

The Research for Hebei Province's Furniture Export Trade

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Abstract: In recent years, the export of furniture in Hebei Province has been increasing rapidly. The trade of exporting furniture has also been increasing in the country. The rapid growth has revealed some of the troubles and affected the stable and healthy development of furniture industry. In order to further promote a sustainable and healthy development in furniture industry, several corresponding countermeasures had suggested for analyzing the existing problems. This paper studies through the status quo of Hebei Province's furniture export trade and the existing problems of export trade, to finds out the positive and effective strategies that could support the furniture export trade at Hebei Province develop with both quality and quantity.

Keywords: Furniture Industry; Export Trade; Problem Countermeasure

1. Introduction

(1) The background and purpose of study

Since China entered World Trade Organization (WTO), many enterprises have received the impact from foreign enterprises, affected to the entire economic industry. The political environment, economic environment and cultural environment in China is undergoing an important change. In addition, the international economic integration which is accelerating is affected Chinese enterprises trade. In order to elaborate on the achievements of the development in furniture at Hebei Province, the study will observe from the export trade of furniture taken at Hebei Province, conducted a comprehensive and systematic analysis to Hebei Province with the current status of it development in furniture industry. The paper will categorized and identified furniture export trade issues at Hebei Province, to proposed strategies that could promote the furniture export trade in Hebei Province develop with both quality and quantity.

(2) Research methods

This paper had adopted three research methods which are literature research, empirical research and statistical method are adopted.

Literature research: Literature research method is based on certain research paper with purpose or subject, through the investigation of literatures to obtain information, to understand and mastery the study comprehensively and correctly. The literature is widely used in various research papers. It roles are: 1. To understand the status quo and history of the problem, to help for determine the research topic. 2. Helps to observe and access the investigation by general impression. 3. Get more accurate information. 4. Help to understand the whole picture of study.

Empirical research: Empirical research is a special form of practice. It is based on the existence of scientific theory and practice, using scientific instruments and equipment by designated research methodology, to determine the causal relationships between variables, from it conditions and phenomena by observation, recording, determination of accompanying changes under a natural conditions and step by step manipulation. The main purpose is to explain the

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relationship between arguments with dependent variable.

Statistical method: Introduction and related summary based on data collection, to reach a conclusion.

(3) Research content

The first part is about the status quo of furniture export trade in Hebei Province. The second part is about the export trade of furniture in Hebei Province. The third part is the countermeasure of furniture export trade in Hebei Province. The research is to study the status quo of furniture export trade in Hebei Province according to the empirical research, to analyze and find the cause of problems, suggest implementations to upgrade the industrial.

1. Firstly, the status quo for Hebei Province's furniture export trade

1.1 The development of furniture in Hebei Province

It is a long history for Chinese furniture, especially the furniture in the peak of Ming and Qing Dynasties, has its unique human feelings and classic modeling which influence generations of designers. In the reform and openness of our country that up more than 30 years, the furniture industry in Hebei Province has been developed rapidly. In the past 30 years, the furniture industry in Hebei Province has been groping forward under the background history of cultural fault. Now, the furniture industry has begun its production from the handicraft industry primarily to mechanization, automation and information into a symbol of new industrialization transition, the furniture industry has become a modern industry.

At present, the furniture industry in Hebei Province, large enterprise is leading the industry but small, medium enterprises is the main structure in overall. The upstream and downstream of industry chain constructed from the introduction of large numbers of international advanced processing equipment and technology, advanced processing capacity and production conditions, have a huge production, management and marketing team at the same time. The varieties of product range and circulation in furniture market, the rapid growth of professional market, may meet the basic satisfaction of national economic development, people's needs and the international market requirements.

The furniture wholesale function in Hebei Province is very powerful and strong, it has become the largest furniture distribution center in the north. For instance, we are now at Xianghe, Xianghe is the world famous North furniture business capital, it complete product range is bringing nearly seven thousand furniture brands gathered in the country. It total sales has reached 2.6 million square meters and had reached 24.5 billion yuan in 2012. Xianghe fly with its own colors in furniture distribution at the north of the country.

There is also an industrial cluster Sheng Fang, Sheng Fang is also well-known in the country's metal glass furniture production and marketing base. Shengfang metal glass furniture sales in the country has accounted for similar products in the market share of nearly 70%, more than 65%, Sheng Fang Gangmu furniture, metal glass furniture production has reached 20 billion yuan, it should be said Shengfang Every year is also a procurement section, every year to attract a large number of Chinese and foreign investors to buy.

In addition, Zhengding, Zhengding furniture market has millions of square meters, relying on the local plate furniture industry advantages, in the north three or four markets which have a strong appeal, northeast, north, Henan, Shandong, away from home, The amount has more than 5 billion yuan, it can be said that in the northern area of furniture wholesale no one city can get our Hebei Province, such a development achievement, so we Hebei has been gradually being watched, especially in our circulation, it should be said to have become We are a great pride in Hebei.

