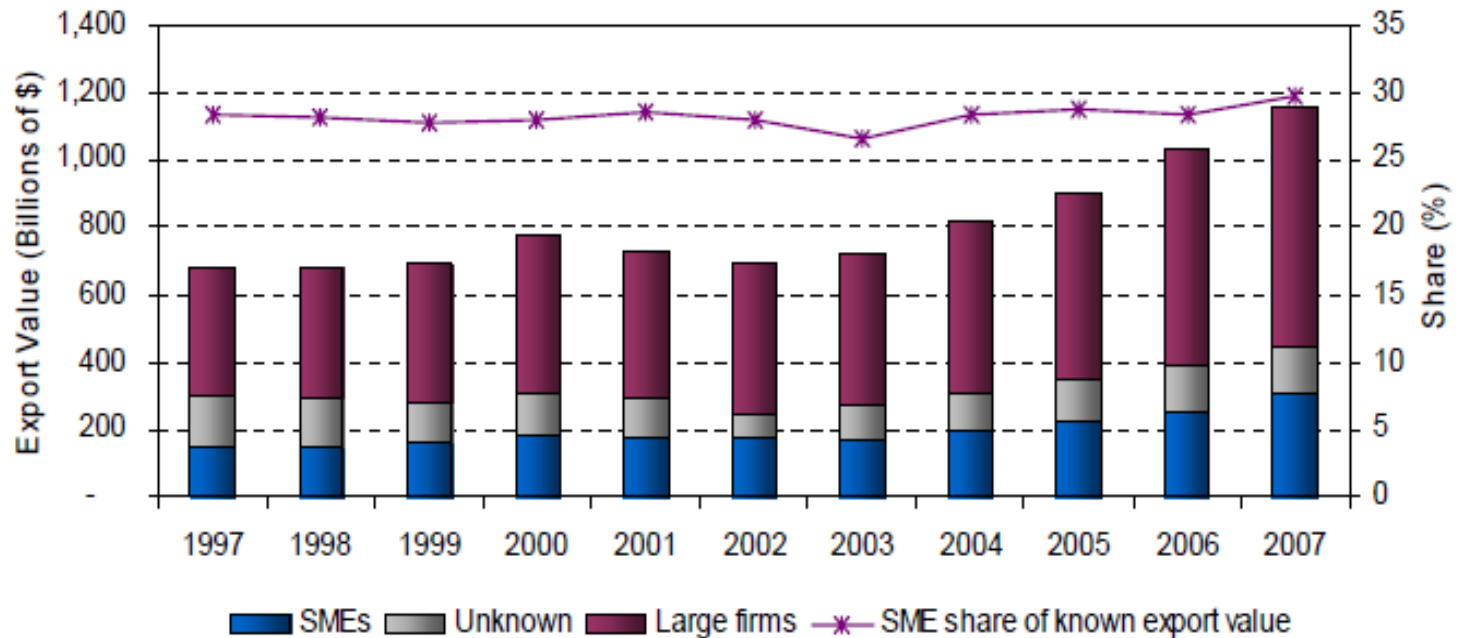
SME Exportation (EU)



SME Exportation (EU)



SME Exportation (US)



