

Research on Mainland Investment Promotion from the Perspective of Logistics

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Abstract

Investment promotion is an important means and effective way to promote the rapid development of the regional economy. However, in recent years, as market competition has become increasingly fierce, all mainland governments have faced huge problems and difficulties while achieving investment promotion results. Difficulty and poor results. At the same time, the factors affecting regional economic growth are diversified and complicated, and the logistics industry and the regional economy are interdependent and have a greater impact on regional economic development. This has become the basis for regional economic development and The driving force, the healthy development of more and more other industries needs the support of the logistics industry. The impact of logistics industry clusters on regional economic development and the attractiveness of attracting investment from the mainland are complex and dynamic, and have become an important topic and economic growth point of world economic development. How to use logistics to attract more powerful enterprises to settle in the Mainland and promote the development of the regional economy has become the most important task of the Mainland governments in attracting investment.

Keywords

Mainland Investment Promotion; Regional Economy; Logistics Industry.

1. Introduction

Investment promotion is the most important and core content of regional economic development, and it is also the most important support for promoting high-quality development and realizing the conversion of new and old kinetic energy. For a region, whether the quality of economic development is high or low, and whether the kinetic energy conversion is fast or slow depends largely on whether it is fast or good at attracting investment. Looking at the country, all fast-growing regions are not the place where the work of attracting investment is well done. The "Pearl River Delta" relies on Taiwanese and Hong Kong businessmen, the "Yangtze River Delta" relies on Taiwanese and Wenzhou merchants, and the "Bohai Bay" relies on it. It is the recruitment of state-owned capital from central enterprises, which has become the "main grasper" and "main strategy" for the development of various regions.

Since the reform and opening up, the eastern coastal cities with geographical advantages in line with international standards have vigorously promoted investment promotion, and their economies have risen rapidly. At the same time, the inclination effect of policies and the polarization effect of the market economy continue to weaken the investment status of inland cities. Capital, technology, and talents flow to coastal areas with high efficiency in factor allocation. The development gap between inland cities and coastal cities has continued to widen, and there has been The economic development is lagging behind, the private economy is low, and the industry is low. Due to the limitations of history and status quo, the economic development of inland cities cannot follow the development path of "two ends outside" in coastal areas, nor can it rely on local market funds and technology to achieve self-transcendence.

Summarizing experience and lessons, inland cities have found a new way out, which is to expand investment promotion and vigorously develop the trade and circulation industry.

There are big differences in the local economy in our country. In order to promote the development of the local economy, it is necessary to adopt the means of attracting investment. [1] It is more difficult to attract investment in inland cities. Good companies, high-profit and high-tech companies are reluctant to come to the inland, even if the inland government adopts methods of concession and increase of preferential rates to attract projects that consume financial funds. Moreover, most mainland governments currently only increase their financial resources and improve their political performance. They blindly introduce some enterprises without considering the target of investment. As a result, even the recruited enterprises will not only fail to improve the local economy, but also consume a lot of government financial and material resources. As a result, good companies do not come, and they are all companies that are useless to the local economy. In the final analysis, the development of logistics in inland cities is not comprehensive enough to support other industries. The rapid development of coastal cities is inseparable from the construction of its transportation network and the strong logistics strength, which is sufficient to support the needs of the development of various industries. Therefore, if we want to promote investment in the mainland, we need to vigorously develop the logistics industry in the region.

With the development of economic globalization, social division of labor has become more specialized, and the trend of regional economic integration is obvious, which brings new opportunities and challenges to the development of the logistics industry. [2] Regional logistics has become an important field in the development of modern logistics. Modern logistics is known as an accelerator of economic growth. It is an advanced management technology and organization method. The development of regional logistics is of great significance to the mainland government's investment promotion and improvement of the environment and the sustained, rapid and stable development of the regional economy. It plays an important role in the optimization of the regional industrial structure. The logistics industry is the carrier of the value chain and supply chain, closely related to regional economic development and corporate competitiveness.

