

# A Study on the Path of "Internet+" Driving the Integration and Development of Production City—Based on the Investigation Report of Ganjiang New Area in Nanchang City

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**Abstract.** The proposal of "Internet+" provides a new thinking, a new plan and a new path for the integration and development of production cities, and the integration of production cities has taken a great step in the direction of intelligitization. In particular, the 5G era is coming, it is possible to realize the Internet of everything through the Internet, and the convergence of production cities will be raised to a new level. Based on this, the author set up a special research group to go deep into Ganjiang New area for investigation, master the development situation of Ganjiang New area as a whole, and find out the problems existing in the integration of Ganjiang New area's production cities. For our province "Internet+" production city integration development path put forward countermeasures and suggestions.

## Introduction

In recent years, with the rise of the Internet+, the development of the integration of production cities in China is also constantly upgrading. This is both an opportunity and a challenge for the development of urbanization in China. For the development zone, the integration of production cities is the goal and trend, but also a dynamic evolution, transformation and upgrading process. As one of the "national new areas" approved by the State Council, Ganjiang New area is a special business card for the economic and social development of Jiangxi Province. Promoting the integration and development of the production cities of Ganjiang New area will certainly promote the economic development of Jiangxi Province. The purpose of this paper is to analyze the integration of Ganjiang New area Production City, and get the Production City of Ganjiang New area through investigation. Based on the advanced experience, this paper puts forward some countermeasures and suggestions to promote the integration and development of the "Internet" production city in Ganjiang New area.

## The Present Situation of the Integration Development of Ganjiang New Area

### Economic development

At present, our province Ganjiang New District planning area of 465 square kilometers, resident population of more than seven hundred thousand people. Shoulder the national mission of a new type of urbanization demonstration zone in the middle reaches of the Yangtze River, an advanced manufacturing base in the central region, an important open highland in inland areas, and a beautiful forward area of the Jiangxi Model of China. In 2018, the gross fiscal revenue of the Ganjiang New area completed 12.4 billion yuan. Year-on-year growth of 14.8 percent, local general budget revenue of 5.71 billion yuan, year-on-year growth of 10.2 percent. Among the 19 national-level new areas, Ganjiang New area's main economic indicators growth rate is at the forefront. It is expected that by 2020, the GDP of the new area will reach 100 billion yuan, industrial main business income reached 400 billion yuan, fixed asset investment reached 230 billion yuan, both double the 2015 (the end of the 12th five-year Plan), a cumulative investment of 800 billion yuan.

## **Industrial development**

Ganjiang New area has six leading development industries, namely, photoelectric information, biomedicine, intelligent equipment manufacturing, new energy and new materials, organosilicon and modern textile. The main business revenue of the six leading industries in the new area accounts for more than 80% of the main business revenue of the industry above the size of the new area. At present, Opto-electronic information industry is represented by the leading enterprises such as Ofeiguang, Smart Hai School and so on, expanding the electronic information industry park in a large amount, with a total building area of one hundred and eight thousand square meters in the first phase and one hundred and forty thousand nine hundred and ninety nine square meters in the second phase. The biopharmaceutical industry relies on the unique advantage of the new area, and forms the new drug research and development, the Chinese patent medicine, the chemical medicine, the medical device production and so on. The composition of the industrial chain of traditional Chinese medicine, at present, the founding city of traditional Chinese medicine officially settled in Ganjiang New area open group. The momentum of the development of the intelligent equipment manufacturing industry is not far behind. At present, the military-civilian integration industrial park is being built as the provincial military-civilian integration industrial base, mainly developing aviation, electronics, satellite applications, automobile industry and military industry services. We will foster a number of military-civilian combined high-tech industries. The new energy industry takes the Jiangxi famous enterprise "Jiangling Group" as the center to radiate around, successfully builds the compound new energy automobile base, and has the only new energy passenger car production license in Jiangxi Province. The silicone industry is also catching up and has become the fourth largest in the world and the most in Asia Large silicone monomer production base and the world's largest silica production base. Modern textile industry is currently working with Alibaba Group to develop personal customization, one-stop processing, online and offline marketing through the "Internet" to create down clothing "cloud chain".

