

# Analysis on the Promotion Effect of Logistics Industry Development on China Tobacco Foreign Trade

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**Objectives:**The international logistics market is very broad and the system is also very large and complex. It depends on international information science and technology, and has high requirements for standardization. International logistics can realize trade between countries. Its development puts forward higher requirements, higher standards and higher development for international transactions, This paper focuses on the impact of the development of the logistics industry on China tobacco foreign trade in order to promote the development of international logistics and provide practical significance for the globalization of China tobacco foreign trade. In the research, the methods of literature review and case analysis are used to analyze the impact of the international logistics industry on China tobacco foreign trade. The results show that international logistics is conducive to the adjustment of China tobacco foreign trade demand and supply, mobilizing the international consumption flow, improving the national GDP, and allowing the economic cooperation of various countries to make each country together and interdependent. Therefore, the research on international logistics is conducive to international cooperation and exchange. By studying the development of the logistics industry, this paper analyzes the promotion of China tobacco industry foreign trade, improves the impact of the global tobacco industry on China tobacco trade deficit, and provides practical significance for the globalization of China tobacco trade.

**Key words:**the "belt and road" initiative; tobacco foreign trade; opportunities; export potential

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On the whole, the opening of the logistics market to the whole world brought about by China's reform and opening-up has attracted many internationally famous enterprises to enter China for development, and these express companies have made huge profits when they entered China in the early stage. At the same time, China's

express enterprises have also grown up in the process of continuous learning, such as the express enterprises led by JD.COM and SF Express<sup>1</sup>. International logistics has a very broad market and a very large and complex system, which is supported by international information science and technology and has high requirements

for standardization to realize trade between countries, promoting the development of China tobacco foreign trade, and put forward higher requirements, higher standards and higher development for international tobacco trade transactions. This paper studies the promotion of the development of the logistics industry on China's tobacco foreign trade in order to promote the development of tobacco foreign trade, improve the impact of the global tobacco industry on China tobacco trade deficit, and optimize China over-reliance on other countries' tobacco trade. Provide practical significance for the globalization of China's tobacco trade.

Since the 1940s, international logistics has been studied in western developed countries, and scholars from all sides have made great efforts to improve the efficiency of logistics operation and made great achievements in logistics information technology<sup>2</sup>. Du Weishen introduced the impact of information technology on logistics distribution management in detail in the application of modern information technology in logistics distribution, further studied the relationship between e-commerce and logistics distribution, and the requirements of e-commerce on information management affected the efficiency and service quality of logistics distribution, and finally carried out an analysis on the internal and external environment of information technology, which also had some in-depth thinking on the problems existing in logistics enterprises<sup>3</sup>. In his research on the application of information technology in logistics, Pu Yinyue put forward the practical significance of the application of information technology in logistics: realizing resource integration, reducing logistics costs and improving management quality, and also mentioned the main performance of the application of information technology in logistics, pointed out the shortcomings of the application of information technology in logistics, and even put forward some valuable suggestions.

China is a big country in tobacco production and consumption. In the first half of 2020, the entire tobacco industry achieved 34.283 million cases of cigarette sales, a year-on-year increase of 4.7%; total cigarette wholesale sales were RMB 635.38

billion, a year-on-year increase of 24.5%; the tobacco industry's industrial added value increased by 18.7% year-on-year. The favorable development of China tobacco industry has played a major role in boosting the country's economy. Nevertheless, China is not a strong tobacco power. The world tobacco industry is now monopolized by four major multinational companies, Philip Morris International, British American Tobacco, Japan Tobacco, and Imperial Tobacco. China Tobacco Company is far behind in terms of scale and influence. In recent years, various countries have used a variety of agricultural economic policies to expand and strengthen their national tobacco groups. The general development trend is: economic subsidies are becoming less and technical support is becoming stronger; direct subsidies are becoming less and indirect subsidies are becoming more and more; planning is weakening and marketability is becoming stronger; policy protection is becoming less and market competition is becoming stronger. At the same time, various countries have adopted policies to guide tobacco planting to gradually embark on the road of large-scale, scientific and market-oriented planting. However, China's tobacco industry still has outstanding structural contradictions and the low quality of the industry as a whole. The development of the tobacco planting industry is lagging and the technological level of the cigarette industry is not high, resulting in a low degree of internationalization of Chinese tobacco, and the export rate of cigarettes is less than 0.5%.

