

“One Belt, One Road” and the Promotion of Jinan's City Internationalization

Aibo Zhang
Shandong Jiaotong University
Jinan, China

Rong Fu
Shanghai Normal University
Shanghai, China

Hongfeng Gao
Shandong University
Jinan, China

Abstract-“One belt and one road” provides a rare opportunity for the opening up and development of cities in China. It is of great significance for Ji'nan to integrate into the “one belt and one road”, speed up opening up and build an international city. Domestic cities such as Hangzhou and Qingdao have already had good experience. On the basis of drawing lessons from other cities and identifying their own problems, Jinan has continuously promoted the internationalization of Jinan's cities through improving the level of export-oriented economic development, constructing international communication channels, creating an international working and living environment and strengthening the construction of international talent team.

Keywords-“One Belt, One Road”, the Promotion, Jinan, City Internationaliz

The concept of “One Belt, One Road” is a major global economic development strategy put forward by China for the first time and has injected huge positive energy into the economic development of China and the world. “One Belt, One Road” not only makes China's economy move towards a bigger and more open global market, but also makes the open economy of “bringing in” and “going out” become the road to enforcing the country and enriching the people to a new realm of development. Meanwhile, it also provides rare opportunities for the open development of domestic provinces and the internationalization of cities. In this context, Jinan must actively participate in the process of globalization and regional economic integration, and must be integrated into the “One Belt, One Road”, it is necessary to comprehensively improve the level of opening up and development of the city and promote the internationalization of the city.

I. THE SIGNIFICANCE OF IMPLEMENTING THE CITY INTERNATIONALIZATION OF JINAN UNDER THE “ONE BELT, ONE ROAD”

Jinan is the capital city of Shandong Province and one of the 15 sub-provincial cities in the country. It is at the core of Shandong's “One Circle and One Belt” regional development strategy and is the central city of the provincial economic cluster. However, among the 15 sub-provincial cities, Jinan's economic status is slightly embarrassing, and major economic indicators such as GDP are ranked lower. Although Jinan has achieved certain achievements in economic construction in recent years, it has to admit that it has not been open enough degree of internationalization is

low, the economy is too conservative, and its vitality is not enough and so on for a long time city character has become the shackles of the city internationalization development. Therefore, how to implement the strategy of “One Belt and One Road”, accelerate opening up, build an international city, integrate into the world urban system, take the opening up as the guide, take the business and culture as the two starting points for the development of outward-oriented development, and contribute to the local economic and social development, all of which put forward new requirements for the government's role and strategy implementation, which is an important subject of Jinan. The implementation of Jinan city internationalization development is of great significance to the future development of Jinan City.

First of all, in the critical period of the development of provincial capitals, the high level of development of urbanization can drive regional development and has important strategic significance.

Secondly, it will help Jinan to stand out from the competition in the same level of cities in China. There are more than 280 cities above the prefecture level in China. Throughout the same level of cities in China, Hangzhou and Qingdao have all introduced international strategies. Jinan must recognize the urgency of this issue.

Finally, it is conducive to attracting foreign investment and serving the development of an export-oriented economy. Taking the “One Belt, One Road” strategy as an opportunity, we will increase the internationalization of Jinan, accelerate the pace of opening up to the outside world, attract talents, optimize the urban environment, enhance the industrial structure, facilitate international exchanges, and increase people's well-being.

City internationalization is an inevitable trend of current economic and social development. Without an open government, there is no open Jinan. It is not an unrealistic goal to propose the establishment of an international city. It is not just a grand blueprint. It is important to improve the city's functions, enhance its economic status and international reputation on the road to an international city, and revitalize it. Therefore, city internationalization also has certain reference to the actual operation of the government in public management.

II. EXPERIENCE AND PRACTICE OF INTERNATIONALIZATION OF DOMESTIC ADVANCED CITIES

A. *Practice of Internationalization in Hangzhou*

The external development of Hangzhou has always been in the leading position in the country. The government concept is more avant-garde and the city is highly internationalized. Hangzhou clearly understands that they lack the resources advantages of energy and raw materials, and they have no special location advantages. Therefore, Hangzhou will position itself to develop service economy, creative economy and creative city, continuously improve the city's inclusiveness, build a modernized urban security system, build an international brand, build a metropolitan form, and extend its industrial scope to the whole world.

