













in ASEAN. While improving trade facilitation undoubtedly requires government policies that support cross-border e-commerce such policies appear to play a secondary role.

Fundamentally enhancing trade facilitation levels likely requires a primary focus on infrastructure development and customs procedure optimization. Infrastructure upgrading and customs streamlining seem to have a more considerable impact on trade facilitation and cross-border e-commerce exports relative to government policies.

## VI. CONCLUSIONS AND RECOMMENDATIONS

### A. Conclusion

This study examined the impact of trade facilitation on China-ASEAN cross-border e-commerce exports. We find:

ASEAN countries exhibit large disparities in the scale of their cross-border e-commerce and trade facilitation levels. Vietnam, Singapore and Malaysia have the highest cross-border e-commerce imports from China, followed by Thailand and the Philippines. Myanmar, Cambodia, Laos and Brunei have much lower imports.

The gravity model shows that for every 1% increase in ASEAN's trade facilitation scores, China-ASEAN cross-border e-commerce exports rise by 0.4579%. Tariffs, geographical distance and economic development have great impact on exports.

### B. Recommendations

As China's cross-border e-commerce continues to grow, the ASEAN region emerges as a key trading partner. Enhancing bilateral e-commerce and facilitating trade are imperative steps toward increasing future import and export volumes. We recommend:

First, synergistically developing logistics infrastructure by leveraging the Belt and Road Initiative to construct multi-functional logistics hubs and services in ASEAN given uneven infrastructure development; and establishing intelligent warehouses and logistics centers with China's comprehensive industrial advantages.

Second, simplifying customs procedures through China-ASEAN customs cooperation to develop an efficient Single-window System; allowing import and export declarations, automating auditing and providing instant feedback to streamline the process.

Third, improving policy transparency and legal frameworks by strengthening government supervision of cross-border e-commerce through enhanced domestic laws; complying with international trade rules and adopting best practices from advanced economies and jointly establishing transaction regulations through exploring reforms in dispute resolution and transparency to protect sustainable cross-border e-commerce development.

## CONFLICT OF INTEREST

The authors declare no conflict of interest.

## AUTHOR CONTRIBUTIONS

Xiaowei Bai designed the theme and research framework of the paper, provided guidance for research; Qianyu Wang conducted the research, collected and processed data, wrote the paper; Xiaowei Bai proofread and revised the paper; both authors had approved the final version.

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