

Provincial Sub-Centers and the Coastal Economic Zone in Perspective Policy Study on Zhanjiang's Proactive Integration into the Guangdong-Hong Kong-Macao Greater Bay Area

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Abstract: As a national strategy, the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), Zhanjiang, as a provincial sub-centre and a city in the coastal economic belt, has taken the initiative to be driven by the radiation of the Bay Area, which is conducive to optimising Zhanjiang's economic structure and accelerating the coordinated development of Guangdong's regions. Based on the perspective of the provincial sub-centre and the coastal economic zone, this paper examines how Zhanjiang can proactively integrate into the construction of the Greater Bay Area, based on the three core issues of the overall plan for Zhanjiang's integration into the Greater Bay Area, and ultimately formulates precise and feasible innovative policy recommendations: building a modern comprehensive transportation hub, undertaking the transfer of industries from the Greater Bay Area, accelerating the construction of a science and technology innovation centre, and creating an international business environment to promote Zhanjiang's real To achieve the strategic planning goal of integrating into the Greater Bay Area.

Keywords: Zhanjiang; Active Integration; Guangdong, Hong Kong and Macao Greater Bay Area

1. Introduction

As a national strategy, Zhanjiang's initiative to integrate into the Bay Area and its economic integration is an important initiative to implement the spirit of General Secretary Xi's important speeches and instructions to Guangdong, as well as the Opinions of the CPC Guangdong Provincial Committee and Guangdong Provincial People's Government on Supporting Zhanjiang to Accelerate the Construction of a Provincial Sub-centre City to Build a Modernised Coastal Economic Belt, which is conducive to optimising Zhanjiang's economic structure. It is also one of the most important strategic deployments under Zhanjiang's 14th Five-Year Plan.

This paper focuses on the general objectives and tasks of building Zhanjiang into a provincial sub-centre city and an important development pole of the modern coastal economic belt, anchors the strategic positioning of a modern regional innovative maritime city and proposes targeted research on science and technology innovation through Zhanjiang's active integration into the construction of the Greater Bay Area, accelerates the coordinated development of Guangdong's regional economy, deepens regional cooperation and the complementarity of advantages between industries, and facilitates the transfer of factors between the two sides mobility and industrial transfer between the two sides.

2. Positioning and objectives of Zhanjiang's active integration into the Guangdong-Hong Kong-Macao Greater Bay Area

The Guangdong-Hong Kong-Macao Greater Bay Area strategy provides a strong impetus for Zhanjiang to build itself into a

provincial sub-centre city and is an intrinsic need, an effective path and an important platform for Zhanjiang to build an important development pole in the modern coastal economic belt. Zhanjiang has the opportunity and advantage to seize the first opportunity and take the lead in undertaking the dividends of the institutional mechanism of the Greater Bay Area.

Therefore, the strategic positioning of Zhanjiang as an innovation-driven provincial sub-centre city and a modern regional maritime city should be anchored in the construction of the Greater Bay Area, with the overall objective of building a new regional development pattern of "one core, one belt and one region" by the Guangdong Provincial Committee, accelerating the coordinated development of the Guangdong region and driving Zhanjiang's economy to achieve high-quality and leapfrog development. The overall objective should be to accelerate the coordinated development of Guangdong's regions and drive Zhanjiang's economy to achieve high-quality and leapfrog development.

3. Bottlenecks and core grasp of Zhanjiang's integration into the construction of the Greater Bay Area

Zhanjiang's active integration into the construction of the Greater Bay Area will produce huge synergistic benefits for both sides, and it is important to seize the new opportunities given to Zhanjiang's development by the times to create a new dynamic for Zhanjiang to deepen its reform and innovative development. But on the other hand, Zhanjiang's active integration into the Greater Bay Area is also a thorny issue, and there are currently three major bottleneck constraints as follows.

