

Research on Industrial Design Industrialization Based on Guangxi Northern Gulf Economic Zone

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ABSTRACT: Northern Gulf Economic Zone in Guangxi, in recent years the rapid development of a coastal economic zone, is the only coastal areas in western China. The implementation of the western development strategy, the Pan-Pearl River Delta regional cooperation, China-ASEAN cooperation and the formation of the Pan-Northern Gulf Economic Zone, gave the development of the economic zone has brought a lot of opportunities, but also its development of coastal industries are facing unprecedented opportunity. From the perspective of the creative industries Status and Problems of industrial design, R & D and industrialization of exploration, and proposed to strengthen the level of industrial design applied research and innovative designs to independent innovation and industrialization of exploration promotion and extensive combination of enterprises, industrial design theory driven research and improvement, product design and development and industrial design industrialization and rapid development.

Introduction

Northern Gulf Economic Zone in Guangxi March 22, 2006 formally established in China-ASEAN economic circle, the South China Economic Circle, the Southwest Economic Circle combination of points, but also ASEAN cooperation, multi-regional cooperation in the Pan-PRD, the Pan Northern Gulf the intersection of regional cooperation. The region has a coastline of 1595 km and 1020 km of land borders, the advantage is obvious, but the entire coastal economies are relative to the developed eastern coastal areas is relatively undeveloped stage, the development of low cost, great development potentials. From the external environment, changing international industrial strategic layout, in-depth China-ASEAN cooperation, strengthen regional cooperation PBG, the implementation of the country's western development strategy, the Pan-PRD regional cooperation forward, coupled with the domestic heavy industry gradually to the east western transfer, gave huge opportunities for development in Guangxi Northern Gulf economic zone in Guangxi has been the country's western development 5 "Eleventh five-Year plan" 6 as one of the three key areas of western development pioneered development. Coastal areas can take the opportunity to increase investment and industrial investment, the introduction of a number of heavy industrial projects, promote the regional economy forward. From the development trend of the whole Guangxi province, the autonomous region according to its own development trend, formulated the "East by Western Union, south development" of ideas ,, and had been in the north, Chin, anti-three cities to implement the Battle coastal infrastructure, a complete set of three coastal city transport, ports, logistics and other infrastructure, to build coastal industrial clusters, the initial formation of the

northern Gulf port cluster, the total handling capacity of 3.45 million tons, up more than 26-ton berths, the entire coastal economic zone when industrial development in climate, geography, and, ready to go.

Industrial design in China has made great progress. After the introduction of industrial design from the late 70s of last century, colleges and universities around the country have been established industrial design disciplines, theory of industrial design, industrial design talent cultivation, through a variety of professional exhibitions, academic lectures, and provides design services and business and other forms of cooperation to expand the impact of industrial design, build upon relevant national policy, so that industrial design has been rapid development. In the manufacturing state develops innovative national policies and measures, the creative industries and other innovative industries, development opportunities faced with enormous challenges, industrial design in this context, and with what ideas and methods to guide and run, industrial design to further effective development of an important prerequisite.

The Qualifications of Industrial Design Industrialization

The so-called industrial design industrialization refers to industrial design information using its own resources and service advantages, relying on high technology, especially information technology, network technology, computer technology and multimedia technology, the information resources, information technology, information services and even converted into quantifiable integration products sold, the product of the market, production, operating scale, actively participate in market competition, to improve the quality of industrial design information and services through market competition, industrial design play in the information economy era of knowledge production and reproduction during a pillar industry of the role of activities and processes

China's industrial design must meet the following conditions before - to achieve the industrialization of the operation: the degree of specialization of information processing; the degree of digital technology level; commercialization of the product level; market-oriented commodity production level of enterprise level layer; the whole degree of the scale of the industry. Among them, the "degree of specialization" is the premise of the industrial design industry.

The Development of Guangxi Industrial in Northern Gulf Economic Zone

Over the years, the overall level of the coastal industrial level within the scope of Guangxi Northern Gulf Economic Zone is not high, for many reasons. On the one hand because of the lower level of market development, market factors of production is not perfect, the lack of investment, industries and specialty products lack competitive, unable to form industrial clusters. Plus infrastructure construction is lagging behind, supporting industrial production conditions are poor, high external costs, the development of industry, especially large industrial conditions is not perfect. On the other hand affected China's economic cycle, a number of major projects planned to start the construction of the delay, which affects not only the upgrading of the total economy but also indirectly affect the construction of infrastructure. But due to problems with the historical neighboring countries has not been properly resolved, but also makes international cooperation between Guangxi regions has been stagnant.

