

Development Path of Nanchong and “One Belt One Road”*

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Abstract—Nanchong, Chengdu and Chongqing are located in the triangle position; there are some ways from Nanchong to these two big cities, which gives a potential growing for Nanchong. Based on the research the main bottleneck for Nanchong in regional economic development, this paper analyzed how to choose development strategies for leapfrog development in Nanchong, under the background of advancing continuously “One Belt One Road” project. This paper thought that Nanchong can learn the development experience from Chicago, Dongguan, Xuzhou, caught the opportunity of each big national strategy, focused on building economic corridor of Jialing river, developed the manufacturing industry and service industry, and made a service-oriented government reform, had a clear positioning, used local comparative advantages to gain advantage backwardness, realized the spanning development in the end.

Keywords—*Jialing River Economic Corridor; service-oriented government; local advantages*

I. INTRODUCTION

Nanchong, Chengdu and Chongqing are located in a triangle zone, theoretically speaking Nanchong can become a regional big city, but in fact it is also a middle scale city. In the new times, "One Belt One Road" and "Yangtze river economic belt" these two national strategies can give Nanchong a new chance. With the completion of Jialing river cascade hydropower station and the opening of lan-chongqing railway, Nanchong will become an important city of the golden Jialing river waterway, and effectively connect the two major national strategies. With the increasingly prominent role of China in the international arena, and the increased attraction in central Asia, South Asia and Southeast Asia markets, the regional integration between countries will become an inevitable trend. It will be important to research Nanchong as a traditional Sichuan regional market, how to seize the opportunity, and eventually become an important node along the "One Belt One Road" within the new round of competition.

A. The Huge Clustering Effect in Chengdu

In the regional development progress, Sichuan always insists on the multi-point multi-pole strategy. In fact,

Chengdu's the top one economic cluster index far ahead, and it is difficult to find another city in Sichuan province equal to Chengdu. In 2014, the GDP, the whole society fixed assets investment, industrial output value, total retail sales of social consumer goods, import and export in Chengdu are accounted for 35.2%, 28.1%, 27.9%, 36.1%, 27.9% of Sichuan province. And in the same year, the second largest city respectively accounted for only 5.5% of Sichuan province (Deyang), 5.3% (Leshan), 7.3% (Luzhou), 6.3% (Deyang) and 5.5% (Luzhou). There are huge development gaps between NO.1 and No.2 cities. In the meantime, the gross domestic product, total social fixed asset investment, total industrial output value, total retail value of consumer goods, and import and export value in Nanchong are respectively only account for 3.3%, 3.9%, 3.2%, 2.8% and 0.5% of Sichuan province. In Sichuan province, the economic center is ChengDeMian belt, which has great agglomeration effect, and the vast majority of foreign trade is done in Chengdu, the second is Luzhou, while Nanchong's economic strength is relatively weak, especially the proportion of foreign trade is very low. Some of Nanchong's main economic indicators and its status in Sichuan province are being overtaken by the southern Sichuan urban agglomeration.

B. The Central City Strength Is not Outstanding in Nanchong

For a long time, Nanchong has tried to become the center city of Northeast Sichuan. But compared Nanchong with the other cities in the same level, the main economic indicators in Nanchong are not take absolute advantage, take the year 2014 for example, the GDP, gross value of industrial output, whole society fixed assets investment, total retail sales of social consumer goods, import and export gross are ranked 4th, 4th, 1st, 2nd, and 14th respectively. The overall economic strength of Nanchong is weak, the economic growth is mainly driven by investment and economic extroversion is not good. In 2014, the whole society fixed asset investment take a share of 87% with GDP, the investment in Nanchong is mainly driven by real estate investment, followed by traffic construction investment. At the same year, real estate investment share in the whole society fixed assets investment proportion of Nanchong is second only to Chengdu and Mianyang. The real estate tax is 5.881 billion yuan in 2014, oil and gas chemical industry, automobile parts, silk spinning

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clothing and food complete tax 250 million yuan, 410 million yuan, 540 million yuan and 540 million yuan respectively, the main source of tax in Nanchong city is still real estate industry.

Traditional education, medical and trade advantages are being vanished, and new emerging industries have not yet been developed. The population of Nanchong is the largest in the prefecture-level cities, but the total retail sales of consumer goods is not the most. The education, medical and commercial advantages are gradually being challenged by Mianyang and Luzhou. Because of the internet technology promotion and the development of electronic commerce, the traditional way of wholesale and retail has changed, brought challenges to the wholesale and retail amount of Nanchong, the slow growth of per capita income in Nanchong city also affects the buying power at the same time. In 2014, there were 10 institutions of higher learning in Mianyang, compared with 4 in Nanchong, and less than Luzhou and Deyang. Only in the number of education schools in ordinary high schools and secondary vocational schools, Nanchong was still relatively advanced. At the same time, there is a shortage of high-end industries in Nanchong, and there are few employees in electronic manufacturing, emerging industries and software industry.

