

Research on the Regional Economic Situation of Jinjiang, Fujian

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Abstract: This article studies the historical origin, economic status, development potential, and future development direction of Jinjiang, Fujian. The research finds that Jinjiang currently has problems such as relying on low-cost competition and lack of core competitiveness, due to insufficient industrial innovation capabilities. And the shortage of land resources and human resources, and based on this situation, put forward corresponding countermeasures and recommendations.

1. Introduction

Jinjiang City, Fujian Province is a coastal county-level city located in southeastern China. In recent years, the city's economic development has been good, and it is also a famous hometown of overseas Chinese in China. Every year, a large number of foreigners come to this economically prosperous county level. Working in the city to earn a living. Jinjiang's economy is full of entrepreneurial and innovative energy, and a large number of successful entrepreneurs have emerged from the city. As the economic leader of the county in Fujian Province, Jinjiang's economic strength has ranked among the top five and all in the country for more than a decade. First in the province. Jinjiang City has built a series of well-known brands with its clustered advantages in the textile and apparel industry, footwear, building materials, food and other industries, which constitutes Jinjiang's core economic competitive advantage.

In recent years, as China's economy has entered a new era, it has transformed from high-speed growth and high-quality development, from investment-driven to innovation-driven, consumption-driven, and a series of transformations from the low-end to the high-end of the manufacturing industry. The main Jinjiang city's economy has experienced a series of problems such as slowing growth, lack of motivation, and lack of stamina. Jinjiang's regional competition is also becoming fierce. Jinjiang City is facing severe challenges. This requires Jinjiang to give play to its tradition of innovation and continue. Discover your own advantages and find new competitive advantages.

Since the 18th CPC National Congress, companies in Jinjiang are stepping up their transformation and upgrading in order to seek breakthroughs in development. Companies have paid more attention to scientific research and innovation. The number of technology centers and smart factories created by the company itself has reached 138. There are also 7 national scientific research companies in the local area. Institutions and 13 academician workstations.

Jinjiang City attaches importance to government-enterprise interaction. At the same time as the transformation and upgrading of enterprises, the role of the government is also undergoing transformation, creating a service-oriented government to achieve high-quality management. The local government has successively established more than 30 various technology and innovation platforms. This provides a good platform for the upgrading and transformation of enterprises. At the same time, relying on its long-term manufacturing foundation, Jinjiang has created more than 95% of the output value, taxation and jobs created by the real economy.

It can be seen that Jinjiang's economy has strong development potential, can withstand the test of time, and withstand the competitive pressure from the external environment. It has gradually explored a road suitable for Jinjiang's economic development in the bottleneck, forming a "Jinjiang experience". Gradually realized the transformation and upgrading of the economy.

2. Economic Situation

In recent years, Jinjiang's economic development situation is good, which can be reflected from the growth of GDP. From January to July 2018, Jinjiang's economy continued to maintain steady and rapid development. GDP completed 114.16 billion yuan, an increase of 9.1%; total fiscal revenue was 13.145 billion yuan. Yuan, an increase of 7.3%.

In terms of economic development zones, Jinjiang has many key projects. In the 2018 Jinjiang Economic Development Zone, Jinjiang has about 89 key projects, such as Huayu Light Industry Shoes and Garments Production Project, Green Grass Fragrant Food Production Project, Such information as Yalida's food production project reflects the competitive advantages of Jinjiang in the shoe and apparel industry and the food industry from the side.

Jinjiang has many characteristic industries, such as:

First, the shoe industry, Jinjiang is known as the shoe capital and has the largest shoe material market in the country. There are 4,200 manufacturing companies and 280,000 employees. The main products include sports shoes, casual shoes, leather shoes, beach shoes, Sandals, etc., of which the annual output of travel sports shoes accounts for 40% of the country and 20% of the world. Jinjiang has well-known brands such as Anta, Jordan, Noble Bird, etc., and Anta has grown into China's largest sporting goods group, with sales exceeding 10 billion yuan for three consecutive years .

Second, the textile and apparel industry. Jinjiang is China's textile industry base city, the world's jacket capital, and the main export base of China's apparel products. There are more than 2,600 existing production enterprises and nearly 200,000 employees, forming chemical fiber, weaving, dyeing and finishing. A complete industrial chain that integrates garment and garment production.

