



大国经济丛书 主编 欧阳峤

基于标准竞争优势的 中国贸易投资 大国发展战略研究

侯俊军 著

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本书获国家社会科学基金项目“基于标准竞争优势的中国贸易投资
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总 序

经济学发展历史表明,经济理论的重要程度往往取决于被解释现象的重要程度。中国的崛起被称为“东亚奇迹”,“金砖国家”的崛起已成为“世界奇迹”,这说明大国经济现象的重要程度是毋庸置疑的。如果将典型的大国经济发展现实和经验的研究提升为普遍性的理论体系和知识体系,那么,中国经济学就有可能掌握国际话语权。

一般地说,掌握国际话语权应该具备三个条件:一是研究的对象具有典型意义,被解释的现象不仅对某个国家的发展具有重要意义,而且对世界的发展具有重要意义;二是取得的成果具有创新价值,在学术上有重要发现,乃至创造出新的科学理论和知识体系;三是交流的手段具有国际性,研究方法符合国际规范,可以在世界范围交流和传播。

在大国经济研究领域,第一个条件是已经给定的,因为大国经济发展具有世界意义。关键是要在第二个条件和第三个条件上下功夫。要通过创造性的思维和研究,深刻把握大国经济的特征和发展规律,构建大国经济的理论体系和知识体系,追求深层次的学术创新和理论突破;要使用国际化的交流手段,运用规范的研究方法和逻辑思维开展研究,从中国与世界关系的角度来看待大国经济问题,并向世界传播大国经济理论和知识体系,从而使大国经济理论具有世界意义和国际影响力。

我们将联合全国的专家学者,致力于探索超大规模国家经济发展的特征和规律,进而构建大国经济理论体系和知识体系。格致出版社以深邃的目光发现了这个团队的未来前景,组织出版这套《大国经济丛书》,国家新闻出版总署将其列入

“十二五”国家重点图书出版规划,为大国经济研究提供了展示成果的平台。

我们拥有这样的梦想,并且在集聚追求梦想的力量。我们期望这个梦想成为现实,并用行动构建中国风格的经济学话语体系,为中国经济学走向世界做出积极的贡献。

歐陽曉

前 言

我国在从贸易大国向贸易投资大国转变的演进过程中,必然遭遇更多、更复杂的国际市场竞争。而标准竞争已经逐渐超越传统的竞争方式,成为当前国际市场竞争的最主要形式。因此,发展标准竞争优势是发展贸易投资大国的必然要求。虽然 TD-SCDMA、IGRS 等案例说明我国存在着标准竞争优势,并且具有将标准竞争优势发展成为贸易投资优势的条件,但现在这种优势没有充分发挥出来。探索标准竞争优势的形成机制,提出充分发挥标准竞争优势、推动贸易投资大国健康发展的政策建议,建立阐述标准竞争优势对国际贸易和投资的作用机制,这对我国的对外贸易和投资发展具有理论和实践上的重要意义。

一、标准竞争优势是国际贸易和投资的新基础

标准竞争是社会生产力和市场发展一定阶段的产物。随着科学技术的进一步发展,技术复杂程度、分工精细化程度以及生产组织和资源动员能力不断提高,整个市场充盈着无限的资源、技术和产品,厂商之间的竞争也从对生产资源和生产要素的争夺发展到对游戏规则的决定权的争夺,单个产品之间的差异化竞争逐步演变成所在行业和市场标准竞争,控制或影响各个层面标准的制修订成为市场竞争新的焦点。国际市场竞争也从资源禀赋、技术差异、市场规模、消费文化的竞争发展到国内标准、区域标准和国际标准的竞争。

