

Министерство науки и высшего образования Российской Федерации
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Руководитель работы
к.э.н., доцент
_____ С.В. Каленетеев
_____ 2021 г.

Автор работы
студент группы ЭУ-222
_____ Хэ Жуй
_____ 2021 г.

Нормоконтроль
к.п.н., доцент
_____ Е.В. Ярушина
_____ 2021 г.

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ABSTRACT

He Rui. Analysis of the prerequisites for the sustainable development of China' s foreign trade – Chelyabinsk: SUSU, EU–222, 97 pages, 16 pictures, list of references – 43 names.

Under the pandemic, companies faced business failure and difficult operation after the first wave of COVID-19 outbreak in China. Foreign trade companies mainly in type of small and medium enterprises faced problem both as organizations with relatively weak financing capacity and the industries most affected by the outbreak. As an important activity in the international community, foreign trade need innovation and revolution. Foreign trade companies as a activity executor as well as organizations that promotes social development, how could them improve their own at the same time to promote the sustainable development of the society, in line with the development goals of the government, is the problem this essay have researched. Sustainability is a large and complicated capacity that subjects like ecological economics and sustainable entrepreneurship should be considered, especially in implementation, some social culture and psychological features should be take into account.

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INTRODUCTION

As the major component of globalization, foreign trade achieves the international movement of goods and create profits for entrepreneurs. However, there are huge losses during the pandemic of COVID-19. Though the main holdback is the stagnation or decrease in trading activity, foreign trade companies faced a forced introspection and a chance for adjustment and reform. Sustainable development is a perfectly appropriate topic for this era, it's a significant development pattern for all works of life, including economy and agriculture etc. And it's imperative to be promoted in China with the carbon-neutral policy.

According to the rough statistics of the number of academic research papers published in Mendeley, papers about sustainable development is the thirtieth of the papers about development. Even without the data proving, sustainable development is still a new topic for Chinese entrepreneurs and mainly exist at the mental level of Chinese youth. Firstly, the definition of this pattern's application in business is not distinct; Secondly, the complete application system in companies has not been popularized. In this essay, globalization and multilateralism are being supported, with deeper research of sustainable development in economic activities. Also, based on the big events that happen frequently in a short period, systematic planning for the development of foreign trade will be explored.

The main purpose of this paper is to search for a methodology to help foreign trade companies starting a new chapter, and maybe some parts of the perspective could be worthy of use for companies out of China. My approach to finish the task is looking for opportunities and exploring the tone of international trade basic on the regional comprehensive economic partnership agreement. As the whole world has gone through one outbreak with another pandemic, scientists have worked out that the exit of the virus will be everlasting. Also human are

still partially learn about the virus are its mutating and cunning. So objectively, the tone of the economic development will be lasting in the foreseeable future, the relative research achievements are still effective in future production activities. The difference or the difficulty is the bottleneck period of a node at a time, we need more plans for the protracted war and more experienced and efficient strategies to protect the enterprises, especially the SMEs, to maintain imperturbation facing new events.

4 THE STATE OF THE ECONOMY OF CHINA IN MODERN CONDITIONS

4.3 China's foreign trade during pandemic

Foreign trade especially trades in service have been hindered since the pandemic in 2019, the country around the world is still suffering from the virus, economically or socially, some persistently and some intermittently. Countries including China with relatively sound public health systems, efficient management systems and harmonious social environment, had minimized the loss both in people's health and well-being as well as in the national economy. However essentially, foreign trade similarly the globalization cover at least two countries in the world. Therefore the human community again distinctly become our necessary approach manner.

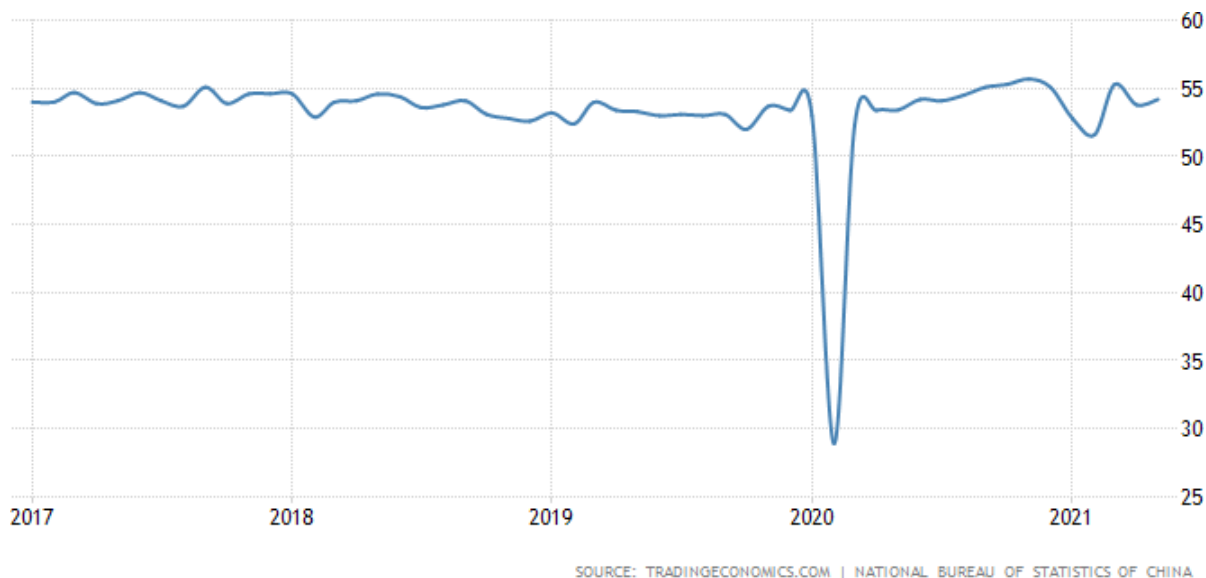
People's daily life has been changed, positively, with higher standard life to a certain extent as the popularization of masks, seasonal flu between children which is common in the previous year was decreased due to the use of masks. The production of sanitarian products has gone through a stage of struggling to facilitated, technologies in artificial machines and the public health system have been developed rapidly since the beginning of 2020. The industrial and information system went all out to ensure medical supplies, established a relatively complete emergency production system of medical supplies, and realized the improvement of the supply capacity in the shortest time. The integration of industrialization and IT application is deepening, new industries and new forms of business are growing against the trend. The equipment manufacturing industry and high-tech manufacturing industry are showing a trend of cluster IT application and intelligent development, with strong growth momentum. The public's eyes are on the quality of the living environment, the spread of hygienic practices and climate change. Mango V Fund and Happy Camp of Hunan TV launched a new phase of the public welfare project, Happy Basin Plan, to donate washbasin gift bags, which included washbasin, soap,

toothpaste, toothbrush, towel, water cup and other sanitary products for children in rural schools. Health education will also be carried out, and volunteer teams such as Hunan Health Volunteers and Chengdu Volunteer Network will do a good job of offline supporting health propaganda, to improve children's health awareness from the root cause, help them develop healthy living habits, and prevent the occurrence of poverty caused by disease and return to poverty due to disease from the source. The reflection of human's behavior has never stopped, though it's not quick effective for the virus we're suffering, we try to build a bright future.

During the pandemic, the loss in the economy is obvious, according to chart 1.1, economic activity index adjusted to be consistent with the GDP growth rate, it represents a common component of a series covering consumer behavior, labor market, and production.. Domestically, small and medium-sized enterprises and individual businesses have been hit hard by the epidemic, in the short term, it has a great impact on the service industry in February and March, among which the tourism industry, catering industry, hotel industry and aviation industry are the most affected.

The epidemic caused companies to postpone the resumption of work, the company's revenue fell sharply, and the policy required employees to pay wages as usual during vacations, which tested the liquidity of small and micro-enterprises. Also, the urbanization rate in 2019 (60.6%) was compared with 2003 (40.53%). Has increased by 20 percentage points. The deterioration of business operations may have a greater impact on the employment rate of residents. However, our calculations may not reflect the fragile balance between the operation of small and micro enterprises and the employment rate. Commercial retail, including online shopping, will be greatly affected due to the decline of express delivery. For industrial and construction, there's a slight impact in the first quarter. Measures such as closing cities, restricting the flow of people, and enterprises' production and suspension will have a short-term impact

on China' s economy, but these measures are conducive to the prevention and control of the epidemic.

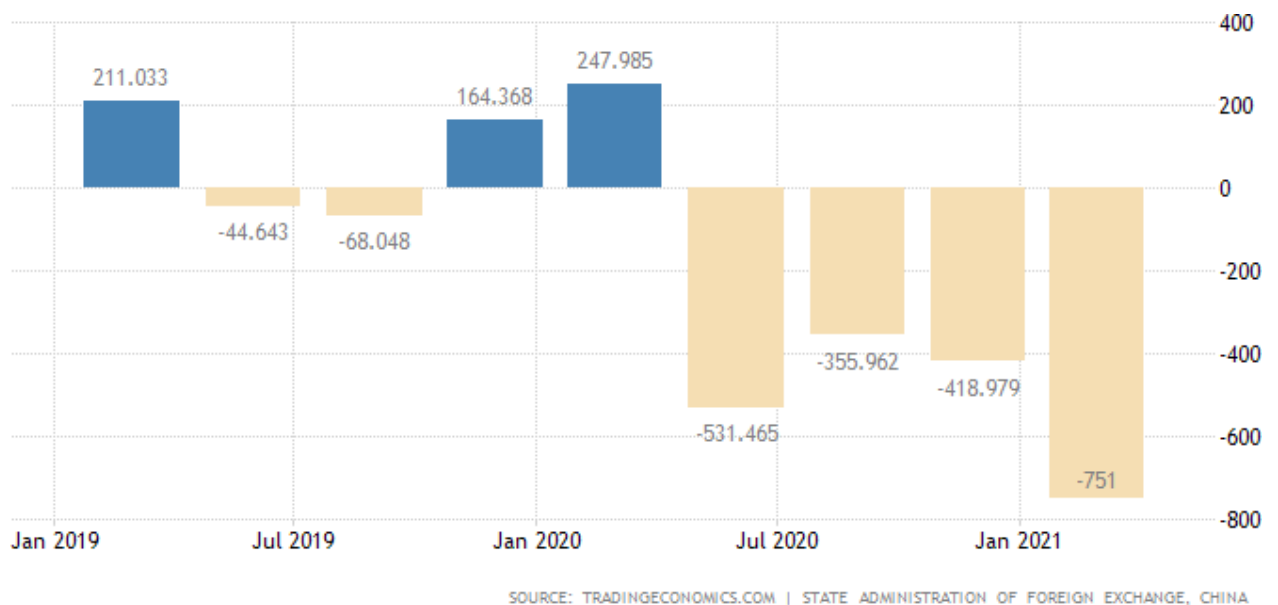


Picture 1.1- Economic activity index of China

As for foreign trade, capital flow is a term refers to the flow of funds used for investment, trading or commercial purposes. The obvious capital outflows showed in chart 1.2 are usually the result of a country's economic uncertainty. From an export structure point of view, current China' s main export products is industrial products, the proportion is as high as 94%, which generate inherent structural problems. Because of the outbreak is during the Spring Festival, affected by the industrial enterprises around the Spring Festival to return to work the time delay, transportation logistics, warehousing and other supporting industries limited, with more strict inspection and quarantine work. These factors will reduce export enterprises in the short term the production efficiency, increase transaction costs and risk.

And it leads to a trend of the end of globalization, as the Chinese director of the institute of world economy Pan Yingli published a paper in 2018 proposed the concept of globalization trap in the United States to discuss the globalization

of multinational companies in the United States lead to local industry hollowing out, to the government on the global security service and poor families extra burden, but the overseas multinational companies not to give the government investment tax, forming the conflict of interest between the multinational companies and countries. This conflict is widespread in the western world, and with extremely rich and poor differentiation as almost no solution before the government through the fiscal resources to maintain social stability, when the financial resources dry up, the rise of populist isolationism in the West and the frequent occurrence of political fragmentation and social conflict have contributed to the pressures of deglobalization.

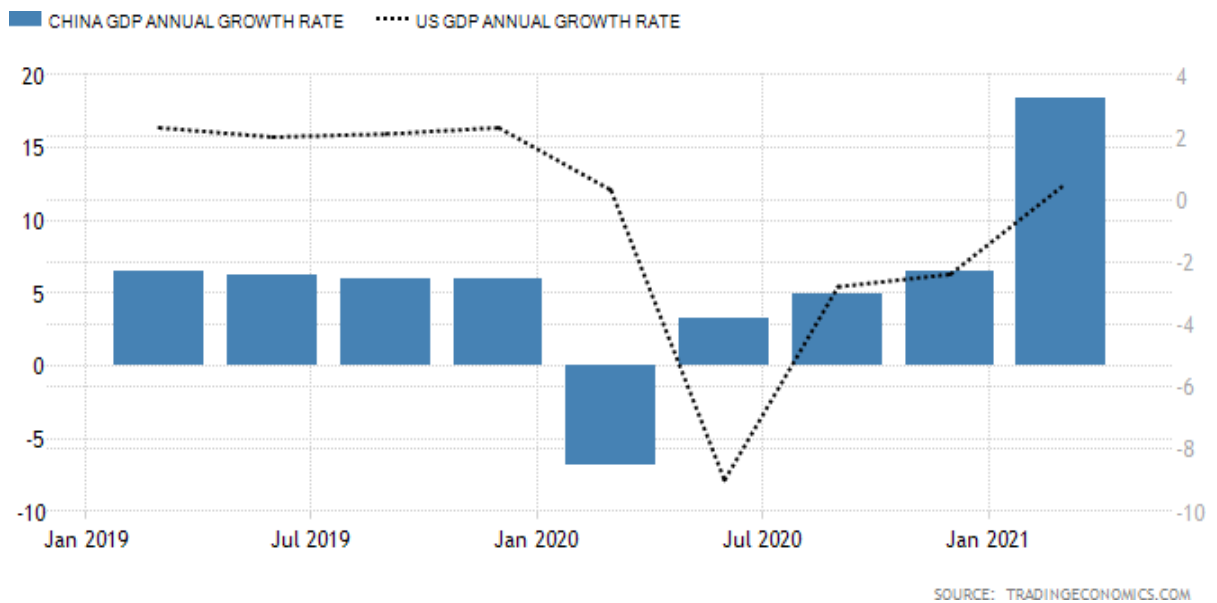


Picture 1.2 – Capital flows of China

And 2020 is a special year which is a lot of national-level plans' time modes, such as a decisive year for finishing building a moderately prosperous society in all respects of China, the first year of the decade of sustainable development action etc. Our tasks became unprecedented multi-dimensional, the sudden outbreak of the COVID-19 epidemic and its continuous spread around the world have become the most serious global crisis since the Second World War. It has had an all-round impact on investment and employment economy and even the

action to tackle climate change. The implementation of the Paris Agreement is facing new situations and new challenges, but China has submitted the satisfactory answer, with the control of the epidemic and execution of plastic limit order, according to the newest statistics and see chart 1.3

China's positive GDP (gross domestic product) annual growth rate, China's GDP grew by 2.3% in 2020 though lower than the expectation and its economic aggregate exceeded 100 trillion yuan for the first time.



Picture 1.3 – China's annual growth rate with US's as comparison

4.4 Historical review of similar crises

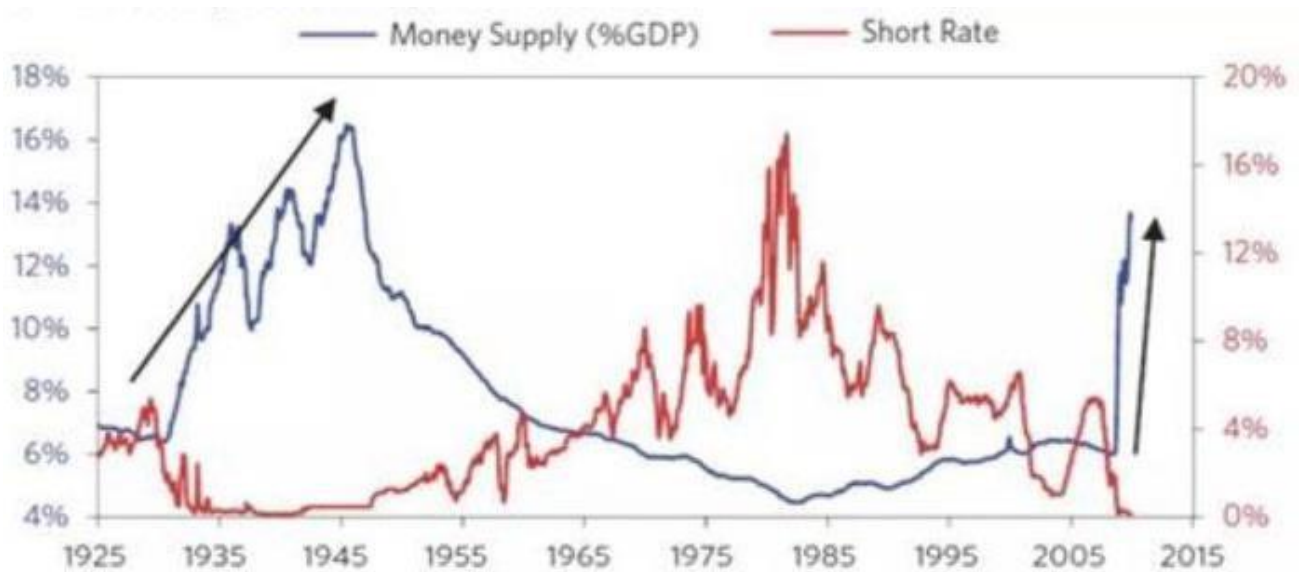
History does not simply repeat itself, and there are many differences between the COVID-19 outbreak and SARS (severe acute respiratory syndrome) in 2003. The macro background of SARS and the new corona virus has undergone significant changes, and the current macroeconomic environment is more complicated. From the perspective of prevention and control measures, the time when the government took measures during the new crown virus period was significantly earlier than that during the SARS period, and the government's

prevention and control measures were more stringent than SARS. From the perspective of policy response, the current main focus is to relax monetary policy and increase proactive fiscal efforts to hedge against the negative impact of the epidemic, but the policy response space during the new crown virus period is significantly narrower than that during the SARS period. Li Zhan, the chief economist of Zhongshan securities mentioned that the new epidemic may have a positive impact on the development of new business formats and related supporting industries. First, the epidemic has promoted online and virtual consumption, such as games, online videos, online education, VR(Virtual reality) videos, etc.; second, due to travel restrictions, express delivery, food delivery and other industries have clearly benefited; third, corporate remote office software has been benefited; fourth, offline contactless businesses are developing rapidly, such as unmanned supermarkets, smart meal drawers, and smart tea cabinets etc.

