

Current Situation, Problems and Countermeasures for Export of Private Enterprises in Zhejiang Province

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ABSTRACT

Growth is still one of main themes in recent years. In addition, with deepened development of economic globalization around the world, private enterprises in China are facing more opportunities and challenges than ever before. They are now stepping out of China in their own unique way to the stage of world trade. At the same time, they are also having numerous constraints both at home and abroad, which hinder their further development. This paper analyzes the current situation for export of private enterprises in Zhejiang Province, introduces the scale, total amount, main export markets, types of export products and export trade modes. Then we expound the main problems faced by these private enterprises, such as many trade barriers, imperfect trade system, financing difficulties and products as well. Finally, we put forward countermeasures accordingly.

Key words: Private enterprises in Zhejiang, export, current situation, problems, countermeasures.

INTRODUCTION

In recent years, China's tourism service trade has maintained steady development and maintained a favorable balance. With the development of global economy and the increase of people's income, more and more people choose to travel abroad, and many regions and countries can seize this opportunity to improve the local tourism service trade industry [1]. Tourism service trade refers to the activities of tourism service industry to provide tourism services and remuneration to domestic and foreign tourists. Compared with the general service trade, tourism service trade has high demand for timeliness and accuracy of information [2]. Zhejiang province is located in the southeast coastal area of China. The tourism resources are very rich, which has laid a good foundation for the development of tourism service trade. The tourism service trade in Zhejiang has developed very rapidly with diversified tourism service trades. The Zhejiang provincial government has made great efforts to develop the third industry. By promoting the sustainable development of ecological environmental protection, the tourism trade products are constantly upgrading, the foreign exchange income of Zhejiang province is growing continuously, the number of inbound tourism is rising, and tourism service trade is developing very well [3]. Between 2007 and 2017, the foreign exchange income of Zhejiang's tourism service trade has increased from 2.708 billion US dollars to 8.276 billion US dollars, up nearly 3 times. However, with the rapid development of tourism

service trade, there are still some problems in terms of unbalanced development of tourism service trade between Zhejiang and surrounding provinces such as Shanghai, Fujian, Zhejiang and Fujian. For example, foreign capital in the tourism service trade related industries lack sufficient funds [4]. With the development of the Hangzhou G20 Summit and preparation of the Asian Games, Hangzhou began to enter the international arena, and thus brought new challenges and opportunities to the development of Zhejiang's tourism service trade [5]. Because of the uniqueness of the tourism industry, the government should increase the support and guidance for the tourism service trade in Zhejiang, promote the transformation and upgrading of the linkage industry of tourism service trade, strengthen the training of professional high-quality talents engaged in tourism service trade, and continue to promote the brand concept of the poetry and painting of Zhejiang [6].

2. CURRENT SITUATION FOR EXPORTS OF PRIVATE ENTERPRISES IN ZHEJIANG PROVINCE

Mainly labor-intensive products like textiles

Zhejiang Province is located in the most developed eastern coastal area of China. Its export trade of private enterprises has a unique geographical advantage, even in the face of serious international trade risks and hidden

dangers, it still occupies a dominant position. Although the export proportion of high-tech products and mechanical and electrical products of private enterprises in Zhejiang Province is slowly rising, textile products and agricultural and sideline products are still the main export products, and labor-intensive products account for a higher proportion of private enterprises' exports.

Total export volume of private enterprises in Zhejiang Province on the rise

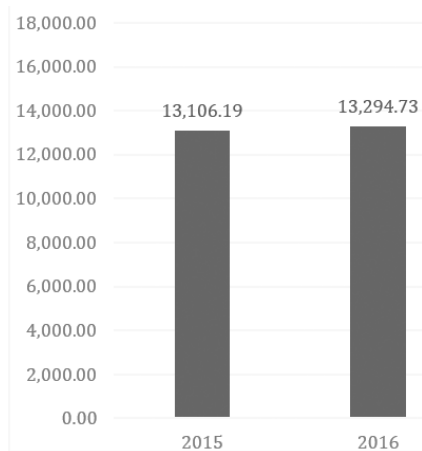
Although the export of private enterprises is faced with many difficulties and export restrictions, the private enterprises themselves have not stopped. On the contrary, we are constantly looking for solutions and trying to break through the dilemma. In recent years, the export of Zhejiang Province has maintained growth, and the export volume of private enterprises in Zhejiang Province, as the main force, has maintained a stable growth.

