



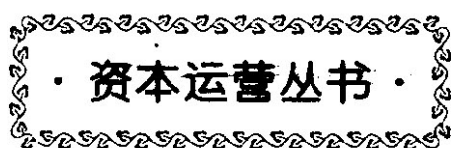
资本运营丛书

利用外资与产业竞争力

LIYONGWAIZIYUCHANYEJINGZHONGLI

裴长洪 著

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此书在理论上有一定深度，内容全面，资料翔实，既合理吸收了西方文献中的有益观点和方法，又有作者参加国内调查所得到的第一手资料，论据和事实充分，可靠。所设计的指标体系和政策建议对实际工作部门有参考价值。

——王洛林

(中国社会科学院副院长、教授
博士生导师)

本书作者从理论上明确了资本流动的概念和产业的概念，阐述了划分民族企业与外资企业的三项标准，澄清了当前某些混乱概念。书中借鉴产业组织理论和西方学者的研究成果，建立了行业分析，市场类型（结构）和价值链三种方法相结合的理论框架；并提出了衡量产业国际竞争力的两大类指标体系。上述三个方面有机地组成了该书的理论体系。这是该书的主要新见解和新方法。作者依据其理论体系所提出的若干有关提高我国产业竞争力的政策建议对我国的实际部门具有较大的参考价值。

杨圣明

(中国社会科学院财贸所所长、研究员、
博士生导师)

作者就如何提高利用外资水平，提出了一些政策调整思路，例如利用外资的重点问题，利用外资应重视技术转让；在产业政策方面，依据不同行业特点制订不同的外资政策，依据不同跨国公司特点制订相应对策；在产业组织方面，提出调整产业组织结构的一些思路，对我国利用外资的实际工作很有意义。

——王林生

(对外经济贸易大学教授
博士生导师)

近年来，国内学术界和实际部门围绕利用外资与保护民族产业的矛盾，展开了热烈讨论，提出了一系列重大理论和政策问题，诸如在经济全球化的趋势中，是否还有民族产业；保护什么；如何保护；保护与扩大开放如何统一，等等。必须在理论上正确回答这些问题，才能在实践中更好地贯彻我国的基本国策——扩大开放，促进发展。所以说该书的选题具有重大理论价值和现实意义。

——林桂军

(对外经济贸易大学国际经济
贸易学院院长、教授)

序 言

改革开放十几年来，在我国吸收的 1700 多亿美元外商投资中，工业部门吸收的外商投资占最大的比重，到 1996 年，外商投资企业的工业产值已占全国工业总产值的 17%。外商投资对中国产业竞争力究竟产生了什么影响，是研究外商投资影响中国工业发展的一个重要方面，这是本书选取的角度。

1995 年全国第三次工业普查对 49559 家独立核算的三资工业企业进行了主要经济指标统计，这 49559 家企业分布在 37 个行业；《中国统计年鉴 1996》公布的 49559 家独立核算三资工业企业的主要经济指标与第三次工业普查指标相同，稍有不同的是，《年鉴》中 49559 家企业分布在 39 个行业，多出“其他矿采选业”和“其他制造业”两项。无论根据二者中任一种文献资料，也都可以看出，外商投资在中国工业行业中的进入是很广泛的。因此，全面评价和判断外商投资对中国工业竞争力产生了哪些影响并作出定性定量的分析结论，绝不是本书作者敢于奢求的。

对于这项属于当今科研前沿课题的研究，本书所能作出的贡献主要在于以下 4 点：

第一是讨论了评价产业竞争力的立场问题。本书所说的产业竞争力，自然是指中国的产业竞争力，但在外商投资进入的情况下，中国产业包含了外商投资经济的成分，从而使划清中国大陆境内代表不同国籍（或不同关税区和通货区）的产业竞争力成为进行所有评价和分析的出发点。找准我们的立场，是第一位要解决的问题。对这个问题的提出和分析该问题的方法，在当前学术研究中还是一项开创性的工作，本书对此进行了探讨。

第二是提出了分析产业竞争力的方法。这主要是确定产业分类和评价

指标。十分明显，我们不可能笼而统之地谈论所有产业的竞争力而不加以分类。按照工业普查的分类，行业多达 37~39 项，显然不可能一一分析，因此要再分类，并在不同类别中找出少数典型行业加以分析，从而有可能达到事半功倍的效果，依据什么进行分类，这是本书要解决的第二个问题。

