

Research on the Construction of Chengdu as an International Consumption Center City

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Abstract

The construction and cultivation of the international consumer center city can promote the transformation and upgrading of the consumer market of the socialist market economy. Enhance the internationalization level of the city and residents' consumption ability. As a metropolis with the title of "Land of abundance", Chengdu is located in Chengdu-Chongqing Twin cities Economic circle, as well as the center of trade logistics and comprehensive transportation. By 2021, the GDP of Chengdu reached 1.9917 trillion yuan, an increase of 8.6% over the previous year. Chengdu is also the birthplace of China's electronic information industry, with nearly 30 national scientific research institutes and 67 national engineering research platforms. The R&D function is very strong, attracting 302 global fortune 500 companies to enter Chengdu. IFS International Financial Center, Taikoo Li, Chunxi Road attracted a large number of domestic and foreign consumers, made an important contribution to the growth of Chengdu GDP. This paper summarizes the basic conditions of constructing the international consumer center in Chengdu, analyzes the theories and methods of constructing the international consumer center, and summarizes the practical significance of constructing the international consumer center.

Keywords

International Consumption Center City; Construction; Economic Growth.

1. Basic Conditions for Chengdu to Build an International Consumer Center

1.1. Political, Economic and Cultural Center

As one of the most powerful and influential mega-cities in the central and western regions of China, Chengdu's social consumption, fiscal revenue and economic and social development rate have reached more than one third of the national total, making it the most deserving city in southwest China. As the capital city of Sichuan Province, it is the center city of trade service, technology, investment and finance in southwest China determined by the Planning of The State Council of China. At the same time, Chengdu is an important transportation hub and information communication center in Chengdu-Chongqing dual economic circle. Chengdu has 12 municipal districts and 8 county-level cities (including 5 deputy-level cities), covering a total area of 14,350 square kilometers. By the end of 2021, China had 21,192 permanent residents, with the urbanization rate reaching 79.48 percent. Regional GDP reached 1.9917 trillion yuan.

1.2. Profound Historical and Cultural Deposits, Rich Natural and Cultural Landscape

Chengdu is one of the first batch of national historical and cultural cities and one of the top ten ancient capitals in China. More than 2,500 years ago, Kaiming IX, the ancient Chinese king of Shu, established his capital here and named it Chengdu, meaning "one year to become a city, two years to become Chengdu". In 256 BC, Li Bing, prefect of Shu Prefecture, was in charge of

the construction of Dujiangyan, which gave Chengdu the good name of "Land of Abundance". Since the establishment of Shu Han regime, Chengdu has become the political and cultural center of southwest China. The tourism industry is booming, and it is one of the earliest cities awarded the honorary title of "China's Excellent Tourism City". There are now nine national key cultural relics protection units and two National scenic spots in China. Chengdu Research Base of Giant Panda Breeding is famous far and wide. All these make Chengdu to build a long history, bright color cultural landscape, greatly attracted tourists at home and abroad. By 2021, Chengdu has received 157 million tourists.

1.3. Opening up to the Outside World is Increasing Day by Day

Chengdu's excellent investment environment attracted 713 new foreign-invested enterprises in 2021. More than 312 Fortune 500 companies have settled in Chengdu, FDI has reached 50.45 billion yuan, and 138 large international investment companies have settled in Chengdu. Twenty-one countries have consulates in Chengdu, a total of 104 overseas friendly economic cooperation cities. A total of 382 foreign-funded enterprises have been added to the Chengdu Pilot Free Trade Zone, with a total registered capital of over 11.82 billion yuan. Imports and exports totaled 50.54 billion yuan. The construction of strategic routes was accelerated, and five new international cargo routes were opened, bringing the number of international routes to 131. Greatly improved the openness of Chengdu to the outside world.

2. The Theory and Method of Constructing Chengdu International Consumption Center

2.1. Scientific Positioning and Urban Planning

According to the national economy and social development of Chengdu vision outline: emphasis on stability of into, to grasp the Chengdu new stage of development, carrying out the innovation development idea, the new pattern of serving the people "binary", strive to build a higher performance of "international business center, Chengdu humanistic livable" efforts to promote industrial transformation and upgrading, improve the comprehensive competitiveness. In order to promote the development of Chengdu-Chongqing economic circle and make greater contributions to the construction of international park city with the new development concept in China. Chengdu needs to actively integrate into the new situation of "double cycle" and the construction of Chengdu-Chongqing double city economic circle, and revitalize the vitality of urban consumption. We will continue to open up and promote coordinated regional economic development vertically. Give full play to domestic and overseas economic and trade advantages and complementary resources. To build an open city to the outside world, serving the central and western regions.

