

Analysis on the Trend of International Economy and Trade Development under Cross-Cultural Exchanges

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Abstract: Under the influence of “Belt and Road”, the development of international economy and trading has improved drastically, which provided help and support for domestic macroeconomic development under the new economic normal. Cross-cultural communication is a kind of customer service for different cultures. At this stage, under the cross-cultural exchange, the advantages of domestic and international economic and trade activities are constantly emerging. In addition, under the influence of the diplomatic thinking of seeking common ground while reserving differences, cross-cultural exchanges have greatly promoted the development of international economic trade. This paper will forecast and analyze the development trend of international economic trade under the cross-cultural exchange in the new era as well as put forward reasonable suggestions on how to improve international economic and trade development.

Keywords: Belt and Road, Cross-cultural Exchange, International Economic Trade

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1 Introduction

Culture is a bond and communication between culture and politics and the economy has a direct impact. From the perspective of international economic and trade development, higher cultural respect or recognition is often a basic premise for the development of relevant trade activities at the economic level. With that, cross-cultural exchanges will have a great impact on the development of international economic trade. Besides,

the domestic government pays great attention to cross-cultural exchanges and regards cross-cultural exchanges as an important “means” in the development of international economic and trade. In the new era, the international economic and trade pattern has become more volatile and the relationship is more complicated. Under the cross-cultural exchange, international economic trade has also shown a new trend in development. Therefore, with all this importance stated, it is compulsory to find an effective strategy for better international economic and trade development.

2 Overview of international economic and trade development under cross-cultural exchanges

Cross-cultural communication is a basic feature of global integration, and a very important form of communication between countries^[1]. The culture accumulated by the Chinese nation has the basic characteristics of compatibility and inclusion for thousands of years of development. This is also a fundamental reason why China has mastered many advantages in cross-cultural communication in the new era. Although political, economic and cultural exchanges are different forms of communication, the internal relations between these three are extremely close. Cross-cultural exchanges have a great impact on the development of international economic and trade at the economic level. In general, when cross-cultural exchanges are relatively good, the frequency and quality are similarly high, the international economic and trade development environment is relatively good, and some trade differences can also improve. In addition, promoting the role of cross-cultural communication in the development of international trade must not be

underestimated. However, in the context of increasing cross-cultural exchanges, international economic trade needs to be adjusted in its development. Many traditional international trade development concepts and models are unable to match the development needs of international trade in the new era.

3 The development trend of international economy and trade under cross-cultural exchanges

3.1 The increase of significant characteristics in regional integration and economic globalization

Under cross-cultural exchanges, international economic trade will be significantly affected by regional economic development and global economic development. Moreover, economics and culture will become the link between countries. Therefore, when the cultural identity between different countries in the region increases, the characteristics of regional integration and economic globalization will be more significant^[2]. Plus, the more prominent the characteristics of regional integration and economic globalization is, the higher the direct impact on the development of international economic and trade. The development of international economic trade has also become an inevitable requirement by adapting to the trend of integration and globalizations. In addition, the fundamental and direct goal of international economic and trade development is to promote and increase the economic interests as well as provide more help for the development of the national economy. Therefore, with the continuous improvement of cross-cultural communication capabilities among different countries, the cultural identity between neighboring countries tends to improve and geopolitics will also make cross-cultural exchanges further enhance the trend of regional integration. Whether it is regional integration or economic globalizations, it will have an impact on the development of international economic and trade. Finally, catering to this regional integration and economic globalization, it is also a basic choice for international economic and trade development.

