

Current Situation, Problems and Countermeasures of Henan Service Trade Development

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Abstract

In recent years, the growth rate of international trade in services has far exceeded the growth rate of international trade in goods, and the contribution of the development of trade in services to the economic growth of a country or region has become increasingly important. This paper first introduces the current situation of the development of service trade in Henan Province, and then analyzes the structural imbalance, the imperfection of laws and regulations and the shortage of talents in the development of service trade in Henan Province. Finally, from the perspective of enterprises and governments, the countermeasures to promote the development of service trade in Henan Province are put forward.

Keywords

Service trade, service trade structure, independent innovation.

1. THE STATUS QUO OF THE DEVELOPMENT OF TRADE IN SERVICES IN HENAN PROVINCE

(1) The rapid development of trade in services in Henan Province, and the steady growth of the trade volume of services

In the early days of the founding of New China, Henan Province made great efforts in the development of trade in services and developed some foreign-related service projects, but both in terms of scale and in the areas involved, they were quite limited. In recent years, due to the rapid development of service industry in Henan Province, the rapid growth of trade in goods, the establishment of the free trade zone in Henan Province and the steady growth of domestic and foreign capital, etc. have greatly promoted the growth of the trade volume of services in Henan Province, and promoted the expansion of the field of trade in services, making the proportion of service trade in Henan Province as a proportion of national trade in services continue to grow.

As a whole, the scale of service trade in Henan Province has been growing steadily. In 2007, Henan Province's total trade in services was only US\$480 million, and in 2017 it reached US\$8.04 billion, ranking 13th in the country. In recent years, Henan Province's export volume of service trade is lower than the import volume, that is, the situation of service trade deficit, which shows that Henan Province's service trade competitiveness is relatively inadequate. In terms of all fields of trade in services, the trade volume of technology has grown steadily, and the introduction of various technologies has brought economic benefits to Henan Province while promoting the development of technology trade in Henan Province. From the point of view of service outsourcing, the number of foreign contract labor contracts in Henan Province is increasing, and the amount of contracts is gradually increasing. From the perspective of

tourism, with the favorable government policy, the improvement of the people's material conditions, Henan Province's tourism infrastructure, Henan Province received the number of international tourists and tourism revenue are increasing year by year.

(2) The number of service enterprises in Henan Province is increasing

Although the start time of service trade in Henan Province is relative to the late start of other provinces in China, in recent years, the rapid development of service trade in Henan Province, the rapid increase in the volume of trade in services, for Henan Province's economic development has made a great contribution. In June 2016, the Henan Provincial People's Government issued the implementation opinions on trade in services in Henan Province in order to promote the overall development of trade in services in Henan Province. This opinion puts forward development measures, reduces the development burden and increases the development momentum for trade in services in Henan Province from many levels, which not only puts forward the overall requirements and main tasks of the service trade in Henan Province, but also provides effective policy measures and guarantee system. With the promulgation and implementation of various favorable government policies and the establishment and development of Zhengzhou Airport, Henan Province's service trade has been further developed, and the number of service trade enterprises in Henan Province has expanded rapidly. According to the survey, in the ten years from 2007 to 2017, with the volume of services trade in Henan Province increasing twentyfold, the number of service trade enterprises in Henan Province has also increased exponentially year by year, and the areas in which service trade enterprises are engaged are also expanding.

2. HENAN PROVINCE'S SERVICE TRADE IN THE DEVELOPMENT OF THE PROBLEMS

(1) The service industry in Henan Province is underdeveloped

Some scholars have made a profound discussion on the relationship between the three major industries and the state of economic development and found that with the continuous development of economic conditions in various countries or regions, the industrial structure will change, that is, the primary industry to the secondary industry-based, and then further to the tertiary industry-oriented. Data show that Henan Province's grain production as early as ten years ago became the first in the country, which shows that Henan Province's agriculture-based first industry is developing well. In 2011, the proportion of primary, secondary and tertiary industries in Henan Province was about 12.9:58.3:28.8, and this group of data shows that the industrial development situation in Henan Province has changed from weak to strong, with the development of mainly industrial secondary industries, but the proportion of tertiary industries, mainly in the service industry, is less than 30 percent. According to 2017 data, the proportion of the three major industries in Henan Province is 10.9:47.2:41.9. The data of this group show that although the proportion of the tertiary industry in Henan Province has increased in six years, the development of the secondary industry is still dominated by the development of the service industry is not developed. Trade in services and services complement each other, and the backwardness of service industry in Henan Province obviously inhibits the development of service trade in Henan Province.