Due to the high cost of sales in the international market, the distance factor has a great impact on the import and export of tobacco products, but based on the perspective of international logistics, its effect on exports is more obvious, which is also an important reason for restricting China tobacco companies from going abroad. At the same time, in the other countries, the role of the growth rate of the total foreign trade in tobacco trading can not be ignored. Its impact on China tobacco imports is far greater than its exports, which reflects that China is a major tobacco consumer in the world and is significantly affected by the development of the global tobacco industry. It also shows that

multinational companies have a relatively large penetration of the China tobacco market. The amount of budgetary expenditures for smoking bans in various countries and their degree of economic development do not have much impact on China tobacco imports. Generally speaking, the factor that affects China tobacco exports is transportation distance. As a major tobacco producer, it is imminent to improve the development trend of China tobacco foreign trade, and the development of the international logistics industry is the most important supporting tool.

In this paper, literature review and case analysis are used to analyze the international logistics industry. Analysis of international logistics is conducive to adjusting the demand and supply of countries, mobilizing international consumption flows, improving national GDP and allowing each country's economic cooperation to make every country together and interdependent. Thus, the study of international logistics is conducive to international cooperation and exchanges<sup>4</sup>. Therefore, it is suggested that China should enhance the understanding of the "belt and road initiative" in countries along the line, improve the level of Tobacco Foreign Trade, enhance the synergy between Tobacco Foreign Trade and international logistics, enhance the overall strength of China's logistics enterprises, highlight the challenges and clear opportunities of the development of China's logistics industry due to COVID-19 outbreak, and comprehensively solve the problem of coordinated development of Tobacco Foreign Trade and international logistics under the "belt and

purchase products needed by the country through the platform of "the belt and road initiative". Its fundamental value is to provide tradable and stable regional cooperation belts for various countries and regions along the line<sup>5</sup>.

At the same time, the smooth implementation of "the belt and road initiative" has brought a very good development platform for countries along the route, and many countries have gained rapid economic development in their own countries therefrom. Then, the relationship between the two is analyzed to improve the overall level of logistics industry in China, so as to enable our international logistics industry to have rapid development, and at the same time, some suggestions are provided to our country's logistics industry to play a certain positive role for our country's economic development<sup>6</sup>.

Up to now, China has signed strategic agreements on "the belt and road initiative" with more than 100 countries, reaching a consensus with many countries on the blueprint of future economic development, participating in the relevant strategies and decisions of the Belt and Road Initiative worldwide, rejuvenating the youth and passion of the ancient Silk Road and the ancient Maritime Silk Road, and contributing its historical value to the world economy<sup>6</sup>. As is known to all, the Silk Road, appeared in the Western Han Dynasty, was originally an official route for Zhang Qian to travel to the Western Regions, and then gradually evolved into a road for merchants, where all areas along the route exchanged their needs<sup>7</sup>. The Maritime Silk Road is the way for Marco Polo to return home. The initiation of the "the belt and road initiative" initiative is not only an attention to the international situation, but also a general trend of international common development. Its value can be better illustrated by its renewed attention and development in the 21st century. Subjectively, making full use of its advantages can not only promote economic cooperation among various regions, but also enable all parties to have cultural exchanges and ideological collisions at a certain level. Objectively, it is indeed the "only way" to achieve common prosperity. The national policies of peace and cooperation, tolerance and learning,

## **INTRODUCTION TO THE "BELT AND ROAD" INITIATIVE**

### **The Reasons for the Implementation of the "Belt and Road" Initiative**

"The belt and road initiative", proposed by China as one of the great policies in the economic development, refers to the corresponding cooperation between countries along the Silk Road, with an aim to share the resources of the countries along the silk road to facilitate multilateral transactions among countries along the line, and to export domestic products and

and mutual benefit advocated and promoted by our government have already achieved great success to some extent<sup>8</sup>.

