

# 中英“一带一路”战略 合作论坛研究文集

THE COLLECTION OF PAPERS ON  
SINO-BRITISH STRATEGIC COOPERATION FORUM  
UNDER THE FRAMEWORK OF BELT AND ROAD

魏一明 张占仓 / 主编

周立 袁凯声 / 副主编



社会科学文献出版社  
SOCIAL SCIENCES ACADEMIC PRESS (CHINA)

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## 图书在版编目(CIP)数据

中英“一带一路”战略合作论坛研究文集 / 魏一明,  
张占仓主编. -- 北京: 社会科学文献出版社, 2017. 3  
ISBN 978-7-5201-0417-3

I. ①中… II. ①魏… ②张… III. ①国际合作-经  
济合作-中国-英国-文集 IV. ①F125.556.1-53

中国版本图书馆 CIP 数据核字 (2017) 第 043354 号

## 中英“一带一路”战略合作论坛研究文集

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出 版 人 / 谢寿光

项目统筹 / 任文武

责任编辑 / 连凌云

出 版 / 社会科学文献出版社·区域与发展出版中心 (010) 59367143

地址: 北京市北三环中路甲 29 号院华龙大厦 邮编: 100029

网址: [www.ssap.com.cn](http://www.ssap.com.cn)

发 行 / 市场营销中心 (010) 59367081 59367018

印 装 / 三河市东方印刷有限公司

规 格 / 开 本: 787mm × 1092mm 1/16

印 张: 34.5 字 数: 539 千字

版 次 / 2017 年 3 月第 1 版 2017 年 3 月第 1 次印刷

书 号 / ISBN 978-7-5201-0417-3

定 价 / 98.00 元

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# 中英“一带一路”战略合作论坛 研究文集编委会

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## 前 言

为贯彻落实国家“一带一路”战略，充分利用中英合作“黄金时代”的历史机遇，促进深化中英人文交流、产业合作、产能对接，探讨建立中英国际合作新模式，由中国区域经济学会、区域研究协会、区域研究协会中国分会主办，河南省社会科学院、河南省人民政府发展研究中心承办的中英“一带一路”战略合作论坛于2016年10月18~21日在郑州举办。论坛上，专家学者围绕中英“一带一路”战略合作这一主题进行了深入探讨，提出了真知灼见，形成了丰硕成果。为激发各界人士深入研究“一带一路”战略的热潮，激励更多学者探讨“一带一路”战略实施，尤其是河南在深度融入“一带一路”战略、深化中英合作等方面研究，我们把会上交流的论文，经过适当整理以后，结集出版，希望为相关领域专家学者提供重要参考。书中不妥之处，望广大读者提出批评指正。

编 者

2016年11月8日

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# 区域与城市发展

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## The Airport Economy Development of ZAEZ's Innovation on the Regional Development Pattern

Zhang Zhancang Chen Ping Peng Junjie

Abstract: As the growth pole of regional economic development, the pathway that airport economy leads the development of regional economy includes: changing the regional elements endowment in the micro scale, coupling with the regional industries in the medium scale, accelerating the tax revenue increase and employment growth in the macro scale. As a representative of Chinese airport economy, Zhengzhou Airport Economic Zone (short for ZAEZ) has played a significant leading and demonstrating role in the following fields: deepening the system reforms in an all-round way, promoting the “synchronization of five modernizations”, building “one carrier and four systems”, constructing “Four Henan”, advancing the structural reform of supply-side and integrating the resources of



Henan airport. The article concludes: the structural reform of supply-side needs to be accelerated to integrate into the international frontiers of airport economy. Airport economy is promising under the “One Belt, One Road” initiative. The ZAEA development has promoted the innovation of regional development pattern and showed the tendency of new “four modernizations” of the future regional development. The airport economy has developed rapidly based on the international aviation transportation system, which may change the traditional development pattern that the regional development center located in the coastal areas usually since the Industrial Revolution, and open up a new era that the regional development center will return to the inland regions.