3.1 Poor transport links

Transport is a major pain point in Zhanjiang's development. The lack of a high-quality rapid transit network and the shortcomings of the transport infrastructure have resulted in Zhanjiang not being able to seamlessly connect all modes of transport, resulting in low passenger pooling and dispersal capacity, and low levels of information and intelligence in transport. At the same time, the port of Zhanjiang has an excellent foundation for foreign trade development, but only 50-60% of its capacity to gather local resources and is less competitive than the North Harbour. Overall, Zhanjiang has many transport shortcomings and the hub function still needs to be improved.

3.2 Inadequate whole industry chain

Zhanjiang's industrial development is characterised by a short chain, a low degree of industrial clustering and weak overall competitiveness of the industrial chain. At the same time, Zhanjiang's key industrial chains are not sufficiently extended, and the phenomenon of "leading industry without industry" is prominent. Nowadays, apart from the feed industry, which has a relatively complete industrial chain, other industrial chains such as paper, sugar and petrochemicals are not perfect. The reason for this is the different market locations: some industrial chains have sales markets outside, while others have material markets outside, and some have both markets outside. The imperfect chains require higher costs for the production and operation of many enterprises, leading to a significant reduction in the competitiveness of the enterprises themselves in the market.

3.3 Lack of talent attraction

Talent is the biggest bottleneck in Zhanjiang's integration into the Guangdong-Hong Kong-Macao Greater Bay Area, and it is the key to social development. In recent years, although the number of innovative talents in Zhanjiang has been increasing year on year and the quality has been growing steadily, the growth rate is still relatively low and there is still a "talent gap" in certain key positions. There is a need to adopt a flexible approach to the introduction of talent, and to adopt a flexible model of attracting talent to certain seriously vacant positions, so that Zhanjiang's talent can be attracted in and retained, creating a concentration of innovative talent. It is the insufficient introduction of talent that is hindering Zhanjiang's forward development.

To solve the bottleneck problem, innovation is the most critical and core issue that needs to be addressed. Zhanjiang must adhere to the "talent first, service development" approach, while focusing on guidance and education, adhere to the use of all kinds of talent,

the good use of all kinds of talent, to further strengthen the construction of talent strategy, consolidate the foundation of science and technology innovation. This is also the core grasp of Zhanjiang's initiative to integrate into the construction of the Greater Bay Area and accelerate economic transformation and upgrading.

4. The important role of Zhanjiang's proactive integration into the Guangdong-Hong Kong-Macao Greater Bay Area

4.1 It is conducive to building a more open, mutually beneficial and win-win multiparty cooperation community

In the construction of the Guangdong-Hong Kong-Macao Greater Bay Area, Zhanjiang will actively undertake the transfer of industries from the Pearl River Delta and strengthen the division of labour with the Pearl River Delta, which will help strengthen the construction of port industries, create a mutually beneficial business environment, establish a sound investment mechanism, promote the formation of large port industries clusters in Zhanjiang, and release a strong agglomeration effect and depression effect. At the same time, it will promote the development of the container transport industry at the port of Zhanjiang, optimise the layout of container routes with the Greater Bay Area, enhance cooperation with the supply chain of ports in the Greater Bay Area, radiate outwards to form an outward-looking effect with the surrounding areas, and build a more open and mutually beneficial, win-win cooperation community of multiple parties.

4.2 It is conducive to promoting Zhanjiang to accelerate the development of a modern coastal economic belt as an important development pole

With the construction of the Guangdong-Hong Kong-Macao Greater Bay Area, Zhanjiang is actively participating in the joint construction of a new international land and sea trade corridor, the construction of a national demonstration zone for marine economic development and the planning of a free trade port (zone), promoting the "three ones" development of Zhanjiang's "one corridor, one demonstration and one port area". Zhanjiang's contribution to the construction of a modern coastal economic belt will be to provide strong support for Guangdong to speed up the construction of a world-class coastal industrial belt and to create new glory.

