

NDUSTRIAL COMPETITIVENESS AMONG REGIONS 区域产业竞争力

泉州、温州、苏州实证研究与 理论分析

谢立新/著



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著 者/谢立新

出 版 人/谢寿光

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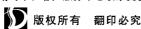
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谢立新,1966年12月生,福建省泉州市人。1987年毕业于福建师范大学政教系,获教育学学士学位;1989年毕业于福建省委党校政治经济学研究生班;2003年毕业于福建师范大学经济学院,获经济学博士学位。现为福建省泉州市委办公室干部。先后在《求是内部文稿》、《开放导报》、《社会科学》、《企业管理》、《农经理论研究》、《经济体制改革》、《福建师范大学学报》、《福建论坛》、《发展研究》等刊物上发表文章30多篇。

区域产业竞争力



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李培林 朱庆芳 等著 2003年12月出版 20.00元 区域竞争力是每个地方党政干部、每个经济工作者乃至每个老百姓都普遍关心的问题。为什么改革开放 25 年来,有的地区蓬勃奋进、日新月异,焕发出强劲的活力,而有些地区与自己的过去比固然也进步不少,但一和发展较快的地区比,就相形见绌了。影响一个地区经济竞争力的因素很多,有先天的条件,如矿产资源、气候、土壤植被等,有地理位置决定但可以通过基础设施建设加以改变的交通条件,但经济发展的现实证明,比这些更为重要的是人,是科学技术,是体制,是经济发展所形成的产业结构、城乡结构,还有政府的作为,更深层次的还有一个地区的生态环境、人文环境、文化积淀、民风民俗。

长期以来,经济学界都在探讨各种区域经济模式的成败利弊,从中总结出一些有借鉴价值的经验。20世纪80、90年代争议最多的是以个私经济和股份制经济为特征的温州(台州)模式和以乡镇集体经济为特征的苏南模式,还有以港澳"前店后作坊"形式成长起来的珠江模式以及以侨资与个私、股份制经济相结合为特色的泉州(晋江)模式等。进入新世纪,这些模式又有了新的变化,苏南的乡镇集体企业多数已经改制,原来分散的星罗棋布的乡镇企业已经聚集成一些有实力的大企业和企业集团并向工业区集聚,产业集群正在形成,城市化在这些地区已经有了长足的发展,更具有竞争力的都市带正在构建。这些模式的发展和变迁为欠发达地区留下更多的思考与借鉴。

福建泉州市是一个有700多万人口的地级市,改革开放

前经济十分落后, 人多地少, 历史上数以百万计的侨民从 泉州市飘洋过海去东南亚谋生。改革开放以来、泉州市是 福建经济发展最快的地区,也是最具有经济活力的地区。 如今,泉州经济总量已经占福建省经济总量1/4以上,在福 建九个地级市中名列第一。本书作者谢立新博士亲身经历 了泉州市经济发展的进程。由于工作需要,他又有机会多 次到温州、苏州考察, 遗憾的是, 他始终没有考察珠江三 角洲的机遇, 使他的研究缺了一个很值得探讨的部分。从 泉州、苏州、温州三个地级市发展历程的比较中,他有颇 多的领悟和体会,在攻读经济学博士学位期间,经常和我 讨论这一问题。作为他的博士生导师、我鼓励他以此作为 博士论文的选题。如今呈现给读者的这本专著,是在他博 十论文的基础上修改而成的。这本书不仅探讨了区域经济 学、比较经济学的一系列理论问题,而且广泛搜集了泉州、 苏州、温州许多经济发展、企业创新的现实资料, 通过比 较分析,得出发人深省的结论。我相信这本书不仅泉州、 苏州、温州的同志有兴趣, 而且对所有正在奋力图谋发展 的地区都有其借鉴价值。为此,特向地、县级从事经济工 作的政府官员,向学习区域经济和发展经济学、比较经济 学的大学生、研究生,向企业和企业集团的管理者推荐这 本著作。

福建省社会科学院院长



Abstract

Market economy is competitive economy. In market economy, all enterprises, industries and regions are to participate in competition. The significance of research on regional industrial competitiveness is to seek for and cultivate highly competitive industries through comparative advantages and to further strengthen the industrial competitive advantages for better returns. Illustrated with the three prefecture-level cities of Quanzhou, Wenzhou and Suzhou which are peculiar, vigorous and rapid in economic development and powerful in industrial competitiveness in the last two decades since the reform and opening, this dissertation, by focusing on how to improve industrial competitiveness, reviews the commonness and differences of these three regions in improving their industrial competitiveness and summarizes the general rules of regional economic development, seeking to draw references for the economic development of under-developed regions.

Except for the introduction, this dissertation consists of five chapters.

