Sustainable Economic Development In Pearl River Megaregion
Introduction

• Impressed with the progress of the PRD
• Researched the Issues in the PRD and Developed Strategies to Address These Issues
• Similar Issues Shared by the U.S.
• Next Silicon Valley
• We are the Talents you are Trying to Recruit
Economic Growth
Encouragement of A Consumer-Driven Economy

- Offer Better Public Services

Example: Housing

Immigrants: Opportunity Rather Than Burden
Encouragement of A Consumer-Driven Economy

- Import Substitution
- Regional Integration

Source: Yuan, 2011
Encourage Entrepreneurialism and Innovation

• Attract a Skilled Workforce and Investors
• Develop a Regional Culture of Innovation and Creativity
Encourage Entrepreneurialism and Innovation

Source: Center for Economic Competitiveness: SRI International, 1992
Encourage Entrepreneurialism and Innovation

• Create and Enforce Intellectual Capital Protection Policies
• Black Market Banking
• Create Progressive Business Networks Which Encourage Cooperation and Development
• Provide Access To The Local Consumer Market
Art Economic Strategy

• Build Regional Art and Creativity Clusters
• Art Projects Sponsorship
• Offer Grants to Local Artists to Support Artistic Activity and Creativity
• Establish a Strong Architecture Program at One of The Prominent Universities In The Region
Consumer Protection and Branding

- Intellectual Property Protection
- Enhance Consumers’ Confidence In Chinese Domestic Products
Transportation Logistics

- Change the Pattern: Export-Oriented to Domestic-Oriented
- Encourage Efficient Product Movement
- Promote Comprehensive Implementation of Efficiency Standards
- Introduce Special Licensing and Registration to Streamline National Movement
Protecting Environment
Air Quality Improvement

Comparison Between Haze & Clear Days
Air Quality Improvement

Source: NASA / Shenzhen Environmental Department
Air Quality Improvement

• Develop PM 2.5 Standards
• Establish Cap & Trade Policy, a Trade Market for Air Emissions
• Uniform and Strict Enforcement
• Hold Regular Air Quality Joint Planning Sessions With Academic Experts and Decision Makers
Air Quality Improvement

- Improve Transparency & Trust
- Extend the “Car Restriction” Policy After the World University Games
- Renewable Energy Opportunities
Workforce Attraction
Workforce Shortage

- Labor Shortages In Shenzhen Will Reach 0.2 Million In 2011
- There Are 10,000 Labor-Intensive Factories In Longgang and Baoan District In Shenzhen.
- Labor Shortage In The PRD Is Estimated At 2 Million For 2011

Source: National Business Daily, 2011
Workforce Shortage

Sustainable Development

Competition
Workforce Shortage

- Wage Protection System, Increasing Penalty For Enterprises With Wage Arrears
- Specially Designed A Regulatory System For Migrant Workers To Be Residents
- Research and Development of Automation of Different Industries
Develop an Educated Workforce

• Invest in Teacher Training and Increase Senior High Education Access
• Create Quality Vocational Training Programs that Produce a Capable Workforce
• Improve the Capacity of Undergraduate Education
• Allow Autonomy for Educational Institutions
Develop an Educated Workforce

The chart shows the education expense in total spending for Shenzhen, Shenzhen, and Hong Kong compared to the OECD average.

- Shenzhen: 12%
- ShanHai: 16.30%
- HongKong: 23%
- OECD: 13.3%

Source: Shenzhen Municipal Education Bureau / Organization for Economic Cooperation and Development
Import Talents

Will you stay and work in Shenzhen in the future?

Import Talents

Regional Integration in Pearl River Megaregion

Shenzhen’s Role
Observed Challenges

- Current Industry Distribution:
  - Inefficient Resource Allocation & Duplicated Construction

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Resource: Guangdong Statistic Yearbook of 2008
Opportunity: Environment

• Shenzhen Can Take the Initiative to Introduce a New Level of Technological Cooperation With Hong Kong.
• Shenzhen Can Provide Access For the Rest of the PRD Region to Such Technologies that Allow for Environmental Protection.
Opportunity: Environment

Improving Air Quality: it can’t be accomplished by just one city.