标准竞争优势是指在国际标准竞争中,参与竞争的国家、企业或其他相关主体挤出竞争对手的标准,将自己主导制定的标准演变成国际标准,或者成为市场

上广为接受的事实标准,从而取得标准竞争胜利的一种状态。它可以集聚生产要素、减少市场竞争、强化国际治理。标准竞争优势能够帮助一个国家更好地进行对外贸易和投资,对外贸易和投资规模的扩大也能强化其标准竞争优势。一个国家的标准化水平,对其对外贸易、投资的规模、结构和效益有着重要的影响。国内标准化水平越高,国际标准参与和影响程度越高,对外贸易和投资规模越大,越处于国际分工的高价值阶段。一个国家掌握了国际标准制定的主动权,也就掌握着国际贸易和国际分工价值分配的主动权。

二、大国效应使发展中大国也能赢得国际标准竞争

技术水平和市场基础是赢得标准竞争的两个重要条件。发达国家在这两个方面的优势给发展中国家赢得国际标准竞争设置了很大的障碍。但是,在市场基础达到一定程度的情况下,技术相对落后的国家也可以赢得国际标准竞争。以中国为代表的发展中大国,既拥有国内规模巨大的消费者市场,又是国际市场重要的供应者,这就使其能在国际标准竞争中充分利用大国地位,形成大国效应。发展中大国通过统一国内标准构建巨大的国内消费市场,通过对外贸易和对外投资来扩大其国内标准的市场基础,就能争取到赢得国际标准竞争的机会。

同时,发展中国家的企业基于其生产成本的优势,逐步积累起某一个或者几个关键技术优势,逐步参与发达国家客户的模块与技术规则的设计,扩展和提升其国际分工中的价值区段,争取更多国际标准竞争的主动权,最终获得国际标准竞争的优势。

三、中国已有一定的标准竞争优势,成为扩大对外贸易与投资的重要因素

中国从“引进来”和“走出去”两个方面积极参与国际标准竞争。在“引进来”的工作中,提高国内标准的采标率,更大规模采用国际标准和国外先进标准,吸收跨国公司、国际标准机构和国际标准专业人员进入国内标准化技术委员会,参与

国内标准制定,大幅度提升国内标准与国际标准的一体化程度。在“走出去”的工作中,鼓励国内企业和标准组织积极参与 ISO、ITU、IEC 等国际标准组织的活动,提交国际标准提案,参与国际标准的制定,通过对外贸易和对外工程承包推动中国标准进入国际市场。这些都大幅度地提升了中国的标准竞争优势,为中国对外贸易、投资提供了全新的系统的竞争优势。

跨国公司基于其技术优势,不仅在国际市场上积极影响、控制标准的制定,还广泛参与东道国的标准化活动,试图将技术优势渗透进入东道国的国内标准,实现对东道国更深层次的市场、技术、政策的影响乃至控制。在中国市场,除了“航空器和航天器工程”和“军事工程”之外,其他领域的标准都有跨国公司的参与。跨国公司参与中国国内标准化,对于提升中国标准化过程的国际化程度、促进国内标准化进程、增强标准化过程的透明度和市场化程度等方面有着积极的影响,但同时也可能从市场、技术、政策等方面威胁到国内的产业安全,而且这种影响相比简单地对某一个技术或产品的控制,对东道国产业安全的影响更大、更深远。

实证检验表明,国内标准化水平的提升,能够显著地扩大对外贸易规模,推动对外直接投资,提升我国产业的国际竞争力,特别是从我国标准的国际化程度和长期检验来看,这些效用更加明显,标准竞争优势已是影响我国国际市场竞争的重要因素。但是,实证结果也显示,国内标准化水平对于吸引外资的作用不突出,这说明跨国公司存在着矛盾心理,既希望将其技术和标准优势在中国得到体现,也希望借助于中国市场与国际市场的差异来谋取更大的利益。

四、实施以标准竞争优势为基础的对外战略

在我国从贸易投资大国向贸易投资强国转型的过程中,应该推动以标准竞争优势为基础的对外战略。实施这个战略的关键在于积极推动标准竞争优势的形成、运用和维护,争取国际标准竞争的主动权和话语权。