"The belt and road initiative" was put forward by the Chinese government in order to take the initiative to respond to the opportunities and challenges faced by the development trend of the world economy, and based on the new changes in the international economic trend in the light of the world situation and China's own situation. It not only promotes China's opening to the outside world at a deeper level, but also makes 136 countries and regions along the route form a community of economic progress and development<sup>9</sup>. Besides, "the belt and road initiative" gives full play to the advantages of platform and cooperation mechanism that China and other countries along the line already have, and actively uses the existing advantages to explore more hidden points that can form an overall win-win situation. With the development of world economy, "the belt and road initiative" is playing an increasingly important role in promoting the coordinated development between China and other countries in the world.

The continuous development of the world economic globalization makes the concept of "global village" more and more close to reality, and the development of integration also means that every country will face the opportunities and challenges of multilateral transactions and Tobacco Foreign Trade. Logistics system can provide great help for the export trade of the country, because only by establishing a perfect logistics system can domestic goods operate safely and perfectly<sup>10</sup>. For example, during the prevention and control of the major epidemic in 2020, many domestically produced things stopped due to the impact of the epidemic, so many foreign countries provided many products to support China's epidemic struggle, and they were shipped to China through corresponding logistics systems to make the market develop better. At the same time, the "the belt and road initiative" initiative also reflects people's yearning for a better life and a common ideal of society. It is a new model of international cooperation and common governance of all countries in the world, which

has delivered positive positive energy to the world and made its development more peaceful<sup>11</sup>.

## **The Significance of the Implementation of the "Belt and Road" Initiative**

Citizens in every country hope that their country will become stronger every day and that their lives will become richer. The "the belt and road initiative" initiative is to closely link the economic and political development of countries along the route, so that they can develop their own economy together while gaining benefits, and at the same time, they can bear corresponding responsibilities and gain mutual trust through the sharing of interests and responsibilities. Most importantly, "the belt and road initiative" importing countries will constantly spread their own culture and corresponding traditional customs to other countries during the transaction process, and can also absorb the excellent cultures of other countries, so as to develop their own culture. Therefore, the implementation of the Belt and Road Initiative has a very good promotion effect on countries along the line, which benefits the big family shared by all<sup>12</sup>. At the same time, through the active assistance and positive investment measures for countries along the route, China and other countries can achieve business cooperation of sharing resources, friendship and mutual assistance, and further reduce the economic gap between different regions on the basis of improvement, thus achieving a steady symbiotic situation. As far as China is concerned, the establishment of the "the belt and road initiative" economic corridor belt will form a more open economic pattern, which will also play a model role for the international economic cooperation organization in the 21st century, lead the world to a more open, inclusive, cooperative and exchange pattern, and bring new ideas to international cooperation in the 21st century.

## **TOBACCO FOREIGN TRADE AND INTERNATIONAL LOGISTICS**

### **The Meaning and Role of Tobacco Foreign Trade**

Tobacco Foreign Trade is an activity in which countries trade with each other for all their goods or other resources. International logistics refers to

the services and corresponding activities of goods transported by logistics when they pass through different countries and regions<sup>13</sup>, generally the exchange of goods and services between two or more countries. Because different countries have unique products from different countries due to geographical differences, some of which may be lacking in other countries, they will purchase and distribute as other countries do. Of course, international logistics arises in the process of goods circulation, which is a channel for goods circulation and communication of services between the two countries. International logistics plays an important role in the whole process of subsequent goods circulation as a security service and information exchange provided by ensuring the circulation of products between the two countries.

It is conducive to the adjustment of national demand and supply<sup>14</sup>. Tobacco Foreign Trade means that two countries adjust the supply of goods between the two sides, and obtain their own lack of products by exporting their own excessive goods. Its main function is to realize the circulation of goods between countries in an agreed way, and to trade with a uniform standard. At the same time, it stabilizes the relationship between supply and demand of all parties, and allocates the differences between each country's technological level, productivity and corresponding science and technology through Tobacco Foreign Trade, so as to meet the needs of each country in the development and life process.

