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Study on the Impact of Trade Protection Policies Among RCEP Member Countries on China's Cross-Border E-Commerce and Countermeasures

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Abstract: Amid evolving global economic dynamics, the Regional Comprehensive Economic Partnership (RCEP) officially took effect on January 1, 2022. As the world's largest free trade agreement, it encompasses 15 countries including the ten ASEAN nations, China, Japan, and South Korea, covering over one-third of the global population and holding pivotal significance in international trade. Simultaneously, cross-border e-commerce (CBEC) has emerged as a new model of international trade, leveraging its digital and convenient advantages. Its transaction volume is projected to surpass \$10 trillion by 2024 and reach \$25 trillion by 2030. The deep integration of RCEP and cross-border e-commerce is reshaping the trade ecosystem. Studying the impact of member countries' policies on China can help Chinese cross-border e-commerce enterprises seize opportunities, optimize their strategies, and enhance China's initiative and international competitiveness within the new global trade framework.

Keywords: RCEP; Cross-border E-commerce; Trade protection

1 Current Status of Cross-Border E-Commerce Development in China

In recent years, China's cross-border e-commerce sector has flourished, playing an increasingly vital role in global trade. Customs data reveals that its total import and export value reached 2.71 trillion yuan in 2024, marking a 14% year-on-year increase—a growth rate significantly higher than that of traditional trade during the same period. In terms of transaction models, the B2B model dominates with its large-scale, stable order flow, accounting for approximately 70% of total transaction value. Meanwhile, the B2C model directly serves consumers, catering to personalized and fragmented demands, and has experienced rapid growth in recent years with its share steadily rising. At the platform level, AliExpress covers over 200 countries and regions, focusing on emerging markets; SHEIN has gained popularity in Europe and the Americas by specializing in fast fashion and leveraging flexible supply chains; Temu has rapidly

expanded its market presence with high cost-performance ratios. These platforms not only pave the way for Chinese enterprises to go global but also drive the diversified development of global e-commerce.

2 Development Trends of China and RCEP Member Countries

Cross-border e-commerce between China and RCEP member states has maintained an overall growth trend, with regional variations emerging in development patterns.

Exports to Japan have shown robust growth, with parcel shipments from hub cities like Yantai surging 20% year-on-year. This expansion relies on agile supply chains for small-order rapid fulfillment, localized platform operations, and swift delivery via overseas warehouses. Core categories include women's apparel, digital cameras, and auto parts, while traditional foods expanded market reach through livestreaming. Japan's policy tightens compliance requirements, maintaining duty-free status for items under ¥10,000 while mandating standardized declarations from Chinese sellers starting in 2025. Plans include appointing domestic supervisors to clarify platform responsibilities.

Exports to South Korea maintained rapid growth, reaching approximately ¥21.1 billion in 2024, solidifying China's position as South Korea's largest cross-border e-commerce import source. Weihai serves as the core base, with cosmetics, skincare products, and wireless earbuds among the most popular categories. South Korean policies tightened across multiple areas, including banning high-risk goods without KC certification, imposing a 10% VAT on items under \$150, requiring platforms to establish local representatives and customer service, and intensifying crackdowns on counterfeits and data compliance.

ASEAN has been China's largest trading partner for five consecutive years, with total trade reaching 6.99 trillion yuan. Guangxi's cross-border e-commerce trade with ASEAN amounted to 30 billion yuan. Machinery, electronics, and labor-intensive products account for over 70% of trade, while upgraded categories like automobiles and lithium batteries are growing rapidly. Bilateral policies emphasize collaboration and standardization, including simplified customs procedures enabling "72-hour fast clearance," enhanced data flow and mutual recognition of electronic certifications, and the introduction of consumer rights protection regulations.

In 2024, total exports to Australia and New Zealand saw a slight decline, yet both remain vital trading partners. Machinery and electronics constitute primary import categories, with electric vehicles and drones demonstrating strong export performance. Policy efforts in Australia and New Zealand center on tax regulation: Australia expanded its cross-border taxation scope, while New Zealand requires overseas digital service providers with annual sales exceeding NZ\$60,000 to register for GST. Significant cross-border e-commerce potential exists in both markets.

