

Study on the Guangdong High-End Manufacturing Foreign Trade Development Strategy Based on One Belt One Road Strategy

YANG Shuai

International Trade and Finance Department of Zhuhai College of Jilin University, Zhuhai, Guangdong, China

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Abstract: Under the premise of weak global trade and weak economic recovery, my country's economy has also entered a new normal stage of medium and low-speed growth. Under the new normal, Guangdong should integrate global innovation resources and production factors through deepening reforms, seize the major opportunities of “Internet+”, “One Belt One Road” and the construction of free trade zones, and build a more internationally competitive foreign trade innovation ecosystem To implement a foreign trade innovation-driven strategy to promote better and faster development of Guangdong's foreign trade. This paper analyzes the current situation and shortcomings of Guangdong's foreign trade innovation-driven development, and puts forward suggestions on the development path of Guangdong's foreign trade innovation-driven development under the new normal.

1. Introduction

The Silk Road Economic Belt and the 21st Century Maritime Silk Road are simply referred to as “One Belt One Road”. On September 7, 2013, General Secretary Xi Jinping proposed to jointly build the “Silk Road Economic Belt”. Then, in October, President Xi Jinping proposed to build the 21st Century Maritime Silk Road when visiting ASEAN countries, and the “One Belt One Road” strategy took shape. The “Silk Road Economic Belt” mainly involves Eurasian countries and regions. In general, there are three directions. The first one extends from Central Asia and Russia to Europe; the second one passes through Central Asia, West Asia, and the Persian Gulf. And the Mediterranean coastal countries; the third article passes through East Asia, South Asia, the Indian Ocean to the Persian Gulf in turn. The 21st Century Maritime Silk Road: The first route from my country's eastern and southeastern coastal port cities to the South China Sea and the Indian Ocean to Europe; the second route to the South Pacific from the South China Sea.

From an economic perspective, Guangdong's economy has been leading other provinces in the country in recent years. Due to its special geographic and historical reasons, Guangdong has become an important partner for cooperation along the Maritime Silk Road. Guangdong's early economic accumulation has also participated in the construction of “One Belt One Road” laid a good and solid foundation. Guangzhou has been an important port for opening the Maritime Silk Road since ancient times. Today, Guangzhou plays a pivotal role in the development of foreign trade in Guangdong Province. Since the 1980s, Guangdong has seized the opportunity of reform and opening up, played a pioneering spirit, and pragmatically opened its door to the outside world. Eventually, it has achieved all-round improvement in economic and social development. In terms of economic cooperation and cultural exchanges, Guangdong and the countries along the Maritime Silk Road have maintained close ties.

2. Guangdong Foreign Trade Innovation-Driven Status Quo

First, there is a lack of independent innovation capabilities. Guangdong is an exogenous economy, and its foreign trade development model is mainly export-oriented. This development model helped Guangdong to cross the first threshold of the early stage of industrialization and solve the problems of the original accumulation. However, after entering the middle period of

industrialization, this over-reliance on foreign-based economy began to gradually expose its shortcomings, concentration This is reflected in the lack of independent technological innovation capabilities. The lack of independent innovation has caused the pillar industries formed by Guangdong's processing trade in the past to be suppressed at the low end of the industrial value chain in the international division of labor, which has created an unfavorable situation of a large excess of low-end product exports and a large number of high-end product imports. In addition, the rapid development of emerging industries in recent years, such as information technology, bioengineering, etc., has weakened in the development of foreign trade in Guangdong and even China, which further reflects the lack of Guangdong's foreign trade and overall technical level and independent innovation capabilities. This is also One of the main reasons for hindering Guangdong's foreign trade innovation-driven development under the new normal.

Secondly, the lack of technology and talent reserves, the integration of government, industry, academia and research needs to be further deepened. For Guangdong, the biggest lack of innovation is the lack of technology and talent reserves. Facing the challenges of transformation and upgrading, innovation-driven development requires Guangdong to bring in talents from all walks of life, and as soon as possible through the reform of the scientific research system to release innovation capabilities in the field of scientific research. According to statistics of the World Bank, the conversion rate of scientific and technological achievements of Chinese enterprises is 15% and the conversion rate of patents is 25%, while the conversion rate of science and technology and patents of developed countries represented by the United States reached 70% and 80%, respectively. Insufficient technology and talent reserves have become another obstacle to the development of Guangdong's foreign trade. Again, new types of trade barriers continue to emerge. Guangdong has always been the forefront of my country's foreign trade development. The vigorous foreign trade is not only an important driving force for the rapid growth of Guangdong's economy, but also plays a decisive role in the national economy. Since the global economy has entered a downturn, trade protectionism has risen in various countries, and Guangdong's foreign trade has also been deeply affected by the emergence of new trade barriers and the arrival of the economic transformation period, especially in Guangdong's excessive export trade dependence band in recent years. The increase in trade friction in the coming years is more susceptible to the impact and impact of the international economic and trade environment, especially technological barriers. These new types of non-tariff trade barriers such as technologies, patents and environmental protection have become major obstacles to the development of Guangdong's foreign trade.

3. Research on the Development Path of Guangdong's Foreign Trade Innovation under the “One Belt One Road” Strategy

The understanding of endogenous economic development in the field of foreign trade refers to cultivating more enterprises with independent R&D and manufacturing and independent marketing capabilities, so that enterprises with “endogenous economy” can play an active role in innovation-driven development. Independent innovation is a process with large initial investment and long implementation cycle. Therefore, only by perfecting an innovative foreign trade mechanism can the new vitality of economic development be stimulated. Since ancient times, Guangdong Province has been in a key position in the “Maritime Silk Road”. Therefore, in order to promote the further development of foreign trade in Guangdong Province, Guangdong Province should keep up with the pace and actively participate in the great strategy of the “Belt and Road”, and increase construction planning and free trade zone construction. In March 2015, the Central Government formally adopted the overall plan of the China (Guangdong) Pilot Free Trade Zone. Guangdong Free Trade Zone includes Guangzhou Nansha Free Trade Zone, Shenzhen Shekou Free Trade Zone and Zhuhai Hengqin Free Trade Zone. The establishment of the free trade zone paved a new road for the development of foreign trade in Guangdong Province and injected new economic vitality into the development of trade.

