

Mechanism Construction of Zhanjiang to Build an Important Development Pole of Coastal Economic Belt

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Abstract: Building a modern coastal economic belt is of great significance to Zhanjiang, but there are many shortcomings in the implementation process. This paper puts forward the mechanism construction idea of building Zhanjiang into an important development pole of the coastal economic belt from five aspects: investment environment governance, talent supply, technological innovation, industrial coupling and the role of the government, so as to integrate into the construction of Guangdong-Hong Kong-Macao Greater Bay Area and go opposite to Hainan Pilot Free Trade Zone.

Keywords: Zhanjiang; coastal economic belt; important development pole; mechanism construction

1. Introduction

Building an important development pole of modern coastal economic belt is an inevitable requirement for Zhanjiang to accelerate the construction of provincial sub central cities, develop and integrate into the national strategy. It is an important embodiment of thoroughly implementing the spirit of Chinese General Secretary's series of important speeches and important instructions to Guangdong, comprehensively promoting the strategic layout of "five in one" and "four comprehensives", and implementing the new development concept based on the new development stage. Better connect with the construction of Guangdong-Hong Kong-Macao Greater Bay Area, Hainan Pilot Free Trade Zone and the new land sea channel in the west, and support Zhanjiang's strategic choice of starting from reform and opening up at a higher starting point.

It helps to build a modern regional marine city. Taking the construction of marine economic development demonstration zone as an opportunity, accelerate the establishment of a modern marine industrial system, and build a marine city with land and sea coordination, human sea harmony and strength towards the sea. It helps to build an important engine for regional coordinated development of the whole province. Build a provincial

sub central city with high quality, strengthen the in-depth cooperation of "nuclear + sub center" between Guangzhou and Zhanjiang, vigorously improve the urban development level, lead the coordinated development of western Guangdong, enhance the radiation and driving ability to the surrounding areas, and strive to build an important development pole of modern coastal economic belt [1]. It is conducive to the development of important node cities linked by land and sea. Give full play to its role as an important outlet to the sea in southwest, central and South China and an important node of the international channel facing ASEAN, accelerate the construction of a national comprehensive transportation hub, and actively participate in the construction of a new land and sea channel in the West. Help serve major strategies. Relying on its unique geographical advantages, it actively serves and integrates into major national strategies such as the construction of Guangdong-Hong Kong-Macao Greater Bay Area, and deepens reform and innovation in promoting high-quality development and high-level opening to the outside world [2].

2. Existing Short Board

2.1. The Cooperation and Communication Mechanism is not Perfect

To build an important development pole of the modern coastal economic belt, Zhanjiang must actively integrate into Guangdong-Hong Kong-Macao Greater Bay Area and travel opposite to Hainan Pilot Free Trade Zone. From the perspective of Guangdong Province, although some industrial projects support the introduction of Zhanjiang, there are no special preferential policies and perfect regional support mechanisms in terms of special funds, resource allocation and talent introduction [3]. In the process of regional integration, the overall level of Zhanjiang and Guangdong-Hong Kong-Macao Greater Bay Area is not high, resulting in serious homogenization of the development of leading industries such as iron and steel and chemical industry with the surrounding areas such as Maoming, which can not form a misplaced competitive advantage. Zhanjiang, Guangdong-Hong

Kong-Macao Greater Bay Area and Hainan Pilot Free Trade Zone have not been institutionalized at the level of government cooperation, it is not easy to establish a regional coordination leading group, complete industrial cooperation can not be formed with surrounding strategic regions, and can not really make up for the shortcomings in the layout of industrial division of labor. Due to the lack of cooperation and communication mechanism, universities and scientific research institutes in Zhanjiang can not well organize influential regional think tanks, and the suggestions of experts and scholars can not be adopted by many governments at the same time. Although Zhanjiang is located at the intersection of several major strategies, it is more than 400 kilometers away from the center of Guangdong-Hong Kong-Macao Greater Bay Area, so it can not effectively obtain the radiation of Guangdong-Hong Kong-Macao Greater Bay Area. Zhanjiang's integration into Guangdong-Hong Kong-Macao Greater Bay Area lacks institutional guarantee measures and is at an obvious disadvantage in terms of resources and policies.

