Construction of the Shared Growth System of International Trade Logistics Industry in the Context of Guangdong Hong Kong Macao Bay Area

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Keywords: Guangdong, Hong Kong, Macao, Dawan District, Logistics Industry, Sharing

Abstract: The 9 + 2 cities in Guangdong, Hong Kong and Macao Bay area, including Hong Kong, Macao, Guangzhou, Shenzhen, Zhuhai, China and Buddhism, are expected to develop into world-class city groups and world-class Bay Area in the future. From the perspective of the long-term development of regional logistics industry, this paper analyzes the industrial positioning and development status of each city in the bay area, studies the various motivations of "reducing costs and improving efficiency" of regional logistics industry, and proposes In order to realize the integrated development of upstream and downstream of the logistics industry chain in Dawan district and reshape the research goal of the industrial value chain, a new theoretical model of the ecological closed-loop system of the intelligent logistics supply chain should be constructed.

1. Introduction

9 + 2 cities in Guangdong Hong Kong Macao Bay area include: Hong Kong, Macao and Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen, Zhaoqing (hereinafter referred to as the nine cities in the Bay Area). The development orientation is the world-class Bay area and world-class city group. In February 2018, the Central Committee of the Communist Party of China and the State Council issued the outline of development planning of Guangdong, Hong Kong and Macao Bay Area (hereinafter referred to as the outline), as a programmatic document guiding the construction of Guangdong, Hong Kong and Macao Bay Area (hereinafter referred to as the Dawan area), making different positioning and requirements for the four major central cities of Hong Kong, Macao, Guangzhou, Shenzhen and other node cities. Hong Kong is positioned as an international financial, shipping and Trade Center. Hong Kong's logistics industry has a wide range of international trade and business service networks and rich experience in supply chain management. Through cooperation with upstream and downstream industry chain enterprises in the nine cities of the bay area, the use of global integrated supply chain management system and regional intelligent logistics facilities can alleviate the overall logistics cost rise and low efficiency of the bay area The dilemma.

2. City Industry Positioning

Macao is positioned as a world-class tourism and leisure center[1]. With the opening of the Hong Kong Zhuhai Macao Bridge, it effectively promotes the development of the regional logistics industry, brings a new pattern of intelligent logistics industry, completely changes the logistics interaction structure between Hong Kong, Macao and Zhuhai and other cities. From the past, mainly by sea, to land, supplemented by sea, it enhances the cross regional three-dimensional logistics transportation capacity. The original transfer time of import and export goods from Zhuhai, Zhongshan to Hong Kong and Macao has been shortened from 3 days to 0.5 days[2]. With the completion of the customs clearance center in Hongwan District, Zhuhai, the customs clearance center and Hong Kong Zhuhai Macao Bridge will be seamlessly connected. The economic radiation area of Hong Kong Zhuhai Macao Bridge will realize the rapid turnover of import and export goods with Hong Kong and Macao within 2 hours, and the strategic value of logistics industry in Dawan

  DOI: 10.25236/edssr.2020.183

district will gradually appear. As an international trade center and regional comprehensive transportation hub, Guangzhou has become an important part of Guangzhou's industrial upgrading. After Beijing and Shanghai, Guangzhou has become the three Internet core node cities in China[3]. The rapid development of the Internet of things industry has become a catalyst for Guangzhou's current logistics industry, making it a more intelligent and intelligent logistics supply chain management direction Development. Shenzhen is China's special economic zone and national innovative city. As a strategic industry of Shenzhen, modern logistics industry also ranks first in China's entrepot trade at home and abroad for many consecutive years. In the next few years, Shenzhen City Economic Circle (zhuzhong Guanhui) will develop into a core node city cluster with Shenzhen as the central engine City, combining with the rapid development of big data, cloud computing, and materials The core technologies involved in the logistics industry, such as networking, will become an important starting point for Shenzhen to achieve the strategic goal of the development of modern intelligent logistics center city in the future[4]. As the only city connected with the road and Bridge in Hong Kong and Macao, Zhuhai is the bridgehead and innovation resource undertaking place for the construction of Dawan district. In particular, the opening of Hong Kong Zhuhai Macao Bridge and the future use of Shenzhen Zhuhai channel will promote the logistics industry in the region to drive into the fast lane for overtaking on the curve. Zhongshan, Foshan, Dongguan, Huizhou and Jiangmen have a solid manufacturing base[5]. The developed industrial town and township economy promotes the formation of a complete layout of modern logistics industry infrastructure and network. In the future, the multi-modal transportation resources such as water rail, public rail, air rail, rivers and seas will be integrated in Dawan District to realize the complementary and coordinated development of logistics industry resources in Dawan district.

