

Analysis of Environmental Barriers in International Trade

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Abstract. With the development of the world economy, the continuous improvement of the level of productivity, human beings continue to meet their own material needs, but also brought about serious environmental problems. For the common interests of mankind and the sustainable development of society and economy, the world began to seek cooperation in the international field, to reach a consensus, developed a series of environmental law to protect the environment. At the same time, countries also according to their actual situation to develop the corresponding environmental laws, regulations, standards and so on. However, with the increasing international competition in trade, these laws, regulations and standards that were originally used to protect the environment were used by some countries as a means of protecting their trade and other economic interests as an import and export The threshold of trade, green barriers will be generated.

Introduction

With the emergence of global environmental problems shortage of resources, ecological destruction, environmental pollution without borders confirms the statement, environmental issues have become the focus of common concern of mankind. Many international organizations and community groups launched the international environmental movement, to develop a variety of rules, regulations, standards, establishment of relevant non-governmental organizations to promote environmental protection on an international scale. Internationally, the environmental problems in international trade were originally reached at the GATT, and regional differences in the different environmental standards around the world led to a paradox between the environment and trade. Environmental and trade conflicts exist at the beginning of social division of labor and exchange activities, manifested as a growth mechanism of the trade activities of the natural resources of the infinite and stable mechanism of the ecological environment for resources with the shortage of resources, ecological destruction and other global Environmental problems continue to emerge, confirming the environmental pollution without borders, environmental issues have become the focus of common concern. Many international organizations and community groups launched the international environmental movement, to develop a variety of rules, regulations, standards, establishment of relevant non-governmental organizations to promote environmental protection on an international scale. Internationally, the environmental problems in international trade were originally reached at the GATT, and regional differences in the different environmental standards around the world led to a paradox between the environment and trade. The contradiction between environment and trade exists at the beginning of the social division of labor and exchange activities, manifested as a growth mechanism of the trade activities on the natural resources of the infinite and stable mechanism of the ecological environment of resources.

Green Barrier in the Form of International Trade

Green barriers specifically refers to the government of the importing country to protect the limited resources, ecological environment, human and animal and plant health in order to restrict the import protection trade as the fundamental purpose, through legislation, the development of complex environmental conventions, laws, regulations and standards, signs, etc. And access restrictions on goods. Its main manifestations are: (1) green tariff system, that is, the importing country to protect the environment in the name of some pollution of the environment and the impact of ecological

imports of goods levied additional tax to raise its product costs, affecting its competitiveness; (2) green technical standards, that is, the importing countries to protect their dominance in international trade, in the name of environmental protection, through legislative means, provides strict mandatory environmental protection technical standards, so that developing countries difficult to achieve; (4) green packaging system, that is, the importing country requires the import of products (4) the green packaging system, that is, the import of the product, that is, the import of the product, that is, the import and export of the product (5) green health quarantine system, through the designation of strict health and quarantine standards, restrictions or prohibit the use of energy-saving, waste reduction, easy recycling and recycling, easy to natural decomposition, does not pollute the environment of the packaging system: imports of foreign products; (6) green subsidy that some companies exporting countries in an environment of relatively low standard, the production cost of the product accordingly lower, then Exporting countries will view them as an environmental subsidy, which imposed a certain amount of Ping Heng duties on importation of such products in order to prevent the export of products into the country.

Environmental Barriers

China is the world's largest developing country in the face of environmental barriers in developed countries to build, we have paid a very heavy price. At the same time, the WTO reached a certain degree of recognition of environmental barriers, the protection of international trade in the future will be more use of environmental protection in the name of more subtle environmental control measures to set up obstacles to resist the import of foreign goods. This will inevitably lead to environmental barriers to China's export trade has become increasingly serious, it will be more deeply involved in many of China's traditional export products, such as agricultural products, textiles, mechanical and electrical products and other fields. The impact of environmental barriers on China is mainly concentrated in the following three aspects:

The Restrictions on market access. Developed countries have its economic and technological monopoly advantage, through legislation or other non-mandatory means to develop a number of harsh environmental technical standards and regulations, which greatly limits the market access of China's foreign trade and export industry.

The impact of product competitiveness. Sometimes, although the developed countries do not directly limit the market access of products and services, but through the green technology standards set to greatly increase the cost of China's export products, weakening the international competitiveness of such products. China's foreign trade enterprises in order to obtain foreign green signs, on the one hand to pay a lot of inspection, testing, evaluation, purchase of equipment and other indirect costs, in addition to pay a lot of money to apply for certification fees and signs of the use of annual fees and other direct costs. Under the influence of cost internalization and countervailing measures, some developed countries have imposed the green tariff on China's export goods, which also make these products lose the price advantage in the fierce international competition and restrict the development of China's export-oriented economy.