As for the 2008 subprime mortgage crisis, it hit China's exports severely. The share of exports in GDP plummeted from 37.5% in 2007 to 4.75% in 2008. In January 2009, China's exports fell by 17.5% and imports fell by 43.1% year-on-year. Because China relies on the "investment, consumption and export" troika to drive China's economy. First, government investment requires a large amount of credit investment, which can easily lead to inflation. Second, because Chinese residents was relatively poor, consumption was unable to pull up. Therefore, the impact of the subprime mortgage crisis on China's manufacturing industry is profound, forcing economic transformation to accelerate.

After the outbreak of the international financial crisis in 2008, developed countries represented by the United States successively introduced "re-industrialization" policies with the revitalization of manufacturing as the core content, attracting high-end manufacturing to return. In the face of the Great Depression, choosing to release huge amounts of liquidity and depress interest rates has become a decision made by the government and the central bank to act

in concert, and the Federal Reserve introduced quantitative easing. We can see from chart 1.4 below that the money supply has grown tremendously after the Great Depression in 1929, and the interest rate has bottomed out. And that time there was also a huge increase, also accompanied by the bottoming of interest rates. We have also seen descriptions of the financial crisis in a large number of documents. Federal Reserve Chairman Bernanke did not stop after the first quantitative easing and started the second and third quantitative easing.



Picture 1.4 – Deleveraging in 2009 of the United States

The current difficulties we encountered in the development of economy are not only from the pandemic, but also the previous unsolved problems such as structural, institutional, and cyclical contradictions as well. As for all, we are all expecting a full recovery of the global trade. It's historically unfamiliar, but the steps and experiences including the recovery of the national economy happened during some historical financial crises. First, we grasp the core of surviving economic crisis, then we should learn about the current environment, do risk judgement, discover and seize opportunities.

For example, to enhancing the potential for the future development of the region

and benefit the people of all countries in the region, the regional comprehensive economic partnership agreement was signed on November 15, 2020 successfully.

4.5 Sustainable development in economics

4.5.2 Development of the theories

The origins of environmental economics can be traced back to the 1950s, when the "Resources for the Future" (RFF) was established in Washington, DC. RFF is an independent research organization dedicated to the study of various environmental issues and development economics. Initially, RFF focused on the scarcity of natural resources. His early work reached the publication of Barnett and Morse' s influential and widely cited book on scarcity and growth in 1963 [1]. It was published by Christie and Porter in 1962. Christie and Potter published "Historical Resource Price Trend Survey" and "Statistical Analysis" reached their peak. But the real green economy began in the 1960s. The political background is the first ecological revolution triggered by "Silent Spring" initiated by Rachel Carson in 1962 [2]. Carson' s warnings about the environmental impact of pesticides are not new, but three articles in the New Yorker that year clearly stated these warnings. And it has attracted public attention. Not surprisingly, economics should be directly linked to the environmental issues raised by Carson. First of all, agricultural chemistry has always been and still is a huge business. Second, the use of chemicals such as DDT(Dichlorodiphenyltrichloroethane) has greatly increased agricultural productivity and protect human health. Third, economists are already familiar with the notion that any form of economic activity can bring costs and benefits. Cost takes the form of "externality". In this case, people think that this is the loss of biodiversity, and people are more concerned about biodiversity than before.

Therefore, it is not surprising that economists are beginning to associate the theory of externalities with the economic explanation of the growing wave of environmental protection.

Environmental economics draws heavily on the views of its predecessors. From his work in the 1920s, Pigou was familiar with the idea of an external stimulus that could benefit third parties who did not charge commissions [3]. The damage caused by pollution is very suitable for this structure, because the market economy does not consider external factors, so these systems cannot maximize people's well-being. It is prudent to adopt some form of intervention to internalize external influences (including external factors in the internal costs of polluters).

These policies can be evaluated in terms of costs and benefits, and take into account the costs and benefits that Dupuis determined in the 19th century based on human preference and willingness to pay [4,5]. Hicks [6,7], Kaldor [8] and others laid the foundation for modern welfare economics in the 1930s and 1940s. First of all, the U.S. water sector uses cost-benefit analysis as a guise to develop practical guidelines for the use of welfare economics [9]. Organizations such as Rand Corporation also attach great importance to broader government efficiency issues, especially military spending. In 1958, three seminal works were published: water development in Eckstein, multi-purpose river development in Krutli and Eckstein [10], and the effectiveness of McKean's management through system analysis [11]. A feature of these works is the synthesis of practical issues with the theoretical literature of welfare economics. The most important step is the rationality of the benefit-cost principle: defending the project or policy on the basis that the benefit exceeds the cost is completely consistent with the existence of the loser (that is, the person who bears the cost). The Kaldor-Hicks compensation standard determines that these items are reasonable because the winner can compensate the loser so that the loser will not suffer losses and the winner can still profit.

This means that as long as compensation is paid, no one will get worse, which is consistent with the long-established Pareto standard for improving general welfare.

As another part of intellectual development at the beginning of the 20th century, Gray [12] officially recognized the following view: any natural resource has a certain optimal utilization rate. Subsequently, Hotelling [13] formally approved the idea. Initially, these best use theorems were limited to natural resource economics rather than ecology. The difference between them is that the first one is mainly related to the rate of consumption of resources and the determination of the best indicators for renewable resource extraction. On the other hand, the focus of the ecological economy is pollution. When it is recognized that the first theorem applies to the second situation, especially in the case of the accumulation of pollutants, and in the case of the optimal economic growth theory, this distinction has largely disappeared. In the end, elegant and demanding papers of the 1970s such as Dasgupta & Heal [14] contributed to growth theory. In turn, real-world problems will only stimulate mathematical models of economies that consume natural resources. In 1973, OPEC(Organization of the Petroleum Exporting Countries) oil prices rose for the first time, which raised concerns about the economic stability of countries that rely on fossil fuels. The optimal level of utilization of renewable resources such as fishing is the subject of another document based on Gordon' s 1954 article on fisheries as a common property resource [15]. It should be understood that under certain other conditions, open access may correspond to the termination of resource usage. Interestingly, Harding' s article "The Tragedy of the Commons" [16] published in 1968 has received more attention. Harding is an environmentalist, and the tragic article is one of the most reprinted articles in the environmental literature. However, even today, textbooks distinguish natural resource economics from the environment. The history of natural resource economics has yet to be written, but Fischer' s 1981 work has important

historical perspectives.

Other existing literature on the emergence of environmental economics includes some concepts of the ecological limits of economic activity. The environmental movement in the 1960s began to pay attention to the wasteful lifestyles of people living in modern economies, which led to the logic: if this lifestyle threatens the earth, then the lifestyle must be changed. Gradually, the issue of unsustainable lifestyles has become synonymous with the pursuit of economic growth, and there has been a movement against growth. But even this movement is nothing new. The idea of the absolute limit was Malthus' main focus 160 years ago. Ricardo proposed a separate concept of scarcity due to the increase in the marginal cost of extracting and using resources. The most famous article raises many questions, which will be analyzed in environmental economics in the future. This is the paper "The Spaceship Earth" published by Boulding in 1966 [17]. Boulding compared the earth to a spaceship. The spacecraft's energy supply is limited and can only be replaced by solar energy. The supply of water and materials is limited. If reused and recycled, they can provide a sustainable future. Boulding's paper was revised more than 30 years ago, laying the foundation for what many people still consider to be the foundation of a sustainable society. Production and consumption are no longer a good thing, but care should be taken to maintain asset reserves, including knowledge reserves. Boulding correctly foresees that this is a way to improve human resources without changing material resources. So far, Borden's papers still form the basis of ecological economics and continue to focus on physical constraints, and technological change through human capital is seen as an obvious and realistic way to get rid of these constraints.

However, in the field of environmental economics, Borden's work led to other changes. The theory of externalities concludes that when externalities are present, they will lead to sub-optimal levels of human well-being. But before Boulding introduced the spaceship Earth, it was generally believed that

externalities were small, controllable deviations from the best-case scenario. Spacecraft Earth similarly applies the first law of thermodynamics, which stipulates that any matter extracted from the resource sector must reappear at the same weight as waste. Waste treatment affects the environment: materials and energy cannot be produced or destroyed. As the economy grows, it can be expanded due to the exploitation of material resources and, therefore, the release of material waste to the environment. To make matters worse, economic activities chemically convert matter and energy into the exhaust gas, such as carbon being converted into carbon dioxide. These conversions are becoming more and more systematic, so it becomes more difficult to reuse and recycle materials. In addition, although exhaust gas can be captured, energy cannot be recovered at all. However, if waste is widespread in the economy and the ecosystem's ability to accept waste is restricted, then externalities are likely to be widespread, as Ayers and Kneis formally pointed out in the first material balance economic model [18]. As mentioned earlier.

The last major contribution is the social cost of Coase. Coase pointed out that the external environment supports two possible solutions [19]. In Pigou's work, the first is an externality tax or some form of regulation, which imposes the burden of action on the polluter. In the second case, the victim pays the polluter so that he does not pollute the environment. In the first case, the polluter pays, and in the second case, the victim pays. Coase believes that these solutions are equally effective. For those who oppose strengthening government regulation, in this case, in the name of environmental quality, Coase's view opens up huge potential for environmental protection in the free market. In addition to the conditions of such market transactions, the state is redundant. Although there is a trend that Coase's second decision is unfair, the truth is that polluters have lower incomes and the victims are high-income earners. For example, countries suffering from transboundary pollution often provide grants and technologies to polluting countries to modernize pollution

technologies. The parts of the economic dilemma are now in place. Welfare economics provides an analytical framework for determining the optimality of an economic system. In welfare economics, externalities have changed from small deviations from the best state to all-encompassing, concentrated and even potentially large deviations. Therefore, the savings may be very ineffective. The principle of material balance is embodied in the concept of the spacecraft "Earth", which points out that if technological change cannot avoid this situation, there may be Malthusian limitations. A growth model that explicitly simulates the stock of resources gives the same answer: a better world may require a lot of intervention, but it cannot be sustained without technological change. An optimization tool was also created. Pollution taxes and the Coase transaction can provide effective solutions, and soon these tools may become one of the most ingenious policy tools-licenses for sale.

Ecological economics aims to illustrate the structure and dynamics of complex economic and environmental relations. This can be achieved by mapping and modelling energy and material flows [20], system sustainability, economic and social-cultural behaviour, institutions and co-evolutionary processes. The basic principle of ecological economics is that economic growth and development are ultimately limited by the potential of the environment. The concepts of a sustainable economy and sustainable economic development came into being to support the "standard model" of ecological economics. However, it is generally believed that environmental restrictions may obscure the important role of entrepreneurship in the co-evolutionary interaction between economy and environment. If so, it may somehow distort the focus of ecological economics analysis, thereby limiting the range of policy options for sustainable economic development being studied.

The belief that economic growth and development will ultimately be subject to severe environmental and environmental constraints has been firmly rooted in the green economy. This "marginal scarcity" argument is usually expressed in

terms of the upper limit of the environmental service load. Therefore, environmental constraints define long-term constraints on economic development and growth. This restored J.S. Mill, but it was conceived from an environmental rather than technical perspective. This view can be traced back to the limited resources of Thomas Malthus and William Stanley Jevons, the contemporary works of Nicholas Djokiscu Logan and Kenneth Bodin, and the ecology of ecological constraints concept.

The complex interactions between institutions, technology and industrial dynamics need to be considered, which means that ecological economics can learn from the insights and insights of evolutionary economics. Gaudí, Van den Berg and Bunstorf specifically commented on the many differences between evolutionary economics and ecological economics (including population) [21]. Method, complexity attracts helpful and insightful attention, system analysis, energy flow and other similar correspondences. They believe that, compared with neoclassical economics, evolutionary economics can better understand the nature and characteristics of sustainable economics. This is because evolutionists emphasize the concepts of inherent preference, differential choice and industrial dynamics, self-organization, entropy and economic evolution, and the co-evolution of institutions and technology. With this in mind, some recent attempts have been made to revive the co-evolutionary research program in the special part of ecological economics in the field of ecological economics. Therefore, it is clear that evolutionary economics and ecological economics should be regarded as continuous areas with evolving ecosystems that define the ultimate constraints for developing economies. Nevertheless, Kallis and Norgaard believe that the "co-evolutionary approach" is "not universal in ecological economics."

Therefore, entrepreneurial activity plays a dual role. Entrepreneurship's success in innovation and promoting economic growth has inadvertently brought pressure on the environment, but entrepreneurs can also cope with the

value creation opportunities brought about by pressure. Therefore, we can have a cumulative process of causality. In this case, entrepreneurial activities in an uncertain state will cause unexpected negative effects on the environment. Once discovered, this negative impact will promote mitigation. Each new solution is full of new and different environmental challenges, which in turn brings new economic opportunities. Therefore, the concept of transitioning to a global “steady state” at environmental limits is not always useful. Similarly, it is difficult to understand how to define a long-term “sustainable economy” and how stable it is at any time when the economy and the environment develop together.

Historical data shows that people are destroying the environment and taking risks. But these trends are intertwined: widespread expectations of environmental damage are warning entrepreneurs of new opportunities. This can happen in many situations. For example, in an ecological economy, priority is usually given to the stimulus effect of environmental regulations on induced technological innovation and entrepreneurship. However, there are other direct market signal channels and indirect social and cultural channels, which provide companies with many opportunities to solve the current environmental degradation. Regulatory adaptation is usually slow, so these other methods may be critical.

Indeed, regulatory changes may be endogenously delaying the response to movement along other pathways. If entrepreneurship can respond to people's perceptions of environmental degradation, then we can say that there is a co-evolutionary relationship between the economy and the ecosystem. This cooperative development focuses on the understanding of environmental degradation and the ability of entrepreneurs to seize opportunities.

4.5.3 Methodology of sustainable development in companies

Companies as the main units of the participants of the economic activities, in order to make profits, entrepreneurs would find a proper point of intersections

to achieve social responsibilities as well as gain economically. From two points of view, entrepreneurs think about what factors should be sustained in sustainable entrepreneurship, and what they gained during the whole process.

First, it is necessary to support factors including nature, livelihoods and communities, and facilities in sustainable entrepreneurship, including environmental livelihood markets, markets with intrinsic value to the environment and the economy, and supportive communities.

Nature refers to phenomena in the material world, including land, biodiversity, and ecosystems [22]. It can be used as a simple life support system with lasting value. Without support, many species on the planet, including humans, will be in danger. For example, due to the depletion of China's Dongting Lake, overfishing and serious pollution of the lake, the ability of Dongting Lake to regulate rivers and lakes has declined, and the biodiversity in the lake has declined. The use of plant and animal resources in the wetlands of the lake has also attracted attention. Studies have shown that being in a natural green environment can significantly improve human health. If individuals, organizations, and nations can act in ways that protect land, biodiversity, and ecosystems, then nature can be preserved. Resilience needs to be studied to test the role of entrepreneurship as a defence mechanism.

With sustainable life support, the environment is regarded as "a source of resources and services for a person's utilitarian life support" [23]. Protecting the environment, natural resources and ecosystem services provide support for these livelihoods. If the ecosystem is not maintained, it will pose a serious threat to human life. For example, infectious diseases, bacteria and chemical water pollution cause millions of deaths every year, especially in third world countries. Scientists believe that there should be more ancient viruses under the permafrost of the Arctic and Antarctic. These viruses are like boxes under the permafrost of the Arctic and Antarctica, and global warming is the key. As long as the key to global warming opens the permafrost box, a large number of ancient viruses in

the Arctic and Antarctic regions will spread to humans through the food chain and other channels. According to the habits of people living in groups, these highly infectious ancient viruses will be short-lived. Over time, they will cause large-scale infections, which are not ordinary viruses, but ancient viruses with strong pathogenicity. Once infected, it can cause serious illness. Even died in a short time. In addition, pollution reduces the ability to clean aquatic habitats, leading to shortages of drinking water, or soil erosion reduces soil fertility, leading to a decline in people' s living standards. Research on sustainable entrepreneurship can provide a more detailed understanding of entrepreneurship as a life-sustaining mechanism.

A community refers to a complex network of relationships between a group of people who share values, norms, meaning, history, and identities [24]. What makes the community unique is their culture, group and place of residence. When faced with a threat, the community may get lost. Culture is the core aspect of the community. It is believed that "people have rights to culture-not only to any culture, but to their culture." By being able to maintain the culture of the entire society, people can protect their identities. The loss of cultural identity is related to the increase in alcoholism among

American Indians and the decline in physical health and life expectancy of the Australian Aborigines. Families and other groups also provide a sense of personal identity and are considered the backbone of developed communities. Studies have shown that family breakdown means that people are unable to make social commitments that contribute to social development, and family breakdown will reduce personal happiness. Places can be used as important public symbols of culture and history, thereby giving people a sense of identity. However, efforts to maintain the site are not always successful.

Sustainable entrepreneurship can benefit from economic research, which studies the impact of entrepreneurial activity on various markets on an environmental scale. It seems that significant progress has been made in

understanding natural resource markets. The natural resource market is natural, renewable and non-renewable resources that are beneficial to mankind, such as minerals, chemical oil and natural gas, fertile soil, rivers and fisheries, and rain forests. The Sustainability Index emphasizes the importance of “maintaining important ecosystems at a healthy level, and to a certain degree of improvement, rather than degradation” and “the level of human stress is low enough to not cause significant damage to the ecosystem”. If the ecosystem is not maintained, it will pose a serious threat to human life. The deterioration of ecosystem services directly affects human livelihoods. For example, pollution leads to a decline in the cleansing capacity of aquatic habitats, which leads to a shortage of drinking water, or soil erosion reduces its fertility, leading to a decline in people's living standards. Economically speaking, the value of global ecosystem services is estimated to average US\$33 trillion per year.

Inherent environmental value market. The natural environment is not only a life support system but also an intrinsic value [25]. How does this decline in intrinsic value translate into market failure, thereby creating opportunities for entrepreneurs? From an economic point of view, recent ecotourism research that can promote sustainable entrepreneurship is an example of future research. Ecotourism provides people with the opportunity to experience the natural environment and satisfy its inherent motivation. This provides resources and incentives to protect the environment, but the more successful the tourism strategy and the more tourists, the greater the threat to the environment.