The logistics industry is a composite service industry, which is related to a variety of industries, such as the information industry, warehousing industry, and transportation industry, and is a pillar industry in the national economy. Through empirical research, the economy has developed rapidly in recent years, and the logistics industry, the pillar industry of the national economy, has played a key role in many aspects, such as promoting benign changes in the industrial structure, improving the economic development model, and enhancing my country's competitiveness. There is a certain promotion effect. Research on the relevance of regional logistics and regional economy can enable the competent government departments to position regional logistics functions more accurately and promote the sustainable development of the logistics industry. [3]

With the development of my country's economy, the marketization process continues to deepen, and higher requirements are placed on the circulation industry. Circulation is an important part of production and consumption. The logistics industry is an important booster of economic development and an important supporting force for economic development. The rapid development of the logistics industry provides fast and smooth logistics services and improves circulation efficiency. But for a long time, Chinese enterprises have "emphasized production and neglected logistics", and logistics costs in economic operations are relatively high, and operational efficiency needs to be further improved. Due to the large-span transportation of bulk commodities in my country, it has resulted in high freight turnover and freight volume, and there are more small and medium-sized logistics enterprises in my country, and the operation efficiency is low. It is necessary and important to change the logistics

development mode and improve logistics efficiency. Regional logistics is an important part of the regional economy, and it plays an important role in the optimization of regional industrial structure, economic structure adjustment, and optimal allocation of resources. The development of the regional logistics industry is conducive to reducing economic operating costs, improving circulation efficiency, promoting regional economic development, and increasing the attractiveness of regional investment promotion.

2. The role of logistics in regional economic development

2.1. Logistics development as a pillar industry, driving economic development

In recent years, under the massive guidance and promotion of national policies and governments at all levels, the domestic logistics industry has become an indispensable part of driving regional economy and internal development at this stage; the logistics industry itself is also an industry, and the rapid development of regional logistics Development will inevitably bring greater economic benefits to the enterprise. At the same time, regional logistics can optimize the logistics system through its advantages in scale and expertise, achieve the goal of regional optimization and lowest operating cost, and form a scientific, stable and efficient logistics network. Not only can reduce the loss and transaction costs between constituent elements, but also improve economic efficiency. Like coastal cities, the rapid economic development of cities has benefited from its geographical location and well-developed logistics to support its major industries. As shown in the table below,

Table 1: Comparison of the relationship between logistics and economic development in Chongqing and Shanghai, China

Area	Logistics effectiveness	Logistics supply capacity	Logistics demand	Logistics supply capacity and logistics demand	Development proposals
Chongqing	There is no promoting relationship between logistics effectiveness and economic development	Logistics supply capacity promotes economic development, and economic development does not promote logistics supply capacity	Logistics demand promotes economic development, economic development does not promote logistics demand	There is no facilitating relationship between the two parties	Improve efficiency, market orientation
Shanghai	Economic development promotes the effectiveness of logistics, and the effectiveness of logistics does not promote economic development	Economic development promotes logistics supply capacity, but logistics supply capacity does not promote economic development	Economic development promotes logistics demand, but logistics demand does not promote economic development	There is a weak two-way promotion effect on both sides	Logistics industry transformation and upgrading, innovative development

2.2. Logistics development drives local employment

The healthy development of logistics can expand the scale of enterprises in the region. At the same time, good logistics can attract more social resources into the region, making the industrial institutions in the region more optimized and perfect; the development of enterprises in the region can provide more for the society. The employment position of the local people is bound to drive the employment rate of local people, and it can also attract a certain amount of foreign labor; and the improvement of the regional structure can greatly improve its

market competitiveness and obtain more opportunities and resources. The above advantages will drive The promotion of regional economy has an important role that cannot be ignored.

2.3. The regional industrial structure is optimized

A variety of industrial activities in the region have jointly formed the regional economic development, and the proportion of industries has formed a unique structure of each industry. In order to better maintain the normal development of the industry, this requires close cooperation between enterprises and industries. Contact, so that resources, data, human resources and other resources between enterprises and industries complete efficient communication, and the logistics industry itself belongs to the service industry, which can provide good channels and channels for communication between related enterprises and characteristic industries, approach. Contemporary logistics resources are very rich, and logistics can strengthen the planning and integration of logistics resources to a certain extent, and realize the maximum manifestation of the scale benefits of logistics. The logistics industry is slowly turning to specialization, informatization, and scale. This process promotes the optimization and integration of regional industrial structure.

3. The role of logistics in the industry's pillars of attracting investment in the Mainland

3.1. Modern logistics

Modern logistics is a kind of system management. Informationization ("Internet + logistics") and systemization are the main characteristics of modern logistics. Warehousing, transportation, processing, and distribution are just the various functions of logistics and the components of modern logistics "industry". It is a series of business operations and management processes that organically integrate transportation, warehousing, loading and unloading, processing, packaging, distribution, distribution, and recycling, as well as information services and financial services required for this purpose. Modern logistics management is to plan and manage the flow of objects in each stage of the chain, so that each link in the chain has the shortest operating time, the least cost, and the best efficiency. Modern logistics operations are a dynamic chain (supply chain) that runs through an industry and a product from "bottom" to "top".