3 Cross-border E-commerce Policies of RCEP Member Countries

Within the RCEP framework, member countries including Japan, South Korea, ASEAN, and Australia-New Zealand have continuously adjusted their cross-border e-commerce policies toward China. From 2024 and earlier, these adjustments centered on tightening compliance and standardizing taxation. By 2025, policies will exhibit distinct features of refinement, enhanced oversight, and deepened cooperation, directly impacting the overseas expansion strategies and operational costs of Chinese cross-border e-commerce enterprises.

Table 1: Types and Number of Cross-Border E-Commerce Policy Changes Among RCEP Member Countries in 2025

Policy Type	Comprehensive Policies for E-commerce Related Industries				Professional laws, regulations, and policies									Total
	Trade	Digital Trade	E-commerce	CB EC	Taxation	Product Standards and Specifications	Platform	Data	Intellectual Property	Logistics	Advertisement	Consumer Rights	Others	
Japan			1	1	6		2			3			1	14
Korea				2	1	1			1		2	3		10
ASEAN		2			7	1	5	1		2				18
Australia and New Zealand	3	1			1	4				1		1		11
Total	3	3	2	3	15	6	7	1	1	6	2	4	1	53

Data source: Compiled by the author.

3.1 Changes in Japan’s Cross-Border E-Commerce Policies Related to China

By 2025, Japan’s policies will center on tax administration while balancing compliance and security oversight, with overall measures gradually tightening. Regarding taxation, the consumption tax exemption for imported goods valued below ¥10,000—implemented since 1989—remains effective without adjustment until 2025. Cross-border e-commerce was incorporated into the consumption tax framework in October 2019. The “Compliance Invoice Retention System” implemented in October 2023

requires sellers to register for a JCT tax number to issue tax-deductible invoices to corporate buyers. The simplified declaration system for non-Japanese enterprises was abolished in October 2024. Chinese sellers must transition to standard declarations starting January 2025, facing stricter tax documentation requirements. On the regulatory front, Japan plans to revise four product safety laws in 2024, requiring overseas sellers to designate domestic supervisors in Japan to assume legal liability. These new regulations are scheduled to take effect by the end of 2025. Overall policy maintains the existing framework, focusing primarily on refining compliance requirements without initiating adjustments such as the removal of the small-value tax exemption threshold.

Japan's 2025 policy priorities center on three key areas: tax administration, customs oversight, and expanded compliance requirements, with far-reaching implications for Chinese sellers.

Regarding tax administration reforms: Effective April 1, 2025, the "platform tax system" will be formally incorporated into the Consumption Tax Act. Local platforms like Amazon and Rakuten must withhold and remit 10% consumption tax on behalf of Chinese sellers. Sellers with annual taxable sales exceeding ¥10 million, meeting sales thresholds during specific periods, or possessing registered capital over ¥10 million must register for a JCT tax ID. This policy directly compresses corporate profits, with non-compliant sellers experiencing over 30% order loss from corporate clients. Additionally, Japan initiated deliberations on small-value import taxation in June 2025, planning to abolish the consumption tax exemption for goods under ¥10,000 starting in 2026. At that time, all cross-border parcels will be subject to taxation. User retention rates for low-priced goods on platforms like Temu are projected to decline by 15%-20%, while operational costs for leading enterprises may rise by 30%-50%.

Regarding enhanced customs oversight: New import declaration regulations implemented on October 12, 2025, require supplementary details including the final destination of goods, product attribute classifications, and the full name of e-commerce platforms. This significantly impacts Japan's purchasing agency model, with port detention rates increasing by 18% month-over-month and customs clearance times extending by 2-3 days. Companies like JD Logistics and Cainiao are accelerating the deployment of local warehouses in Japan. Utilization rates of overseas warehouses in Tokyo, Osaka, and other locations have increased by 45% year-on-year, leveraging "local warehousing + 1-day delivery" to mitigate compliance risks.