It is conducive to mobilizing international consumption flows. In the present society, such consumption factors as technology, labor, assets, land, etc. are distributed in different countries around the world. Under normal circumstances, these natural resources are of course not equal. Even though some countries have vast land areas, the cultivation and management of crops are very backward; some countries have sufficient capital, but the land is not enough for the people; some countries have a large working population, but capital is very scarce. Because of this, social activities and social development in many countries are restricted by these consumption factors, and a large part of these consumption factors cannot be used or abandoned. However, with the development of Tobacco Foreign Trade, these problems have been greatly solved<sup>15</sup>. If the

resources owned by each country can't be fully utilized, it will lead to a waste of resources. Therefore, most of the time, Tobacco Foreign Trade will be used to obtain the required resources and deal with the remaining resources<sup>16</sup>. In this way, their own domestic production capacity and the insufficient consumption factors of the company will be greatly improved, thus alleviating and eliminating these restrictive factors, making full use of their own country's surplus production and consumption factors and selling them all over the world, so that they can not only make money, but also develop their own economy.

For the same goods, the cost of the inputs required will vary from country to country. How to reduce the cost input of products and expand the profit inclusion by using the different production costs between countries to create price advantages<sup>17</sup>. According to the different production advantages of the corresponding products, international distribution of production and processing can be carried out to sell their existing production advantages of the products, to buy their own relatively difficult to produce products, so that their own countries have the ability to produce goods under the premise of unchanged, the integration of their own resources to concentrate on production can bring greater profits to the country<sup>18,19</sup>.

It can increase the country's GDP, which in turn will improve disposable personal income and people's living standard. Tobacco Foreign Trade can increase a country's fiscal revenue, which mainly comes from the tariffs on import and export goods and related services. For developing countries, a series of taxes such as tariffs on goods exported by a country is one of their important sources of financial revenue. Tobacco Foreign Trade makes it easy for some countries to produce, and surplus products produced by abundant production factors can be satisfied with each other. Nowadays, many developed countries will shift labor-intensive industries to some underdeveloped areas, which not only relieves the employment pressure of the people, but also reduces the production cost, and improves the job selectivity to stimulate income and directly improve people's quality of life<sup>20</sup>.

Economic cooperation among different countries makes each country connected and

interdependent. In today's world, because close Tobacco Foreign Trade with other countries can make a country make great economic progress, both rich and poor countries will actively participate in Tobacco Foreign Trade, and at the same time, they will improve the productivity of countries in Tobacco Foreign Trade. As long as there is competition, there will be improvement. The fierce competition in the international market will also force each country to strive to improve its own productivity and overall economic strength<sup>21,22</sup>.

### **The Meaning and Role of International Logistics**

International logistics refers to services and corresponding activities in the process of transporting goods through different countries and regions. Generally speaking, it refers to the exchange of goods and services between two or more countries. Because different countries have unique products from different countries due to geographical differences, some products may be lacking for other countries, so they will be purchased and distributed as other countries. The role of international logistics is also manifested in the whole process of distribution, which makes the products between the two countries circulate with each other, and international logistics is the security service and information exchange provided by ensuring the circulation of products between the two countries.

### **The Interaction between Tobacco Foreign Trade and International Logistics**

A developed logistics system can provide great help for export trade in a country, because only by establishing a perfect logistics system can domestic goods be safely and perfectly operated. A particularly good example is that when many production facilities in China were shut down due to the COVID-19 outbreak, many friendly countries extended their assistance to China through the logistics channels previously established, so that various relief supplies, medical equipment and disaster relief supplies could be sent to China. How to reduce the production of some less profitable goods and expand the production of some more profitable goods? We should take the initiative to carry out

some Tobacco Foreign Trade and division of labor. In addition, we can sell some advantageous products that are easy to produce in our own country to other countries, and then buy some higher-cost products from abroad that cannot be produced in our own country, so that we can bring greater profits to ourselves with our existing ability to produce goods.

Improve the carrying capacity of logistics to further improve efficiency. To trade with another country, one must first sign a trade contract, abide by the Tobacco Foreign Trade contract, and fulfill the contract on time. International logistics can guarantee the timely fulfillment of the contract. In order to continuously enrich the management of international logistics process, it is necessary to use large special cargo ships that meet the characteristics of the goods, as well as appropriate large mechanical equipment, and set up special transfer stations to improve the efficiency of logistics.

Improve the quality of logistics. With the increase in advanced products and the high added value of many precision instruments, extra care should be taken in transporting these goods, or a small negligence may cause huge losses, which requires continuous improvement of logistics transportation.

