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INTERNATIONAL TRADE OF PRC AND ITS PLACE IN ENVIRONMENTAL SUSTAINABILITY

The sustainability of trade and the environment is linked to the sustainability of a region, a country, or even the global economy. However, what impact has the expanding trade scale had on China's environmental sustainability and what role does it play, and how should China ensure the growth of international trade while promoting environmental sustainability? This paper addresses these questions, using the China Statistical Yearbook and the Annual Statistical Report of the Ministry of Ecology and Environment of China compiled by the Chinese government every year, as well as relevant literature in Baidu academic papers and CNKI databases as data sources, and by analyzing data on the scale of China's international trade and the structure of trade patterns, we study data changes affecting the relationship between international trade and the development of environmental sustainability, and try to find out the key factors of China's international trade.

The development of international trade and environmental sustainability are two important aspects of social survival and economic development, and they are closely related. The rapid growth of international trade can, to a certain extent, promote the development of environmental protection, and strengthening environmental protection will prompt businessmen to choose to produce and sell more products conducive to environmental protection and increase the trading opportunities for more environmentally friendly products. Under certain conditions, international trade and the environment will be contradictory . Environmental protection has put forward new standards and requirements for the development of international trade, environmental regulations restrict or even prohibit the international trade of many products, and foreign trade not based on sustainable development will have a great negative impact on the local ecological environment. This trend tries to examine all the activities of economic and social development from the perspective of ecology, and the core issue is to realize the harmonious development of economic society, population, resources and ecological environment. Since 1987, when the concept of «sustainable development» was explicitly proposed by the World Commission on Environment and Development, China has been moving towards an «ecological» level, such as the «strategy of winning by quality» and «market diversification strategy» in the 1990s. In the 1990s, the strategies of «winning by quality», «market diversification strategy» and «science and technology for trade» were directly or indirectly driven by the reduction of resources,

minimization of ecological and environmental damage and stabilization of economic development.

There are many factors affecting environmental sustainability. Global environmental integration, the natural environment itself and various human activities are affecting each other's environmental changes. This paper is a study of the impact of China's international trade on the environment. Only the international trade of various key elements of the study, including the scale of trade in goods, trade pattern structure, trade geographical direction, trade energy consumption, trade pattern, etc. Although only China's international trade data are studied, including import and export data, but for the country's export data will have a greater impact on its own environment, because the development, production, processing and trade of export products are completed in the country, which is undoubtedly more important for the country's environmental impact, but for imported products although the development, production and processing processes are completed in foreign countries, but to a certain extent increases the scale of trade, trade structure, and trade methods in this country have caused an impact, which invariably affects environmental sustainability; at the same time, what constitutes an impact on the environment is not only international trade, but also domestic trade, that is, the total amount of GDP, which is also an important indicator to directly measure environmental sustainability, therefore, the proportion of international trade in the GDP can also indicate China's international trade in environmental The position of international trade in environmental sustainability.

1. Scale of trade in goods. This is expressed as trade volume/GDP. Regarding the impact of trade in goods on the ecological composition of the environment, there is basically a consensus among scholars at home and abroad that the expansion of trade scale causes an increase in the scale of the economy, an increase in factor inputs, and thus a decrease in ecological resources. According to strong sustainability criteria, this decline in natural capital is difficult to replace by man–made capital. Therefore, this indicator is the inverse indicator.

2. Trade pattern structure. It is expressed in terms of trade in services/trade in goods, and refers to the proportion of trade in intangible goods (services) to trade in tangible goods (goods). Although there are not many studies on the ecological effects of trade in services, there are studies that show that the overall environmental effects of trade in services are not very significant compared to trade in goods, especially because the pollution of the local environment by exports of services is minimal. The higher the ratio, the more favorable the ecological environment of the region is as a positive indicator.