Regarding expanded compliance scope: Effective December 25, 2025, revisions to four product safety-related laws will take effect, bringing overseas sellers under regulatory oversight for the first time. This mandates the appointment of a designated Japanese domestic representative responsible for compliance coordination and incident handling. 13 categories of daily necessities require PSC labeling [PSC certification is Japan's safety certification system for consumer goods entering the market under the Consumer Product Safety Law, ensuring products meet safety standards and reducing consumer

risks.]. 457 types of electrical appliances must meet PSE standards [PSE standards (Electrical Appliance and Material Safety Law) constitute Japan’s mandatory safety certification system for electrical products entering the Japanese market.]. Dedicated safety regulations for children’s products have been introduced. Concurrently, detailed rules for digital service tax exemptions clarify that sellers using proprietary payment channels may be exempt from platform withholding, driving cross-border SaaS providers to launch integrated “payment-tax” tools.

3.2 Changes in South Korea’s Cross-Border E-Commerce Policies Related to China

By 2025, South Korea’s policies will tighten around three core areas: safety regulation, tax standardization, and data compliance. Regarding safety certification, starting May 2024, imports of 80 high-risk product categories without KC certification [Korea Certification, a unified national certification mark implemented by the South Korean government in July 2009 to ensure the safety of electronic products and consumer goods. It aims to consolidate multiple existing certification marks, streamline certification processes, enhance product safety management efficiency, and ensure products meet South Korea’s safety and quality standards.] In May 2024, imports of 80 categories of high-risk goods without KC certification will be prohibited. Strict inspections will target harmful ingredients in cosmetics and other skin-contact products, while counterfeit goods will face severe crackdowns. Regarding taxation, cross-border goods have been subject to taxation since 2019. Starting July 2021, goods valued below \$150 require a 10% value-added tax (VAT), collected and remitted by platforms. For data compliance, platforms must designate a local representative in South Korea and are prohibited from illegally transmitting user data.

South Korea’s 2025 policy further refined regulations across four key areas: taxation, intellectual property, trademark standards, and platform oversight.

Taxation regulation upgrades: New VAT reporting rules for foreign digital intermediaries took effect on May 19, 2025, mandating detailed reporting obligations for service providers to enhance tax collection transparency and promote industry compliance.

Strengthening intellectual property protection: On September 4, 2025, the “Comprehensive Measures to Combat Counterfeit Goods Distribution” were released. Protection scope expanded, with oversight shifting from post-incident investigation to AI-driven preemptive prevention. This established a collaborative regulatory model involving “platforms + trademark holders + consumers,” significantly reducing counterfeit goods entering the market.

Regarding Trademark Law Revision and Optimization: On May 27, 2025, the Korean Trademark Act was amended to reduce both the public inspection period and opposition period for trademark applications to 30 days. Punitive damages for willful infringement were increased from threefold to

fivefold. Cross-border supply was explicitly defined as trademark use, enhancing registration efficiency and strengthening deterrence against infringement.

Platform Regulation and Consumer Protection: On September 2, 2025, an online platform regulation bill was introduced, adopting a “limited regulation” principle without discriminating against foreign platforms. On January 15, a product safety inspection plan was released, expanding the scope of safety checks for overseas direct-purchase products from 450 to 1,000 categories. Multiple consumer protection policies were implemented in February, prohibiting six types of “dark patterns” such as hidden auto-renewals. These measures were incorporated into key enforcement tasks to purify the market environment.

3.3 Changes in Cross-Border E-Commerce Policies Toward China by ASEAN and Its Member States

By 2025, ASEAN’s policy focus will center on cooperation and standardization to promote cross-border e-commerce facilitation. Regarding trade frameworks, the ASEAN E-Commerce Agreement establishes a cooperative foundation, while the China-ASEAN Free Trade Area continues to advance, with simplified customs clearance procedures for cross-border e-commerce goods implemented in 2022. In logistics facilitation, multiple ASEAN countries optimized customs procedures with China in 2023, achieving “72-hour fast clearance” at select ports. For digital collaboration, both sides strengthened data flow and mutual recognition of electronic certifications in 2024, while exploring AI applications in logistics and customs clearance. Regarding regulatory standards, consumer rights protection regulations for cross-border e-commerce were introduced in 2023 to foster healthy industry development.