Table 1 Export volume of private enterprises in Zhejiang Province (2015-2018) unit: 100 million yuan

Year	2015	2016	2017	2018
Export	13,106	13,294	14,920	16,493
Year-on-year growth (%)	6.0	6.2	11.8	10.6

Source: Zhejiang Provincial Department of Commerce, 2019

Figure 1 Export volume of private enterprises in Zhejiang Province (2015-2018) unit: 100 million yuan



Source: Zhejiang Provincial Department of Commerce, 2019

US, EU and ASEAN as the main export markets

In recent years, the European Union, ASEAN and the United States have been the main regions and countries for the export of private enterprises in Zhejiang Province, and the export to these three regions has maintained a

stable growth trend. In 2018, the export of private enterprises in Zhejiang province accounted for 59.6% of the total export of the province, of which the share of private enterprises exported to the United States, the European Union and ASEAN accounted for the vast majority. According to the analysis of the three major markets one by one, the export to the European Union region occupies the leading position, accounting for the largest proportion, but the proportion has remained at about 22.0% in the past five years, with no obvious increase or decrease. The volume of goods exported to ASEAN increased significantly, from 4% in 2014 to 18% in 2018. However, the proportion of export goods to total exports has not increased significantly, from 8% to 9.5%, which has remained above 9.0% in the past three years. In addition to exporting to the European Union, the United States is an important country for Zhejiang's private enterprises to export. Total exports to the United States have been growing steadily in recent years, from 11.5% to 13.4% in the five years from 2014 to 2018. The advantage of export growth to the United States is greater than that of ASEAN region, and the growth of the proportion of goods exports is roughly the same as that of goods exports.

Zhejiang private enterprises dominating in export scale

In recent years, the export of private enterprises in Zhejiang Province is facing some difficulties and setbacks, which are caused by many factors, including world factors, domestic factors, subjective factors and objective factors. In the face of these difficulties and problems, the export of private enterprises in Zhejiang Province has not regressed or shrunk, but occupies a dominant position. On the one hand, the total value of export trade of private enterprises in Zhejiang Province still keeps a steady upward trend, occupying the leading position of the total value of export trade in Zhejiang Province, and its leading position trend is increasingly obvious. On the other hand, the number of scale private enterprises in Zhejiang Province ranks the first in China, accounting for about 33% of China's private scale enterprises, which is worthy of the name of China's major export province. As of November 2018, Zhejiang Province, one of China's top 500 private enterprises in 2018, ranked first with 93 private enterprises.

3. EXPORT PROBLEMS FACED BY PRIVATE ENTERPRISES IN ZHEJIANG PROVINCE

Single product structure with low added value

With the outbreak of the global financial crisis and European debt crisis, more and more private enterprises in Zhejiang Province have fallen into a low period of export. In the past, the general processing trade was the main export mode. Enterprises need to urgently change the trade mode, break the previous single structure products, and increase the added value. In short, in the face of such a low export period, if private enterprises in Zhejiang Province continue to export products with single structure and low added value, they will fall into a desperate morass, unable to extricate themselves, and eventually be swallowed by the morass.