3. Geographical direction of trade. Generally speaking, the geographical direction of international trade reflects the different shares of countries in world trade, and the geographical direction of foreign trade reflects the source of imported goods or the flow of exported goods of a country or region, and also reflects the degree of connection between it and different countries or regions. However, when understood from the perspective of trade ecology, this indicator has a different meaning. From the export point of view, different countries or regions, due to their natural conditions (e.g. contaminated water and soil, spread of plant and animal diseases, etc.) or other

strategic intentions (ecological dumping, transfer of pollution), will intentionally or unintentionally bring some impact on the ecological environment of their trading partners in the export trade process. From the point of view of imports, goods from different sources also have very different ecological effects. The environmental safety effects of harmful elements have been assessed and it has been noted that toxic and harmful elements in iron ore from Australia, Brazil and Venezuela are at acceptable levels, but ore from India and Iran have serious excesses of arsenic, alum, cobalt and nickel, which pose environmental pollution risks. This shows that the geographical direction of trade does have different impacts on the ecological environment of a country or region. Although macroeconomic studies in this area still have a long way to go, there are already a number of theories and studies that show that developed economies benefit from this process. The famous Argentine economist Prebisch (1990) also pointed out that, in addition to technological progress and other reasons, the central countries of the world economic system, led by the United States, have irresistible hegemony over peripheral countries, making the natural resources and exhaustible resources of some peripheral countries unreasonably exploited, with serious consequences for the biosphere, etc.

4. Trade energy consumption. Based on Ma Tao (2007) and other studies, the energy consumption index of trade is set as NE=EM–EX, where NE is the net import of embodied energy, EM is the import of embodied energy, EX is the export of embodied energy, and the larger ARE, the more conducive to the sustainable development of regional trade, which is a positive indicator.

5. Trade mode. It is expressed by processing trade volume and general trade volume. Trade patterns from the current business may involve underwriting, fixed sales, overseas agents, consignment, exhibition and sale, bidding and auction, compensation trade, processing trade and other forms. On the surface, these different forms of trade arrangements do not have much direct link with the ecological environment, but from the perspective of trade ecology, there may be indirect (significant) impacts. Taking processing trade in customs statistics as an example, its typical feature is that it is «two-headed»: raw materials or components are «indirectly produced» abroad, and the final consumption of finished products is done abroad. According to the theory of circular economy and ecological footprint theory, this «two-headed» processing trade saves the consumption of domestic production capacity and environmental factors on the one hand, and saves the carrying capacity and absorption capacity of domestic ecological environment for waste on the other hand, so its ecological effect is more obvious compared with general trade. Therefore, compared to general trade, its ecological effect is more obvious and is a positive indicator.

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PATH CHOICE OF XIAOMI'S INTERNATIONALIZATION

Officially founded in April 2010, Xiaomi is an Internet company with cell phones, smart hardware and IoT platforms as its core. In just seven years of business, Xiaomi's annual revenue has surpassed RMB 100 billion. As of 2018, Xiaomi has a presence in more than 80 countries and regions around the world. At present, Xiaomi is the third largest smartphone manufacturer in the world, and has entered the top five cell phone markets in more than 30 countries and regions, especially in India, where it has been the number one cell phone shipper for five consecutive quarters. Through its unique «eco-chain model», Xiaomi has invested in and driven more like-minded entrepreneurs, while building an IoT platform that connects more than 130 million smart devices. Xiaomi started its internationalization journey in 2014 after only 7 years, and has many of the same patterns as many Chinese brands going to the world market in terms of overseas business experience, talents, channels, as well as product development and marketing mechanisms specifically for overseas markets, and moreover has its unique path choice and explore.

A step-by-step internationalization model. Xiaomi has chosen a relatively robust step-by-step strategy in the process of internationalization. In the initial stage, Xiaomi chose to start from emerging markets such as India, which have some similarity with the domestic market environment, mainly because of its huge market potential. Xiaomi's expansion in these markets almost follows the fan marketing model of the domestic market, creating forums and other forms to form topics and shape word-of-mouth, and using e-commerce as the entrance to seek operator cooperation and agency model to reach end users. The success of the Indian market was used as a base for rapid expansion to Southeast Asia and other emerging markets. In the context of the globalization of the world economy, if an enterprise is