(2) The uneven development of trade in services in Henan Province

First of all, the development of service trade in Henan Province is uneven. Generally speaking, in regions with high levels of economic development, the development of services is better, and the corresponding development of trade in services is better. Because of the different economic development situation in Henan Province, the development of service trade is not the same. Some cities and regions in Henan Province, due to the development of the tertiary industry is in good condition, and the corresponding promotion of the development of trade in services, such

as Zhengzhou City, Luoyang City, Kaifeng City and so on. In other relatively economically underdeveloped cities in Henan Province, as well as remote towns and rural areas, the development of trade in services is relatively slow.

Secondly, the industrial structure of service trade in Henan Province is not balanced. Henan Province's service trade is mostly labor-intensive industries, that is, traditional, low-value-added services, such as labor export, foreign engineering contracting, international transportation and so on. Emerging, high-value-added capital-intensive industries started late and developed slowly, such as financial services, international consulting and e-commerce professional services such as logistics and operations.

(3) The degree of opening up of the service industry in Henan Province is insufficient

The opening-up of manufacturing industry in Henan Province is not only earlier than that of the service industry, but also higher than that of the service industry. Although Henan Province's commitment to open up services to the outside world has increased in recent years, it is still dwarfed by other provinces in the country, especially the northern and coastal provinces. Henan Province has maintained strict restrictions on market access in certain services, such as radio and television, financial advisory services, banking and securities, communications, railway transportation, law, accounting, media and television, and some industries have even strictly banned foreign investment. Generally speaking, in the four forms of service trade, Henan Province's foreign consumption, cross-border delivery and the presence of natural persons in these three forms of opening up to the outside world is also relatively common, such as international tourism and the reception of international students to study in Henan Province, while the commercial existence of service trade because of more restrictions, not common in Henan Province. The number of global service multinational companies and the world's top 500 enterprises in Henan Province is small, the strategic alliance between service enterprises and international service enterprises in Henan Province is less, and overseas large enterprises have few choices to set up high-tech research and development centers, procurement centers, outsourcing centers and other trade-oriented headquarters in Henan Province.

In addition, Henan Province's foreign service trade market is not vast. Henan Province's existing Hong Kong and Macao markets are relatively stable, but the European and American markets and Japan and South Korea, as well as some emerging markets have not been fully developed, the volume of services trade is relatively small. At the same time, Henan Province and developed countries or regions of the small scale of business, service projects are also low value-added products. The market restriction of service trade in Henan Province is more, and the relatively low degree of marketization restricts the market to play a role in the field of resource allocation, which affects the development of service trade in Henan Province.

(4) There is a large gap of high-precision professionals in the field of service trade in Henan Province

According to the International Bureau of Statistics, the population of Henan Province reached 95.32 million in 2016, thus demonstrating Henan Province's status as a major population province. Although Henan Province has a rich labor force, most of the industries in which it is employed are labour-intensive. Because the education level of Henan Province is relatively low and the education level of the labor force is low, there is a large gap of high-level professionals. If there is a high-quality personnel in the service trade, it will certainly improve the competitiveness of trade in services and increase the trade volume of services. If there is enough support for high-skilled talents in the development of service trade in Henan Province, it has a strong competitive advantage and is conducive to promoting the long-term development of service trade. However, Henan Province due to the shortage of senior talents in trade in services and difficult to have this competitive advantage, resulting in the trade volume of services is difficult to expand. For example, industries such as transport and labour outsourcing are

oversupplied and poorly paid, as in contrast to knowledge-based services such as finance, banking and consulting, where the supply and demand for high-quality talent are not matched, and wages are often considerable.