Key Words: airport economy; the structural reform of supply-side; Zhengzhou Airport Economic Zone; regional development pattern; inland era

Airport economy is a new type of economic pattern surrounding airport and airport peripheral areas. In recent years, with the economic development and production technology have progressed, big data, the Internet and intelligent manufacturing development have been changing the rules of industry competition and business enterprise location, a new competition system based on aviation, digital, globalization and time value has been forming quickly. In order to meet the demands for efficiency, flexibility and reliability, the industries which are very sensitive to the time gradually have gathered around the airport in Beijing, Shanghai, Guangzhou and other places, the high-tech and IT companies have emerged in the airport perimeter consequently. All of those factors have stimulated the further expansion of air cargo and air express, thus airport economic development has been taking shape, and a certain influential industrial advantage and brand advantage have been formed. As a representative of the airport

economic development in China, ZAEZ has made remarkable achievements in a short span of four years. In order to accurately grasp the deep reasons that how ZAEZ drives the economic development of Henan province, and to summarize China's airport economy development systematically, this paper takes further analysis on the basic features of airport economy, interprets the mechanism and path that how airport economic drive the development of regional economy scientifically, and combines the practice of ZAEZ.

## The Characteristics of Airport Economy

### 1.The airport economy is a kind of speed economy

Speed economy is a kind of economy that enterprises get the excess profit from meeting customers' diverse needs rapidly. "Speed economy" was first raised from a masterpiece named *The Visible Hand: the Managerial Revolution in American Business* written by Alfred D. Chandler Jr. who was an American economist. He thought that the modern mass production and distribution, the modern transportation and communication, their economic features come from the speed rather than the scale. In the era of speed economy, time is becoming more and more precious and the new competition focus between enterprises and between supply chains is on how to meet different needs of customers in the shortest time. Saving time is saving cost, while time is becoming an important source of enterprise core competitiveness. In this situation, efficiency and flexibility should be first considered in enterprise business activities. The core carriers of airport economic development are aviation hub and aircraft. Aircraft is a kind of transportation with the fastest response to production factors in the world; it can improve the efficiency and save supply chain time by accelerating network development of inter-industry and intra-industry, international outsourcing, personalized production, and rapid transportation of products and services. Airport economy has the most wonderful attributes of speed economy. As the most famous American scholar John D. Kasarda proposed, the key of developing international aviation hub and airport economy is "speed, speed, and speed".

### 2.The airport economy is an international efficient economy

Modern society is gradually evolved into a society that using comprehensive



information technology, making knowledge processing and integration as connotation, creating intelligent tools to transform and update the economic departments and social fields. A large number of high value-added, quantitative corpuscle products are constantly emerging, such as computer chips, software, biotechnology and microelectronic, the transportation costs of these products only account for a small portion in the total costs, the reduced cost ratio make it possible for some multinational companies seeking for production on a global scale, and the economic activity space is extremely expanded as the result of air transport development. In the development of global economy, air freight value accounts for more than one-third of the global freight value share, air freight has an important position in the global trading system. In 2011, the international airport association report showed that the global air traffic accounted for 1% of the entire freight transport amount, while the air freight value accounted for 36% of the global freight value. 1:36 becomes a vane that the public understand and analysis the importance of contemporary air transport, and it also becomes one of the symbols in today's high-end industry development.

### 3. The airport economy is a beautiful music leading the global economic integration

Under the influence and promotion of economic globalization, the regions that involve production process and services continue to extend to the whole world, production factors are realized optimal configuration globally, and social division of labor can be decomposed in accordance with the industrial chains worldwide. In the 21st century, global economic integration has turned into the high-tech era, and the global information technology has been rapidly popularized. Therefore, the company products must be quickly penetrated in the global network which was made up of different suppliers to obtain the best materials, components, and the lowest price. In other words, “global accessible” has been the new requirement of globalization. The study of Justin D. Stilwall and R. John Hansman (2013) showed that more than half of the global top 500 company headquarters were located within 16 km around the United States hub airport while 29% of the commercial institutions were near the airport. International hub airports have the fastest and widest range of the global route

network, they adapt to the demands of long distance, wide scope and short time of the international trade, and meet the requirement of "global accessible". So the international aviation hub becomes more valuable than scale economy and scope economy to multinational companies, it becomes the primary choice of multinational business sites and regional business, and also becomes the most characteristic note of the wonderful business landscape of global economic integration. In this context, air freight has become an important driving force to promote regional economic growth, while airport economy has become the best choice of leading the global economic integration.

