

поставляемых из-за рубежа, доставка необходимого стала дорогостоящей и более длительной. Из-за ухода большого количества западных брендов и неготовности к этому российских брендов мы можем столкнуться с проблемой отсутствия конкуренции на рынке. Необходимо упомянуть и проблему кадров. Начиная с периода пандемии и заканчивая массовым закрытием производств предприниматели сталкиваются с дефицитом специалистов узкого профиля [2, с. 120–127].

Благодаря уходу зарубежных магазинов российские бренды станут набирать большую популярность во многом благодаря развитию торговли онлайн в различных маркетплейсах. Это отличная возможность не только для локальных дизайнеров, но и для развития отечественного масс-маркета.

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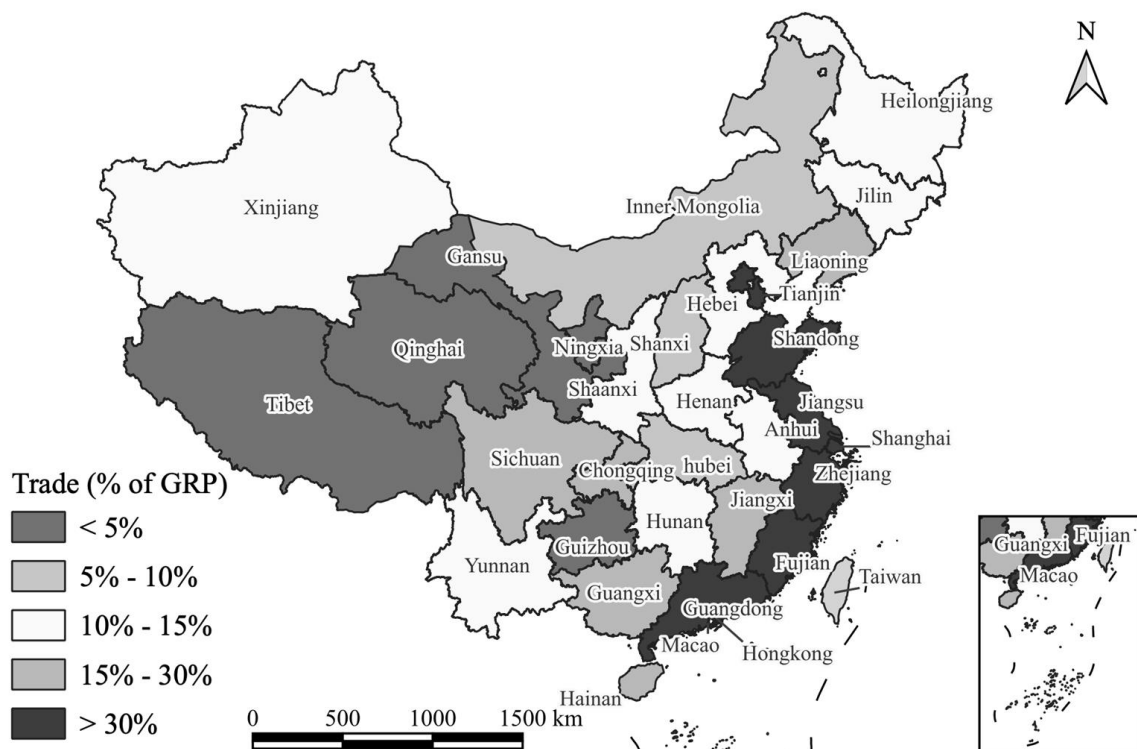
## **REGIONAL DIFFERENCES IN CHINA'S INTERNATIONAL TRADE RISKS UNDER THE BACKGROUND OF U.S. SANCTIONS**

China's international trade has been significantly influenced by the ongoing trade dispute with the United States. The imposition of U.S. sanctions and trade tariffs has created regional differences within China, impacting various sectors and provinces differently. This article aims to analyze the regional differences in China's international trade risks under the background of U.S. sanctions and their potential consequences.

Since 2018, the United States has imposed a series of economic sanctions on China, which have impacted various sectors and industries. These measures

primarily revolve around trade, technology, and human rights concerns [1]. In the economic field, the main policy of U.S. sanctions against China focuses on suppressing China's international trade and technological development. In particular, the U.S. government has imposed tariffs on a vast range of Chinese goods, ranging from steel and aluminum to high-tech products like semiconductors. These tariffs have significantly disrupted China's international trade, affecting both export-oriented provinces and those specializing in importing raw materials. Moreover, the U.S. has targeted certain industries, such as telecommunications giant Huawei, through sanctions and export controls. These measures have created uncertainties and risks for China's international trade.

