

## Cross-Border E-Commerce Opportunities versus Challenges

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**The fast expansion of cross-border e-commerce places new expectations not just on practitioners and platforms, but also on customers themselves. Personal information should be protected with care in order to prevent leakage or fraudulent use of the information. It is possible to lower transaction costs by complying with the World Trade Organization's trade regulations for each member country. It is full of tremendous opportunities, but it also presents big challenges.**

**Keywords:** Cross Border; E-Commerce; Trading Opportunities; Challenges; Development

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**C**CROSS-BORDER e-commerce, as a contactless, online transaction and personalized service transaction model, offers numerous benefits, particularly during the COVID-19 pandemic (1). While global e-commerce is booming, cross-border e-commerce development presents both opportunities and challenges.

Daily consumption has shifted online due to the rapid growth of e-commerce, and a large number of retail consumption channels have begun to shift online. The COVID-19 pandemic, which began in late 2019, has accelerated the massive growth of global e-commerce (2). Of course, the World Trade Organization's (WTO) trade requirements for each participating country, such as low tariffs, market opening, and standardization, can effectively reduce transaction costs, simplify cross-border trade procedures, and unify product standards, thereby significantly reducing cross-border trade (3). Numerous disputes and disagreements arise from the process of exporting e-commerce products from other countries (4). Additionally, the constant evolution and updating of consumer attitudes contribute to the rapid growth of cross-border e-commerce (5).

The rapid growth of cross-border e-commerce places new demands on e-commerce practitioners and platforms, but also on consumers. To begin, imported goods purchased through cross-border e-commerce retail must not be resold, as this increases the risk of smuggling (6); at the same time, special attention should be paid to the protection of personal information to prevent leakage or fraudulent use (7). Second, the e-commerce platform must verify the legitimacy of the e-commerce enterprises applying to join the platform. Publicize the identity of the e-commerce company, consumer feedback, and complaint information on the website. It is necessary to enter into agreements with cross-border e-commerce enterprises that outline the parties' responsibilities for product quality and safety, the protection of consumer rights and interests, and the parties' respective responsibilities, rights, and obligations (8). Third, e-commerce businesses should bear comparable responsibilities for product quality and safety, consumer rights and interest protection, and consumption reminders (9). Not only are cross-border e-commerce enterprises operators of retail commodity imports, but they also own the loan rights to the com-

modities. As a result, they are required to make truthful declarations to customs. In the end, sellers who use cross-border e-commerce platforms should be aware of the risk that their products will be used without permission.

Always keep in mind that everything has two sides. While

the rapid growth of cross-border e-commerce creates opportunities, it also poses significant challenges and risks. It's important for every cross-border e-commerce business to look at and figure out how to take advantage of opportunities and avoid risks. ■

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