Savings and community support. Although economics traditionally does not focus on the pitfalls of culture, humans, and local communities, it is possible to extend the concept of market failure to threats to communities. For example, providing Inuit whalers and walrus tusks to the Inuit helps protect their culture. Using common indicators of culture and cultural values and capturing their changes over time may be a way to test the impact of entrepreneurship on the "sustainability" of the community.

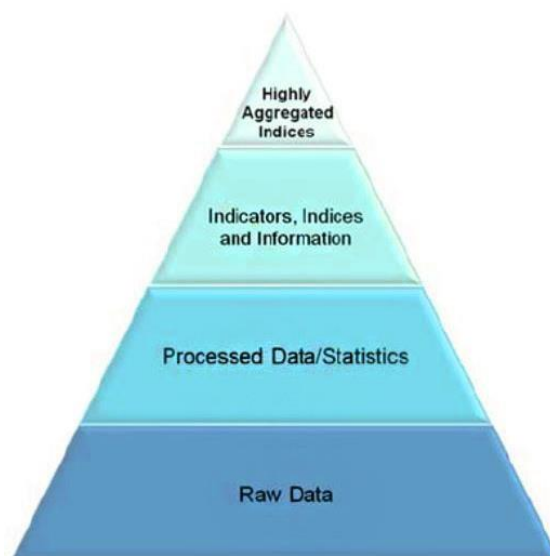
Secondly, in addition to economic benefits and non-economic results, development goals are also very important. Obtaining economic benefits improves people's socio-economic status and improves emotional, psychological, and physical health. This influence transcends generational boundaries because the increase in the socioeconomic status of parents leads to an increase in the happiness of children and their socioeconomic status in adulthood. People's subjective well-being and physical health improve with the economic development of the country in which they live.

Human non-economic interests include children's survival, life expectancy, education, equality and equal opportunities. Increasing the likelihood of a child becoming an adult is a developmental achievement. In low-income countries, one in ten children dies before the age of 5. The main causes of these deaths are pneumonia, diarrhoea, malaria, measles and AIDS(Acquired immunodeficiency syndrome). In addition, some people are exploited so that their "true" value cannot be recognized or rewarded.

Although the benefits to society include benefits to people living in a society, they are different from personal benefits in that the latter is only available to a few people, while social benefits are available to all or most members of society. Society can benefit from "the well-being and safety of nation-states, regions, and institutions, as well as the recent development of more valuable social ties and social organizations." The well-being of a country and region means the life satisfaction and happiness of its residents, while safety means protection from external threats and internal threats (such as economic or environmental decline). In addition, if social connections and interpersonal relationships between people are developed, society will benefit. Weak social norms, low interpersonal trust, corruption and violence are more common in poor countries and regions with low levels of human well-being and become obstacles to social development.

4.5.4 Statistics, indicators and decision making

Market research as well as environmental analysis including information collection and data analysis. Similarly taking action towards sustainable development requires a coordinated set of participatory processes that enable the analysis improvement, capacity strengthening, planning and investments. They are designed to integrate short- and long-term economic, social and environmental society through a mutually supporting action. To meet the challenges of sustainable development, strategic planning practices should be more effective, efficient, credible and durable. The information pyramid in picture 1.1 has included the aggregated indices in which policymakers and the public involve when making reports. And from the statistic and indicators to the indices is the process of assessment by experts.



Picture1.5 – Information pyramid

The No.8 and No.12 goals of the UN sustainable development goals should be considered when processing economic activities, which are promote

sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all; and ensure sustainable consumption and production patterns. The indicators of goal no.8 and no.12 are in Table 1 of appendix A.

The Sustainable Development Goals global indicator framework was formulated by the Inter-Agency Expert Group on Sustainable Development Goals Indicators (IAEG-SDG) and agreed at the forty-eighth session of the UN Statistical Commission in March 2017.

The global indicator framework was subsequently adopted by the General Assembly on July 6, 2017, and contained in the General Assembly's resolution on the work of the Statistical Commission's 2030 Agenda for Sustainable Development. According to the resolution, the scorecard will be reviewed annually by the Statistical Commission at the fifty-first session in March 2020 and the fifty-sixth session in 2025. The global indicator framework will be supplemented by regional and national indicators developed by the Member States.

Annual revisions of indicators are included in the indicator framework when they become available. According to the mandate of the IAEG-SDGs group, 36 major structural changes were proposed, which were proposed in the form of replacements, corrections, additions and deletions for the 2020 comprehensive review. The report was approved by the 51st Statistical Committee in March 2020.

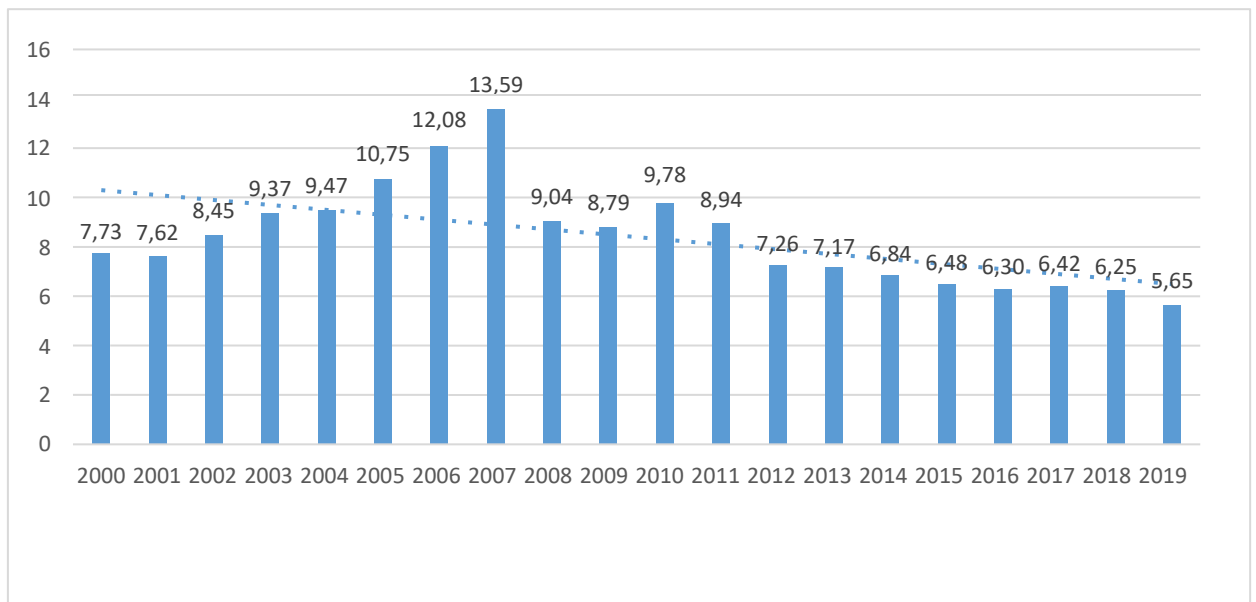
The list of official indicators is based on the global scorecard contained in document A/RES/71/313, which is the revision agreed by the Statistical Commission at its 49th session in March 2018 and its 50th session in March 2019. Compared with the changes, a comprehensive review was made and improvements were made at the 51st meeting in March 2020, and improvements were made at the 52nd meeting in March 2021.

The annual growth rate of real GDP per capita. The annual growth rate of

per capita real gross domestic product (GDP) is the percentage change of per capita real gross domestic product for two consecutive years. Real GDP per capita is calculated by dividing GDP by a constant. The price of the population of a country or region. And one of the targets of SDG 8 is to sustain per capita economic growth under national circumstances and in particular at least 7% per annual GDP growth in the least-developed countries. According to the data of China's annual growth rate of real GDP per capita(chart 1.5), from 2000 to 2014, the growth is above the target's standard.

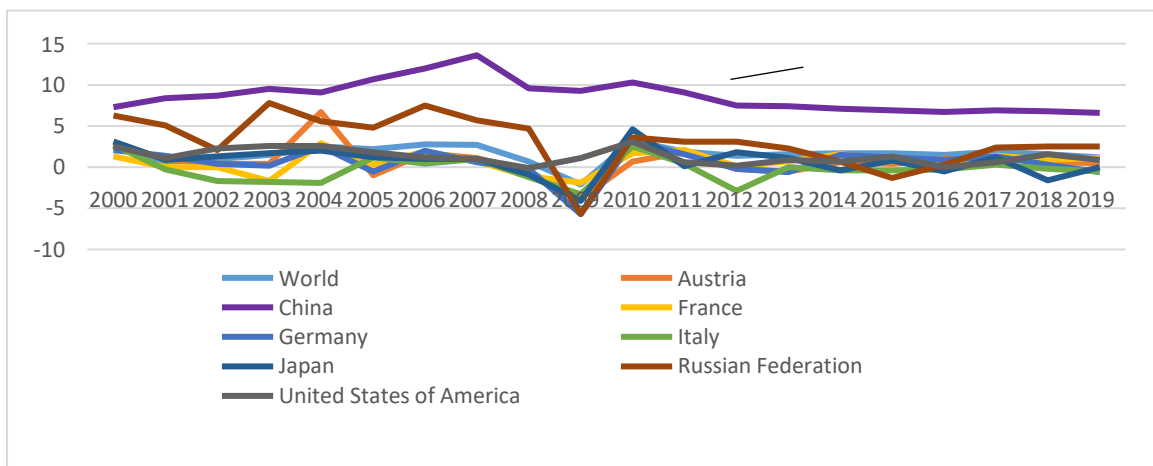
However, since 2015 China has begun to make trade-offs in controlling systemic risks, stabilizing growth, and adjusting the structure. Therefore, the overall monetary policy is loose, but it is still prudent. On the one hand, the growth rate of aggregate demand has shrunk significantly, and insufficient demand has begun to hit the bottom line; on the other hand, China's economy has experienced a deep divergence in the overall weakness. This marks the arrival of a critical period for the deep adjustment of China's economic structure, the opportunity for the full release of risks, and the critical period for economic growth to bottom out. It also means that China's economy is beginning to nurture new vitality amid a difficult period, and it will dawn in the difficult period. It has been found that the foundation for the next round of medium-to-high-speed growth has begun to be built in the process of constant bottoming.

Calculate the annual growth rate of real GDP per capita in year $t+1$ using the following formula: $[(G(t+1) - G(t))/G(t)] \times 100$. The annual growth rate of real GDP per employed person conveys the annual percentage change in real Gross Domestic Product per employed person. The target is to achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors.



Picture 1.5 – China’s annual growth rate of real GDP per capita

According to chart 1.6, the statistics of China's annual growth rate of GDP per employed person from 2000 to 2019 are above the world level, comparing to developed countries such as Japan and United States, China still showed strong growth, this is inseparable from every enterprise and every individual effort.



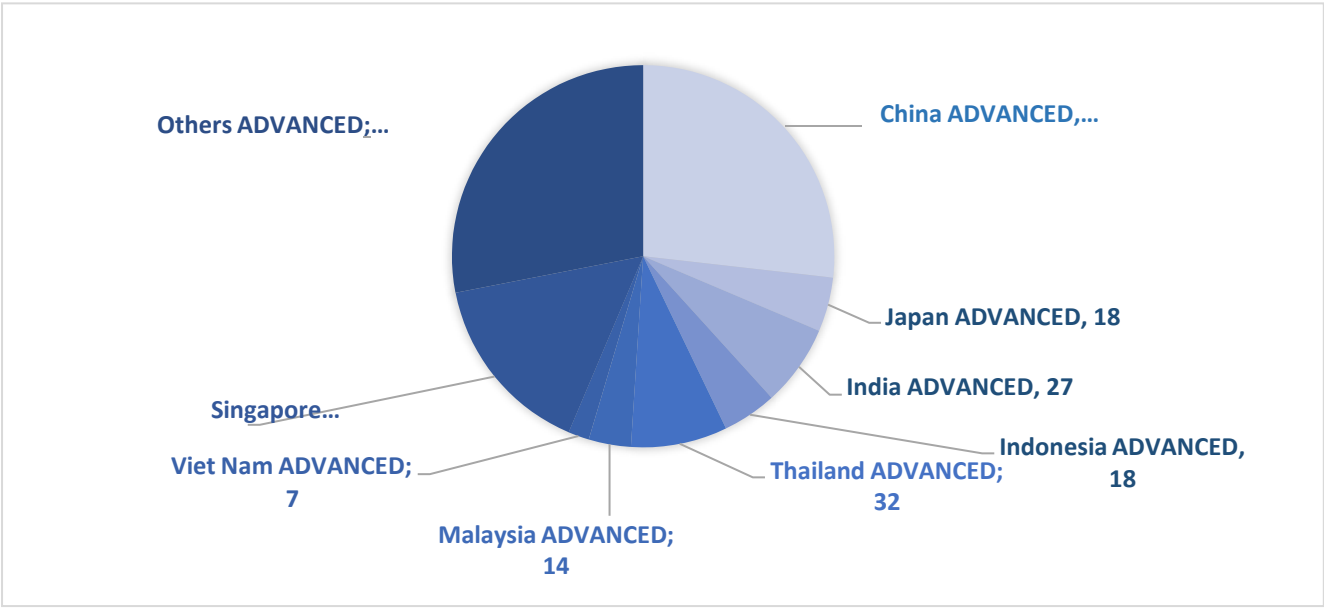
Picture 1.6 – Annual growth rate of real GDP per employed person

According to the data of the indicator 12.1.1 of the goals and targets, China

is included in the three group: Countries with policies, instruments and mechanism in place for sustainable consumption and production; Countries with policy instrument for sustainable consumption and production; and Countries with sustainable consumption and production (SCP) national action plans or SCP mainstreamed as a priority or target into national policies.

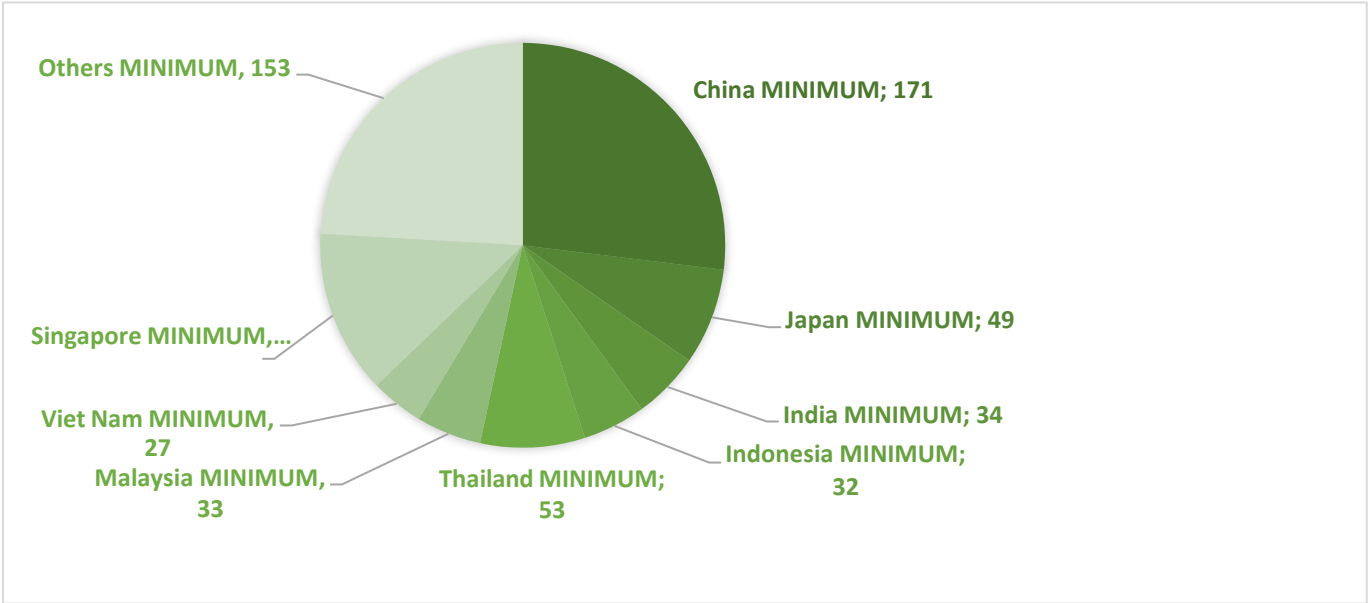
However, China doesn't appear in the group of countries with coordination mechanism for sustainable consumption and production, the group of countries including America, Austria, Finland, Germany, Italy etc. So this may be a good and feasible starting point for China's government and companies to achieve sustainable development when the economy trying to recover after the epidemic. Also, for foreign trade activities, it's a good chance to establish a new complete growth mechanism.

A sustainability report is a report published by a company or organization about the economic, environmental and social impacts caused by its everyday activities. Sustainability reports enable private companies, government agencies and third sector organizations to confirm their mission and pursuit of value, recognize and measure their economic, environmental, social and management performance and improvements, and set goals and formulate strategies to achieve them accordingly. Organizational governance is more sustainable and efficient; and more effective change management. Sustainability reports are clearly "externally oriented" and therefore aim to systematically exchange information about the exchange relationship between companies/organizations and stakeholders. In other words, it is a key platform for communicating sustainability indicators and impacts. The numbers of companies publishing sustainability reports showed that developing regions lack competitiveness, surprisingly, the number of Chinese companies (which Hong Kong and Macao are included) is medium-high.



Picture 1.7. – Number of Asian companies publishing sustainability reports with disclosure by level of requirement

Also, in chart 1.7 and chart 1.7.2, the number of Chinese companies which published sustainability reports are competitive, the lack of information of the proportion and the common sense of the total amount of Chinese counties imply that China should keep on popularizing relevant awareness.



Picture 1.7. – Number of Asian companies publishing sustainability reports with disclosure by level of requirement

reports with disclosure by level of requirement

2. SUSTAINABLE DEVELOPMENT OF FOREIGN TRADE COMPANIES

2.1 Problem exploration

According to the list of the top 200 foreign trade companies in China in 2019 (ranking by import value and export value separately), foreign trade companies in China mostly with characteristics below: limited liability and relatively small-scale operation. So the nature of middle and small-sized enterprises is obvious, they need and always received protects and policy support from the government, but the reasons for the bankruptcy during the pandemic go far beyond that.

Foreign trade companies are the main affected industry besides aerospace, banking, hotel and tourism. First, the sudden outbreak of the epidemic caused the economy to shut down. After that, the epidemic was controlled and small and medium-sized enterprises began to resume work and production. However, after the epidemic has passed, there has been a Great Depression in all walks of life, and business has been difficult to proceed with. Necessary expenditures such as wages and rent caused the company's capital chain to break, operating difficulties and had to close down. Also, companies have drastically cut wages and layoffs, resulting in lower incomes and lower consumption. Undoubtedly, all walks of life have fallen into a bad cycle of economic depression. Consumer demand has fallen, small and medium-sized enterprises have a large backlog of commodities, which cannot be realized, and capital flows have dried up.