3.2. Strategic Positioning of Logistics in the New Era

3.2.1. Infrastructure

Infrastructure generally refers to the facilities that provide public services for social production and residents' lives, and is a public service system used to ensure the normal conduct of national or regional social and economic activities. It is the general material condition for the survival and development of society and the foundation for the development of various undertakings in the national economy. In modern society, the more the economy develops, the higher the requirements for infrastructure; perfect infrastructure plays a huge role in accelerating social and economic activities and promoting the evolution of their spatial distribution patterns.

With the development of logistics, national authorities have increasingly realized the strategic supporting role of modern logistics for economic development. At this time, in relevant national documents and authoritative reports, the modern logistics industry has gradually been positioned as: strategic and basic Compound industry.

3.2.2. Network construction

For a long time, because the logistics industry has not been included in the scope of infrastructure development, many places regard the logistics industry as a fully competitive

industry [4-5], failing to recognize the quasi-public product attributes and network characteristics of logistics infrastructure, making modern logistics Often in an awkward position in economic development. For example, many cities have fully realized that becoming a regional or national logistics center node, realizing the interconnection of local modern logistics with other regions, has a huge role in promoting local economic development. The construction of a logistics network drives the convergence of business flows, and the promotion of consumption upgrades through business flows, which in turn can also drive the development of local manufacturing and promote the improvement of the real economy. However, on the other hand, due to the shortage of land resources, making full use of and tapping the value of land resources in economic development is often a hard assessment indicator for local investment promotion, and there are often strict regulations on the tax intensity of each acre of land. This is an embarrassing scene. On the one hand, local governments have realized the importance of developing logistics networked infrastructure, but on the other hand, due to the low average taxation level of the industry due to the characteristics of the logistics industry itself, logistics companies often need to be networked across the country. Operation, it is impossible to set up independent companies all over the country, and it is difficult to contribute more tax to the local area. Therefore, many places often refuse the land demand of large national logistics companies to set up warehousing and logistics center outlets locally.

What is even more embarrassing is that with the rapid development of cities and the continuous improvement of people's living standards, the demand for urban logistics is in a stage of rapid development, and there is an urgent need to establish a complete urban logistics infrastructure network. However, because logistics was included in a competitive industry in the past, looking at logistics at this level, establishing a logistics infrastructure network system in the central area of a city has inherent problems such as tax credits, traffic tension, and low revenue generation from commercial facilities. As a result, a strange phenomenon is that the city has various bus systems and stations that can meet the flow of people, but there are few public unloading areas and distribution stations in the central area of the city, and there is no unified planned urban logistics infrastructure network. Faced with the ever-increasing rigid demand for urban logistics, we have seen express vehicles piling up express parcels around the school, seeing that the distribution stations of various logistics companies in the central area of the city cannot be shared, and seeing all kinds of non-compliant vehicles invisible Occupies more resources to engage in logistics services, seeing that most cities lack a unified overall plan for the networked logistics infrastructure, let alone integrating the existing urban central area logistics technology facilities resources to promote logistics infrastructure Resource networking has realized interconnection and open sharing [6-8].

In the environment of rapid growth in urban logistics demand, we also see a strange phenomenon, that is, with urban development, land appreciation and urban planning and rectification, many cities not only do not speed up the construction of urban logistics infrastructure networks, but often stipulate urban centers. The district cannot build warehouses and other logistics infrastructure, and all existing logistics centers and storage networks are moved to outlying suburban counties, which brings great hidden dangers to the logistics operation of the city center, and makes the logistics operation go underground, illegal, and chaotic. In short, the network construction of logistics infrastructure has become one of the prominent problems restricting economic development.

3.3. The leading role of logistics in attracting investment in the Mainland

The army has not moved, the grain and grass are the first, and the logistics has always been in the forefront position in the military and the economy. Especially in the development of modern society, it is more important to advocate the first logistics. The advocacy of advanced logistics

is nothing new. For more than ten years, China has been advocating advanced logistics and has been promoting advanced logistics.

