

Analysis on the Current Situation and Characteristics of Domestic Aquatic Export Trade

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Abstract: With the continuous transformation and development of china's trade system, as a large exporter of aquatic products, china's export volume is ranked first in the world all year round, but at the same time, because of the traditional breeding mode, there is still weak competitiveness in the international trade market, which is vulnerable to international policies and systems, thus reducing the number of aquatic exports in china. First of all, we analyze all aspects of the aquatic industry in China, judge the influencing factors, think about the international competitive strength, recognize the current international trade situation, and put forward effective opinions and opinions.

Keywords: Aquatic Products; Export Trade

1. Analysis of China's export trade in aquatic products

With the development of the times, the fishery of our country has obviously improved, the quantity of aquatic products export has been rising continuously, the world is ranked first in the world for 17 years in a row, and it is a real big country of aquatic products. According to the data, the total amount of aquatic products exported in China in 2018 is 4322000 tons, a decrease of 0.40% last year, and the export value of \$22.326 billion, an increase of 5.56% year-on-year. Exports totaled \$2.66 billion in 1998, an increase of nearly 839. China's aquatic products in the international market, has occupied a certain market position.

1.2 Analysis of China's aquatic export products

It can be seen from the data that the production of aquatic products in China is still dominated by cephalopod, tilapia and mackerel, and other products including eel, algae and large yellow croaker have increased significantly year-on-year, among which the year-on-year quantity and amount of large yellow croaker have increased most rapidly, among which the export of freshwater crayfish has a significant downward trend, which is due to the continuous increase of domestic fresh water lobster sales, but the shortage of lobster in short supply has resulted in a significant decline in export production. However, from another point of view, the main export product structure of our country's export aquatic products is relatively single, and the main varieties are not rich, such product structure is vulnerable to the influence of international political situation, natural environment factors, market competition factors, which is not conducive to the stable development of export trade in the aquatic industry.

China's Export of Major Varieties					
Export Varieties	% of general trade exports	Year 2018		Year-on-year increase or decrease	
		Quantity	Amount	Quantity	Amount
Head and Foot	22	52.38	36.19	5.04	9.43
Shrimp	11.86	16.08	19.51	-1.1	2.02
Shellfish	7.36	21.67	12.11	-7.69	-7.79
tilapia	8.4	44.6	13.82	9.31	11.64
Eel	6.87	4.64	11.3	12.03	31.21
Crabs	4.8	6.22	7.89	-3.75	-12.01
Mackerel	4.04	31.96	6.64	-15.26	-7.84
Algae	3.01	7.25	4.96	15.93	11.18
Big yellow fish	1.75	3.9	2.87	24.39	34.27
Fresh water crayfish	1.15	1.09	1.89	-42.45	-11.52

1.3 Geographical distribution of exports of aquatic products in China

Major export markets				
Export markets	Quantity	Quantity :10,000 tons; Amount :\$100 million		
		Year-on-year increase or decrease	Amount	Year-on-year increase or decrease
Japan	60.69	-2.83	40.3	4.77
United States	56.13	1.28	34.28	6.42
ASEAN	60.56	-9.52	27.69	1.37
EU	55.57	0.84	25.32	6.66
Taiwan Province	14.27	3.42	19.45	7.89
South Korea	54.01	12.72	19.04	19.93
Hong Kong, China	18.4	-1.54	17.63	-4.99

It can be seen from the data that compared with last year, the trade between our country and Korea has increased most obviously, becoming one of the important exporting countries of our country's aquatic products export, and our country has also become the second largest agricultural product trade cooperation group in Korea. There has been a significant decrease in the volume of trade with ASEAN countries, mainly due to the fact that there is a single type of export of aquatic products in China, the saturation of the corresponding products in the ASEAN market, and the overall competitiveness of our aquatic products in the field of international trade is not obvious, so the decline in the number of exports still appears under the "Belt and Road" policy. Developing diversified trade patterns is essential. Under the policy of continuing to carry out the "Maritime Silk Road", China has gradually developed other cooperative countries, which has greatly alleviated the characteristics of high export concentration.

2. Characteristics of China's aquatic export trade

Since our country's fishery enters the international market, the main competitive advantage lies in the low price, the benefit, although quickly occupies the market, but because of the breeding cost, the labor cost is increasing day by day, the actual profit is also decreasing day by day, the aquatic enterprise pressure is increasing. In terms of export products, traditional aquatic products enterprises still produce aquatic products with low production technology content, low market price and low quality.

2.1 Factors affecting the export of aquatic products in Ningbo

China has vigorously developed the “Belt and Road” as its main policy, promoted trade with cooperative countries, and increased the number of exports of aquatic products. In order to further expand trade exchanges among the cooperating countries, the Agreement on Economic and Trade Cooperation between China and the Eurasian Economic Union and the Joint Statement on the Construction of the Silk Road Economic Belt and the Construction of the Eurasian Economic Union have been signed.

In recent years, our country has vigorously developed aquatic products. Our natural marine resources, as well as being overfished, can cause irreparable danger if they continue to be fished, according to the current known resources. Using cultured products instead of natural fish alleviates the shortage of marine resources and meets the increasing demand of aquatic products export.

During the Sino-US trade war, China imposed 25% tariff on American soybean products, which caused the value-added problem of soybean products, the increasing price of feed and the increasing cost of breeding. At the same time, the United States imposed 10% tariff on aquatic products in China, which resulted in insufficient profit margin and further reduced, which seriously affected the interests of domestic aquatic product farmers. According to the analysis of aquaculture industry in our country, the traditional form of aquaculture industry in our country can not be flexible to deal with the sudden change, therefore, the problem of feed increment may become the “last straw” to crush the farmers. In addition, the increase of aquaculture cost has greatly affected the normal operation of the factory, resulting in the closure of many factories.