Improve the competitiveness of logistics. In the whole process of international logistics transportation, there are many trivial links and long preparation period in advance, so controlling logistics cost has become an important issue that all entrepreneurs are concerned about. In international logistics, different enterprises have different markets and different service quality. Therefore, every logistics enterprise should have its own market positioning and service style, and make plans according to customers' requirements to ensure the integrity of goods.

Provide logistics information. International e-commerce and e-commerce have been widely recognized in practical applications, and the international logistics industry is gradually realizing modernization and informationization, including EDI customs clearance, electronic booking and electronic inspection and quarantine.

## **ANALYSIS OF THE INADEQUACIES OF THE COORDINATED DEVELOPMENT OF TOBACCO FOREIGN TRADE AND INTERNATIONAL LOGISTICS UNDER THE "BELT AND ROAD INITIATIVE"**

### **Lack of Consensus on the "Belt and Road" Initiative**

In 2013, General Secretary Xi hoped that China could be closer to the economic development of other countries along the line according to the development plan at home and abroad, so he proposed the "belt and road" initiative to make countries along the railway become close partners. However, since the implementation of the initiative, enterprises had low participation and did not have long-term development initiatives. They thought that the initiative would divide their existing interests, even engaged in conspiracy theories, spread rumors, or played tricks behind their backs to obstruct the development of other regions. Some countries, whose positions were not firm, would be affected, showing hesitant attitude and hindering the normal development of the whole region.

### **Potential Safety Hazards in Operation**

"The belt and road initiative" also facing many challenges in its implementation, because it includes many countries and regions where there are a large number of cultural differences and political disputes, especially some countries where internal political struggles and corresponding cultural conflicts are very strong or even more seriously some countries have been in a state of constant turmoil. Before developing the international logistics industry, such ethnic countries must address these factors that affect safety because there may be potential safety threats to the transportation of logistics when international logistics passes through these countries. The economic system developed from China's reform and opening-up to today has shocked the international community and posed a certain threat to some western countries. As a result, some of them defamed China accordingly and spread many rumors isolating China in the process of political and economic exchanges. As we all know, the country that bears the brunt of provocation is the United States that has launched the trade wars continuously in recent years.

Accordingly, some countries along the line have adopted corresponding boycott policies to slander China in order to move closer to the United States, and even smeared the COVID-19 as a man-made virus in Wuhan Laboratory, which is outrageous. Moreover, the United States has deployed about 150,000 troops in the Pacific region, and relevant reports have shown that it intends to deploy 60% of its air combat forces and 60% of its naval combat forces in the Asia-Pacific region at the same time. At the same time, the United States has continuously strengthened its military alliance system and constructed a military layout of "the docking of India and Pacific Oceans", which undoubtedly increases the risk of the United States blocking and interfering with China's "the belt and road initiative" process by military means.

Most countries along the "the belt and road" have poor geographical environment, and various religious, territorial and ethnic disputes and even terrorist attacks continue. In particular, some countries have fierce internal political struggles and corresponding cultural conflicts, and even some countries have been in constant turmoil. Therefore, there are great security threats in the development process of their countries, and there are certain security threats in international logistics and logistics transportation when passing through such countries. Only after a long period of operation can they make profits, which to a large extent requires political stability in the cooperative countries. It is precisely because many countries are facing domestic and international turmoil, unstable national conditions and weak international forces that the implementation of the Belt and Road Initiative is facing many difficulties.

### **Poor Service Level of Chinese Logistics Enterprises**

According to statistics, China's express delivery ranks first in the world thanks to the rapid increase in logistics demand of Chinese residents in recent years. Taking the express delivery industry as an example, more and more people like online shopping, which cannot be separated from the rapid development of e-commerce in recent years. It makes online shopping a necessary skill. People prefer to shop online, which saves time and is convenient to choose the goods they like.

Compared with domestic e-commerce, cross-border electronic commerce has developed more rapidly and increased by a larger margin, because cross-border electronic commerce has solved some outstanding problems in international logistics and provided more convenient ways and methods for the development of international logistics. However, with the rapid growth of domestic and foreign demand for logistics, logistics enterprises have encountered problems such as lagging service level and inadequate staffing.

