

Research on the Development of Big Healthy Industry in Jinwan District of Zhuhai City from the Perspective of Constructing the “Modernized Economy”*

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Abstract—The report of the 19th National Congress of the Communist Party of China has made an overall plan for building a modernized economy. We should have a deep understanding of its significance, scientific connotation and major tasks, steadily advance economic construction, and lay a solid foundation for ensuring healthy and sustainable development of the economy and society and realizing the Chinese dream of great national rejuvenation. Big health is a global concept based on the development of the times, social needs, and changes in disease spectrum. Since entering the 21st century, the big health industry has become an emerging industry with huge development potential, playing an important role in the development of the global new economy and making significant contributions to social progress. In the context of developing a modernized economy, this paper summarizes and analyzes the development status and trends of big health industry at home and abroad, studies the resources, market and advantages of Jinwan District in Zhuhai City, and puts forward the development strategies of big healthy industry in the future in the light of current status of industrial development and advantages of Jinwan District, hoping to provide certain reference for the development orientation of big health industry in this district.

Keywords—modernized economy; Jinwan District; big health industry; development; research

I. INTRODUCTION

With the continuous development of China's economy and society, the disease spectrum of residents has undergone profound changes, and the national disease burden is getting heavier. The origin of medicine has returned to prevention and health protection. Therefore, new service modes emerge in an endless stream, and service content and service boundary are also expanding and extending. Health-related disciplines, fields and industries have seen integrated development, and the

big health industry will become a new growth pole leading economic and social development in the future.

The big health industry can be divided based on four stages of the human life cycle of “birth, death, illness and old age”. At the same time, it can also be divided into four dimensions according to the big health format, namely, “health management, Medical treatment and medicine, rehabilitation intelligence, and elderly care and health care”. With the deepening of social aging, enhancement of people's health awareness, and the reform of examination and approval system for drugs and medical devices, biological medicine, as a national strategic emerging industry, is developing at a high speed.

The biological medicine industry has always been taken as a characteristic pillar industry in Jinwan District, Zhuhai City, and has become an important plate of the real economy in Jinwan District. Data shows that in recent years, the biomedical treatment and medicine industry in Jinwan District has developed powerfully, with an average annual output value and tax growth rate both exceeding 20%. At present, it has become one of the three pillar industries in Jinwan District, and in the meantime, Jinwan has also developed into one of the three main medicine industry bases in Guangdong Province. Jinwan biological medicine industry demonstration zone is located in the biomedical treatment and medicine industry park of Sanzao Town, which is the core area of the biomedical treatment and medicine industry park.

Zhuhai now has a group of leading enterprises, such as Livzon Pharmaceutical, United Laboratories, Guokang Pharma, Biolight Medical Technology, BY-HEALTH, and so on. Based on the analysis of the industrial orientation and industrial base, Jinwan District of Zhuhai has the foundation and conditions for developing a big health industry with biological medicine as its core.

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II. THE BACKGROUND AND SIGNIFICANCE OF DEVELOPING A MODERNIZED ECONOMY

The report of the 19th National Congress of the Communist Party of China has clearly pointed out that building a modernized economy is a major strategic decision made in line with the current situation and problems of China's industrial development, proceeding from the overall cause of the Party and the country. Developing a modernized economy is the basis of building a modern and strong country in China as well as an inevitable choice to propel high-quality economic development. To build a modernized economy, we must adhere to the new development concept, pursue supply-side structural reform as our main task, and accelerate and build an industrial and economic system that meets the requirements of modernization.

The report of the 19th National Congress of the Communist Party of China has indicated that as China's economic and social development has entered a new era, at this stage, China's main historical task is to build a modernized economy with high-quality and efficient development as its goal and requirement. The key point is to adhere to the supply-side structural reform as the main thrust, always persist in the new development concept, and gradually establish a modernized economy and industrial system to adapt to the requirements of high-quality and efficient development.

China's economy is in a critical period for changing mode, fostering new drivers and improving structure. Gradually developing a modernized economy has become one of the strategic goals of China's development at the present stage, and, more importantly, an urgent requirement for China's economy to successfully cross the threshold. On the basis of summing up the remarkable achievements in China's economic and social development since the 18th National Congress of Chinese Communist Party, the report of the 19th National Congress of the Communist Party of China further clears about Xi Jinping's socialist economic thought with Chinese characteristics in the new era, which mainly focuses on the new development concept, providing basic theoretical guidance and practical basis for the economic development of the new era in China. We must thoroughly fulfill this important economic thought, effectively advance the construction of a modernized economy, and continue to promote the connotative development of China's economy to a high-quality and efficient one.

III. ANALYSIS ON THE DEVELOPMENT STATUS AND PROSPECT OF THE BIG HEALTH INDUSTRY

The big health industry is a collection of health-related industries formed with the popularization and extension of health concept, which is concerned by all countries in the world. In developed countries, the added value of health industry accounts for more than 15% of GDP. But the output value of China's health industry only accounts for about 5% of GDP, lower than that of many developing countries. The data shows that as a new industry, it has been developing vigorously in recent years. It is estimated that by 2020, the output value of the big health industry in China is expected to occupy about 10% of GDP.

