

Effect of Foxconn Co., Ltd. on the Pearl River Delta Region

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Abstract. The article mainly tells about the multinational company Fujitsu set up a subsidiary or branch in the Pearl River delta region of China through capital export or economic activities. As well as its own technology, resources, corporate social responsibility, etc., in the Pearl River Delta economic innovation development, promote the transformation of the Pearl River Delta region, and ecological sustainable development.

Fujitsu (Fujitsu) and China

Multinational enterprises are the product of capital development in the late 19th and early 20th centuries and the main carrier of economic globalization. These multinational companies will set up branches or subsidiaries in various countries around the world to export capital or invest in the local area to win development. At the same time, they will also bring some resources to the local area and promote the development of the local economy. Fujitsu is a horizontal diversified business model. Its main business is products, services, R&D, systems, software, and hardware. Fujitsu (Fujitsu) entered China in the 1970s and has achieved fruitful results in cooperation with China in areas such as computer platform products, software and solutions, communications, semiconductors, and high-tech research and development. In the past 40 years, Fujitsu (Fujitsu) has set up 37 companies in China with about 11,000 employees. [1] In addition to commercial investment and business activities, Fujitsu also actively participated in the social and cultural exchanges between China and Japan and made contributions in the field of environmental protection. [2] In May 1995, Fujitsu Co., Ltd. formally established Fujitsu (China) Co., Ltd., an investment holding company in China, in Chaoyang District, Beijing.

Promoting Economic Innovation and Development in the Pearl River Delta

Innovation is an important source of local economic development. As an open leading area, the Pearl River Delta understands the importance of innovation. Fujitsu (Fujitsu) has established Fujitsu Information System Co., Ltd. in Shenzhen in the Pearl River Delta region. It mainly provides graphics and image solutions for mainland Chinese organizations and companies, and also provides customers with high-quality, reliable and environmentally friendly products and services. [3]

Fujitsu Information System(Shenzhen) Co., Ltd. mainly produces high-tech scanner products for companies in the Pearl River Delta region to provide information and communication technology. Fujitsu Fi series scanners are only authorized to Fujitsu Information System (Shenzhen) Co., Ltd. in mainland China. Advanced scanning printing technology is used in production, which not only saves office time and improves production efficiency.

The new image scanning software PaperStream Capture is a document scanning and image data management software for the fi series scanners. Advanced image correction functions, automatic color detection, assisted scanning, blank page detection and other powerful functions, can help enterprises to solve complex and time-consuming office procedures.

Provide customers with new document management solutions, innovate production operation mode, and promote the innovative development of the economy in the Pearl River Delta region.

Promoting Economic Transformation and Upgrade in the Pearl River Delta

The transformation and upgrading of the Pearl river delta region face many new difficulties and new problems, mainly because of the driving force of economic development -- the reason why technology cannot keep up with each other. The focus is to develop basic industries, accelerate investment in high and new technologies, and promote the development of high-tech industries. As a key economic open area in the country, the Pearl River Delta has a good preferential investment policy for multinational enterprises. Many multinational high-tech enterprises choose to set up subsidiaries in the Pearl River Delta region. Their presence also brings advanced technology to companies in the Pearl River Delta region. Multinational enterprises cooperate with the Pearl River Delta region to promote the development of emerging industries and promote the transformation and upgrading of small and medium-sized enterprises.

On November 20, 2009, the People's Government of Nanhai District, Foshan City, Guangdong Province and Fujitsu jointly signed the "Memorandum on the Construction of the South China Data Center of Fujitsu" in Guangzhou, announcing that they will jointly invest in the establishment of the Fujitsu South China Data Center in the Guangdong Financial High-tech Service Area. The center is Fujitsu's first world top data center in China. [4] In a speech, Fujitsu Co., Ltd.'s director of society and president, Mr. Takuka, said that this cooperation project will definitely benefit the development of services in Guangdong province, and will also support the long-term economic strategy of Guangdong province.

Fujitsu mainly provides data center services such as production center site services, data backup services, and disaster recovery services in the Pearl River Delta region. Fujitsu is mainly engaged in system application management and maintenance, information technology support management, bank background services, data processing and other information technology services in the form of service outsourcing, which is conducive to the opportunities for some enterprises in the Pearl River Delta region to obtain outsourced high-tech services and change the original backward and traditional production.. Seize the opportunity of technology investment of multinational enterprises and use the technology resources of Fujitsu to improve its own production technology and promote the transformation and upgrading of enterprises.