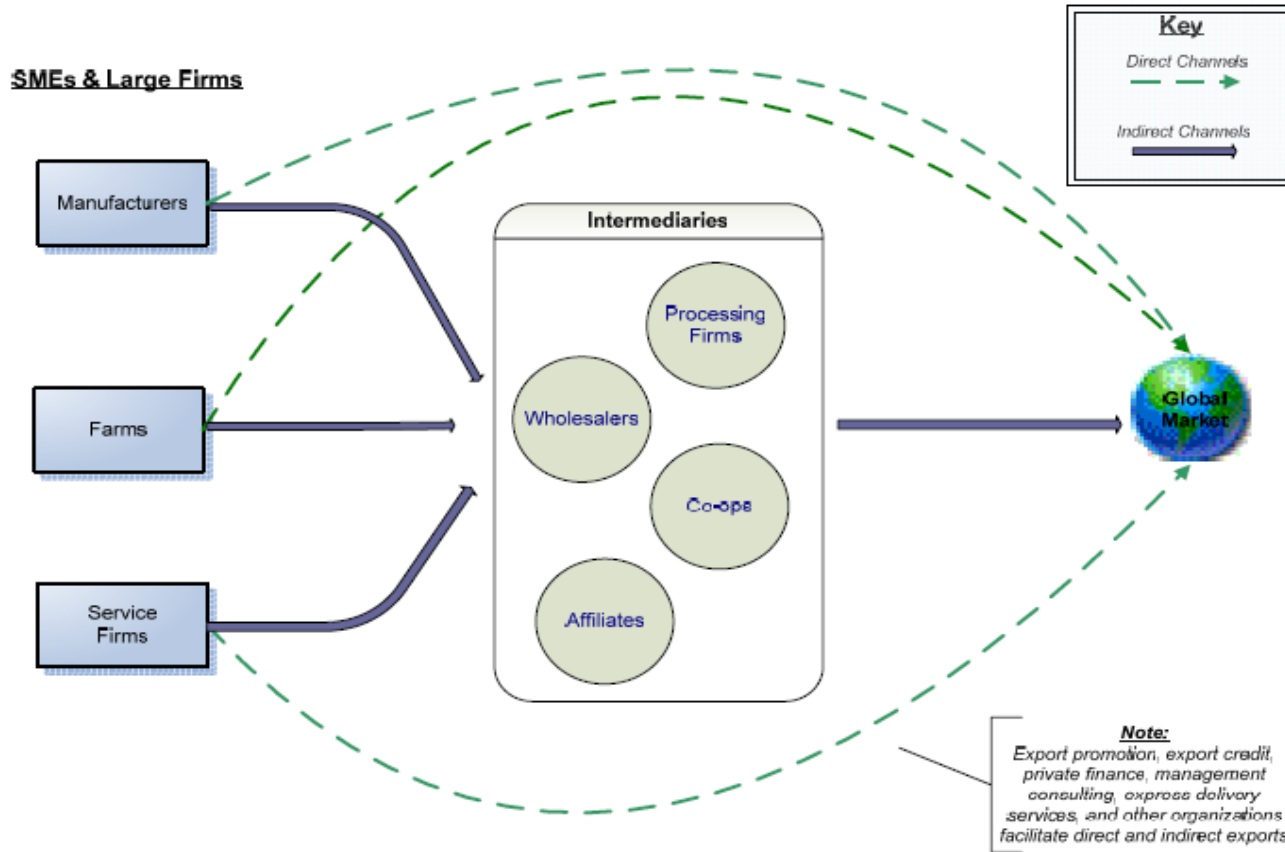


SME Exportation (US)

SMEs accounted for approximately 30 percent of known U.S. merchandise exports between 1997 and 2007. During this period, the value of SMEs' merchandise exports increased from \$152.9 billion to \$306.6 billion (100.5 percent), and large firms' merchandise exports increased from \$385.1 billion to \$719.2 billion (86.7 percent).



Exportation Process



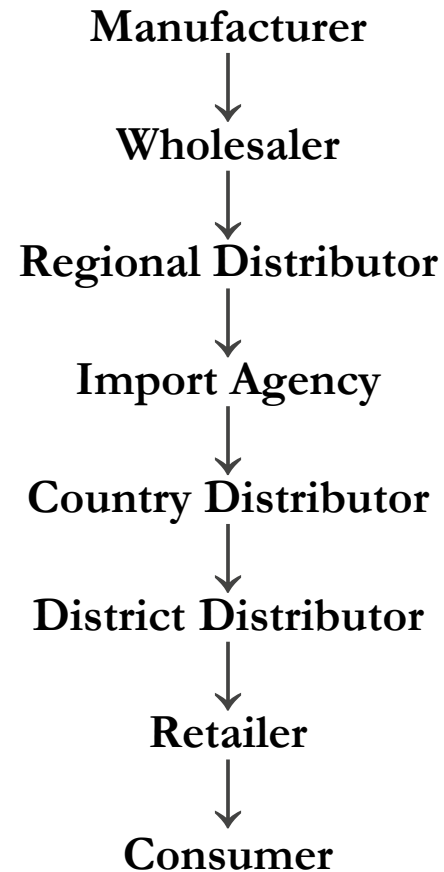
Source: Commission staff.