## **Environmental development**

Ganjiang New District firmly established the green concept of "Green Water and Green Mountain is Jinshan Silver Mountain", and vigorously promoted "four towns in one District" (Ganjiang New area modern service industry agglomeration area and cultural tourism town, healthy and dynamic small town, Italian style town, etc.) Construction of innovative and creative towns) to create a moderately livable living space, ecological space, harmonious coexistence of human and natural ecological healthy urban areas, innovative development of the park. To build a comprehensive transportation hub as an opportunity to create a passenger flow logistics and open platform, relying on the existing airport, water port hub, the airport, high-speed rail, inter-city railway, highway, water transportation and subway, light rail to form a three-dimensional transport network Build the comprehensive transportation hub of Ganjiang new area, rely on the comprehensive bonded area, Changbei international airport, the leading post comprehensive terminal, Changbei railway logistics base, build "one district, three ports" open platform to the outside world, build the first multi-modal transportation center in Jiangxi province.

## **Problems and Analysis on the Integration of Ganjiang New Area**

### **Uncoordinated industrial development**

Ganjiang New area's industry is planned as high-tech industry, high-end manufacturing and modern service industry, with these three industries as the development direction. At present, Ganjiang New area is in the middle of industrialization, and in the early stage of industrialization, the development of industry is not mature and unbalanced. Ganjiang New area promotes economic development for the middle and low end industries, high energy consumption and high pollution, promoting economic development at the cost of energy and environment, new science and technology, information

technology, The development of "high-precision" industry such as intelligence and low-carbon green sustainable industry is relatively backward, and the strength of promoting economic development is not as strong as that of middle-low-end industry.

### **The function of urban area is not perfect**

At present, Ganjiang New area vigorously promotes the landing of high-tech industrial park, but neglects the corresponding matching function of urban area. The whole function of the new area is single, and the function partition is too mechanical, which leads to the separation of the industrial zone and the living area. The current development of Ganjiang New District is mostly driven by "projects," and most of its basic facilities, such as municipal services and transportation infrastructure, are based on industrial production planning and design, lacking the necessary living and service facilities such as commerce, schools, hotels, medical treatment, and so on. It lags behind in social service facilities, cultural construction and consumption space, and leisure space, which makes the new area lack enough vitality.

### **Technology support is not strong**

There are leading enterprises in Ganjiang New area, but there is no high industrial "agglomeration effect" and "correlation effect", and the radiation driving of the industrial chain is not strong, which cannot well drive the relatively backward industrial development. The main industries to promote economic development are labor-intensive industries and capital-intensive industries, while manufacturing industries, advanced technology industries and emerging industries do not play a strong role in promoting economic development. Lack of radiation driving force of leading enterprises and major projects, manufacturing industry, advanced technology industry and emerging industry development is relatively backward.

### **Talent introduction imbalance**

Ganjiang New area is located in the central region, does not possess the "innate" attraction of the first-tier cities such as North, Shanghai, Guangshen and so on. In addition, there are few innovative and entrepreneurial platforms such as scientific research institutions and large-scale enterprises, and the effect of talent gathering is not obvious, so it is difficult to attract high-level talents to stay. The cross-responsibility of government departments leads to inefficiency, and the imperfect personnel system leads to insufficient guarantee of talents, which leads to the inability to attract relevant talents in Ganjiang New area.