By 2025, ASEAN and its member states will intensify policy efforts across four key areas: taxation, compliance certification, logistics, and platform rules.

Tax policy adjustments: Vietnam implemented the most intensive measures, requiring platforms to withhold and remit VAT and personal income tax for sellers starting July 1, while lowering the VAT rate from 10% to 8%. On February 18, it abolished VAT exemptions for imported goods valued below 1 million Vietnamese dong. Indonesia mandated e-commerce platforms to withhold and remit income tax in June, while the Philippines required online businesses to complete “e-commerce trust mark” registration by September 30, indirectly standardizing tax operations.

Regarding strengthened compliance certification:

The Philippines’ Internet Transactions Act mandates e-commerce enterprises to apply for the “e-commerce trust mark” by the end of September, with uncertified entities facing account restrictions. Vietnam’s proposed draft E-Commerce Law requires foreign e-commerce enterprises to establish representative offices and pay taxes in Vietnam, while platforms must verify seller identities and assume advance compensation liability. The draft is expected to be submitted to the National Assembly for

review in October.

In logistics and platform optimization: Indonesia streamlined import declaration timelines in March, requiring delivery notices within one day of arrival to enhance customs clearance efficiency. Platform-wise, TikTok Shop launched its “One License, Multiple Stores” policy in August, allowing Chinese sole proprietors to apply for stores across 15 Southeast Asian countries using their business licenses, with approval completed within three business days. Shopee Vietnam introduced a new infrastructure fee of 3,000 VND per order in July while strengthening logistics timeliness controls.

3.4 Changes in Cross-Border E-Commerce Policies for China in Australia and New Zealand

Australia and New Zealand policies emphasize tax compliance, leveraging cross-border e-commerce to drive economic growth. In Australia, the scope of taxation expanded to include services, digital products, and low-value goods starting July 2017, and extended to cover overseas transactions under AUD 1,000 from July 2018. Taxpayers include cross-border e-commerce businesses, platform operators, and logistics service providers. Platforms are explicitly designated as responsible for collecting and remitting GST (Goods and Services Tax, similar to China’s VAT (Value-Added Tax)). In New Zealand, the standard GST rate is 15%. Goods imported exceeding NZ\$1,000 are taxed by customs, while those below this threshold have GST included in the sale price. Overseas digital service providers with annual sales exceeding NZ\$60,000 must register for GST.

2025 Australia-New Zealand Policy Focus Deepening trade cooperation, tax adjustments, and data security regulations.

Australian Policy: On July 15, signed a Memorandum of Understanding with China on the implementation and review of the Free Trade Agreement to enhance trade and investment liberalization and facilitation. Taxation: Effective July 1, the withholding tax rate on foreign residents’ capital gains increased from 12.5% to 15%, eliminating the A\$750,000 withholding tax threshold and expanding the scope of taxable assets. In September, the “New Markets Initiative” was launched, investing A\$50 million to assist exporters in expanding into the Chinese market and consolidating trade recovery gains.

New Zealand Policy: The Customer and Product Data Act came into force on March 29, regulating data access and sharing between businesses, clarifying information system requirements for data holders, and promoting the release of data value and innovation. Additionally, nine categories of products, including beef and lamb exported to China, now benefit from paperless health certificates. Building on the existing paperless system for dairy products, this further optimizes import and export trade processes and enhances customs clearance efficiency.

