International Journal of World Economic Research
ISSN: 3080-9886 (Print), ISSN: 3080-9894 (Online) | Vol. 1, No. 3, 2026

Research on the Impact of Trade Facilitation Level on the Export Scale of Cross-border e-commerce in Laos

Phonethip Keosengphachanh

College of International Business, Shanghai University, Shanghai 200444, China

Abstract: The export scale of Cross-border e-commerce in Laos is affected by factors such as customs clearance efficiency, logistics infrastructure, Cross-border payment, policy environment and digital supervision level. Improving the level of trade facilitation can reduce the time cost and institutional barriers of export links, and strengthen the ability of enterprises to participate in the international market. The analysis of the mechanism of trade facilitation on the export scale of Cross-border e-commerce in Laos can reveal the impact path of customs clearance facilitation, logistics coordination and policy support on export growth, and provide a reference for Laos to optimize the business environment of Cross-border e-commerce, expand the export scale and enhance the competitiveness of regional trade.

Keywords: Trade fcilitation, Laos, Cross-border e-commerce, Export scale, Customs clearance efficiency.

1. Introduction

The rapid development of digital trade provides new opportunities for Laos to participate in regional economic cooperation and expand exports. Cross-border e-commerce connects producers, platforms and international consumers, which can break through the restrictions of traditional trade in terms of market scope and trading methods. Laos's Cross-border e-commerce exports are still constrained by factors such as customs clearance efficiency, logistics conditions, payment system and policy service capabilities. The research on the impact of trade facilitation level on the export scale of Cross-border e-commerce in Laos can clarify the key links restricting export growth, and provide theoretical support for improving trade efficiency and enhancing export competitiveness.

2. The Export Pattern of Cross-Border E-Commerce in Laos Under the Improvement of Trade Facilitation Level

2.1. The Improvement of Customs Clearance Efficiency Drives the Acceleration of Export Process

The efficiency of customs clearance can judge the overall level of trade facilitation in Laos, and also influence the overall export volume of the local Cross-border e-commerce industry. Cross-border e-commerce orders generally have the characteristics of small batch, high transaction frequency and rigid standard for circulation time limit. Complicated customs clearance steps, time-consuming inspection and repeated submission of declaration materials will lengthen the time for goods to leave the country and weaken the comprehensive strength of order performance of major e-commerce platforms. When Laos carries out Cross-border e-commerce to transport foreign goods, the circulation of goods needs to go through multiple processes such as enterprise self-declaration document review, customs verification, tax settlement and release and distribution, and the slow operation of any process will slow down the overall export progress. After the overall operation efficiency of the customs clearance system is improved, measures such as electronic reporting, single government affairs platform, advance verification and release classification control can alleviate the workload of manual audit, and foreign trade merchants can quickly complete the information reporting and goods verification and release process after generating orders. Agricultural products, handicrafts and daily consumables occupy the main export categories of Cross-border e-commerce in Laos, and the reduction of customs clearance time can reduce the additional expenses caused by warehousing detention, reduce the probability of loss of fresh goods in transit, and improve the overall receiving experience of overseas purchasers.

2.2. Logistics Corridor Construction Promotes Cross-Border Flow of Commodities

The construction of logistics channels is related to the stable and efficient entry of Cross-border e-commerce export commodities into the international market in Laos. Laos is a landlocked country without direct seaports, and its export commodities have long relied on ports, railways, highways and air nodes in neighboring countries for transshipment. Logistics costs and transportation time have a prominent impact on export competitiveness. The China-Laos railway and regional highway network has been improved, laying a solid foundation for the transportation of Cross-border e-commerce commodities in Laos. Agricultural products, specialty foods, wood products and textiles can enter China and other regional markets through railway-highway intermodal transport. The construction of logistics channels is reflected in the increase of transport routes, including warehousing and distribution, cold chain distribution, port distribution, Cross-border express delivery services and other supporting systems. Cross-border e-commerce exports are different from traditional bulk trade, focusing on small parcels, multi-batch, fast distribution, covering the logistics chain of origin, warehousing, ports and overseas markets, which can meet the needs of platform order performance. After the logistics channel is unblocked, the efficiency of collection, sorting, customs declaration and transshipment of export commodities is improved, the uncertainty of

transportation is reduced, and enterprises can control the delivery cycle and inventory arrangement.