It is generally recognized that the health industry refers to medical products, health care products, nutritional products and health management, etc. With the change of consumers' demands for health, many consumer products in daily life have been classified into the generalized "big health industry". This is mainly determined by two factors: one is the awareness of enhancing the quality of life, and the other is the increasing attention to health risks and environmental problems.

Centering on the food, clothing, shelter and means of traveling, and birth, death, illness and old age, people pay attention to the whole life cycle, pursuing not only individual physical health, but also mental and spiritual health, which is the so-called big health. A significant prerequisite for the development of the big health industry is to change the development mode of the traditional medical industry from the single treatment mode to the integrated mode of "prevention and nursing".

Therefore, in a broad sense, the big health industry should include the traditional medical devices-based and drugs-based medicinal pharmaceutical industry, as well as the related industries such as health food, functional food and daily necessities. Besides, it should also include the health management service industries that focus on personalized health assessment, counseling, and disease rehabilitation.

A. Analysis on the Development Status of Big Health Industry

The aging of population has become an irresistible trend. Currently, under the background of the "consumption upgrading", the consumption concept and behavior of the elderly are changing quietly.

In terms of diet nutrition, the elderly need to pay more attention to nutrient assimilation than other age groups. The health of various organs of the body has also become one of the elderly's biggest concerns. In terms of industrial system structure, China's health industry is composed of medical sexual health service and non-medical sexual health service. As far as industrial scale is concerned, the industrial chain of China's big health industry has been gradually improved, and the new industries are springing up. In terms of industrial layout, in the face of consumers' increasing demand, many smart enterprises have started the layout in the big health industry and advance the development of this industry with their own efforts. In the field of scientific and technological research, China has a good foundation in basic medical research, infrastructure construction, personnel training and so on.

While the health industry is booming, it still faces many challenges. Although China's health industry has a large market potential and an optimistic outlook, China's investment in health lags far behind that of developed countries. The market needs to be integrated and the industry needs to be upgraded.

Moreover, people's demand for health is diversified and multi-layered. To meet the market demand, the government and the market should work together. The reform of medical and health care system should not only rely on the government

actions, but also require the active participation of the market, to fully mobilize all positive and effective factors.

B. Analysis on the Development Trend and Prospect of China's Big Health Industry

To inspire the huge potential of the big health industry, China has proposed that by 2020, a health service industry system that covers the whole life cycle and has rich connotation and reasonable structure will be basically established, and a number of well-known brands and health service industry clusters with virtuous circle will be created, forming a certain international competitiveness, to basically meet the people's demand for health services. The total scale of the health service industry will reach more than 8 trillion yuan, becoming an important force for promoting sustainable economic and social development.

The big health industry refers to the service industry and manufacturing business industry with the main purposes of maintaining, restoring and promoting health. It mainly includes the medical sexual health industry, which mainly focuses on medical services and medical products manufacturing and management, and the non-medical sexual health industry, which mainly concentrates on health management, health consultation, health care and health knowledge dissemination.

Furthermore, as China has entered into an aging society in an all-round way, social changes are becoming more and more prominent, including the increase in chronic patient population and income level and purchasing power, and significant improvement in nutrition and health awareness. The five major trends in future social development will further promote the development of the big healthy industry. From the perspective of the development trend of the big health industry, we are struggling to take the big health industry as an important pillar industry of the national economy, develop it steadily under the new economic normal and build a healthy China.

IV. THE FOUNDATION AND ADVANTAGES OF DEVELOPING THE BIG HEALTH INDUSTRY IN JINWAN DISTRICT, ZHUHAI CITY

With the deepening of social aging, enhancement of people's health awareness, and the reform of examination and approval system for drugs and medical devices, biological medicine, as a national strategic emerging industry, is developing at a high speed.

The data shows that in recent years, the biomedical treatment and medicine industry in Jinwan District has developed powerfully, with an average annual output value exceeding 20%, which has become an important part of the real economy in Jinwan District. At present, it has become one of the three pillar industries in Jinwan District, and in the meantime, Jinwan has also developed into one of the three main medicine industry bases in Guangdong Province.

To further promote the sustainable and healthy development of biological medicine industry in Jinwan District, the people's government of Jinwan District, Zhuhai, has specially promulgated and formulated the Implementation

Measures for Encouraging the Development of Biomedical treatment and medicine Industry in Jinwan District, Zhuhai. Under the current background of supporting the development of the real economy, the Implementation Measures can further effectively propel and promote the growth and development of industries in Jinwan District. According to the plan, Jinwan District proposes to build a leading position for biomedical treatment and medicine industry in Guangdong-Hong Kong-Macao Greater Bay Area. The biological medicine, innovative medicine, high-end medical devices, medical artificial intelligence will become its important directions.

