Research on the current status, problems and countermeasures of China's digital trade development

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Abstract: Since China joined the WTO in the early 21st century, China has been on the fast track of foreign trade development. However, due to the outbreak of the new crown epidemic, which has hindered the offline transaction process, the global trade market is in a downturn, and online transactions have increased against the norm, leading to a decline in the number of transactions in recent years. The volume of trade orders has surged, and China's digital trade has also developed accordingly, which means that China's digital trade may become the growth point of foreign trade in the next stage. This article conducts an in-depth analysis of the current status of my country's digital trade development, including trade patterns, subdivisions, digital infrastructure, macro policies and rule systems, and proposes that talent training faces difficulties, competition in high-end fields is weak, lack of digital innovation and international rule negotiations are quite challenging. Regarding practical issues, it is believed that it is necessary to strengthen the construction of the talent system, accelerate the transformation to high-end value chains, accelerate the construction of digital infrastructure, and actively participate in the negotiation of international rules.

Keywords: digital trade; digital trade rules; digital infrastructure; digital trade talents

1. Introduction

After the first generation of computers came out in the 1950s, the Internet came into being. Emerging digital technologies such as artificial intelligence, cloud computing and blockchain have changed the traditional industrial economic form, and human society has officially entered the "digital" economic era. International trade is getting rid of traditional geographical restrictions. Through Internet information transmission, digital platforms are used as transaction carriers, and electronic payments are used as cross-border payment methods. Digital trade has gradually become a new format of international trade and a new engine for foreign trade growth.

Currently, domestic scholars are conducting increasing research on digital trade. In terms of the definition and characteristics of digital trade, Ma Shuzhong, Fang Chao and others(2018) believe that digital trade is based on Internet computer technology to provide the data information required for interaction between supply and demand. The new digital trade model is based on digital data information as the main body of trade^[4]. Shen Yuliang, Li Haiying and others(2018) believe that the basic characteristic of digital trade is that trade processes need to be transmitted electronically. This kind of trade is related to both goods and services. Based on the above characteristics, it can be concluded that the essence of digital trade is to provide digital services for various services. Way^[6]. In terms of digital trade rules and specific agreements, Xiong Hongru and Ma Yuan(2021) should establish digital tax rules that encourage innovation and take into account fairness, and data localization rules based on ensuring network security^[2]. In terms of influencing factors related to digital trade, and it is also the lowest building block for building national digital trade and information technology security^[5]. Developing all aspects of broadband networks is actually helping the future development of digital trade in depth and in a wide range of areas.

Existing research focuses on the definition and characteristics of digital trade, the international rules of digital trade and the influencing factors of digital trade. There are few studies on the actual development situation of China, lacking logical, systematic and targeted analysis, and it is difficult to propose solutions that are consistent with China's current development situation. Systematic

countermeasures and suggestions based on national conditions. Digital trade is of great practical significance to my country's construction of a new development pattern and is a realistic way to achieve a strong trade power. Based on China's unique national conditions, this article specifically explains the current situation of China's digital trade development on the basis of existing research analysis and relevant policy reports, seeks to identify the most urgent problems faced by China's digital trade development of digital trade in developed countries. Solutions to similar problems emerged during the process, and countermeasures and suggestions for next-step development were proposed.

2. Current status of digital trade development in China

2.1. Digital trade changes my country's trade development pattern

After China joined the WTO, its opening up entered a new stage, shifting from a semi-open economy to a fully open economy, and trade growth continued to gain momentum. By 2013, China's foreign trade import and export scale reached a new high, with a total import and export value of US\$4.16 trillion, making it the world's largest country in goods trade. However, since the outbreak of the COVID-19 epidemic, the global supply chain cycle has been blocked, the world economy has seriously retreated, and international market demand has been sluggish, resulting in a large reduction in external orders and slowing down the growth of China's foreign trade^[9].

