

Research on the Development of Xiamen ASEAN Container Shipping Market in the Context of Free Trade Zone

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ABSTRACT. Establishment of Xiamen free trade zone has brought many opportunities to Xiamen. Especially in the free trade with ASEAN countries and Taiwan, Xiamen Free Trade Zone has promoted the coordinated development of ASEAN and Xiamen regions, and has also attracted funds from Taiwan region, forming a cross-strait economic complementarity. Big influence. Studying the development of Xiamen ASEAN container shipping market in the context of free trade zone can give full play to Xiamen's unique geographical position and advantages of good economic conditions, and promote the development of Xiamen's economy and surrounding industrial chain. To this end, this article first analyzes the current situation and the composition of the Xiamen-ASEAN container shipping market under the background of free trade, secondly studies the problems existing in the Xiamen-ASEAN container shipping market under the background of the free trade zone, and finally concludes the research and summarizes the predecessors Based on the research results, it provides relevant suggestions for the development of the Xiamen-ASEAN container shipping market.

KEY WORD: Xiamen-ASEAN; Free Trade Zone; Container; Shipping Market

1. Introduction

On April 20, 2015, Fujian Xiamen Free Trade Zone was officially listed. As one of the first batch of special zones in China, Xiamen is at the forefront of cross-strait cooperation. It is also the largest area in the Fujian Free Trade Zone. The free trade zone is an important measure to implement the construction of the core area of Fujian's "Sea Silk Road" [1]. Under the double policies, Xiamen port, as the most powerful port in Fujian Province, will undoubtedly become the leader of the strategy of "maritime Silk Road". Under the background of pilot operation and industrial development and driving demand in various fields, develop and establish a linkage mechanism with ASEAN countries' emerging industry and modern service industry cooperation demonstration zone, ASEAN trade center, Southeast International Shipping Center and ASEAN regional financial service center Of great significance.

2. Analysis on the development of container shipping market in Xiamen ASEAN region

In recent years, the shipping market has been in a downturn, and the shipping capacity in the shipping market has been seriously surplus. However, under such a background of depression, the total import and export trade in Xiamen-ASEAN region has not decreased, but has shown a steady growth trend. 2019 In 2009, the total import and export volume of Xiamen-ASEAN reached 109. 47 billion yuan, an increase of 11. 3%, and it has become the largest trading partner of Xiamen City. In Xiamen ASEAN import and export, the top three export countries are the Philippines, Vietnam and Indonesia; the top three import countries are Indonesia, Malaysia and Vietnam. Since the establishment of the Xiamen Free Trade Zone in 2015, the trade volume between Xiamen and ASEAN has been steadily increasing. Due to the ideal economic environment, it has continuously attracted investment and resources from all over the world. In this international situation, the complementarity of Xiamen and ASEAN in economy and trade can be better reflected. As the main mode of transportation of goods between Xiamen and ASEAN, the shipping industry will also show a growth trend in the next few years, and the container transportation volume will also usher in a rapid growth [2].

ASEAN is the abbreviation of Association of Southeast Asian Nations. As of now, there are ten member countries, namely Malaysia, Indonesia, Thailand, Philippines, Singapore, Brunei, Vietnam, Laos, Myanmar and Cambodia. There are many ports in the ASEAN region, which are close to the ports along the Xiamen Port and adjacent to Xiamen in the route. Therefore, the ASEAN-Xiamen route is an ocean route. Generally speaking, the

distance of the near ocean route is relatively short. Compared with the ocean route, the distribution of the near ocean route is relatively convenient, and the adjustment of the route is also very flexible. The main ports of Xiamen-ASEAN container transportation market are Klang, Manila, Singapore, Ho Chi Minh, Vietnam, Bangkok, Thailand, Laem Chabang, Jakarta, etc. According to the Xiamen Port Authority, most container routes from Xiamen Port to the ASEAN region currently call via Hong Kong, and only individual routes to Manila Port in the Philippines and Vietnam and Thailand can reach ASEAN directly.

3. Problems in the development of container shipping market in Xiamen ASEAN region

3.1 Many routes call at ports, which affects the efficiency of container transportation

At present, most of the ports in Xiamen and ASEAN need to be linked through Hong Kong, Chiwan and other ports. Obviously, the significance of choosing port operations is to be able to collect more cargo from the port of call, increase the full container rate of the transportation vessel, and thereby reduce the transportation cost of the unit container, making the route obtain greater economic benefits [3]. But this will also seriously affect the transport efficiency of the ship, thus reducing the transport efficiency of the whole route. However, with the growing influence of the Xiamen Free Trade Zone policy and the support of various Xiamen government policies in recent years, it can be foreseen that the Xiamen-ASEAN trade transaction will be more frequent, and the freight volume and container throughput will also usher in a leap. With the growth of Xiamen-ASEAN transportation capacity sufficient to support route operations, the traditional model will no longer meet the needs of actual operations.

3.2 A complete ASEAN regional airline network has not yet been formed

According to the geographical location, the ASEAN region can be divided into several regions, from east to west are the Philippine region, the Indonesian region, the Singapore-Malaysia region and the Vietnam-Thailand region. Through analysis of the Xiamen-ASEAN container shipping route, it can be seen that only one route can cross Three areas, the rest only span two areas. This shows that the regional route network between Xiamen and ASEAN is not perfect. Without considering the connection of international routes in ASEAN, the trade between ASEAN ports is actually very limited. Therefore, the use of the development opportunities brought about by the Xiamen Free Trade Zone policy to establish and improve the route network in the ASEAN region is very beneficial to strengthen the trade exchanges between Xiamen-ASEAN and ASEAN regions [4].

4. Analysis on the development strategy of container shipping market in Xiamen-ASEAN region

4.1 Strengthen the cooperation between shipping lines and build a perfect route network

At present, the shipping market is still in a situation of excess capacity, low prices, and very fierce competition. The space for shipping companies to make profits is getting smaller and smaller. In this situation, shipping companies should optimize and adjust routes to achieve reasonable cooperation between routes, and build and improve the route network in ASEAN region to better improve the profitability of routes themselves, so that not only more Xiamen ASEAN freight channels can be opened, but also the existing market can be maintained with less capacity to save operating costs.

4.2 Avoid repeated docking and circumnavigation between ports, improve transportation efficiency

In Xiamen ASEAN region, there are many ports to be connected in the middle of the route, some even repeatedly, and the different order of port connection will produce different benefits for the whole route. Generally speaking, the scheme that can achieve the highest profit will be operated as the final order of connection, that is to say, the route that can achieve the lowest total transportation cost [5]. Therefore, when planning the shipping routes in Xiamen-ASEAN region, the port calling sequence should be selected reasonably. At the same time, excessive repeated calls and detours will greatly increase the sailing time and fuel cost, so they must be avoided as much as possible.

4. Conclusion

This article makes a detailed analysis of the factors influencing the demand for maritime transportation between China and ASEAN countries, and determines the factors that affect the demand for maritime transportation between China and ASEAN. This paper constructs the container axis shipping network between China and ASEAN port cities, forecasts the future changes of the network pattern, and provides reference for the planning of China ASEAN maritime routes under the background of China's Maritime Silk Road.

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