In the foreign trade industry, foreign language is an important foreign trade personnel should have the ability. However, in the service trade industry in Henan Province, the proportion of employees with foreign language listening and speaking skills is low in the whole industry, and the internationalization of service trade in Henan Province is low. For example, in the tourism project, Henan Province has professional knowledge of tour guides and practitioners are not in the minority, and once involved in foreign-related international projects, due to poor language communication may cause the quality of service decline, service objects are limited or even the situation of service can not be provided, which directly led to Henan Province's service trade volume affected.

(5) The level of enterprise service marketing in Henan Province needs to be improved

The service items under the service trade are provided by the enterprise, and the service level is closely related to the level of enterprise service marketing. The so-called service marketing, that is, refers to service enterprises to take targeted management measures to expand the market share of service products. And do a good job of service marketing is the key to the disease, targeted. Therefore, the first thing that enterprises need to determine the marketing strategy according to their own situation, that is, choose to adopt the market development strategy, market penetration strategy, service products or multi-business strategy. After the strategy is determined, the market segmentation is carried out, the sub-groups of the same quality are selected, and the marketing methods are determined. "Second, firms design products and services for their selected groups based on their own resources and in combination with market segment potential." Moreover, market positioning, through advertising and other means of communication to promote the service of enterprises. Finally, understand the customer's response to the service, and make timely changes to the strategy. This series of operations requires enterprises to have a high level of service marketing, timely feedback to the market, so as to open up the market for enterprises, increase profits, and thus promote the development of trade in services.

Henan province enterprises in the service marketing efforts are far from enough. First of all, the service marketing awareness of service-oriented enterprises in Henan Province is weak, and can not be adjusted according to the response of the market and target customers in time. Secondly, the marketing strategy of service-oriented enterprises in Henan Province is not specific, the implementation is insufficient and the effect is poor. According to incomplete statistics, nearly 50 percent of service-oriented enterprises in Henan Province have had an impact on the trade volume of enterprise services due to improper decision-making in marketing strategies. Therefore, the level of enterprise service marketing in Henan Province is not high, which will inevitably affect the quality of service trade, and then affect the trade volume of enterprise services.

(6) The Henan provincial government has insufficient support for the service industry and is backward in management

In his diamond model, American economist Porter points out that government support can't be underestimated for an industry development. For example, after the Second World War, Japan's basic industrial sector was able to provide material equipment and energy support for the development of other industrial sectors, driving the development of other industries, and greatly contributing to the post-war economic recovery of Japan. The Japanese government first adopted the tilt production mode, focusing on the development of the steel sector, and then adopted the industrial policy of "industrial rationalization", adopted preferential loans in finance, reduced the corporate tax burden in terms of taxation, and then the policy of industrial

revitalization and support was adjusted in due course with the economic development of Japan, and ultimately promoted Japan's steady growth. In the process of development of trade in service trade in Henan Province, the government has not given enough support and enough attention, the corresponding tax incentives and investment preferences in the service industry have not been maximized, the field of service trade has not formed a scientific management system, the statistical standards of the trade volume of services are not uniform, so there are problems such as trade volume difficult to count.

The management of service trade in Henan Province is time-stalling and the management system is not perfect. Trade in services involves many and complex areas, so there is a difficulty in managing itself. Moreover, there are inconsistencies in the trade policies of local governments and provincial governments in the management sector of trade service, so it is easy to have cross-cutting rights and problem-solving, which leads to inefficient management, highlighting the non-scientific and dehumanizing problems of management system. Some trade in services is more hidden, often can not give a proper solution at the policy level, can not give preventive measures in the policy in advance, there is a "first discovery and then management" time lag phenomenon, and ultimately affect the development of service trade in Henan Province, the impact on the volume of trade in services.

(7) The laws and regulations on trade in services in Henan Province are not perfect and the law enforcement is weak

In order to promote the liberalization of international trade in services and enhance the competitiveness of services, the World Trade Organization (WTO) has issued the General Agreement on Trade in Services (GATS) to regulate trade in services. China's new Foreign Trade Law promulgated since July 1, 2004 also makes legal interpretations and norms on the issues related to the development of China's trade in services in three aspects. In order to comprehensively promote the development of service trade in Henan Province and accelerate the construction of Henan Province into a major province of service industry, in June 2016, Henan Province issued the Implementation Opinion of the Henan Provincial People's Government on speeding up the development of service trade, made legal norms on the issue of trade in services in Henan Province, improved the service trade guarantee system in Henan Province, strengthened the supervision of service industry, and put forward specific development goals for service trade. Although the "Implementation Opinion" for Henan Province's service trade structure optimization and rapid development has an important role in promoting, but overall, the "implementation of the Views" adjustment of the service trade area is limited and less targeted, at the same time, the relevant departments in law enforcement is not clear, there is a phenomenon of mutual pushing, law enforcement effect is often not satisfactory.