Second, the epidemic broke out globally and the overall economy was suspended. Foreign trade companies have been impacted. The strong ones rely on the foundation to support them. The weaker small and medium-sized enterprises will not be able to support them if they don't have orders and can't support them within two months. The problem of financing for SMEs is gradually becoming difficult. Like bank loans, capital is insufficient and difficult to achieve. The forms of borrowing are generally mortgages or guaranteed loans, especially land use rights, factory buildings, and other important fixed assets and intangible assets that are important to enterprises. However, most

small and medium-sized enterprises are due to insufficient funds. Therefore, there is less investment in fixed assets such as factory buildings and land, and it is impossible to provide effective collateral as a guarantee. The less collateral, the weaker the guarantee capacity of SMEs, and the more difficult it is for them to obtain bank loans. Therefore, many SMEs fail to meet the requirements of banks. Even if the requirements are met, companies wanting to borrow from banks can only be short-term borrowings; lending to financial companies requires too much interest and a heavy burden. Without the support of working capital, the development of SMEs has become even more stagnant. The last straw that crushes the enterprise comes more from rent. The state calls for a rent reduction, but the landlord also has funds to invest. In the case of mutual disharmony, small and medium-sized enterprises can only face bankruptcy.

The good news is, behind the positive economic growth of China in 2020, there' re a technical improvement, transformation and upgrading industries, opportunities are grabbed by some pioneers, for example, a restaurant named Xibei, a smart-home enterprise named Deyunxiang Technology and an offline art training institutions named Beitler, who competed reformation of marketing and management during the epidemic.

The impact of the epidemic has caused Xibei' s more than 400 stores across the country, except for Beijing, Shanghai, Guangzhou and Shenzhen to retain some of them for takeaway, all of which are closed. The amount of takeaway is only 5-10% of the normal period. There is no income at the front end, and the turnover of 700-800 million becomes 0. The back end needs to bear 20,000 employees and rent expenses, and the cash flow payment cannot last for three months.

In the past, Xibei relied on its funds and immediately contacted investors when the epidemic was affected and issued a PR draft. A few days later, it obtained a credit of 430 million yuan from Shanghai Pudong Development Bank. Xibei insists on launching new businesses, including fresh food sales, to

release the strength of the supply chain accumulated in the past, and supply fresh food to C-end users; Maochai processing, cooperates with Daily Fresh Food, and uses its employees and warehouses to provide daily fresh food The Maochai is processed into standard dishes; live broadcast sales, cooperating with bean fruit delicacies, restaurant chefs explain the ingredients and processes, and sell semi-finished products. Re-determine staff positions, release idle human resources to friends and optimize human expenditures.

In 2018, Deyunxiang Technology launched an online mall and also operated online and offline businesses. Affected by the epidemic, offline stores were closed, and revenue was completely blocked. To support offline costs online, it is necessary to increase network marketing efforts and improve customer acquisition capabilities. To gain greater exposure, Deyunxiang Technology uses the Jike cloud sales product to search and optimize the company' s official website, with 440 online keywords and more than 550,000 monthly exposures. Continuous network promotion has enabled Deyunxiang to receive many agent-customer consultations. It also combines self-media promotion, strengthens promotion on WeChat, Weibo and other self-media, releases product-related information, and invites employees, customers, and partners to participate in the promotion, and broaden the source of customers through social communication.

During the epidemic period, Bateer training faced the challenge of suspension of classes, and many campuses were unable to determine the start time of classes. Enrollment is blocked, the source of income is cut off, and the constant internal expenditures have brought huge cash flow challenges to the company. To stabilize students and ensure communication with parents, the company launched online dance courses and a variety of active community operations programs in a short period, such as daily check-in, achieving an online course registration rate of 93% and an online course attendance rate of 96%. The completion rate of a single class is 100%, and the submission rate of

homework is 85%; offline teachers and course consultants are fully online, not limited to the original positions, not blindly layoffs, but transfer the service scene to the online. Betel pays close attention to government policies and various support policies of financial institutions and adjusts all employees' salary expenses. It has been through difficult times and reduced monthly cash expenditure by more than 50%.

Summarize their experiences, the enlightenment of their success including explore new business models, operate online marketing, seek operation sources thinking outside the box and develop cohesive staff management methods. On the microscopic level, the success of surviving the crisis is a result of the entrepreneur' s open mind and the dynamic equilibrium system they built. And this refined part is exactly what foreigntrade companies could learn from.

2.2 Case analysis of successful sustainable development

2.2.1 BROAD air conditioning

BROAD is a private enterprise in China. It started its business in 1988 with 30,000 yuan. It has no loans since 1995 and has been developing in a snowball way. BROAD enjoys a global reputation for its non-electric central air-conditioning mainframe products, which are sold to more than 60 countries and have the largest market share in China, Europe and the United States. All of BROAD' s products are independent innovations, and all of BROAD' s services are centred on energy conservation and reduction of user expenses. "We protect life" is a lofty slogan. BROAD hopes that people can live 30 more years with convenient air health products, and use practical air-conditioning and ventilation products and building energy-saving technologies to enable users to save more than 70% of energy to reduce air pollution and globalwarming caused by energy use.

The company's current main product is air conditioners. However, chairman Zhang Yue said the goal is to eliminate air conditioners; the original intention of the company is not to sell more products to sales staff. If possible, BROAD hopes that sales staff can convince customers to choose products with a "smaller" price and pay less; BROAD's base in Changsha is like a small kingdom. In this place called "Broad City", you have everything you can think of for the convenience of life, and even more luxury service: grow your vegetables, all staff canteen meals are "no pesticides, no fertilizers, no MSG (Monosodium glutamate)".

BROAD has a great dream: to use products to solve the two major crises facing the world: air pollution and climate warming. The purpose of doing this is explained by BROAD's own beliefs: "We protect lives." Broad calls for pollution source control to provide practical purification products to protect the lives of contemporary people; now BROAD again advocates building energy saving, while providing energy-saving air-conditioning products, free training building insulation to protect the lives of future generations.

An important factor that makes BROAD so confident is that from the first day of its establishment, this company has declared that it only does "non-electric air conditioners". The reason is that most of China's electricity comes from coal, which wastes energy and pollutes the environment. Therefore, the energy used by BROAD to produce air conditioners mainly comes from natural gas and waste heat. Non-electric air conditioners use fire to cool directly, eliminating the 5 energy conversions that electric air conditioners must go through—from fuel to heat, to electrical energy, to mechanical energy, and finally to cold energy, saving more than 2 times.

They are the first direct-fired large-scale central air conditioners in China. This company has the largest market share among similar products in the world, and its products are currently being used in more than 60 countries and regions around the world. It has been applied in many impressive buildings, such as the

tallest building in South America, the tallest building in Beijing, the largest airport in Europe and the largest airport in Asia. As of 2007, the contribution of BROAD' s non-electric air conditioners to the earth in the past 16 years is equivalent to reducing more than 90 million tons of carbon dioxide, more than 1 million tons of sulfur dioxide, and more than 500,000 tons of nitrogen oxides. Reducing more than 10,000 tons of Freon, reducing more than 300,000 tons of inhalable particulate matter. These figures mean that in recent years, the non-electric air conditioners sold by BROAD each year and the carbon dioxide emission reduction is equivalent to the carbon dioxide absorbed by 160 million trees each year. Which is equivalent to 80,000 trees planted by each employee every year, this number makes BROAD people extremely proud.

However, what BROAD is doing now is trying to reduce the use of its product-airconditioning: Zhang Yue has delved into energy-efficient buildings again. On July 9, 2009, Jia Qinglin, chairman of the CPPCC(Chinese People's Political Consultative Conference) National Committee, came to BROAD for inspection. Zhang Yue told him that a fresh air fan for a family could save more than 1 ton of oil energy every year. However, Zhang Yue said the energy-saving of the building itself is the most important. Zhang Yue also particularly emphasized the importance of shading outside the window. The principle is that the sun shading inside the window only blocks the sun and keeps the heat indoors. The sun shining into a window is equivalent to the heat generated by more than 10 people. Finally, out of the office building, Zhang Yue led Jia Qinglin to look at the 15 cm thick wall insulation and showed the insulation wall that even illiterate migrant workers can make can save half the energy of the entire house.

In other words, if such energy-saving and environmentally-friendly buildings are used, BROAD' s current main product, non-electric air conditioners will no longer be needed. Zhang Yue thinks business opportunities exist

everywhere, we don't need to guard one area, since the energy-saving space of the building itself is so large, why not promote it.

From Zhang Yue's attitude, you could feel that the first criterion of his current corporate strategy is to still save energy and protect the environment. This vision of many people ahead of the same age was not Zhang Yue's original idea. BROAD was founded in 1988, and there are still many versions of the story about BROAD. The most cited one is that the brother's Zhang Jian and Zhang Yue discovered this "gold mine" together that year: Zhang Jian carefully studied various domestic and foreign technical reference books and designed a gas air conditioner on the design drawings. Zhang Yue took these drawings to find the general manager of a large shopping mall under construction in Changsha, Hunan and exhausted his tongue to promote the technical advantages of this gas air conditioner. It happened that there was a widespread power shortage in China at that time. Compared with electric air conditioners, it saves initial investment and has no electricity supporting costs. That large shopping mall finally approved non-electric air conditioners. A deposit was given, which became the revenue from the first order of BROAD air conditioner.

At the beginning of the business of BROAD, the main motivation for developing non-electric air conditioners was to earn money for individuals. The second motivation was to save electricity for the country and then to reduce Freon emissions for the planet. Later, when personal wealth accumulated to a certain level, the former was no longer the driving force for his continuous technological innovation and progress. Saving energy and reducing greenhouse gas emissions became his main mission.

Since the non-electric air conditioner produced by BROAD does not use Freon or its substitutes, it will not produce harmful gases and ozone-depleting substances during operation. Its air-conditioning system uses gas and waste heat as energy sources, reducing carbon emissions by more than 2 times compared with traditional electric air-conditioning technology. Environmental protection

and energy saving are a kind of thorough culture for this private enterprise. Zhang Yue designed a set of systems to ensure implementation, and he spent 80% of his energy on technology research and development.

BROAD encourages its employees to live and work with an attitude of "global citizens". In this pamphlet of "Life Attitudes of Earth Citizens", it encourage and instruct everyone to travel by bus as much as possible, use energy-saving lamps, not disposable consumer goods, etc.; if employees must buy cars, the company will encourage employees to buy the most energy-efficient cars.

Even the attitude of doing business is very different from BROAD' s system. Like many companies, BROAD also emphasizes "transparent operation", but this way of ensuring transparent operation is extremely "uncommon". All product price information of BROAD Company is publicly available. Anyone who has read the prices of BROAD products will say expensive. It is indeed expensive, about 1 times more expensive than similar products domestic and abroad. This price is not intended to provide customers with room for bargaining. Even for returning customers, the far-reaching price is public. To avoid transactions under the desktop, the salary of BROAD sales staff is different from that of many other companies. Their basic salary accounts for a large proportion of their wages, and sales commissions are locked within 2%, eliminating bribery. Not only its ethics, but BROAD also requires its suppliers in the same regulations. If a BROAD supplier expresses bribery, it will be immediately demoted or even removed from the supplier list by BROAD. BROAD in his mind is a service provider of air conditioning solutions. Only provide customers with the most needed and suitable products. Because for central air-conditioning products that have been used for decades, the energy consumption during the use process is much greater than the equipment price.

BROAD has penetrated this culture of integrity and transparency into the daily lives of its employees. In BROAD' s office area, canteen, dormitory and

other places, several small shops supply daily necessities. There are no sales staff to take care of them, but only rely on the employees' personal self-service credit card consumption. For many years, there has been almost no mistake. BROAD has many detailed regulations on what employees should and should not do in work and life. In BROAD City, you can hardly imagine that even driving drivers and cafeteria employees can teach you the theory of environmental protection, energy conservation and emission reduction.

Lofty persistence in exchange for a godsend opportunity. The Copenhagen Conference brought the call of mankind to cope with climate change to a climax. BROAD's insistence on non-electric air-conditioning and the promotion of energy-efficient buildings has been recognized by many people in the world. In July 2008, the G8 summit was held in Hokkaido, Japan. BROAD Air-Conditioning, as the only corporate case included in the theme report "Breaking the Deadlock on Climate Change, Global Agreement for a Low-Carbon Future", received extensive publicity and discussion opportunities. As its standards and concepts contribute to the creation of a "Green World Expo", Broad Air Conditioning has become the sole supplier of air conditioners for the Shanghai World Expo venues, providing central air conditioners for 250 venues, and Broad winning glory for the Chinese people on the global energy-saving stage.

After more than ten years of dormancy, BROAD has taken the lead in the market in terms of technology and experience in energy saving and emission reduction, and today this opportunity will be enlarged. According to the Chinese government's commitment before the Copenhagen Conference, by 2020, China's carbon dioxide emissions per unit of GDP will be reduced by 40% to 45% compared with 2005. The data shows that this is a \$300 billion market, and BROAD is destined to get a share of it. It's just a question of whether to cut big pieces or small pieces of cake.

2.2.2 Zhenggu (Beijing) Agricultural Development Co., Ltd

Zhenggu (Beijing) Agricultural Development Co., Ltd. (hereinafter referred to as "Zhenggu") is a commercial company that produces, sells and distributes organic food. Through its business activities, Zhenggu advocates and promotes a moderate and healthy lifestyle and promotes sustainable agricultural development.

Accompanying the extreme anxiety about food safety is that consumers have greater demands for safe food. The root of pesticide residues in food lies in the chemical agricultural production model, which is highly dependent on chemical fertilizers and pesticides. This not only poses a threat to human health, but also destroys the soil system, pollutes water sources, and makes agricultural production unsustainable. Organic food is also called ecological food. It adopts a production method that is friendly to the ecological environment and human health. Because it does not use synthetic chemicals such as fertilizers, pesticides, hormones, antibiotics, and does not use genetically modified technology, it has become a safe and reliable method. Alternative food choices are beginning to be accepted by more and more people.

Zhenggu has a wide variety of organic food, including vegetables, fruits, grains, and aquatic products, which can be easily ordered online or by phone. Zhenggu has established a number of organic food bases in Beijing, Shandong, Shanxi, Jiangxi, Heilongjiang, Inner Mongolia and other places. Its product supply comes from three channels: One is the production base owned by Zhenggu, which is fully responsible for Zhenggu. The second is a cooperative production base, where both capital and technology are provided by Zhenggu, and results are provided by the partners. The third is the purchase style, where Jizheng Valley purchases products from units that meet its relevant standards. Mainly export enterprise products, etc.

These bases are open to consumers and can be visited and picked. The base

is close to the market, because it can not only save transportation and storage costs, but also reduce environmental pollution caused by transportation and other links. Since the original production method of rural communities is very close to the production method of organic food, the development of the organic food industry is a mode that NGOs (non-governmental organization) will adopt when doing rural development projects. The involvement of NGOs helps local farmers establish bases, obtain certification, provide technical support, and even help market development. However, the procedure of first having the product and then looking for the market violates the laws of the market, and it fails because the project site is often too far away from the consumer market for organic food. This may be caused by the role positioning of NGO rural development projects, so some people try to combine their own interests with local farmers to achieve benefit sharing and risk sharing, such as community-supported agricultural models, and NGO equity participation in cooperative. Perhaps the change of role helps to better adapt to the market, so as to solve social problems through commercial and market means. Because the market is a powerful force driving innovation.

Like other commercial companies in the world, the pursuit of profit maximization and corporate social responsibility will always be a contradiction of unity of opposites. People's traditional understanding of businessmen is that businessmen are seeking to maximize their interests. However, Zhenggu Chairman Zhang Xiangdong mentioned this point: "The business goals and social responsibilities of enterprises are the same in the long run. However, at different stages of enterprise development, different balance points need to be found between the two." As for depressing acquisitions, the method of increasing the selling price is not sustainable, and Zhenggu will not do it. I think, because this is damaging Zhenggu's brand value, short-term petty profits are no better than long-term sustainable benefits.

Sustainable development is the development trend of a new generation of

companies like Zhenggu. Zhenggu's fortune is that the business activities they operate in themselves provide services and products in a way that is beneficial to society and the environment. This is also an enterprise with both commercial sustainability and social value.

2.2.3 Vanke Enterprise Co., Ltd.

Vanke Enterprise Co., Ltd. was established in 1984. After more than 30 years of development, it has become a leading domestic urban and rural construction and life service provider. The company's business focuses on the three most dynamic economic circles in the country and key cities in the central and western regions.

In 2014, Vanke extended the company's "Merit Housing Supplier" positioning to "Urban Supporting Service Provider". In 2018, this positioning will be further upgraded to an "urban and rural construction and life service provider", and detailed into four roles: a good life scene teacher, a new force in the real economy, an innovative exploration test field, and a harmonious ecological builder.

Vanke always insists on providing good products and good services to ordinary people through its own efforts, it makes contributions within its capacity to satisfy the people's needs for all aspects of a better life. At present, the ecological system built by the company has begun to take shape: In the housing field, the company has always adhered to the residential attributes of housing and insisted on "building a house for ordinary people and building a house for human use", consolidating the inherent advantages of residential development and property services. On the basis of this, the business has been extended to the fields of commerce, long-term rental apartments, logistics and warehousing, ice and snow vacation, education, etc., laying a solid foundation for better serving the people's needs for a better life and achieving sustainable development. In the future, the company will always adhere to the principle of "the road is sure, fight in partnership", center on "people's needs for a better

life", and based on cash flow, deeply implement the strategy of "urban and rural construction and life service provider", continue to create real value, and strive to be a good company worthy of the great new era.

Vanke's environmental sustainable development includes housing industrialization. The concept of housing industrialization is similar to industrialized production, except that industrialized production is used to build housing. This large-scale, intensive, and industrialized construction method can effectively reduce the consumption of water, electricity, wood, etc., reduce a large amount of construction waste, construction sewage, construction site growth, and effectively reduce construction noise. Housing industrialization has become one of the best practices for the construction industry to implement green and low-carbon development. The comprehensive promotion of housing industrialization projects can not only improve the use function and quality of residences, but also reduce costs, save energy and reduce emissions. Vanke's promotion of residential industrialization is a win-win strategic decision to build high-quality housing that meets the needs of the market, customers and green and low-carbon development with high quality and efficiency.