Many international trade barriers and great risks in foreign trade

From the current export situation of private enterprises in Zhejiang Province, we can see that their exports are mainly concentrated in labor-intensive products, such as agricultural and sideline products, textile and clothing, etc., which are very vulnerable to the impact of international trade barriers and increase the risk of foreign trade. Taking agricultural products as an example, China's food safety inspection standards for export agricultural products are far less strict than those in EU, and are also affected by Green Trade Barriers. Green barrier is also known as environmental trade barrier. In today's global trade, some developed countries introduce some relatively strict laws and regulations on imported goods to improve the inspection standards of imported goods. If they fail to meet such strict standards, they will restrict imports. Then take textiles as an example, China's textiles are exported at a low price and obtain market share at a low price. This will result in the import country importing more than the export country, and the similar or the same products of the import country will fall into the unsalable state, thus affecting the employment of the import country. In the international market, low price sales have led to trade deficit in United States and the European Union and other regions, which is recognized as dumping by the importing regions.

From a macro perspective, economic globalization is like the water of the Yangtze River flowing to the East continuously. The people on both sides of the Yangtze

River are like the epitome of countries and regions in global trade. The Yangtze River moistens the people on both sides of the river with a continuous stream of water and drives the trade development of the people on both sides. At the same time, with the development of global trade, various kinds of trade barriers appear frequently. Trade barriers are mainly concentrated in the United States and the European Union, which happens to be the main export countries and regions of private enterprises in Zhejiang Province, further limiting their exports. The China-US trade war, which has attracted global attention in the past year, is a good example. With the outbreak of China-US trade war, China-US bilateral trade frictions have become increasingly severe, involving some industry areas, such as imposing tariffs on industries and fields with relatively high-tech content, and also raising tariffs on Agricultural and sideline products. For trade wars, it is often necessary to carefully consider whether the trade friction between the two sides will expand to other areas.

Unreasonable management system and prominent family management

Almost all of the private enterprises in Zhejiang Province have unreasonable enterprise management system. The backwardness of enterprise management system will directly affect the product structure of enterprises, and ultimately restrict the export of private enterprises [7]. Family management has both positive and negative aspects, which is conducive to the development of private enterprises to a certain extent. But from the long-term interests of the enterprise, it is very harmful to the management of the enterprise, which will lead to the existence of such defects in the management of the enterprise, and it is easy to lose the fundamental interests of the company.

When the private enterprises were just founded, just like the newborn babies, the functions of all aspects of the body were far from reaching the level of adults. At this time, the family management mode can gather the resources of each member of the family in the enterprise to make up for the shortcomings of the enterprise, just like everyone's gathering firewood. Family members who have money, technology, resources and so on will help the development of family business together. However, some principled issues in the internal management of enterprises tend to compromise on human feelings. For example, if an enterprise

needs an independent economic and trade talent at this time, it will lead the enterprise to develop a broader international market. One of the economic and trade personnel who came to apply for the job was very outstanding, and all the abilities and conditions met the company's development wishes, but one of them was a relative of an important management member of the family. At this time, the selection of the person who has a relationship with the management member and the abandonment of a really talented and capable economic and trade personnel are hindered by the human relationship, which actually loses the fundamental interests of the company.

Narrowed financing channels and delayed business opportunities

Among the many restrictions on the export development of private enterprises in Zhejiang Province, it can be said that the difficulty of enterprise financing is a ravine that has been difficult to cross since the establishment of private enterprises in Zhejiang Province. Because it is difficult to cross the financing gap, it is easy for enterprises to delay their access to export business opportunities due to lack of funds [8].

Here is a brief explanation of the four reasons for the financing difficulties of private enterprises: first, most private enterprises are small in scale, the capital chain is easy to break, and the capital turnover of enterprises is often not open, which leads to the failure of the original loans of enterprises in the bank to be repaid in time, which affects the credit degree of private enterprises in the next application for bank credit services, and in recent years. With the development of domestic finance, it is more and more difficult for private enterprises to raise funds. Second, as a profit-making unit, the bank is difficult to recover the principal and interest when the loan amount is transferred to large and small private enterprises, leaving a large number of bad debts. Many banks will choose to reevaluate the credit degree of the private enterprises that apply for loans from them, and then choose to reduce the loan amount or not to make loans to them, so as to reduce the bad debts of banks. In this way, private enterprises can not get enough funds to carry out a series of production operations, which greatly limits the export of private enterprises to a certain extent. Third, with the development of China's economy, the cost of all aspects is getting higher and higher, which is reflected in the rising labor cost of enterprises, the rising price of raw materials needed for processing products, the rising price of power needed for processing raw materials, etc. The

increasing cost of producing products means that private enterprises need to invest more and more funds in the production of products.