作者曾按一般贸易发展战略的方法，将三资工业企业分为出口导向型加工业和进口替代工业两类，并就此写过一篇文章，但这篇文章主要是说明大国条件下进口替代工业的一定合理性，而不是以分析产业竞争力为目的，因此这种分类在此不一定合适。但这种分类具有简明的优点，也可以合理吸收，本书第五、第六两章的分章方法，多少得到这种分类的启示。

作者认为，以分析产业竞争力为目的，产业分类的科学方法应主要从市场竞争类型出发。按照产品的可贸易程度和跨国公司在某行业中的支配强度是进行国际市场竞争类型划分的基本依据，由此分出的四种国际市场竞争类型，使挑选典型行业有据可依，并可能在典型行业的实证分析中得到最多的信息，包含最多的政策启示。解决了产业分类之后，针对某些行业的国际化生产现象，借鉴价值链的分析方法，也是本书的一个特点。

设置产业竞争力指标是寻找表层的分析工具。尽管尽可能罗列了各种指标，但作者心里明白，要完整地应用任何一个指标，在实际材料的收集上都存在不同程度的困难。因此，对于作者来说，设立指标体系的贡献，不在于作者马上应用了它，而在于揭示了它们之间的相互关系，各项指标的理论依据，以及产业竞争力来源的理论说明。

第三是对若干典型行业进行了实证分析和评论。根据实际材料的可获得性和产业分类的依据，作者对电子、汽车、服装、洗涤用品、轮胎、商业零售业等 6 个行业的产业竞争力状况作了初步分析。由于资料收集的困难，应用设置的指标体系来分析并不理想，尽管如此，但还是对这些行业的竞争力状况有了初步印象。作者的结论是，在全球竞争性行业中，外商投资对我国产业竞争力的提高是趋向于积极的；在多国内竞争性行业中，外商投资的作用趋向于消极，至少暂时是这样；在大宗贸易品的竞争性行业中，外商投资对我国产业竞争力有积极意义，同时又有明显的局限性；

在纯国内竞争性行业中，在现行有限开放条件下，外商投资的影响基本是积极的。用典型行业的分析，得到较多的信息量，正是本书的目的。

第四是提供了提高我国产业竞争力的政策思考。按照上述分析方法，本书得到较多的政策启示。这主要是：①为了提高我国产业竞争力，与外商的合作如何从以资金合作为主转向资金合作与技术合作并重；②在外资政策上，要确立提高产业竞争力的目标地位，在引导上，要根据行业分类特点和跨国公司进入的特点制定具体措施；③我国产业组织合理化是提高竞争力的重要途径，产业组织合理化应从多方面入手；④规范市场并对民族产业给予合理援助，是政府帮助民族产业提高竞争力的职责，在市场经济和国际规范框架下履行政府职责与行政干预、保护落后有原则区别；⑤我国企业向海外投资也是提高国内产业竞争力的一个手段，要借鉴国际经验，明确海外投资目标，制定具体措施，使海外投资纳入国内产业升级的宏观政策之中。

本书结构分为八章。第一章主要是说明在外资大量进入的情况下，研究我国产业竞争力的重大意义，以及国内外前人的研究情况；第二章主要是研究我们的评价立场和本书采取的分类方法及分析方法；第三章设置了产业竞争力的指标体系，对各项指标进行了解释和说明，并对产业竞争力来源进行了理论考察；第四章从理论、实际和模型分析等不同角度探讨了对外直接投资与竞争力之间的关系，这种关系对投资母国和东道国都具有启示；第五章分析了出口贸易性强的若干行业的竞争力状况，这些行业分属于全球竞争性行业和大宗贸易品的竞争性行业；第六章分析了国内市场的国际竞争，涉及的行业分属于全球竞争性行业、多国内竞争性行业和纯国内竞争性行业；第七章探讨了利用外资与提高产业竞争力的国际经验，为上述实证分析的政策启示提供进一步的实践依据；第八章讨论了提高我国产业竞争力的政策思路。

本书是在王林生教授指导下写的。他的指导方式是与我讨论，并在此基础上帮助我推敲和拟定写作提纲。在他指导下写成的《FDI 与我国开放型经济研究》和我们共同的研究成果《论对外贸易经济效益》这两本书，

