



Financial crisis's influence on China export enterprise and countermeasure research

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The subprime mortgage crisis began in the United States is ramping all over the world at present and has developed into the largest global financial crisis for the recent 60 years. This crisis drags not only the virtual economy but also the substantial economy. China's reform and opening up policy has been performed for nearly 30 years and the domestic enterprises and economy have been integrated with the world economy, then what's the situation of the export enterprises in our country and what kinds of measures should these enterprises have to take under the circumstances of the financial crisis. This paper puts forward five proposals preliminary from this point of view: adjust the export target countries, expand the domestic demand, shift the orders from one region to another, adjust the government's related policies and re-plan the enterprise's strategies.

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