

Research on Advantage Evaluation and Development Strategies of Xi'an as the Energy Finance Centre in the Silk Belt Economic Belt

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Abstract: Energy and Finance are the two key factors of the development of the Silk Road Belt. From the regional point of view, the western region has a special strategic attribution of energy economy. In the western cities, how to choose a city as the energy and finance enter of the Silk Road Economic Belt has become one of the important issues of the strategic development of the Silk Road Economic Belt. In this paper, by evaluating the current situation of Xi'an, the author thinks about the advantage of Xi'an in constructing the energy and finance center in the Silk Road economic belt, and puts forward the development strategy.

The Silk Road Economic Belt is a regional economic development strategy based on the ancient Silk Road, which was proposed in 2013 and spans two continents, Europe and Asia, and it is known as the longest "economic corridor" in the world. The Silk Road Economic Belt contains vast area where also contains rich resources, the giant structure of cooperative relationships, which contains culture, economy, society, and humility, between the country and country, and region and region in this area is of great significance to the development of China. In particular, the countries around the Silk Road Economic Belt have abundant resources, but because of the shortage of funds, the utilization of these resources is greatly reduced. By means of the multilateral financial cooperation between the countries and the banks, the energy enterprises could make progress and the Chinese energy enterprises also could invest abroad and realize the modern and efficient core competitiveness, full of high technologies. Under this background, it is necessary to form a finance centre so as to support the development of the area in aspect of funds. At present, all the big cities in China are striving for being an energy finance center, but in general they lack the necessary agreement and positioning. From a geographical point of view, Xi'an, Chengdu and Chongqing all have the construction elements of the energy finance center of the Silk Road Economic Belt. Therefore, in this paper, the author considers the advantages of Xi'an in the construction of the energy finance center and puts forward the development strategy by means of the comparative method.

1. The Advantages of Xi'an on Being the Energy Finance Center

On the construction of the energy finance center of the Silk Road Economic Belt, the current academic research is mainly focused on three cities---Xi'an, Chengdu and Chongqing, and the research is based on the objectivity of space and the scientific demonstration. From the practical point of view, in the geographical structure of the Silk Road Economic Belt, Shaanxi is the starting area; it influences Xinjiang through the Gansu Corridor and connects the Central Asian. In this geographical location, energy is very rich. However, the economic development of this area is relatively lagging behind. Therefore, it is necessary to promote the energy industry in the Silk Road Economic Belt by the integration and support of the economy, while Xi'an has some obvious advantages to be the energy finance center of the Silk Road Economic Belt.

First, Xi'an is the center of information exchange of China, and the location of Xi'an almost is the centre of china, it connects the north and the south, as well as the east and the west. At the same time, it is also the starting point of the oil and gas corridor between China and Central Asia. The unique geographical conditions have provided a prerequisite for Xi'an to become an energy finance center in the Silk Road Economic Belt. Second, Shaanxi Province is a big energy province in China,

the reserves of natural gas and oil are in the forefront of China, and the abundant resources reserves have also provide conditions for Xi'an to become the centre in the economic belt. Third, the economy of Shaanxi Province has developed rapidly in recent years. The energy industry and chemical industry are the important pillars of Shaanxi's GDP. At the same time, Shaanxi's financial industry is also rapidly improving; in addition, scientific research, cultural and other industries continue growing. These all have provided the competitiveness for the construction that Xi'an becomes the energy finance centre in the Silk Road Economic Belt.

2. The Advantage Evaluation of Xi'an as the Centre of Energy Finance Industries.

From the summary above, we can see that in the current academic circles, it is mainly inclined to establish the center of energy economy around the Silk Road Economic Belt in Chengdu, Chongqing and Xi'an. Therefore, in the analysis of this chapter, the author will also compare the three cities, so as to demonstrate the advantages of Xi'an on being the energy finance centre in the Silk Road Economic Belt. In the analysis of advantage evaluation, six factors that are the index of finance industry development degree, resource endowment and energy industry development index, economic development potential index, transportation and communication development index, human resources, science and technology innovation index and city livable environment index are took into account, at the some time, by the collection of relevant data, and the statistical calculation method based on the SPSS analysis, and then, by means of factor analysis and weighted mean, the above six indexes are classified as the F1---Basic Development Factor (degree of financial development, transportation and communication facilities, city livable environment), the F2---Economic Resources Factor(resource endowment and industrial scale, scientific and technological innovation, human resources and economic development potential) and the F---Comprehensive Competitiveness. In this paper, the comparative result of F, F1 and F2 is induced as the table 1 below:

Table 1 Comprehensive index comparison

City	F	Place	F1	Place	F2	Place
Chongqing	-0.78380	3	-0.63051	3	-0.96737	3
Chengdu	0.59994	1	1.15302	1	-0.06235	2
Xi'an	0.18386	2	-0.52251	2	1.02972	1

From table 1, compared the three cities, we can see that in the comparison of the Comprehensive Competitiveness (F), Xi'an is in the second place; in the comparison of the Basic Development Factors (F1), Xi'an is in the second place too, but in the comparison of the Economic Resource Factor (F2), Xi'an is in the first place.