Similarly, in the process of connecting with Hainan Pilot Free Trade Zone, because Zhanjiang's administrative attribute is a prefecture level city, and Hainan Pilot Free Trade Zone is a province, the policy is direct to the country, and the unequal administrative level also leads to great difficulty for Zhanjiang to connect with Hainan [4]. Hainan is China's largest special economic zone and the only provincial special economic zone. At present, the construction of Hainan free trade zone is a major international strategy of China. It enjoys unique policy advantages and innovation authority in terms of administrative system, international finance, investment and trade, customs taxes and fees, transportation opening, etc. No matter from the existing policy environment or the policy effect, Zhanjiang can not be compared with Hainan. As a free trade zone, Hainan enjoys the most top open system and preferential policies for import and export trade in China. It can carry out cross-border e-commerce retail import online shopping bonded, bonded oil supply for international navigation ships, spot offshore trading, bonded delivery and international cultural and art trading of bulk commodities such as rubber. If Zhanjiang still has no comprehensive bonded zone and other special customs supervision areas, it will not be able to promote the construction of "off Island warehouse" serving Hainan Pilot Free Trade Zone in the above business areas. Due to the serious shortage of cooperation guarantee mechanism between Zhanjiang and Guangdong-Hong Kong-Macao Greater Bay Area and Hainan Pilot Free Trade Zone, it will restrict the improvement of urban development level of Zhanjiang.

2.2. Unreasonable Industrial Structure

Zhanjiang is one of the first batch of 14 reform and opening-up cities in China. However, due to many development opportunities, the gap between Zhanjiang and the Pearl River Delta is becoming larger and larger. In 2020, Zhanjiang's GDP is only 3.82% of the GDP of 9

cities in the Pearl River Delta. In terms of economic aggregate, it can not reach the standard of important development pole of modern coastal economic belt. From the perspective of industrial structure, the proportion of primary industry in Zhanjiang is too high and the performance of industrial structure is unreasonable. In 2020, the added value of Zhanjiang's primary industry will be 62.206 billion yuan, accounting for 20.07% of Zhanjiang's regional GDP; the added value of the secondary industry is 105.18 billion yuan, accounting for 33.93% of the regional GDP; the added value of the tertiary industry was 142.636 billion yuan, accounting for 46.01% of the regional GDP. As a large agricultural city, Zhanjiang performs poorly in the integration of secondary industry and tertiary industry. E-commerce, modern logistics, cultural tourism and other industries are small and weak, which can not support the construction of provincial sub central cities. Although the total GDP of Zhanjiang ranks 86th in China, Zhanjiang failed to enter the list in the ranking of China's top 100 cities in 2021, which reflects the lack of comprehensive strength of Zhanjiang in finance, culture, environment, science and education, health and per capita GDP. Being far away from the economic hinterland of the Pearl River Delta, Zhanjiang gradually declined after the reform and opening up, and the economic development level index and comprehensive development index are not ideal [5]. The unreasonable industrial structure leads to the low financial income of Zhanjiang City and the lack of government financial resources. In turn, it is unable to quickly adjust the industrial organization. Zhanjiang's industrial chain is still imperfect, the driving capacity of leading industries is not strong, high-tech industries have not been fully put into operation, and the scale needs to be further expanded. The difficulty of industrial upgrading and transformation is not small, which hinders the high-quality development of Zhanjiang.