Compared with traditional foreign trade, where market demand continues to be sluggish and growth slows down, digital trade has obvious advantages in stimulating economic growth and accelerating the digital transformation of traditional foreign trade enterprises. New business formats such as digital finance, digital healthcare, and online education continue to emerge to help trade transformation, and the level of trade digitalization continues to improve. Affected by the COVID-19 epidemic in 2020, my country's total import and export value of goods trade was 32.16 trillion yuan, an increase of 1.9% over 2019, and imports decreased by 0.7%. The scale of traditional trade has declined and the growth rate has slowed down. However, digital trade has bucked the trend. On the other hand, the total value of digital trade was US\$294.76 billion, accounting for 44.5% of service trade, with a year-on-year growth rate of 8.3%, becoming a strong support for China's foreign trade and expanding the scope of trade.

Digital trade has made China's participation in the world trade market more diversified. China already occupies the world's number one position in the goods trade market. However, the general market share of the global digital trade market is almost monopolized by developed countries. China's total digital trade exports still lag behind those of developed countries.

2.2. Digital trade subdivisions have strong development momentum

The author believes that the "Global Services Trade Development Index Report (2018)" released by the Institute of International Trade and Economic Cooperation of the Ministry of Commerce, combined with the views of the OECD organization and the United States' previous digital trade reports, divides digital trade into digital goods trade and digital service trade. and data trade comprehensively explain digital trade. Among them, digital goods trade includes trade with digital goods and cross-border e-commerce, and digital service trade includes service trade digital content (digital tourism, digital education, digital health care, digital finance, etc.) and digital content service trade (digital media, software trade, etc.), data trade includes search engines, data services provided through the cloud and cross-border flows of data. According to the three-category classification method, China's digital trade exports will be further analyzed.

2.2.1. Digital goods trade grows year by year

Digital goods trade refers to digital ordering and digital delivery as the main implementation methods. Cross-border e-commerce is the most important and core industrial form in digital goods trade and an important engine for promoting the development of digital trade. In 2022, my country's cross-border e-commerce exceeded the 2 trillion yuan mark for the first time, reaching 2.1 trillion yuan, a year-on-year increase of 7.1%, accounting for 4.9% of the total import and export value of my country's goods trade. Judging from the increase, the growth rate slowed down from 2019 to 2022, but the overall trade volume increased steadily. Against the background of the overall economic downturn in the epidemic era, cross-border e-commerce has bucked the trend and injected a boost into my country's foreign trade development.

2.2.2. The competitiveness of digital services trade continues to increase

In 2022, China's digital services import and export value was US\$371.08 billion, a year-on-year increase of 3.2%, accounting for 41.7% of service import and export, ranking fifth in the world.The export of digital content in service trade continues to expand and new international markets continue to open up. According to UNCATD's definition of the digital content of trade in services, taking telecommunications, computer and information services, insurance and pension services, and financial services as examples, the export value of telecommunications, computer and information services increased from US\$27.767 billion between 2017 and 2022. to US\$82.729 billion, an overall increase of three times, and export competitiveness continues to increase. Financial services have maintained steady growth and will reach US\$5.172 billion by 2022, surpassing the export value of insurance and pension services at US\$4.544 billion, gradually expanding overseas markets.

Software trade continues to expand steadily. In 2021, software business export revenue will reach 52.1 billion U.S. dollars. The number of enterprises above designated size in the national software and information technology service industry will exceed 40,000. Business revenue will increase by 17.7% year-on-year, which is a significant increase compared with 2020. Software industry exports mainly include information technology outsourcing (ITO) and software product exports, accounting for 98.65% and 1.35% respectively in 2020. The information technology outsourcing business itself acts as an intermediary process and accounts for an excessively high proportion, while the underlying technology design and research and development are involved. The proportion of exports of software products is better than nothing, which shows that my country's software technology has a low status in the global value chain. If it cannot achieve breakthroughs in core technologies, it will be difficult to develop to mid-to-high-end in the future.

2.2.3. Data trade has become a new track for the development of digital trade

As a new key production factor, data is a key factor and important carrier for the development of digital trade. Relevant research by the Brookings Institution in the United States shows that the contribution of cross-border data flows to global economic growth from 2009 to 2018 was as high as 10.1%. In 2014, the value of cross-border data flows contributed more than US\$2.8 trillion to global economic growth, is expected to exceed US\$11 trillion in 2025.

