

Study on the Current Situation of Industrial Output and Countermeasures of Ningxia Wolfberry in China-Africa Expo

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Abstract: *This study focuses on the output of Ningxia wolfberry in the Sino-Arab Expo, discussing the current situation of its development and the challenges it faces. It also reveals some problems in its export to foreign industries, such as quality control, market competitiveness and sustainable development. For these problems, strategies including strengthening quality control, enhancing brand image and promoting upgrading are proposed.*

Keywords: *Ningxia wolfberry; China-Arab Expo; industrial output; problems and countermeasures research*

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I. Research background

1.1. Industrial export

Industrial export, as an economic activity, refers to the process by which a country or region pushes its manufactured goods, technological services, cultural contents, etc., into the international market in order to obtain foreign exchange earnings and enhance its international influence. It covers not only the export of physical commodities, but also the transfer of technology patents, the expansion of trade in services and the dissemination of cultural values. Industrial export is rich in connotations, which reflects a country's productive capacity and level of innovation, and it is an important indicator of a country's international competitiveness, as well as a key factor in promoting globalization and deepening the international division of labor.

1.2. Ningxia wolfberry

Wolfberry, known as the "Oriental fruit", has a long history and rich cultural connotations. As early as more than two thousand years ago, "Shennong Ben Cao Jing" has a record of it, as a part of traditional Chinese culture, Ningxia wolfberry has an important position in the field of medicine and health care. It is not only a treasure of Chinese medicine, but also a symbol of health and longevity in Chinese culture.

The cultural value of Ningxia wolfberry is not only limited to the field of medicine, it is also deeply rooted in local culture and festival customs. In Ningxia region, wolfberry planting and processing has become a traditional skill, and local residents' life is closely related. The wolfberry festival held every year has become an important platform for displaying the culture of wolfberry in Ningxia and promoting the economic development of the region.

Modern scientific research has further confirmed the health care and medical value of Ningxia wolfberry. Research has shown that Ningxia wolfberry is rich in a variety of nutrients, such as polysaccharides, vitamins, minerals, etc., which have significant effects on improving immunity, anti-aging and anti-oxidation. These research results provide scientific basis for the promotion of Ningxia wolfberry in domestic and international markets.

In terms of industrial development, Ningxia wolfberry has become one of the pillar industries of the regional economy. The planting area of Ningxia wolfberry is expanding year by year, the output is steadily increasing, and the products are exported to overseas, which has become a bright business card of Ningxia's foreign economic exchanges. Especially with the deepening of China-Arab economic and trade cooperation, Ningxia wolfberry in the China-Arab Expo gradually highlights the status of China-Arab Expo, providing new opportunities for cooperation between the two sides.

Therefore, it is of great significance to study the output of Ningxia wolfberry in China-Arab Expo to promote the healthy development of Ningxia wolfberry industry and to promote China-Arab economic and trade cooperation.

II. Current status of research at home and abroad

The authors conducted a literature search through academic databases such as CNKI and Google Scholar with keywords such as "Ningxia wolfberry", "China-Arab Expo", "export of agricultural products", "international market promotion" and other keywords for literature search. After screening, a total of 50 relevant academic papers, 10 industry reports and 5 policy documents were obtained, of which the earliest study was published in 2005.

Domestic research mainly focuses on the planting technology, nutritional value, and industrial status of wolfberry in Ningxia, and relatively little research has been conducted on the Sino-Arabic Expo.

Foreign research mainly focuses on the medicinal value and health care function of wolfberry, and there is less research on China-Africa Expo and the output of Ningxia wolfberry in the international market.

