



经济管理学术文库·管理类

Invest China

投资中国

张秀萍 / 著



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ECONOMY & MANAGEMENT PUBLISHING HOUSE



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Preface

In past ten years, I had been asked many questions about the investment environment of China by international researchers and entrepreneurs. The questions include macro investment environment, industrial investment environment, regional investment environment and micro investment environment. Although they can find some references to answers above questions, most reference are incomplete, are not systematic. There is little specific research result to help international investors and researchers to study the investment environment of China. To present, the English books those are the specific research results about the investment environment of China have not been found.

I have been studying the investment environment of China for more than ten years. My more than ten years' experience in the international communication and cooperate study are the basic work for me to determine the topic and the structure of this book.

This book put author's feet in international researchers' and entrepreneurs' shoes, put forward the series of research questions, studies the questions then gives the complete and systematic answers. The questions include:

- History, Current Situation and Problems of Foreign Investment in China

- China's Policies to Attract Foreign Investment

- Chinese Agriculture

- China's Secondary Industry

- China's Tertiary Industry

- Chinese Provincial Competitive Industries

- Top 500 Global Companies in China

- Urban Competitive Analysis

- National Encouraging Industries and Policies

- The Central Enterprises of China

- China's Top 500 Enterprises

- Multinational Corporation in Beijing

We found, more and more international students applied and had been received by Minzu University of China in past 3 years; the number of applicants for Management School at Minzu has been growing faster. So, it is necessary to offer courses in English, and to write the text books for international students. Preparing a set of management courses in English for international students is one of our plans in future 5 years.

I sincerely hope this book can realize above two purposes, so my long-cherished wish would be achieved.

Xiuping Zhang
Beijing
May 2014

序

这些年，在与国外学者和企业界人士的交流中笔者发现，他们对与他们相关的中国经济问题有着浓厚的兴趣，经常会提出各种各样的问题，其中，既有宏观方面的问题，也有产业方面的问题，还有区域和企业方面的问题。虽然他们也能找到一些回答上述有关问题的资料，但多数比较零散。很少看到有专门为潜在的国际投资者和学者提供系统、全面、深入地分析、研究并回答他们所提出的相关问题的研究成果。直接写成英文的著作，笔者目前尚未看到。

在与他们长期、深入地交流中，笔者思考并逐步形成了本书的思想和逻辑结构。本书站在潜在投资者和学者的角度，概括性地提出了一系列问题；同时根据潜在读者的特点和需求，针对性地对相关问题进行了分析、研究，并一一做出解答。这些问题包括中国吸引外商投资的历史、现状，中国吸引外商投资的政策，中国各个产业的现状，中国各省市的竞争优势，世界 500 强在中国的状况，中国的城市竞争力，中国“十一五”、“十二五”的产业政策，中央企业，中国企业 500 强以及驻北京的跨国企业。

另外，近几年，中央民族大学招收的国际学生越来越多了，特别是申请来管理学院学习的国际学生的人数增长很快。在教学中我们发现，非常有必要为国际学生开设英文授课的专业课程。相应地，就需要开发面向国际学生的英文的专业课教材。为国际学生开设英文的专业课程是我们未来 5 年实现管理学学科与国际接轨，实现真正双向国际交流，提高中国大学在国际教育领域的地位和影响的一项计划。

笔者真诚希望此书能够在较大程度上履行上述两方面任务，以完成多年的夙愿。

张秀萍

2014 年 5 月于北京

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1 History, Current Situation and Problems of Foreign Investment in China

➤ Key Terms

Foreign Investment: To use the foreign capital, including tangible goods, services and technology to develop economies and improve economic growth.

FDI: Foreign direct investment refers to foreign investors (natural or legal persons) invest capital or other factors of production to an enterprise, and acquire or control the enterprise management right.

External Environment: A generic term of the external political and legal environment, social environment, technological environment and economic environment.

➤ Background

Profound changes of era situation in China have provided great external conditions for using foreign investment to speed up modernization. In late 1970s, the international situation has undergone unprecedented changes. First, the internationalization of economic life has become more and more outstanding. Since the 1970s, the international situation tends to be ease and peace and development becomes the theme of the times. Pushed by the third technology revolution, the international labor cooperation relations have been strengthened day by day. Second, since the 1970s, with the rapid development of scientific technology and economic life, the international trend has been strengthened day by day, and a new round of industrial structure adjustment was ongoing all over the world. Third, the capitalist countries in the

economic crisis hope to strengthen the economic exchanges with China. Besides, different types of countries and regions in the world provide a good model of using foreign capital and technology to realize the economic development in China. Under the background that the economic links are increasingly internationalized, any developing country cannot get all of the resources it needs in a completely closed condition.

Q&D

- Which environmental factor is the closest to the business and the most influential? What does it include?
- What are the impacts of foreign investment on local businesses?
- What aspects should China pay attention to in the utilization of foreign capital?