4 Impact of RCEP Policies on China's Cross-Border E-Commerce

4.1 Tax Policies

Tax policies serve as the core regulatory tool for RCEP member states in managing cross-border e-commerce, encompassing dimensions such as tax rates, tax bases, tax types, and administration. Adjustments exhibit diverse characteristics. Member states generally expand the tax base by eliminating or optimizing the tax-free threshold for low-value goods. Vietnam directly abolished the VAT exemption for low-value imports valued at up to 1 million Vietnamese Dong, while Australia achieved precise coverage of low-value transactions through optimized collection procedures. Regarding tax rate adjustments, Australia raised the withholding tax rate on capital gains for foreign residents to 15%. Japan leveraged RCEP to implement phased tariff reductions on Chinese agricultural products, balancing regulatory control with cooperation. Regarding tax administration, multiple countries implemented platform withholding mechanisms. Vietnam requires e-commerce platforms to withhold VAT, while Japan mandates platforms like Amazon to withhold 10% consumption tax. Vietnam and Indonesia also extended platform obligations to personal income tax withholding, and South Korea requires digital intermediaries to regularly report transaction data, enhancing regulatory frameworks.

4.2 Product Compliance Policies

RCEP member states have progressively tightened compliance requirements for cross-border e-commerce goods, establishing multi-dimensional regulatory systems. For intellectual property protection, South Korea enacted the “Comprehensive Measures to Combat Counterfeit Goods Distribution” and revised its Trademark Act to shorten review cycles and increase maximum penalties for infringement. Japan and Australia clarified merchant registration obligations to reinforce accountability. Regarding product oversight, South Korea expanded safety inspections for overseas direct-purchase goods to 1,000 categories, while Japan and Australia increased customs sampling rates to strengthen quality defenses. Customs data management has adopted a “strict oversight + high efficiency” model. Japan requires declarations to include supplementary information such as destination, product attributes, and full platform names. China and Singapore have advanced paperless health certificates for products like beef and lamb to enhance customs clearance efficiency. Localized compliance has become critical: Japan mandates overseas sellers to appoint domestic representatives, prompting related enterprises to accelerate local warehouse deployment with utilization rates rising 45% year-on-year. Australia and Singapore have also strengthened oversight of local warehouses.

4.3 Platform Regulation and Data Security Policies

Member states are building progressive regulatory chains by strengthening platform obligations while forming a rigorous compliance framework focused on data security. Regarding platform responsibilities, countries have clarified their role as market intermediaries. Vietnam implements “penetration-style” verification, requiring platforms to review seller qualifications and remove non-compliant entities. Japan amended laws to specify platforms’ joint liability in qualification reviews, product verification, and consumer rights protection. For tax collection, multiple countries have eliminated small-value tax exemptions. Japan will implement a “platform tax system” in 2025, requiring platforms to withhold 10% consumption tax. Australia and Vietnam have also mandated platforms to collect goods and services tax (GST) and value-added tax (VAT), enabling source-level control. Regarding data governance, Japan and Australia require platforms to share transaction data with regulators. South Korea mandates local storage of user data, while Singapore enforces strict security assessments for cross-border data transfers, making data compliance a significant market access barrier.

4.4 Trade Protection Policies

Some member states have introduced policies with trade protectionist tendencies for industrial protection purposes, undermining the regional fair competition environment. Tariff barriers include Australia imposing tariffs on non-RCEP photovoltaic components, while Vietnam previously raised import duties on certain consumer goods, increasing market entry costs for China’s cross-border e-commerce. Data security regulations in South Korea mandate local data storage and security assessments through multiple laws, while Singapore rigorously reviews privacy data transfers, elevating platform compliance costs. Regarding market regulation, Indonesia mandates joint ventures between cross-border e-commerce platforms and local enterprises, while Malaysia offers tax breaks and logistics subsidies to domestic platforms, undermining the competitive edge of foreign platforms. In supply chain management, Australia controls exports of mineral raw materials, and Japan enforces stringent quarantine and tariff policies on agricultural imports, compelling Chinese enterprises to restructure their supply chain layouts.