2.3. Lagging Development Concept

On the surface, the development of Zhanjiang is caused by problems such as geographical location, historical process and policy guidance, but in essence, it is that some cadres do not emancipate their minds enough, their development concepts lag behind and work rigid dogma, resulting in the lack of endogenous power for urban development. In particular, the local cadres in the county have a strong sense of small-scale farmers, lack of super long courage and courage, and lack of awareness of benchmarking. They have a taste in the process of cultivating Zhanjiang's real and modern industries, resulting in difficulties in the development of the county's real economy. The inherent thinking is seriously imprisoned and can not get rid of the ideological shackles of painting the land as a prison. It has been abandoned in the development competition with the Pearl River Delta and gradually marginalized in policy. In the connection with Hainan Pilot Free Trade Zone, some cadres believe that Hainan was once the jurisdiction of Zhanjiang, and their attitude is still high. They refuse to sink, seriously engage in cooperation, and fail to recognize that Hainan's

policy toolbox has far exceeded Zhanjiang. Even when negotiating cooperation with Maoming and Yangjiang, both in western Guangdong, with the idea of "fat water does not flow into outsiders' fields", it leads to a great sense of competition and cooperation, and the situation of fighting on their own is very obvious. There are many low-level redundant construction projects in western Guangdong, with obvious homogeneous competition and excessive competition, unreasonable resource allocation and obvious waste, which seriously restricts Zhanjiang from building an important development pole of modern coastal economic belt.

3. Mechanism Construction

3.1. Investment Environment Governance Mechanism

Building an important development pole of modern coastal economic belt is closely related to the common interests of all participants. It requires the joint efforts of the government, enterprises, colleges and universities and the people to improve the investment environment in Zhanjiang from the perspective of governance mechanism. As the main battlefield for the development of Zhanjiang's large industry, Zhanjiang industrial park should constantly innovate investment promotion methods to broaden investment promotion channels and try its best to attract "leading" and "brand" advantageous industries to participate in the construction of major industrial projects in Zhanjiang. The existing industrial parks should continue to go all out to serve and support backbone leading enterprises such as Dongxing Company and Chenming paper, deepen the construction of major projects such as Zhongke refining and chemical and BASF, continuously extend the industrial chain, accelerate the construction of modern economic system, and form an industrial chain and supply chain organically linked with Guangdong-Hong Kong-Macao Greater Bay Area and Hainan Pilot Free Trade Zone. In project negotiation and investment attraction, drive the expansion and efficiency of Zhanjiang Industrial Park, deepen the industrial coordination and joint construction between the two places, and better provide industrial supporting and scale support for the important development pole of the modern coastal economic belt.

3.2. Talent Supply Mechanism

Form a multi-channel, interactive and interactive three-dimensional system jointly built by the government, enterprises, intermediaries, universities, scientific research institutes and other education and training organizations, and do a good job in the introduction, training and retention of talents. Improve the precise docking mechanism of labor export in Zhanjiang, so that the poor in Zhanjiang can receive vocational employment related training, improve the professional quality and ability of Zhanjiang labor force and stabilize employment. Based on the existing development foundation and characteristic advantages, it is considered to select a site in Zhanjiang to build "Zhanjiang & Guangdong-Hong Kong-Macao Greater Bay Area special cooperation zone" and "Zhanjiang Hainan Free Trade Zone Special

Cooperation Zone", strengthen the construction of regional cooperation platforms in Guangdong-Hong Kong-Macao Greater Bay Area, Hainan Pilot Free Trade Zone and Zhanjiang, and promote the flow of talents, funds and technology to poor areas. With the help of platforms such as "two help and two promotion" and "rural teacher plan" for the healthy growth of rural teenagers in Guangdong, actively carry out talent supply support, innovate and carry out counterpart Cooperation (cooperation), strengthen the fund and project management of talent projects, and promote the development of counterpart talent supply to a deeper, higher quality and more sustainable direction.