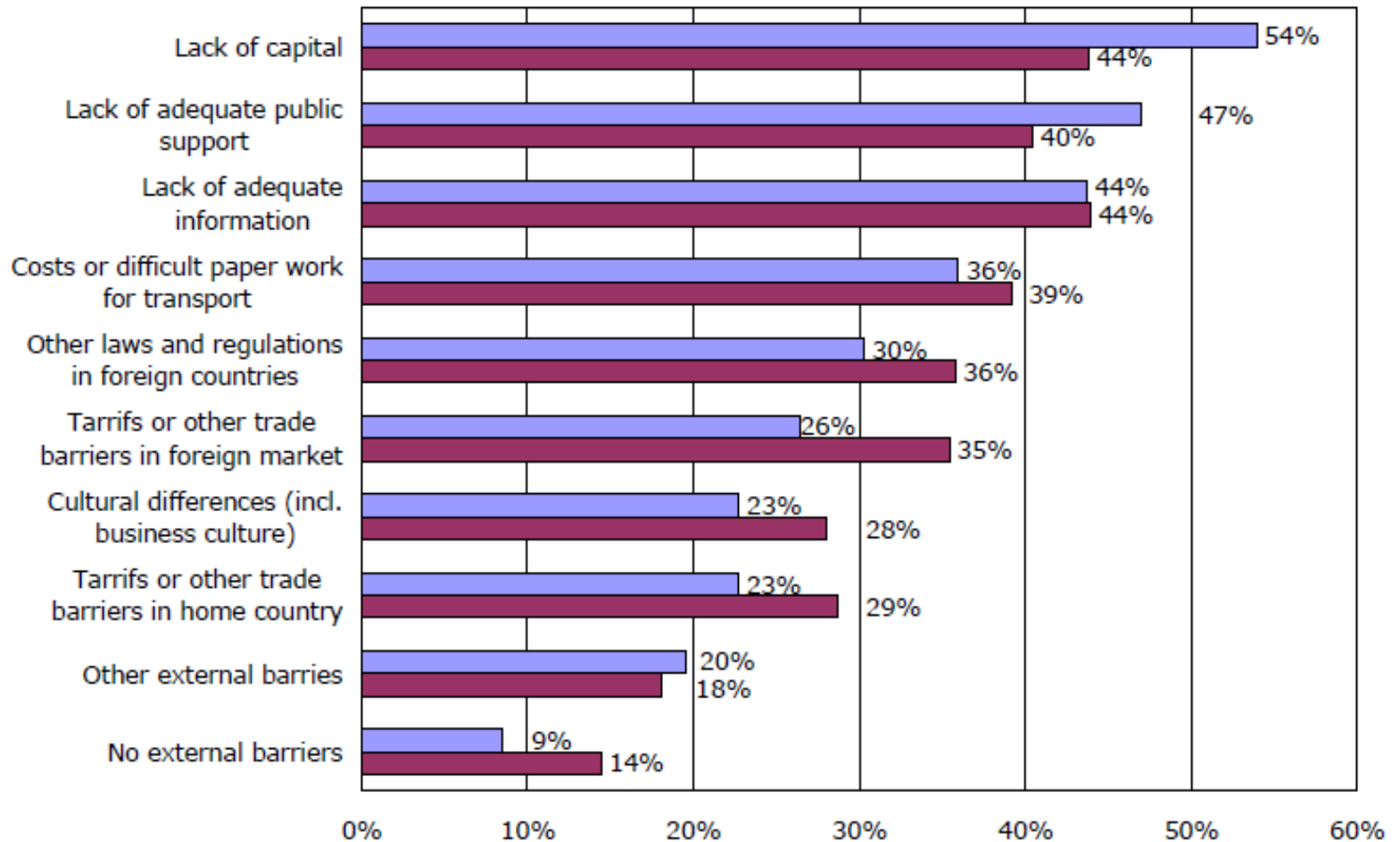


SME Exportation Process

who gets the money?



