

Spatial Pattern and the New Growth Points Cultivation of Service Trade of “Maritime Silk Road” in Zhejiang Province

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Abstract. Zhejiang Province, as an economic province at the frontier of reform and opening up in China, can give full play to its unique advantages of land and ocean integration and becomes the strategic channel which connects the “Land Silk Road” with the “Maritime Silk Road” to promote its opening to the west and the east and realize two-way blending in the implementation of the “One Belt and One Road” strategy in China. In the current spread of “One Belt and One Road” strategy in China, the local government of Zhejiang can make full use of its own advantages in the economic boom to achieve better trade and economic performance and improve its competitiveness of service trade. This paper analyzes the development situation and comparative advantages of service trade in Zhejiang “Maritime Silk Road”, and proposes cultivation of new growth points and countermeasures from the perspectives of industrial and regional development.

1. New Growth Points Cultivation of Service Trade of Maritime Silk Road in Zhejiang Province

1.1 Cultivate New Growth Points for Various Industries According to the World Trade Organization (WTO), service trade includes more than 60 industries, generally divided into 12 major categories; it is related with three economic fields, namely production, circulation and consumption, and it contains three trading systems, including labor-intensive service trade system, capital-intensive service trade system and knowledge or technology-intensive service trade system, resulting in a long-term trade deficit, as shown below:

Table 1: Size and growth rate of “Maritime Silk Road” service trade in Zhejiang (2013-2015)

Year	Aggregate amount (billion USD)	Growth rate of aggregate amount (%)	Import volume (billion USD)	Growth rate of import (%)	Export volume (billion USD)	Growth rate of export (%)	Trade gap
2013	6.838	---	4.514	---	2.324	---	-21.90
2014	8.273	21.34	5.552	23.12	2.889	24.82	-26.62
2015	10.018	21.11	6.605	18.97	3.547	22.76	-30.58

Source: the data is compiled based on the relevant data from Zhejiang Provincial Bureau of Statistics.

At present, the basic situations of Zhejiang “Maritime Silk Road” service trade are as follows, the traditional service trade has a good foundation and economies of scale, but its growth is slow with declining marginal potential and mainly consists of labor-intensive and capital-intensive types of service trade. According to the marginal productivity theory in trade of a Japanese economist named Kiyoshi Kojima, the new growth points of one country (or a region) are generally positioned in the fractal trade with potential growth or increasing marginal potential. Therefore, for the present and in the future, the development of Zhejiang “Maritime Silk Road” service trade should focus on the cultivation of growth points in productive services (such as engineering design, urban planning, infrastructure facilities, equipment leasing, etc.), science and technology services (such as computer

software development, large data, database construction, communication network construction, etc.), education, finance, culture, environmental protection, marine tourism and other fields [1].

1.2 Cultivate New Growth Points in Regions Although the “Maritime Silk Road” involves many countries and regions, due to many factors, these countries or regions are not the same in their economic and trade relationships with Zhejiang in terms of the relationship centrality, structure, strength and other aspects. With the accelerating integration development of the economic and social functions in Zhejiang Province, we are faced with many new development opportunities. In the new round of trade development, especially in the face of the slowdown in international trade growth and rapid development of domestic economy, the local government of Zhejiang should cultivate and look for new economic growth points and promote the connection between Zhejiang and other economies in the world, which should be an important strategy in the development process of Zhejiang service trade. Based on the foundation and potential of the service trade of Zhejiang “Maritime Silk Road”, this paper thinks that the local government of Zhejiang should not only consolidate and improve the traditional service trade in the domestic market, but also focus on the development of service trade market in the backward countries, including Malaysia, Brunei, Iran, Iraq, Kuwait, Somalia, Tanzania, Mozambique, etc. [2]

1.3 Cultivate New Growth Points of Talents Zhejiang “Maritime Silk Road” service trade has a solid economic foundation and good mechanism and platform for “Maritime Silk Road”. In recent years, Ningbo has continued to expand its economic and trade cooperation with the countries and regions along the “Maritime Silk Road”, improved its communications and increased educational and cultural exchange with other countries and regions. The local government of Zhejiang should continue to improve its cooperation with other countries and regions in the aspects of agriculture, energy, manufacture, tourism, technology, culture, education and other fields, and support school-enterprises cooperation by cultivating practical and interdisciplinary talents for relevant service trade through orientation education. Moreover, it should make corresponding policies based on different development needs of different areas in Zhejiang, recruit more suitable professionals of various kinds and attract domestic and overseas talents to the “Maritime Silk Road”. In addition, the local government of Zhejiang should formulate corresponding talent settlement policies and create good work environment to attract talents to come and stay, so that they can make contributions to the construction and development of service trade in Zhejiang [3].

2. Development Strategies of New Growing Point of Maritime Silk Road Service Trade in Zhejiang Province

2.1 Optimize the Industrial Structure The development of service trade in Zhejiang “Maritime Silk Road” should focus on the cultivation of growth points in productive services (such as engineering design, urban planning, infrastructure facilities, equipment leasing, etc.), science and technology services (such as computer software development, large data, database construction, communication network construction, etc.), education, finance, culture, environmental protection, marine tourism and other emerging service trade. The relevant government departments in Zhejiang should not only consolidate and improve the traditional service trade in the domestic market, but also focus on the development of service trade market in the backward countries, including Malaysia, Brunei, Iran, Iraq, Kuwait, Somalia, Tanzania, Mozambique, etc.

2.2 Change the Spatial Pattern The local government in Zhejiang should give full play to its leading role in economic and trade cooperation of its “Maritime Silk Road” strategy and increase its support for the development of the node cities in the international trade in “Maritime Silk Road” [4]. Moreover, it should also give full play to the advantages of Ningbo bonded area to promote the agglomeration development of modernized service in Ningbo. In addition, it should promote Ningbo-Zhoushan Port integration vigorously and the integration and construction of coastal ports and Yiwu International Inland Port actively; it should take initiative to plan and promote the development of economic circle in Ningbo Port. Meanwhile, it should drive the interconnection of cities along the “Maritime Silk Road” in infrastructures through the development of Hangzhou, Yiwu, Ningbo, Wenzhou and other

node cities, and establish the spatial pattern of “land-sea integration and west-east mutual aid” in strategic service trade in Zhejiang.

2.3 Train Professionals The local government of Zhejiang should make greater efforts to introduce and cultivate high-quality service trade talents, comprehensively promote the cooperation and exchanges in the cultivation of high-quality service trade talents in China, learn how to introduce the advanced service industry management concept, technology and experience in China and in the world, and accelerate the modernization process of service trade in Zhejiang. Moreover, the local government should also strive to cultivate the leading talents of modern service trade in Zhejiang, formulate detailed plans for talent development and cultivation, introduce new concepts, new ideas and new technologies in various fields, and foster a batch of innovative service trade talents with high quality [5]. In addition, it should accelerate the rapid development of Zhejiang modern service trade and the training and development of all kinds of service trade talents, and the formation of all kinds of professional education models should be put on the agenda. Vigorously conducting talent training and improving the quality of professionals for services trade Zhejiang are the important ways to speed up the development of the service trade of Zhejiang “Maritime Silk Road”.

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