After entering the new era, conditions for economic development of the coastal industrial zone maturing infrastructure is increasingly perfect, relying on the advantages of the port economic zone to speed up the construction of the coastal industrial base, effectively promote coastal industrial process, to fully promote the rapid development of the economy of coastal industrial zone. Due to

its strategic position in Guangxi Northern Gulf region and a rare opportunity for development, the 10 million tons of oil refineries, oil depots and Kazakhstan, and the integrated pulp and paper APP Enso, the sales revenue of 3 billion sea OILS Singapore Kuok brothers Group and COFCO so a large number of Fortune 500 and domestic large enterprise groups, etc. have settled in the northern Gulf. Northern Gulf (Guangxi) Economic Zone now has a relatively complete industrial system, nurture and initially formed a sugar, metallurgy, electric power, automobile, machinery, building materials, food, medicine and other mainly of a number of industries.

The Necessity of Industrial Design Industrialization in Guangxi Northern Gulf Economic Zone

First, a large number of OEM (OEM) design capabilities to enable enterprises to continue to lose. In the introduction of foreign capital, although a large number of OEM production so that the total exports of goods increased significantly, the rapid growth of GDP, but also so that our dependence on foreign companies formed in the product design. In some products, even our own intellectual property, but the core design is still purchased from abroad, which is common in the automotive, machinery and computers and other high-tech industries. This is also the introduction of China's manufacturing industry has not been out a mimic a production again and again to mimic the introduction of the cycle causes.

For a long time, industrial design in our country has no specific government departments, trade associations are basically in a loose state and a serious shortage of funding. Lack of government funds into industrial design, neither earmarks nor fund established design, industrial design has not been paid much attention, just by virtue of the funds to promote individual enterprises is not enough. The first National Industrial Design Park) built in 2004 in Wuxi National Industrial Design Park is the only one National Industrial Design Park, is the initial stage of private capital. But the design of the park in the second phase of construction of the park public service platform encountered financing problems. States did not provide appropriate foster policy, designed the park lack of appropriate tax incentives.

On the one hand is the design of the entire market of people lack of plaque, on the other hand is a difficult assignment design students, many diverted to other work, which reflects the contradiction between supply and demand of talent. From industrial design company, in our country there are hundreds of design companies, but generally the overall small-scale, scattered in the basic operating state, and the basic design of the low-end products, the lack of world influence of design firms and designers.

The Development Strategy of Industrial Design Industrial in Guangxi Northern Gulf Economic Zone

Industrial development, and is closely related to people's cultural status, but also closely related to the country's cultural policies, it is because, as a creative industries and the development of industrial design more concerned about people's spiritual needs and cultural needs. Cultural policy too tight, it will affect the enthusiasm of people to create, it would stifle the development of new industrial design, industrial design for investors and operators who are faced with high transaction costs; too broad cultural policy will cause awareness form out of control, leading to social disorder, industrial design is not conducive to healthy development of the industry. Therefore, the government should develop and guide the implementation of the relevant cultural policies, so that

industrial design practitioners and consumers in a relaxed, social and cultural atmosphere of tolerance in the creation and trading.

In the whole economy heavy chemical industry construction period, and should be a lot more outside collaboration, large-scale foreign investment, especially heavy industry funding. To take advantage of the economic zone on China-ASEAN Free Trade Area as an opportunity to expand open, accelerate economic restructuring in order to build international channels and a special economic zone, focusing on the development of comprehensive cooperation with ASEAN to promote industry, trade, economy and technology and mutual investment, for both in infrastructure and economic strength can become a hub for China and ASEAN economic and trade cooperation with each other to build the China-ASEAN free Trade area of the manufacturing center, trade center, logistics center and information platform, cultural exchange platform, its location advantages into economic advantages.

In addition to the field of technology professionals need to improve treatment, strengthen the introduction of talent, the talent to effectively implement policies, we must also create conditions that increase the culture to innovate design talent, including science and technology, arts, market analysis, management, etc. multidisciplinary, comprehensive product innovation talent, so regardless of high-quality talent or ordinary wage labor market needs equivalent to the marginal product value, at the introduction of high-priced talent as much as possible in other software and hardware shortage in the western Region was also the best use of the expertise and resources.

Technological innovation is built on increasing investment in technology development, generally rich technical resources and sustained capital investment in technical areas will form a new technical resources. Economic zone should be established enterprises as the mainstay of the technology development structure, the government should guide and support large enterprises to establish and improve technology development agencies, enterprise technology centers of technological innovation womb, technology-intensive enterprises, especially large enterprises processing industry are We should establish and improve enterprise technology center as an important strategic business development in the 21st century. Companies can build applications by increasing the type and the Institute to study new technologies and research cooperation projects in two ways even more ways with universities and research institutions to implement, while technology can reduce development costs by sharing resources.

Conclusion

In the current situation of the development of an innovative country and background to fully understand the value of industrial design as a creative industry, service concept and industrial design industry to further enhance the understanding and practice of the concept of up and through effective mechanisms to obtain industrial design real development, the formation of industrialization, and promote product upgrading, create and enrich the theory of China's design industry, meet the demand for products in the spiritual form of balanced development of each industry, healthy and harmonious development and overall development of the situation.

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