It can also fully promote the green and low-carbon development of the real estate development industry. Vanke's residential industrialization system includes three categories: prefabricated parts, fabricated interior walls and plaster-free interior and exterior walls.

The second part is green building. Green building is a method to realize the concept of sustainability in the process of urban construction. It is based on the premise of conforming to the objective laws of the natural ecosystem and coexisting harmoniously with it. It makes full use of the environmental conditions of the objective ecosystem and has minimal resource consumption. And the ability to maximize efficiency, a sustainable building with safe, healthy and livable functions. Minimizing the load and impact on the earth's resources and environment during the life cycle of a building is the core connotation of

green building. The General Office of the State Council has made overall arrangements for China's green building action in 2013, and fully launched the national green building action. Green buildings have become one of the best choices to take into account economic and environmental benefits in the process of urbanization in China.

Vanke attaches great importance to the R&D (research and development) and innovation of green technologies, established the Vanke Research Center, and actively promotes the transformation and application of relevant scientific research results, participates in the formulation of national and local green building standards, and continuously promotes industry green technology innovation and breakthroughs. Vanke builds a green, low-carbon, modern and comfortable base in the Architectural Research Center, and is committed to providing a good living and leisure environment for the scientific research and staff of the Architectural Research Center. The Vanke Base Suhan became the first domestic project to obtain the new green three-star certification. The base accommodation is designed according to the green three-star standard. The building area is planned to be 3677.66 square meters, with a total of 5 floors. In addition to the living space, it also has a front desk, a gym, an exhibition hall, a library, a VIP restaurant, etc.

Wood will be used extensively in the decoration of green procurement houses. In order to curb the use of illegal timber, Vanke joined the Global Forest Trade Network (GFTN), promising to support sustainable forest management and responsible forest product trade starting from the floor. The specific measures are as follows: Do not purchase wood from protected value forests (such as: Amazon Biodiversity Reserve, Xishuangbanna Nature Reserve, and other ecological reserves), unless the forest has been approved by the Forest Management Committee (FSC) Certification; Do not purchase tree species listed in the "Convention on International Trade in Endangered Wild Fauna and Flora" unless the supplier can provide an appropriate license issued by the endangered

management agency that allows sales: Do not purchase wood from war-torn or forest rights disputed areas; Do not purchase forests that are being converted into cultivated land and other uses; Do not purchase genetically modified wood; Gradually increase legal timber and obtain Application of FSC certified timber

In 2014, Vanke promoted a new flooring supplier to join the global forest trade network. According to the audit of Vanke by a third-party agency commissioned by the World Wide Fund for Nature, 84% of the wood floors used by the Division were of legal source in 2014 and the remaining 16% were of known source.

Vanke continues to promote energy conservation and emission reduction internally and externally, advocates green office, and conducts carbon emission review work in accordance with the International Standards Organization (ISO) on the development trend of greenhouse gas control and future greenhouse gas reduction requirements. Continue to promote the application of LED lights in residential projects to further promote Vanke's practice of green and low-carbon operations. At the same time, Vanke continues to carry out the inventory of carbon emissions, provides substantial reference and basis for its own carbon emissions management, promotes Vanke to further reduce the carbon footprint of corporate operations, and implement effective reduction and improvement programs.

Other environmental management such as Vanke continues to mobilize owners to participate in community waste sorting activities in communities across the country, and promote "green, low-carbon and environmental protection" as a healthy lifestyle for community residents. At the same time, Vanke actively participates in plant diversity cultivation projects. Vanke upholds its consistent philosophy of plant diversity conservation in its planning and design, increases garden species diversity in Vanke's projects, and strengthens the popularization of biodiversity among community residents. Vanke is planning to build the Vanke Botanical Garden. The botanical garden

will center on the tropical rainforest, and let the public understand the principle design of nature and the process of self-evolution by displaying the exotic and abundant tropical rainforest species. Facing the current food safety, energy safety, and climate change issues, hope that Vanke Botanical Garden can guide and educate people to live in harmony with nature, and create a lifestyle of harmonious development of nature, technology and humans. The distribution of Vanke projects across the country has carried out systematic research on the configuration of garden plants in different climate zones, and promoted the design of residential garden plants, creating an ecological garden construction model with Vanke characteristics.

For Vanke, the harvest brought by sustainable development also includes the construction of brand value. Energy conservation and emission reduction in the construction sector is an important area to fulfill the commitments of the Paris Agreement. The real estate industry shoulders the heavy responsibility of energy conservation and emission reduction, and will inject new impetus to sustainable economic development.

2.3 New environment, new opportunities

The hindered foreign trade and the economic slowdown is not the most terrible consequences of the pandemic, but the epidemic became an excuse for trade barriers, and protectionism took the opportunity to rise. Responding to the development of economic globalization and regional economic integration, in order to remedy the obstruction of WTO (World Trade Organization) negotiations to promote global free trade, also some negative effects in economic globalization, strengthening regional economic integration becomes necessary.

The regional comprehensive economic partnership agreement is a

multilateral agreement, aims to cut tariffs and non-tariff barriers, to establish a unified market of the free trade agreement by China, Japan, South Korea, Australia and New Zealand and 10 Association of Southeast Asian Nations (ASEAN) countries, the signing of the agreement, marked the RCEP will be cover has the largest population in the world, members constitute the most diversified, the largest economic and trade, the most development potential of the free trade area RCEP to cover a population of more than 3.5 billion, economy reached \$29 trillion, accounting for 30% of the global total. The signing of the RCEP will help build an open world economy to support the multilateral trading system, improve the regional trade and investment environment, advance trade and investment liberalization and facilitation, and help countries better meet challenges.

After the signing of the RCEP agreement, taking the China- ASEAN Free Trade Area as an example, 95% of the goods in the future trade cooperation between the two sides will be included in zero tariff items, up from 90% at present. Under the background of the current global economic difficulties, the completion of the RCEP free trade zone trade protectionism against the unilateralism and support for free trade and maintain a strong signal of a multilateral trading system, will effectively boost the confidence in economic growth. According to the international famous think-tank, estimates that by 2025, the RCEP could lead member countries to export foreign investment stock GDP growth of 10.4% 2.6% 1.8% more than the baseline respectively. China's total trade with RCEP members account for about one-third of the total amount of China's foreign trade, from the RCEP member actual investment accounted for more than 10% the proportion of China's total foreign investment actual RCEP the formation of the integration of large market will release the huge market potential, to further promote intra- regional trade and investment, which will help China through more comprehensive a deeper, more diverse opening to the outside world, further optimization of foreign trade and investment layout,

constantly and the international high standard rules of trade and investment, build a new higher level of the open economy system.

RCEP is different from the US-Mexico-Canada Agreement and the EU-Japan Free Trade Agreement between the US and Europe. RCEP standards are more tolerant and progress is more gradual. It emphasizes the sharing and openness of regionalism. It can not only meet the needs of developed countries such as Japan and Australia, but also take into account the needs of economically underdeveloped Laos, Cambodia and Myanmar. To some extent, it reflects the peculiarities of eastern regionalization. Therefore, RCEP is to promote globalization in the current situation, as a very good cooperation model for promoting globalization.

2.3.1 RCEP Approvers

2.3.1.1 China and its participation

The significance of RCEP to China is to provide convenience for foreign trade companies and reduce operating costs and risks. China is the world's largest trading nation, and its export to Asian country is 47% of total export, in value of 1.17T USD. From the perspective of the entire region, the signing of RCEP has made the entire Chinese economy more convenient, and at the same time has great benefits for the flow of goods, technology, services, and capital in the region, including the cross-border flow of people. While this agreement safeguards the sovereignty of countries, it also increases regional exchanges.

It is worth noting that the signing of the RCEP agreement means it's a historic breakthrough that China and Japan have reached a bilateral agreement on tariff reduction for the first time. At the same time, China-Japan-Korea free trade area negotiations will accelerate. The achievement of RCEP will undoubtedly push the China-Japan-Korea Free Trade Area negotiations into an accelerated track. If China, the world's second largest economy, Japan, the

world's third largest economy, and South Korea, the world's sixth largest economy, can reach a high-standard free trade agreement, it will significantly boost the global economy. In addition, the signing of the RCEP agreement is also of great significance to promoting the joint construction of the "Belt and Road". For the implementation of the "One Belt One Road" initiative, RCEP will become an important basis for accepting China's trade rules initiative. Because RCEP provides sufficient market capacity for Chinese companies, and these markets are highly complementary to China's economy; on the other hand, this free trade zone highly overlaps with China's "One Belt, One Road" initiative.

In 2017, the Meeting held in Manila, Philippines [26], was the first meeting of the leaders of the respective countries on this topic since the launch of the RCEP negotiating mechanism in 2012, which demonstrates the sincere desire of the respective countries to develop regional economic cooperation. The negotiations cover more than ten areas, including small and medium-sized enterprises, investment, economic and technological cooperation, trade in goods and services. During the negotiations, every member realized that inclusive growth plays an important role in the process of development and capacity building. The progress of the negotiations clearly shows their achievements. It also shows that there is a lot of work to be done by countries to achieve a quality, reliable and mutually beneficial free trade agreement. RCEP has enormous potential to create jobs, stimulate sustainable growth and inclusive development, support innovation and improve people's living standards.

Chinese Prime Minister Li Keqiang said in his speech in the third meeting that China agreed to negotiate between the parties and resolve related follow-up issues. RCEP will help the countries of the region accelerate the process of regional economic integration in the face of downward economic pressures, and will also help raise the expectations of countries that will join forces to confront risks and challenges in the context of growing

protectionism. In a spirit of mutual understanding and harmony, China work with all parties to continue negotiations and resolve the problems.

In the Fourth Regional Comprehensive Economic Partnership (RCEP) at the nice auditorium in Peking. The meeting was attended by the leaders and was command in video format. Since it' s a trade zone with the biggest population, the foremost numerous membership structure and also the greatest development potential within the world, it' s not solely a landmark action for East Asia regional cooperation however conjointly a success for multilateralism and trade. RCEP can permit achieving a high level of openness in exchange product, services and investments between the countries of the region, considerably increase the amount of regional trade and easing and simplification of investment procedures, further as increase the attractiveness and aggressiveness of the region. This may not solely force the general recovery of the regional economy however conjointly promote regional development and prosperity and re-energize it' ll even be a crucial engine of worldwide growth.

The present COVID-19 pandemic remains spreading round the world, the worldwide economy is seriously falling, international trade and investment is shrinking, and economic policy and one- sidedness square measure increasing. After eight years of negotiations, RCEP was signed within the current setting, demonstrating thatmultilateralism and trade square measure the method and also the right method, and still represent the proper direction for the worldwide economy and humanity; let individuals challenge to decide on unity and cooperation over conflict and confrontation, commit to facilitate one another and facilitate one another within the same boat, not beggar neighbours and watch the fireplace from everywhere the shore. Commitment to open collaboration is that the solely thanks to attain mutual profit and win-win for all countries. The any path won' t perpetually be sleek. As long as we tend to build our confidence and work along, we will produce a stronger future for East Asia and even humanity.

China still firmly support ASEAN because it plays a central role in advancing the RCEP follow-up. It's hoped that every one parties can complete the approval procedures for the interior agreement as shortly as potential in order that the agreement comes into force as shortly as potential and edges businesses and folks of all countries as shortly as potential. China is going to promptly coordinate the implementation of specific tariff reduction measures, standards of origin, facilitation measures and connected rules to confirm sleek implementation of the agreement. Work along to create RCEP the premier platform for regional economic and trade cooperation, adhering to the principles of openness and inclusion, deepening interdependent cooperation in varied fields and convey edges to individuals of all countries.

The worldwide economy under the epidemic are facilitating build openness. The worldwide economy is promoting trade and investment easing and facilitation. The RCEP communication conjointly implies that all parties support associate degree open, truthful and win-win international commercialism system, support multilateralism, reject economic policy and philosophical system and square measure committed to maintaining unity and cooperation to resolve issues.

After the RCEP agreement is signed, for consumers and companies that need to rely on imported raw materials and parts from these regions, their costs will be greatly reduced, which will help revitalize their economy. For example, about 87% of Japan's exports of auto parts to China are within the concession range, and the categories include gasoline vehicle engine parts, vehicle tempered glass, and vehicle air conditioners etc.

The current Sino- US trade dispute is still in the negotiation stage. After this agreement is signed, China will rely much less on the US economy, thus maintaining the initiative in the negotiation. There is a rule within the region, and entry from outside the region means direct access to all countries in the entire region, which will increase external investment.

China has perpetually firmly supported and promoted RCEP, operating with all parties to totally demonstrate quality and suppleness, and try to achieve a win-win agreement as shortly as potential and fulfil the objectives set by the leaders.

2.3.1.2 ASEAN countries, Japan, Korea and Australia

ASEAN countries including Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam, accounting for around 15% of China's foreign exports, and 17% of Import. ASEAN becomes China's largest trading partner in 2020, with 7% growth. Trade between China and ASEAN countries has become more complementary, according to the chart 2.1.1 and 2.1.2, the proportion

of primary products in China's imports from ASEAN increased to 20%, and the proportion of agricultural products imported by China from ASEAN countries increased to 5.9%, with diversified varieties and categories, and the proportion of agricultural products exported to ASEAN decreased significantly [27]. This achievement demonstrates the huge potential and high resilience of China-ASEAN cooperation, and also sends a positive signal to international trade. International trade has been undermined by the uncertainty of the global outbreak of COVID-19 from last year to the present.

The 34th Association of Southeast Asian Nations Summit was held in Bangkok, Thailand over the weekend. As the 2019 ASEAN Chairman, Thailand hopes to help establish and develop the ASEAN community and strive to establish sustainable relationships with major dialogue partners outside ASEAN.

The entire world is facing major changes that have never occurred in a century, and ASEAN countries are no exception. In this context, the search for a sustainable partnership essentially reflects ASEAN's desire for certainty, including their desire to accelerate the development of a comprehensive regional

economic partnership to counter US-first trade protectionism. In short, the pursuit of RCEP once again demonstrates ASEAN's determination to defend global multilateral free trade and seek economic certainty.

ASEAN countries see opportunities for economic development [28], but they also feel the uncertainty of the global economic environment. In response to this uncertainty, ASEAN countries have emphasized that they will not "stand on one side" between China and the United States, and hope that the two countries will find a solution to their differences as soon as possible through consultations and negotiations. ASEAN countries have repeatedly expressed their attitude and determination to jointly defend global multilateral free trade. In this regard, the conclusion and signing of RCEP are considered symbolic gesture. Thai Prime Minister Prayut Chan-o-cha delivered a speech at the opening ceremony of the 34th ASEAN Summit, urging ASEAN to complete RCEP by 2019 to form the world's largest free trade area.

On March 10, 2020, representatives of the Association of Southeast Asian Nations announced at the 26th ASEAN Economic Ministers Retreat that they will advance together with the Regional Comprehensive Economic Partnership (RCEP) during the year. Japan and South Korea as the top 5 trading partners of China's [29], China's imports to both countries account for about 10 percent of total imports, and exports to the two countries account for about 5.

5% of China's total exports. From the perspective of Japan's exports to China [30], its main exports to China are mechanical and electrical products, chemical products and transportation equipment, Japan's main imports from China are mechanical and electrical products, textiles and raw materials, and furniture and toys. South Korea's exports to China include mechanical and electrical products, chemical products, and imports in 2018 from the perspective of Japan's exports to China [30], its main exports to China are mechanical and electrical products, chemical products and transportation equipment, Japan's main imports from China are mechanical and electrical

products, textiles and raw materials, and furniture and toys. South Korea's exports to China include mechanical and electrical products, chemical products, and optical medical equipment. The top three imported products from China are mechanical and electrical products, base metals and products, and chemical products. About ten years ago, Japan decided to join the Trans-Pacific Partnership (TPP). After the United States withdrew, Tokyo took the lead in negotiating the "Comprehensive and Progressive Trans-Pacific Partnership" (CPTPP). Subsequently, for example, Japan and the European Union concluded the "Economic Partnership Agreement," and Japan tried to promote the formation of a highly free and advanced economic and trade structure worldwide. As for RCEP, it conforms to Japan's trade concept in two respects [31]. First of all, given the conclusions of CPTPP and the low degree of trade liberalization, RCEP's trade with Japan is not particularly relevant. On the contrary, its meaning is to create a structure that encompasses so many countries and regions.

Second, although trade liberalization under RCEP is not ambitious under TPSAP, Japan is doing its best to strengthen trade liberalization. It is believed that although the degree of trade liberalization in the proposed free trade agreement between Japan, China and the Republic of Korea is between SPCCI(Spark Controlled Compression Ignition, Mazda's proprietary combustion method that enables a seamless transition between compression ignition and spark ignition) and RCEP, the more aggressive RCEP will promote the Japan-China-Korea Free Trade Agreement to further benefit Tokyo.

South Korean President Moon Jae-in has been paying close attention to the ASEAN region since he took office. So far, President Moon has pushed for the signing of the agreement, which is a major economic victory, claiming that it will have a positive impact on the country's main industries, including automobiles, petroleum, steel, and chemicals. South Korea also hopes that this new agreement will help offset some of the negative effects of the pandemic on

the country's economy.

In addition, South Korea also hopes to make up for the economic losses suffered due to the Sino-US trade dispute [32]. At present, 40% of South Korea's exports depend on the United States and China. It is hoped that by expanding the export market to include more ASEAN countries, the current economic vulnerability can be alleviated.

From the beginning, reducing South Korea's economic dependence on China and the United States has been one of President Moon's main goals. He made this clear in 2017, announcing a new southern policy aimed at strengthening relations with ASEAN countries. After the RCEP was signed, the Korean Presidential Office described the transaction as the "main result" of the new Korean President's policy. The President said the agreement will "help restore multilateralism and develop free trade in the world outside the region."

The South Korean government has always praised the agreement as an excellent opportunity to expand free trade in the region and expand South Korea's export market. [33] It is too early to say how this deal will affect the Korean economy in the long term, but the new partnership may have an impact in several ways.

Australian Minister of Commerce, Birmingham, said: "The real benefits are twofold: First, for our farmers and exporters, they have a broader set of regulations for all 15 countries." "The other is for our service exports. Industry, they are getting a lot of new opportunities in finance, banking, nursing, healthcare, education and other service industries to directly provide construction, engineering or design services. "This is to ensure that we have the opportunity to contribute to this part of the economy (service industry). Provide growth and be able to gain the same growth in trade benefits as Australian commodity exporters throughout the region. "In recent years," he said. The focus of RCEP is mainly on standardizing trade rules between countries to make it easier for people to conduct business [34].