Our country is rich in data resources. Our country's data output reached 6.6ZB, a year-on-year increase of 29.4%, accounting for 9.9% of the total global data output (67ZB), ranking second in the world. International Telecommunications Union (ITU) data shows that in 2021, China's international export bandwidth reached 52929.7Gbps (excluding Hong Kong, Macao and Taiwan). With the expansion of digital-related application scenarios, it will promote the rapid growth of China's cross-border data flow and promote the growth of data trade.

2.3. Digital infrastructure ensures the development of digital trade

Digital infrastructure is the basis for the development of digital technology, and the development of digital trade is inseparable from the popularization and application of digital technology. A complete digital infrastructure will significantly improve the efficiency of the application of digital technology in digital trade, thereby ensuring the sustainable development of digital trade. According to the Information Development Index (IDIITU) published by the International Telecommunication Union, which reflects the progress and development of information and communication technology infrastructure in various countries, it can be divided into ICT access index (fixed telephone line length per 100 residents, number of mobile phone users, international Internet bandwidth, etc.), ICT application index (number of Internet users per 100 residents, number of fixed Internet users, number of mobile Internet users), ICT skills index (adult literacy rate, secondary education gross enrollment rate, higher education gross enrollment rate), in addition to figures Computing infrastructure, etc., this article conducts analysis based on this.

First, the scale of the ICT access index continues to expand. As of the end of 2021, the total length of optical fiber lines is 54.88 million kilometers, four times more than in 2011; the number of mobile base stations has reached 9.96 million; the ownership rate of smartphones has exceeded 80%; there are 454 million optical fiber broadband access users, Accounting for 93.9% of fixed Internet broadband access users.

Second, the ICT application index is increasing year by year. According to the "49th China Internet Development Statistical Report" released by the China Internet Network Center, the scale of China's Internet users and the Internet penetration rate are 1.032 billion and 73% respectively. Compared with

the 29th survey report ten years ago, China's 2012 The number of Internet users is 564 million and the Internet penetration rate is 42.1%.

Third, the level of digital technology computing power is constantly in line with international standards. According to data from the Ministry of Industry and Information Technology, the scale of infrastructure computing power will reach 180EFlops in 2022, ranking second in the world. The scale of data center racks in use exceeds 6.5 million standard racks. There are 25 intelligent computing centers in operation and under construction. There are more than 20 intelligent computing centers. Oak Ridge National Laboratory (ORNL)'s Frontier is still the only exascale machine on the world's TOP500. Its computing performance has increased from 1.102 EFlops when it was first launched in 2022 to 1.194 EFlops in 2023, an increase of 8.4%.

2.4. The digital trade policy and rule system has been initially improved.

After the Chinese government proposed the "Digital China" strategy in 2019, it has continuously accelerated the construction of the digital trade policy system based on the new development pattern. It has issued a series of policies to accelerate the development of digital trade and bring the development of digital trade to new heights^[8].

From the perspective of top-level planning and design, the Party Central Committee and the State Council have repeatedly emphasized the innovative development of digital trade in the development of foreign trade. In 2019, the "Implementation Opinions on Promoting Innovative Development of Foreign Trade" issued by the Party Central Committee and the State Council proposed to accelerate the digital development of trade, vigorously develop digital trade, and promote the construction of a national digital service export base. The "14th Five-Year Plan for the Development of Trade in Services" clearly proposes to accelerate the digitalization process of trade in services, especially including "digital trade" in the development plan for trade in services for the first time. In the report of the 20th National Congress of the Communist Party of China, digital trade was put forward side by side with trade in goods and trade in services, which is enough to show that the Chinese government attaches great importance to digital trade in its policies. The Ministry of Commerce issued the "Comprehensive Deepening of the Pilot Plan for the Innovative Development of Trade in Services" to vigorously develop digital trade, improve digital trade policies, optimize inclusive and prudent supervision of digital trade, explore digital trade management and promotion systems, further improve the construction of market institutions, and ensure the healthy development of digital trade. .