Chapter one chiefly analyzes the connotation, characteristics and essence of regional industrial competitiveness and the main factors and index system that decide regional industrial competitiveness. The thesis suggests that regional competition is mainly reflected in the competition in striving for industrial development resources and creating industrial development envi-

ronment in order to improve their industrial development abilities. The study of regional industrial competitiveness should focus on industrial development abilities and start with the three factors of the abilities of industrial structural transformation, industrial spatial agglomeration-proliferation and industrial organizational growth, and the analyses of factors such as systematic innovation, technological progress, comprehensive strength, infrastructure facilities, national qualities, governmental administration and market system are blended with these three key factors.

Chapter two discusses industrial structural transformation ability's important role in promoting national economic growth and regional comprehensive strength by way of the path, speed, performance and deviation of industrial transformation as well as the relationship between the internal structure of industry, agriculture and the tertiary industry and industrial structural transformation. The thesis holds that, in addition to the influences of economic base and development location, the difference of the structural basis of economic growth is the main reason for the gap of these three cities' economic development in the past two decades. Suzhou ranks first in substantial transformation of industrial structure and holds predominant superiority over Quanzhou and Wenzhou. The industrialization of Quanzhou and Wenzhou, promoted by non-government forces, beats out a path that centers on non-government forces and bases on developing traditional manufacturing reconstructed by high and new technology. In contrast, the industrialization of Suzhou is accelerated by governmental administrative power and adopts the path with the joint promotion of both the government and non-government forces and continuous upgrading of industrial technology. The industrialization paths of

Quanzhou, Wenzhou and Suzhou suggest that, whatever big differences there may be in the initial stage, industrialization will eventually advance towards the path of higher developing performance, that is, economy mainly relies on the self-development of market body, the government mainly focuses on optimizing industrial developing environment and the impetus comes from domestic and foreign resources and markets and the amalgamation of internal and external sources of industrialization. The difference consists in nature, humanity, region and resource environment's preference for industrial technology. Compared with international standard mode, the three cities' industrial structural deviation lies in the lag-behind of the tertiary industry. To adjust industrial structural deviation, we should go all out to develop the tertiary industry mainly of modern service industry.

The third chapter, mainly starting with industry's regional agglomeration and proliferation effectiveness and basing on the analyses of central city's bringing along economic region's development, the coordinative development of regional economic and social development and the development zone's bringing along its neighboring areas' development, studies and summarizes the universal rules to improve regional industrial competitiveness. The thesis suggests that, central city's role in advancing economic region's development lies in whether central city's functional location accords with the developing stages of industrialization. To strengthen central city's capability to bring along economic region lies in essentially intensifying central city's function rather than increasing a city's size and population. The coordinative development of regional urban and rural economy and society is symbolized by the continual shortening of the gap between urban and rural areas as well as

quickening the integrating process of urban and rural areas. The coordinative development of regional urban and rural economy and society also lies in mobilizing all kinds of economic principals to participate in rural industrialization and adopting the Su-South Mode of industrial coordinative development between urban and rural areas or the Quanzhou Mode and Wenzhou Mode of self-development of rural industry, advancing reasonable work distribution between urban and rural areas, optimizing urban and rural industrial layouts, shortening the difference of comparative benefits between industrial and agricultural work, actively developing small towns and intensifying township's agglomerative function in the production elements of capital, technology and work force. Regional coordinative development rests with impoverished mountain areas basing themselves on resource superiority to develop featured industries and improve their self-developing ability by way of accepted industry transformation and cooperative resource development to cooperate with developed regions to promote regional common development. The government should encourage impoverished regions to develop service economy and to intensify rural area's self-developing ability by transference-based poverty quitting and development-based helping the poor. Development zones have the functions of independent increase and driving development. The practical experience of Suzhou development zones has proved that the development zone is not only the main body to attract foreign capitals, the carrier to develop economies of scales and the pole of regional economy growth, but also bring along their neighboring areas' economic development through package cooperation and plays the roles in exemplifying, radiating and bringing along economic development and systematic innovation.

Chapter four, based on the relationship between industrial organization's promoting regional national economic development and strengthening regional competitiveness, studies enterprise organization growth, industrial clusters growth, industrial organization marketing and the government's ability to promote industrial organization growth. The practical experience of Quanzhou, Wenzhou and Suzhou has proved that, the growth of enterprise organization is a process in which enterprise organizational form evolves from classic enterprise to modern industrial and commercial enterprise, joint-stock enterprise, group enterprise or enterprise serials under the background of technological progress and market expansion. Different historical background decides different choices of enterprise organization and starting point of systematic innovations, and makes systematic variance path-reliant, however, motivated by external environment, it will gradually evolve into highly efficient system. Modern enterprise organization coexists with traditional classic enterprise organization, for a long time, and traditional enterprise organization plays a dominant role in providing employment, technological innovation, creating social wealth, product export as well as specialized work distribution and cooperation for large enterprises. To enhance regional industrial competitiveness, much importance should be attached to the existence and development of small enterprises and continue to encourage and support family-based enterprises, private enterprises and joint-stock collaborative enterprises, and keep promoting classic enterprise to transfer into modern enterprise when conditions are ripe. Family-based enterprises take up a relatively large proportion in Quanzhou and Wenzhou's enterprise organization. To intensify systematic innovation, to complete managing structure and to ensure family-based

