

The Countermeasures for the Export Oriented Development of County Economy--A Case Study of Taian, Shandong

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Abstract: *County economy is a regional economy with regional characteristics and complete functions, which is an important part of China's economy. With the recovery of international trade, the export oriented development path is still an important way of regional economic development in country level. In this paper, the current status of export oriented development of county economy is analyzed in the case of Taian, Shandong province. The paper finds that the export oriented development of county economy of Taian is necessary and feasible. To get better development, both of the government and enterprises should enhance investment environment optimization, implement talent strategy, take good uses of cross-boarder e-commerce and so on.*

Keywords: *Country Economy, Export Oriented Economy, International Trade*

1. Introduction

1.1. Country Economy

County economy is a regional economy with regional characteristics and complete functions, which takes the county political power as the main body of regulation, and the market as the guidance to optimizes the allocation of resource. In this paper, "county" refers to the administrative divisions of "county" and "county-level city". County economy is the foundation and the most basic economic unit of China's national economy. The full development of county economy can better drive the development of rural economy and promote the transformation of rural economy to modernization, which is of great significance to enhance the level of modernization of China. According to the spirit of the 19th National Congress of the Communist Party of China and the relevant national policies, the local government of Shandong province also put forward specific requirements for the development of county economy, in order to vigorously develop the characteristic county economy.

Nevertheless, there are still many problems in China's country economy with great potential of development, including the aspects of infrastructure, economic structure, human resources, capital, mechanism, and so on. As a result, the healthy development of the county economy is an important issue to be solved at present and in the future. Moreover, due to the great differences in geographical location, resource endowment and economic development foundation, the economic development means in different counties are distinctively diversified. Therefore, the study of county economy development can not simply copy the advanced experience of other regions, but need to start from the actual problems of local social and economic development, and carry out targeted research.

1.2. Export Oriented Economy

Export oriented economy is an economic structure, economic operation mechanism and economic operation system established by a country or region to promote its economic development and growth. Based on the theory of comparative advantage, the region with export-oriented economy actively participates in international division of labor and competition, guided by international demand and export expansion. It can promote the improvement of regional economic benefits and social and economic development by using foreign capital on a large scale, increasing foreign exchange through export, taking advantage of advanced technology and management methods. In spite of the decreasing of international trade volume due to subprime crisis and side-effect of COVID-19 epidemic, China's

foreign trade with foreign countries has grown on a large scale since 2021. China's 30 years of reform and opening up experience shows that the more open, the better developed.

1.3. Research Purpose and Significance

The development of county economy is an important part of the development of national economy to realize the overall planning of urban and rural economy. This paper analyzed the current problems in country economy in the case of Taian, Shandong province, and put up countermeasures for its further development in the perspective of export oriented economy. The purpose of this study is to help find the path and method of economic export oriented development of Taian, which has a certain reference significance for the export oriented development of county economy in the province and other regions of China.

2. The Analysis on the Development of Taian's Country Economy

2.1. The Current Development Status of Taian's Country Economy

Taian is located in the central part of Shandong Province with obvious location advantage. Geographically, it is adjacent to Jinan, the capital of Shandong Province, Qufu, the hometown of Confucius, and the Yellow River in the West. It also has convenient transportation condition. There are several railways and expressways connecting with the surrounding cities, such as Beijing Shanghai high speed railway and Beijing Shanghai expressway. As a result, it almost has been integrated into the "one-day life circle" of all cities in Shandong province.

According to the statistical yearbook of Tai'an in 2019, Tai'an governs four counties (cities) including Xintai, Feicheng, Ningyang and Dongping, with an area of 5,675 square kilometers and a population of 3.922 million. The annual GDP of the four countries reached 252.459 billion yuan, accounting for 76.12% of the city. In 2019, the total value of foreign trade import and export in the region of countries was 5,989.01 million yuan, accounting for 44.47% of the city's total value of import and export.

Among them, Xintai is a strong economic county with abundant coal and non-ferrous metal resources. There are 47 large and medium-sized enterprises. In 2017, Xintai became one of China's top 100 economic counties. Feicheng has distinctive industrial characteristics, with 8 industrial clusters including construction machinery and accessories, salt and chemical industry, and 40 large and medium-sized enterprises above designated size. Dongping is rich in natural resources and has a good momentum of economic development, with 14 large and medium-sized enterprises above designated size.

2.2. The Problems in Taian's Country Economy

2.2.1. The Singleness of Rural Industry Structure

Although there are several regional competitive enterprises in each country of Taian, the industry structure is relatively lack of complementary. The primary industry accounts for large proportion. Most of the enterprises are resource and labor intensive.