5. Zhanjiang's Proactive Integration into the Guangdong-Hong Kong-Macao Greater Bay Area Innovation Policy Recommendations

5.1 Strengthening transport infrastructure and building a modern integrated transport hub

Zhanjiang is strategically located at the intersection of the Guangdong-Hong Kong-Macao Greater Bay Area, the Hainan Free Trade Port and the new Western Land and Sea Corridor, and would have had great opportunities for development due to its geographical advantages. However, the lack of transport and the relative lack of transport infrastructure has prevented Zhanjiang from cooperating with the Greater Bay Area: using its resources to connect domestic and international markets, which has prevented Zhanjiang from further integrating into the construction process of the Greater Bay Area.

To better integrate Zhanjiang into the construction of the Greater Bay Area, it is vital to consider how to upgrade the current transport infrastructure and further build a modern integrated transport hub. The first is to accelerate the construction of a "cross-shaped" external transport layout: a high-speed railway as the main trunk, supported by national and provincial roads, which

will not only shorten the distance in time and space between Zhanjiang and the Greater Bay Area but also drive the gathering of industries and the allocation of resources between Zhanjiang and the Greater Bay Area, promoting the development of industrial integration between the two sides; the second is to promote the construction of the port of Zhanjiang, integrate port resources. The second is to promote the construction of Zhanjiang port, integrate port resources and optimise the port's customs clearance environment, give full play to the advantage of Zhanjiang port's low logistics costs, further activate Zhanjiang port's integration into the Guangdong-Hong Kong-Macao Greater Bay Area and promote the "joint construction of the port and bay". Thirdly, we should build a modern transport hub, optimise the structure of Zhanjiang's transport network and accelerate the construction of a "hub + network" transport system in Zhanjiang, to achieve interconnection and seamless connection with various elements in the Greater Bay Area.

5.2 Accelerating the transformation and upgrading of traditional industries and promoting industrial integration with the Greater Bay Area

Zhanjiang's initiative to integrate into the construction of the Greater Bay Area not only responds positively to Guangdong's coordinated regional development strategy, but is also an effective means of building a provincial sub-centre, and it is important to grasp the 'driving effect' of the Greater Bay Area on Zhanjiang's development and to promote its leapfrog development. In addition to transport development, there is also a need to strengthen the integration of local industries and their transformation and upgrading, and to further promote the integration of industries with the Greater Bay Area.

To accelerate the transformation and upgrading of Zhanjiang's traditional industries, firstly, Zhanjiang should grasp the opportunity of the times to undertake the industrial transfer of the Greater Bay Area. At present, the traditional manufacturing industry is no longer suitable for continued development in the Greater Bay Area due to restrictions on land and other resources, but Zhanjiang can make good use of its various resource advantages, such as manpower, land and minerals, to continue the development of the traditional manufacturing industry in the Greater Bay Area here and create a distinctive industrial cluster that will drive the high-quality development of Zhanjiang's real economy. Second, accelerate the cultivation of new industrial clusters, focusing on the development of emerging information technology such as 5G, AI and IoT, and promote the integration of the digital economy with the manufacturing industry. For Zhanjiang to move from 'manufacturing' to 'smart manufacturing', apart from strengthening ties and exchanges between the two sides, it is also necessary to strengthen cooperation in science and technology with the Greater Bay Area, so that Zhanjiang and the Greater Bay Area can share resources and further promote complementary industrial advantages with the Greater Bay Area. Thirdly, we should build on Zhanjiang's rich cultural and technological resources. Thirdly, relying on Zhanjiang's rich marine resources, we should vigorously develop the marine economy, especially the development of marine biomedicine and modern Chinese medicine industries.