While designing its domestic digital trade policy system, China also actively participates in the formulation of international digital trade rules. In 2020, the Chinese government proposed the "Global Data Security Initiative", which was widely recognized and provided principles and directions for international organizations in data processing; it participated in the "World Customs Organization Cross-border E-Commerce Standard Framework" issued by the World Customs Organization in 2018 and designated, Provide dozens of suggestions, standards, and industry norms on the development direction of e-commerce. However, China has less participation in the formulation of international rules in the core field of digital trade. China has applied to join the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) and the Digital Economy Partnership Agreement (DEPA), and has reached a "Digital Economy" with ASEAN. Partnership Action Plan 2021-2025", laying a good foundation for further deepening the formulation of international digital trade rules.

3. Problems existing in the development process of China's digital trade

3.1. Digital trade talent training faces difficulties

The strong development momentum of digital trade has profoundly changed my country's trade pattern and spawned many new trade formats. The era of digital trade has put forward many new requirements for talent training. Compared with developed countries, the construction of my country's digital trade talent system still has a lot of room for improvement and needs to be further improved and developed. This is one of the main reasons why the standardized development of my country's digital trade has been slow.

From the perspective of supply and demand structure, the supply and demand ratio of comprehensive trade and data analysis talents in my country is about 1:10. The supply of single-type trade talents and digital technology talents exceeds demand, and there is a lack of professional talents who are proficient

in various international trade agreements. In recent years, China has signed various trade agreements with more and more countries. At the same time, there are very few comprehensive talents who are proficient in the in-depth rules of high-standard international trade agreements such as CPTPP, DEPA and RCEP. Those who can skillfully apply these rules and agreements Talent is rare. The above shows that my country has a serious imbalance in the supply and demand ratio of digital trade-related compound talents. A large number of related companies cannot find talents, which has slowed down the development of enterprises and restricted the development of digital trade.

From the perspective of college training models, my country's colleges and universities have opened a very small number of digital trade-related majors. There is not enough awareness of the cultivation of comprehensive talents, and they have not realized that the cross-integration of trade and technology has surpassed the traditional trade model. International trade courses offered by universities are still stuck in the traditional land, sea and air trade stages. There is less teaching content on new digital trade formats and models such as cross-border e-commerce and international data transactions, and they lack a deep understanding of new forms of digital trade.

3.2. Competitiveness in the high-end field of digital trade is not strong

China has certain competitive advantages in the new generation of goods trade that relies on digital technology and the data service trade that relies on digital platforms. However, its competitiveness in high-end digital trade fields such as digital service trade has obviously weakened, which is reflected in the lack of high-end Industry-leading digital multinational companies and the basic software industry represented by knowledge attribute elements lack competitiveness^[1].

Digital multinationals tend to be at the heart of global markets for digital trade. Through the integration of data value, digital multinational companies use their exclusive digital platforms to provide two core functions of digital services, transaction and innovation, to monopolize emerging markets. Foreign digital multinational giants such as Apple, Samsung, and Verizon have been continuously making efforts in the field of digital economy, and they hold huge technology patents to monopolize the development of high-end industries. However, in our country, only China Mobile and Alibaba have entered the top ten in the world, which shows that our country is in the status of a value chain follower and has only made breakthrough progress in a few fields. This is not conducive to driving the development of domestic small and medium-sized digital enterprises. It cannot rely on the scale of the enterprise to achieve success. Gain the right to speak for industry development internationally.

The basic software services industry has always been dominated by developed countries represented by the United States. For example, the bundled Microsoft Windows operating system and Office software almost dominate the PC business; Google dominates the search engine market with its cutting-edge technology; Oracle dominates the database industry with its huge market size. These basic software companies in developed countries almost It captures more than 60% of the global software service market. In contrast, in my country so far, only entertainment and social software like Tiktok have a certain degree of influence. We urgently need to transform from a low-end value chain to a high-end value chain in digital services trade.