2.2.2. The Outdated Thought in Economic Development

As a city in traditional economic province and the birthplace of Confucianism, the local government is relatively conservative and lack of pioneering and progressing spirit. The theory and thought used in regional economy development is out of dated. The outdated thought has seriously reduced the vitality of economic development.

2.2.3. The Unbalanced Development between Economy and Environmental Protection

The county level has a large amount of land and natural resources, so it should pay special attention to the relationship between economic development and environmental protection. However, the unbalanced development in the country region of Taian has appeared. Except for agriculture industry, the major tax income are from mineral, chemical and mechanical processing industry. With the increasing pressure of environmental protection and the increasing scarcity of resources, industrial transformation is imperative.

2.2.4. The Backward Construction of Country

Due to the shrinkage of township enterprises, the slowdown of farmers' income increase, the weakening of financial payment ability, the lack of market-oriented operation and other problems, the development and construction of country region are hindered. The backward construction of country region can not provide sufficient infrastructure for the development of regional economy, and difficult to attract talents.

3. The Necessity of Export Oriented Development of County Economy in Taian

3.1. The Develop Environment of International Trade Tends to be Better

Although there are still many uncertainties in the global economy and the rise of trade protectionism in some countries, the global economic growth is steady and accelerating since 2021, especially in China. The overall situation is positive and optimistic and international trade is showing a recovery trend. Moreover, the development of one-belt one-road initiative and RCEP have provided wider market and more preferential policies for China's export enterprises.

3.2. The Location Advantage and Resource Endowment of Taian

In the aspect of location, Taian has very convenient contact with both domestic and foreign countries. In China, Taian is adjacent to the Bohai economic zone and the blue Peninsula Economic Zone, surrounded by Qingdao, Yantai, Weifang, Weihai and other developed export oriented economy regions. In terms of foreign countries, Shandong province has strong economic relationship with Japan and South Korea due to the geographic location. In the aspect of resource endowment, Taian is rich in population, natural resources, mild climate and so on, which could be favorable condition for the development of export oriented economy.

3.3. The Fast Development of Cross-boarder E-commerce

Cross border e-commerce model becomes a new driving force for trade growth. The cross-border e-commerce model overcomes the inherent deficiencies of inland cities in foreign trade, contacts a wider range of overseas customer resources through the e-commerce platform, and improves the efficiency of foreign trade.

Hence, according to the above analysis, the export oriented development mode has a good adaptability and necessarily to the county economic development of Taian.

4. The Countermeasures of Export Oriented Development of County Economy

4.1. Optimizing Investment Environment and Increasing Investment Scale

The optimization of investment environment is the basis of the development of export oriented economy, which major include infrastructure construction and good policy environment. The current infrastructure in Taian's country region is insufficient. To enhance export oriented economy, the local government should strengthen the construction of 5g base stations, country-level and town-level road, and increase commercial infrastructures to provide better business environment. Besides, the local governments should formulate clear plans for the utilization of foreign capital, implement flexible forms of foreign investment, enhance service awareness and create an efficient and convenient investment environment.

4.2. Increase Support for Small and Micro Enterprises

In country economy, small and micro enterprises (SMEs) are the main body of economy development. However, due to its small scale, SMEs are vulnerable to external environment, such as unstable economic polices, increase of taxes, and shortage of funds. The local government should provide strong support to SMEs, especially export enterprises in the aspect of tax incentives, credit support, and policy support.

4.3. Implement Positive Talent Strategy

The lack of talents is the bottleneck of most county economic development. In terms of export oriented economy, the demand for talent is even more urgent. For country-level government and enterprises, positive talent strategy should be implemented, including both talents introduce and retain. On one hand, the local enterprises could make co-operation with local university and vocational school; one the other hand, carrying out preferential talent policy to prevent brain drain.

4.4. Increase the Added Value of Products and Cultivate Export Brands

Added value is critical in increasing profits, and is also the expression of the competitiveness of enterprise. In order to increase the competitiveness, the enterprises should pay more attention on the technology innovation to increase added value. On the other hand, cultivate export brands is also important, which could further enhance export competitiveness and realize sustainable development.

4.5. Enhance the Integration of Cross-border E-commerce and Traditional Industry

The development of cross-border e-commerce has brought new opportunities for many SMEs with insufficient foreign trade experience. Through the combination of cross-border e-commerce and traditional industries, on one hand, it can increase the profits; on the other hand, it can promote the transformation and upgrading of traditional industries. Especially for Taian's traditional advantageous export industries, agriculture and garment processing industry, the effective use of cross-border e-commerce can reduce the cost exportation and improve the quality and efficiency of the regional economic development.

5. Conclusion

The development of country economy is critical to regional development. Under the background of international trade recovery in 2021, the export oriented development is still a good choice for country region. Both of the government and enterprises should take good advantage of internal resources and external environment to realize the sound and sustainable export oriented development of country economy.

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