There were news reports not long ago that Australia's Minister of Foreign Affairs Payne announced that the "Belt and Road" agreement signed by Victoria, Australia and China had been canceled by the federal government of that country [35]. We still don't know whether Australia will also tear up the RCEP agreement. Leaving aside the views and facts of the Australian government, this move will undoubtedly put the relationship between the two countries into unnecessary tension, which will not be conducive to normal trade between the two countries, and both sides will often face certain losses. Such incidents have taught us that we should always prepare for risks, and we should have a more in-depth analysis, judgment, and summary of the complex macro environment.

2.3.2 Other countries attitude

2.3.2.1 India's ambivalent attitude

India has chosen not to join the Regional Comprehensive Economic Partnership (RCEP) as the other 15 countries involved in negotiations for the mega trade pact said they are ready to sign the deal next year [36]. India has an ambivalent attitude toward RCEP, India refuses to join the agreement because it fears that its domestic production and agriculture will be harmed by imports from China, which may jeopardize the "doing in India" plan of the Indian Prime Minister Narendra Modi. Although manufactured products from China and Japan may enter the Indian market, these products are actually high-quality products that can complement the normally lower level of Indian products, and therefore will not pose a major problem to the Indian manufacturing industry [37].

The focus of RCEP cooperation is the economy and trade that India refuses to participate in. But India is actively promoting cooperation, politics, and security through QUAD (Quadrilateral Security Dialogue), a security

organization that includes the United States, Japan, India, and Australia.

2.3.2.2 America and EU

RCEP poses a threat to the economic interests of the United States because at least 35 American companies that export 503 billion goods to Japan each year will face reduced opportunities for Chinese companies to enter the Japanese market [38].

To understand what RCEP means to the United States, it is important to look at one major trade agreement that has disappeared: the Trans-Pacific Partnership (TPP). TPP is part of the Obama administration's "hub" in Asia [39], and aims to counter the rise of China by improving economic cooperation with regional allies. TPP includes various environmental, human rights, intellectual property and labour regulations to improve the competitiveness of the United States. The negotiators hope that if enough of China's other major trading partners sign the agreement, China will also be forced to join and abide by the new standards.

But Trump raised the issue of withdrawing from the TPP in his 2016 campaign, mentioned that this is another free trade agreement that will transfer American manufacturing jobs abroad. The agreement has been transformed into the "Comprehensive and Progressive Agreement for Trans-Pacific Partnership" (CPTPP), which was signed by 11 countries including Japan, Canada and Australia. But without the participation of the United States, China didn't sign.

RCEP is different from TPP in that it does not contain detailed regulations on environmental and labour standards [40]. Cornell Prasad said: "The U.S. is now even less leveraged, forcing China to change its trade and economic practices to better comply with U.S. labour, environment, intellectual property, and other free trade standards."

The U.S. Chamber of Commerce worried that the accelerated economic integration of the Asia-Pacific region will leave the United States behind. This shows that the International Monetary Fund expects the region to return to an average growth rate of over 5% by 2021. The American Business Group said: “

US exporters, workers and farmers need to enter these lucrative markets if they want to participate in this surging market.”

This may make it difficult for the United States to abandon Trump' s "America First" foreign policy. The rapid transformation of TPP has weakened the credibility of the United States as a trading partner and may also make it difficult to re-engage in the region. So far, President-elect Biden has the promise of whether he will seek to join the TPP renovation evasion. However, according to experts, RCEP may force the next government to resume work in the region [41]. Biden thinks that the United States must work with allies to formulate global trade rules to counter China’s growing influence. The United States accounts for 25% of the global economy, Plummer said: "We need to be consistent with other democracies and increase by 25% or more so that we can set a code of conduct. Plummer hoping that RCEP can play a role and inspire the United States to re-establish ties.

The direct economic impact of RCEP on the European economy may be small [42], although of course it cannot be ignored, it will only be felt gradually. With the exception of the China/ Japan/ Korea group, the agreement only requires limited trade liberalization because there are already many trade agreements between the signatories. Agriculture is only minimally affected by the agreement. Manufacturing tariff cuts are the subject of many exceptions, and detailed country charts exclude vulnerable sectors.

In addition, the implementation period of such agreements is usually very long-up to 20 years. Customs and other types of trade-promoting regulatory reforms will help accelerate the integration of the region, but the agreement does little to help free trade inservices, and only some sectors will benefit from it.

The biggest concern of the EU(Europe Union) is the transfer of exports to RCEP member states due to the preferential margin granted by other signatories, which is called trade transfer in economic terms [43]. Other important markets include Indonesia, Malaysia and Thailand, where the EU faces high tariffs, and

Australia, where the EU faces low tariffs. Given that EU exports to China mainly include automobiles and other commodities, it is expected that exports from Japan and South Korea to the Chinese market will decrease.

Generally speaking, it is not new that both support and opposition forces exist at the same time. It may not be difficult for the entire country. On the one hand, it is not difficult to complete the agreed agreement. At present, China has taken the lead in completing the RCEP approval, and on the other hand, make certain predictions and preparations for risks. For enterprises, the pressure may be greater. They should not only focus on positive things. The formation of the overall environment depends on all participants. The environment outside the agreement should also be considered. It can not only avoid risks, but also after the risk occurs, react quickly to obtain other ways of cooperation.

3 IMPLEMENTATION PROPOSAL AND FEASIBILITY ANALYSIS

3.1 Sustainable development blueprint

3.1.1 Macro decisions in a macro environment

Currently, the global epidemic is not being effectively contained, the world is undergoing major changes unseen in a century, and the economic and social development of China is facing even greater instability and uncertainty. Secretary-General Xi Jinping noted that “the world today is undergoing major changes unseen in a century. Peace and development are still the themes of our time. At the same time, the international environment is becoming more complex and instability and uncertainty are evident. increasing. ”This determines that we must raise awareness of opportunities and risks, understand the law of development, be able to seize new opportunities in times of crisis, seize opportunities, respond to challenges and strive for development in a more volatile and uncertain world.

China has two identities in the RCEP: one is that China is the ultimate demand party within the RCEP, because the economy is in a relatively high growth stage, and the consumer potential of residential goods is huge, and the second is that China also can supply the global market. The foundation of this role is the integrity of China' s industrial chain. Security. The RCEP has strengthened this property, making China the core country of the RCEP, and the China-Allied FTA' s open and supply capacity is expected to be improved materially.

The main contents of the agreement include goods trade; customs duty down to zero customs duty; services section; Investment technology platform; people movement; electronic commerce and data exchange; development of small and medium-sized and micro-enterprises, etc., the main contents of the agreement include goods trade tax down to zero customs duty, services and investment liberalization, etc., RCEP Agreement transport 20 chapters, among

them:1) Trade in goods: 90% of the total number of zero-tariff commodity categories in the next 20 years;2) Trade in services to achieve special and differentiated benefits for the people of China ;3) encourage investment to open up and do not set free economic requirements for foreign investment in the country, in addition, RCEP(dedicated to SMEs and economic and technological cooperation) has two chapters. The aim is to help build the capacity of members in development. It is worth noting that the meaning of RCEP is the establishment of direct free trade zone relations between China, Japan and South Korea, especially China and Japan, for the first time. In addition, since there was no free trade zone agreement between Japan and South Korea, RCEP successfully constructed a small FTA cycle between China, Japan and South Korea. China, Japan and South Korea there is a deep complementary relationship between the industrial chain, the most prominent of which is the two industrial chains of the electronic products industry chain and automotive industry chain. For example, Japan provides basic raw materials to South Korea. After the equipment contains national engineering integrated circuits, it is then exported to China for assembly and production of electronic products, and the final consumer electronics are exported to Japan and South Korea. It can be seen that in the small cycle of the industrial chain, China is not enough to form cutting-edge technology advantages. To protect the safety of China' s product chain and leave room for future development, China must be required to ensure the import source of key intermediates or capital goods, to reduce the risk of the domestic industry chain cliff.

The EU and Japan exchanged market advantages to complement each other, Japan partially opened the agricultural market and Europe gradually opened the automotive market. But both countries are developed economies with low demand growth, and the exchange market does not bring large-scale incremental demand income and supply. China' s potential commodities, consumer demand, expansion potential, and attractiveness to a Europe with supply capacity, total

excess, and complementary structures are comparable to Japan's RCEP signing, allowing Japan to share China's potential demand ahead of Europe, coupled with the US trade position, may return to the path of global competition, and Europe's resistance to signing a free trade agreement with China in the future has eased.

For enterprises, RCEP deepens the regional industrial chain, the value chain uses new technologies to promote customs facilitation to promote the development of new cross-border logistics, the use of negative lists to promote investment freedom, enhance investment policy transparency, promote the optimization and integration of regional economic and trade rules. Overall, companies will reduce the cost of direct investment or supply chain cooperation. The release of market potential will further promote intra-regional trade and investment exchanges, enterprises should take advantage of this agreement opportunity to attract more industrial cooperation in all aspects. In the region, enterprises can export some of the products to Europe and the United States to the domestic market or Japan and South Korea, etc., so you can mitigate the risk of instability in the European and American markets. The signing of the RCEP Agreement certainly gives enterprises the development of international trade. And confidence in economic growth.

Several major factors are supporting the sustainable economic growth of China, including world economic integration, world industry transfer, scientific and technological progress and industrial upgrading, the arrival of the era of the knowledge economy and the informatization of the world's industrial structure. The development of world economic integration makes people regard foreign trade as the initial driving force for the development of their economy. China has comparative advantages in terms of labour resource market scale and economic development potential. The main mode of trade has shifted from general trade to processing trade. As technology advances and upgrades, people's demand for services has become stronger. The trend of liberalization of service

trade spreads across all traditional service sectors and emerging service industries such as business travel and transportation and information and financial consulting. In the era of the knowledge economy, the role of high-tech industries in today' s world economy is becoming more and more important. Manufacturing is growing in a more knowledge-intensive direction worldwide. This is becoming an important corporate strategic resource in value creation activities.

In the wave of global technological industrialization, the rapid development of information technology has enhanced the tradability of service activities and their processes. A large number of new service trade categories have stimulated the development of the entire world service trade. For example, during the epidemic, huge profits were made. Online teaching and office platform companies.

Both the government and enterprises should pay attention to the creativity and importance of knowledge. The first is to reform the system to form a new mechanism that meets the requirements of the market economy and the law of technological development to solve the problem of disconnection between technology and economic development. Secondly, to increase investment in science and technology, enterprises should pay attention to it. Form a unique competitive advantage in key technical fields. Further improve the technological investment channels to develop the capital market, establish a risk investment mechanism, and form a multi-channel and multi-level investment system. The last and most important thing is to form a sense of technological innovation, explore, cultivate and protect high-tech talents, strengthen the combination of production and research, cultivate technological innovation capabilities, improve the technological level of enterprises, and advocate for the whole society to increase the protection of intellectual property rights to achieve incentives. Innovation protects the purpose of innovation. With the development of China' s economy and network technology, cross-border trade has become a new way of

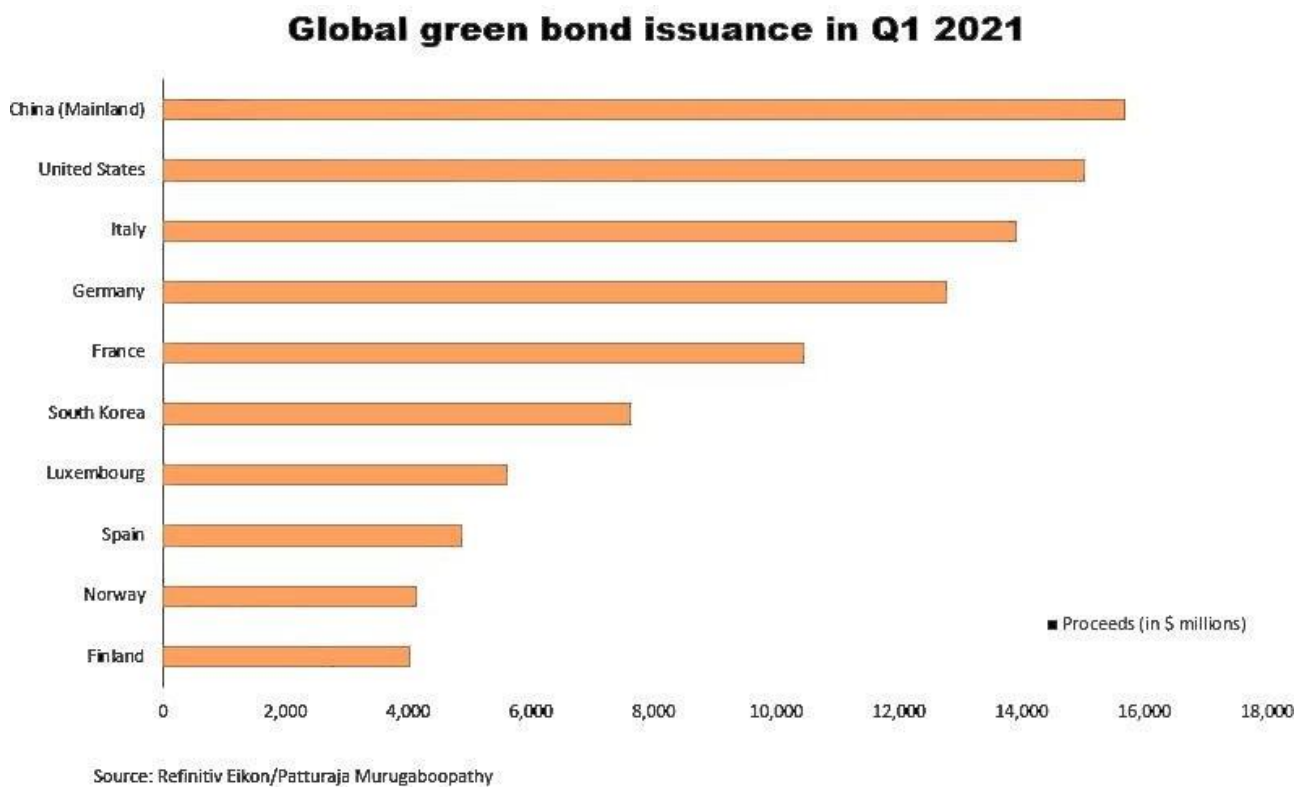
trade. Cross-border trade has six features of global invisibility, anonymity, immediacy, paperless rapid evolution. Enterprises should actively learn and adapt to the emergence of new trade methods and quickly respond to the use of new methods and channels to open up a broader international market. Cross-border e-commerce can not only reduce the cost of enterprises but also improve consumers' sense of consumption experience. Achieving this goal requires the cooperation of various links in the trading business, such as the construction of logistics and e-commerce platforms, which is a complicated and very attractive process for enterprises.

Connected with the technological investment, green finance comes into sight. Green finance is a structured financial activity-product or service aimed at improving environmental performance. It includes a series of loans, debt mechanisms and investments to encourage the development of green projects or minimize the impact of more conventional projects on the climate or both. Green finance plays an important role in achieving several sustainable development goals. Clean energy can be achieved by appropriately combining planning agreements, strategic priorities, and funding availability. Compared with fossil fuel-based energy infrastructure, such projects may receive preferential treatment, making them a more attractive option.

For a graphic on global green bond issuance, chart 3.1 shows that China is ranked top first, this surpassed the approximately \$15 billion of such bonds sold by US issuers in the first quarter and tripled global green bond emissions. DBS Group strategist Nathan Chow said that the development of green bonds "is largely due to China's recovery from the corona virus." "In addition, this year the Chinese government is doing its utmost to develop this market." Beijing's goal is to achieve zero net carbon emissions by 2060, which is crucial.

Chinese issuers including banks, developers, power producers and railway operators sold \$15.7 billion in bonds between January and March to fund green projects such as clean and renewable energy.

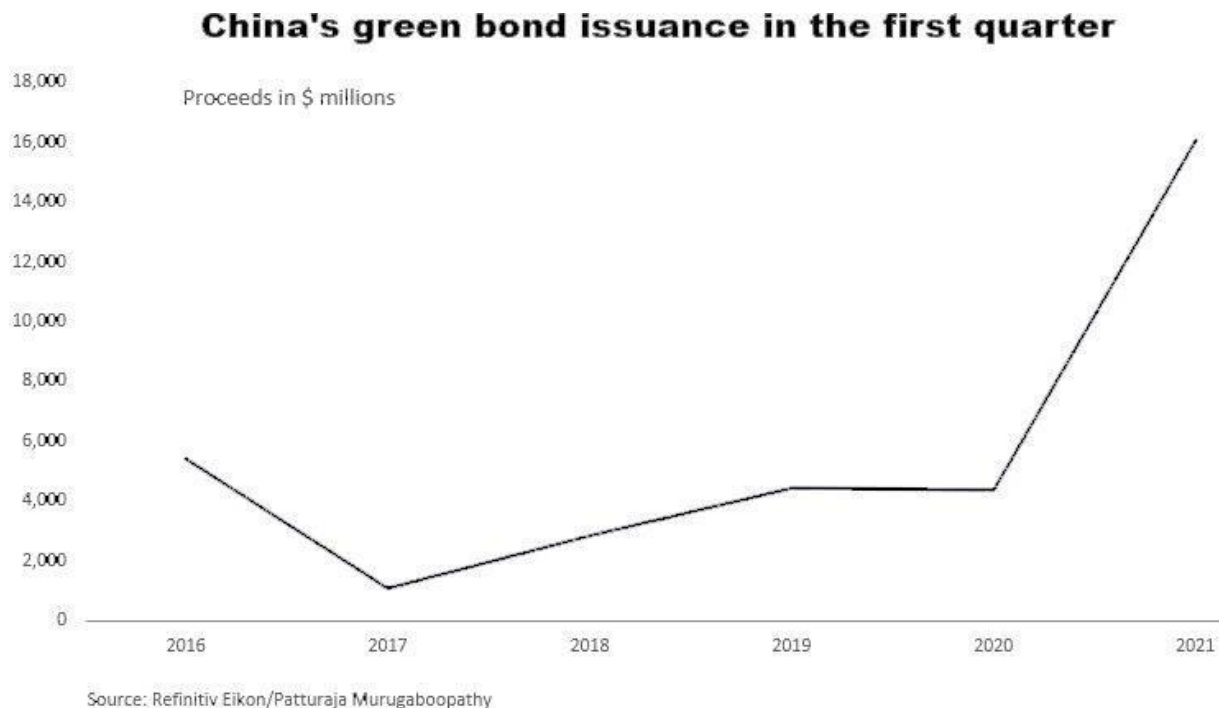
The investment bank China International Capital Corporation (CICC) estimates that China, the world's largest carbon dioxide emitter, will need 140 trillion yuan (US\$21.33 trillion) in debt financing in the next 40 years to achieve its zero-emission goal. Currently, the Central Bank of China, securities regulators and state planners have separate regulations for green bonds under their control. Chart 3.2 shows the apparent driving force of China's government.