3. Current Situation of Logistics Industry in Dawan District

At present, the trade friction between China and the United States continues to heat up. As the second largest trade economy in the world, China's import and export freight forwarding business has been impacted and influenced to a certain extent. Dawan district is one of the most important regions in China's foreign trade[6]. In 2017, the total import and export value of Dawan district was 6.8 trillion yuan, a year-on-year increase of 8%, accounting for 24.9% of the national total. Dawan district has developed into the world's leading production base of consumer goods and advanced manufacturing industry. It has a full chain of intelligent transportation, intelligent storage, intelligent loading and unloading, intelligent transportation, intelligent flow and processing, intelligent packaging, intelligent distribution, intelligent information processing platform, and intelligent logistics supply The digital logistics industry such as response chain management is far superior to the industrial clusters in most other similar regional logistics center areas in the world. Beijing, Tianjin and Hebei are dominated by state-owned enterprises and state-owned enterprises. The Yangtze River Delta is dominated by state-owned enterprises and foreign investment. Dawan district is a place with a particularly developed private enterprise and market economy[7]. By the end of 2018, the total population of nine cities in the Bay District has reached 120 million, and the freight volume has exceeded 43.4 billion tons, accounting for about three fifths of that. Other major sources of goods include Zhenjiang, Maoming and Yangjiang on the west side of the Pearl River, accounting for about 9%, while Shaoguan, Heyuan and Meizhou in the mountainous area account for about 14%. The freight volume of Chaozhou and Shantou in the East is relatively small[8]. In 2017, the national development and Reform Commission and the three governments of Dawan district signed the "framework agreement on deepening the cooperation and development of Guangdong, Hong Kong and Macao in the bay area". The key areas of cooperation include the establishment of an efficient modern comprehensive transportation system in Dawan District, the plan to take advantage of Hong Kong and Macao as an international shipping center and an international financial center, and lead other cities in Dawan district to build world-class port clusters and airport clusters Improve the regional transportation network, continuously optimize the management and control system and positioning of roads and railways in Dawan District, so as to

promote the connection between land, sea and air multimodal transport, integrate and build the intelligent transportation logistics service system. The deep economic circle with Guanhui as the core node city in zhuzhong will drive the logistics integration of Dawan District, build the Guangdong Hong Kong Macao Bay area into an international logistics hub, and promote the intelligent materials in Dawan district Innovation, upgrading and leapfrog development of abortion industry. However, there are three different tariff areas in Guangdong, Hong Kong and Macao, and different tariff areas have independent import and export customs clearance, product standards, inspection and quarantine systems. The flow of goods between different tariff areas is controlled by different trade regulations and monitoring measures, which will have a certain impact on the improvement of material flow efficiency and the reduction of logistics costs[9]. Therefore, it will be one of the main objectives of the future in-depth cooperation in the bay area to explore a compatible and reasonable cross regional tariff system in Hong Kong, Macao, Guangzhou and Shenzhen, minimize unnecessary administrative procedures, reduce the logistics barriers between different tariff areas, reduce cross-border transport costs, and realize the seamless connection of cross regional goods flow, capital flow and information flow.

4. Logistics Cost of Dawan District Continues to Reduce

In 2018, the overall container throughput of Dawan District exceeded 84 million TEUs, an increase of about 8.7% over the same period of last year, more than four times higher than that of 2008, including 26 million TEUs in Shenzhen Yantian port area, which is adjacent to Hong Kong, an increase of 5%. The rapid development of manufacturing industry in other cities in Huizhou, Foshan, Dongguan and other Dawan districts has driven the complexity of regional overall supply chain management and logistics industry Rong. Although Shenzhen's container business scale has surpassed that of Hong Kong in recent years, Hong Kong is still an important transshipment port for international trade in the whole bay area. In 2018, Hong Kong's container throughput reached 23.41 million TEUs, a year-on-year increase of 3%. Most of the goods were transported from other cities in Dawan district to Hong Kong through Shenzhen, and then through Hong Kong's international logistics network, to overseas markets through entrepot or transshipment. Industrial raw materials and consumer goods were also transported to Hong Kong from overseas suppliers, and then to Dawan district and other mainland provinces and cities through entrepot or transshipment.

