

## *Original Paper*

# Analysis of Measures to Promote International Economic and Commercial Development under the New Situation

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### ***Abstract***

*This paper analyzes the new trends such as the change of trade pattern, the rise of digital economy and the requirements of sustainable development, and puts forward promotion measures, such as more than 50 countries responding to the reform of WTO to maintain the free trade system, the European Union carrying out negotiations on digital trade rules, and Germany promoting the development of green commerce with financial subsidies, covering multilateral trade cooperation, the formulation of digital trade rules, and the development of green commerce, so as to help countries achieve sustainable economic and commercial prosperity in a complex international environment.*

### ***Keywords***

*international economy, Business development, The new situation, Multilateral trade, Digital trade*

## **1. Introduction**

Today's world is undergoing unprecedented changes in a century, and the international economy and business sector are changing rapidly. For example, World Trade Organization data show that in the past three years, trade in some commodities has declined by about 5% annually due to trade protection measures, globalization has been hindered and trade protectionism has risen. China's 14th five year plan for the development of digital economy promotes the rise of digital economy, and its proportion in international trade has increased year by year (Jaseto, 2024). In addition, the Paris agreement has prompted countries to set strict environmental standards, and more than 70% of developed countries have updated the environmental review rules for imported products, so that the international economy and business must transform in a sustainable direction. In this new situation, it is of great significance to explore development measures. In this new situation, it is of great practical significance to further explore effective measures to promote international economic and commercial development (Wu, 2024).

**Table 1. Trade Protection Measures Have a Significant Impact on Global Trade**

classification	Global Trade Restrictions Trends from 2014 to 2024
New trade restriction measures	169 items, an increase of 550 billion US dollars
The impact of import restrictions	2.942 trillion US dollars, accounting for 11.8%
Trade remedy investigation	Monthly average of 28.2 items
Proportion of anti-dumping measures	49.5%

## **2. New Trend of International Economic and Commercial Development under the New Situation**

### *2.1 Reshaping the Trade Landscape*

#### *2.1.1 Regional Trade Agreements Flourish*

In recent years, in the context of slow progress in multilateral trade negotiations, regional trade agreements (RTA) have become an important way for countries to seek trade cooperation. For example, the signing of the regional comprehensive economic partnership agreement (RCEP) covers many countries in the Asia Pacific region. It has built a huge regional free trade area by reducing tariffs and promoting trade facilitation, which has had a far-reaching impact on the Asia Pacific region and even the global trade pattern. The EU is also deepening the process of economic integration, expanding new areas of cooperation, and strengthening the liberalization and facilitation of intraregional trade and investment (Huang, 2023).

#### *2.1.2 Adjustment of Global Industrial Chain and Supply Chain*

Influenced by trade frictions, geopolitics and public health events, the global industrial chain and supply chain are undergoing profound adjustments. In order to reduce risks, enterprises began to shift from centralized procurement and production in a single country to diversified layout. Some key industries have shown a trend of returning to local or regional areas, while accelerating the transfer to emerging economies with cost advantages and market potential, which makes the layout of the global industrial chain and supply chain more decentralized and complex.

### *2.2 The Rise of the Digital Economy*

#### *2.2.1 The Rapid Development of E-commerce*

The spread of Internet technology has fueled the explosive growth of e-commerce. Consumers are increasingly inclined to shop through online platforms, and cross-border e-commerce breaks through the time and space constraints of traditional trade, enabling enterprises in various countries to sell products and services directly to the global market. According to statistics, the scale of the global e-commerce market is increasing year by year. In some countries, e-commerce sales have accounted for a considerable proportion of the total retail sales, and have become an important force driving economic growth and promoting business development.