In fact, at the macroeconomic level, if you want to get rich, build roads first. This is the earliest slogan that embodies the concept of logistics first. China's "One Belt, One Road" initiative also implements the concept of first logistics. In terms of industrial layout, Chongqing, China The supporting investment promotion strategy of the industrial chain and the Eurasian Land Bridge plan are classic cases in the development of the western region that reflect logistics first to promote the regional industrial layout. The New Silk Road Economic Belt Initiative was also put forward on the basis of the Eurasian Land Bridge plan. [9] At present, in the field of logistics, the use of smart logistics to realize the front-end warehouse of e-commerce logistics is an important manifestation of smart logistics leading logistics first.

3.3.1. Economic development, logistics first

The development of economy is related to the exchange and circulation of commodities. The emergence of cities is directly related to the gathering of people driven by commodity distribution centers. Logistics is the basis for promoting economic development and urban development. With the development of modern economy, the leading role of logistics is huge. In the early stage of China's reform and opening up, the international logistics in coastal areas were developed, which promoted the economic development characterized by processing with supplied materials. Many old, young, borderline and poor areas are also difficult to develop because of poor transportation and backward logistics. Therefore, if you want to become rich, you must first build roads. The goal is to achieve logistics first and drive economic development. In the central and western regions of China's inland, roads have been built to facilitate the transportation of goods and the exchange of goods, but the logistics is not developed, the goods are not matched, and the economy is difficult to develop. Because of the investment and construction of factories in these areas, the logistics of raw materials and finished products need to increase a lot of logistics costs, and transport to the coast can participate in international exchanges. How to significantly reduce logistics costs is the key to the economic development of the central and western regions.

In the past ten years, the economic development of Chongqing, located in central and western China, has been in a leading position in China. In recent years, it has maintained the number one growth rate in the country. The key is to achieve logistics first. The first approach of Chongqing, China is to use the strategy of attracting investment through the whole industry chain to realize the nearby supporting of raw materials and parts of core enterprises, which greatly reduces the cost of supply logistics. After the main products of core enterprises are produced, they need to be sold to Europe. In other places, it faces many problems when it is transported by land to coastal shipping. At the same time, the logistics cost is not economical. Therefore, Chongqing, China, is exploring the construction and opening of land transportation channels through the Eurasian continent and directly relying on land logistics networks and systems. The idea of shipping products to the Eurasian continent gave birth to the Eurasian Continental Bridge Project, and the Eurasian Continental Bridge Project is the basis for China's "Building a New Silk Road Economic Belt" initiative.

Through the "Belt and Road" initiative, the realization of interconnection between Eurasia, economic interconnection, logistics first, commodity circulation, and people-to-people bonds can promote the development of the backward areas in China's central and western regions where there was no logistics advantage in the past, and can also drive the countries along the route to have no lack in the past. The economic development of the inland regions with logistics advantages. When the logistics constraints are overcome, the energy advantages and labor cost advantages of the inland regions will be stimulated. Therefore, the Belt and Road Initiative is a great initiative that promotes the development of the global economy by the sea. The coastal

areas of the era extend to the inland areas of the land power era, and the great strategy of promoting the balanced development of the region [10].

Economic development, logistics first, and logistics will drive the overall prosperity of the economy.

3.3.2. Industrial layout, logistics first

The development of national industries must give priority to logistics first and plan the industrial layout based on logistics advantages. If the industrial layout violates this point, and the industrial clusters are placed in areas far away from material supply and finished product sales, the huge logistics cost is a congenital deficiency, and it is difficult to solve it, because the congenital defect of this industrial layout depends on the logistics operation. It is difficult to overcome, and the cost of logistics is difficult to reduce. Even smart logistics and optimization of the logistics system cannot solve the innate problems. The innate problems of logistics must be solved by first logistics [11].

For example, the industrial layout of China's steel bar industry in the past was based on China's mining resources, and they were all located in areas where iron ore resources and coal resources are relatively close. After the reform and opening up, with the development of China's iron and steel industry, China's iron ore resources are unable to meet the demand and need to be imported in large quantities. At this time, steel companies that use imported iron ore from abroad need to be located in coastal areas. Japanese steel companies also The construction is in coastal areas, and the construction layout of Baosteel in China is also selected in coastal areas for this reason.