Based on customs statistics from various provinces in China, the eastern coastal regions, including provinces and centrally governed municipalities, exhibit significant advantages in terms of their international trade scale. The combined trade value of Hebei, Beijing, Tianjin, Shandong, Jiangsu, Shanghai, Zhejiang, Fujian, Guangdong, and Hainan has reached \$ 3778 billion in 2018, accounting for over 81,7 % of the nation's total trade value [2]. The eastern coastal provinces heavily rely on foreign trade, constituting over 30 % of their Gross Regional Product (GRP) as of 2020 [3]. Consequently, due to their economic significance, these provinces and cities have also become focal points for U.S. economic sanctions against China. (fig. 1).



**Figure 1 – Trade-to-GRP ratio of provinces in China in the year 2020**

Note – Source: development by the author based on [3].

China's export-oriented provinces, such as Guangdong, Zhejiang, and Jiangsu, have experienced significant challenges due to U.S. sanctions. These provinces heavily

rely on manufactured goods, particularly in electronics and machinery, which face high tariffs when exported to the U.S. Consequently, these provinces have seen a decline in export volumes, affecting their economic growth and employment rates.

Guangdong, in southern China, is known as the "world's factory" and disproportionately bears the brunt of U.S. tariffs. The province is a hub for manufacturing and export, with numerous global companies, especially in electronics, operating within its borders. The imposition of tariffs on these exports adversely affects the region's economic stability, leading to decreased foreign direct investment (FDI) and job losses. The province has been forced to explore new markets and diversify its economy to mitigate the impact of U.S. sanctions.

Similarly, Zhejiang and Jiangsu provinces, known for their manufacturing and export industries, have been significantly impacted. These regions are home to numerous small and medium-sized enterprises (SMEs) that rely heavily on foreign markets, particularly the U.S. The imposition of tariffs affects their competitiveness and profitability, resulting in reduced orders and losses. To cope with the situation, these provinces have emphasized the importance of developing alternative markets and adjusting industrial structures to balance regional trade risks.

While export-oriented provinces have been severely affected, China's import-oriented provinces face a different set of challenges due to U.S. sanctions. These regions rely heavily on imported raw materials, such as energy, minerals, and agricultural products, for industrial production and domestic consumption. The U.S. has imposed tariffs on some of these imports, driving up costs and impacting the competitiveness of industries dependent on them.

For instance, Shandong and Hebei provinces, known for their steel and aluminum industries, face increased costs due to tariffs on raw materials imports. These industries are pivotal in China's manufacturing sector, providing inputs for various downstream industries. The tariffs on imported raw materials not only affect their efficiency and competitiveness but also have a ripple effect on the entire region's economy.

Sichuan and Inner Mongolia, regions known for their coal and natural resources, are also not immune to the impact of U.S. sanctions. These areas rely heavily on exports of energy resources, such as coal and natural gas. The imposition of tariffs and the slowdown in global demand due to the pandemic have led to a decline in exports, negatively affecting the local economy. These provinces are seeking to diversify their industries and explore new markets to mitigate risks associated with their heavy reliance on U.S. demand.

The regional differences in China's international trade risks have several consequences and require strategic mitigation measures. The decline in export volumes has led to increased unemployment rates in affected provinces, triggering social and economic challenges. The loss of foreign investment further limits the ability of export-oriented provinces to recover from the sanctions' impact.

To mitigate these risks, it is crucial for the affected provinces to diversify their economies and explore new markets. This includes prioritizing innovation, upgrading industrial structures, and cultivating domestic consumption to reduce reliance on external demand. Furthermore, strengthening regional cooperation with neighboring countries and participating in regional trade agreements, such as the Regional Comprehensive Economic Partnership (RCEP), can provide alternative avenues for trade and further markets to overcome U.S. tariff barriers.

China's international trade risks under the background of U.S. sanctions show stark regional differences, affecting both export-oriented and import-oriented provinces. The imposition of tariffs and sanctions has disrupted various sectors, leading to economic challenges and unemployment in affected regions. However, proactive measures such as diversifying economies, exploring new markets, and prioritizing innovation can help mitigate these risks and provide opportunities for regional development. It is crucial for China to continually adapt its strategies to navigate the changing global trade landscape and minimize the impact of U.S. sanctions on its regional economies.

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