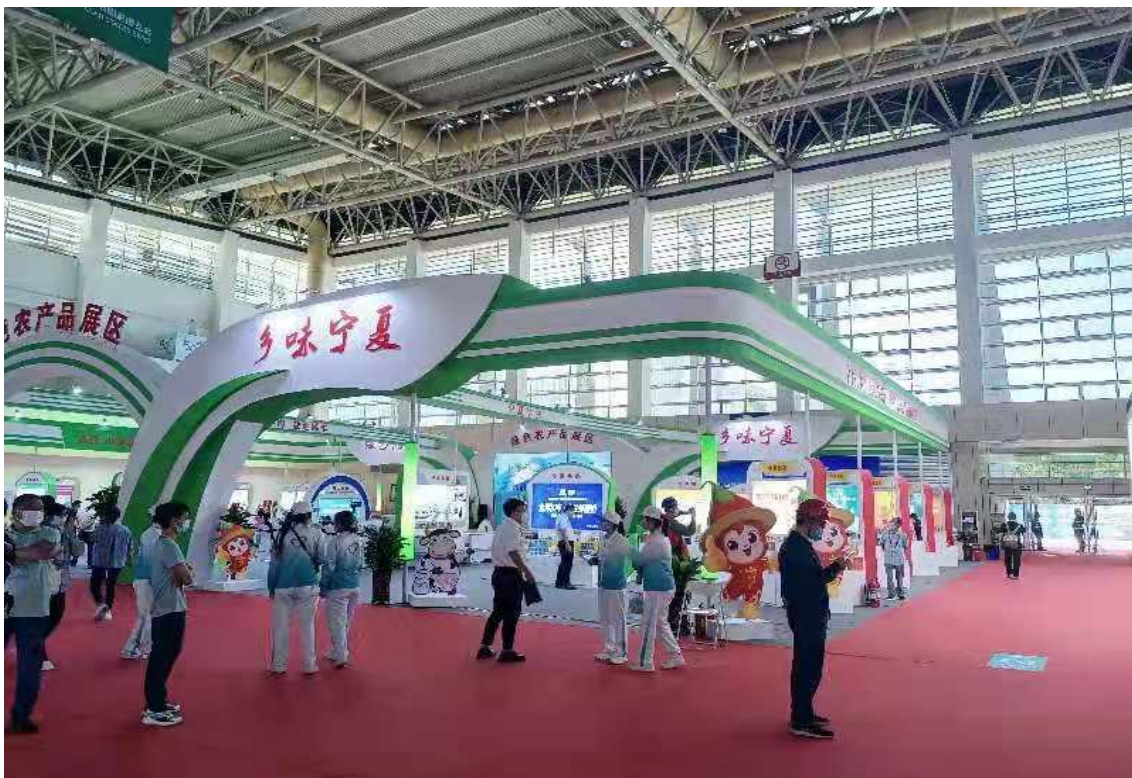
Existing research mostly focuses on the cultivation and nutritional value of Ningxia wolfberry, with insufficient research on its output in the international market ; it mostly adopts qualitative research methods, lacks quantitative analysis and empirical research, and the research on the output of Ningxia wolfberry in the Sino-Arabian Expo and its influencing factors is not in-depth enough.

Based on the above analysis, this study aims to deeply explore the output of Ningxia wolfberry in Sino-Arab Expo, analyze its influencing factors, and put forward corresponding countermeasures and suggestions. This study not only helps to fill the research gap of Ningxia wolfberry in the output of international market, but also provides reference and reference for the promotion of other agricultural products in the international market in China.

III. Problems with the current situation and analysis of their causes

3.1. Insufficient brand presence

At the China-Arab Expo 2023, although the number of Ningxia wolfberry berry enterprises have increased in terms of exhibitors, they are still not as well-known and attractive among international buyers as some international brands. There are still buyers who say that their knowledge of Ningxia wolfberries mainly comes from exhibitions, while in their daily purchases they prefer products with established brand reputation. This phenomenon may be due to the lack of brand promotion strategies for international markets and the lack of experience in international marketing by Ningxia wolfberry enterprises. Meanwhile, cultural differences and language barriers are also important factors affecting brand communication. Enterprises may not have sufficient resources to invest in branding for international markets, resulting in low awareness among international buyers. In addition, companies may lack channels to interact with consumers and obtain timely market feedback, resulting in insufficient brand influence. (The following pictures show the exhibition area of a Ningxia wolfberry brand and the exhibition area of the Ningxia medical industry, respectively)