1. 标准竞争优势的战略性形成政策

技术层面上,对不同发展阶段的技术领域选择不同的标准竞争战略。对于已

经处于国际先进水平和具有战略性意义的技术领域,要尽快以中国技术为基础,占领国际标准高地。前者需要尽快地将技术优势转化为标准优势,在技术研发的同时制定、衍生出国际标准,把握住技术发展的前沿和产业链发展的高端。后者要密切关注相关技术的世界发展动态,找准战略性切入点,形成具有中国技术基础的标准体系。对于没有处于技术前沿但并不落后的技术领域,要采取跟踪培养的标准竞争战略。在与国外厂商竞争、合作的过程中,密切关注技术发展动态,利用设计模块化分工、同步开发平台,找到合适的契合点,逐渐嵌入并提升在国际价值链中的位置。对于相对落后而目前又没有很强战略意义的技术领域,则着眼于长远发展。在技术和标准资源有限的情况下,减少在这些领域的资源配置,不求短期内有突破。

市场层面上,加强标准的商业化运行,扩大标准的市场基础。在国内强化市场的统一,加强部门和地方标准之间的沟通,减少或避免因部门利益和地方利益造成的市场分割。对于需要进入全国市场的产品,在制定地方标准之前,先核实其他地方已经发布的相同产品的标准,避免出现矛盾之处。引入地方标准互认制度,各省发布的地方标准只要不与国家标准、技术法规相违背,就相互承认、相互接受。在国际市场大力推进对外经济活动中的标准战略,积极鼓励中国标准的输出。鼓励按照中国标准生产的产品出口,鼓励按照中国标准设计、施工的对外投资和工程承包。在对外贸易、投资、工程承包的考核和财政补贴体系中引入“是否带动中国标准走出去”选项。在对外援助中,对能够认同、接受中国标准的受援国家,给予政策、资金与项目上的倾斜。推动“中国标准”与“中国设计”、“中国生产”和“中国资本”的深度融合,全面带动中国产品与服务整体出口。

2. 标准竞争优势的战略性运用政策

实施战略性标准化政策,强化标准引领市场发展、提升国际竞争能力的作用。将标准政策提升到与财政政策、货币政策、产业规划等经济调控手段平行的高度,强化其引导产业和技术发展的巨大作用。选择拥有国际竞争优势的产业和外部性强的产业,率先突破标准瓶颈,以国家之力推进标准制修订和国际化的力度,形成中国标准走出去的坚实基础。在国内市场和国际市场营造使用中国标准的氛

国,树立中国标准的国家形象,让国内外民众普遍知晓、认同、接受中国标准。

推进标准化的系统建设,提高标准的全产业链覆盖比率。在制修订标准计划中,优先安排和鼓励“标准族”项目,围绕优势产业和优势技术,针对整个产业链来制定标准,在企业之间建立战略合作伙伴关系,形成标准输出的“联合舰队”,共同进入国际市场。

提升中国标准的国际化能力。在制修订具体标准时,尽量与国际标准相衔接,采用国际市场认可的方式进行表述,提供多种国际语言版本;大力推动国内标准化专业人员进入国际标准化机构和平台,有效管理跨国公司、国际标准化机构的专业人员参与国内标准化活动,打通标准制修订的国内外信息传递和交流通道。

实施“人海战术”,占领国际标准机构。培养、选拔标准化综合性专业人才,推荐其进入国际标准化机构担任领导职务。在国际标准制定过程中出现中国的形象与声音,谋求中国在国际标准舞台上的话语权,扩大中国对国际化的影响。

3. 标准竞争优势的战略性维护政策

明确外资企业参与中国标准化的界限。强制性标准的制定和颁布限制甚至不允许外资企业和跨国公司的介入,推荐性标准的制定过程中允许跨国公司参与,但对其参与的形式、范围和程度等进行相应的规范。

构建开放条件下政府标准化管理模式。协调标准制定中不同利益相关方的利益诉求,扩大标准化技术委员会、技术联盟、产业联盟、研究机构等市场力量在标准制定和实施中的比重,给予协会标准、联盟标准以合法地位。设立中国标准化国际专家委员会等机构,欢迎跨国公司、国际标准化机构、国外专家等作为正常的利益相关方参加标准联盟等组织,正确引导其发表合理的意见和建议。

