

本研究的目的是探明中國流通業開放帶來的以上重大變化和影響的實質，並揭示韓商利用開放時機應採取的策略。作為韓國人本人認為，韓國對中國經濟的研究中，對流通領域的研究相對薄弱，因此本課題研究更具必要性。特別是正處於體制轉型期的中國流通業的系統、結構、制度及環境，與韓國相比有許多的不同點，因此需要進行深層次的研究。

中國以 2001 年 12 月 11 日加入 WTO 為契機，正在進行全方位的擴大開放，將於 2006 年實現流通業的全面性的開放。近來韓國企業對中投資形態，從出口導向型的當地生產為主逐步向注重當地銷售型轉變；這種趨勢下，也要求深入研究中國的流通業。

本研究的範圍為工業消費品的零售流通業，著眼點圍繞外國投資的製造業企業的當地銷售流通途徑問題展開邏輯。其理由是韓國企業對中投資企業大部分是製造業企業，專門從事流通的企業是極少數，因此製造業的投資企業對流通問題的研究需要大。同時，本研究從外國企業進入中國流通市場角度，著眼點放在「流通渠道」的研究。

本研究的研究方法，首先，充分參考國內外的文獻資料，尤其是中國的中文資料，如報紙、有關流通的專業雜誌、其他調查研究報告等。同時注重臺灣的中文資料，其理由一是臺灣對中國研究有多年的積累；二是臺灣對中國投資多為勞動力密集型中小製造業企業，與韓國有可比性；三是在電子、IT、服裝、食品等領域，臺灣與韓國有競爭與互補性。

其次，進行了案例調查和當地調查。關於部分臺灣企業進入中國內銷流通市場的案例和現狀，通過文獻資料分析和歸納。韓國企業的案例和現狀，同時進行文獻調查和當地調查。當地調查的時間是 2002 年 11 月。

本研究的理論基礎是流通產業論、流通管理論、市場行銷理論等。在研究進入中國內銷流通市場的案例和方案時，採用了所謂「4P」(產品、價格、流通渠道、促銷)分析框架。

與韓國國內外既有的研究成果相比，本研究的關注重點不在於現狀介紹，乃在於動態變化分析；著重揭示中國式的結構和特徵；對市場進入案例做了理論性的歸納整理；與進入中國的韓國企業有關人士進行了深入採訪；進行了不同行業的案例比較。同時，力圖利用了中文資料和第一手資料。

本研究基於流通管理理論和市場行銷分析框架，深入分析了外國企業進入中國的案例，提出韓國企業進入中國市場的戰略。同時考慮到韓國中小企業的資訊收集分析能力薄弱的狀況，重點整理提出了中小企業的進入戰略及韓國政府支援中小企業政策的若干要點。此外，本研究注意到中國成爲世界性生產基地的同時成爲流通基地的可能性，提出了韓國政府對中經濟合作方向、「東北亞商務中心」設想等方面的政策建議。

The Liberalization of the Distribution Industry in China and Korea's Strategy

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This study aims to examine changes and effects related to the liberalization of China's distribution industry and to suggest some strategies to take advantage of the opportunities accruing from the liberalization. Several recent important trends related to the liberalization of China's distribution industry are as follows: The general process of liberalization of its distribution industry was initiated by China's accession to the WTO. With its comparative advantages of a vast market and lower production costs, China is becoming a global distribution and production base. With the opening of the distribution industry, accessing China's domestic market is increasingly becoming the main objective of foreign investment to China.

Since China's distribution industry has been highly protected in the past, its liberalization is generating substantial changes. As distribution functions as a linkage between production and consumption in economic circulation, its liberalization is producing multi-faceted effects. In terms of foreign economic exchange, the liberalization offers foreign enterprises significant opportunities to expand trade and investment into China; foreign-invested manufacturing firms in China are particularly undergoing crucial changes related to value chain management of production, procurement, marketing, logistics, after-sales services, etc. From the perspective of the bandwagon effect of globalization and regional integration, the

liberalization of China's distribution industry affects the global commodity chain and global allocation of economic resources, while facilitating intra-regional economic exchange in East Asia.

Compared to previous studies, this paper places more importance on dynamic structural changes and Chinese characteristics than on the status quo of the Chinese distribution industry. Accession to the WTO is especially noted and analyzed as a critical factor, in that the degree of liberalization and prospects for China's distribution industry are estimated according to China's protocol of accession to the WTO. Meanwhile, a vast rapidly growing domestic market, transitional economic system, immense territory and regional differences are characteristics specific to the Chinese situation that affect the development pattern and direction of its distribution industry.

With regards to the case study on distribution businesses managed by foreign-invested enterprises in China, this paper takes both a theoretical and practical approach, employing theories of distribution management and marketing to analyze relevant literature and interview results. Through such analyses, some useful strategies and devices are offered for Korean companies hoping to enter China's domestic market. Those strategies are divided into ones for coping with the characteristics of the Chinese distribution industry and ones for the so-called '4 Ps' of marketing - - products, prices, place, and promotions.

Lastly, this paper takes note of China's emergence as a global production and distribution base. The liberalization of China's distribution industry may pose some serious dangers, the so-called 'China shocks,' as well as present vast market opportunities. In this regard, the paper makes some policy recommendations for the Korean government to help its enterprises (particularly small and medium-sized businesses) enter the Chinese market to direct economic cooperation with China and to implement the vision of 'becoming the business hub of Northeast Asia.'