Relative to the South furniture market, the province's furniture market is still a lot of deficiencies. For example, we have not the Guangdong three exhibitions as the sales platform, there is no single area of Foshan 800,000 super-store, but our furniture sales team has the same hard work, the spirit of innovation, such as our golden key and so on. Many stores have received the national or provincial corresponding honor. A lot of small furniture stores is to overcome the financial difficulties, difficulties and other aspects of the difficulties, on a limited basis to work hard to create a more comfortable shopping environment, and constantly improve the service measures, it should be said in the middle of the consumer set a good Word of mouth, also got the dealer's population. The two years the association is also

trying to build a platform for manufacturers to buy and sell.

1.2 The status of furniture exports in Hebei Province

In the country to improve the export tax rebate rate of furniture and the world's major economies bottomed out, stabilized rebound driven, Hebei Province, furniture exports for two consecutive months of growth. According to Shijiazhuang Customs statistics: Hebei Province in October 2010 exports of furniture and its parts 18.76 million US dollars, up 6.6%, single-month export scale for the year the highest value; September exports 18.04 million US dollars, up 11%, year on year growth rate The highest value.

In January to October of 2013, the total exports of furniture in Hebei Province accounted 140 million US dollars which had dropped down 15.1%. Of which private enterprises export furniture 100 million US dollars, accounting for 70% of total export value. Langfang City as the largest export area, 2013 January-October furniture export value of 80.58 million US dollars, Shijiazhuang for 10.32 million US dollars.

It is understood that Hebei Province, a total of 130 furniture exported to the world and the region, the EU and the United States is the main export market, exports of both the total exports of furniture in Hebei Province over the same period nearly 70% Of which exports to the EU 64.87 million US dollars, up 11.1%; exports to the United States 32.42 million US dollars, down 34%.

In 2012, China's furniture industry has about 50,000 furniture enterprises, employing more than 500 million people, the GDP reached 540 billion yuan, and exports amounted to 22.617 billion US dollars. Furniture industry production and sales, technical equipment, quality and efficiency have been comprehensively improved. China has now become the world's largest furniture exporter, in 2010 China's furniture exports amounted to 22.617 billion US dollars, furniture exports more than 200 countries or regions. The United States is still the largest exporter of Chinese furniture, followed by the European Union, Hong Kong and Japan. The total amount of furniture exported to the United States is still showing a growth trend, while exports to Japan, Britain, Germany, Australia, France, South Korea, Canada, Saudi Arabia and Hong Kong, the total number of furniture showed a rapid growth, export destination countries also showed multiple Trends. China's furniture industry has been more and more developed by the world's furniture industry attention. International furniture buyers to purchase furniture in China have become an important part of furniture trade, the annual participation in furniture exhibition in China, the number of buyers showed a rapid growth trend. China's imports of furniture mainly concentrated in the high-end furniture and furniture, to a certain extent, to meet the diversified needs of the domestic furniture market.

2. Secondly, the existence problems for Hebei Province's furniture export trade

Hebei Province, furniture exports almost 20% annual growth rate, according to the survey, Hebei Province, furniture exports are currently facing the main problem:

2.1 Affected by multiple factors a serious decline in orders

EU countries economic crisis, the US market recovery is slow, consumer purchasing power and purchasing power decline. At the same time, more and more foreign customers gradually transferred orders to Vietnam, Indonesia and other Southeast Asian countries, exacerbated the decline in exports.

2.2 The overall cost of corporate profits decline

First of all, the furniture business work on the 80 and 90 after the young labor force is getting smaller and smaller, according to statistics, the current front-line workers in the 40 to 55-year-old labor force accounted for more than 80% of the total number. Second, many small and medium-sized furniture companies have to borrow from the private sector, and the meager profits of the furniture industry enterprises cannot repay high interest rates, business failures, bankruptcy events have occurred. Furniture raw and auxiliary materials prices increased significantly, China's

per capita resources is scarce, with the country on the limits of deforestation more and more strict, many of the province's furniture enterprises have to import large quantities of wood from overseas. So the future of the timber industry will be further scarce, rising prices is imperative, raw material prices will increase the cost of our province with the pressure.

2.3 The phenomenon of product homogeneity serious, lack of brand awareness

Hebei Province, the export of furniture products to OEM-based, product design drawings are provided by foreign investors, which makes Hebei enterprises in the low-end value chain, homogeneous competition is serious, weak ability to resist risk, *let alone* In the market economy to take the initiative. Hebei Province, the furniture industry is mainly distributed in Langfang, Zhengding these areas mainly to the natural way to form a furniture industry chain, these small and medium enterprises design and development costs awareness is generally weak, before the product development does not pay attention to pre-market research, target consumer group lock, Positioning and other design management decision-making. Most enterprises have extensive production and operation, low degree of industrial clustering, the upstream and downstream links of the industrial chain are not close, and the cost of the whole industry is improved. This extensive production model, leading to the current stage of the industry is difficult to form an internationally competitive brand.