3.2 Occasional occurrence of trade frictions and disputes

Although cross-cultural communication has a certain positive effect on eliminating trade differences, trade frictions and disputes will still occur from time to time. In recent years, although cross-cultural exchanges

between China and the United States have increased, the United States has still carried out the “301 investigation” and hegemony. The increase in tariffs under the doctrine also occurs now and then. As a representative of developing countries, the irresponsible argument of “China threat theory” has a large “market” in Western capitalist countries and cross-cultural exchange cannot be biased against this stereotype and trade friction under prejudice or the dispute will be eliminated. Therefore, under cross-cultural exchanges, trade frictions in the development of international economic trade will still be widespread and large-scale trade disputes will not be ruled out. Moreover, the restrictive influence of trade frictions and disputes on the development of international economic trade cannot be underestimated. As a major import and export country, series of frictions and disputes will have a constraining effect on import and export trade activities and it is inevitable. Therefore, from the perspective of international economic and trade development, international economic and trade development is bound to face many challenges and it needs to respond effectively to various types of trade frictions and disputes.

3.3 The influence of cultural exchanges is highly prominent

International economic and trade development will be affected by the level of cultural exchange and integration under cross-cultural exchanges. Therefore, with the continuous deepening of the “One Belt, One Road” strategy, the impact of cross-cultural exchanges on the development of international economic and trade will become more significant. As an example, although there are obvious political differences between countries in Northeast Asia, cross-cultural exchanges have become more frequent in recent years. The contribution of cross-cultural exchanges has successfully convened the Northeast Asia Trade and Economic Expo to be inseparable. In addition, the number and types of special cross-cultural exchange activities in the countries along the two-line Silk Road in recent years have been relatively diverse, which is also an important reason why the “Belt and Road” can promote a better development of bilateral trade activities between China and related countries. However, the domestic government is still very concerned about cross-cultural exchanges. They are actively promoting various forms of cross-cultural exchange activities, which will allow the international economic and trade development

process to relate more towards cultural exchanges. Plus, promoting international economic and trade development has also become a basic trend and the impact of cross-cultural exchanges on the development of international economic trade will continue to increase.

3.4 The increase in the urgency of optimizing trade structure

In the recent years under the context of cross-cultural exchanges, the urgency of optimizing trade structure in international economic and trade development has become more apparent. Plus, the trend of optimizing trade structure to promote international economic and trade development is even more significant. Therefore, it is compulsory to acknowledge that most countries are actively engaged in cross-cultural exchanges with other countries. The developing countries such as Vietnam, Thailand and India have been in good terms in international economic and trade development in recent years. Besides, they have also become major competitors in the development of domestic foreign trade activities in certain areas. As an example, some labor-intensive and raw material-intensive industries have shown signs of fatigue in international economic and trade development. Many high-quality international trade customers have also experienced a certain degree of loss. However, in the course of investment and trade activities, the above-mentioned developing countries have become good. The choices have affected all the development of China's international economy and trade to a certain extent. Therefore, with the background of deepening reform, better adjustment and optimization are needed in the development of international economic trade. Trade structure optimization is a key point in the adjustment and optimization of international economic and trade development. This is also the response to the impact of cross-cultural exchanges as an effective strategy.

4 Suggestions to improve development of international economic trade under cross-cultural exchanges

4.1 Focus on the construction and maintenance of trade strategic partnership

The development of international economy and trade should cater to the trend of regional integration and economic globalization under cross-cultural exchanges as it is a great significance to focus on

the construction and maintenance of trade strategic partnership^[3]. Specifically, it is feasible to deepen cross-cultural exchanges with North-East Asian countries such as North Korea, South Korea and Japan to promote the increase of mutual trust in northeast Asia's trade, develop a good regional economy and improve the development of international economic and trade through cross-cultural exchanges and regional economic development. At the same time, the government should actively promote the "One Belt, One Road" strategy. In addition, it is also compulsory to conduct cross-cultural exchanges with countries along the route as it must also establish a good trade strategic partnership with the African Union and ASEAN. Besides, after the construction of trade strategic partnerships through cultural communication and exchanges, the development of cross-cultural exchange activities should also become a fundamental way to maintain trade strategic partnerships. In other words, cross-cultural communication needs to become a normalization of the main international economic and trade development. Lastly, it is compulsory to cater to regional integration and economic globalization in order to build and maintain trade strategic partnerships as there are more realistic options for international economic and trade development.

