毕　　业　　论

题目：义乌市小商品出口贸易发展对策研究

摘　要

义乌市是享誉国内外的小商品市场，每年的小商品出口量居于全球首位。目前，义乌市小商品出口贸易的发展已经形成了属于义乌特色的发展规模及特色。但是面对不断拓宽的世界小商品市场，义乌小商品市场仍表现出一定的问题和不足。义乌市小商品出口贸易面临的主要问题：小商品出口结构不合理；小商品出口种类单一；小商品出口竞争不强；小商品出口遭遇贸易壁垒。所以，义乌市必须加快改革措施通过：优化小商品出口结构；丰富小商品出口类型；增强小商品出口竞争力；正确应对小商品出口贸易壁垒。并且通过对义乌市谷印贸易商行的案例分析进一步地把握了义乌市小商品出口贸易问题的发展现状，为义乌市小商品出口贸易的发展产业升级做好现实铺垫。

关键词：小商品；出口贸易；贸易壁垒

Abstract

Yiwu is a small commodity market that is well-known both at home and abroad. The annual export volume of small commodities ranks first in the world. At present, the development of Yiwu's small commodity export trade has formed a development scale and characteristics that are characteristic of Yiwu. However, facing the ever-expanding world small commodity market, Yiwu small commodity market still shows certain problems and deficiencies. The main problems faced by Yiwu's small commodity export trade: the irrational structure of small commodity exports; the single type of small commodity exports; the small commodity export competition is not strong; the small commodity exports encounter trade barriers. Therefore, Yiwu must speed up the adoption of reform measures: optimize the structure of small commodity exports; enrich the types of small commodity exports; enhance the competitiveness of small commodity exports; and properly respond to small commodity export trade barriers. And through the case analysis of Yiwu Guyin Trading Co, Ltd., it further grasped the development status of Yiwu's small commodity export trade problem, and paved the way for the development of industrial upgrading of Yiwu small commodity export trade.

Key words：Commodities；Export trade；Trade barriers

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