2.3. Optimizing the Digital Trade Environment and Broadening Export Channels

Digital trade environment is the basic condition for the expansion of Cross-border e-commerce export scale in Laos, including network infrastructure, platform services, electronic payment, data supervision and enterprise digital application capabilities. Cross-border e-commerce transactions rely on online display, online communication, electronic payment, order tracking and after-sales service to promote, the lack of digital foundation will make it difficult for enterprises to dock overseas orders, unable to go through the whole process of commodity shelf to transaction settlement. Laos's Cross-border e-commerce exports have achieved large-scale development, relying on a stable network environment, standardized platform operation mechanism and convenient digital service system. After the improvement of digital trade environment, local enterprises display products through e-commerce platforms, social media, live promotion and online exhibition channels, reduce the constraints of traditional intermediaries and offline exhibitions, and broaden the coverage of export markets. The improvement of electronic payment and digital settlement system can strengthen transaction security, dredge obstacles to Cross-border payment, and small and medium-sized sellers can successfully complete international order settlement business. The establishment of digital supervision platform can realize the data exchange of orders, logistics, payment and customs declaration, and improve the service level of government departments for Cross-border e-commerce export business. Lao characteristic agricultural products, tourism derivatives and handicrafts, with the help of digital trade environment upgrading to strengthen brand display and market matching strength, export channels from a single trader model to a platform, diversified development form.

3. Restrictive Factors in The Expansion of Cross-Border E-Commerce Export Scale in Laos

3.1. The Port Service Capacity Does Not Match the Export Demand

Laos Cross-border e-commerce export orders have the characteristics of small batch, multi-frequency and scattered categories, and the response speed, inspection ability and business carrying standards of port services are facing new standards. Some domestic ports follow the traditional general trade supervision process, and the existing service mode adapts to the centralized declaration scenario of bulk goods. Cross-border e-commerce products cover a number of stores, a variety of product specifications and a compact delivery cycle, and the process of declaration, inspection and release is prone to the phenomenon of goods detention. There are shortcomings in the construction of port information system, and enterprises need to submit orders, invoices, logistics documents and commodity lists repeatedly, which prolongs the time-consuming preparation for export. Some border ports have insufficient storage areas, inspection sites, sorting equipment and cold chain infrastructure reserves, which can not adapt to the actual standards of fresh-keeping storage and rapid inspection and release of agricultural products and food commodities. There is a dislocation between the customs clearance service period and the order performance rhythm of the e-commerce platform, and the control of the overall delivery cycle by the merchants is disturbed accordingly. The export demand in the market continued to expand, the supporting level of port services failed to upgrade synchronously, the logistics planning of enterprises fell into a passive state, the hidden dangers of order delays continued to increase, and it was difficult for small and medium-sized sellers lacking professional customs declaration experience to enter the Cross-border export market steadily [1].

3.2. Insufficient Connection Between Logistics Distribution System and Platform Operation

The operation of Cross-border e-commerce platform focuses on real-time order processing, dynamic inventory update and logistics trajectory query, while the logistics distribution system in some areas of Laos still has the status quo of scattered nodes, inconsistent standards and weak service stability. All kinds of export commodities are mostly produced in agricultural production areas, handicraft workshops and warehouses of small and medium-sized enterprises, and the territorial front-end collection foundation is weak, which makes it difficult to complete the collection, sorting, packaging and warehousing process according to the established standards of the platform [2]. Logistics enterprise information systems lack effective communication channels, platform orders, warehousing and transportation-related data can not achieve efficient flow, inventory data and actual stock of goods deviation, delivery status update lag, incomplete package tracking information and other issues occur from time to time. The Cross-border distribution link span is large, and the goods go through many processes, such as origin collection, domestic transshipment, port handover, overseas distribution, etc. The lack of coordination and cohesion of each link will lower the overall performance evaluation of the platform. The distribution timeliness and packaging specifications of seasonal agricultural products, special foods and all kinds of light and small goods affect the quality of goods and consumer experience. The disconnection between the logistics distribution system and the platform operation rhythm weakens the market competitiveness of local goods in Laos in the Cross-border e-commerce track and restricts the continuous expansion of the overall export volume.