3.2. Insufficiently innovative marketing strategies

At the China-Arab Expo, the booth design and promotional materials of Ningxia wolfberry enterprises often lacked innovation and were not attractive enough compared with other booths. Some enterprises' booths still used traditional display methods, lacking interactivity and experience, making it difficult to attract visitors' attention. This may be due to enterprises' insufficient understanding of international market trends and their lack of proficiency in the use of emerging marketing tools. Enterprises may not make full use of modern promotional tools such as digital marketing and social media, resulting in limited marketing effectiveness. In addition, the enterprise may lack a professional marketing team, resulting in a lack of innovation and relevance of the promotion strategy. Enterprises may not have conducted sufficient market research, product innovation and differentiated design according to consumer demand (Ningxia Cultural and Tourism Resource Promotion and Food Tasting, only some of the brands through the "cultural and art program + creative video special resources", "video promotion + food tasting" way to showcase Ningxia's cultural and tourism resources, "video promotion + food tasting" way to showcase Ningxia's cultural and tourism resources). "The way of displaying the new results of the integration and development of Ningxia's "wolfberry + culture and tourism", and helping the high-quality development of Ningxia's "six special products" industry).



3.3. Serious product homogenization

At the Sino-Arabian Expo, the products of several Ningxia wolfberry enterprises were similar in terms of packaging and functions and lacked differentiation. Many enterprises use similar red packaging for their wolfberry products and emphasize the same health benefits in their promotions, making it difficult for consumers to differentiate and choose. This may be due to enterprises' lack of investment in product research and development, as well as insufficient research on market demand and consumer preferences. Enterprises may not have conducted adequate market research and failed to innovate and differentiate their products according to consumer needs. In addition, firms may lack channels to interact with consumers and fail to obtain timely market feedback, leading to a serious problem of product homogenization.

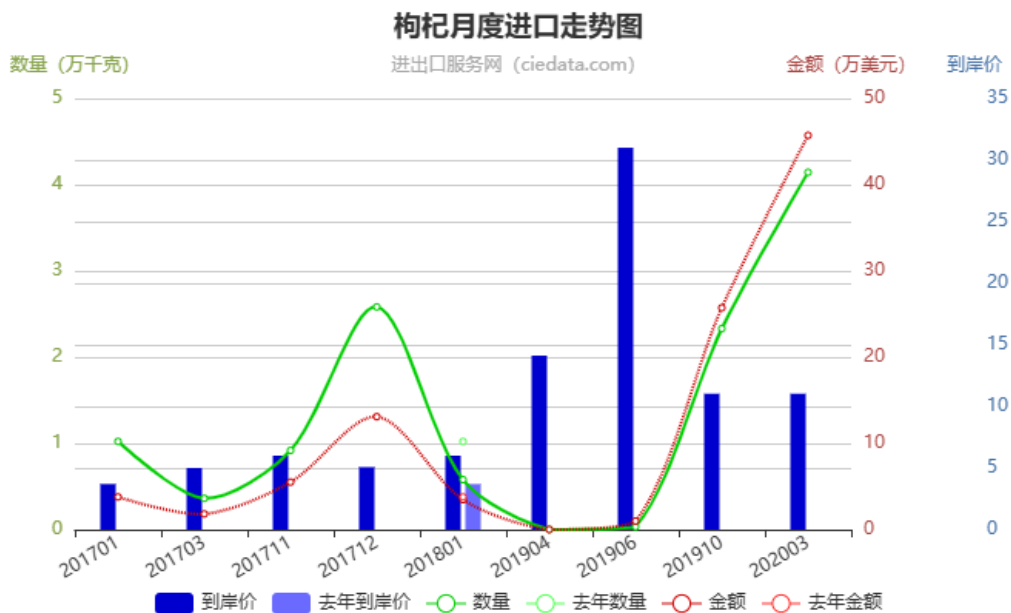
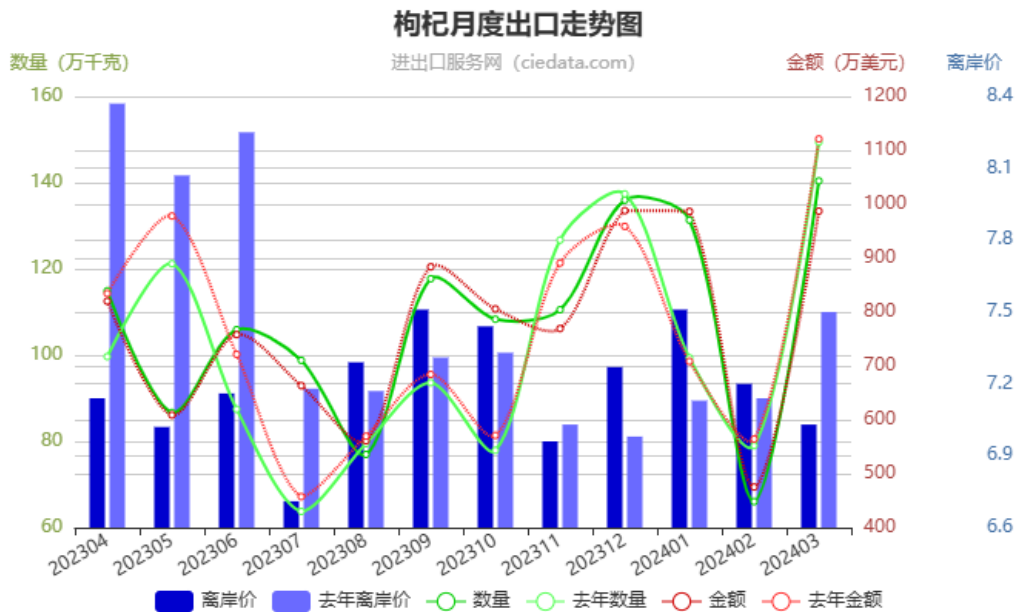


