Research on Development Positioning and Overall Strategy of Guiyang City (Abstract)

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1. Great Strategic Significance of Guiyang Positioning in New Stage

First, the development of Guiyang has a great significance in constructing ecological sample cities in the world and playing a global model effect. Second, the development of Guiyang plays an important role in exploring the way of coordinated development of society, economy, and ecology for our country, and promoting the sustainability of development. Third, the development of Guiyang is a necessary requirement for improving the level of coordinated development of regions in China and strengthening a balanced development. Fourth, the development of Guiyang will accelerate the construction of economic zone in central Guizhou, and push Guizhou into the ranks of more developed economic zone early. Fifth, the development of Guiyang is conducive to enhancing its status as a large and medium-sized city in China, and strengthening its function as a regional central city.

2. Positioning Analysis Framework at the Global Time-Space Background

First, apply the theoretical framework of city positioning, and use industrial system, factors environment and space value, analysis framework of factors environment and industrial system, etc. to analyze the positioning of Guiyang. Generally, regional factors can be divided into soft and hard ones, that is: regional factors environment = F(hard factors, soft factors). Of which: hard factors = production
factors + infrastructure + position environment + industrial base; soft factors = cultural characteristics + institutional environment + marketing management + degree of opening. Second, use urban strategic analysis framework -- SWOT (Strength, Weakness, Opportunity and Threat) to analyze the positioning of Guiyang.

3. SWOT Analysis of the Development of Guiyang

First, strengths and conditions: ecological civilization consolidates a solid foundation, urban development establishes as a global model; with a pleasant climate, Guiyang is a good place for taking business holidays; strategic energy and resources storage are abundant, competitive land and labor force are plentiful; it serves as a tourism distribution center as well as destination, double drive for sightseeing and leisure; good industrial foundation is the best carrier to achieve a strategic new industrial city; diversity of national culture is the context source for Guiyang going onto the world stage; exploring social management innovation becomes an important support for Guiyang building a harmonious society. Second, weaknesses and problems: insufficient total amount of transportation, logistics and other infrastructure construction, a serious shortage of water resources, weak support force; unbalanced spatial pattern, unreasonable resource matching, imperfect services and carriers; talent introduction is still a long way to go, high-end human capital is still insufficient; thoughts and ideas need to be innovated, soft power for building a high-level international city is inadequate; small-scale, low starting point, lack of clustering modern industrial system; Third, opportunities and potentials: globalization, informatization and low-carbon bring open markets, factor mobility and natural regression; integration develops evenly and social consumption upgrades and transforms under the background of overall rise in China; western development is getting better, Chengdu-Chongqing Economic Circle becomes China’s fourth-largest economic circle which is recognized around the world; development strategy of economic zone in central Guizhou rises as a national strategy; establishment of national ecological compensation mechanism; Opinions on Further Promoting Sound and Rapid Economic and Social Development of Guizhou is issued by the State Council. Fourth, challenges and threats: globalization of the world and national integration intensifies regional competition; national strategy adjustment increases the threshold and difficulty of economic restructuring development; polarization of regional spatial pattern brings the threat of marginalization.

4. Industry Analysis and Development Positioning of Guiyang
Use general analysis model for industry selection to establish Guiyang industry indicator system, and analyze specifically through econometric models of industry analysis. Analyze influence factors in equipment manufacturing, agriculture processing industry, pharmaceutical manufacturing, tobacco manufacturing, materials industry, transportation equipment manufacturing, communications equipment, computers and other electronic equipment manufacturing industries of Guiyang by means of analysis of industry development impacted factors. Meanwhile, analyze by means of potential competitiveness analysis of Guiyang industries and industry selection. Conduct potential competitiveness analysis on Guiyang industries, Guiyang industry selection -- main supporting industry; Guiyang industry selection - auxiliary security industry; strategic choice of Guiyang industrial development -- dumbbell green industry system. Guiyang industrial development strategy can be summarized as building a dumbbell green industry system. With adhering to the green concept as the basis of industrial development, firstly develop coal, phosphorus and aluminum mining industry, processing industry and tourism exhibition, leisure industry as optimization goals to rapidly enhance local income level, thus forming a dumbbell-shaped end of the industry system; after the local income level is greatly improved, put the resources into aviation, equipment manufacturing and electronic components industry, form high-tech industrial clusters on the basis of enhancing the industrial development level, thus forming the other end of the dumbbell-shaped industry system; finally, if resources available, input them to develop Miao medicines, tobacco and dedicated electric vehicles, thus forming special industries in Guiyang.

