

Opportunities and Challenges Facing the Service Trade of the Pearl River Delta under the New Situation

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Abstract. With the continuous deepening of economic globalization, the service industry has now achieved international transfer, and thus the service trade has been greatly developed, and the development trend is constantly expanding. In the current open economic and trade environment, the service trade in the Pearl River Delta has also been more developed. Based on the analysis of the opportunities and challenges of service trade in the Pearl River Delta region, this paper points out the problems existing in the development of service trade in the Pearl River Delta, and raises the problems in the process of meeting the challenges of the Pearl River Delta service trade, and proposes measures to address the problems in the development opportunities. In response, it has proposed new ideas for the development of service trade in the Pearl River Delta.

1. Introduction

At present, the economic development and openness of the Pearl River Delta are at the forefront of national economic development. In recent years, the Pearl River Delta region has supported the development of various policies and the geographical advantages of neighboring Hong Kong and Macao. This geographical foundation has become a favorable factor for the development of traditional service trade and has also promoted the transformation of service trade. The continuous development of new problems has emerged, which has become a series of challenges facing the development of service trade. Among them, various problems such as imperfect legal system have become the cause of national differences in the development of service trade. The development of trade in services has a binding effect. Therefore, based on the problems existing in the development of service trade in the Pearl River Delta region, it is the key to the further development of service trade by improving the development countermeasures.

2. Problems and Challenges in the Development of Service Trade in the Pearl River Delta

2.1 The Pearl River Delta service trade is insufficiently open to the outside world, and there is a large room for development

At present, the amazing development of service trade is more manifested in the doubling of the total volume of trade in services. The growth rate and its range are even more alarming. The total volume of imports and exports is increasing, and the annual average growth rate is also growing rapidly after being affected by it. While the current people's living standards are constantly improving, the service trade as a whole shows a development trend while the development speed has slowed down, as shown in Fig. 1.

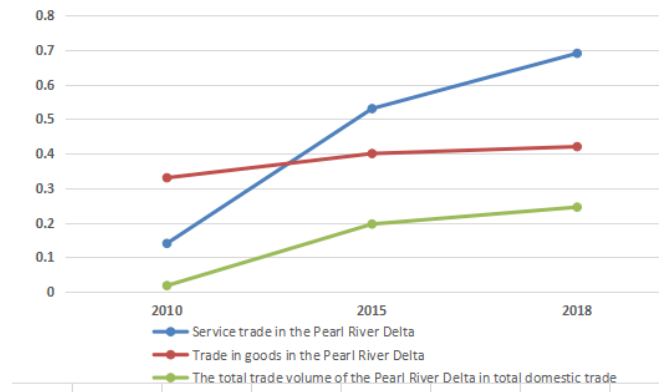


Fig. 1. Changes in the proportion of trade in services and trade in goods

The total amount of domestic service trade is showing an increasing trend year by year, but the overall lack of competition has led to a relatively low proportion of development in the Pearl River Delta region. Therefore, the Pearl River Delta region has funds in the geographical position of opening up to the outside world. The advantages of talents, but the development of them is late, the trade in services is inherently inadequate, that is, the opening of various fields of service trade is not comprehensive, and the traditional service industry that has been developed earlier because of openness has also become a concentrated area of investment, but At present, the new service trade structure presents its own capital accumulation characteristics, which has a large development space.

At the same time, in the development of service trade in the Pearl River Delta region, despite the development trend of the Internet, the global liquidity of capital has increased under the development of third-party platforms, and the service trade and overseas consumption have shown a simultaneous increase in the development trend. Economic activities such as land transactions are highly open. In addition, in the domestic service trade development environment, service trade still has a primary stage of development, but there is a lot of room for development.

2.2 The level of understanding of service trade in the Pearl River Delta is insufficient, and professional high-level talents are in urgent need of training

At present, the understanding of the service industry in the Pearl River Delta region is more on the surface. It is believed that the development of service trade has nothing to do with the high-level development. People in the career planning will choose to avoid the service industry, and thus a large number of talents in this process. It has been lost, and high-level talent resources are insufficient. This has become a hindrance factor for the development of service trade in the Pearl River Delta region.