3.3. Digital trade lacks digital innovation

Digital infrastructure guarantees the current development scale of digital trade, and the breakthrough development of digital trade is inseparable from digital innovation that uses digital infrastructure as an innovation platform. Digital innovation refers to the use of a combination of information, computing, communication and connection technologies in the innovation process, including bringing new products, production process improvements, organizational model changes, and the creation and change of business models, etc., and can be further divided into digital products Innovation, digital process innovation, digital organizational innovation and digital business model innovation ^[3]. This article takes digital product innovation and digital business model innovation as examples to reflect the lack of digital innovation in my country's digital trade.

Compared with developed countries, the digital product innovation capabilities are far behind. The ChatGPT technology product monopolized by Western countries can already carry out political interference through algorithms and use its powerful information processing capabilities to penetrate the network, affecting the information security of relevant countries and further leading to the emergence of the digital divide. Although similar artificial intelligence has been launched in our country, the gap in information processing capabilities is too large and the scope of application scenarios is narrow.

The development of digital business models has stagnated after encountering "stuck", and independent innovation capabilities are seriously insufficient. Since 2018, "wars" such as the Sino-US trade war and financial war have continued to spread to the digital field. The United States has intensified its technology export controls on China. In particular, ZTE has encountered a technology embargo and Huawei's 5G digital technology has been blocked. After encountering controls, the related consumer businesses of these two companies have been severely hampered, and related products have even been discontinued, which fully exposed the poor innovation capabilities and weak competitiveness of my country's digital business model.

3.4. Negotiations on international rules for digital trade face severe challenges

Digital trade plays an increasingly important role in international trade and is posing new challenges to the current trade system framework based on traditional trade in goods and services. Establishing and improving the institutional framework and rule system for the development of digital trade is the most important emerging issue in the field of international trade today^[2]. Compared with the efforts made by developed countries on digital trade rules, China faces severe challenges in this regard.

The "American template" led by the United States focuses on the free flow of data across borders, digital property rights protection, and the opening of the digital service market ^[7]. This makes knowledgeintensive industry exports account for the largest proportion of U.S. digital trade exports. Knowledge The three categories of property rights, insurance and financial services, and professional and technical consulting ranked among the top in U.S. digital trade exports in 2017, accounting for 32.22%, 32.05%, and 15.24% respectively. The establishment of the EU is inseparable from the idea of the European Community, and its core lies in "unification." This is also reflected in the EU's strategic choice of the "Digital Single Market" for digital trade. The EU attaches great importance to the cross-regional flow of data and ensures that the rapid development of digital trade becomes an important part of intra-EU trade. In November 2017, the European Commission adopted the "Digital Trade Strategy" report, clearly stating that it opposes all digital-related measures in other countries within the EU. The trade protection agreement ensures consumers' rights to personal privacy data and prohibits various measures that force data localization, placing great emphasis on the protection of personal privacy.

In comparison, the country has insufficient experience in participating in international rules for digital trade. The only regional digital trade agreement that has joined the highest standards is RCEP, which has not covered areas compared to the rules template of developed countries. For example, with regard to the exemption of digital taxes, the United States advocates that digital taxes should never be levied, while China advocates that they should not be levied for now, but there is controversy over whether they should be exempted permanently; in terms of cross-border data flow, developed countries advocate that cross-border data should be exempted from discriminatory restrictions. Regarding the cross-border movement of data, China's stance is more relaxed than that of developed countries; regarding the cross-border flow of digital products, the United States advocates the principle of non-discriminatory treatment for digital products, but China has not yet set specific rules in this regard; regarding the issue of whether the source code should be disclosed, Europe and the United States It is claimed that any contracting party shall not transfer or obtain software code owned by another contracting party as a condition for the import, sale or use of the software within its territory. It has a strict intellectual property protection position, and China has no specific rules in this regard.