Third, the umbrella industry. Jinjiang is China's umbrella capital, the country's largest umbrella products and umbrella production of raw materials and export distribution center. There are currently 309 production enterprises, more than 50,000 employees, 4 umbrellas nationwide Three of China's famous brand products are located in Jinjiang, of which umbrella umbrella production accounts for one third of the country, and finished umbrella exports account for 38% of the country. Among them, the economic development atmosphere of the umbrella industry in Dongshi Town is the strongest, and a mature industry has formed. Cluster.

In addition, Jinjiang also has a paper product industry, such as Hengan Group, which is the creator of the well-known Xinxiangxiangyin brand; and specialty industries such as the swimwear industry, sports industry, integrated circuit industry, and graphene industry. Ceramic stoves, Luoshan's food, Yonghe's stone and other industries have all formed mature industrial clusters.

3. Development Potential

Jinjiang's economy has strong development potential. Its economy conforms to the times, geography, and harmony, which makes urbanization change with each passing day and the people's living standards continue to improve.

From the perspective of “time”, Jinjiang firmly establishes and implements the scientific development concept, and promotes the sustainable, healthy and rapid development of economy and society in accordance with the requirements of “realizing good and fast development and supporting the drive of Haixi construction.” In recent years, Jinjiang City has actively responded to the country. The call of the “The Belt and Road Initiative” strategy strongly supports and guides the advantageous industries to “go global”, focusing on the ASEAN and other countries along the “The Belt and Road Initiative” line. Through the implementation of overseas mergers and acquisitions, the search for tripartite agents, technical cooperation, establishment of production bases, outsourcing production or sales Centers, marketing centers, etc., to carry out overseas layout in research and development, supply, production, sales and service, and further develop international overseas markets.

From the perspective of geographical location, Jinjiang is a well-known overseas Chinese hometown, only 5.6 nautical miles away from Kinmen. The city's land area is 649 square kilometers and the coastline is 121 kilometers long. It currently governs 6 streets, 13 towns, and a total of 386

administrative villages (communities). The local population is 1.03 million, and the foreign population has remained at about 700,000 for many years; overseas Chinese and compatriots from Hong Kong, Macao and Taiwan have more than 2 million, known as “three million Jinjiang people at home and abroad”. In 1992, the county was removed to set up a city, and in 2001 was Fujian Province. It is classified as a medium-sized city. Its superior geographical location makes Jinjiang's transportation convenient and accessible. It has become an important transportation hub in Southeast Fujian. The three-dimensional transportation network of airports, seaports, high-speed rail, and expressways is well developed. It has comprehensive bonded areas, land ports, and international facilities such as the mail exchange bureau, which is also a major advantage for the economic prosperity of Jinjiang.

From the perspective of “peace and harmony”, Jinjiang has rich tourism resources and cultural heritage. Jinjiang County was established in the first six years of Tang Kaiyuan as the prefecture of prefectures and prefectures. At present, there are more than 150 cultural relics protection units above the city level, of which there are the national-level cultural relic “Anping Bridge” built in the Song Dynasty, the only one in the country and the world's only well-preserved Manichae site “grassroots”, the rare and well-preserved ancient forest site of the Shenhui Bay undersea, and the wood carving of Longshan Temple. Seven provincial-level cultural relics protection units including Shouguanyin, Chen's Ding's Ancestral Hall, Cizao Kiln Site, Yu Da'ao Tomb, Nantian Temple Ancient Buddha and Cliff Cliff Carvings, Western Capital Rock Buddha, Tongkou Shi's Ancestral Hall, etc. These famous cultural monuments have become a popular tourist attraction, which has greatly promoted the development of tourism.

4. Future Jinjiang's Economic Development Direction

The direction of Jinjiang's economic development in 2019 is mainly around the “two districts and one corridor”.

The so-called “two zones” refer to Jindong New District and High-speed Rail New District.

The Jindong New District refers to an area of about 25 square kilometers, mainly east of Jinxin Road and the Binjiang Business District. The new district includes a number of key constructions such as the shoe spinning city, the second sports center, the Binjiang business district, and the brand industrial city. This area is dedicated to highlighting the bay to the bay, adhering to industry leadership and supporting first, actively connecting with the public service layout of the central city of Quanzhou, and creating a transformation and upgrading model area with complete functions and integration of production and service.