为我写作本书奠定了研究基础。在酝酿写作思路过程中，林桂军博士给了我不少实际的帮助。在学术思想和学术观点的形成中，王洛林教授、江小涓博士、徐鸣同志对我都有重要的影响。本书实际资料的收集，得益于参加国家经济贸易委员会组织的实际调查活动以及中国社会科学院国际投资研究中心所进行的各项学术调研活动。在我完成这部书稿的时候，对师长和朋友的帮助，谨致深深的谢意。

一九九七年十月定稿

Preface

The latest 17 years of the reform and opening up to the outside world have seen that the FDI attracted by industrial sectors had been the biggest proportion of \$ 170 billion FDI inflow in China. By 1996, the industrial output produced by joint-ventures and foreign funded enterprises had accounted for 17% of total value of industrial sectors in the whole country. The effect of FDI on industrial competitive capacity in China is an important subject for us to study its impact on China's industrial development. That is the angle from which my dissertation examines the issue.

The third national industrial survey in 1995 conducted major economic index statistics on 49,599 joint-ventures and foreign funded enterprises which were classified by independent accounting distributed in 37 industrial sectors. The major economic index on 49,599 independent accounting industrial enterprises financed by overseas in the Yearbook of China's Statistics in 1996 is as same as that of the third national survey, but there is somewhat difference between them; the 49,599 enterprises in the Yearbook distributed in 39 industries with two more industries of "other mining" and "other manufactures" than the third national survey. It could be seen from either materials that the FDI had tremendously infiltrated

into China's industrial sectors. Therefore, it would absolutely not be reasonable to wish one dissertation to comprehensively evaluate and judge what influences FDI has made on China's industrial competitive capacity and to conduct qualitative and quantitative analyses to draw a conclusion.

It is possible for the dissertation to make contributions in the following 4 aspects to the research in question which is the pioneering research work in today's scientific research.

First, the standpoint of evaluating industrial competitive capacity was discussed. The industrial competitive capacity raised in the dissertation naturally refers to China's industrial competitive capacity. However, after the entrance of FDI, China's industries have extended to cover the component of overseas investment economy. Consequently, it has become the starting point of evaluation and analyses to define the industrial competitive capacity of different industries which represent different nationalities (different tariff zones or currency zones) in the mainland of China. Finding the right standpoint is the first thing to be done. The raising of the question and the measures to analyze it is sort of pioneering initiative in current academic researches. This dissertation has made some explanation on it.

Second, the measures to analyze industrial competitive capacity were put forward, with the focus on the identification of industrial classification and evaluation index. Obviously, it is impossible for us to argue competitive capacity of all industrial sectors in general terms without further classification. In accordance with the classification of the industrial survey, there are as many as 37 to 39 industrial sec-

tors. Under such a circumstance, it would be impossible to discuss them one by one. To make things simple, we need to classify different industrial sectors and select some special sectors to discuss for getting the result with half efforts. The criterion of the identification is the second question discussed in this dissertation.

Once I wrote an article in which the methods of general trade development strategy was applied to classify the industrial enterprises of joint-ventures and overseas funded firms into two different categories: export-oriented manufacture and import-substitution industries. But the paper mainly emphasized certain rationality of import-substitution industry in case of large countries, and it didn't aim at analyses for industrial competitive capacity, therefore this sort of way of classification is not applicable in this dissertation. However, since it enjoys the advantage of simplification, it should be rationally adopted. The way of classification in chapter 5 and chapter 6 is somehow inspired by such a classification way at certain extent.

In my opinion, to analyze the industrial competitive capacity, the scientific way of industrial classification should mainly focus on the types of market competition. The fundamental basis to differentiate the types of international market competition is the extend to which products can be traded and the degree of dominance of transnational companies in certain industry. Four types of international market competition as results of such a basis have enabled us to select some typical industries and to get as much information, including most inspirations of policy, as we can by doing positive analyses on such typical industries. After working out the solution for industrial classification, the dissertation applies the way of value-

chain to analyze the phenomenon of international production in certain industries. This is also a characteristics of the dissertation.