3.4. Low international market awareness

Most consumers have limited knowledge of Ningxia wolfberries, and some even confuse them with other types of wolfberries. This may be due to the lack of effective international publicity and promotion activities, as well as cultural differences and language barriers. Enterprises may not have developed appropriate international marketing programs and may not have made adequate use of multilingual promotional materials and cross-cultural communication strategies. In addition, enterprises may not have established good co-operative relationships with local distributors and partners, resulting in poor product exposure in the international market.

3.5. Existence of trade barriers

In recent years, some countries have imposed higher tariffs and quota restrictions on imported wolfberries, leading to an increase in the cost of exporting Ningxia wolfberries and a decrease in market competitiveness. This may be due to changes in international trade policies and regulations, as well as unfamiliarity of Ningxia wolfberry enterprises with international trade rules. Enterprises may not have established a good network of international trade relations and have no effective strategies to deal with trade barriers. In addition, enterprises may lack experience in working with government and industry organizations, resulting in disadvantages in dealing with trade barriers.



(Figure from Import-Export Services Network)

3.6. Insufficiently diversified marketing channels

Currently, the export of Ningxia wolfberries mainly relies on traditional sales channels, such as wholesale markets and brick-and-mortar shops, while there is relatively little layout in e-commerce platforms and cross-border e-commerce. This may be due to the enterprises' lack of awareness of emerging marketing channels and insufficient investment in online sales and cross-border e-commerce. Enterprises may not have established their own e-commerce platforms and have not cooperated with cross-border e-commerce platforms. In addition, enterprises may lack a professional e-commerce operation team, resulting in the slow development of online sales channels.

IV. Solution Strategy

In order to further promote the output of Ningxia wolfberry in China-Africa Expo, this paper puts forward the following suggestions and measures:

4.1. Enhance Brand Influence

First of all, the core value of the brand should be refined, as the business soul of the enterprise, throughout the entire enterprise's business activities^{Error! Reference source not found.}. At the same time brand publicity and promotion, through multi-channel, multi-language way to improve brand awareness. It can cooperate with famous media to publish articles and reports about Ningxia wolfberry; carry out interactive activities on social media to attract more attention.

4.2. Innovative Marketing Strategies

Identify target audience and promotional goals: Before creating content, companies need to identify their target audience and promotional goals in order to provide attractive content for their target audience; understanding the interests, needs and behavioral characteristics of the target audience can help companies to better develop their content strategy. Provide valuable information: Creating high-quality, valuable content is the key to attracting users' attention. Enterprises can provide the latest industry information, interesting enterprise stories and other valuable content to attract users' attention and interest. Optimize content presentation: Optimizing content presentation can improve the readability and attractiveness of the content.^{Error! Reference source not found.}, At the same time, online and offline activities can be organized, such as wolfberry culture festival, tasting sessions, etc., to enhance consumers' knowledge and interest in Ningxia wolfberry.