#### 4. The airport economy promotes the connectivity of the global market

Airport economy is an open system that consists of many open elements. It connects major cities both in China and abroad by using the airport route network. High quality economic factors such as capital, information, technology and talents are circulated in the airline network and quickly integrated into the global economy, which will drives the cycle of whole economic system and promotes the connectivity of global market. At the same time, international aviation hub itself has the function of free trade, which brings convenience to the personnel exchange and meet customers' demand quickly. It brings more convenience for customers to buy the goods of international famous brand, especially for high-end goods and fashion products, such as cosmetics, intelligent terminal, high-end clothing, model clothes and branded watches. So the essence of airport economic development is to build a shopping heaven for local customers and create a convenience for the global connectivity.

#### 5. The airport economy promotes the rapid development of international tourism

With the improvement of people's living standard, long-distance travel and leisure become more and more demanded for people, air transport has become the best choice for tourist. The study of international airport association shows that over the next 20 years, with the development of the international air transport, tourism incomes will increase two times. Taking Bangkok as an example, since the 1960s, the number of tourists in Bangkok has increased by nearly 40 times, this miraculous growth was mainly attributed to the great capacity of the Boeing



747. Powerful aviation passenger capacity leads large-scale international tourism into a new era which is characterized by tourist charter flights. According to the account of the United Nations World Tourism Organization, the number of tourist passenger has accounted for 75% of all airline passengers, however only 7% of the people choose to travel by air among the people who have the ability to afford flight travel in the world. World Economic Forum reported that the common point in tourism countries was that they have formed a set of convenient and high quality air traffic network and its supporting service such as roads, hotels and banks. Once the industry interoperability has formed, the effectiveness will be extremely strong and have a great development potential. At the same time, because large funds of investment in fixed assets from the airline has been tied up, in order to guarantee its rate of capital return, airlines must fly day and night, and no matter low and peak seasons, so the average price of air transport is becoming more and more cheap. Powerful passenger traffic and cheaper price of the air transport make more and more international travel demand from people themselves turn into reality, airport economy becomes an important inducement to promote international tourism development.

#### 6.The airport economy promotes the communication and integration between Chinese and Western cultural

There is more than ten thousand kilometers from central and east China to Europe, the economic and trade exchanges might be cancelled or reduced because of time consume and high cost in such a wide geographical space. So the efficiency of the transportation must be put forward with high request through Chinese and western communication. Along with the evolution of transportation and miniaturization of high-tech product volume, based on the popularization of the more and more convenient ways of air transport in the whole world, increasingly more cargos are transported by aircraft. Airport economy which is relying on the international aviation hub develops quickly, and the transport time is greatly reduced in social economic activities with the same size and distance. All of these will make the space in the development of time series presents a process of constant convergence, make the communication among all ethnic groups and different countries around the world very convenience, and promote the exchange

and integration of Chinese and western cultures. We can say that due to the convenience of air transportation, Chinese and western culture can learn from each other through communication and fusion, make continuous innovation and improvement in studying and using, and promote the continuous progress of human civilization. The communication and integration not only guarantee the diversity of regional culture, but also give further play to the soul part of excellent culture leading the development, improve the cultural consciousness of inclusive development of the world countries, and reduce the risk of political conflict in different cultures.