4.2 Strengthen communication and conduct trade friction and dispute response

Trade frictions and rectification are not avoidable in cross-cultural exchanges but their role in easing trade frictions and disputes must not be underestimated. Therefore, in the development of international economy and trade under cross-cultural exchanges, it is necessary to strengthen the communication between the cultural level and other levels as well as to deal with trade frictions and disputes in a better way. As an example, trade disputes between China and the United States tend to be large. However, with the effective development of some cross-cultural communication activities, trade disputes can often be moderated efficiently, especially between the government and civil society. Therefore, under a good development of cultural exchange activities, the probability of trade friction and disputes can be controlled. In the development of international economic and trade, we must not limit our eyes to the economic level, but we must also pay attention to a close relationship between politics, economy and culture. Moreover, we are encouraged to use the political and cultural aspects to communicate and exchange relevant activities to alleviate frictions and

disputes at the level of economic and trade effectively. It is foreseeable that with the increasing frequency and quality of cross-cultural communication, cultural self-confidence can bring more economic development self-confidence and the cultural integration between countries can also promote the better development of international economic trade.

4.3 Scientific trade planning under cross-cultural communication

Scientific trade planning under cross-cultural communication is of great significance to the development of international economy and trade in the new era. At the national level, it is compulsory to combine the basic pattern and situation of international economic and trade in the new era such as fully integrate the domestic economic development and rely on a series of macro-control measures for international economic trade. Besides, development guidance and planning are also needed to avoid overly restrictive trade areas, or the development of trade-related industries is in an unbalanced state. As an example, under cross-cultural exchanges, the national level can stimulate and guide the development of trade-related industries in order that for development of trade-related trade activities to become a basic form of cultural exchange and cultural output. In addition, different industries and enterprises are also encouraged to pay attention to the development of scientific planning activities when they are engaged in international economic and trade-related activities as well as cater to the trend of international economic and trade development under cross-cultural exchanges with the help of industries or products. Lastly, relevant cultural trade promotion associations and other opportunities are encouraged to seek more trade opportunities and choices. This will allow continuous development of the trade market and avoid the development of international economic and trade-related activities with obvious limitations.

4.4 Continuous adjustment and optimization of trade structure

The development of international economic trade under cross-cultural exchanges requires continuous adjustment and optimization of trade structure to improve. The low-value-added products have low foreign exchange earning capacity, which is often vulnerable to green trade barriers. Addition in the context of cross-cultural exchanges, an overly monopolistic trade structure is not conducive to improve the development of international

economic trade. Besides, from the perspective of trading, the national level should vigorously support the development of service trade and investment trade and carry out the diversification of trade forms as a whole; creating a favorable environment for the adjustment and optimization of trade structure. Plus, on specific adjustment and optimization of trade structure, local governments can combine the development of international economic and trade within the region as well as provide more trade opportunities for major international economic and trade subject companies. It is an opportunity for exchanges at the economic and cultural level as it enables it to reach out to more trade ideas and experiences. Lastly, this will proceed to establish the concept and direction of structural adjustment and optimization in the import and export of goods trade considering the needs of international markets.

5 Conclusion

Under cross-cultural exchanges, international economic trade has ushered in some new opportunities in development, but it is also facing a lot of adjustments. Therefore, to make a better use of relevant opportunities and avoid challenges and threats are not the only question that the government needs to consider, but also It is also a key issue for all types of international economic and trade participants. Moreover, it is foreseeable that the impact of cross-cultural exchanges on the development of international economic and trade will become more prominent. Therefore, during an event of promoting the development of international economic and trade, we must not only take notice on the influence of the series, but must pay attention to integrate innovation, cooperation and a win-win thinking. Finally, it has also concluded that the increasingly frequent opportunities for cultural exchanges can promote the development of international economic trade effectively.

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