The advanced concept of logistics space planning is not only reflected in the industrial layout and industrial cluster development. In terms of logistics space planning in China, if there is no logistics first concept and advanced thinking, it will also bring huge problems that are difficult to solve in the long term. Economic development is always painful. For example, the Nanjing Yangtze River Bridge in China was the greatest bridge construction miracle in China at that time. However, looking at it now, a bridge that locks the Yangtze River makes it difficult for the 10,000-ton giant ship to move up along the river. The logistics operations of large ships and small ships must be carried out near Nanjing. When it comes to logistics, provinces and cities in the upper reaches of the Yangtze River suggested that the cities along the upper reaches of the Yangtze River should pay for the expenses, blow up the Nanjing Yangtze River Bridge, dredge the Yangtze River logistics channel, and promote the economic development of the upstream cities. But because of the historical significance of the Nanjing Yangtze River Bridge, we gave up. In the future, whether to raise the Nanjing Yangtze River Bridge in general and open up the Yangtze River logistics channel is also under exploration.

4. Countermeasures for Speeding up the Development of Regional Logistics and Promoting Inland Investment

4.1. Strengthen the construction of regional logistics infrastructure

The various infrastructures of regional logistics are the basis for realizing the healthy development of the logistics economy, as well as the prerequisite guarantee for improving the efficiency of the logistics industry. Logistics infrastructure includes railway network, highway network, waterway network and pipeline transportation network, etc. Although a lot of manpower and material resources will be spent in the construction process, the effect of driving economic development is obvious; the rational use of various logistics infrastructure Optimization can greatly increase the speed of logistics; at the same time, improve the modernization and information construction of logistics centers and distribution centers, and discover the unreasonable distribution of logistics points in the past, old equipment and poor

service capabilities, and optimize and follow up in the first time New, scientifically distribute the logistics service centers and distribution points of each warehouse, which greatly improves the efficiency of logistics and promotes the rapid development of the regional economy.

4.2. Linkage between innovative logistics and manufacturing

A scientific and reasonable development model is the top priority to promote the common development of regional logistics and regional economy; the manufacturing industry is the main body of the regional economy, and the healthy development of the manufacturing industry can greatly promote the improvement of the regional economy, but the traditional logistics industry and production The lack of adequate connections and interactions between manufacturing industries has led to the lack of perception budgets for logistics organizations regarding the logistics needs and growth of related manufacturing companies. This has led to large deviations in the logistics companies' judgments of production companies' logistics needs, which directly leads to logistics. Insufficiency has a serious impact on the delivery of production enterprises, or the products of production enterprises are smaller than the logistics capacity of logistics enterprises, there will be waste and idleness of logistics resources; the above problems will have a certain negative impact on the regional economy, in order to effectively solve For the above problems, to strengthen the communication between logistics enterprises and manufacturing industries, relevant regional government agencies can come forward to promote cooperation and common exchanges between the two, and related information platforms can also be established to ensure logistics capabilities and logistics needs. The symmetrical balance.

4.3. Strengthen the ability to optimize and integrate regional logistics resources

The above-mentioned strengthening of the linkage between logistics and production can drive regional logistics and economic development, and it is also very important to strengthen the resource integration capabilities of logistics enterprises, which can greatly improve the ability of logistics services; the operation and service mode of regional logistics at this stage Relatively single and relatively backward in transportation concepts, this requires logistics companies to complete modernization and transformation to ensure the common development of regional logistics and economy. Based on the actual conditions of the logistics industry chain, comprehensively integrate various small and medium-sized logistics companies in the region and change traditional operations. In order to maximize the overall capacity of resources, the regional logistics will be bigger and stronger. [12]

5. Conclusion

Investment promotion plays a huge role in promoting local economic development. Therefore, it is necessary to reasonably increase the attention to investment promotion, and to optimize the shortcomings of investment promotion at this stage, and continuously improve the socialization of investment promotion work. Specialization and marketization level, and effectively improve the actual economic results. The regional economy is an economy of scale, and the regional economy that has fully considered the foundation, resources and characteristics of each region is not just a simple aggregation of various factors of production. If there is no developed logistics system for it, it will serve as a basic guarantee. , Will cause a long-term backlog of various output products, production vitality and enthusiasm will be destroyed, resource utilization efficiency will be reduced because of this, and regional economic development will be greatly hindered. Therefore, how to optimize the government's investment promotion work to promote regional economic development is very important. As a basic industry through which the output of other industries can circulate and operate, the logistics

industry will inevitably play an important role in the development of the regional economy. Promoting the coordinated development of the modern logistics industry and the regional economy plays a very important role in improving the inland investment environment, optimizing the industrial structure, expanding opening to the outside world, and enhancing economic benefits.

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