However, behind the achievements, Jinwan District also faces the challenge of transformation and upgrading in the biomedical treatment and medicine industry structure. The relatively high-end biological medicine only accounts for 2.3%. On the basis of maintaining the advantages of traditional chemical medicine preparation industry, it is urgent for Jinwan District to adjust its medicine industry institutions and find new growth points. Relatively speaking, there are still some problems in the biomedical treatment and medicine industry of Jinwan District, such as unreasonable development structure, single products, and a slight shortage of scientific research institutes and high-end talents, which cannot meet the needs of the long-term development of the industry.

In order to further optimize the innovation and development environment of the biomedical treatment and medicine industry in Jinwan District and enhance its comprehensive competitiveness, Jinwan District will formulate and promulgate the most supportive policies in the Pearl River Delta region and even in the whole country to encourage the healthy development of medical and health industry. Moreover, Jinwan District is planning and constructing a biomedical treatment and medicine park with an area of 10 square kilometers. The first phase of "Zhuhai International Health Port" with an investment of 2 billion yuan has been put into operation.

V. COUNTERMEASURES AND SUGGESTIONS FOR THE DEVELOPMENT OF THE BIG HEALTH INDUSTRY OF "MEDICAL TREATMENT AND MEDICINE" IN JINWAN DISTRICT, ZHUHAI CITY

In view of the above analysis on the industrial development orientation and advantages of Jinwan District, Zhuhai, and in combination with the current development status of China's big health industry, we can consider and arrange the development of big healthy industry in Jinwan District, Zhuhai, from the following aspects.

A. Developing the Sports Nutrition Food Supply Industry

As the movement and health awareness of Chinese residents constantly increase, the number of sports people is increasing year by year, and sports nutrition ushers in the market in China. The sports nutrition market has begun to move from specialization to popularization, but its sector has not kept pace with the global, and there is still a lot of room to catch up.

Although the core users including bodybuilders are most closely associated with sports nutrition in tradition, more and

more ordinary consumers are joining the ranks to pursue a healthier lifestyle. Brands and media are also trying to expand the concept of sports nutrition to attract a wider consumer groups.

With the remarkably increase in female users, there are more and more products targeting the female consumer groups in the market. The perfect female body image in people's minds has changed from lean to bodybuilding and strength, and leads the new trend. As a result, sports nutrition companies are also rapidly transforming from slimming products to weight management products of strength type.

Additional protein is often the most important component of sports nutrition products, and the concept is increasingly popular with supporting report of relevant media. More brand manufacturers in the food, beverage and weight management industries are trying to take advantage of the protein boom and launch many protein-containing products. From a longer-term perspective, dried meat products are perhaps also one of the potential growth points for sports nutrition.

B. Developing Functional Foods Supply Industry

From 2017 to 2020, the composition annual rate of growth of global functional food market is expected to be close to 8%, and the turnover in 2020 will exceed 400 billion dollars. Compared with the starting year of functional foods before 30 years ago, the consumers of new generation have more access to information and resources, and their nutrition knowledge, health awareness and ability to identify product quality have been greatly improved.

Functional foods need to win consumers in a more scientific and personalized way, especially for people who have a variety of chronic diseases in modern lifestyles. For the middle-aged crowds who generally have the problems of declining somatic function and "three highs" caused by diet, we should develop some functional products which enhance and improve health condition, such as increasing immunity, reducing body fat and reducing cholesterol; for the women groups who are eager to keep the youth and resist aging, we should develop the products which have functions of skincare effect, oxidation resistance, improving digestion and expelling of toxin; for the white-collar crowds who bend over their desk and work hard for life and face the multiple pressures from work and life, the products that can relieve the visual fatigue, protect eyes, relieve the pressure and anxious emotion, and help people improve their sleep will be popular; for the crowds who often are on a business trip, stay late for work or have many social engagements, the functional foods will quickly replenish energy and dispel the effects of alcohol and protect liver.

C. Developing Accurate Nutritious (Personalized Nutritious) Foods Supply Industry

From the beginning of human history to this day, there are still two unknown fields, one of which is "human beings". As the development of genomic sciences matures, human beings begin to explore new health concerns, namely accurate nutrition (personalized nutrition), and the forms of gene

sequencing, blood evaluation and microflora detection research also provide a solid foundation for accurate nutrition.

There are many differences and commonalities in the accurate nutrition supply. The establishment of accurate nutrition makes the crowds more segmented, disease prevention more targeted, and nutrition programs more nutritious. Nutritional genomics reveals the complexities between diet nutrition and genes, and personalized interventions can make diets more targeted and nutritious.

In the future, accurate nutrition gives accurate nutritional intervention at the right time to the specific individuals, all of which are inseparable from the support of big data of human health, the development of biomedical and nutritional genomics, the transformation of food nutrification and functionalization.

VI. CONCLUSION

In summary, China's big health industry is ushering in new developmental opportunities. Traditional big health enterprises still face many challenges in the process of catering to new consumption trends. We must seize opportunities and meet challenges. Jinwan District of Zhuhai City must accurately grasp the positioning and advantages of its own industrial development, and take the lead in building and planning a number of large health industry development models with advantages and competitiveness.

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