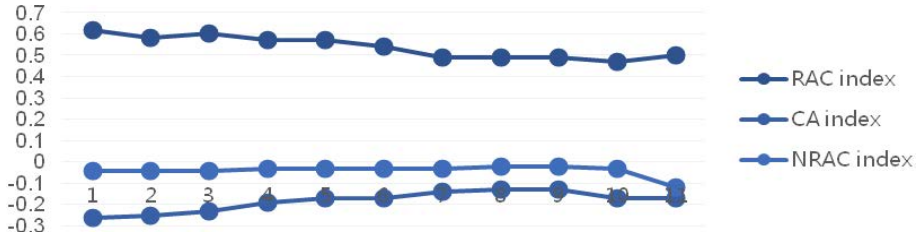

Figure 1 China's service trade comparative advantage index

5. Logistics Efficiency of Dawan District Continues to Rise

As the overall freight volume of Dawan district increases, it is necessary to improve the level of logistics efficiency. At present, the freight transportation by sea and water accounts for nearly a quarter of the overall freight volume of Dawan District, and the rest 60% is transported by highway. Expressway is not only the main mode of transportation for the purchase and distribution of various consumer goods and industrial raw materials in Dawan District, but also the main logistics channel connecting Dawan district and other provinces. As an important economic pillar industry of Dawan District, the most important thing for international trade is to use big data, cloud computing and Internet of things technology to establish an intelligent logistics platform operation management system, coordinate and coordinate the capacity distribution and intelligent scheduling of expressway, civil aviation, maritime transport and river transport, promote the overall efficient operation of the

logistics industry, and closely integrate with the upstream and downstream supply chains of domestic and foreign industries. In recent years, the data released jointly by China Federation of logistics and procurement and national development and Reform Commission shows that the market value of China's logistics industry is steadily increasing year by year, from RMB 214 trillion in 2014 to RMB 278 trillion in 2018. This is a five-year average nominal growth rate of 6.26%. At the same time, the growth rate of logistics cost continues to decrease, among which, the growth rate of transportation, storage and management cost slows down, making the proportion of logistics cost in GDP from 16.5% to 13.8% from 2014 to 2018.

6. Upgrading Strategy of Logistics Industry in Dawan District

China's logistics cost accounts for 14% of GDP, and the efficiency of the logistics industry still lags behind the developed countries such as the United States and Japan. The improvement of the efficiency of the logistics industry in the United States is mainly due to the reduction of the proportion of inventory cost, while the proportion of transportation cost to GDP remains basically the same, so reducing the inventory cost, speeding up the turnover speed, and realizing the "goods like rotation" is the key to improving the logistics efficiency. In recent years, the logistics efficiency of Dawan district is higher than the national average level. According to the "logistics development plan of Guangdong Province (2016-2020)", the logistics service capacity of Dawan district has been significantly improved in recent years, especially in the road, port and air cargo facilities of the transportation infrastructure of the whole province, and the logistics transportation network of the whole province is becoming increasingly mature.

7. Conclusion

As the "9 + 2" cities in Dawan District continue to strengthen cooperation in regional three-dimensional transportation network, improve customs clearance facilitation, improve regional transportation infrastructure, further improve logistics efficiency in the bay area, shorten logistics turnover time, and reduce regional comprehensive logistics cost, nine cities in the bay area urgently need to rely on the perfect international logistics network and advanced logistics supply management of logistics operators in Hong Kong and Macao Technology, establish the logistics supply chain management alliance of Dawan District, focus on "what the Bay district wants" around "what Hong Kong and Macao need", give full play to "what the logistics can do", practically shoulder the burden of Dawan district's logistics industry and supply chain management in-depth cooperation demonstration area, gather the industrial advantages of "9 + 2" urban area, according to intelligent transportation, intelligent storage, intelligent loading and unloading, intelligent transportation, intelligent circulation and processing Industrial, intelligent packaging, intelligent distribution, intelligent information processing platform, intelligent logistics supply chain management and other internal needs of the digital logistics industry, to define the standard of customization to build the entity space bearing the sustainable development of the intelligent logistics industry and the upstream and downstream supporting of the third-party logistics service industry chain, to lay the foundation for the realization of intelligent and digital logistics industry, so as to better guide the future of the region The introduction of strategic emerging logistics industry resources, the cultivation and growth of star logistics enterprises, the upgrading and transformation of integrated regional logistics industry, help the regional emerging strategic logistics industry to achieve subversive innovation and leapfrog development, and guide Dawan district to achieve a new breadth and depth of development of logistics economy.

Acknowledgements

This research has been financed by the following two Projects.

1. Guangdong Youth Innovation Talent Project in 2018 of Education Department of Guangdong “Research on the coordinated development strategy of cross-border e-commerce and cross-border

logistics in Guangdong province" (2018GWQNCX042).

2. Zhuhai Philosophy and Social Science Planning Project in 2019 of Zhuhai Federation of Social Sciences "Research on the development countermeasures of improving modern logistics efficiency in Zhuhai under the background of Guangdong-Hong kong-Macao greater bay area (2019YC065).

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