3.3. Technological Innovation Mechanism

The integration of coastal industrial innovation resources, knowledge resources and human resources plays a radiating role in industrial technological innovation. Relying on the existing scientific and technological infrastructure construction foundation, Zhanjiang has joined hands with Guangdong-Hong Kong-Macao Greater Bay Area to promote innovation platforms such as major scientific and technological infrastructure and scientific research institutions, so as to improve Zhanjiang's scientific and technological innovation ability in various fields. With the help of scientific research platforms such as Zhanjiang national and provincial high tech Zone, Zhanjiang Bay laboratory and marine science and technology service supermarket, Zhanjiang has established innovative scientific research teams and national laboratories with scientific and technological talents in Guangdong-Hong Kong-Macao Greater Bay Area in important fields such as heavy chemical industry, marine science and technology and green agriculture to carry out original basic research. In terms of strengthening the protection of intellectual property rights, Zhanjiang needs to comprehensively improve the comprehensive service capacity of intellectual property rights, improve the intellectual property protection mechanism, focus on strengthening the construction of intellectual property information service platform of marine industry in southern China, build Guangdong Ocean University and Lingnan Normal University into intellectual property rights training base and rights protection assistance center, and assist Guangdong-Hong Kong-Macao Greater Bay Area in exploring Promote local legislation on the protection of scientific and technological achievements to resolve disputes over intellectual property rights. In the cultivation of scientific and creative talents, Zhanjiang needs to create a working environment to optimize talent innovation, ensure the introduction of scientific and creative talents in settlement, housing, education and other talents, improve the title evaluation system of scientific and creative talents and the fund application process of scientific research projects, and help the rapid landing of scientific and creative talents through Zhanjiang "talent post" and "talent special zone", so as to gradually form a scientific Respect the social atmosphere of talents.

3.4. Industrial Coupling Mechanism

Emerging industries and characteristic industries depend on each other, coordinate and promote each other through coupling elements. The coupling relationship is mainly reflected in four aspects: industrial elements, industrial structure, spatial layout and industrial system. Regional interests can be divided into four levels: government, enterprises, social organizations and individuals. Regional economic integration develops industrial coupling, and then forms the network cooperation of multiple subjects. In the process of deepening cooperation between emerging industries and characteristic industries, we can encourage or guide cooperation in science and technology, talents and information, so as to activate Zhanjiang's market economy. Conversely, market economy is also an important reason to promote industrial coupling. The development of regional economy needs to be supplemented and improved by more diversified non-governmental organization cooperation.

3.5. Government Action Mechanism

On the premise of following the market law, give play to the guiding role of the government in the important development pole of the modern coastal economic belt. In contrast, in the process of building the coastal economic belt, the local government cooperation in Zhanjiang started late, and there was no effective sense of cooperation in the early stage, and the degree of cooperation needs to be improved. The sense of cooperation is the basis for the sustainability of cooperation and plays a fundamental role. Therefore, in the process of local government cooperation in Zhanjiang coastal economic belt, it is necessary to strengthen the guidance and support of Guangdong provincial government, guide local governments to carry out orderly cooperation through policy documents, and enhance the sense of cooperation. Secondly, we should break local administrative barriers, establish information exchange mechanisms, promote communication and consultation among local governments, so that local governments can voluntarily share information and enhance mutual trust. Finally, in the face of the uncoordinated development between cities in Guangdong coastal economic belt, we should also give relevant interest compensation to areas with weak economic development, establish relevant interest coordination and distribution mechanism, and reduce the trouble of cooperation between local governments due to economic gap.

4. Conclusion

With the gradual development of the construction of Guangdong-Hong Kong-Macao Greater Bay Area district and Hainan Pilot Free Trade Zone, Zhanjiang, as a sub central city in Guangdong Province, is also actively responding to and planning a blueprint for win-win cooperation with Guangdong-Hong Kong-Macao Greater Bay Area. Therefore, promoting Zhanjiang's active integration into the construction of Guangdong-Hong Kong-Macao Greater Bay Area and Hainan Pilot Free Trade Zone has important research value and significance for improving Zhanjiang's overall competitiveness and driving regional coordinated development. The idea of building an important development pole of the modern coastal economic belt is consistent with the functional orientation of Zhanjiang's development. For promoting its own development, Zhanjiang should introduce more open policies, formulate special plans and policy measures for Zhanjiang's integration into Guangdong-Hong Kong-Macao Greater Bay Area and Hainan Pilot Free Trade Zone, and deepen the ways and channels of cooperation.

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