## The Pathway of how Airport Economy Leading the Development of Regional Economy

The report from air transportation group in 2008 indicated that air transportation industry was the main contributor to the global economic growth. In 2006, it had carried more than 2.2 billion passengers and accounted for 35% of the global international trade amount, it had created 32 million job opportunities and about 3.56 trillion dollars' economic benefit which accounted for 7.5% of the world GDP. In the year 2002, the Europe Department of International Airport Associate indicated in its report that as the motive force of inland and regional development, the contribution of airport to the regional economy had been reflected in the leading role of economic growth and social employment. Appord and Kasard's (2013) study on the employment of the 25 American busiest airports showed that there were 3.1 million employment opportunities in 4 kilometers around the airport, 4.5 million employment opportunities in 8 kilometers around the airport, and there were 19 million employment opportunities (which account for 17.2% of the American total employment opportunities) in 16 kilometers around the airport. Cao Yunchun (2009) put forward that by the continuous interactive function among the airline network, ground network, social environment, and hinterland economy, airport economy had constantly played roles in attracting, spreading, driving, supporting and feeding back. The airport economic zone has taken full advantage of its interior



land to introduce the elements such as preferential policy, supporting finance, management system and human resource, used the airline network and flows of people and products of the airport to form the high-end industrial clusters, and utilized the domination effect, multiplier effect and diffusion effect of the growth pole to make interaction with the interior land and to accelerate the regional economic development.

### 1.The airport economy changes the regional elements endowment of region development in the micro scale

In the support of a certain production mode, the elements endowment characteristics of a regional economic structure are relatively stable in a certain period. The surrounding area of the aviation hub has become the regional core growth pole because of the fast development of airport economy around it. By the interactive function of the airport economy and hinterland economy, the newer and better production elements will be attracted and inputted into the hinterland economy, especially for the production and consumption elements which are much more sensitive to speed and time will aggregate to the adjacent area of the aviation hub rapidly and the scale effect has been forming, such elements includes the fashionable high-tech products and parts, the fashionable clothing, the most popular cosmetics, the fresh fruit, the high quality milk, the international logistics services and so on. If the international business environment is possessed and the global top 500 companies get in, such change will be more notable, even advance rapidly. As time goes on, these production elements will be accumulated continuously in the airport area and hinterland area, the human resource structure which is related to such elements will change significantly, the top talents which is related to the airport economy will be accumulated rapidly, these accumulation will enhance the elements endowment structure and industry structure of the area they located notably, such areas will possess more core competitiveness in the development of capital intensive industry and technology intensive industry. Meanwhile, some other changes will turn up consequently. The technology which is adopted by the enterprise will be more and more advanced, the capital demand will be increased, more listed companies will be entered or more local companies will be listed, the local production and market size will be changed a



lot. Therefore, the development of airport economy will change the elements endowment of the hinterland area in the micro level, and will enhance the core competitiveness of the hinterland economy by promoting the regional capitalization standard and improving the industry structure.

## 2.To realize the industry coupling between the airport economy and the regional development in the medium scale

Once the aviation hub develops rapidly, the aviation industries which are matched to the aviation hub directly such as the aviation manufacture, aviation maintenance, aviation logistics, aviation service and aviation human resource training will rising imperatively. In such occasion, on the one hand, the hinterland enterprises will offer the matching products and extensional services for the aviation industry, which will help the other enterprises gain knowledge spillover, capital and human resources from the aviation industry, thus improving the technological and management standard of the regional enterprises in a short time, promoting their internationalization and expanding the market space rapidly. On the other hand, much logistic cost of aviation industry will be saved, the information exchange speed and veracity will be improved, the effective communication of stick knowledge will be promoted, thus effectively promoting the concept innovation and technology innovation of aviation industry, further strengthening the agglomeration effect and lock-in effect of special industrial cluster, and ultimately advancing the hinterland industry upgradation and its entering in the international market. Therefore, the industry interaction between airport economy and hinterland economy shows up as the industrial chain coupling, inter-industrial coupling and industry environment development coupling in the medium scale. And by these international industry coupling, the inner quality of regional economy development and the benefit of local people would be improved.

## 3.The airport economy promotes the growth of regional tax revenue and employment in the macro scale

In the analytical framework of Keynes macro-economy, the development of airport zone presents that the aviation industry output is increased, more and more labor is absorbed, much more consumption and fiscal revenue are brought in. In other words, the finance, trade, posts and telecom, communication, catering,