3. COUNTERMEASURES TO PROMOTE THE DEVELOPMENT OF SERVICE TRADE IN HENAN PROVINCE

Henan Province's service trade has been developing well in recent years, although some achievements have been made, but compared with the coastal service trade development of the provinces, Henan Province, whether in the trade volume of services or service trade development rate is relatively lagging behind. This paper will put forward the countermeasures to promote the development of service trade in Henan Province from the two angles of enterprise and government.

(1) Corporate perspective

① Speed up the training and introduction of service d'or services talents in Henan Province

As a kind of human capital, the talents of service trade are the high-level elements of the process of enterprise development, and play an important role in promoting the development of service trade. Therefore, it is necessary to develop and introduce talents as an important work of enterprises to complete. First of all, enterprises to establish a sound recruitment mechanism. Actively explore the recruitment of employees with financial knowledge, legal knowledge and international business knowledge of the composite comprehensive talent, when the staff into the enterprise, do a good job of short-term training, so that employees have a certain amount of enterprise expertise, so as to better serve the enterprise, after the employees formally joined, enterprises should give rich treatment to avoid the phenomenon of brain drain. Secondly, establish and improve the enterprise's employee incentive mechanism. Using a variety of incentives to make employees happy to consolidate and expand their expertise, and actively transform thinking and innovative ways of working to maximize productivity. Finally, enterprises should improve the internal knowledge base and establish a knowledge sharing mechanism. Enterprises need to advocate the use of internal knowledge base, so that enterprise knowledge is used by employees in the work, optimize the way of work, the establishment of knowledge sharing mechanism is conducive to employees willing to share knowledge, so that knowledge between the company to carry out efficient turnover, knowledge value can be maximized.

The introduction of overseas outstanding service trade talents is another feasible way to promote the development of trade in services. The introduction of talents is more rapid and efficient in increasing the intellectual factors in the enterprise than the training of internal personnel. At the same time, overseas talents from all over the world, for overseas culture and overseas enterprises operating mode of relative understanding, is conducive to enterprises and overseas enterprises to carry out service trade cooperation, open up overseas markets, promote the growth of enterprise services trade, promote the development of service trade in Henan Province.

② Strengthen brand building and build Henan service trade advantage brand

As the intangible asset of enterprise, brand is of great help to improve the competitiveness of enterprises. In order to promote the development of enterprise service trade, brand building should be paid full attention to. Henan Province has many well-known enterprises in the country's top, such as bus production in the forefront of the country's Yutong company, three whole food, miss food and flower cattle dairy products in the popular sales to the provinces and cities. Henan Province's service trade enterprises should learn from these enterprises, learn from experience. Enterprises in the development of new products and new technologies, should pay attention to the improvement of product quality, to ensure the level of service of new technologies, and strive to optimize the products and technologies, in the market to play enterprise visibility, for customers and cooperative enterprises recognized, so as to be recognized internationally. At the same time, to create a well-known "Henan brand" also need to be appropriate advertising. Timely advertising is conducive to the brand for more people to know, establish a corporate image, transfer commodity information, stimulate customers to buy desire, promote the development of business services trade. Advertising can not only carry out effective cultural communication for enterprises, but also promote the increase of brand value and accelerate the growth of enterprise brand. In addition, enterprises should aim to build brands, highlight ingress with the characteristics of enterprises, for the advantages of enterprise products and services should focus on construction.