Imperfect trade system and small space for trade development

From the reform and opening up in 1978 to the accession to the WTO in 2001 and now, after 40 years of opening up, many industries are gradually open to private enterprises. However, the industries that private enterprises are allowed to enter are still rare. Most of them are concentrated in general trade and processing trade fields such as labor-intensive industries, such as textile and clothing, footwear, auto parts, catering industry, general processing and manufacturing industry, and many other important industry fields still keep private enterprises out [9].

This shows that there are still many imperfections in China's trade system, which need to be constantly revised and improved. The current trade laws and regulations of our country ignore the improvement of the consideration of the private enterprises, which leads to the inconsistent phenomenon that the private enterprises are often restricted by the trade system in foreign trade, such as the government's imperfect understanding of the local trade laws and regulations and customs of the importing country, or the internationally recognized trade laws and regulations. Knowledge or foreign countries have a great demand for products in an industrial field, but the domestic trade system restricts or prohibits private enterprises from participating in the industrial field., which limits the development of foreign trade and the development space of private enterprises in Zhejiang Province is narrow. There is also a lack of export product management for domestic private enterprises. In the product market, it is easy to see malicious and disordered competition between similar products or similar products, which undermines the fair trade between different enterprises.

4. COUNTERMEASURES FOR PROMOTING EXPORT OF PRIVATE ENTERPRISES IN ZHEJIANG PROVINCE

Developing high-tech industry and innovating independently

The export of private enterprises in Zhejiang province is faced with the characteristics of single product structure, low added value and low scientific and technological

content. It is urgent to change the economic development mode of enterprises, enter the field of high-tech industry, improve the ability of independent innovation, create and improve the brand of enterprises, and gradually improve the competitiveness of enterprises in international trade [10]. We can build regional brand of export products of Zhejiang private enterprises, and then turn to build international brand when the influence of regional brand increases greatly. Finally, through the influence of regional brands and international brands, gradually occupy and expand the world market share of products [11].

First, private enterprises should invest a lot of money in the research and development of products, and upgrade or develop new products before competitors in the same industry. Once upgrading or new product R & D is successful, it will bring opportunities to expand market share and gain high profits in the competitive market.

Second, enterprises can set up innovation awards, enterprise innovation mechanism, and Innovation Fund Committee to encourage employees to innovate and innovate, improve the ability of all employees to use their hands and brains, and cultivate the awareness of all employees to develop and discard. One can't step on the grass on the ground, but everyone can step on a sunshine road together. If every enterprise employee participates in the innovation road, they don't worry about the low technological content and added value of enterprise products.

Finally, the government should provide a good policy environment for enterprises to carry out scientific and technological innovation and improve their innovation ability, not only relying on their own scientific research funds for research and development. On the one hand, the capital turnover of private enterprises itself is difficult, coupled with financing difficulties, which makes the research funds of private enterprises limited, which is really powerful and insufficient. On the other hand, the government has abundant financial funds, which can increase the investment in scientific and technological research and development of private enterprises.

Abiding by international trade laws and regulations to avoid risks

If the private enterprises of Zhejiang province want to realize the strategy of "going out" they have to take the private enterprise brand of Zhejiang province out of

China, out of Asia and into the world, and learn to abide by the international trade laws and regulations and avoid the trade risks. They should actively deal with international trade barriers, master international trade practices, especially trade laws and policies of export countries, and understand the trade rules of export areas [12].

First, we should constantly study and apply the international customary trade laws and regulations system. The export markets of private enterprises are usually countries or regions with frequent trade barriers, such as the United States and the European Union, which are generally used in international trade laws and regulations. Only by studying and understanding these international practices can we effectively avoid bilateral trade frictions and multilateral trade frictions.