External Barriers





Internal and External Barrier

1. Lack of entrepreneurial, managerial and marketing skills
2. *Bureaucracy and red tape*
3. Lack of accessibility to information and knowledge
4. Difficulties accessing financial resources/Lack of capital
5. Lack of accessibility to investment (technology equipment and know-how)
6. *Non-conformity of standardization, lack of quality awareness and lack of mutual recognition schemes*
7. Product and service range and usage differences
8. Language barriers and cultural differences
9. Risks in selling abroad
10. Competition of indigenous SMEs in foreign markets
11. Inadequate behaviors of multinational companies against domestic *SMEs/Lack of government supply-supporting programs*
12. *Complexity of trade documentation including packaging and labeling*
13. Lack of government incentives for internationalization of *SMEs/or too much government incentive to MNCs*
14. Inadequate intellectual property protection



Government Barrier (US experience)

Multiple agencies for export certification

USDA

FDA

State Government

Chamber of Commerce

US Chamber of Commerce

.....





Solution?

**Supply Chain Evolution and
Value Chain Revolution,**

Government Support and Simplification

&

eCommerce for International Trade

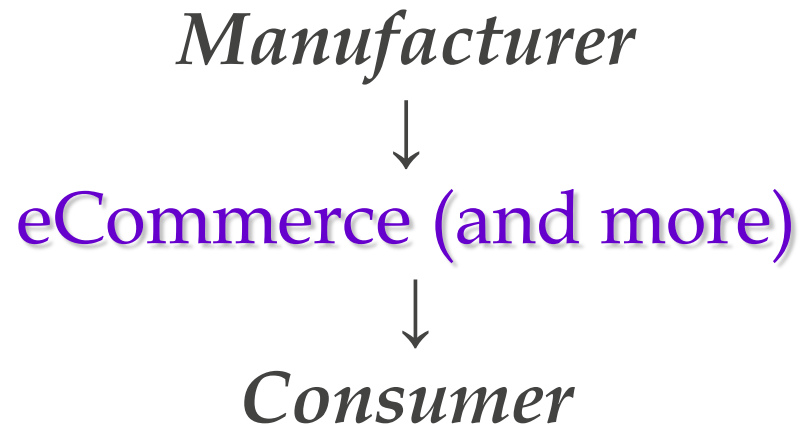


Supply Chain 4.0?