C. The Hinterland for Development in Nanchong Is Limited

The development plan of Chengdu-Chongqing urban agglomeration (2016) indicated that: Nanchong should be built as the central city of Northeast Sichuan, which will promote the balanced development of urban and rural areas in Northeast Sichuan. Breeding including Nanchong, Suining, Guangan wide town concentration areas, strengthen the coordination development with Chongqing, become the coordinated development of Chengdu-Chongqing urban agglomeration, the industry positioning for Nanchong is specialty resources processing base. Nanchong is located in the equidistant triangle of Chengdu and Chongqing, not an important node city, but has the potential to become a big city. However, the bottleneck for big city is the lack of inland economic hinterland support, and Nanchong is close to the Qinba mountain area, and has less correlation with the nearby areas' (Guangan, Suining and other cities) industries. On the contrary, there are two central cities of Luzhou and Yibin in the southern Sichuan urban agglomeration, the distance between cities is relatively short, have potential to become one big city group. Some scholars also tend to think that there are few plains and mountainous areas in northeast Sichuan, so Nanchong should focus on poverty alleviation, agricultural deep processing, energy and other industries development.

II. THE FEASIBLE CHOICE OF LEAPFROG DEVELOPMENT FOR NANCHONG

Faced these realistic problems, Nanchong's dilemma is very large, but it is not means without opportunities. Throughout the domestic and foreign areas made good development between the two metropolitan cities, the significance of reference to the development of economy is,

in this paper, through literature research, find the feasible path selection are as follows:

A. The Example of Chicago

Since the "Chicago 1909" in 1909, in just a few decades, Chicago had developed into an international metropolis from a prairie port, become America's third largest city after New York and Los Angeles, because it found the positioning of itself between New York and Los Angeles, focused on the transportation logistics development and explored the location advantages gradually. Its main experience is: positioned itself as a "second level global city", and to be "one of the leading financial centers in the world"; Planned for a long term, formulated the "centennial plan" and guide the construction of Chicago for 100 years; Continuous innovation of urban regional traffic competitive advantage; Promoted the development of modern manufacturing industry; vigorously developed modern services such as commerce, finance, consulting and exhibition; Protected the old landscape, create unique urban features, etc.

B. The Example of Dongguan and Xuzhou

The typical domestic experience is the development model of Xuzhou and Dongguan, which respectively rely on the Yangtze River delta and the Pearl River delta to become the manufacturing center between the two major cities. Xuzhou city is the key of four big cities construction in Jiangsu province, one of the core cities of three metropolitan economic circles, the central city of Huaihai economic zone, and the asia-europe continental bridge bridgehead. Its unique geographical location and city scale determines the development strategy of Xuzhou is actively joined into the Yangtze River delta. And Dongguan mode characteristics can be summarized as the local land, standardized workshop, low-cost labor came from Sichuan and Hunan and especially technology, capital, equipment, management, from Taiwanese businessman. Dongguan is dominated by manufacturing industry, and developed the export-oriented economy, export to overseas markets. Nanchong can learn from the experience of these two places, relying on the inland hinterland of Chengdu-Chongqing economic zone, docking chengdu-chongqing economic zone industry, and try to break out.

C. Catch the Opportunities of "One Belt One Road" and "Yangtze River Economic Belt" Strategy

In a long term, "One Belt One Road" will be the important foreign economic development strategy in China. Now, so many regions are actively integrated into the "One Belt One Road" development and Nanchong should also catch this opportunity, expand the advantage of backwardness, and get the further development. Chongqing is the economic center of upper Yangtze River and the starting point of Yangtze River economic belt. "One Belt One Road" planning text indicate that both Chongqing and Chengdu are important positionings. Nanchong must seize the opportunities of "One Belt One Road" and "Yangtze river economic belt". In 2016, Chengdu and Chongqing both become the inland free trade zones again, in order to actively

exploring the development model of replicable promotion. It can be said that in the near future Chengdu and Chongqing will focus on the high technology of manufacturing, research and development, service and other related industries. Nanchong can find the type of investment opportunities that Tianfu new area excludes. At the same time, Nanchong should also be prepared to meet the challenges of other cities, in the aspect of water port construction faces the challenges of Luzhou and Yibin (Luzhou port is the only one inland main ports determined by the ministry of communications in Sichuan, second class national water transportation port, designated port for imported cereals, the only bonded logistics center of port city in Sichuan province).