3.3. The Ability to Support Cross-Border Payment and Digital Supervision is Weak

Cross-border e-commerce exports rely on commodity circulation, and also require the synchronous operation of capital flow, information flow and regulatory data. Some small and medium-sized sellers in Laos are still troubled by the inconvenience of Cross-border collection, currency exchange, platform settlement and capital arrival. Limited payment channels will increase transaction costs and affect the willingness of merchants to receive orders. Different platforms have higher requirements for collection accounts, settlement cycles, identity authentication and tax information, and lack of digital financial services, making it difficult for enterprises to quickly complete the closed-loop transaction. In terms of digital supervision, if the order, payment, logistics and customs declaration information can not be effectively linked, it is difficult to accurately identify the characteristics of Cross-border e-commerce export business, which is not

conducive to classified supervision and risk management. Some enterprises have weak digital management ability, insufficient grasp of electronic documents, online declaration, data retention and compliance declaration process, and are prone to incomplete materials and inconsistent data. The insufficient support of payment system and digital supervision will cause hidden obstacles to Cross-border e-commerce exports in terms of transaction security, compliance review and capital flow, and restrict the continuous expansion of the scale of online international transactions of Lao export enterprises [3].

4. The Optimal Path of Trade Facilitation to Promote Export Scale Growth

4.1. Improve the Coordination Mechanism of Customs Clearance and Reduce Transaction Costs

To improve the coordination mechanism of customs clearance, we need to focus on the data linkage between customs, port management departments, logistics enterprises, platform enterprises and exporters, and reduce the cost of repeated declaration and waiting for Cross-border e-commerce exports due to information fragmentation. Laos's Cross-border e-commerce exports are mainly small-batch and multi-category orders, which will increase the institutional cost of a single commodity by following the traditional trade verification mode. Promote the unified collection of orders, logistics, payment and commodity information in customs clearance, with the help of electronic documents, online declaration and advance audit, part of the audit work will be advanced to the arrival of goods [4]. Enterprises with good credit and standardized declaration can adopt differentiated supervision to increase the proportion of low-risk commodities released quickly and reduce the interference of invalid inspection on export timeliness. Port departments optimize the process of cross-sectoral collaboration, integrate inspection and quarantine, tax treatment, transportation and handover into a unified service chain, and avoid enterprises repeating procedures in different windows. Agricultural products, food, handicrafts and other major export categories need to be clearly declared standards and material lists to reduce the difficulty for small and medium-sized sellers to understand policies and prepare materials. After the improvement of customs clearance coordination capability, the expenditure related to customs declaration agency, warehousing waiting, document sorting and cargo detention has been reduced, and the transaction cost of Cross-border e-commerce export units has been reduced synchronously.

4.2. Strengthen Logistics Infrastructure to Enhance Performance Capability

Strengthening logistics infrastructure can be promoted from the aspects of origin collection, warehousing and distribution, port transportation and overseas connection, so as to lay a solid foundation for the performance of orders for Cross-border e-commerce exports in Laos. Cross-border e-commerce orders have high standards for delivery timeliness, package tracking and commodity integrity, and a single transport route can not meet the actual demands of platform-based transactions. Laos relies on China-Laos railway, regional highway network and border port resources to build small parcel distribution centers, standardized storage areas and cold chain transfer nodes suitable for Cross-border e-commerce, so as to enhance the centralized processing capacity of commodities from origin to port. Agricultural products and food products can be supplemented with pre-cooling, grading, packaging, fresh-keeping and temperature-controlled transportation facilities to reduce the proportion of losses caused by transportation links. Light industrial products, handicrafts and daily goods can be improved with anti-loss packaging, sorting coding and batch transshipment management and control to improve the overall processing efficiency of parcels. Logistics enterprises connect with e-commerce platform to build a unified information interface to achieve real-time synchronization of order generation, inventory delivery, logistics collection, transportation nodes and sign-in status, so as to deepen the recognition of Lao goods distribution services by consumer groups. The layout of bonded warehouses, front warehouses and return and exchange service stations around the port will reduce the time consumption of goods replenishment and after-sales processing. After the improvement of logistics infrastructure, export enterprises can rationally allocate inventory, control delivery nodes, avoid various uncertainties in transportation, and the performance score of platform stores and the level of user repurchase will also be steadily improved.