5.3 Accelerate the construction of a science and technology innovation centre and create a first-class science and technology innovation platform

Zhanjiang should make full use of the scientific and technological innovation resources of the Greater Bay Area to drive the construction of Zhanjiang's scientific and technological infrastructure, implement an innovation-driven development strategy with scientific and technological innovation at its core, and build Zhanjiang into a science and technology innovation platform that is on par with international first-class ones. Firstly, we should promote the high-quality development of major science and technology innovation platforms such as Zhanjiang Bay Laboratory, Zhanjiang Marine Science and Technology Industry Innovation Centre and Fengyong High-Tech Zone, and accelerate the cultivation and formation of a core engine to promote the development of regional science and technology innovation. Second, we should promote the construction of Zhanjiang National Agricultural Science and Technology Park and provincial agricultural science and technology parks, increase scientific and technological investment in rice cultivation, loach and crab breeding, marketing and promotion, actively build the park brand and promote the integrated development

of one, two and three industries. Third, the construction of innovation platforms such as technology innovation centres, new research and development institutions, key laboratories and large scientific devices in the marine field. With major scientific research tasks and major scientific and technological infrastructure as the main lines, aiming at the major strategic needs of the country and the long-term development of the industry, we will strive to achieve breakthroughs in original achievements and the integration and development of industry, academia, research and use as soon as possible.

5.4 Deepening the international business environment to provide strong support for integration into the Greater Bay Area

The business environment is an important soft power for Zhanjiang's high-quality development and can support Zhanjiang's integration into the construction of the Greater Bay Area. 2022 saw the official launch of the Zhanjiang Ordinance on Optimising the Business Environment, which provides policy support for Zhanjiang to optimise its business environment. The regulations are benchmarked against the Greater Bay Area's business environment standards, with special mention of supporting the establishment of unified rules for supervision and access to Zhanjiang's market, increasing supervision of the market while also enabling the free flow of market elements, building an orderly and open market, and accelerating the construction of an open economic system that is benchmarked against the Greater Bay Area.

The report of the 20th Party Congress proposes to create a first-class business environment that is market-oriented, rule-of-law-based and international. Based on this, Zhanjiang should actively benchmark itself against the superior business environment in the Greater Bay Area, implement the Zhanjiang Action Plan for Deepening Comprehensive Reform of the Business Environment, optimise the investment environment, improve the service system and simplify the approval process, and use the rule of law to ensure the standardisation of government services, fairness of market competition and convenience of the approval process. At the same time, we will vigorously cultivate new industries in the digital economy, such as promoting the construction of "digital government", improving the government environment, providing convenient and efficient government services to the public, building a good communication and coordination mechanism between government and enterprises, and building a sunny service government. At the same time, Zhanjiang should promote high-level open cooperation with Guangdong, Hong Kong and Macao in the Greater Bay Area, establish and improve the "GuangZhan" in-depth collaboration and innovation mechanism, accelerate the integration into the construction of the "twin zones" and deep docking to the scientific and technological innovation cooperation in the Greater Bay Area, and ultimately achieve docking into the "Belt and Road" international cooperation. The "One Belt, One Road" international science and technology innovation cooperation system, creates a first-class business environment.

6. Conclusion

As a provincial sub-centre city and a modern regional marine city, Zhanjiang must grasp the major opportunities presented by the times, use the new development concept to lead Zhanjiang's high-quality development, address the bottlenecks to Zhanjiang's integration into the construction of the Greater Bay Area, and gain a deep understanding of the significance of integration into the Greater Bay Area for Zhanjiang's development. We will make full use of the "siphon effect" brought by the construction of the Greater Bay Area to Zhanjiang, build a modern comprehensive transportation hub, undertake the transfer of industries from the Greater Bay Area, accelerate the construction of a science and technology innovation centre and create an international business environment, and take the initiative in many aspects to The two sides will make good use of their resource advantages to building a "harbour together". At the same time, we will deepen regional cooperation and industrial construction, support the development of enclave economies in Zhanjiang, promote the complementary advantages of both sides in the construction and strengthen industrial collaboration between the regions, and promote Zhanjiang to truly achieve the strategic planning goal of integrating into the construction of the Greater Bay Area.

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