There is a vicious competition among the various enterprises, because the competition pressure of our country’s aquatic industry is big, the profit is low, in order to compete for the source of customers and increase the profit of the enterprise, the way of using the vicious competition between the international market to suppress the other enterprise, seriously affects the economic and trade order, restricts the development of other enterprises, and affects the development of the aquatic product industry at the same time.

2.2 Characteristics of China’s aquatic export areas

According to the data, China’s main export sites are Zhejiang, Guangdong, Shandong, Hainan and Fujian provinces, among which Fujian occupies the largest export volume, although there is a certain decrease in quantity, but still ranked No. Inland, the decline in export volume in Hubei is particularly serious, mainly due to the impact of crayfish.

Major Aquatic Export Provinces in China in 2018							
Coastal	Quantity	Year-on-year increase or decrease	% of total exports	Amount	Year-on-year increase or decrease	% of total exports	Quantity :10,000 tons; Amount :\$100 million
Fujian	91.96	-1.82	21.28	63.74	9.49	28.55	
Shandong	110.36	0.85	25.53	51.58	5.71	23.10	
Guangdong	60.40	5.12	13.97	35.83	4.29	16.5	
Liaoning	85.45	-0.16	19.77	31.14	5.11	13.95	
Zhejiang	49.89	-0.31	11.54	20.32	9.41	9.10	
Hainan	14.50	-0.76	3.36	4.52	-4.95	2.03	
Jiangsu	5.33	10.21	1.23	4.48	20.29	2.01	
Hebei	3.16	-15.6	0.73	2.60	1.21	1.16	
Guangxi	4.23	-20.19	0.98	2.03	-31.7	0.91	
Landland	Quantity	Year-on-year increase or decrease	% of total exports	Amount	Year-on-year increase or decrease	% of total exports	
Jiangxi	0.73	2.64	0.17	2.04	12.75	0.91	
Jilin	2.94	-33.28	0.68	1.30	-20.63	0.58	
Hubei	0.69	-59.29	0.16	0.95	-44.75	0.43	

2.3 Characteristics of China’s aquatic export competitiveness

2.3.1 Production scale advantage

Relying on the abundant marine resources in the sea area around China, our country has an absolute advantage

in the quantity of aquatic products production. Because people realize that the natural marine resources are overfishing and the consciousness of protecting the marine environment is gradually deeply rooted in the hearts of the people, our country has changed from vigorously developing the fishing industry to vigorously developing aquaculture. With the continuous expansion of production scale in recent years, fresh water products have a significant increase in the number of aquaculture, promoting China's continuous rise in aquatic production, and becoming an important guarantee for the international market competitiveness of aquatic products.

2.3.2 The breeding system is not perfect

Although there is a big advantage in the production of aquatic products, the competitive advantage for commodities is not obvious, because of the industry's inefficient labor model, in the view of most aquaculture owners, as long as the fish can be raised large, the number of fish ponds often exceeds the number of fish ponds can accommodate, coupled with the lack of professional breeding technology and perfect breeding environment, resulting in the quality of finished products. In addition to the current severe international situation, strict inspection and quarantine system, resulting in a lot of aquaculture business "difficult", international competitiveness has also declined.

3 Summary

Under the leadership of policies such as reform and opening-up and "Belt and Road", China's export volume of aquatic products has indeed increased significantly, but in the future, with the development of economic globalization, the global international competition will certainly deteriorate day by day.

3.1 Recommendations

The best way to improve the market competitiveness of traditional fisheries is to transform traditional fisheries enterprises, and to change aquaculture products, such as mixed farming, scattered farming and so on, which make the marine resources can not be used effectively. In response to this phenomenon, China is attempting to implement a common development and mutually beneficial production model for the company and farmers, effectively solve the problems caused by capital and technology, reduce the risk of breeding, safeguard the comprehensive interests of fishermen, improve the quality of seafood in an all-round way, increase the quality of seafood, increase the market competitiveness, relieve the increasingly severe market pressure, effectively increase the profit of products, promote the export of seafood and promote the development of international fisheries.

In response to the impact of the Sino-US trade war, to improve soybean production and ease the growing trend of feed prices to the extent permitted by objective factors, in foreign trade, adhere to the Belt and Road policy, open up the international soybean market, promote exchanges and cooperation with other soybean producing countries, cultivate stable trade contacts, such as Uruguay, India, Ukraine and other potential partners, and encourage research to replace the nutritional value of soybean in scientific research. Or develop a feed that doesn't need soybeans as raw materials,

We should make great efforts to cultivate the international competitiveness of export enterprises of seafood, provide value-added services on the basis of the original services, provide value-added services for logistics such as cold chain logistics, circulation, processing and packaging according to the characteristics of relatively short shelf life of seafood, carry out diversified service forms and increase the competitiveness of the international market.

Adjusting the existing production structure system and increasing the investment in the products with added value will make the export industry of aquatic products gain more profit and alleviate the severe international market. To reduce the traditional production mode, which mainly depends on labor force, low technology content and excessive dependence on marine resources, it is clear that the marketing mode of low price and low profit in the past is no longer suitable for today's market environment, to increase the added value of products and to increase the competitive strength of products, so as to continue the steady rise of aquatic products export in our country.

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