4. Countermeasures to promote the development of digital trade in China

4.1. Accelerate the construction of digital trade talent training system and prepare talent reserves

Production factors such as talent, capital, technology and trade resources are all key factors restricting the development of digital trade^[10]. With the rapid development of digital trade in China, these key production factors have been in short supply. For the sustainable development of digital trade, it is necessary to ensure the rapid follow-up of these production factors to meet current needs. There is an urgent need to cultivate people who are proficient in trade. and digital technology compound talents, establish an innovation system in the digital field focusing on talent cultivation, and improve relevant performance incentive mechanisms.

First, cultivate comprehensive talents who are proficient in trade and digital technology. From the underlying logic, the fundamental constraint on the development of digital trade lies in talents. The key lies in whether talents can meet the rapid development of digital trade. Comprehensive talents can

develop relevant digital technologies based on the development status and trends to ensure the healthy development of digital trade. Therefore, it is necessary to focus on cultivating talents, establishing a talent reserve team, and expanding the talent base in the digital field. The state must also introduce relevant policies to ensure that while attracting talents, it can retain talents in the field of digital trade and cultivate a group of academic leaders in digital trade.

Second, establish an innovation system in the digital field that focuses on talent cultivation. Digital technology talents are the key to improving digital trade competitiveness. The above analysis also shows that there is a clear gap between my country's independent innovation capabilities and other countries, especially when compared with developed countries such as the United States. Colleges and universities should keep up with the times and offer cutting-edge courses under the dual-degree model of "Computer Internet +" and "International Trade", focusing on the process of practical trade operations, allowing talents with computer basics to continuously improve the software used, and through practical operations to promote innovation in digital technology.

4.2. Accelerate the transformation of digital trade into high-end value chains and enhance high-end competitiveness

Digital technology has changed the way my country participates in the global value chain and provides a feasible path for enterprises to transform into high-end value chains. However, as described above, my country is not very competitive in the high-end field of digital trade and is at the low end of the value chain. Domestic enterprises should use digital technology to continuously extend to the upstream and downstream ends of the value chain, accelerate the transformation of digital trade into high-end value chains, expand production chains, enhance my country's ability to respond to the risk of interruption in foreign links of the global value chain, and enhance the digital transformation of enterprises. The role of improving status in global value chains.

First, accelerate the digital transformation of traditional trading enterprises and the service trade industry. Improving the digital technology application capabilities of relevant enterprises will enable them to plan materials and manage production employees more efficiently, thereby improving their production efficiency, reducing management costs, and improving their own competitiveness. Reduced corporate costs can invest more in the research and development of front-end technologies, thereby promoting the transformation of companies into high-end value chains and having a positive effect on companies improving their value chain status.

Second, give full play to the advantages of industrial clusters in each region of our country and reconstruct the layout of the value chain. The disruptive application of digital technology will surely restructure the global value chain layout, and core economic zones such as the eastern coastal areas, the Beijing-Shanghai-Guangzhou-Shenzhen region, the Beijing-Tianjin-Hebei region, the Yangtze River Delta, and the Pearl River Delta where data elements and technological elements are concentrated should give full play to their leadership. It takes the lead in making breakthroughs in digital technology innovation and enterprise intelligent empowerment, forming an industrial agglomeration effect, driving the development of industries in other regions, and thereby enhancing its position in the value chain.

4.3. Accelerate the construction of digital infrastructure and maintain the vitality of digital trade growth

Digital infrastructure is as important to digital innovation as roads and railways are to the transportation industry, and digital trade is inseparable from digital innovation. To develop digital trade, we must continue to accelerate the construction of digital infrastructure.

First, further expand the scale of digital infrastructure. my country's Internet penetration rate has reached 70.9%, but there is still a certain distance from full penetration. The penetration rate among middle-aged and elderly people is only 33%. The broadband access rate in rural areas and other remote mountainous areas is very different from that in cities and towns. Mobile base stations in some remote mountainous areas It can only ensure the most basic communication. We need to popularize relevant knowledge among some disadvantaged groups, so that they cannot be "passively" abandoned by the times; increase investment in areas with inconvenient transportation and remote and backward areas to help local people cultivate a Batch talents with basic digital knowledge, promote digital infrastructure construction, and add new vitality to the development of digital trade.