Second, we should focus on understanding the trade policies and customs of exporting countries. Here is a simple example. India is a big beef exporter, but Indians don't eat beef themselves. This is because in India, cattle are regarded as "holy beasts" by Hindus, who believe that cattle are not only the symbol of reproduction, but also the basic guarantee for human survival. If a private enterprise exports beef to India, it will surely end in nothing. This tells enterprises to understand the cultural customs of the importing countries when exporting goods.

Finally, the government needs to provide private enterprises with policy information, laws and regulations, and the local situation of export products in the exporting country. And the service information should be updated every period of time to provide more accurate trade information and reduce trade risks [13].

Establishing modern enterprise management system

As early as the problems faced by the export of private enterprises in Zhejiang Province, it has been said that since the birth of private enterprises, there has been an unreasonable internal management mode of family enterprises. The selection and appointment of personnel are mainly cronyism, which is linked with the development and operation of enterprises by blood relationship. Many employees who do not have real talents enter the enterprise management level by nepotism, back door and so on, and hold important management positions. On the one hand, those skilled old employees can't get

promotion and salary increase, and can't mobilize the enthusiasm of work. On the other hand, it's easy to lose talented economic and trade personnel in external recruitment, and can't inject fresh blood into the enterprise.

First, we should contact those old employees who have real skills, establish a reasonable and effective performance appraisal system, mobilize the enthusiasm of employees, and let them have a way to promote. We should actively introduce and recruit external economic and trade talents, inject fresh blood into the development of private enterprises, stimulate new thinking, and stimulate innovation awareness [14].

Second, we should insist on thinking for the employees, do our best to protect their vital interests, regard the employees as the source of enterprise development and progress, and teach them knowledge of international trade. To create a good living environment and working environment for employees, do a good job in the corporate culture atmosphere, and let employees hold shares, so that employees will regard the enterprise as a family.

Finally, the use of various departments in the enterprise should establish a perfect department operation system, talent selection system, etc., strictly in accordance with the rules and regulations, refusing nepotism and back door personnel. The management and operation systems of each department are combined to form a complete modern enterprise management system and improve the enterprise management ability.

Expanding multi-channel financing channels and obtaining funds

The financing difficulty of private enterprises has become one of the "three mountains" for enterprises to develop foreign trade. Lack of funds will affect the development of all aspects of private enterprises, and the previous financing measures often do not cure the symptoms. How to solve the problem of financing is an urgent problem for private enterprises.

First, the central and local governments should spare no effort to support the market-oriented financing of private enterprises. Through the legislation of the National People's Congress and its Standing Committee, the relevant policies, policies and measures for market financing of private enterprises have been strictly sorted out, carefully discussed and voted, and market financing laws and regulations have

been promulgated in time. Local governments can make appropriate modifications according to their own actual situation to improve the feasibility of market financing laws and regulations. Take this as an example to change the situation that private enterprises in our country usually can only make up for the lack of funds through loans to banks, and change the situation that banks choose to reduce the amount of loans to private enterprises or make some private enterprises unable to obtain loans from banks due to risk considerations.

Second, the government continues to increase its financial support to private enterprises through the use of fiscal and monetary policies. In addition, we should further promote multi-channel financing channels for private enterprises, form a complete financing channel system, develop diversified financing methods, improve the financing efficiency of private enterprises, and speed up the capital turnover of private enterprises.

Finally, the government can help small and medium-sized financial institutions and private capital, except for state-owned banks and financial structures, to allow them to put sufficient funds into and out of the market, and increase loans to private enterprises, so as to make up for the lack of funds

Promoting the improvement of government trade system and opening up space

Zhejiang Province, as a large export province of private enterprises in China, is located in the eastern coastal area with developed economy. The government should improve the export trade system of private enterprises and strive to open up trade space for private enterprises in Zhejiang Province. We will continue to improve the laws and regulations in the trade system, so as to provide a solid legal system guarantee for private enterprises in Zhejiang Province to better "go global", better integrate with the international community, and better create Chinese brands [15]. The government is a service-oriented government, a role of service provider, serving the people. The government should provide more support for the export of private enterprises in Zhejiang Province, guarantee the export trade of private enterprises in Zhejiang Province, and have the spirit of opening up the way on the mountain and building bridges on the water. Through step-by-step help and support, we will open up a sunshine Avenue for the "going out" of private enterprises in Zhejiang Province [16].