③ Strengthen exchanges and cooperation with non-provincial and international service trade enterprises

In today's fierce competition environment, cooperation should be the enterprise for development and the priority of the road. Because of the abundant labor force in Henan

Province, the service enterprises in Henan Province are mostly labor-intensive, and the service items are mainly service outsourcing. Some enterprises in other provinces of China have rich experience and advantages in technology and enterprise management, and the types of enterprises are mostly capital-intensive, such as Zhejiang And Jiangsu Province. Therefore, Henan Province and these economically developed provinces in the service trade is complementary, broad space for cooperation, Henan Province and other provinces can give full play to their respective advantages in trade in services, to achieve win-win cooperation and common development. Therefore, Henan Province enterprises should take the initiative to find "going out" opportunities, take the initiative and foreign enterprises and even foreign enterprises to cooperate, especially with those enterprises with high-tech skills to exchange and cooperation, play the advantages of cheap labor in Henan Province, learn the advanced technology and management experience of each other's enterprises and apply to their own enterprise development, thereby driving the development of service trade in Henan Province.

With strong strength and competitive advantage of the service trade enterprises can seek investment opportunities outside the province or overseas, which is to promote the rapid development of trade in services effective path. Enterprises can set up an international network for marketing, increase the number of commercial presence outside Henan Province, to create a "Henan service" enterprises recognized at home and abroad. Henan Province is the "Belt and Road" along the province, Henan Province enterprises should seize the opportunity to speed up the pace of going out. According to 2017 data, since the construction of the Belt and Road, the number of OUTding projects of enterprises in Henan Province has surged in 2016, with a wider range of investment areas, channels and regions, with investment amounts increasing by 86.6% year-on-year, ranking seventh in the country and ranking first among the six central provinces. Therefore, if we seize the advantages of the policy, Henan Province's service trade will achieve great development.

④ Develop modern services trade and improve the level of service and service

Henan enterprises have certain advantages and experience in developing traditional service trade, but in the long run, the development of modern service trade is more conducive to promoting the sustainable development of Henan Province. First of all, enterprises should promote the development of information technology industries such as big data, cloud computing and data mining, and promote technology exports. Secondly, relying on Zhengdong New Area Financial Gathering Center as a breakthrough, the real industry to promote the development of virtual industry, the development of enterprise financial services, enhance the competitiveness of enterprises. Furthermore, enterprises should encourage the development of environmental and energy-saving services, and strongly support the development of high value-added services such as consulting, securities insurance and advertising. Finally, in the context of e-commerce and the era of "Internet plus", the supply of e-commerce professional services such as e-commerce operations and electronic authentication business should be valued by enterprises.

The completion of Zhengzhou Airport Economic Comprehensive Pilot Zone also provides an opportunity and platform for enterprises to develop. The development of modern shipping also brings opportunities for enterprises, enterprises can take advantage of the development of shipping business, the establishment of shipping industry chain one-stop service. At the same time, enterprises can take advantage of the development of Zhengzhou Airport International Logistics Hub and Zheng Europe International Freight Class, develop cross-border logistics business, provide related supporting services, enhance the level of trade facilitation, and promote the development of international trade in services.

(2) Government perspective

① Introduce effective incentive mechanisms to encourage service-oriented enterprises to innovate independently and enhance the competitiveness of trade in services

In order to encourage enterprises to innovate independently, the government should introduce preferential tax policies such as export tax rebates and give enterprises certain tax benefits. Establish special funds to promote the development of enterprise services trade, implement relevant preferential policies of the state, and give enterprises certain financial support, encourage banks to give a certain amount of loans and credit guarantees to service trade enterprises, expand the coverage and intensity of export credit insurance, encourage service trade enterprises to expand exports and participate in international competition. In education, science and technology research and development to give enterprises appropriate capital support, encourage enterprises to increase research and development efforts. In addition, enterprises can strengthen infrastructure construction, for enterprise development services trade to do a good job.

② Open the service trade market in Henan Province, introduce foreign capital, and optimize the structure of trade in services

Facing the phenomenon of weak competitiveness of service trade enterprises in Henan Province, Henan Province should gradually open up the service trade market in the province, so as to attract foreign investment, introduce advanced technology and management, maintain moderate competition and improve the level of service trade in Henan Province. Under the policy of attracting foreign investment, Henan Province should make good use of the role of transnational corporations in promoting the optimization of the service trade structure in our province, so as to promote the development of new trade types such as advisory services, computer services and engineering consulting in Henan Province on the basis of maintaining the development of traditional service trade and advantage sand service, so as to improve the level of service trade, increase the value added of export, optimize the structure of trade in services, and promote the transformation of service trade.