Second, accelerate the implementation and research and development of new technologies. The new

generation of 5G communication technology, cloud storage, virtual reality technology, etc. are all future development trends of digital technology. Building a new generation of digital technology industry clusters and starting the construction and layout of future digital trade in advance will make it possible in the new round of technological revolution. We will take the initiative before breaking the existing digital trade structure.

4.4. Actively participate in negotiations on international rules for digital trade and build a "Chinesestyle" template

There are many major differences in digital trade rules between China and developed countries, indicating that there is fierce competition among major countries in the context of digital trade. However, as the world economy becomes more globalized, any "zero-sum game" is inefficient and existential. Welfare loss should be viewed as a dynamic competition and cooperation relationship, and a "Chinese-style template" that suits China's national conditions should be found. Based on this idea, the following suggestions are put forward:

Firstly, China must integrate domestic superior resources, find its own competitive advantages, and take the initiative in negotiations. China must reform the traditional trade supervision system, integrate relevant offline and online information resources, cooperate with traditional enterprises in digital transformation, construct "platform-based" supervision measures, and establish a system for digital information services, digital trade-related processes, and digital transformation. Relevant rules for property rights ownership, optimizing the business environment related to digital trade, transforming the comparative advantages accumulated from the development of trade in goods into digital trade, integrating them into comparative advantages in digital trade, and using comparative advantages to take the initiative in negotiations.

Secondly, China must strengthen its voice in international organizations and enter negotiations on key areas of international rules for digital trade. The WTO's relevant rules for digital trade are now established based on the templates of developed countries in digital trade such as the United States and Europe. Although China's digital trade, represented by cross-border e-commerce, has strong development momentum, it does not yet have a voice in the international community to formulate relevant rules. Trade rules will still be subject to restrictions from developed countries such as the United States and Europe in the future. In particular, the existence of "American templates" and "European templates" will greatly restrict the development of China's digital trade. Help the development of digital trade in countries friendly to my country, formulate inclusive rules, gain support and recognition from institutional partners, and enhance international influence to gain the right to speak. We call on all countries interested in participating in the digital trade process to negotiate, strive for concessions from powerful countries in matters related to collective core interests, and strengthen their own voice.

Finally, we should actively develop digital trading partners, strengthen the influence of China-led regional trade agreements, and create a "Chinese-style template." Winning over some countries with a basis for cooperation and huge potential for digital trade development to sign relevant regional trade agreements will expand the influence of this trade agreement. Both the United States and the European Union have signed a series of agreements through their own digital trade development to drive other countries to develop together, and continue to develop through alliances. To expand its own rules in the trade field, it is necessary to follow this model and establish a "Chinese template" to compete with it.

5. Conclusions

Digital trade has good development prospects in China at this stage, especially in the post-epidemic era, and may become the main force of China's foreign trade. China is gradually aligning with developed countries in the development of digital trade, with a strong development momentum, relevant supporting facilities are gradually improving, and institutional systems are also actively being built.

This article first summarizes some of the current development status of China's digital trade and believes that digital trade has already occupied a place in China's foreign trade. Related digital industries, such as electronic information manufacturing, software industry and the Internet, have strong development momentum. Infrastructure related to digital trade basically meets existing needs. There are also some problems in development. The lack of core technological innovation capabilities will affect subsequent development, the trade rules system that regulates industry development is imperfect, and the talent pool cannot meet development needs, hindering development momentum. Corresponding solutions

have also been proposed for different problems. For areas with relatively weak development, it is necessary to further strengthen the construction of digital infrastructure. Only the comprehensive development of digital technology can increase vitality; it is necessary to actively absorb the advanced experience of developed countries in building rules and create a "Chinese template"; Talent education must be implemented in a practical way, and compound talents are the general trend.

This paper also has many flaws. The relevant data is not comprehensively collected, and there is still room for improvement in proving the point. There may be more than that, and in-depth thinking is still lacking. Research on countermeasures still needs to be strengthened. There are few plans that can be implemented realistically, and there is not much consideration given to practical aspects. These problems may also be encountered in future research, and you need to increase your study of relevant knowledge.

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