4.3. Improve the Service and Policy Guarantee System of E-Commerce Platform

To improve the e-commerce platform service and policy guarantee system, it is necessary to focus on the problems faced by small and medium-sized enterprises in Laos when entering the Cross-border e-commerce market, such as inadequate operational capacity, unclear understanding of rules, and decentralized policy support. Cross-border e-commerce exports cover commodity sales, including product selection, brand packaging, online marketing, platform compliance, customer service, after-sales processing and tax declaration. We will build an integrated Cross-border e-commerce service platform to provide enterprises with services such as store registration, product shelving, language translation, marketing promotion, data analysis, intellectual property protection and dispute settlement, so as to lower the threshold for enterprises to operate international platforms independently. At the policy level, we need to integrate fiscal, tax, financial, training and market development measures, focusing on supporting agricultural products processing enterprises with export potential, characteristic handicraft enterprises and small and medium-sized manufacturing enterprises. Due to the shortage of talents in Cross-border e-commerce, training in platform operation, digital marketing, international logistics, Cross-border payment and compliance declaration can be carried out to enhance the mastery of online export process. Financial institutions provide exporters with micro-credit, settlement facilities and exchange rate risk management services based on Cross-border e-commerce order data. Government departments should improve relevant laws and regulations on Cross-border e-commerce, clarify platform responsibilities, commodity quality standards, consumer rights protection and data security requirements. After the improvement of the platform service and policy guarantee system, Lao enterprises can shift from relying solely on trade intermediaries to independently carrying out online export operations, and the export categories, market coverage and transaction stability will be enhanced

simultaneously.

5. Practice Verification and Development Trend of Laos' Cross-border e-commerce Export Growth

5.1. China-Laos Railway Promotes the Export Efficiency of Agricultural Products

China-Laos Railway has brought more stable transportation conditions for Cross-border e-commerce exports of agricultural products in Laos, greatly reducing the circulation time of agricultural products from production areas to overseas markets. Bananas, coffee, cassava, tropical fruits and other products in Laos have their own unique geographical attributes. Fresh products have strict standards for fresh-keeping protection, packaging technology, transit distribution and delivery cycle. Traditional highway traffic is vulnerable to changes in road conditions, weather fluctuations and port congestion, which increases the overall transportation costs. Relying on the layout of China-Laos railway transport capacity, fresh goods can be transferred quickly with the help of the railway freight train linkage port distribution system, reducing the time consumption in the process of long-distance freight transport. Cross-border e-commerce platform orders focus on the freshness of goods and the smooth state of delivery, and the punctuality of railway transportation facilitates enterprises to plan picking, grading, packaging and delivery arrangements according to the needs of the platform. The improvement of the export efficiency of agricultural products is reflected in the innovation of the operation mode of the place of origin. Cooperatives, processing entities and e-commerce service agencies can rely on railway logistics outlets to build collection sites, integrate retail sources of goods, and carry out unified quality testing, specification screening and standardized packaging operations. The reduction of transportation time can reduce the loss of fresh goods on the way, reduce the after-sales disputes on the platform, and maintain the reputation of goods and the level of repeated consumption of users. Railway access broadens the space for Lao agricultural products to enter China and its surrounding markets, and promotes the transition of Cross-border e-commerce exports of agricultural products from scattered sales to order-based, batch and standardized business models.

5.2. Rural E-Commerce Platform Expands International Market Space

Rural e-commerce platform can connect Lao rural characteristic products with Cross-border consumer markets, and build online sales channels for agricultural products, handicrafts, ethnic costumes, bamboo and wood products and local food. Some rural areas in Laos are rich in characteristic resources, but are restricted by transportation, market information and sales channels. The products are purchased by local markets or traditional traders for a long time, and the pricing ability is weak. After the completion of the rural e-commerce platform, product information can reach overseas consumers directly through pictures, short videos, live broadcasts and multilingual detailed pages, and the visibility of local product markets will be enhanced accordingly. Platform operation can promote product standardization, unify packaging specifications, improve commodity descriptions, label origin information, and establish quality traceability records, so that rural products can better meet the needs of Cross-border e-commerce transactions. Small-scale producers can use the platform to centralize access to training, customer service, translation, settlement and logistics docking services, reducing the difficulty of individual farmers or small workshops to independently carry out export business. The platform can also rely on order data to analyze overseas market preferences, guide the origin to adjust product specifications, packaging styles and sales seasons, expand market space not only to expand sales scope, but also to enhance product brand value and optimize industrial organization, and promote the transformation of rural products in Laos from raw material export to brand, refinement and online export.