### **Other Factors that Restrict the Coordinated Development of Tobacco Foreign Trade and International Logistics**

In the process of coordinated development, Tobacco Foreign Trade and international logistics are restricted by many factors. Apart from political and economic factors, there are also many factors affecting the development of Tobacco Foreign Trade, such as the local economic development level and the acceptance of foreign things. In terms of thought, some countries have relatively strong resistance to foreign things because of their relatively strong national and regional thresholds and relatively low degree of opening to the outside world, which obviously hinders the development of Tobacco Foreign Trade. At the same time, there are many deficiencies on the key factor of transportation, which makes many transactions fail to be successfully completed due to the restriction of domestic logistics conditions even though written agreements have been reached. In addition, there are also some cases where the regional economy of each country is also unbalanced. For example, in China, the economy of the west is obviously lower than that of the east, and the logistics and corresponding distribution methods and conditions in the east are also better than those in the west. Therefore, when carrying out international logistics transportation, the west is often short of trading volume due to the corresponding physical conditions. These incongruous contradictions between Tobacco Foreign Trade and logistics caused by the restrictions between logistics require more efforts to invest in the development of logistics industry and at the same time, find out the corresponding professional talents, who need strong knowledge

reserves and professional skills, and are difficult to be trained in a short time.

The above-mentioned various situations are difficult for both of them to develop synergistically, and the two cannot go hand in hand to enable the belt and road initiative to be rapidly implemented and achieve remarkable results in a short period.

### **ANALYSIS OF EFFECTIVE METHODS FOR HARMONIOUS DEVELOPMENT OF TOBACCO FOREIGN TRADE AND INTERNATIONAL LOGISTICS**

#### **To Enhance the Understanding and Awareness of the "Belt and Road" Initiative among countries along the Line**

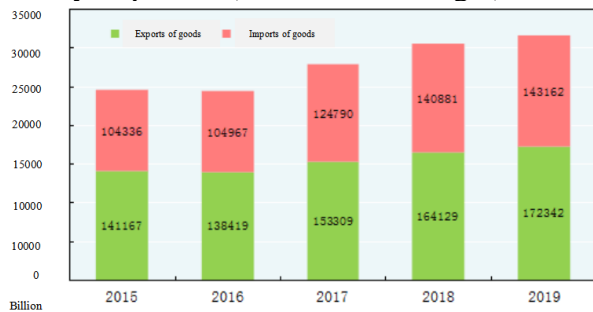
The smooth implementation of "the belt and road initiative" has provided countries along the line with a good platform for development and helped many countries achieve rapid economic development. Therefore, in this paper, the "belt and road" initiative is taken as an example to analyze the impact of Tobacco Foreign Trade and logistics, and then the synergy between the two is analyzed to develop domestic logistics. The ancient Chinese Silk Road originated in the Western Han Dynasty as Zhang Qian's route to the Western Regions, while the Maritime Silk Road was Marco Polo's route to return to China. In the 21st century, "the belt and road initiative" has gained new attention and development, which not only promoted China's economic take-off, but also promoted the rapid economic development of countries along the line, uniting them into a "community of destiny" and linking the political, economic and cultural factors among countries. Economic, cultural and other factors have promoted the infrastructure construction of the countries along the line, brought the birth and development of international logistics enterprises, and made the economic belt along the line prosperous again.

#### **To Improve the Level of Tobacco Foreign Trade**

In 2019, the total import and export volume of trade goods was 31,505.5 billion yuan, up 3.4 percentage points over last year, of which exports were 17,234.2 billion yuan, up 5%, and imports



were 1,416.2 billion yuan, up 1.6%. The annual import and export of goods was 2,918 billion yuan (positive), an increase of 593.2 billion yuan over last year. The countries and regions along the belt and road have a total import and export volume of 92.69 trillion yuan, an increase of 13.2%, and imports of 40.105 billion yuan, an increase of 7.9%. With the increase of total import and export goods, China's trade level has been greatly and steadily improved (as is shown in Fig 1).



**Fig. 1 Total import and export of goods from 2015 to 2019**

### **To Enhance the Synergy between Tobacco Foreign Trade and International Logistics**

Because it is difficult to develop international logistics and Tobacco Foreign Trade industries smoothly under the current situation, it is necessary to conduct more active foreign exchanges and trade cooperation, which can effectively accelerate the active integration of international logistics and trade, make the political structure more harmonious and improve the economic development continuously.