First, the trade policy environment of the government needs to be improved. Through the formulation of a feasible import and export trade policy system, and according to the annual export trade situation, the trade policy system will be adjusted accordingly, so as to keep pace with the times. The policy system of import and export should have the characteristics of guidance and practical application.

Second, we should constantly establish and improve the domestic government trade system. It is necessary to establish laws and policies applicable to domestic competitive enterprises, to ensure that private enterprises have a good competitive order as far as possible, and to ensure that export products can avoid a series of possible trade friction factors before customs export. We should establish different import and export trade systems for different export industries, such as textile import and export trade policy, anti-monopoly law, etc.

Finally, we need to pay attention to properly handle the differences between domestic import and export trade policies and international trade policies, and try to develop towards the international customary trade system. If there is a conflict between the two, the international trade policy should prevail, after all, the export of private enterprises is a part of international trade.

5. CONCLUSION

Through the above research, we can find that there are still some serious problems in the export of private enterprises in Zhejiang Province, which are mainly reflected in the following aspects: first, there are few financing channels for enterprises, leading to the delay of business opportunities. Although since the reform and opening up in 1978, private enterprises in China have grown from scratch, from weak to strong, and have made amazing development. However, there are always difficulties in the financing of private enterprises, which have not been substantially resolved. Even in economically developed places like Jiangsu, Zhejiang and Shanghai, the financing proportion of private enterprises is relatively low, accounting for about 5% of the total loan financing amount. Especially after the global financial crisis, the financing of private enterprises is facing severe challenges. Second, the product structure is single and the content of added value is low. Most of the products of private enterprises in Zhejiang Province have

a single structure and almost the same quality. At the same time, most of the products are primary products, which have low added value and do not have high value growth and economic benefits. Third, the family management mode of private enterprises in Zhejiang Province is more prominent, and the management system is unreasonable. It has to be said that the advantages of family business are greater than the disadvantages at the beginning of its establishment, but with the private enterprises becoming bigger and stronger, it will greatly restrict the development of enterprises, and affect the enterprises to move forward to modern international enterprises. Fourth, there are many international trade barriers in the export of private enterprises, which make the export more difficult, especially in ASEAN, EU, the United States and other hot export regions and countries. Fifth, China's domestic import and export trade system is not perfect. There are many potential trade risks and barriers in export trade, which restrict the export of private enterprises to some extent.

According to the above problems, this paper puts forward corresponding solutions. First of all, efforts should be made to expand multi-channel financing channels under the condition of ensuring legal compliance. Instead of adopting a single or two financing methods, multiple ways can be combined to obtain sufficient capital sources. Secondly, private enterprises should vigorously develop high-tech industries, improve the technological content of products, increase the added value, and produce high-tech products with better value growth and economic benefits. Thirdly, the private enterprises should speed up the establishment of modern enterprise management system. In terms of personnel transfer and employment, they should be talent-oriented and firmly refuse the nepotism or backdoor employees, so as to create a platform for fair competition for employees. Then the private enterprises should abide by the international trade laws and regulations, understand the relevant international practices of WTO and other international trade organizations, and avoid trade risks. If you encounter trade problems, seek the help of international organizations and governments to reduce trade losses. Finally, establish and improve the government trade system, and constantly improve the import and export trade laws and regulations to open up space for the export of private enterprises. For example, in view of the financing difficulties of private enterprises, the

government can require commercial banks to expand the scale of credit to private enterprises, and ease the financing environment of enterprises.

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