5. Overall Strategy and Development Positioning of Guiyang in New Stage

Overall strategy: taking Deng Xiaoping Theory and the important thought of "Three Represents" as guidance, thoroughly implementing the Scientific Outlook on Development, making full use of the opportunity of the national implementation of a new round of western development, resolutely implementing Guizhou provincial government’s general requirements on “Guiyang becoming the province’s economic and social development engine and motor for the rise of economic zone in central Guizhou”, carrying out strategic thinking of international ecological cycle, in three steps, with 40 years or so, Guiyang will be built into an internationally ecological civilized city, and an unique, lofty mountain eco-city with brand effect in the middle of this century. The completed Guiyang will be entirely promoted in its economy, society, environment, internationalization and other aspects, and will become an international metropolis.
with graceful urban morphology, optimized urban function, prosperous economic and social development, and possessing high international popularity and reputation.

Development positioning: an internationalecological civilized city. Green economic ecology; livable urban ecology; harmonious social ecology; self-reliant cultural ecology; friendly natural ecology; coordinated political ecology; open civilized ecology.

Brand positioning: a loftymountain eco-city. Guiyang’s slogan can be repositioned as ecological Guiyang, international fresh capital, lofty mountain eco-city. Lofty mountain eco-city is the city brand externally propagandized by Guiyang, with catchy, elegant, high-end image and many other characteristics. City image of “lofty mountain eco-city” is rich, from intuitive point of view, “fresh” implies natural landscape features of Guiyang where is quiet, cool, livable and nice for tour. “Lofty”, firstly it embodies geographical features of high altitude, reflecting that Guiyang is located in plains and basins, with natural images of deep mountains and forests; secondly it embodies its humanistic characteristics of away from the earth and self-cultivation to be noble, which expresses the Yang Ming culture of longstanding in Guiyang; finally it embodies Guiyang’s telescopic urban development ambitions in the age of globalization.

Function positioning: three cities, one base. Ecological Civilization Model City in China: Guiyang is to be built into a “Five-Model City”, that is China’s ecological economy model city, China’s ecological finance model city, China’s ecological culture model city, China’s ecocultural exhibition model city, China’s eco-tourism model city. International High-end Eco-leisure City: Make full use of Guiyang’s function as a tourism hub in Guizhou Province to build it into a MICE tourism city in Southwest China, and an ideal site for high-end health and leisure, retreat and meditation. World-class Urban Agglomeration Hub City: Guiyang’s strategic positioning should be: avoid attack on all fronts, develop northwards, and integrate into Chengdu and Chongqing to build a big economic circle of Chengdu - Chongqing - Guiyang, keep pace with Chengdu and Chongqing, and become an important growth pole of the economic circle. If Guiyang is to be built into a world-class urban agglomeration hub city, not only it needs to be integrated into Chengdu and Chongqing to become the strategic fulcrum of the urban agglomeration, but also it needs to demonstrate its feature of geographic center in Southwest China to become the axis city in the southwestern region, and become the joint and hub city among Chengdu-Chongqing-Guiyang Economic Zone, Central Yunnan Economic Zone and Beibu Gulf Economic Zone. Meanwhile, within the region of Guizhou Province, it needs to become the engine city of Central Guizhou Economic Zone. Viewing from the scope
of Guizhou, Guiyang should take up the mission to become the development leader and core area of Guizhou Province. According to the overall deployment and general requirements of Guizhou provincial government, Guiyang needs to become “the most important economic entity and most powerful engine in Central Guizhou Economic Zone”. International Green Ecological Industry Base: The stage of economic development cannot be overstepped if Guiyang needs to catch up quickly, we must adhere to the policy of two engines of urbanization and industrialization proposed by Guizhou provincial government, and follow the development path of increment and expansion, with primary, secondary and tertiary industry developing simultaneously. Guided by green economy, with increased investment, Guiyang needs to be really built into a modern green ecological industry base which is keeping pace with Chengdu and Chongqing in Southwest China. Accelerate the integration pace of coal-electricity-aluminum, coal-electricity-phosphorus, coal-electricity-steel, and coal-electrochemical, exert advantages of combination to form multiples supporting industries and coupled symbiosis, making product mix shift from the primary to profound; Taking host and assembly as a leader, develop core technology to form advanced manufacturing industry clusters. Enhance the development of tourism, exhibition, logistics, finance and other modern services.