enterprise's sustainable development are the premises for the sustainable growth of the two cities'enterprise organization. The regional agglomeration of similar enterprise or related enterprise engenders the enterprise network guided by large enterprise and based on value-chain collaboration and engenders irreplaceable industrial central function, which turns out to be springhead of regional industrial competitive force. It is not important to develop hi-tech industry or traditional industry. The key point is to make industrial choice and technological choice according to comparative superiority and form regional specialized division of labour and industrial clusters and to form competitive superiority to effectively make use of regional industrial developing resources, meanwhile, to engender powerful regional competitive superiority and vital high-speed economic growth region. Viewed from Quanzhou and Wenzhou's industrial organizational development, the industrial organizational optimization process is the process in which traditional marketing principal of professional market and individual supply and marketing is transformed into modern marketing methods of special sales agency, chain supply, distribution, franchise, virtual operation and e-commerce. However traditional marketing and modern marketing will coexist in a relatively long period of time and will play their respective role. We must develop regional brands and make them common property for all the enterprises in an industry and shared by small and mediumsized enterprises. Brand-name enterprises must focus on brand extension and set up brand clubs to increase the value in the movement. Effective governmental administration is the collaborator, activator and promoter of industrial organizational growth, so we must seek to create an external environment of fair play, flexible and good order for industrial organizational

growth by tackling market malfunction and remedy the market defects.

The fifth chapter provides both theoretically and practically the countermeasures to improve the regional industrial competitive force of different regions. Firstly, it is necessary to persist in using IT to propel industrialization, and transform traditional industries with high and new technology while at the same time to develop high and new technology industries. We should push forward the industrialized operation of agriculture, and accelerate the development of the modern service sectors. In promoting new-type industrialization, development of the three mayor industries should be well coordinated and the industrial structure be well upgraded. Secondly, it is essential to speed up the expansion of central city with raising the level of urbanization gradually and construction of development zones, and persist in the coordinated development of rural and urban areas as well as developed and underdeveloped regions so as to bring about a levered township pattern with central city at the core and medium-small cities and satellite towns surrounded. Thirdly, it is of great importance to develop medium-small sized enterprises on the basis of local resources and geographical characteristics. Group Companies with comparatively strong economic strength are to be cultivated through various forms as merger, strategic alliance, share investment and brand expansion, thus creating characterized industrial clusters with large enterprises as the leader and industrial chained division-cooperation as the foundation, and strengthening local industrial competitive advantage. We should encourage individual business operation and improve functions of specialized markets with modern sales methods such as franchise distribution, special sales agency, brand-oriented sales and virtual operation. Equal

tiveness. To this end, measures should be taken to set clear and protect the property rights, encourage development of service agencies, set up regional credit network as well as rein-

force government liability.

一 选题目的和意义

市场经济是竞争经济。加入WTO后,各个企业、产业和区域都面临着国际国内竞争,如何提升企业竞争力、产业竞争力、区域竞争力,成为理论界和实际工作部门深入研究的重要内容。从理论与实证研究的深度和广度看,与企业竞争力、国家竞争力研究相比较,理论界和实际工作部门对区域竞争力和产业竞争力的研究显得比较薄弱。从实际工作看,国家和地区作为一个行政地域概念,由于区位条件等因素影响使各地具有不同的比较优势,不同国家或地区经济发展在战略实施、制度创新、产业发展、技术进步等方面也会存在绩效差异,使不同国家或一个国家的不同地区经济地位和经济实力不同。为了提高经济地位,增强竞争力,许多国家(地区)都积极开展竞争力研究。因此,开展区域竞争力比较研究,对于深化社会主义市场经济理论研究,推动区域经济发展具有重要的意义。

区域经济学认为,一个国家(地区)区域内所有产业构成一国(地区)的国民经济。各个国家(地区)以其相对于其他地区具有比较优势的经济条件(劳动、资本、技术、制度等)来选择分工和专业化生产,形成国家(地区)产业比较优势,从而决定一个地区经济竞争力。作为区域概念的国家或地区竞争力是区域内所有产业竞争力的集合,研究区域竞争力的重点应该落在产业竞争力上。美国哈佛大学商学院教授迈克尔·波特(Michael Porter)坚持把产业