III. THE NEW STRATEGIC CHOICE FOR THE DEVELOPMENT OF NANCHONG

Under the current favorable policy, Nanchong can study the experience of both domestic and foreign countries and make full use of its advantages. It can execute two legs to walk, walk one "virtual" road and one "real" road. The term "deficiency" refers to those policies that in the short-term economic effect which is not obvious, but in the long-term effect will appear. "Reality" is a short-term economic strategy.

A. *Make Efforts to Build the Jialing River Economic Corridor*

Nanchong is located in the inland hilly region, neither near the coastal nor the border, which hindered its internal trade and foreign trade. Currently, Nanchong already owns roads, railways and air transportation, but water transportation has not yet developed. The greatest resource endowment advantage of Nanchong is the Jialing River, so it needs to make full use of the relevant comparative advantages. Building the economic corridor of Jialing River, it is possible to geographically connect "One Belt One Road" and Yangtze River Economic Belt in Sichuan. For Sichuan, it is one important way to actively adapt to the national strategy of "One Belt One Road". In the east of Chengdu economic circle, relying on the Jialing river, Lanzhou-Chongqing expressway, Lanzhou-Chongqing railway, Guangyuan, Nanchong connection into a new development pole axis, and become the domain comprehensive development in Sichuan, fulfill the more multipolar and reshape economic landscape strategy and realize the dream of strong province. The Jialing River economic development has been incorporated into 13th five-year plan of Nanchong. The Guangyuan, Hechuan government along the Jialing River had also paid much attention in the development of Jialing River and built several projects. In current, the biggest bottleneck for the construction of economic corridor is the Chongqing wellhead channel dam construction, which need accelerate the construction of Lize hydropower station, if this channel implemented, the Jialing river channel can be well versed in, brought greater opportunities for the inland waterway transport and the Integration of Yangtze River Economic Belt.

B. *Develop the Manufacturing Industry, Connect with Chengdu and Chongqing*

Combination the economic development stage of Nanchong and industry life cycle, we thought Nanchong still need to development manufacturing industry, promote the pattern of "industry promoting agriculture, agriculture leading industry". For the high-tech manufacturing, on one hand it facing competition from Chengdu and Chongqing, on the other hand Nanchong also lacks the corresponding infrastructure. Therefore, the feasible option for Nanchong is to choose the mid-tech manufacturing industry.

1) *Take advantage of the industry transfer opportunities, and make good use of Gaoping air port:* Air transport and combined air transport, can realize the mode transportation of door to door, door to table and table to table. Air transportation also can overcome the limitation of geographic distance, especially suitable for electronic product transportation. Such as "vacate basket change a bird" industrial upgrading is executed in the coastal cities, some companies need to move out of these coastal areas. Nanchong can seize the opportunity to undertake industrial transfer, especially the transfer of electronics industry, which can accommodate more people to obtain employment, also can bring large increase in output. Along with the advancement of "One Belt One Road", the central Asia, South Asia and other markets will be more openly, Nanchong can use air transportation catching the opportunity of electronic industry shift, learn experience from Chengdu INTEL, Foxconn, Chongqing HP, trying to join their industrial chain, building Taiwanese industrial park and so on. Through the development of electronics manufacturing, overcome the bottleneck that cannot carry out bulk trade and develop the port industry, and develop foreign trade with the help of aviation advantage.

2) *Take good use of Lan-Chongqing railway and "Yuxinou" international railway:* Because of the convenient Lanzhou-Chongqing railway, the "Yuxinou" Chongqing international railway transport channel will shorten the distance of 820 kilometers, the shipment less 10 hours than the current round of Dazhou and Xi'an, greatly improve radial force and cohesion for Chongqing in the north areas. It is also an important point for the various cities along the Jialing river basin to seek a new pattern and a new opportunity to leapfrog development with the port of water. Nanchong is a deep inland city, far from the sea, the import and export of sea ports will be very expensive in international trade. By using the international rail link, the cost can be reduced while the bulk transport is realized. Lanzhou-Chongqing railway and Chongqing "Yuxinou" are great opportunities for Nanchong, we can make full use of the advantages of node, make transformation and development for Nanchong silk textile and other traditional industries.