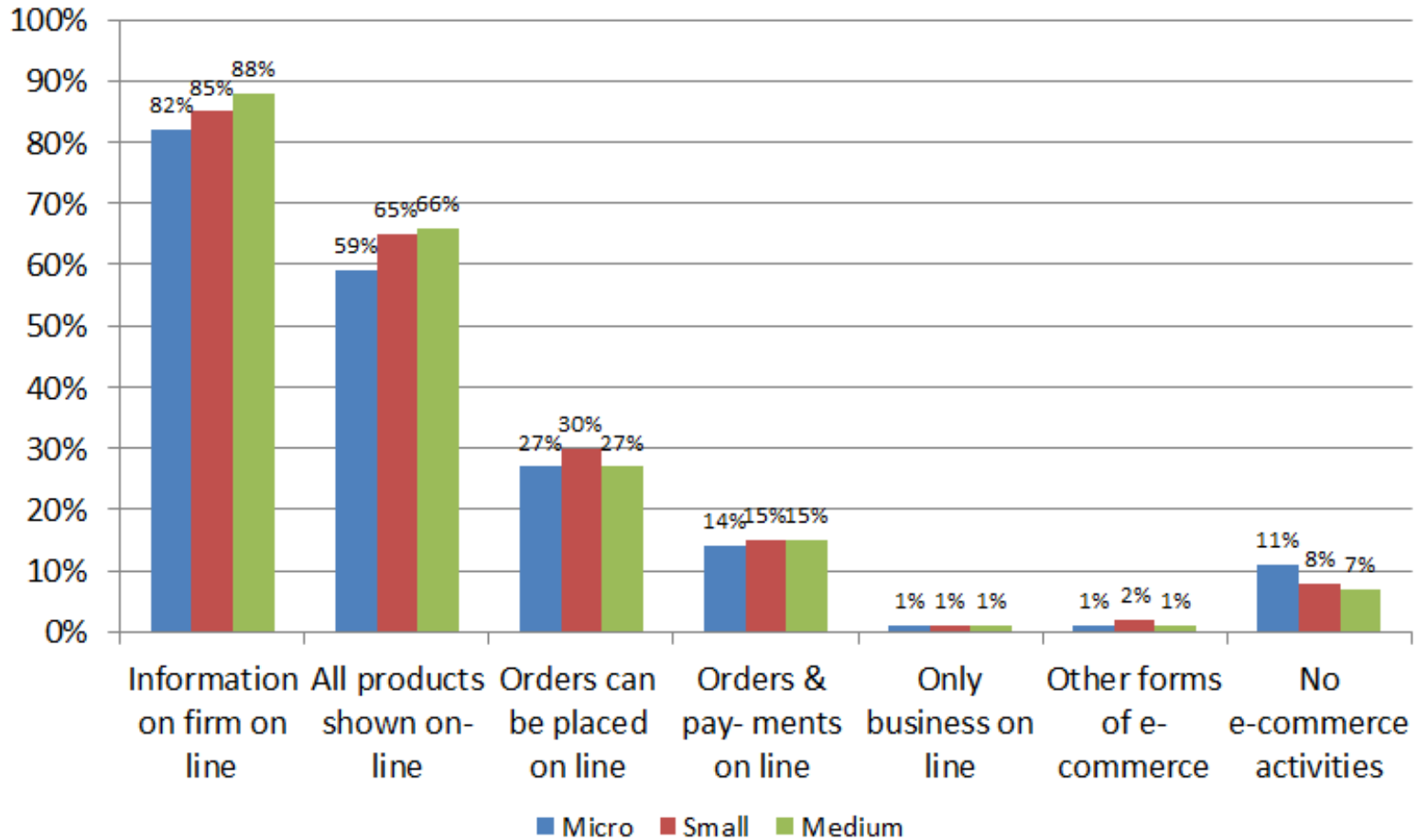
eCommerce for SME International Trade

who gets the money?



eCommerce 4.0

SME eCommerce (Europe)





Customs' and Border Agency's Role

- ❖ *Simplify, Harmonize and Implement Standards and Procedures*
- ❖ *Facilitate Access to Actionable Information*
- ❖ *Automate Government Systems*
- ❖ *Continuing Customs Modernization Measures for Encouraging Legitimate eCommerce and SME International Trade*





Customs' and Border Agency's Role

❖ *Good practices of the Chinese government*

财综[2011]104 waiving government user's fees and other new government guidance for SMEs





SME Trade and Customs Compliance

欢迎来到爱购全球 登陆 注册

所有商品 代购入口 **G** 打折信息 我的订单 帐户管理 我的收藏



INTERNATIONAL SHOPPING **400-650-1991**

请输入要查询的信息 搜索产品 购物车 BAGS (0) 件 ITEM

GENERATION DENIM
Head Back in Style with New Looks for Fall.

MEN | WOMEN | JUNIORS | KIDS & BABY

SAVE UPTO 75%

李超 低折扣 维纳斯 官网代 斯扣网 代购销

NEW FALL LOOKS

LEVI'S® CURVE ID

THE COMMUTE

代购服务入口

最新动态 >>

- 央视采访爱购全球
近日，央视采访爱购全球，与财经专家共同解析国际代购。
- 中国企业报专访爱购全球CEO赵鸣，解析...
 - 爱购全球品牌服饰首场特卖会完美落幕
 - 海关总署公告2010年第43号（关于调整进...）
 - 最新国际运费标准及关税税率
 - 新会员注册即可赠送50元代金券

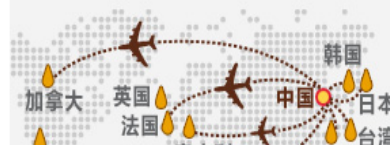
国外打折 FOREIGN SALE Forever 21 黑色拼接袖机车夹克 MORE...

代购流程 SHOPPING GUIDE

CLEARANCE
The lowest prices all day. 50% off.