2.4 Enterprise management is not scientific competitiveness is not strong

First of all, corporate training is not in place and frequent staff flow, leading to the quality of front-line staff is not high, the operation of modern machines are not familiar with, seriously affecting the production efficiency. At present, China's northern furniture industry per capita output value of 10 million, slightly higher in the South enterprises, reaching 300,000 yuan, while the developed countries per capita output value of more than 100,000 US dollars. Secondly, the lack of investment in automation facilities had limited the production efficiency. Third, the internal management of unscientific management, process design is not economical, and even part of the process is unreasonable due to the lack of corporate culture for support, Hebei Province, furniture business strategy and design decision-making guiding ideology is not clear, the sustainable development of enterprises more Talk about it. Furniture enterprises should be rooted in the enterprise design management in the enterprise profits on the cultural level, through the combination of furniture products and corporate image, to occupy the share of the furniture market.

2.5 Lack of furniture design talent, do not attach importance to product development

Local furniture designer training is the urgent problem to be solved. Hebei Province, the development of the furniture industry has a long history, has a wealth of treasures for us to learn, but with professional knowledge and design capabilities of the furniture design talent is limited, the quality is uneven. Hebei Province, the furniture design education system should be in the traditional cultural background with modern education to cultivate furniture design talent, so that the design of the province to become an important means of survival and development of home enterprises. Enterprises only design innovation as a major competitive tool, attention to product development, in order to enhance their status. Otherwise it will lead to simple copying and follow the home products, it is difficult to form a brand camp, boarded the international home market stage.

2.6 International brands to enter, domestic enterprises are facing squeeze

Now some international brands value China's huge high-end market potential, self-built sales channels have entered the Chinese market, the Chinese furniture market a great impact. International brands in technology, capital, brand, and etc. have a strong advantage, which also led to the Chinese furniture enterprises to low-end brand flow, is bound to stir up the furniture market competition.

Even though the export situation is very grim, after years of development, the furniture industry in Hebei Province has a relatively obvious comparative advantage. Firstly, although there are higher labor prices compare relatively Vietnamese, Indonesia and other provinces, the labor productivity is relatively high, which to some extent make up for

the lack of. Secondly, the province's infrastructure is perfect, power, logistics and other basic conditions are significantly better than other Southeast Asian countries. Thirdly, China has formed Langfang, Zhengding two furniture industry cluster, furniture market personnel exchanges frequently, the development of related industries mature, the province for the development of the furniture industry laid the foundation.

3. Thirdly, the countermeasures for Hebei Province's furniture export trade

3.1 The role of government support

The government should provide timely and complete information services. Now society is an information economy era, who mastered the timely and complete information, who will master the initiative of commercial trade. Most of our furniture enterprises are mainly small and medium enterprises, due to the constraints of funds and some factors so that our small and medium enterprises in the information collection and processing at a relative disadvantage. At this time, the Government can own a unique advantage for our furniture enterprises to provide a good information services. First of all, the government should establish and improve the authority of the professional information service platform, the timely release of domestic furniture enterprises have some impact on policies and regulations, collecting some other countries related to furniture import policy and furniture international market information. In addition, the Government should promptly remind the furniture enterprises to deal with these policies and regulations should pay attention to the problems or should take measures, but also for enterprises to provide business information and advisory services to enable our SMEs can also share high-quality information services, the international competitiveness of enterprises.

The government should help enterprises to improve their international competitiveness. China's exports of furniture products often encounter green barriers or technical barriers and other issues. Some countries on China's exports of furniture made this or that certification conditions. As the domestic certification body is relatively small, the certification system is not smooth enough, and foreign certification costs are relatively high, to our export enterprises to bring some cost pressures. At the same time, China's furniture enterprises are also often some foreign anti-dumping litigation, but many companies have relatively weak legal awareness, to deal with such problems are always powerless. Therefore, the government should strengthen the production and product quality supervision, to help enterprises successfully reach some international standards and through certification. At the same time should set up a special channel, the establishment of more certification bodies and improve the certification system for enterprise certification to provide more convenience to help enterprises successfully get the relevant certification to reduce excess spending. The government should also help enterprises to effectively deal with anti-dumping and other litigation, to develop a positive and efficient response mechanism and process requirements, straighten out the relationship between anti-dumping related responsibilities to reduce the loss of enterprises.