“Internet +” is a new type of economic form, which aims to combine Internet technology and industry, update industrial development methods, and achieve industrial upgrading. In the past, my

country's traditional form of foreign trade was limited to a certain extent due to asymmetric information and restricted circulation. In order to adapt to the new situation, Guangdong's foreign trade should make full use of relying on Internet information technology to enable more advantageous industries to develop their own enterprises by relying on advanced technology, comprehensive services and practical customer experience in the "Internet+" environment. "Internet + foreign trade industry" is the best choice for the transformation and upgrading of the current foreign trade industry, for example, cross-border e-commerce of excellent foreign trade enterprises. How to make full use of "Internet +" in the new situation to develop and upgrade foreign trade enterprises, you can consider the following aspects: First, focus on brand effect. At the moment, outstanding foreign trade enterprises in Guangdong Province, while strengthening brand publicity, use the "Internet +" method to continuously upgrade and transform the industry. A good brand effect is the label of goods going abroad, and it is a powerful guarantee for foreign trade companies to open the international market and occupy the international market share for a long time. Secondly, in terms of technology, the products are refined and developed in a direction of refinement, that is, the "artisan spirit" that has been respected in recent years, because only by focusing on product development and forming unique products can the advantages and charm of products be continuously improved. Finally, foreign trade companies can integrate high-quality overseas resources, including customers, financing channels, or technical support. The first two points are the necessary and sufficient conditions for the third point, otherwise, the reintegrated overseas resources may be unable to cope with the long-term development of foreign trade enterprises. The development of culture is another aspect of economic development. After thousands of years of accumulation and precipitation, Guangdong culture has taken its essence and removed its dross through modern society. Due to its special natural conditions, it has formed a unique cultural atmosphere throughout the country. Therefore, Guangdong's participation in the construction of "One Belt One Road" can also further enhance the cultural influence of Guangdong culture in economic and trade cooperation. Specifically, there are the following two aspects. First of all, we must strengthen cultural exchanges between regions. This can be achieved through the preparation of related "One Belt One Road" construction projects with Guangdong cultural characteristics, such as academic lectures, art exhibitions, museum exhibitions, etc. to spread the Silk Road culture. Secondly, to promote cultural exchanges through academic exchanges and cooperation among regional universities. For example, you can try to jointly run schools with countries along the Silk Road, which will not only promote the reform of higher education in Guangdong, but also reserve professional talents for the development of "One Belt One Road". At the same time, it is necessary for relevant universities to set up a professional "One Belt One Road" project research center, on the one hand, they can carry out in-depth and comprehensive research in theory and practice, on the other hand, they can also tap potential feasible economic and trade cooperation projects for cooperation along the line Development provides decision-making guidance.

Vigorously develop the endogenous economy and enhance independent innovation capabilities. Vigorously developing the endogenous economy means promoting large-scale increments while fostering the transformation and upgrading of processing trade, cultivating more enterprises with independent R&D, manufacturing and independent marketing capabilities, so that enterprises can play a leading role and play well in innovation-driven development Main role. However, not all innovations happen overnight. First of all, innovation is an ability for enterprises to learn, and innovation needs to be learned from innovation. Secondly, innovation is usually a large investment and long cycle, and enterprises must solve the matching of innovation's benefits and costs. Finally, innovation requires a society ruled by law and strong productive services. These services cannot be achieved through government leadership and require a long period of cultivation. Only by building a perfect foreign trade innovation mechanism can we stimulate new vitality of economic development and drive Guangdong's foreign trade innovation to drive overall development. Establish and improve the introduction-digestion-absorption mechanism. The technical barriers to trade faced by Guangdong are essentially a manifestation of the technological differences between

Guangdong and developed countries. To overcome this technical trade barrier, the government and foreign trade companies need to start with the following points: First, increase human capital investment, cultivate innovative talents, and improve Guangdong's ability to absorb foreign technology and innovation; Second, the government should take relief Scientific research equipment and technology import tariffs and other means encourage enterprises to increase investment in research and development; the third is to accelerate the pace of industrial restructuring and transformation and upgrading, help the transformation and upgrading of traditional industries, and stimulate new vitality of economic development. The higher the industrial structure similarity index between Guangdong and the developed countries, the more advanced the imported technology, the stronger the ability to digest and innovate, the faster the technological progress and upgrade, and the easier it is to cross foreign technical trade barriers.

4. Conclusion

In the face of profound changes in the development environment at home and abroad, Guangdong must place its transformation method, structural adjustment, and transformation promotion in a more prominent position, relying on technological drive and innovative development, and guiding foreign trade enterprises to change from sweat to innovation, and improve their core competitiveness. . Efforts to cultivate new business models, vigorously develop integrated service platforms for cross-border e-commerce and foreign trade, and seize the commanding heights of international competition; constantly optimize the import and export structure, encourage the development of general trade and service trade, accelerate the transformation and upgrading of processing trade, and support enterprises to cultivate brands and Marketing network to maintain the sustainability of foreign trade development; continuous improvement of government services, innovation of government supervision mode, promotion of trade facilitation, and creation of an internationalized and legalized foreign trade environment.

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