**Table 2. E-commerce Growth Data in Recent Years**

Year	Related situation description
In 2019	Global e-commerce sales reached \$3.535 trillion, an increase of 20.7% compared to the previous year
In 2020	Affected by the epidemic, the global e-commerce market revenue surged by 25% year-on-year, reaching \$2.43 trillion
In 2020	The transaction scale of the global e-commerce market exceeds 5.3 trillion US dollars, a year-on-year increase of 14%
In 2020	Global e-commerce sales are expected to exceed \$5 trillion for the first time, accounting for one-fifth of the total retail sales
In 2020	Global e-commerce sales reach \$3.6 trillion (according to data from Goldman Sachs Research)

### 2.2.2 Widespread Use of Digital Technology in Business

Digital technologies such as big data, artificial intelligence and block chain are increasingly used in business operations. With the help of big data analysis, enterprises can accurately grasp consumer demand and optimize production and marketing strategies; Artificial intelligence technology plays an important role in customer service, supply chain management, intelligent production and other links, and improves the operational efficiency and competitiveness of enterprises; Blockchain technology guarantees the security, transparency and traceability of commercial transactions and helps to build a more trusted business environment.

## 2.3 Sustainable Development Becomes an Important Orientation

### 2.3.1 The Rise of Green Trade Barriers

With the increasing global attention to environmental protection and climate change, countries have introduced stricter environmental standards and regulations, and green trade barriers have gradually emerged. In the name of environmental protection, some developed countries have set requirements for imported products such as carbon emission standards and environmental certification, which poses a greater challenge to export enterprises in developing countries, and also urges enterprises to accelerate the pace of green technology innovation, transformation and upgrading.

### 2.3.2 Enhancement of Corporate Social Responsibility Awareness

Under the new situation, enterprises should not only pursue economic benefits, but also bear more social responsibilities. Consumers pay more and more attention to the environmental and social performance of enterprises, and are more inclined to buy products and services with a good social responsibility image. Therefore, enterprises have integrated the concept of sustainable development into enterprise strategy and daily operation, and increased investment in energy conservation and emission reduction, resource recycling, employee welfare security, social welfare undertakings and

other aspects, so as to enhance the brand image and social reputation of enterprises, and then enhance market competitiveness.

### **3. Measures to Promote International Economic and Commercial Development**

#### *3.1 Strengthen Multilateral Trade Cooperation and Safeguard the Free Trade System*

##### **3.1.1 Actively Promote the Reform of the World Trade Organization (WTO)**

As the core institution of the global multilateral trading system, WTO is facing many challenges, such as the dilemma of dispute settlement mechanism, trade rules lagging behind economic development and so on. Countries should adhere to the principles of openness, inclusiveness and equality, actively participate in the reform process of the WTO, jointly discuss and improve trade rules, and strengthen their authority and effectiveness in Global trade governance. For example, in key areas such as agricultural subsidies, intellectual property protection and digital trade rule making, we should reach a consensus to balance the interests of all parties through multilateral negotiations to ensure that the WTO can meet the needs of international economic and commercial development under the new situation.

##### **3.1.2 Promoting Coordinated Development between Regional Trade Cooperation and the Multilateral Trading System**

Regional trade agreements complement the multilateral trading system to some extent, but they can also lead to fragmentation of trade rules. Therefore, while promoting regional trade cooperation, countries should pay attention to coordination and unification with the multilateral trading system. The contents and standards of regional trade agreements should be consistent with WTO rules as far as possible, promote the multilateral development of regional trade achievements in a wider range, avoid the formation of a "small circle" of trade protectionism, and realize the coordinated development of regional and Global trade.

#### *3.2 Promote the Formulation of Digital Trade Rules and Promote the Healthy Development of Digital Economy*

##### **3.2.1 Strengthen Dialogue and Coordination of International Digital Trade Policies**

Digital trade involves different policies and regulations of many countries and regions. In order to avoid trade barriers and disputes caused by policy differences, countries should strengthen dialogue and exchanges on digital trade policies (He & Wang, 2024). Through the establishment of International Digital Trade forums and bilateral or multilateral digital trade agreements, this paper probes into the definition, scope, cross-border data flow rules, intellectual property protection, network security and other key issues of digital trade, seeks the greatest common denominator of the interests of all parties, and gradually constructs a global unified digital trade rule system.