C. Develop the Service Industry

In 2013, there were 1.36 million people working in the service industry, and there were only 224,000 people in these four industrial sectors--oil and gas, automobile, silk and light industry. In 2014, there were only 60,000 people working in the software industry. At the end of 2015, the total population of the public security was 741.27 million, with a permanent resident population of 640.22 million at the end of the year, and more than one million people working all the year round. Nanchong's industrial system has a small number of super-large enterprises and limited employment. However, the tertiary industry, especially the service sector, is the dual stabilizer of the future economy and society. To implement the "supply side" reform, the service industry is the most important way. The improvement of population urbanization rate also needs to develop the tertiary industry vigorously. To develop the service industry and connect Chengyu is the practical choice of Nanchong's future.

IV. THE MEASURES FOR GUARANTEEING THE DEVELOPMENT OF NANCHONG IN "ONE BELT ONE ROAD"

A. Build a Service-oriented Government

Local governments play a huge role in the local economic growth process. All the surrounding cities are constantly competing. To seize the opportunity of development, the formulate policies and a favorable business environment will bring about the sustained growth of local economy. In the new round of the 13th five-year plan construction, governments at all levels are striving to seize the develop opportunity and take advantage of the latter development. Nanchong is a traditional established city. It should strive to stand out in the competition, build a service-oriented government, and create a good business environment. Referred to the practice of the eastern coastal province governments, Nanchong can complete the negative listing reform, lower the transaction costs, encourage the venture, strive to attract outside capital, reduce the burden of enterprises and so on. Integration to improve investment environment, to further improve the technology innovation, speed up the construction of long-lasting enterprise service mechanism, and build a better business environment in Nanchong city, all these measures can help to create more and better employment entrepreneurship environment.

B. Clear the Development Goal

In the past ten years, Nanchong had been striving to become the central city of northeast Sichuan, and now it is targeted at the "Chengyu second city", the different objective had made good position in the regional development. To achieve long-term development in the future, we still need to break through the small pattern and find a big pattern. Following the internationalization strategy of the country, especially the opportunity of "One Belt One Road" and "Yangtze River Economic Belt", it is not limited to focus on Chengdu and Chongqing market, but the whole country and even the global market. Therefore, Nanchong should make a long-term planning, the use location advantage of cohesion "One Belt One Road" and "Yangtze River Economic Belt",

actively integrate into the center of Chongqing and Chengdu the two big cities, docking the domestic super-large city, and looking for international markets. Nanchong can connect Sichuan, Chongqing, Shanxi, Hubei and other places in the new times, geographically speaking, Nanchong is the position is the geometric center of north Chengdu-Chongqing urban agglomeration cities and the expressway bridgehead of old revolutionary base areas in Sichuan and Shanxi, also the docking and connection of the silk road economic belt and Yangtze river economic belt. So, Nanchong should break through the northeastern Sichuan area market restricts, based on the national and global markets, to make great development.

C. Fully Exploit the Local Advantages

Nanchong is the second largest city in Sichuan, with abundant human resources. But there is less high-end talent among local talent. On one hand, it need to actively carry out recruiting talents both at domestic and abroad markets, inviting more people working in Nanchong, attempts to promote the establishment of overseas business incubator, actively promote "talent project" of Jialing river, attracting a number of science and technology talents, professional and technical personnel and innovative entrepreneurial teams, focus on "electronic machinery, petroleum chemical industry, light industry, food, auto parts, silk spinning clothing" these five big industries and new energy and material industry, etc. Economic and social development especially industrial development key areas are in urgent needed, Nanchong must get more high-level managerial talent, innovation, entrepreneurial talent, skills, and other special talents, and the team. On the other hand, we should establish a variety of industrial parks, tap the advantages and potentials of human capital, and guide a large number of migrant workers to return home and start their own businesses. We will do a good job in the work of migrant workers to start their own businesses, make use of the advanced talents of the migrant workers, and develop low-end production and manufacturing to meet the needs of residents' daily life.

V. CONCLUSION

In recent years, the problem of environmental pollution has attracted more and more attention from the Chinese people. But the environmental quality is relatively high in Nanchong, because of its fewer factories. We can utilize the comparative advantage of natural resources, develop the processing of featured agricultural products, and take advantage of natural resources specially the good water resources. We will vigorously promote the construction of ecological civilization, actively develop the circular economy, strengthen the construction of ecological systems, better conserve energy and resources, protect the ecological environment, and protect water resources and atmospheric resources. In terms of industrial layout and selection, we should fully consider the use of comparative advantage resources, develop the industry represented by food and beverage, create brand, and make big and strong. We look forward the good future of Nanchong.

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