But based on past data, we can see that the gap between Xi'an and the two other cities is quite large. But since 2016, especially in 2017, Xi'an has become a "city of cyber star" on the internet, especially on some we-media platforms, the GDP and tertiary industry of Xi'an have been greatly improved, so it can be seen that Xi'an has great potential for the further development. It is worth noting that the score of Xi'an in Economic Resource Factor (F2) is far higher than that of Chongqing and Chengdu, and the main reasons are as below:

First, from the perspective of GDP, the GDP of Xi'an lags behind that of Chongqing and Chongqing, but in the aspects of foreign investment, tertiary industry growth and total value of import and export, Xi'an are higher than those of Chongqing and Chengdu. Second, Xi'an is one of the scientific research centers of China, Both higher education institutions and high-tech industries are in the forefront of the country, and the strength of scientific research and innovation is extremely strong. Third, by the further development of energy cooperation between China and Central Asia, energy will become the main driving force of economic growth in the western region. Shaanxi, as a big province of energy industry, the provincial capital---Xi'an naturally has some unique advantages.

3. The Development Strategy of Xi'an as the Energy Finance Center in the Silk Road Economic Belt

The construction of the energy finance center of the Silk Road Economic Belt is not only the platform for the development of Xi'an, but also the center of the overall strategy for the development of China's western region. It is also an important indication of the integration between China and the economic development of the world. Therefore, it is wrong to choose the energy finance center of the Silk Road Economic Belt blindly and subjectively but objectively and scientifically; and then, ultimately to choose a city that is most suitable for the energy finance center in the Silk Road Economic Belt. In the author's opinion, Xi'an is the best choice. The author also thinks that we can make active exploration from the following aspects in combination with the shortcomings that have been mentioned in this paper above.

The construction of the energy finance Center in the Silk Road Economic Belt is a systematic work, so the development planning is particularly important. Therefore, the Xi'an municipal government needs to make clear the development planning and take the best of its functions of decision-making and coordination, makes clear the position of the energy finance centre in the Silk Road Economic Belt, and puts forward operable strategies under the overall arrangement of the national policy and the need for the construction of the energy finance center of the Silk Road Economic Belt. Traditionally, Xi'an has many development positions, such as "offshore finance", "free trade zone", and so on. Under the favorability of many policies, Xi'an may not be able to reflect its value as an energy finance center in the Silk Road Economic Belt. Therefore, Xi'an needs to take advantage of the development opportunity of constructing the energy finance center in the Silk Road Economic Belt, optimize the core industries, create a harmonious development environment, and try its best to attract investment from multinational enterprises and investment institutions, so as to form the build-up effect and radiation effect of in the process of the city's development, and create a good ecological environment.

At present, there is no perfect energy institution system in any city of China. The energy institution system can enrich the industrial chain of energy finance, which is of great significance to the development of energy finance center. Therefore, Xi'an should seize the opportunity of building the energy finance center of the Silk Road Economic Belt, and build some perfect energy finance institutions. At the same time, combining the actual requirements and development needs of the Silk Road Economic Belt, and breaking through the restrictions of the industries and the region, it is necessary to construct a set of perfect credit policy about energy industry, so as to provide the opportunity for the construction and perfection of the energy finance institution. The energy industry itself has the characteristics of long term, high risk and high demand for capital. It is difficult to develop well only by the finance of commercial organizations. Therefore, the Xi'an municipal government should guide local banks and enterprises to cooperate and construct a systematic and smooth energy finance institution system, so as to ensure the comprehensive development of energy finance center in the Silk Road Economic Belt.

As a scientific research center, Xi'an has its own advantages in the cultivation of talents, and the atmosphere of academic and scientific research in the city is very strong. In combination with the construction of the energy finance center in the Silk Road Economic Belt, Xi'an needs to increase the number of energy finance talents, and create an environment for the development of energy finance talents. Concretely, first of all, from the actual situation, Xi'an must formulate a demand plan for energy finance talents, and then, it is necessary to cultivate all kinds of talents who are helpful to the construction of the energy finance center of the Silk Road Economic Belt, and to create the effective prerequisite for the cultivation and development of the talents. Second, colleges and universities in Shaanxi Province must consciously set up the majors that are related to energy finance, strengthen the training of talents, scientifically set up the courses and personnel training plans; what's more, the schools can also cooperate with scientific research institutions, focus on improving the practical and creative abilities of the talents, so as to provide the fundamental supports for the construction of the energy finance center in the Silk Road Economic Belt; third, Xi'an can also enrich its own talent scale and system by the form of external introduction, give the

talents full growth opportunities and development space, and further attract the external talents.

As a major province of energy industry in China, Shaanxi has some problems in its ecological environment. At present, the main ecological problems in Xi'an are: resource consumption, emissions, air pollution, etc. These environmental problems have become a constraint factor in the construction of an energy finance center in the Silk Road Economic Belt. Therefore, Xi'an should optimize the city environment and improve its own shortcomings on some city livable indexes and improve the ecological environment of the city in many ways. Xi'an has abundant natural resources, such as the Qinling Mountains, the Wei River and Guanzhong Plain. These all are the competitiveness of Xi'an on shaping the ecological environment. On this basis, Xi'an also needs to strengthen environmental management and control exhaust emissions. At the same time, the strict examine and verify of industrial wastes, the use of scientific methods to exploit resources, these also are the useful way to maximize the optimization of the urban environment, so as to provide an excellent platform for the construction of the energy finance center in the Silk Road Economic Belt.

4. Summary:

To sum up, this paper first summarizes the advantages of constructing Xi'an as the energy finance center in the Silk Road Economic Belt, then analyzes and evaluates these advantages, and finally puts forward some targeted strategies for improving the shortages. The construction of the energy finance center in the Silk Road Economic Belt is not only a strategy of the city's development, but also related to the overall strategy of the western development and the overall planning of the Silk Road Economic Belt. All the indexes of Xi'an have confirmed that Xi'an can be the first choice city for the construction of energy finance center in the Silk Road Economic Belt. Therefore, Xi'an needs to sum up the deficiency and to explore actively so as to promote the construction of the energy finance center in the Silk Road Economic Belt.

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