3.2 The role of trade associations

At present in the furniture business management and marketing, industry associations on the impact of the enterprise cannot be discounted. With the deepening of China's economic reform, business activities will be more and more space, there are many governments cannot solve the problem, we can coordinate through the industry association to resolve. Industry associations can exist as a service organization for the furniture business to provide business information and international market quotes, analysis and finishing, at any time according to foreign advanced production and management experience and marketing strategy to promote China's furniture industry's international competitiveness, Especially in some large-scale furniture international exhibition play an important role. Our industry associations should communicate effectively with the exhibition organization, increase the publicity work of the exhibition, and enhance the international influence of the exhibition. At the same time, our industry associations should encourage organizations to participate in the exhibition and constantly expand the scale of the exhibition to create a good platform for furniture exports for China's furniture exports obtain greater benefits. If we make the

exhibition bigger and stronger, we can try to attract customers around the world to our country to discuss trade negotiations. This continues to reduce the cost of sales of furniture exporters in China, but also led to China's hotels, business tourism and other industries. At the same time, it provides a lot of convenience and reducing our trade risk when bringing our furniture into the international market.

3.3 Enterprises should actively improve the quality of furniture production and design level

At present, the furniture business exports often encounter other countries of the green barriers, how to ensure the quality of production, improve safety standards is the furniture enterprises need to solve the problem. But after all, the vast majority of the scientific research strength of enterprises is very limited, in order to solve these technical problems to help strengthen the enterprise and scientific research institutions, manufacturing materials, environmental protection technology problems. In addition, make it the core competitiveness. The key to furniture design is talent. Although a small number of institutions of higher learning opened a professional furniture design, but many designers are also limited to the design stage of imitation, with the original concept of furniture talent is still lacking, so we should pay attention to cultivate some senior furniture design talent.

3.4 Enterprises should actively implement the brand strategy

Consumer furniture consumption concept is changing with the development of the times, furniture, consumer brand era is coming, and the furniture industry's product quality is also looking forward to the overall upgrade. Brand is the fundamental guarantee of the enterprise, with a strong brand, in order to stand in the highly competitive market, in order to create a higher value-added. At the same time should strive to develop high-end products, because China's high-end market competition is relatively weak, only the development of high-end brands in order to make our furniture export product structure is more balanced to meet the needs of different consumer markets. China's furniture industry in the brand shape is still relatively weak, very lack of brand promotion and operation experience.

3.5 To increase the intensity of emerging market development

Make full use of a variety of preferential policies of origin, improve product competitiveness. The traditional US, EU, Japan and South Korea and other markets after years of development has been close to saturation, and China's furniture products with innovative design and good quality, won the Eastern Europe, the Middle East, South America and other consumers of all ages, enterprises should increase the development of these emerging markets. At the same time, China has signed a free trade agreement with ASEAN, Pakistan, New Zealand, Singapore, Chile, Peru, Costa Rica and other countries, in the tariff has given great concessions, enterprises should seize the favorable opportunity to actively explore the relevant market, Europe and the United States market dependence.

3.6 Concerned about the relevant laws and regulations to take measures

The current trade protectionism intensified, Europe and the United States and other developed countries and regions continue to use technical trade measures to restrict imports, enterprises should be highly concerned about the dynamics of the relevant countries, the establishment of foreign laws and regulations of the collection channels and systems, in strict accordance with the relevant standards require production, Meet the relevant standards. In the attention to technical trade measures at the same time, enterprises should increase the assessment of the trade contract, do not meet the importing country laws and regulations and technical standards requirements, should actively communicate with customers, and take preventive measures.

4. Conclusions

Furniture industry is a long history of the industry, with the development of the national economy and people's living standards improve, China's furniture industry has been rapid development, become one of the more influential industries. At present, China has become furniture manufacturing power and export power. Wood furniture become an important part of the forestry industry, China is the first country of wood furniture production and export. China's wood

furniture export market is too concentrated, has become a very prominent issue. In the long run, optimize the wooden furniture export market structure is to promote China's wood furniture industry development of long-term strategy of course, with the world's living standards continue to improve, the quality of furniture and design requirements are also rising. People not only the pursuit of the practicality of furniture, environmental protection, but also particularly concerned about the aesthetic and artistic effects of furniture. Therefore, our furniture enterprises according to customer needs, and constantly adjust their own business development strategy. So as to make our furniture enterprises have developed by leaps and bounds in the fierce international competition to obtain a relatively large comparative advantage. To change the status of China's furniture exports disorderly competition, the relationship between the lower prices of the status quo, on the one hand should be China's furniture industry to achieve large-scale management, improve the business strength of furniture enterprises; the other hand, furniture industry associations should give full play to the role of members of enterprises. The situation, the timely notification of the basic situation of the export market, the international furniture market industry market and early warning information, the integration of furniture enterprises in the export bargaining power to promote China's furniture exports into orderly, coordinated and healthy sustainable development path.

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