Picture 3.1 – Global green bond issuance in Q1 2021

Changes in the political and economic environment are the main sources of risks in the business of international trading companies. Political risks are usually sudden and force majeure. For example, the political situation of the country or the country where the client is located changes suddenly, and the policy changes of individual participating countries in international trade agreements. Such risks cause relatively greater damage to international trade. Economic risks may come from market or settlement risks. In the market, such as changes in exchange rates, changes in the stock market, including commodity

price risks and contract risks. Changes in exchange rates will lead to differences in product CIF (Cost, Insurance and Freight) prices, which is the main manifestation of this risk. Contract risk refers to. In the early stage of entering the market, due to unfamiliarity with trading rules. There is a risk of default in the contract signed by both parties.



Picture3.2 – China’s green bond issuance in the first quarter

. It may also be. Because of the intensification of trade frictions, the existence of anti-dumping facts, or the emergence of certain technical barriers, this risk will occur.

As a business, foreign trade companies should always pay attention to the country's economic policy changes, and how the policy will affect international trade, whether it will cause economic losses, and whether there are opportunities. For this kind of trade friction. In the event of a huge trade war, companies should analyze the other' s motives and make a series of countermeasures. The work in this process is complex and massive, so companies can refer to the opinions of

experts and participate in discussions and learning in mutual aid organizations. Keep an open mind, and at the same time recognize the company' s development, make a comprehensive plan for the decision to respond to risks and the next step of the company' s development direction. On this basis, companies should. Look carefully. Every link in the process actively expands the international trade cooperation relationship and takes the initiative and voice in their own hands to reduce risks. The requirements of enterprises for themselves should be to act by international trade practices, to abide by a series of general rules, regulations and guidelines related to international trade, and to actively maintain the interests of stable countries and enterprises. This approach can be guaranteed. The risk of our international trade behaviour is reduced. For other trade participants in the market, we should actively conduct market research to reduce information asymmetry. For the other party's possible anti-rule behaviour, take preventive work to reduce the damage caused by the risk. There have been instances of individual countries' attitude reversal in existing trade cooperation agreements. Government-level response measures are also fast and timely. As companies, they should try their best to respond with the same speed, because the faster the speed, the smaller the loss. the greater the hope of survival.

Though there are also risks that result from the cultural differences, it usually is eliminated or weakened in global marketing strategies. So companies still need to pay attention to global marketing strategies, besides practice by convention, for some of the emergencies that have occurred in recent years, companies should summarize experiences and continuously improve cross-cultural marketing. Take the Chinese domestic market, for example, the change of consumers' attitude to national brands has changed greatly and radically after the international public opinion events on human rights in Xinjiang. These kinds of events are also treated as a part of the western countries' strategic strikes on China. The public's power is the main combat capability, the signals for

companies are that the main factors that influence their market are still the consumer, and to our surprise, here it comes the best opportunity ever for domestic brands to rise sharply, to improve themselves and stabilize their attraction. Also, we should notice that the conflict in culture result from the consensus, or, the conflict happened after the outbreak of the pandemic after the social problems of each country have been tested, is more complicated, obvious and radical. It's not only about each countries' public's traditional cultural habits, but also frictions of values and world views among different ethnic groups.

Back to the perspective of the enterprise, foreign trade companies also need to learn about the trend of consumer preferences, adjust the product and sales plan. At the same time, it's a good chance to build or strengthen its social image. The main part of building social image is brand image forming. According to the current network construction and the development of information technology in China, companies could think about social media branding and e-commerce website building. Resemble traditional branding, companies create accounts in different social media, use their logo as the avatar, posting on a consistent schedule, publish advertisement online in the community. Besides, extend visual branding by the design of homepage and website, keep the brand's aesthetic by colour choices and improve product display by the design of announcement's fond and colour etc. In the long term, companies could build their marketing personas by the contents of the post or the website content module design and enrichment. This is the cheapest tool to segment the market, and the cheapest method to display your different product lines at the same time. At the moment, it costs the least money and consumes the least energy. Also, social media is the most convenient method for companies to connect with consumers. Surveys can be done there, as well as other methods to know deeply about the customer. To connect with a different type of consumers, divided by consumption habits or education level,

companies could create a few accounts, and choose the platform to contact with accurate contact with the product selling points corresponding to the customer.

Cultural construction within the enterprise also the key point to companies' sustainable development. Corporate culture is divided into three levels: the first level is the ideological level, the second level is the system level, the third level is the material level. The cultural concept is the core of corporate culture, first of all, business managers should have and constantly improve their value system. In recent years, the concept of sustainable development has mainly stayed at the level of consciousness and spread among young people. However, this has certain limitations. Continuous development and application in economic life. Therefore, if entrepreneurs have a sense of sustainable development, they will be a key factor in promoting the entire economy and society to achieve sustainable development. Secondly, the most critical point is that the company's cultural concepts should be recognized by employees. This process may belong. It may be complicated, but companies can convey cultural ideas and form consensus through various methods such as internal seminars and case study experience sharing. The second is the construction of the system level, which is also the difficulty in the construction of the entire corporate culture. The establishment of the system begins with the establishment of an enterprise, and it penetrates the daily operation and management and solidifies into a mental model and a behavioural model. Therefore, the modification and adjustment of the system may bring a series of risks such as employee disgust, which will be described in detail below. Second, we must prevent the system and culture from being inconsistent. The cultural concept of some companies only stays in language dissemination, but the actual system abided by in daily operations does not correspond to the cultural concept. The last is the construction of the material layer. Including the construction of codes of conduct and cultural implantation. The way of dissemination of corporate culture concept should not only be language dissemination or some form of information dissemination.

Enterprises can establish cultural organizations and set up dedicated personnel to be responsible for them. Enterprises can regularly hold cultural activities and set the theme of activities. It should be combined with cultural concepts and the status quo of enterprise development to make it conducive to the construction of corporate culture and the progress of employees.

3.1.2 The company's business contributes to sustainability

Learning from the green bond principles, we know that green bonds are a fixed income tool designed specifically to raise funds for climate and environmental projects. These bonds are usually linked to assets and backed by the issuer's balance sheet, so their credit rating is usually the same as the issuer's other debt obligations. And a project called the "green project" because of its ability to reduce pollution, reduce fossil fuel consumption or have other positive impacts on the environment.

First, talk about the basic, the process of idea generation to implementation. The first few steps are finished by the managers, including idea selection, here we choose long-term interests and sustainable development. Then brainstorm or seminar will be held between the board of directors or management group, the idea should be overall reviewed, and the feedback should get a timely response. Then the basic version exists, every aspect of the organization's operations will be directed towards the goal of sustainable development. Different from a new product, the version needs to be accepted by the employees, it will be a relatively long and hard process. Next, it's hit the market, as for foreign trade companies, this step appears when the new products and services are served to the customers. At that time, the companies' development ideas may not be complicated, but it's time to test them, to learn about the customers' reaction. The market will transfer signals to the manager, then managers should plan for corrections and improvements. The method of achieving sustainable development is variable, it depends on the business characteristics and enterprise developing stage. For two examples of extreme phenomena, if the company is a

young middleman, its task might be an adjustment of product selection and join the corresponding social organization positively, if the company with an apartment doing foreign trade, its main task should be producing environmentally friendly products and adjust logistics plan and control logistics cost etc. When it comes to a stage of initial successes and gains, companies should plan about the idea's "sustainable development", to review it periodically and constantly adapt to new circumstances.

A great method for foreign trade companies to implement each of the above steps is "projects". It's a process to divide the long-term planning into short-term ones, also it's a process to adjust the speed and efficiency to persuade employees. The term project refers to any temporary endeavour with a definite beginning and end, according to the Project Management Institute (PMI). Project management is an indispensable function of an enterprise and a means to achieve strategic goals. Project management has become a key factor in organizational success. Project management is important because it can ensure that what is delivered is correct and will bring real value based on business opportunities. Every client has strategic goals, and the projects we do for them help achieve these goals.

In business, project management provides a valuable and efficient framework that can help you determine priorities and focus on them, track and measure performance, overcome problems and challenges, eliminate unforeseen risks that arise, and make every business attempt to obtain a higher standard of measurement and the possibility of success. To support sustainable development, to protect nature, social and cultural engagement, to preserve the world for future generations, projects are the main form of activities held by the NGOs, such as volunteer projects, study tour programs or problem-based learning projects. The implications for businesses are learning projects can be applied for cultural building inside the company, and drive specific product projects. From the current cross-border e-commerce boom, there's a new project for Douyin

(TikTok in China) to develop an interest in e-commerce. It means Douyin not only provide a platform to the supplier to sell their product, but they will also focus on supporting the suppliers that help meet new consumer needs, who discover novel and high-quality products to help users have a better life. It brings great enlightenment to foreign trade companies and everybody. Foreign trade companies are also a subject who has the liberty to choose the product for consumers, and the basic requirement is that the company not only develop traditional foreign trade activities, could maintain an open mind, and have the ability to respond quickly to environmental changes.

As a relatively large, but also a key part, logistic play an important role in foreign trade. In traditional trade activities, there' s traditional logistic to transport goods between countries. And today' s international trade business, companies may encounter “cloud logistics” and the initial stage of the construction of a logistics network. As for China' s logistics industry, the level of management is low, with a relatively single function. Also, it lacks policy-type support, as the construction of modern international logistics needs the support of national policies, otherwise, there will be a lack of funds. So during the process of building the logistic network, companies should form awareness of their services, as the logistic become a part of the services provided for customers which will be taken into account as the evaluation factors, especially for customized logistics services. And at the policy level, there' s a lack of cooperation between countries, which could eliminate the difficulties result from protectionism. Also, policy support could help the industry to finance infrastructure construction, to improve transportation, warehousing and distribution systems. So companies should learn about the policies and make use of it. For SMEs, realizing the construction of international trade logistics is very difficult, and it is necessary to maintain core competitiveness in the current market competition. Maybe cloud logistics is a good chance for them to improve resource use efficiency.

Associate it with environmental protection alone, it comes to green logistics. The key content of green logistics development is the pursuit of harmony, efficiency and sustainability to ensure the rapid growth of China's economy and the sustainable development of the logistics industry. At the same time, in the management of the whole logistic, scientific and reasonable management methods are promoted, the concept of green development is implemented, and the use of resources is improved in accordance with the premise of reducing the environmental damage of logistics. First of all, based on sustainable development of green logistics and environmental harmony, all resources are integrated, the distribution of resources is optimized, and the level of their irrational use is reduced, which is also the main direction of development of the logistics industry. Secondly, for logistics transport, traditional transportation methods should be abandoned, transportation distances should be reduced, and the goal of energy savings and emission reductions should be achieved. At the same time, select a suitable physical storage location to improve storage space utilization and save on logistics storage costs. Finally, choose environmentally friendly and energy-efficient packaging materials, and sort and classify logistics products in logistics management.

In general, the main importance of sustainable development of green logistics is the implementation of the concept of green development, promotion of high-quality development of green logistics, saving resources, protecting the environment, meeting the growing needs of people for a better life, and realizing the harmonious development of humans and the environme

3.2. Feasible analysis based on risk judgment

The aftereffect of COVID-19 including lifestyle changes and crisis against businesses, especially SMEs as the Chinese foreign trade companies existing form. SMEs usually face problems such as fund shortage, and lack of network support, they have to deal with a more difficult task when encountering a crisis.

However, there are government policies to support the SMEs' finance and human resource management, for example, establish a green channel for project approval and relax the social security payment deadline. Also, the crisis includes innovation and risk-taking. As the development concept is shaped from the knowledge of the environment and keep being revived and perfected, the adjustment is reasonable and necessary.

So from where does the innovation come? Firstly, it usually comes with opportunities. In the COVID-19 crisis, the lifestyle of the consumer as well as the entrepreneur has been changed. People address the importance of new, more focused criterion, such as material safety, online accessibility of goods. In terms of industry, managers pay attention to the efficiency of production and distribution, especially the key link in the supply of goods to meet basic needs, and the company's social benefits. Also new products even new technologies are demanded, those products are mainly for fight disease and ensure the social distance between people. Some emerging industr which has already exist for a few years have been developed radically result from the pandemic, such as e-commerce and new media marketing. Secondly, the workplace has been changed. The popularity of remote work has come earlier, companies maintained operation which the employee was able to work at home during the lockdown. The point is, after the deblocking, there's a group of people still try to work out a method to achieve remote work, in which way they can live with their families and get a first-tier city level of income. As the position type is limited, they have to consider about job combination. At the same time, the

platforms of telecommuting have ushered in a period of high-speed development, such as DingTalk. And some other existed service industry, they made great improvement during the work while lockdown. People get used to the high-level service they received, then industry like delivery business keep make progress in service details and improve efficiency. Telecommuting contributes to the formation and improvement of new forms of employment by increasing the flexibility of employment in the whole society, improving the labour participation rate, providing a guarantee for the development of new forms of employment, and playing an important role in ensuring employment stability.

In addition, China' s 5G (the fifth-generation technology standard) network big data center artificial intelligence and industrial Internet and other new infrastructure construction continue to accelerate, so that the hardware and software of enterprise-level applications have been significantly improved, for the ecological construction of remote office to strengthen the mass data processing cloud storage and cloud computing multi-program access and other key capabilities.

What has to be mentioned is that also cultural changes exist during and after the pandemic. As the crisis not only put pressure on health care but also assist the existence of protectionism and let the social problems appear particularly acute. International political events such as border war, the crisis of public opinion, for example, the Xinjiang cotton incident, risks from these sources, on the one hand, causes a certain extent of economic losses, on the other hand, Chinese people developed national self-confidence and cultural confidence from it. It brings opportunity for domestic brands to be in a dominant position in the domestic market competition.

Table 3.1 – Source of risks

Source of risk	Major question	Challenges
Business	<p>Could it make ends meet when achieving sustainable development?</p> <p>Will the long-term interest influence the present profit?</p>	Product line upgrade;
Market	Will the customer accept the new ideas to guide consumption?	Political and economic events; Popularization of the concept of sustainable development
Implementation	<p>Could the concept being expressed well? Will the employee muddling during the process of providing services?</p>	<p>Understanding and effective application of the business concept;</p> <p>Effective cultural transmission and corporate culture cultivation</p>

The origin of risk in business come from various aspects. Generally, there're contract risks, transport risk is physical good is provided, price risks and settlement risks. By the method of macroscopic, national political risks and business risk exist. As for trade companies, detailing the risks, it comes from every link of the implementation of the business concept, mainly the risk of cost management, conflict of personnel value and risks in implementation are included, the table 3.1 shows the details.

3.2.1 Risks in cost management

Cost management refers to a series of scientific management behaviors such

as cost accounting, cost analysis, cost decision and cost control in the production and operation process of an enterprise. Cost management is composed of four items: cost planning, cost calculation, cost control and performance evaluation.

Cost planning is based on the company's competitive strategy and economic environment. It is also a plan for cost management, providing ideas and overall requirements for specific cost management. Cost calculation is the information basis of the cost management system. Cost control is a series of activities that use the information provided by cost calculations to achieve cost reduction or cost improvement through economic, technical, and organizational means. Performance evaluation is an evaluation of the effectiveness of cost control, to improve the original cost control activities and motivate and constraining the cost behaviour of employees and groups.

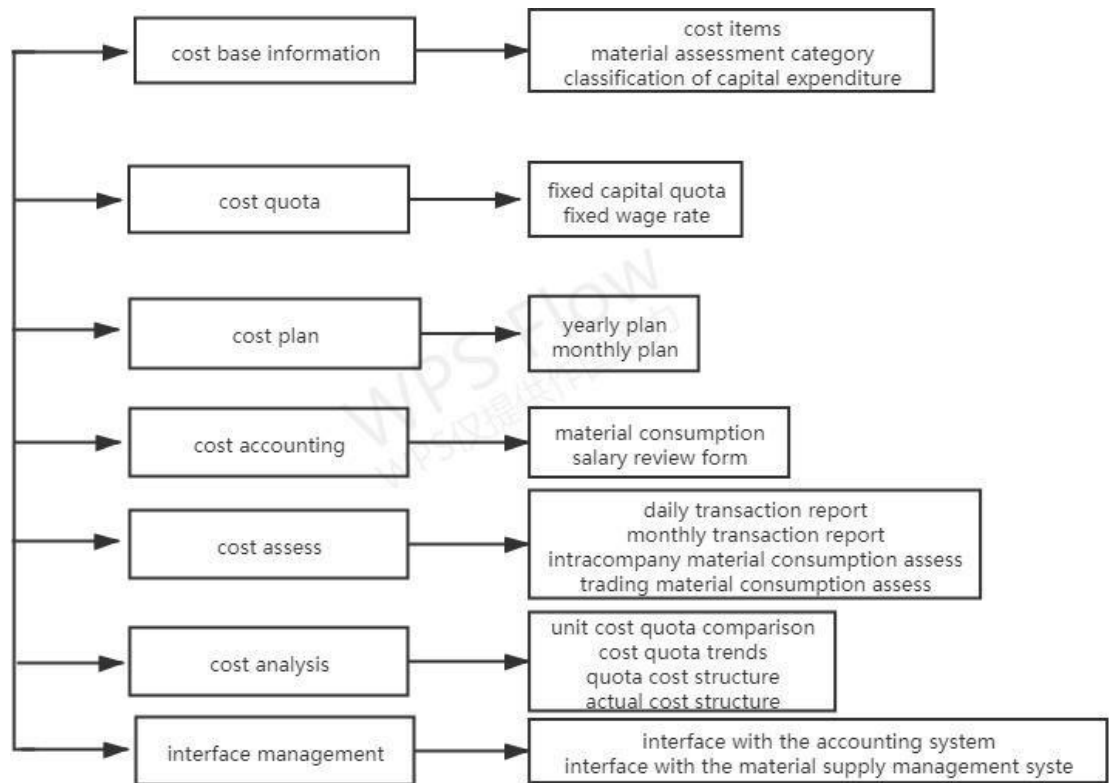
Enterprise cost management is based on the overall situation of the enterprise and is formulated according to the overall development strategy of the enterprise. The primary task of enterprise cost management is to pay attention to the space, process and performance of cost strategy, which can be expressed as "how to organize cost management under different strategic choices". That is, cost information runs through the entire cycle of strategic management and seeks long-term competitive advantages through a comprehensive understanding, control and improvement of the company's cost structure and cost behavior. It integrates the internal structure of the enterprise with the external environment.