## **Suggestions on the Integration and Development of Ganjiang New Area**

### **Strengthen the Industry support of the new area with "Internet+" and promote the competitive advantage of the Industry**

The existing six major industries in Ganjiang New area are photoelectric information, biomedicine, intelligent equipment manufacturing, new energy and new materials, silicone and modern textile, which have formed a relatively complete industrial system. Therefore, while developing other industries or tertiary industries, the new area should focus on both sides while speeding up the development of major industries, while developing emerging industries and tertiary industries at the same time. Around "build chain, extended chain, complement chain, strong chain, excellent chain", we introduce a number of industrial chain supporting projects, focus on building photoelectric information, bio-medicine, intelligent equipment manufacturing, new energy and new materials, silicone and modern textile industry clusters. Insist on attracting investment and increasing production Industry support, fast contract with enterprises, so that enterprises quickly enter into the region, into the rapid development of enterprises, rapid growth of enterprises in the region, expand the scale of industry, improve the degree of industrial concentration, stimulate the internal development of industry, promote the development of industry in the region.

### **Using "Internet+" to optimize the layout of Space Development and strengthen the Planning and Design of the new area**

The Ganjiang New area should plan the spatial development layout of the new area scientifically and rationally, plan the functional zoning as a whole, promote the construction of the population residential area, the industrial park, the ecological protected area and the integrated service area as a whole, and enhance the scientific nature of the layout of each section. Rationality, make the function of each section get full play, complement mutually benefit, improve the comprehensive service function of the new area, promote the integration development of industry, city and population more quickly. In the planning and design of the integration of production and village in the new area, it is necessary to plan the development of the new area from a long-term point of view and with the forward-looking scientific planning concept, consider the industrial development and urban development as a whole, and achieve the unity of planning and layout of the two areas. Construction unity, management unity, at the same time to link up industrial planning and urban planning, planning evidence-based, strict implementation. We should not only consider the needs and intensity of urban construction from the angle of industrial development, develop the new area with the idea of industrialization, but also consider the space and prospect of industrial development from the angle of urban construction, build the new area with the concept of urbanization, and make the new area sustainable and healthy. Coordinated development. Adhere to the most advanced concept, the most first-class standards to improve the construction of the new area, create the new area features to make the new area production space intensive and efficient, living space suitable for living, ecological environment space landscape.

### **Using "Internet+" to promote Science and Technology Innovation and promote Industrial Transformation and upgrading**

Ganjiang New area strongly promoted scientific and technological innovation, improved scientific and technological innovation policies, encouraged more enterprises to carry out innovation, enhanced their independent R & D capacity, strengthened low-carbon technology research and development, and developed high-tech industries, emerging industries and low-carbon industries. We should combine scientific and technological innovation with industrial transformation and upgrade, deeply implement innovation-driven strategy, and promote industrial transformation and upgrading. The government of the new area should continue to introduce measures to support industrial development, actively promote the development of high-tech, strategic emerging and low-carbon industries, increase the research and development of advanced and low-carbon technologies, and speed up the formation of leading and pillar industries in the Ganjiang New area. Continuously improve the production of Ganjiang New area the core competitiveness and economic benefits of the industry. At the same time, we should strengthen the development of modern service industry with high intelligence and technology density, high industrial added value, less resource consumption and less environmental pollution, and guide the flow of resource elements to productive bioactive service industry based on market demand. The new area should take the new industry, new business type as the guide, strengthen the industrial matching, extend the industrial chain, promote the industrial informatization, in order to optimize the industrial structure and deepen the integration of production and city.

### **Promote the cultivation of talents Management with "Internet+" and activate the Internal motive Force of the New area**

Ganjiang New area needs to increase the training of professional talents in specific posts of government departments, introduce various policies of talent introduction, and allocate special funds for the introduction, training and reward of talents training. At the same time, we should strengthen the cooperative relationship with the surrounding colleges and universities, set up relevant internship bases, provide corresponding internship posts, and set up a bridge of communication between "enterprises and colleges", so that enterprises can provide employment resources for colleges and

universities. The win-win result of transferring talents resources for enterprises in colleges and universities. The government departments concerned should strengthen the work of talent guarantee, provide corresponding financial support for the introduction of talents, so that talents can be attracted, retained and used well, thus truly realizing "building a platform around industry, building platforms to gather talents, and supporting policies for talents".

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