设立标准化领域的国家监督机制。在国家外向型经济监测指标体系中,设置标准化内容。在国家标准审查过程中,加大对有外资企业参与的标准的审查力度。在国家安全监管部门,设立标准化监管机制,对标准化全过程进行监督。

将标准制定与产业安全结合起来。从保护国内产业安全的角度,在制定国家标准的过程中,与对外贸易的实际情况密切结合,构筑适合我国进出口状况的技术性贸易壁垒体系。

Abstract

During the process of evolving from a big trading nation to a big trading investment nation, our country always encounters more and more complicated competitions in the international market. However, standard competition has gradually beyond traditional competition forms, and becomes the main form in the recent international market competitions. Therefore, to develop the advantage of standard competition is an evitable requirement of developing trading investment nation. Though, cases such as TD-SCDMA, IGRS indicate that our country has the advantage of standard competition and has the condition of evolving from the advantage of standard competition to the advantage of trading investment, but the kind of advantage hasn't played into role yet. Exploring the form method of the advantage of standard competition, presenting the political suggestions of fully expressing the advantage of standard competition and putting forward the sound development of the trading investment country, establishing stating the working method of the advantage of standard competition to the international trade and investment, have the important meaning of practice and theory of our country's external trade and investment development.

1. The advantage of the standard competition is a new foundation of international trade and investment

Standard competition is a historical product of social productivity and market have

been developed to a certain stage. With the development of scientific technology, the level of the sophistication of technology, the development of the refinement of the division and the ability of production organization and resource mobilization, the whole market is full of infinite resources, technology and products. The competitions of companies have been changing from the war of resources of production to the rule of the games. The competitions of differentiation of single production has gradually evolving into the competition of standard in the certain industry and market. Controlling or affecting the revision of all levels' standards becoming the new focus of market competition. International market competition evolves from the resource endowment, technology differentiation, market scale, consumption culture to national standard, regional standard and international standard.

The advantage of standard means in the international competition, nations, companies and other relative organizations who joined in the competition squeeze the standard of rivals out, then put the standard which they lead to formulate to be the international standard or the highly accepted standard in the market instead. The advantage of standard competition can gather production issues, reduce market competition, and strengthen international management. Moreover, the advantage can be more helpful for a country to invest and trade abroad, meanwhile adversely development of investment and trading can strengthen the advantage of standard competition. The level of standardization of a country, has an important influence not only in the external trade, but also in the scale, structure and beneficial result of investment. The higher level of standardization, participation and influence of international standard, the bigger scale of external trade and investment, the more easily be in high value condition of division of labor. A country who can seize the initiative of formulating the international standard, then has the initiative of international trade and the international division of labor and value.

2. The great nation effect lets the big developing nation wins the international standard competition

The standard of technology and the foundation of market are two important conditions to win the standard competition. These two advantages which developed countries possess can make a big obstacle for developing countries to win the competition. However, when the foundation of the market reached a certain level, the county can win the competition even without leading technology. As representative of big developing countries, China has the massive consumer market and is the important supplier in the international market, which let it fully using the big nation status in the international standard competition, forming the great nation effect. By means of unifying internal standards, big developing countries can establish massive internal consumption market, using external trade and investment to magnify the market foundation of internal standard, to win the opportunity of international standard competition.

At the same time, based on the advantage of production cost, the companies in developing counties gradually building up the advantage on key technology, taking part in the design of the mode of developed country buyers and technology rules, exploring and improving the value zone of division of labor, winning over the initiative of international stand competition. Finally, got the advantage of international standard.

3. China has the advantage of standard competition of some certain level, becomes an important issue of magnify external trade and investment

China takes part in international standard competition in two levels, attracting foreign investment and going global. In the work of attracting foreign investment, China enhanced the standard rate of national standards, used international standards and

foreign standards more frequently, absorbed transnational companies, international standard institutions and international standard staffs into national standard technology committee, took part in the formulating of national standard, developed the integration of national standard and international standard. In the process of going global, China encouraged national companies and standard institutions to join in the activities of international institutions, such as ISO, ITU and IEC, committed international standard bills, participated in the formulation of international standards, by means of external trade and constitution contract, and put forward Chinese standards into international market. Such moves can highly develop the advantage of Chinese standard competition, equip Chinese external trade and investment with brand new systematic competition advantage.