4.3. Solving the problem of product homogenization

This problem can be solved in three aspects: strengthening innovative design, improving product quality and expanding product lines^{Error! Reference source not found.}. In terms of strengthening innovative design: strengthen product research and development, develop wolfberry products with unique selling points. The development of different flavors of wolfberry drinks, wolfberry health products, etc., to meet the needs of different consumers; at the same time, through the design to avoid the traditional red packaging, rich brand story, etc., to highlight the uniqueness of the product.

4.4. Increasing international market awareness

Increase brand identification memory points to improve brand awareness, create brand characteristics to enhance brand association, it is vital to grasp the source. Strict screening of authorized agricultural enterprises and the creation of highly standardized agricultural production bases. Give full play to the external economic characteristics of the brand to enhance the brand effect.^[4] Actively participate in international exhibitions and activities, and establish contacts with foreign dealers and partners. Co-operate with foreign research institutes to carry out research and development and promotion of wolfberry products, and improve the recognition of products in the international market. Extend the industrial chain downwards to fill the gap in the low-end market, set the middle and low-grade prices in line with the consumption level of consumers, form the brand differentiation, enhance the brand awareness and expand the market share.

4.5. Responding to Trade Barriers

First, firms need to work with government agencies to ensure that their products comply with export licenses and importing country requirements. This may involve efforts to improve product quality, comply with standards, and obtain the necessary certifications. Second, they can actively participate in international standard-setting and trade negotiations in order to secure more favorable trading conditions. Finally, trade partnerships with other countries or regions can be sought to reduce the impact of trade barriers and increase market access^{Error! Reference source not found.}. At the same time, professional trade counselling organizations can be sought to obtain information on trade barriers and coping strategies.

4.6. Developing diversified marketing channels

By organizing various interesting and interactive marketing activities, such as online and offline interactions, it can attract consumers' participation and attention. Meanwhile, combined with promotional strategies, such as coupons and gift giving, it can stimulate consumers' desire to buy and increase sales. Establishing good customer relationship and after-sales service is also the key to increase consumer loyalty and word-of-mouth. By providing quality service and after-sales support, consumers' trust and satisfaction can be enhanced, thus promoting word-of-mouth communication and the promotion of new varieties^{Error! Reference source not found.}.

V. Limitations of the study

Although this study is devoted to an in-depth discussion of the output of Ningxia wolfberry in the China-Arab Expo and puts forward corresponding countermeasures and suggestions, there are still some limitations:

The data for this study are mainly derived from publicly available academic literature, industry reports and policy documents, which may have certain limitations and cannot fully reflect the actual situation. Meanwhile, due to time and resource constraints, this study fails to adopt more extensive empirical research methods, such as large-scale questionnaires or in-depth interviews, which may limit the depth and breadth of the study.

In addition, this study mainly analyses the output of Ningxia wolfberry in the Sino-Arab Expo from a macro perspective, and fails to fully consider the influencing factors at the micro level, such as the business strategies of individual enterprises and consumer behavior. In addition, due to time and resource constraints, this study fails to conduct a long-term tracking study on the output of Ningxia wolfberry in the Sino-Arab Expo, which may affect the timeliness and accuracy of the study. Finally, this study mainly focuses on the output of Ningxia wolfberry in the China-Arab Expo and fails to fully consider the market situation in other countries and regions, which may limit the generality and applicability of the study.

Despite the above limitations of this study, it is still hoped that this study can provide a certain reference and reference for the output of Ningxia wolfberry in the international market and provide a basis for subsequent research.

VI. Conclusion

In this study, the problems faced by Ningxia wolfberry in international market output are discussed in depth and corresponding solution strategies are proposed. By enhancing brand influence, innovating marketing strategies, solving the problem of product homogenization, improving international market awareness, dealing with trade barriers, and developing diversified marketing channels, Ningxia wolfberry enterprises are expected to achieve better development in the international market. However, it is also recognized that the implementation of these strategies requires time and resources and may face various challenges. Therefore, Ningxia wolfberry enterprises need to continuously pay attention to market changes and adjust and optimize their strategies in order to achieve sustainable development. Finally, it is hoped that this study can provide some reference and lessons for the output of Ningxia wolfberry in the international market, as well as provide insights for the international promotion of special agricultural products in other regions. We look forward to seeing more brilliant achievements of Ningxia wolfberry in the international market.

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