In order to connect with the public service layout of the central city of Quanzhou, the “Xincheng Wuyue Plaza” commercial complex project was introduced in the shoe city area. In terms of shoe spinning city, it has helped Jinjiang transform and upgrade from “Chinese shoe capital to” world shoe capital “and build The Jindong New Area is a trinity of smart new area, industrial new area and ecological new area. With the gradual improvement of infrastructure, Jindong New Area will gradually become stronger.

The high-speed rail new district and the center of Jinjiang are mainly connected through the Central Expressway and the International Enterprise Avenue. Mainly by means of adherence to forward-looking planning and system layout, and overall consideration of current balance and long-term benefits, precise investment invitation, sophisticated construction, and continuous development with the central urban area. Create a new “tod” area centered on rail transit and make the area better.

One of the corridors is the “Innovative and Dynamic Corridor of Century Avenue”.

Century Avenue is not only a landscape avenue, but also an administrative avenue, which provides a variety of public services for Jinjiang people. The “Double Creation” vital corridor is based on the “Double Creation” of Sanchuang Park and Hongshan Cultural and Creative Park. Support, based on supporting major facilities on both sides of Century Avenue, the purpose is to guide the construction of a group of facilitative, all-factor crowd-creation spaces, vigorously cultivate new formats such as science and technology incubation, cultural creativity, technology and

finance, and create a hybrid innovation and entrepreneurial vitality corridor .

5. Problems and Countermeasures in Jinjiang Economy

While fully affirming the benefits of Jinjiang's development, it is also necessary to recognize that there are still some problems in Jinjiang's economy. The following mainly discusses the difficulties faced by the industrial level and the enterprise level.

The basic model of Jinjiang's industry is essentially a cluster economy. Through social division of labor and professional coordination, a number of industrial clusters based on a market-oriented network with a fine division of labor, close connections, and large-scale production have been formed. Characteristics of the regional economy.

However, the competitive advantage of these industrial clusters is mainly based on large-scale productivity supported by low-cost elements and refined division of labor. In terms of interpersonal relationship-based marketing, most companies only stay at low-level competition such as scale and price. It has not formed its own core competitiveness, which makes it difficult to further improve regional production efficiency.

The reasons are as follows: First, the industry's ability to independently innovate is inadequate, and the product technology content is low, which tends to be homogeneous. Second, the cluster development of the Jinjiang industry is increasingly limited by land resources and human resources. With the acceleration of the urbanization process, the area available for enterprises to rent is getting smaller and smaller, and land rents are getting higher and higher, which has led to greater resistance to the development of SMEs. Moreover, due to the family system of Jinjiang enterprises Obviously, the level of management is low, and the bosses of some companies are also constrained by some traditional concepts, which leads to the backward economic development of enterprises and the brain drain.

Looking at the development of Jinjiang enterprises, there are three problems.

First, the company lacks humanistic care. Due to Jinjiang's heavy materialism, some entrepreneurs are quick to make a profit and lack humanistic care, which has gradually eroded Jinjiang's entrepreneurial enthusiasm and also brought certain challenges to the stable development of the enterprise.

Second, the difficulty of financing for enterprises and the shortage of capital are the problems faced by SMEs in every developing country, so this is also an issue that enterprises in Jinjiang need to solve urgently.

Third, there is a lack of adequate policy support. In China's reform and opening up policy, development has always been aimed at foreign countries, in fact, it has been open to the domestic, or it has been mainly open to private enterprises but has not made breakthrough progress, which is also very large. To a certain extent, it restricts the development of private enterprises.

On these issues, Jinjiang also needs to work hard to improve the level of independent innovation. Entrepreneurs should be less eager to make quick achievements and improve their cultural level, so as to enhance their management capabilities, be good at introducing all kinds of talents, be brave in exploring innovation, and be good at exploring external markets. Make enterprises bigger and stronger for a long time. The government should also provide corresponding countermeasures to support the formation of a good situation of mass entrepreneurship and innovation, and actively create a good atmosphere of innovation and entrepreneurship. As a result, the Jinjiang economy has gradually resolved Problems encountered at all levels.

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