### **To Enhance the Overall Strength of Chinese Logistics Enterprises**

With the in-depth development of economic globalization, logistics enterprises in various regions should root the development concept of "the belt and road initiative" in their own minds, be more deeply familiar with the core ideas and requirements of the "belt and road" initiative, master the development status of logistics enterprises in neighboring countries, constantly explore and develop the logistics enterprises, and expand their own business scope. A series of taxes such as tariffs on export goods are important national financial revenues, especially for developing countries. At present, many developed

countries are transferring labor-intensive production to underdeveloped areas. Intuitively speaking, this measure increases the employment rate in depressed areas and further improves the national life.

The prominent challenges and clear opportunities brought by the COVID-19 break for the development of China's logistics industry

Funds should be actively invested in high-tech to promote the development of science and technology as well as digitalization. The epidemic situation is very severe, which puts forward some brand-new requirements for our logistics industry: touchless, mechanically intelligent and unmanned. Therefore, the logistics industries should have new development concepts and new development directions for digital intelligent technology, which will promote the development, transformation and progress of the logistics industry towards digital intelligence.

The operation mode should be improved to promote meticulous development. Affected by the COVID-19, the profit and income situation of logistics industry has stepped back compared with before, revealing that enterprises have earned less for a long time, and the operation situation is not very detailed. Therefore, the logistics industry should pay more attention to the operation problems of these enterprises, as well as to the flexible use of property, labor and other resources.

Some competitions of the same nature should be abandoned, so that differentiated development can be realized. New markets, new businesses and new opportunities in ecological cooperation provide people with new ideas in the direction of differentiated development.

To comprehensively solve the problem of coordinated development of Tobacco Foreign Trade and international logistics under the "the belt and road initiative"

Different countries and regions along the "the belt and road initiative" are different in economy, culture, actual development, folk customs and national infrastructure, so the cost and risk issues should be paid attention in the process of implementing the common development. Therefore, these countries and regions along the line should adopt modern information technologies such as cloud computing and big data to save costs and enhance the

competitiveness of logistics enterprises, and establish a more active and efficient transportation management platform and warehouse management platform through advanced information technology combined with the actual situation of their own countries to achieve the purpose of controlling costs and improving efficiency.

### **SF GROUP HELPING CHINESE ENTERPRISES "GO GLOBAL" TO ENHANCE THEIR OVERALL STRENGTH**

On the whole, the opening of the logistics market to the whole world brought about by China's reform and opening-up has attracted many internationally famous enterprises to enter China for development, and these express companies have made huge profits when they entered China in the early stage. At the same time, China's express enterprises have also grown up in the process of continuous learning, such as the express enterprises led by JD.COM and SF Express. Among these private express delivery companies, SF Group is the most important, which pursues the quality of service. It has always had a high reputation since its establishment, and has never lowered its service quality because of the price problem. Therefore, SF Express has always been the first choice for people to send express delivery.

In order to cope with the development opportunities brought by Tobacco Foreign Trade, SF Group has formulated corresponding measures, and provided a very polynomial cooperation mode to provide corresponding services for countries along the line. The main reason why SF Group has developed so smoothly is that SF Group has relatively mature business and can provide corresponding services for enterprises and individuals in corresponding countries and regions. There are three reasons for this. First, it can meet the needs of enterprises and gradually occupy a place in the development of various high-end technologies. Compared with the demand of many foreign express logistics industries, obviously, it cannot meet the increasingly rich personalized consumption demand of the public and the diversified development demand of enterprises in our country. Therefore, the managers of SF Group