Although the service trade in the Pearl River Delta region has been transformed based on its geographical advantages after the reform and opening up, the government does not pay special attention to service trade, nor does it regard it as a factor in international trade competition. With the development advantages of capital accumulation and labor intensive, the service trade has not been comprehensively planned, and the degree of resource development is insufficient. This is more reflected in the current labor resources. Although the labor resources are abundant, the labor force among them The level of education is not high, and the degree of education has a greater impact on it. Among them, the labor force is more concentrated in labor-intensive related industries, and the traditional trade structure of construction services, transportation services, and tourism services in the service trade structure has become low. The level of labor resources gathering. In such an industry environment, the lack of professional talents has led to the lack of international tour guide talents in tourism services, and has also led to the lack of high-end technology and management talents in the construction industry, which makes it difficult for the industry to develop effectively. New service trades that require high-level professionals, such as financial services, information consulting services, and computer services, have been more affected, resulting in insufficient understanding of service trade, resulting in less enthusiasm for trade in services than trade in goods. In the new service trade, especially the knowledge-based service trade lacks the corresponding talents, which has made it difficult to improve the competitiveness of service trade in the Pearl River Delta.

2.3 The management system of the Pearl River Delta service trade is not smooth, and relevant laws and regulations are in urgent need of improvement.

The industry scope of service trade is very extensive, and there are many circulation departments involved. These parts are more to provide related services for production or life, and thus serve to improve people's scientific and cultural level and the quality of people. Such a department is related to all aspects of people's lives. At present, there is no special service trade management department in the Pearl River Delta region, and the management system of service trade is not perfect. Under such supervision, it is difficult to realize the development process of service trade. Supervision. At present, the Ministry of Education is mainly responsible for the formulation of relevant policies for domestic service trade. This is mainly achieved through the specific rules of service trade measures. At the same time, the formulation of service trade also undertakes a variety of affairs. In fact, although the management system of service trade in the Pearl River Delta exists, it does not fundamentally play its role in trade in services. It is even more difficult to achieve standardized management of trade in services, with the gradual realization of trade in services. The liberalization, in which the Pearl River Delta region has a targeted policy system for service trade, is not perfect, and the various constraints in the macro environment have a continuous restrictive effect on the development of trade in services. Therefore, it is difficult to achieve the unification of the management system in the Pearl River Delta region, and the imperfect laws and regulations are also the constraints on the development of service trade in the Pearl River Delta region.

3. Development Measures and Opportunities for Service Trade in the Pearl River Delta

3.1 Meeting the challenge, service trade improves openness through international outsourcing business

From the current Pearl River Delta region through the improvement of the level of economic development, based on its own geographical, talent and other advantages, from the advanced experience of learning. In the new situation, the Pearl River Delta will achieve comprehensive economic development. This cannot be based solely on the trade of goods. It needs to be based on the development of service trade. The international outsourcing base for service trade is also the systemization of service trade. The effective way, the Pearl River Delta region as the key development target of service outsourcing, is because the current Guangdong has a solid foundation, which promotes the outsourcing business of international service trade, in which the strong economic strength has become an important guarantee for its development. Foundation, this is a high-quality talent as an important backing for development. In addition, the government needs to guide the service trade of the Pearl River Delta, and promote the service trade to better meet the challenges brought by international trade to service trade.

3.2 Seize the opportunity, the systemization of service trade is based on the improvement of management mechanism

The development of the Pearl River Delta region needs to improve the laws and regulations on service trade. In this process, the principle of market access for service trade is clarified, and the tax conditions for service trade are determined through legal forms, and the investment plans are clearly defined. It also stipulates the preferential conditions for service trade through the management mechanism, thereby realizing various transparency of service trade in the Pearl River Delta region, realizing the legalization of service trade, realizing its own institutionalization, and adopting a standardized system. The development of the domestic service trade has become more law-abiding and more transparent in the development process.

In addition, the service trade system in the Pearl River Delta region needs to be based on existing laws and regulations, clarify the relevant relationships existing within the service industry, and further stipulate relevant regulations in the Pearl River Delta region on this basis. To promote the establishment of a legal system for service trade, in which the establishment of the legal system needs

to pay more attention to the clear structure of service trade, and the level needs to be based on the distinct levels of service trade, thus forming a mutual connection, which is even more difficult. The leaked systematic service trade has promoted a more complete legal system for domestic service trade, and such a legal system has its own operability.

4. Summary

In the new situation of economic development, the improvement of the domestic economy is an important guarantee for the development of service trade. The total economic volume of the Pearl River Delta region accounts for a large proportion of domestic development, and the total amount of foreign trade is even greater. This has become a key area for economic development and service trade development in the Pearl River Delta region, which has an important impact on the development of China's economy. This kind of economic role is more reflected in the service trade, thus studying the service trade opportunities and challenges in the Pearl River Delta region under the new situation, which is very important for the current economic development strategy of the Pearl River Delta region.

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