In recent years, the Hangzhou Government has been able to introduce more than 10 of the world's top 500 investment projects in just one year. By 2016, 30 of the world's top 500 companies have invested in 58 projects in Hangzhou. The main focus is on the Hangzhou metropolitan area, the return of Zhejiang businessmen funds, cooperation with central enterprises, and the holding of international summits and fairs. The main methods: The first is to expand the open advantage. From the government's position, organize enterprises to participate in exhibitions abroad, encourage enterprises to establish overseas production bases, promote private enterprises to cooperate with global industry leading enterprises, and accelerate the return of Zhejiang businessmen. The second is to hold special investment meetings. Such as "Zhejiang businessmen symposium" and a series of activities, organized to participate in the "China (Hangzhou) Global Investment Summit", to create global influence. The third is to deepen foreign business activities. Each year, more than ten investment projects have been negotiated, and there have been no fewer than 20 visits. Many foreigners have been invited to come to China for employment and business visits to provide services for the operation and development of foreign-funded enterprises.

The Hangzhou Government has made a lot of efforts in this regard. There are a lot of export-oriented talents and they are quick to take the initiative. In accordance with international management, we should build an international service level intermediary service system, focusing on cultivating knowledge-based and technology-based service industries, using the big data platform to establish "Digital Hangzhou", integrating elements from new media and service outsourcing, and building a creative economy system. Hangzhou has adopted an open access policy, and the government has withdrawn from the competitive sector to the maximum extent and invigorated infrastructure construction. Encourage foreign capital to enter the financial market. Hangzhou attracts talents worldwide, actively introduces foreign experts and attracts high-level leadership talents at home and abroad. Develop cultural diplomacy and expand new channels for international cultural exchanges.

B. *Practice of Internationalization in Qingdao*

The Qingdao Municipal Party Committee and the Municipal Government have put forward the idea of "Implementing a more proactive strategy of opening up, strengthening international awareness and rules awareness, creating an international business and living environment, and striving to enhance the degree of internationalization of the city; Attaching equal importance to 'introducing' and 'going out', strengthening foreign economic cooperation, and cultivating a number of transnational operating companies and internationally renowned brands based on Qingdao."

Qingdao is located in the coastal area, and its internationalization level is higher than Jinan. Opening is the biggest advantage of Qingdao. The main methods: First, they acquired foreign brand enterprises, made friends with international cities, opened international routes, and signed a comprehensive strategic cooperation framework agreement with five neighboring cities such as Yantai, and strengthened regional cooperation. Second, Qingdao has an innovative cooperation model. They have established economic partnerships with 11 foreign cities. They have completed the registration of the "Qingdao Industrial and Commercial Center" in Singapore and will soon operate. They actively play the role of the institution in promoting two-way investment and trade cooperation. Third, they have innovative ways to integrate resources and improve the investment promotion system. They insisted on attracting funds, learning technology, and introducing talents. They continued to introduce well-known enterprises at home and abroad, and expanded the scale of foreign investment by attracting overseas investment and financing. They promote the "going out" strategy and support enterprises in developing overseas resources, international R&D cooperation, cross-border M&A investment and overseas engineering contracting. Fourth, Qingdao comprehensively promoted the construction of international trade center city, formulated and implemented the "Five Action Plan" for urban construction such as e-commerce leading development and international trade in goods promotion, and promoted the transformation of traditional foreign trade to modern international trade.

Many practices in Qingdao are worth learning. For example, the operation of Qingdao Foreign Investment Enterprise Association is very mature. All members have membership system, members pay membership fees, establish business representative organizations in some countries and regions. The organization is responsible for liaison with international multilateral institutions.

In terms of infrastructure construction, Qingdao is also worth learning. Modern urban infrastructure construction is an important feature of an international city. In the five years, the city's investment in urban construction totaled 37.74 billion yuan, and it won the title of "National Garden City". In addition, as one of the earliest cities in China to implement the famous brand strategy, the total number of brands in Qingdao ranks among the top cities in the country.