Based on the advantage of technology, transnational companies not only positively influence and control the formulation of standards in the international market, but also widely join in the standard activities of host counties, try to plunge technology advantage into the national standard of the host counties, finally, realize deeper level influence and control of the market, technology and policy. In Chinese market, except for ‘aircraft and spacecraft project’ and ‘military project’, standards in other regions all have the participation of transnational companies. The participation in Chinese standardization for transnational companies make a positive influence on promoting the level of standardization of the process of Chinese standardization, boasting the process of nation standardization, strengthening the transparency of the process of standardization and the level of marketization. However, at the same time they can threaten the nation industry security in the level of market, technology and policy, etc., and this kind of influence is bigger and more far-reaching compared to the simple control of technology and product in the host country.

Empirical tests indicate, the development of the level of domestic standardization, can significantly enlarge the scale of foreign trade, promote the foreign direct invest-

ment, promote the international competitiveness of industry in our country, especially from standard internationalization in our country. In the long-term test, the effect is more obvious, standard competitive advantage is the important factor that affect China's international competition in the international market. However, the empirical results also show that the domestic standardization level to attract foreign investment is not outstanding which is suggesting that there is ambivalence mind in multinational companies. Then want their technology and standards reflected in China, at the same time they also hope that with the aid of the difference between the Chinese market and international market, for them to seek bigger interests.

4. Implementing the external strategy which is based on the advantage of standard competition

In the process of our country evolves from a big trading investment nation to a trade and investment power, we should promote foreign strategy on the basis of the standard competitive advantage. The key point of implementing this strategy is to actively promote the standard form, use and maintain competitive advantage, take the initiative and voice of international standard competition.

(1) The strategic formation policy of the advantage of standard competition

In the technical level, different developing stages of the technology comes the different standard competition strategy. As for the technical field which has been in the international advanced level and have strategic significance, should based on Chinese technology as soon as possible and occupy the highland of international standard. The technical field which has been in the international advance level, need to convert technology advantage into standard as soon as possible, at the same time of technology research, formulate and derive into international standards, grasp the forefront of technology development and of the high-end of the development of industrial chain. The

technical field which have strategic significance should pay close attention to the development dynamic of related technology, alignment with strategic breakthrough point, forming into Chinese technical foundation standard system as soon as possible. As for the technological field which isn't in the frontier of technology and fall behind, should take the tracking training standard competitive strategy. In the process of competition and cooperation with foreign manufacturers, we need pay close attention to technology development, use the modular division of labor, synchronous development platform, find the right spot, gradually embed and rise in the position of the international value chain. For the technology field which is relatively backward and now has not a strong strategic technology, focus on long-term development. In the condition of limited standard resources and technology, reduce the allocation of resources in these areas, do not focus on a short-term breakthrough.

In the market level, we should strengthen the operation of commercial standard and expand the market infrastructure of market standard. In the domestic market, we should Strengthen the unification of market and strengthen the communication between the departments and local standards, then reduce or avoid the market segmentation caused by sector interests and local interests. For the products which need to enter the national market, prior to formulate local standards, verify the other places of the same product standards firstly to avoid contradictions. Introducing the local standard mutual recognition system, the provincial local standard as long as it doesn't conflict with national standards and technical regulations, take into mutual recognition and mutual acceptance. In the international market, we should vigorously advances the standard strategy of foreign economic activities, actively encourage Chinese standard output. Encouraging the export in accordance with the standard of China, the design, construction of foreign investment and project contract according to Chinese standard. In foreign trade, investment, project contracting, appraisal and financial subsidy system introduced in "whether to drive China standard going out" option. In foreign aid,