Combined with the characteristics of foreign trade enterprises, the cost management system composition is showed in chart 3.3.

The first risk might be that the cost budget is not reasonable. As the cost management of most SMEs is still in a traditional mode that focuses on short-term benefits, and there lack of successful precedent to lead foreign trade companies to execute sustainable development in a standardized way. Therefore, if the cost budget is unreasonable, the review is not strict or standard, it will

affect the cost control effect.

Second, the exist of the act of artificial fraud, it will lead to incorrect cost accounting information, and even fraud or false reimbursement, which also a part of the conflict within the company, it will be explained in detail in the corresponding part. For example,the website construction cost is important to the development of e-commerce, but it' s easy to be neglected.



Picture 3.3 – Cost management system in foreign trade companies

3.2.2 Conflicts with clients

Foreign trade companies' business contacts are focused on foreign countries. Through market research, they can import foreign products into the country for sale, or purchase domestic products and sell them abroad to make a difference. So the client' s executors should make contact with our supply of goods factories and end-customer consumers. The former needs the executors to spend more

efforts in negotiating and guiding.

For suppliers, the trading company are buyers, so the demand in this level of the market could affect supply and production to a certain degree. So when the purchasing staff choosing the product, they will transfer a concept which is eco-friendly, with long-term sales potential, further, the transport program will be efficient, the energy and material consumption will be environmentally friendly. So there may be an adjustment of the previous accustomed work program, it may influence some partner's interest, or just difficult of innovation acceptance mentally.

For the target consumer in the market, the ability to guide consumption is stronger, however, the interest in the short-term will faces a challenge too. The decrease of sales or the below-expectation income result from the information inequality. The consumer may lack information about the national level of politics and plans, or simply lack of knowledge of sustainability, the incomprehension would need time and efforts to be defeated. The tricky part is that consumer's receptivity again it's uneven. Some habits are difficult to change, and they may firmly believe 'spend as you please is a sign of high-quality life.

3.2.3 Conflicts within the company

Conflicts within the company, also can be described as workplace conflicts, exist when the employees' cultural background is different. They may from the same country, but as in China, roughly divided, the culture of the northern region is quite different from the culture of the southern region. The northerner is more bold and unconstrained, the southerner instead is milder and detail-oriented. Besides, the education level difference may exist as a mild problem in the same company, however, the family education background might be relatively more influential. It fosters different individuality, different value, further different

view facing risk, challenge and innovation etc.

So when will the risks appear? When there's an unmet need in the workplace. Straightly, the full utilization of resource may be irritating when conflict with someone's daily habits. And the subtle change of the work steps and content could be antipathetic, even an extra point that needs to be paid attention to, may lead to efficiency reduction.

Risks also exist when there's poor communication, especially when the manager or leader needs to explain a complicated theory to the employee, and the theory is a part of the development concept, which play an important role in daily work. In a positive situation, the misunderstanding brings no improvement. Conversely, it may causes conflicts personally, workplace behaviour regarded by some co-workers as incomprehensible.

The last situation may be differences in work methods or goals. As the concept of sustainable development requires new methods of work such as new transportation plan to reduce cost, as well as new goals to achieve social benefits and become environmentally friendly organizations.

3.2.4 Risks in implementation

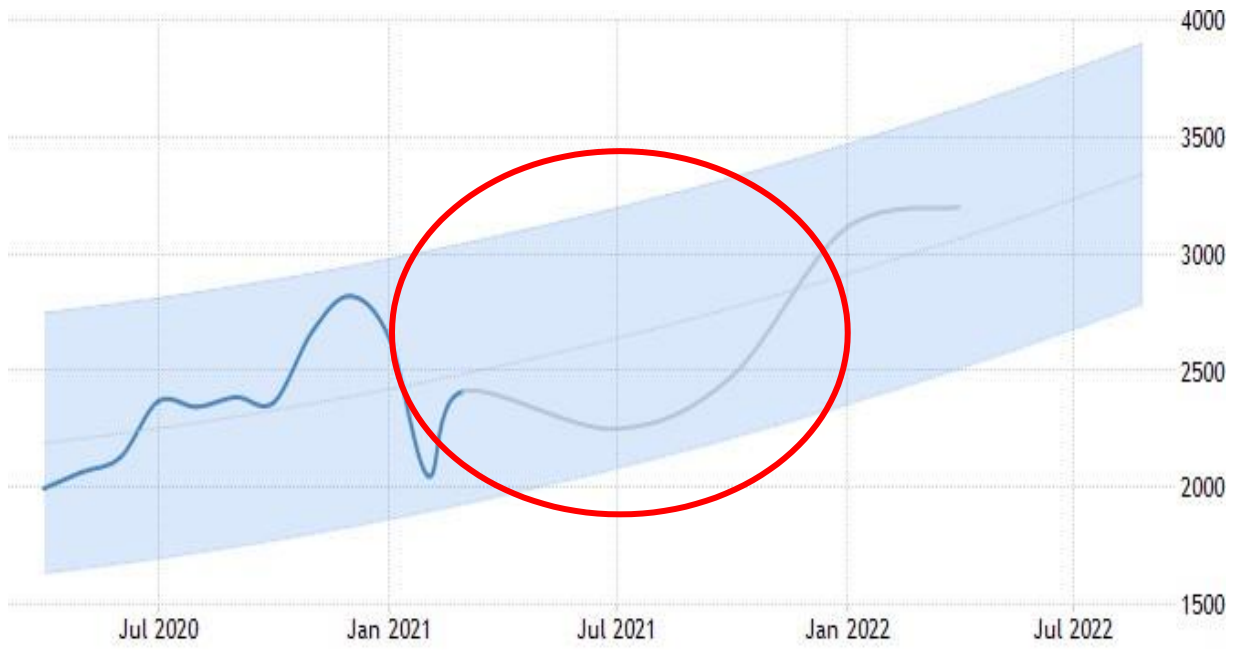
Besides the pandemic the whole world is suffering, the global environment for China has been unprecedented complicated, mainly under the pressure of the series of U.

S.-led economic sanctions and public opinion attacks by the western media. We treat it as a crisis as well as opportunities, all incidents have been properly handled or are in the process of being handled. We also see the point of the game, the unilateralism, the protectionism and the fierce global market competition.

Growing instability and further liberalization of the import and export rights of Chinese companies will allow Chinese companies to become more active in

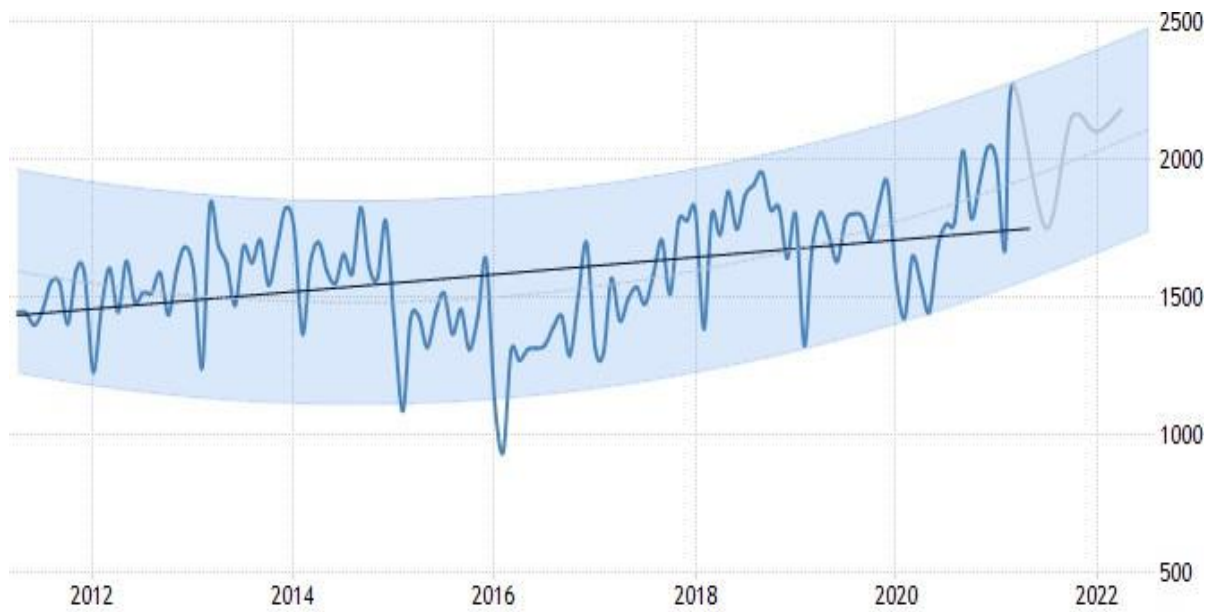
the future in highly profitable, complex and high-risk international markets. However, the personnel of many import and export enterprises often cause more unnecessary trouble due to their immature combat process and improper work, get horrified and often get into accidents.

Comparing the forecast of China's export and import in chart 3.4.1 and 3.4.2, the import supported by the domestic potential demands, has an optimistic forecast. However, the export will be in a state of reduction in the next year in the overall upward trend. The reason is variable, such as the epidemic prevention, the point that companies need to pay attention to is the influence of the international public opinion. Examples of the retrospective risks including H&M, Nike and other international apparel companies issued a statement to boycott Xinjiang cotton, and last year the major Japanese tomato sauce producer Kagome stops importing Xinjiang tomatoes used in certain sauce products. In January 2021, the United States declared that it would prohibit the entry of Xinjiang cotton and tomato products on the grounds of so-called "forced labour". The behaviour of fabricating lies will continue to pose potential risks on the global industrial chain and supply chain, also harm the interests of companies and consumers in various countries, including the liars. Further, include the risk have been known well, such as risks result from the cultural differences and the negotiation of product name, measurement, packing, price, shipment, payment and insurance. The human factors are the key point to the success of a contract, misunderstanding under the big events may cut off the cooperation. Also, the risk of the fault in documentary becomes more important, every international transaction has a relatively long time dimension, so that every link of the process should be under sophisticated supervision.



SOURCE: TRADINGECONOMICS.COM | GENERAL ADMINISTRATION OF CUSTOMS

Picture 3.4. – China export forecast



SOURCE: TRADINGECONOMICS.COM | GENERAL ADMINISTRATION OF CUSTOMS

Picture 3.4. – China import forecast

3.3.Recommendations and suggestions

3.3.1 Long-term planning

Based on the nature of a development idea or the period of achieving sustainable development, companies should incorporate development concepts into all aspects of long-term planning. The core of the long-term plan, compared to a short-term one, is that the extra targets are included, such as brand image, market position and social recognition. These goals will be kept in mind when making short-term and middle-term plan, so the manager should have the right attitude if there' re temporary negative effects, such as a drop in sales, or extra marketing fee.

So how to make a successful long-term plan? First, the business concept should be both in the company' s vision and managers' personnel vision, then make it publically available to employees and customers. Second, know about the business and market you are in, such as the industry development, market demand development and industry policies etc. Then review and modify the plan regularly, especially the build of risk response mechanism. Last, to foster communication, which will be discussed in the next part, the aim is to increase team cohesion.

Long-term planning also show different emphasis, for example, culture establishment, branding and personnel recruitment are included, instead of aiming at income growth. Combining the goal of enterprise development with the direction of social development will inevitably reap the benefits of taking advantage of the trend and give full play to the social value of the enterprise.

3.3.2 Enhance communication

Communication here including internal communication and external communication. You should be able to clearly explain the company' s policies for our customers and customers and answer questions from your products or

services. It is important to communicate effectively in negotiations to achieve goals.

Effective communication within your business can help create good work relationships so that morality and efficiency can be improved. Inside the company, upward communication and down communication are included. Communication can be in the form of letters, memo or verbal instructions. For example, a memo related to the new operation can include security requirements and new rules. Then doubt and feedback could be transferred from a subordinate to a manager through reports, surveys etc. And lateral communication inside the company can be strengthened by hubs. It's a kind of group in which information is shared and do peer learning. Learning activities will be held on regularly, take turns to share and brainstorm could be the form.

A suggestion for external communication also similar to the internal one is that hubs could be established between customers, vendors, prospects, or partners, or the company join an existing social NGO, to participate in industry associations and mutual aid development association, such as China quality control association and prefecture-level private small and medium-sized entrepreneurs mutual assistance association.

Internal communication and external communication should work together. To achieve better strategic alignment, so do a better job achieving goals and understanding the overall business strategy. To establish a brand image to attract talents and consumers. In this way, cohesion and trust will be built, and to handle rapid corporate changes more efficiently.

Learn from the process and success of the Regional Comprehensive Economic Partnership, communication is always a good method to establish relationships, disseminate culture and resolve the problem. The construction of the international community has much to recommend it for the construction of a healthy economic and social ecology.

3.3.3 Force of supervision

Supervision also can be understood as stay up-to-date with the company news and industry trends. But the part related to the daily operation is that supervision in every link of trade, be accountable and responsible.

First, it is necessary to seriously publish production notice. After signing the transaction contract, foreign trade followers must convert the contract content related to the production and delivery of goods into production notices and production processes.

Also, content must be briefly introduced. In addition to the basic content of the name, specification, quantity, packaging requirements, delivery date, delivery location, etc., pay attention to indicate that the customer' s requirements for program processes. For factories with long-term cooperation, the same customer orders do not have too much. The factory usually produces ordinary practice, but if the order changes, the Chamber ofCommerce must indicate the change of production orders. And provide special instructions in the factory, otherwise, the factory will still be generated according to the usual practice, and there will be errors, which will affect delivery.

Covering the quality of semi-finished products in the production process, pay attention to check the specifications and sizes to be accurate, whether the style is correct, and whether the finished colour meets the requirements. If the quality exception is detected, the corresponding department or person must be resolved immediately. If the situation is particularly serious, it must be stopped and should be tracked to avoid the quality task to avoid detecting after production, which leads to a passive state that cannot be corrected. Briefly, the document must be recorded and reported at any time, and the relevant personnel or department shall sign a written record, then transfer it to the foreign employee or quality management department, so that the business departments and people related to foreign trade orders faced the problems, would encompasses and

resolves the problem, helping to successfully implement the contract.

Foreign trade companies should boldly make the necessary changes and prepare a complete set of sustainable development plans suitable for their own development. At the same time, it can reduce the risks in the reform from the above aspects. Not all correct measures can reap positive returns. It requires enterprises to have the ability to take into account the overall situation and a prudent and reasonable implementation plan.

CONCLUSION

Objectively, the analysis for foreign trade companies derives from the COVID-19 pandemic. It is well controlled in China, but it doesn't mean we should not concern about it, as the sense of community of life still applies here. In the face of temporary difficulties, we should still maintain a correct attitude to fight against the things that harm human beings. Also, the influences it brought to economic activity are profound and far-reaching. The unrecoverable economic losses, for foreign trade companies, is a kind of caution. Still, we should keep an optimistic attitude, there are always opportunities in the crisis. Especially, the macro-environment is unprecedented complicated, companies not only need to respond to the market changes but also need to face the changes in people's psychology and the series of reactions it brings. This epidemic can be seen as a test. While getting preliminary answers, all countries and all enterprises are also looking for new development paths. As an industry directly affected by the epidemic, if companies can maintain an open mind and maintain a dynamic balance, perhaps this is the most precious thing they can learn from this epidemic. Through the beginning of this epidemic, after and the current stage of exploration, a more comprehensive analysis of the opportunities and potential risks ushered in during this period, I studied the development status of foreign trade enterprises and carried out the direction of their development. Preliminary exploration.

Foreign trade activities are the main activities that promote the development of human society. Foreign trade companies and even the foreign trade industry have a bright future. Combining the understanding of the sustainable development policy of the Chinese government, foreign trade companies should actively participate in it, seize opportunities and stay behind. The choice of sustainable development for an enterprise must conform to the interests of the harmonious coexistence of man and nature at present and in the future, and it also satisfies the goal of sustainable profitability of the enterprise. The

more sublimated significance is that, as an important participant in social activities, enterprises are the key to the development of the entire society and should become active participants in promoting social development. For enterprises, sustainable development not only refers to the solution of environmental problems but also an ideal long-term dynamic balance and healthy organization as the goal.

From an enterprise perspective, a systematic sustainable development plan is urgently needed. Companies can start from the product and carry out a series of reflections and prospects. The products produced by enterprises must meet environmentally friendly requirements and must not only meet the needs of consumers but also bring practical improvements to consumers' quality of life. And the products that companies choose to import must also take into account the interests of consumers. The company should shoulder the responsibility of guiding consumers, and should not focus on short-term profits, or even only consider the interests of the company itself. For the goods in the transaction, including imports and exports, companies should be responsible for their quality and a series of benefits. For international marketing, companies should continue to improve the factors they must consider in marketing activities on the original basis. The first is the choice and adaptation of marketing tools. In the era of big data, companies should actively embrace new technologies, quickly master new technologies, adapt to the marketing environment of e-commerce, and explore their development path in the boom of cross-border e-commerce. Secondly, for consumer learning, companies should establish a sense of service. Consumers can no longer use the original, traditional dimensions to summarize, especially for the generations around Qianxi, their psychological changes are richer and more delicate. In the work of perfecting the development concept of the system, enterprises should pay part of their attention to international logistics. For the logistics industry, its innovation is unstoppable. Each consumer's demand for logistics is equal to the consumer's dependence on e-

commerce. For consumers, the goodwill of the logistics service experience has become part of the evaluation of the entire product. Enterprises can completely transfer this risk to logistics companies, but they are also fully capable of forming a healthy and efficient cooperative relationship through their efforts to strive for the most satisfying consumer experience for their customers.

For the exploration and analysis of this methodology, objectively speaking, risks still exist in reforms in any form and any environment. The greatest significance of risk analysis is to predict possible losses in advance, through a series of anticipation and preparatory activities, to minimize the possible losses, and to inject confidence into the launch and pursuit of sustainable development goals. We should gradually adapt and get used to making decisions in complex environments and find opportunities in crises. Be good at summing up experience and grasping the essence of facts. While dealing with complex environmental issues, companies should keep their principles and development goals in mind, so that they can stay calm. Just as all countries are currently responding to the epidemic, we still need to consider the development of international trade, so we are preparing and implementing the RCEP agreement. Although there are many twists and turns, and there are many uncertain factors at present, we should maintain a positive attitude, actively and rationally carry out trade activities with countries around the world, and contribute to the development of all mankind. The future of international trade is bright, and the future of foreign trade companies will also be bright.

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