III. PROBLEMS AND CAUSES OF JINAN IN IMPLEMENTING URBAN INTERNATIONALIZATION STRATEGY

Since the Third Plenary Session of the 11th Central Committee, the international competitiveness of Jinan's economy has been continuously enhanced, and certain achievements have been made in the field of urban internationalization and opening up. However, we should also see that there is still a big gap between Jinan's level of opening up and the advanced cities of the province. There are still some problems in the implementation of the city's internationalization strategy in Jinan, mainly in the following aspects:

(I) The urban internationalization construction lacks overall strategic planning. At the same time that the internationalization strategy of the first-tier cities in the Beijing, S Shanghai and Guangzhou has matured and enjoyed the huge dividend brought about by the internationalization of the city, second-tier cities such as Nanjing, Hangzhou and Ningbo have been catching up and have developed their own international strategies and action plans. However, Jinan has not yet issued its own international strategy and implementation opinions. Due to the lack of strategic planning, Jinan has obvious shortcomings in promoting urban internationalization. There are many problems in the urban design, aesthetics and organic aspects of Jinan. Meanwhile, the problems of illegal construction, public security chaos and environmental pollution in the "village in the city" are also widespread, which seriously affect the development process of Jinan city internationalization.

(II) Jinan has less foreign exchanges and a lower degree of openness to the outside world. First of all, Jinan local government organizations have a small number of people and batches going abroad, and there are fewer special groups for business and economy. Fewer international conferences are held and fewer high-level delegations are invited. There are fewer international activities in Jinan, and the level of visitors needs to be improved. It can be said that Jinan local government is still at a low level in business, economic and talent exchanges with foreign countries. The lack of overall planning for external contacts is limited to passive interactions and is limited by some transactional work. Information exchange and cooperation with foreign countries are also limited, and it has not been raised to a certain extent to pay attention to it, and there is no mechanism for tracking implementation. In the next place, the proportion of foreign direct investment and foreign direct investment in GDP in Jinan is lower than that in big cities such as Beijing, Shanghai and Guangzhou. In terms of international allocation of production factors, none of the headquarters of the world's top 500 companies has settled in Jinan. In terms of external exchanges and economic openness, the internationalization level of Jinan needs to be further improved.

(III) Jinan's urban radiation power and influence are weak, and regional economic development is slow. Jinan is

relatively small in scale, limited in land resources, low in economic development quality and lack of leading enterprises with influence in the country. There are many private enterprises in Jinan, but most of them are labor-intensive enterprises with low level of high-tech and lack of advantages in international competition. Therefore, Jinan's industrial cohesion and concentration radiation are not strong, Jinan is not strong in driving the surrounding areas, and the regional economic strength is weak. In addition, from a cultural point of view, Jinan failed to make full use of the advantages of the provincial capital and historical advantages, and did not publicize the city's international visibility. We should vigorously develop international tourism and raise the level of internationalization.

(IV) Jinan's international infrastructure is inadequate. In Jinan, there are obvious shortcomings in international routes, international hotels, international hospitals and international schools, which need to be strengthened urgently. The living conditions of foreigners coming to China cannot be guaranteed, and the living facilities cannot better meet their living environment requirements. Moreover, there is no real international school for foreigners, which cannot solve the problem of enrollment of children of foreigners in China in a timely manner. In addition, Jinan's commercial and recreational facilities, hotels and hospitals are also lack of international positioning. Therefore, it is necessary to increase investment in urban infrastructure construction, increase the proportion of the tertiary industry, and optimize the investment environment in Jinan.

IV. RELYING ON THE "ONE BELT, ONE ROAD" STRATEGY TO STRENGTHEN THE NATIONALIZATION OF JINAN

With the implementation of the "One Belt, One Road" major strategy and the comprehensive pilot project of building an open economic new system in Jinan, the level of Jinan's internationalization and the development of export-oriented economy are constantly improving. However, problems still exist, such as weak comprehensive strength of export-oriented economy, low level of international cooperation, and poor international influence of human environment. The level of urban internationalization is inconsistent with the status of the capital city of Shandong's economic and cultural province. In order to speed up the internationalization of Jinan city and further expand the degree of opening to the outside world, the following aspects of work need to be done well.

A. *We Should Raise the Level of Export-Oriented Economic Development.*

By building the "four centers" and building the opportunity of modern Springs City, we will actively adjust the industrial structure, foster new economic growth points, accelerate the pace of technological innovation, improve the international competitiveness of scientific and technological innovation, and promote the development of open economy. Taking "One Belt, One Road" as a breakthrough, we will

actively carry out international capacity cooperation, promote more enterprises to go global, and enhance the global layout capability and multinational production and operation capabilities of Jinan enterprises. We will carry out project contracting cooperation and promote competent enterprises to participate in the construction of infrastructure projects such as railways and highways in neighboring countries. We will give full play to the comprehensive comparative advantages of provincial capital cities, accelerate the construction of cross-border e-commerce platforms with the Jinan Comprehensive Bonded Zone, and foster the introduction of international e-commerce giants such as Ali, Google, and Amazon to guide the development of cross-border e-commerce industry to scale, clustering and standardization.