VILEBREQUIN MEN'S & BOYS'
UP TO 65% OFF RETAIL

PRIVATE Sale
NOW UP TO 70% OFF





SME Trade and Customs Compliance

微博登录

请登录 快速注册

购物车 (0) 我的码头



最让人放心的美国购物社区

商品 | 品牌 | 买手

搜索

奶粉 大嘴猴 雅诗兰黛 COACH NIKE A&F 礼包 包

首页

母婴用品

美容护肤

健康保健

现货专区

代购折扣区

论坛

洋码头购物流程



GNC 胶原蛋白
美容护肤全调理配方 120片

市场价: 380元
码头价: 120元/瓶

288元三瓶 **送** 药盒

马上购买

HAIR, SKIN & NAILS FORMULA
Supports beauty from within
• 3,000 mg of collagen to support healthy hair, skin and nails
• Lutein for healthy skin hydration
• Glycine and amino acids for strong, healthy nails
• Antioxidants to fight cell aging

每周特价

雅诗兰黛 2011年圣诞金装礼盒

市场价: 4297元
码头价: 420元

280元
¥159元

雅诗兰黛 11年新版红石榴鲜活营养洁面乳 125ml

倩碧黄油 200ML 有油/带压嘴 限量版

超量装
¥20元
¥268元

每日折扣

论坛精选





SME Trade and Customs Compliance

资讯 > 促销 > 品牌商家 > 代购社区 > 奢侈品 > 折扣播报

登录 | 注册 | 我的订单 | 我的帐户 | 帮助中心 | English



热门: 拉夫劳伦 coach 手表 雅诗兰黛 呼吸机 倩碧 爱马仕 kindle

客服热线: 400-666-6767

请输入关键字 搜索 填写代购单 购物车

- 首页
- 服装鞋类
- 箱包配饰
- 运动户外
- 营养保健
- 家居母婴
- 数码影音
- 美容护肤
- 代购特卖场

华丽6周年 全场满2000返2000元

活动时间: 11月1日-30日

腕间的奢华 顶级名表 1.5折起
Luxury 世界名表代购

美购快报 Shopping News

- 秋冬必备UGG雪地靴, 明星产品轻松拥

在线客服

点击咨询

- 每日折扣播报
- coach官网7.5折
- 世界名表1.5折起
- 2011秋冬新品
- 呼吸机代购专区
- 思维车-新型代步工具

在线杂志

2011秋冬流行风向标

点击阅读

新品速递 Best Seller 美国化妆品 | 美国保健品 | clinique倩碧官网化妆品 | LV | Coach寇兹 | Gucci古琦 | 手表



SME Trade and Customs Compliance

某电子商务网站条款：

物流运费

--您购买商品买手会收取相应的物流费用，一般来讲是基于购买件数或重量预先收取(或者按实收取)。

--除特别注明之外，买手向您收取的运费应该包括了所有配送环节上的费用，包括但不限于从海外商家到买手处，从买手到国际物流公司处，航空运输，报关，清关，运输保险，以及最后国内配送到您所指定地址的费用。**海外包裹入关时海关会进行随机抽检，抽检的包裹会有一定几率征收关税，如产生产生关税需买家和买手协商解决关税付款事宜。**



Joint Efforts between the Trade and Government

WHAT IS CRUCIAL IS THAT

**WE, THE GOVERNMENTS, THE TRADE, THE
INTERNATIONAL ORGANIZATIONS AND THE
PROFESSIONALS, BY SHARING KNOWLEDGE,
EXCHANGING INFORMATION, CONTINUE
WORKING TOGETHER TOWARDS**

***A HARMONIOUS, REAL AND SUSTAINABLE
SME TRADE EFFICIENCY WITH COMPLIANCE***





Global Imbalance, Economic Uncertainty and SME Trade Efficiency

Courtesy for information from:

WCO

WTO

World Bank

UNCTAD

OECD

EU Commission

USITA

USITC

GFPTT

State of California

State of Washington





THANK YOU

Zhaokang JIANG

GTC

USA, China, Europe

zkjiang@gtctrades.com