5.3. Regional Trade Synergy Promotes the Continuous Enhancement of Export Capacity

Regional trade synergy can provide all-round support for Cross-border e-commerce exports in Laos at the institutional, market and service levels, and promote export activities from the independent operation mode of a single enterprise to the development form of regional supply chain synergy. Laos is located in the inland core region of Southeast Asia, and has maintained close and stable trade contacts with China, Thailand, Vietnam, Cambodia and other neighboring countries for a long time [5]. Its Cross-border e-commerce export development can not be separated from the perfect port customs clearance network, reasonable layout of logistics transit nodes, mature market circulation channels and high-quality platform resources of neighboring countries. After the coordination of regional trade is strengthened, the convergence of customs clearance rules, the unification of inspection and testing standards, the overall planning of transport schemes and the real-time exchange of information can be achieved efficiently and smoothly, effectively reducing all kinds of uncertainties and risks in the process of Cross-border flow of export commodities. For small and medium-sized enterprises in Laos, regional synergy not only means the diversification of Cross-border transport routes, but also further expands the export radiation radius with the help of mature and complete e-commerce trading platforms, professional and standardized warehousing service systems, convenient and safe payment and settlement channels and potential consumer markets in neighboring countries. The improvement of regional cooperation mechanism can also promote the efficient docking of commodity certification system, origin determination rules, quality inspection standards and digital trade related rules, and greatly reduce the compliance costs and operational burdens of enterprises due to differences in national standards [6]. Agricultural products and handicrafts with Lao characteristics can enter the wider international market smoothly through regional offline exhibitions, online exclusive exhibition zones, Cross-border live broadcasting and platform joint promotion, which can significantly improve the frequency of commodity exposure and the efficiency of transaction transformation.

6. Conclusion

The improvement of trade facilitation level is an important support for the expansion of Cross-border e-commerce export scale in Laos. The improvement of customs clearance coordination, logistics infrastructure, digital trade

environment and policy guarantee system can effectively reduce export transaction costs, improve the efficiency of order performance, and enhance the ability of enterprises to participate in the international market. Laos relies on the construction of China-Laos Railway, regional trade cooperation and rural e-commerce platform to promote the standardization, branding and platform export of agricultural products, handicrafts and other special commodities. Continuous optimization of port services, Cross-border payment, digital supervision and logistics distribution system can further improve the export quality of Cross-border e-commerce, expand the international market space, and enhance the competitiveness of Laos in regional digital trade.

References

[1] Wang, Chenggang, Liu, Tiansen, Wang, Jinliang, et al. Cross-Border E-Commerce Trade and Industrial Clusters: Evidence from China [J]. Sustainability, 2022, 14(6):3576.

[2] Aimei X. The impact of digital trade facilitation on China's cross-border e-commerce exports [J]. Information Systems and Economics, 2023, 4(10).

[3] Wang, Junhai, Wang, Yunfeng. Synergetic Mechanisms and Performance Evaluation of Cloud-Enabled Cross-Border E-Commerce Ecosystems: A System Dynamics and Fuzzy Evaluation Approach [J]. IEEE ACCESS, 2025, 13:216890-216905.

[4] Xu, Wentao, Yan, Wei, Pang, Wen. Navigating Green Trade Barriers: Strategic Decisions in Cross-Border E-Commerce Green Packaging and Self-Logistics [J]. Sustainability, 2025, 17(8).

[5] GuoP, HamzahZ H, ChinL. Has trade facilitation of the 'Belt and Road' countries promoted China's cross-border E-commerce exports? [J]. The World Economy, 2024, 48(2):238-266.

[6] Yang, Yunpeng, Chen, Nan, Chen, Hongmin. The Digital Platform, Enterprise Digital Transformation, and Enterprise Performance of Cross-Border E-Commerce-From the Perspective of Digital Transformation and Data Elements [J]. Journal of Theoretical And Applied Electronic Commerce Research, 2023, 18(2):777-794.