In addition to the introduction of foreign capital, the introduction of private capital should also be an important part of the opening up of the service trade market in Henan Province. Henan Province's financial industry and telecommunications industry mainly by large state-owned enterprises in the operation, lack of vitality. Appropriate introduction of private capital, promote competition in the service trade industry, promote the service trade industry and technological innovation, and promote the competitiveness of trade in services in Henan Province. In some industries where private capital has played an important role, such as computers, the government should provide financial support and proper supervision to promote technological innovation, promote the export of trade in services, and expand the volume of trade in services.

③ Innovative ideas for the development of cultural trade and trade in Chinese medicine

In order to promote the development of trade in services, Henan Province should change its thinking and focus on traditional service projects, but also should find the potential of Henan Province in cultural trade. Henan Province has many characteristic advantages of cultural resources, such as Henan Yu Opera, Shaolin Lushan, Jiaozu Taiji, porcelain, juggling and so on. Through the exploration of these cultural advantages, we can show the cultural charm of Henan Province, so that Henan Province's cultural brand has more influence in the international arena. The Henan provincial government should provide industrial financial support and policy support for the development of emerging cultural products, such as TV dramas, movies and games, and accelerate the development of cultural trade such as digital publishing and leisure and entertainment. Strong support for cultural enterprises out of Henan Province, to open up foreign markets and even overseas markets, strengthen cooperation with well-known cultural

enterprises outside the province and overseas, into competition, improve the level of cultural trade.

Henan Province also has great potential in Chinese medicine, and expanding the service of Chinese medicine trade is also an effective way to promote trade in services. Henan Province's traditional Chinese medicine, traditional Chinese medicine and acupuncture have long been well-known at home and abroad, Nanyang Zhongjing culture, Luoyang Ise bone culture and the culture of the drug, etc. deeply reflect the charm of the Central Plains culture, showing the essence of the Central Plains culture. The government should strengthen the cultural publicity of Chinese medicine and actively promote it to overseas markets. We will speed up the establishment of an export platform for the service of Chinese medicine services, build a number of key institutions for the export of Chinese medicine services, and promote the development of trade in services in the industry.

④Improving the level of government service trade management

In the process of service trade development in Henan Province, the government should play its role in determining the macro-control function of service industry management departments, construct a scientific management system for service industry, solve problems in the process of service trade development, and improve the management level of service trade in Henan Province. Grasp the development opportunity of "Belt and Road", rely on Zhengzhou Airport Comprehensive Economic Experiment Zone and Zhengzhou Cross-border E-commerce Comprehensive Pilot Zone, accelerate the construction of Henan Province's service trade platform, build a collection of information release, contract transactions, logistics and transportation, cross-border settlement as one of the integrated service trade platform, to promote the establishment of integrated service trade industry. Improve the relevant laws and regulations, so that trade in services in the process of development to achieve legal compliance, law enforcement must be strict, in the form of law to institutionalize and standardize the development of trade, to avoid the phenomenon of legislative disorder; increase the transparency of trade in services. For industries that have just entered trade in services and have economies of scale, the government should give appropriate preferential policies to facilitate their participation in competition and development, and for industries that are of direct interest to the people of Henan Province, the government should give appropriate protection and enhance their competitiveness. In addition, in the government procurement should give Henan Province enterprises a certain tilt, to help Henan Province enterprises to collect market information, expand the volume of services trade.

4. SUMMARY

Trade in services can gain more wealth with fewer resources and add more value. Under the current economic development situation, the development of service trade will not only promote employment in Henan Province, but also play an important role in improving the gross domestic product of Henan Province and promoting the sustainable development of Henan Province. Therefore, in order to maintain the contribution of foreign trade to economic growth, Henan Province must vigorously develop service trade and enhance the export competitiveness of Henan Province's service products. Henan Province's service trade started late, the development of weak, there is an imbalance in industry and regional development, there is also a shortage of talent reserves and insufficient innovation. Therefore, only government departments and service trade enterprises are aware of the existing problems and strive to solve them, and constantly explore new ways of the development of service trade in Henan Province, Henan Province's service trade can achieve leapfrog development.

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