- Bring in New Technology and Better Environment
- Attract New Human Capital
- Develop Better Cultural Environment
- Inject Social Responsibility into local business
Actions

• Establish an Efficient and Transparent Negotiating Instrument/Authority
  EX. Water/Emission Trade Commission

• Regional Integration In Developing Logistics Network Inside the PRD

• Further Promote Decrease Passage Time of Consumers Between Hong Kong and Shenzhen
珠江三角洲可持续经济发展
简介

• 了解珠江三角洲
• 借鉴洛杉矶经验
• 珠江三江周的机会与挑战
经济成长
促进消费型经济

- 提供更好的公共服务
  例子：住房问题
  移民：机遇而非负担
促进消费型经济

- 「进口代替」
- 区域整合

Source: Yuan, 2011
鼓励企业创新和创业精神

- 吸引人才和投资者
- 建立文化产业区域
鼓励企业创新和创业精神

Source: Center for Economic Competitiveness: SRI International, 1992

Figure II-2 When the Vital Cycle Works...
鼓励企业创新和创业精神

- 建立与强化知识产权保护政策
- 地下钱庄
- 建立先进的企业网络，鼓励企业发展
- 提供当地消费市场渠道
文化产业经济战略

- 建立区域文化创意组团
- 资助文化项目
- 支持本地艺术家并支持艺术创意活动
- 在当地大学开设建筑专业
消費者保護與品牌建立

• 知识产权保护
• 加強消費者对国产品牌信心
交通与物流

• 改变模式:从出口导向到内需导向
• 鼓励更有效的物流方式
• 建立更全面、有效的物流标准
• 引进特殊认证机制，加速国内物流
环境保护
空气品质的提升

空气品质比较
空气品质的提升

Source: NASA / Shenzhen Environmental Department
空气品质的提升

- 建立PM 2.5标准
- 建立排污交易政策
- 统一和严格的执法
- 增进与学者的合作实现信息共享
空气品质提升

- 提高透明度 增加对政府的信任
- 大运会后继续施行机动车限行机制
- 新能源带来的新机会
健全劳动力市场
2011年深圳劳动力缺口将达到20万
仅龙岗和保安两地劳动密集型集型企业就多达一万家
珠江三角洲劳动力缺口在2011年估计达到两百万

Source: National Business Daily, 2011
用工荒

永續發展

全球競爭
用工荒

- 健全薪资保障系统
- 为普通劳工降低户口准入标准
- 发展各项产业自动化
培育高素质劳动力

- 加大对老师的培训投资及高中教育普及化
- 建立高等职业教育课程
- 普及大学教育
- 赋予教育机构自主权
培育高素质劳动力

Source: Shenzhen Municipal Education Bureau / Organization for Economic Cooperation and Development
引进高素质人才

Will you stay and work in Shenzhen in the future?

引进高素质人才

单位：百人

珠江三角洲的区域合作

深圳的角色
挑战

- 当下的产业分布:
  - 低效资源配置和重复建设
  - 小型经济圈 V.S. 松散的核心城市

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Resource: Guangdong Statistic Yearbook of 2008
机遇: 环境保护

- 深圳可主动引进与香港的技术合作
- 深圳可向珠江三角洲其他城市提供技术支持
机遇：环境保护

提高空气质量需要区域合力

- 带来新的技术发展和更好的环境
- 吸引新的人才
  - 发展更好的文化环境
  - 为企业注入新的价值观和社会责任感
建议

• 建立有效和透明的协商手段/机构
  例: 建立污水／废弃排放交易委员会
• 基础设施建设方面的区域合作：珠江三角洲内的物流网络
• 更进一步的减少消费者在香港和深圳通行的时间
欢迎提问