In addition to contracting Fujitsu's service projects and acquiring advanced technologies to achieve the transformation and upgrading of enterprises in the Pearl River Delta region, Fujitsu's information technology services have entered into good competition with related companies in the original Pearl River Delta region. As the second largest information technology service company in the world, Fujitsu has not only advanced IT technology and services, but also expertise and successful experience on a global scale. It is also a reference for enterprises in the Pearl River Delta region in high-tech industries and services. In addition, strong pressure can also prompt enterprises in the Pearl River Delta to improve their technology and services. The high and new technologies and service industries in the Pearl River Delta region have continued to develop and promote the transformation of the regional economy. The development of high-tech industries and service industries has been expanding and the proportion of them has been increasing. To a certain extent, it has promoted the adjustment of the industrial structure in the Pearl River Delta region, strengthened the impetus of economic development, and promoted the continuous development of the economy in the Pearl River Delta region. [5]

Promoting Economic and Ecological Development in the Pearl River Delta Region

With the continuous development of the economy, environmental pollution and environmental damage have also followed. At the same time as the economic development war, how to protect the ecology has become a human problem. Some scholars have put forward the concept of economic ecology. At the same time as economic development, paying attention to the rationality of economic structure dynamics and coordinating economic development and environmental protection and resource development are a good economic development model and are conducive to sustainable economic development.

Foxconn Group has its own FUJITSU Way. Their ideas and guidelines explain the social significance and due social responsibility of their own group. In order for future generations to live well and enjoy the planet's beautiful environment, they have clearly established the goal of environmental protection as one of the most important courses in business, and have planned and acted to carry out economic and ecological integration. Fujitsu implements green procurement, has a Fujitsu Group green procurement standard, and has an overall supply chain including suppliers. In product design, provide energy-saving green products for customers and society, pay attention to energy-saving design, choose energy-saving materials. Foxconn Group integrates the know-how and powerful information technology accumulated in its own environmental countermeasures to provide customers with solutions to environmental problems and protect the Earth's environment together with customers. [6] The good environment is the real wealth. Fujitsu's actions to protect the environment have promoted the development of economic ecology in the Pearl River Delta region and improved the sustainability of economic development. In addition, Fujitsu's environmental protection concept and policy can also drive companies in the Pearl River Delta region that cooperate with him to work together to build a beautiful ecological environment in the Pearl River Delta and achieve common economic and ecological development.

Providing role models for enterprise development in the Pearl River Delta Region

As a global successful enterprise, Fujitsu has a lot to learn from enterprises in the Pearl River Delta region. In terms of technological innovation, it has a super innovative concept and action power, which is applied to the development of enterprises in the Pearl River Delta and improves innovation capabilities. Customer service attitude, positive return to customers, because a good corporate image is also an intangible assets of the enterprise, which is conducive to the long-term development of enterprises in the Pearl River Delta region. Fujitsu has also been continuously contributing to the society. The development of enterprises must be returned to society and bear the social responsibility for the development of the Pearl River Delta region. On the one hand, Fujitsu also actively participates in the training of talents. The economic development can not be separated from people, and the future youth will be the source of talents for the development of the Pearl River Delta region. [7]

Summary

The capital investment, technology and management methods of multinational enterprises will bring certain economic benefits, technological development or innovation of enterprise management methods to the cooperative area. The product production projects brought by multinational enterprises not only allow small enterprises to have a large number of production and processing orders, but also allow large enterprises to obtain opportunities for development, thus promoting the development of the regional economy. International economic exchanges and exchanges are also conducive to economic friendship between the Pearl River Delta region and other countries around the world, so that the Pearl River Delta region can become more integrated into the wave of economic globalization and promote greater openness in the Pearl River Delta region. We will actively build open and innovative leading areas, create new and pioneering ecological areas, and lead areas for transformation and upgrading.

Of course, the entry of multinational enterprises is also accompanied by negative effects. Although the technology brought by multinational enterprises has brought about economic development, multinational enterprises have transferred and contracted second-rate technologies to most of the Pearl River Delta region, and it is impossible to open up core technologies to the outside world. Coupled with the weak technological absorption capacity of enterprises in the Pearl River Delta region, the results of enterprise innovation and transformation and upgrading are not so good. This requires enterprises in the Pearl River Delta region to make hard innovations, possess a firm spirit of innovation and action, and develop their own core technologies. Only in this way can they truly achieve transformation and upgrading. In addition, the Pearl River Delta regional government or the state's policy support for regional companies is also needed to help the region's innovation and transformation and upgrading.

Fujitsu is a company with strong social responsibility, but it may be that some multinational companies are the transfer of the secondary industry. Although it is conducive to pulling the economy, it has produced indelible pollution to the ecology of the Pearl River Delta region. Sustainable development is one of the key points of economic development in the Pearl River Delta region. The government should give preferential policies to enterprises involved in environmental protection production. Enterprises in the Pearl River Delta region must also respond positively and pay attention to energy conservation and emission reduction.

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