### 3.2.2 Encourage Enterprises to Participate in the Formulation of Digital Trade Rules

As the main body of digital economy, enterprises have a profound understanding of the actual operation and development needs of digital trade. Therefore, governments should encourage enterprises to actively participate in the formulation of digital trade rules and fully listen to the opinions and suggestions of enterprises. For example, organize enterprise representatives to participate in the consultation of international digital trade negotiations, or set up a digital trade research group composed of enterprise experts to provide professional support for the government to formulate relevant policies, so as to ensure that digital trade rules can not only promote the innovative development of digital economy, but also protect the legitimate rights and interests of enterprises.

## 3.3 Promote Green Business Development and Meet Global Environmental Challenges

### 3.3.1 Support Green Technology Innovation of Enterprises

The government should increase investment in green technology research and development, and encourage enterprises to carry out green technology innovation activities through financial subsidies, tax incentives, special funds and other policy means. For example, tax relief or financial support should be given to enterprises developing new energy, energy-saving and environmental protection technologies and resource recycling technologies to help enterprises reduce the cost of green technology research and development and improve their enthusiasm for innovation. At the same time, we should strengthen cooperation between industry, University and research, promote technological exchanges and cooperation among universities, scientific research institutions and enterprises, accelerate the transformation and application of green technological achievements, and promote green transformation and upgrading of enterprises.

### 3.3.2 Establish an International Green Trade Cooperation Mechanism

In order to cope with green trade barriers, countries should establish an international green trade cooperation mechanism. Strengthen cooperation in green standard formulation, certification and recognition, environmental technology exchange and other aspects, promote the coordination and unification of green trade standards, and avoid trade barriers caused by standard differences (Wang, 2024). For example, establish an international green product certification and mutual recognition system, so that green products of various countries can be widely recognized worldwide, reduce export costs of enterprises, and promote international trade in green products. In addition, through international cooperation projects, we can jointly develop green technologies and solutions to enhance the development level of global green commerce.

## 3.4 Enhance the International Competitiveness of Enterprises and Cultivate New Momentum of International Business

### 3.4.1 Strengthen the Training of International Talents of Enterprises

Under the new situation of increasingly fierce international economic and commercial competition, enterprises need a number of international talents who are familiar with international market rules,

master cross-cultural communication skills, have professional business knowledge and innovative spirit. The government and enterprises should increase investment in international talent training and establish a multi-level talent training system. On the one hand, colleges and vocational colleges should optimize the curriculum of international business related majors, strengthen the curriculum construction of foreign language teaching, international business law and international marketing, and cultivate international reserve talents with solid theoretical foundation; On the other hand, enterprises should enhance the international business ability and comprehensive quality of employees through internal training, overseas internships and talent introduction, so as to provide talent guarantee for enterprises to expand the international market.

#### 3.4.2 Encourage Enterprises to Innovate Business Models

Enterprises should actively explore business model innovation to adapt to the new situation in order to enhance their international competitiveness. For example, the successful application of sharing economy model in accommodation, transportation and other fields provides a useful reference for business innovation. Enterprises can try to carry out sharing business model innovation in other fields to improve resource utilization efficiency and market response speed. In addition, through the platform strategy, we can build a business ecosystem with itself as the core, integrate upstream and downstream resources of the industrial chain, and achieve coordinated development. At the same time, we should pay attention to user experience and value creation, use digital means to accurately grasp user needs, provide personalized products and services, and enhance user stickiness and loyalty.

### 4. Conclusion

Under the new situation, the development of international economy and commerce is facing unprecedented opportunities and challenges. The reshaping of trade pattern, the rise of digital economy and the requirements of sustainable development have not only brought new growth points to the economic and commercial development of various countries, but also posed a severe test to the traditional economic and business models. By strengthening multilateral trade cooperation, promoting the formulation of digital trade rules, promoting the development of green commerce and enhancing the international competitiveness of enterprises, countries can better grasp opportunities, cope with challenges and achieve sustainable prosperity of international economy and Commerce in a complex and changeable international environment. In this process, governments, enterprises, international organizations and other parties need to work together to strengthen communication and cooperation and build a more fair, open, inclusive, innovative and sustainable new international economic and commercial order.

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