B. We Should Build an International Communication Channel.

We will take advantage of Jinan's comprehensive transportation hub and state-level logistics node cities to coordinate roads and railways, and strengthen the construction of land ports. In 2016, Jinan has been listed as the main railway hub city of the "China-European Construction and Development Plan (2016-2020)", and it undertakes the important functions of the Central European. The next step is to effectively promote the organization and implementation of Jinan and the Central European Banquet in the whole province, and to enhance Jinan's international logistics distribution function and radiation driving capacity. On December 6, 2016, the Chengdu-Jinan-Los Angeles intercontinental route will open its first flight and achieve a new breakthrough in the intercontinental route of Jinan Airport. In the future, we should further develop international air logistics, support the opening of new international flights, increase direct flights, and promote economic and trade exchanges and tourism cultural exchanges between Jinan and other countries and regions in the world. Jinan International Mail Bureau will be upgraded to International Mail Transfer Bureau.

C. We Should Create an International Working and Living Environment.

Taking the construction of the Central Business District, China-Singapore Smart City and Innovation Valley as an opportunity, we will build an international community integrating ecological, low-carbon, green and wisdom concepts and supporting international public service facilities such as housing, education and medical care. Adhere to the concept of green development, control air pollution, and create a good living environment and ecological environment. Enhance the soft power of urban culture and embrace the advanced foreign culture.

D. We Should Strengthen the Construction of an International Talent Team.

We should establish a comprehensive talent training system that combines colleges, governments, enterprises, and social organizations. We will establish a global talent

information platform and talent reserve system, vigorously attract international talents, and strengthen the training of international awareness, international communication skills and international competitiveness. We should promote the APEC Business Travel Card to simplify the procedures for foreign economic workers to go abroad and facilitate the development of open economic activities.

V. CONCLUSION

In short, with the integration of Laiwu into Ji'nan in 2018, the total population of Ji'nan is close to tens of millions. The GDP of Ji'nan is expected to break through trillion yuan in 2020. The subway is speeding up construction, and the pace of the North strides has been stride forward. The Ji'nan city circle framework is highlighted, and the role of the high-speed rail is obvious. Ji'nan also made clear the need to build an international metropolis of "big, strong and prosperous". Next, Jinan, an international city, is rising.

Finally, I would like to point out that in the course of research and writing, this article was funded and inspired by three projects: the second batch (Soft Science) project of the Ji'nan science and technology development plan in 2016, "the study on the strategy of one belt along the way" and the "Ji'nan plus rapid development" by Mr. Gao Hongfeng, and the 2017 Ji'nan science and technology development plan, hosted by Professor Zhang Aibo. In the "soft science" project, "the strategy of building an ecological intelligent transportation system in Ji'nan" under the background of "Internet +" era, and the research project of "Humanities and Social Sciences in Shandong higher learning institutions" sponsored by Professor Zhang Aibo, "the study and construction of Shandong's transportation culture theory", this paper is also a phased research achievement of these projects. Hereby, I hereby declare and thank you!

REFERENCES

- [1] Bing Feng. "One Belt And One Road" the Chinese logic of global development. [M]. Beijing: China Democracy and Law Press. 2015
- [2] Jianmin Wu. Homeopathy: Wu Jianmin talks about diplomacy. [M]. Beijing: China Legal Publishing House. 2015
- [3] Xia Duan, Xiangqing Meng. Urban Security: Research Report on the Capital Internationalization Process. [M]. Beijing: China Economic Press. 2010
- [4] Hangzhou Municipal Government Work Report. [R]. Hangzhou: Hangzhou Municipal People's Government. 2014-2016
- [5] Wenjian Liu. Vigorously implement the strategy of going global to accelerate the process of Qingdao's internationalization. [N]. Qingdao Daily. 2013.4
- [6] Jinan City "One Belt, One Road" project group. The realistic conditions for jinan to promote the internationalization of the city in the "One Belt And One Road" strategy. [J]. Journal of the Party School of Jinan Municipal Committee of the Communist Party of China. 2016.3
- [7] Guangyu Zhang. The Integration of Tourism and Culture: The Path Choice of Jinan Tourism Development. [J]. Journal of the Party School of Jinan Municipal Committee of the Communist Party of China. 2010.4

- [8] Wen Li. Transformation and improvement of China's government investment functions. [J]. Journal of Anhui University of Science and Technology. 2006.3