need to perfect the logistics management system of the enterprise and keep pace with the times for the logistics management concept within the enterprise. Secondly, because of the influence of the current economic environment, managers' ideas are not updated in time, more attention needs to be paid to the improvement of management skills and professional knowledge, and the cultivation of work skills and cultural literacy needs to be focused. In this way, when the actual logistics management is carried out, the enterprise should fully abide by the principle of "people-oriented", so that the rights and responsibilities can be unified and targeted services can be carried out. Finally, as far as the management of employees is concerned, a set of scientific management methods need to be paid attention to. By encouraging employees, their enthusiasm and sense of responsibility can be fully mobilized, so that the level of employees can be brought into full play, and enterprise services can be upgraded to a higher level. In addition, on the basis of the traditional management mode, the relevant managers need to pay enough attention to the innovation consciousness and ability, so that the new management rights can be obtained, the overall quality of the managers can be fully improved, and the problem of power concentration can be effectively solved. Thirdly, the advantages of consolidation and consolidation of resources should be brought into full play. SF Group uses the methods and solutions of mutual cooperation and common profits to integrate resources and technology, and then drive the business in other countries. Through the management of a third party, it can work directly in local companies to realize the docking of contracts. SF has already settled in many countries and regions. SF will establish its own local professional team in each country and region to organize personnel, customer service personnel, receiving and dispatching personnel and customs operation mode. So far, there are employees from 14 different countries, including South Korea, Japan, the United States, Malaysia and Russia, who can work together and then serve online customers around the world.

## SUMMARY AND PROSPECT

### Research Conclusions

International logistics owing to its excellent characteristics of a vast market, huge and complex system, reliance on international information science and technology, high requirements for standardization and strong timeliness, can realize trade between countries and is in need of higher requirements, higher standards and higher development. The implementation of the "the belt and road initiative" model is faced with some problems, such as lack of consensus on the initiative of a region, hidden dangers in the operation of some countries, and the lagged level of logistics enterprises in China. In addition, the COVID-19 outbreak in China made people realize that it is necessary not only to improve the level of Tobacco Foreign Trade, but also to strengthen the coordination between Tobacco Foreign Trade and international logistics, so as to enhance the logistics support of epidemic control and prevention in China. SF Group is advocated to assist Chinese enterprises with its overall strength and jointly build into the Top 19 in order to make the development challenges and opportunities of the logistics industry more prominent and to comprehensively solve the problem of coordinated development of "the belt and road initiative" Tobacco Foreign Trade and international logistics. China tobacco trade volume is more obviously affected by the development of the global tobacco industry. When the development of the global tobacco industry has brought about an increase in international trade, China's imports of foreign tobacco are much larger than exports, which also reflects the current status of my country's tobacco industry's lack of international competitiveness. Therefore, different trade policies should be adopted for different countries to fully tap the potential of China tobacco trade. For countries whose trade volume is basically the same, it is possible to increase scientific and technological research and development, improve product quality and competitiveness, in order to compete for a larger market share. As for countries with "inadequate trade", bilateral trade negotiations can be strengthened so that tobacco trade relations can be continuously improved. Therefore, overall, the potential of China tobacco foreign trade is still relatively large. China tobacco trade volume is

more obviously affected by the development of the global tobacco industry.

At the end of this paper, it is suggested that China should enhance the understanding of the "belt and road initiative" in countries along the line, improve the level of Tobacco Foreign Trade, enhance the synergy between Tobacco Foreign Trade and international logistics, enhance the overall strength of China's logistics enterprises, highlight the challenges and clear opportunities of the development of China's logistics industry due to COVID-19 outbreak, and comprehensively solve the problem of coordinated development of Tobacco Foreign Trade and international logistics under the "belt and road initiative". China tobacco companies should increase the reform and innovation of the tobacco industry, and improve the status of tobacco products as an international brand. China Tobacco can achieve more long-term development only if it crosses the world, and the role of product innovation and brand marketing is crucial. Therefore, it is necessary to seize the opportunity of reform and innovation to improve China Tobacco international competitiveness. Disperse tobacco export risks and balance international trade relations. In the process of tobacco marketing, countries with "inadequate trade" will be the focus of trade development. On the premise of maintaining the existing trade volume, increasing the export volume to these countries will effectively control the risks in the development of China tobacco trade.

### Future Development Prospects

At present, although the country is vigorously developing international logistics, there are few systematic application measures of international logistics distribution. Due to my limited time and knowledge, this paper is still in its infancy and still needs to be studied more deeply on international logistics. In the follow-up study, the development of logistics service in China will be combed and analyzed in detail, and the future trends will be predicted to prevent possible problems in the e-commerce and international logistics industries in the changing development, and thinking about these possible problems in the future will make this study more practical.

## Author Declaration

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