Setting up the index of industrial competitive capacity is the analyses appliance to search surface layer. Although I have listed as many indexes as I can, I think that there are certain difficulties to different extent in the collection of practical data in order to completely apply any indexes. Therefore, the contributions that the author has made to the setting up of index system is not to apply such indexes immediately, but to reveal the relationship between them, their theoretical evidence and theoretical explanation on the source of industrial competitive capacity.

Third, many typical industries were analyzed and commented by the author in an active way. According to the availability of the practical data and the industrial classification basis, I have made initial analyses on the current situation of industrial competitive capacity for six sectors: electronics, automobile, clothes, detergent products, tyre and retails. Owing to the difficulties in collecting data, it is not ideal to use the set of index system to analyze the competitive capacity. However, I have got a primary impression on the situation of competitive capacity for such sectors. My conclusion is that the influence of FDI on the improvement of China's industrial competitiveness tends to be positive in the globally competitive industries, while in the multidomestic competitive industries, its influence tends to be negative, at least temporarily. As in the competitive industries with mass trade volume, positive influence can be seen on one hand, but on the other certain limitation is obvious. In the net-domestic competitive industries, the influence of foreign in-

vestment is basically positive in current situation of limited openness. It is the purpose of this dissertation to obtain as much information as possible by analyzing typical industries.

Fourth, this dissertation provides policy thinking on enhancing China's industrial competitive capacity. With the analyses way mentioned above, the dissertation has got the following major enlightenment. 1. To strengthen China's industrial competitive capacity, how does the cooperation with foreign investors transfer from capital pattern to integrated pattern of capital and technology; 2. The goal to improve the industrial competitive capacity should be established as a policy in utilizing foreign capitals, and as guidelines, concrete measures should be worked out in accordance with the characteristics of different industrial classification and entrance of foreign companies; 3. The rationality of China's industrial organizations is an important way for China to improve industrial competitive capacity. Such rationality should be realized in any aspects. 4. It is the government's obligation in helping national industries improve industrial competitive capacity to regulate market and reasonably aid the national industries. In the frame of market economy and international regulation, government's obligation is, in principle, quite different from government interference and protection of backwardness. 5. The investments by China's enterprises in foreign countries and regions, which is also an efficient way to improve China's domestic industrial competitive capacity, should use the experience of other countries as reference, define a clear aim and set up concrete measures to include such kinds of investments abroad in the macro-policy of upgrading domestic industries.

This dissertation is composed of eight chapters. The first chapter is mainly on the significance of studies on China's industrial competitive capacity as well as some research achievements under the circumstance of mass in-flow of foreign capital. The second chapter is mainly on our stand of evaluation and the methods of classification and analyses applied in the dissertation. The third chapter has set up the index system of industrial competitive capacity, explained all indexes and conducted theoretical investigation on the source of industrial competitive capacity. The fourth chapter discusses the relationship between FDI and competitive capacity in terms of theory, practice and model analyses, which is of good enlightenment for both home country and host country. The fifth chapter analyzes the status of competitiveness of many export-oriented industrial sectors with favorable strength of trade. These sectors are from globally competitive industries and those with mass trade products respectively. The sixth chapter analyzes the international competition in China's domestic market in three kinds of industries: globally, multi-nationally and simply domestically competitive industries respectively. The seventh chapter discusses the international experience of utilizing foreign capital and enhancing industrial competitive capacity to provide policy enlightenment actively analyzed above with further practical evidences. The eighth chapter discussed the way of thinking concerning the policy to improve China's industrial competitive capacity.

This dissertation is guided by Prof. Wang Linsheng. His guiding method is to discuss with me, and on the basis of our discussion, he helps me to work out the outline of my dissertation after repeated

deliberation. The two books, *Research on FDI and the China's Open Economy* which is written under his guidance and our research findings *Essay on the Economic Benefit of International Trade*, serve as a research foundation for my dissertation. During creating my train of thought, Dr. Liu Guijun gives me many practical help. In the process of forming my academic idea and view, I am deeply influenced by Prof. Wang Luolin, Dr. Jiang Xiaojuan and Mr. Xu Ming. The gatherings of the actual materials for my dissertation are benefited from my participation in the research activities provided by the State Economic and Trade Committee and also from the various kinds of academic research work carried out by the International Investment Research Center of Chinese Academy of Social Sciences. At the time of Publishing my dissertation, I would like to express my deep gratitude to the help of my teachers and friends.

1997.10

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