6. Steps and Paths for Realizing Guiyang Positioning in New Stage

Strategic steps: three steps. Initial foundation stage (2012-2015); takeoff breakthrough stage (2016-2030); complete improvement stage (2030-2050).

Overall strategic path: ecological international cycling strategy is that through the five specific strategic paths as below: “triangle of Chengdu-Chongqing-Guiyang compete and cooperate, develop northwards and connect southwards”, “boost at both ends, drive in the middle”, “attract foreign investment, form internal clusters”, “infrastructure and public service try first” and
“brand building and eco-marketing”, following the international circulation principles of eco-guide, green development, exploitation and promotion, propelling the opening-up, implementing import and export in great quantities, Guiyang is to be built into a world-class urban agglomeration hub city, international high-end eco-leisure city, international green ecological industry base, China's ecological civilization model city and engine city of Central Guizhou Economic Zone. Ecological international cycling strategy is the overall path for Guiyang to achieve the target of being an international ecological civilization city. Only making full use of local ecological resources, promoting opening-up, attracting more elements of resources like capital, technology and management from international and other domestic provinces, an eco-industrial cluster can be formed rapidly, so as to achieve the goal of Guiyang's development under ecological guide.

Connotation of ecological international cycling strategy: ecological guide, green development; opening and driving, international circulation. The strategy requires Guiyang to have a global vision, use the world and service all over the world, especially achieve the perfect combination of ecology and economy through international circulation, so that ecological guide not only has the concept significance, but also generates economic efficiency and enhance the motivation and ability for Guiyang to insist on ecological guide.

Specific paths: triangle of Chengdu-Chongqing-Guiyang compete and cooperate, develop northwards and connect southwards; boost at both ends, drive in the middle; attract foreign investment, form internal clusters; infrastructure and public service try first; brand building and eco-marketing.

7. Strategic Measures for Guiyang Positioning in New Stage

Strategic measures of Guiyang positioning in new stage are divided into six major development strategies, 30 feature projects in total, as follows:

Economic development strategy of Guiyang in new stage: build and optimize the development of "Guiyang Northern New District"; expand electronics and equipment manufacturing industry base; strengthen resource deep processing industry base; foster strategic emerging industry groups; develop green logistics industry; establish creative industry clusters of tourism culture; build international tourism exhibition industry; build world brand specialty food industry; establish aviation industry clusters; enlarge ecological finance industry.
Social development strategy of Guiyang in new stage: improve science and technology innovation system; optimize the development of education; value characteristic culture construction.

Environment development strategy of Guiyang in new stage: build as a transportation hub in Southwest China; infrastructures try first; construct “Eco-Guiyang”; establish ecological livelihood.

Citizen quality development strategy of Guiyang in new stage: fully optimize the quality of citizens; focus on promoting existing talents; pay attention to high-end talent introduction; rationally use virtual talents; strive to achieve the target of people having a house to live.

Government management development strategy of Guiyang in new stage: establish Chengdu-Chongqing-Guiyang Economic Zone; improve government service innovation; carry out management system innovation.

City brand development strategy of Guiyang in new stage: establish city marketing management system; make a five-year plan of city marketing in Guiyang; establish the goal of being a city good for health preservation and house purchasing; improve city brand loyalty.

8. Policy Support for Guiyang to Realize Development

Positioning and Overall Strategy in New Stage

First, support in regional planning; Second, support in major infrastructure construction; Third, industrial policy support; Fourth, financial policy support; Fifth, land policy; Sixth, ecological compensation policy support; Seventh, social development policy support; Eighth, employment and social security policy support.