5 Recommendations for China’s Cross-Border E-Commerce Development

5.1 Deepen International Cooperation to Break Down Market and Regulatory Barriers

Centered on deepening multilateral economic and trade cooperation, establish a multi-tiered diplomatic coordination system for cross-border e-commerce. Through joint rule-making and policy coordination, dismantle institutional barriers in international markets and address issues such as fragmented cross-border trade regulations and inefficient dispute resolution mechanisms. First, within the WTO Cross-Border

E-Commerce Work Plan, APEC Facilitation Initiatives, and BRICS economic cooperation frameworks, take the lead in advancing consultations on topics such as electronic document standardization and mutual recognition of paperless trade. Integrate cross-border e-commerce into the core agenda of multilateral dialogues to broaden the scope of cooperation. Second, strengthen policy coordination and negotiations by tailoring strategies to different regions: discuss cross-border payments and mutual recognition of inspection and quarantine with Southeast Asia to reduce regional barriers; coordinate consumer rights and environmental compliance standards with Europe and the United States to promote mutual recognition of rules. Third, accelerate the signing of specialized agreements by concluding cross-border e-commerce facilitation agreements with major trading partners, clarifying safeguards for customs clearance, taxation, and market access to stabilize the policy environment. Fourth, advance international rule-making and alignment by transforming China's cross-border e-commerce experience into rule proposals, exporting solutions in areas like product traceability and logistics standards. Fifth, proactively align with cross-border e-commerce provisions in the CPTPP and DEPA to bridge domestic and international regulations. Sixth, establish diplomatic mediation mechanisms, leveraging overseas missions and international arbitration platforms to mediate corporate disputes over tariffs and market access restrictions, thereby resolving frictions.

5.2 Alleviating Enterprise Pressure Through Policy Support and Resource Guarantees

Centered on industrial protection, precise policy support and resource guarantees address enterprises' financial pressures and high overseas risks, stimulating industry vitality and fostering high-quality, healthy cross-border e-commerce development. First, in fiscal and tax subsidies: implement "immediate processing upon filing" for export tax rebates (exemptions), integrate customs and tax data interfaces for real-time information synchronization, and streamline declaration procedures. Special subsidies are provided for corporate R&D investments and digital transformation projects to reduce technological upgrade costs for small and medium-sized enterprises. Second, overseas warehouse subsidies are expanded, prioritizing support for warehouse deployments in Belt and Road countries and RCEP member states. Subsidies cover facility construction, smart equipment procurement, and local team establishment. Additional operational subsidies are granted to overseas warehouses offering integrated consolidation, distribution, and return/exchange services. Third, strengthen legal assistance by establishing a "Cross-Border E-Commerce Legal Service Platform" that integrates law firms and international commercial court resources to provide compliance consulting, infringement protection, and dispute mediation services. Regularly publish legal risk guides for key markets and conduct compliance training to help enterprises mitigate risks. Fourth, export credit insurance coverage is expanded to include procurement and inventory preparation, warehouse stockpiling, and platform policy changes. "Small-amount inclusive

insurance policies” lower barriers for SMEs, enhancing risk resilience through shared risk-bearing.

5.3 Optimizing Supply Chain Layout to Lead Rule-Making

Focusing on industrial upgrading and compliance capacity building, supply chain optimization and compliance enhancement address vulnerabilities in supply chain resilience and compliance, driving high-quality industrial development. First, coordinate supply chain planning by establishing regional consolidation and distribution centers. Guide leading enterprises to integrate resources, forming an integrated “procurement-warehousing-distribution” network to enhance supply chain resilience. Second, advance industry standard setting and leadership by collaborating with multiple departments to establish end-to-end standards covering product quality, logistics services, and data security. Simultaneously, participate in international standard negotiations to promote mutual recognition between domestic and international standards, thereby increasing China’s influence. Third, strengthen intellectual property (IP) rule-making and awareness. Introduce specialized cross-border e-commerce IP regulations clarifying responsibilities for all parties. Raise awareness through training and case studies, establish information platforms, and provide overseas patent search and rights protection guidance to reduce infringement risks. Fourth, foster service provider development. Encourage scaled growth of logistics, payment, and operations service providers through policies, support customized solutions, facilitate connections between service providers and e-commerce enterprises, and improve the service ecosystem.

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Author Contributions

The authors acknowledge their responsibility for the following: research conception and design, data collection, results analysis and interpretation, and manuscript writing.

Availability of Data and Materials

The authors confirm that all data generated or analyzed during this study are included in the published articles in the references.

Conflicts of Interest

The authors declare that they have no conflicts of interest to report regarding the present study.

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