The impact of consumer interests. Because we can directly used as environmental barriers to environmental protection laws and regulations, the number of standards is very small, lower environmental protection threshold, will inevitably lead to a large influx of low standards of foreign products, many market speculation in the past shows that many imported food hygiene quality is poor , The European milk dioxin content and the French wine burgers blood powder incident is to barely exposed the problem, a large number of low-quality products import both endangering people's health, but also the impact of the domestic market.

Countermeasures and Suggestions

Environmental trade barriers developed by the developed countries, the role of developing countries, this behavior can ensure the healthy development of the global economy. In order to promote the sustainable development of China's foreign trade and the economy as a whole, it is necessary to

promote the popularization of ecological knowledge and environmental protection so as to realize that environmental quality is closely related to its own interests, so as to enhance the environmental awareness of the whole people and actively promote environmental protection. In addition, China should establish a correct green concept, and guide the public's green consumption for China's green industry development space. In particular, China's enterprises should join the trend of environmental protection, and actively self-improvement, to strengthen the environmental aspects of technology research and development to take advantage in the field of environmental protection industry, enhance the competitiveness of international trade, breaking the boundaries of environmental trade barriers.

In recent years, China has promulgated a series of environmental laws, environmental-related resource laws and a number of environmental laws and regulations, basically formed a laws, regulations, regulations and standards constitute the legal system. With the warming of environmental issues and the complicated international trade situation, China should strengthen the environmental legislation and environmental legal system of the revision and improvement, and increase the intensity of law enforcement for the sustainable development of foreign trade enterprises to create a good legal environment.

There are a wide range of environmental trade barriers in international trade, involving environmental legislation, and we should establish a special information system for research institutions and foreign trade environmental standards, understand the environmental policies, technologies and standards of major trading countries, safeguard their own interests and avoid trade Of the friction produced. In addition, as a member of the country, China should actively participate in multilateral trade agreements and multilateral trading system to safeguard the interests of developing countries and strengthen international exchanges and cooperation, is conducive to China's breakthrough in all forms of environmental trade barrier.

The development of environmental protection industry can improve the pollution prevention and control capacity of Chinese enterprises, and provide strong support for its products to break through the environmental trade barriers and promote the development of related industries. In addition, it should develop technical standards and regulations to adapt to the situation, incorporate management into legal procedures and carry out strategic plans to eliminate the impact of environmental trade barriers, change the traditional development model, implement eco-environment-centered green growth model, The road to development.

Environmental costs include the cost of developing, producing, transporting, using, recycling and handling commodities and environmental pollution, ecological damage and waste of resources. To reduce the impact on business operations, foreign trade enterprises can calculate environmental and resource costs Within the market price, so that the cost of environmental resources internalization, which can achieve the advantages of comparative cost of trade production and export, is conducive to environmental protection and fair competition, and eliminate the environmental barriers caused by the business so that enterprises can fundamentally go beyond the environment Trade barriers. Clean production is conducive to overcome the enterprise management and environmental protection in the separation of the problem, to promote the technological transformation of targeted enterprises, that is an important basis for the implementation of environmental management system. Through the implementation of cleaner production, in the use of resources to improve market competitiveness, international convergence in order to adapt to the new development situation, to break through the environmental trade barriers to create the conditions.

Environmental awareness and marketing concepts together to form a green marketing concept, the tendency of consumers on green products, so that green marketing has become a reflection of the competitiveness of enterprises. Green marketing in the marketing strategy on the green combination, in product strategy, promotional strategies, channel strategy and price strategy are reflected in a strong green features. China's green marketing development has great potential, China's export enterprises should learn from the international green marketing strategy to open up new ways to enhance competitiveness, thus breaking the environmental trade barriers.

Due to the lack of economic interests and the lack of moral and legal concepts, there have been

many imported industrial waste and hazardous substances in China, which seriously violated the Basel Convention and other provisions, but also seriously affect the ecological environment, China should be vigilant, take effective measures to prevent such products from entering the country.

Always pay attention to the dynamics of international trade barriers, grasp the development trend and characteristics, take effective measures to break the barriers to environmental trade and expand China's export earnings. Need to study foreign environmental trade barriers, improve product quality, summed up in recent years blocked experience, according to the relevant requirements, develop effective countermeasures to make our products into the international market.

Conclusion

With the development of economy and the frequent exchanges between China and international trade, we will face more and more environmental trade barriers in foreign trade. Therefore, we should strengthen our understanding of environmental trade barriers and seek ways to break through environmental trade barriers, thus promoting the healthy and sustained development of China's foreign trade.

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