1.1 Brief Introduction of Foreign Investment in China

1.1.1 Practice Meanings and History of Foreign Investment in China

I . Related concepts

The concept of foreign investment is “To use the foreign capital including tangible goods, services and technology, which is used to develop economies and improve economic growth”. It includes four main forms: foreign loans, the introduction of foreign direct investment, to use other foreign investment (including compensation trade and international leasing), to accept foreign donations (including donations from foreign governments, international organizations, other economic organizations and individuals to provide free aid, etc). Lin Yifu and Cai Fang has divided the foreign capital into three types: the first is foreign direct investment (FDI). Foreign direct investment refers to the investment (including foreign investment of investment again

income) from foreign-owned enterprises, foreign joint ventures, cooperative ventures and cooperation of resource development that owned by foreign enterprises, economic organizations or individuals (including overseas Chinese, Chinese Hong Kong, Macao and Taiwan compatriots and Chinese registered enterprises overseas) in the Chinese territory, as well as the investment borrowed from foreign capital enterprise which is contained in the total investment of approval relevant department projects of the government. The second is foreign loans. Foreign loans is the formal agreement through signing foreign loan agreement and funds raised from abroad, including foreign government loans, the international finance organization loans, commercial loans of foreign banks, export credit and foreign bonds. The third is another foreign investment, which is referred to the foreign loans and all sorts of using foreign capital except foreign direct investment.

Foreign investment economy, refers to foreign investors, including Chinese Hong Kong, Chinese Macao and investors according to China's relevant foreign laws, rules and regulations. As a joint venture, cooperation or wholly owned form in China started businesses, it has produced the formation of non-public sectors of the economy. There are three main forms, namely foreign joint venture, Sino-foreign cooperative enterprise and wholly foreign owned enterprise, which referred to "foreign invested enterprise" collectively and also called the enterprise with foreign investment.

II . Practice meanings

More than 30 years' practice proves that the use of foreign capital is an important power to promote economic development.

First, it is an important goal to introduce foreign advanced technology when using the foreign capital. The technology spillover effect of foreign direct investment has made a contribution to the progress of China's technology. Demonstration-imitate effect, competition effect, contact effect and training effect are the main channels of foreign direct investment spillover effect. Foreign direct investment has promoted China's progress of technology which has made the positive contribution to optimize the industrial structure.

Second, FDI in China are playing a positive role in improving employment. Foreign direct investment has provided growing jobs. Since 1990, the employment of foreign investment organizations increased more than that of the whole countries. The employment of foreign investment organizations obtained the proportion of 2.1% in 2007. Seen from the effect of employment quality, foreign capital plays a positive role in various aspects such as the standardization of recruitment system.

Third, the foreign direct investment expands the country's international trade scale and plays a positive role in the optimization of import and export commodities structure. The import and export growth of foreign-funded enterprises has been quicker than that of the country's overall international trade, of which the proportion in total import and export volume continues to rise in our country. In addition, foreign-funded enterprises have produced demonstration effect to domestic enterprises which will expand the export of the domestic enterprises.

1.1.2 History of Foreign Investment in China

After 1979, foreign capital has been really introduced on a large scale. Throughout the history of China's utilization of foreign capital, the author thinks it should be divided into five stages roughly.

I . The initial stage of using foreign capital (1979–1985)

In 1979, our country began trying to absorb foreign direct investment in the real sense, and a series of policies and regulations have issued. Since August 1980, China has established 5 special economic zones, Shenzhen, Zhuhai, Xiamen, Shantou and Hainan. In May 1984, 14 coastal cities including Dalian, Shanghai, Tianjin, Qingdao and Guangzhou are determined for the first opening cities. The next February, the Yangzi River delta, Pearl River delta, Xiamen-Quanzhou-Zhangzhou triangle area of south Fujian, Shandong peninsula, Liaodong peninsula and Bohai sea area were set up as coastal economic open zones.

II. Preliminary development stage of utilizing the foreign capital (1986–1991)

China's utilization of foreign capital entered into the preliminary stage of development since October 1986 when the state council issued the Regulations about Encouraging Foreign Investment. Regulations gave preferential to the foreign investment enterprises clearly especially on income tax, land, water and electricity, labor cost, import and export quotas, tariff cuts and foreign exchange regulating of advanced technology enterprises and export enterprises, which ensured the foreign investment enterprises to enjoy the rights of operation and management according to the prevailing international business practices.

III. Rapid development stage of using foreign capital (1992–1996)

In 1992, Deng Xiaoping published The Southern Tour Speech, which made it clear that the use of foreign capital is a new career. This marked China's opening up having stepped into to a new stage. The whole country raised an upsurge of absorbing foreign capital and massive, systematic foreign investment has been started. Our country opened Guangdong as the leading, Huichun as a representative of the 13 edge cities and Yanbian as a representative of the 13 inland cities. In 2000, the great western development strategy was implemented.

IV. The consolidation stage of utilizing foreign capital (1997–2001)

This stage is a stage of consolidation. The actual utilized foreign investment value was slow to fall from peak. There was an emergence of a negative growth and China's drawing capital faced serious challenges. On one hand, after the outbreak of the Asian financial crisis, US and European capital investment returned to transfer to the expected higher, safer developed countries and areas outside Asia. On the other hand, many neighboring countries and regions including countries which had led to financial crisis and countries or regions which had been impacted seriously, transferred the focus of using foreign capital to absorb foreign direct investment. In addition, it influenced foreign capital flow direction that there are huge bad assets of China's state-owned commercial banks, some financial institutions bankrupted such as Zhongchuang, Haifang, and Guangtou, and "capital outflow" phenomenon occurred.