2.2. Increase the Leading Role of International Consumption

Strive to improve the function of international consumption, strengthen and guide the increase of quality consumption, service-oriented consumption, innovative consumption. Build a comprehensive and high modern business district, build a accessible and inclusive urban consumption environment, and actively promote the establishment of modern emerging consumption districts. Strengthen the construction of consumption carrier, shape high energy landmark business circle. Relying on the construction of large-scale commercial complex and key TOD projects, the international financial Center, Chunxi Road and other "main business areas" will be promoted to expand the commercial scale and realize the enthusiasm of energy level. Comprehensively promote business innovation in the business circle, update and transform the construction of facilities, form brand agglomeration effect, speed up the transformation and upgrading of functions, so as to enhance the market competitiveness and the first degree of the business circle. Integrate the major commercial areas to build blocks with

large-scale consumption vitality. Formed, one ring "citizen life circle ", two ring road" characteristic consumption corridor "and" Jinjiang waterfront consumption new scene ".Building blocks with higher quality historical and ethnic characteristics, such as "Wide and Narrow Alley", relying on strong historical background, ethnic characteristics and food culture, has attracted numerous tourists from home and abroad.Promote the establishment of Jinli national characteristic pedestrian street, promote the construction of music, Wangjiang Square, Huaxiba historical and cultural block. Build a high quality characteristic business system of culture, business, travel and experience.

2.3. Cultivate Emerging Consumption Patterns and Create Diversified Consumption Patterns

We will promote the development of the first-store economy. Introduce new enterprises, enrich the consumption environment, establish the first store in the world, the country and the southwest. We will strive to build Chengdu into the first choice city for new product exhibition and product promotion in western China. To help the innovative development of small store economy, promote the transformation and development of the traditional small store business model, change the business format, and upgrade it into flagship stores, concept stores.We will promote the inheritance and development of time-honored brands.With the change of people's living habits, the development of "night economy" has been intensified, and the business district's night consumption card has been shaped. Cultivate a large number of high-quality night cultural consumption activities, and create a centralized area of night cultural travel consumption. Cultivate and build exhibition economy, strengthen the supporting role of international conference center, large business district and senior hotel.International forums will be held to stimulate the vitality of exhibition economy. With the advent of Generation Z, consumer attitudes have changed dramatically. More pursuit of personalized, characteristic products and services. In order to promote the establishment of commercial tourism consumption model of Chengdu, it is necessary to cultivate the characteristic tourism products such as "music Capital" and "fashion capital".Develop food tourism, learning tourism, shopping tourism and other theme tourism projects. Combining with many scenic spots in Chengdu to form characteristic cultural tourism routes. The Winter Olympics set off a wave of national sports. Chengdu needs to keep pace with The Times and build sports consumption mode. With the advantage of the natural scenery of "Xiling Snow Mountain", the company actively bid for world-famous skiing events and cultivated local brand events.In order to create sports training, fitness, sports equipment and other consumption patterns.In the 22nd century, digital consumption patterns swept the world. Pilot 5G consumer applications will be established to make digital consumption more efficient and convenient. We will increase the variety of digital consumer products and enrich the supply of digital consumer services.Use digital consumption network platform to develop live broadcast with goods, short video promotion, new retail and other businesses.To bring consumers new digital information consumption experience, in order to promote the establishment of diversified consumption model.

2.4. Establish and Improve the Mechanism of Encouraging Consumption

We will deeply reform systems and mechanisms in the consumption sector, improve the market access system, and improve the quality of business in business areas. at the same time, we will relax market access in the field of service consumption, promote the development of local culture and expand cultural industries. We will explore ways to build a modern consumption system that matches supply and demand, is mutually beneficial and diverse. We will continue to improve the accuracy and practicality of consumption policies, innovate the types of consumer products, create new consumption models, and guide correct consumption concepts. we will activate the vitality of the consumer market, build a good consumer credit management system, strictly regulate the order of the consumer market, and crack down on acts that destroy

the consumption scene according to law. Perfect consumer rights protection mechanism, improve consumer appeals channels, establish a safe and credible consumer environment.

2.5. Promoting Coordinated Regional Development

Seize the major strategic opportunities of constructing Chengdu-Chongqing regional double-city economic circle, "one trunk, many branches, five districts in coordination" and building modern Chengdu city circle, promote multi-level regional economic cooperation, actively innovate complementary advantages and develop common economic cooperation model, and form a new situation of good regional economic cooperation and interaction.

2.5.1. Actively Integrate into the Twin Cities Economic Circle in Chengdu-Chongqing Region

We will strengthen cooperation with Chongqing and the central Chengdu-Chongqing region in the fields of digital economy, new materials and electronic information, and support and encourage enterprises in the region to accelerate their eastward distribution. Actively participate in the construction of Chengdu-Chongqing science and technology innovation corridor, actively guide regional universities and institutes and small and medium-sized enterprises to develop product innovation strategic alliance in Chengdu, and jointly build a national science and technology achievement transfer platform. We will establish a tripartite creative industry alliance, promote cooperation between Wuhou Temple and Baidi City in Chongqing and Zhangfei Temple in Yunyang on cultural resources, jointly build high-quality cultural tourism routes, and jointly build a global tripartite cultural experience and exchange center. To promote west China Hospital of Sichuan University to cooperate with universities and medical institutions in Chongqing to establish laboratories and research centers, and jointly build a health and medical big data platform and an international medical service information platform in Chengdu-Chongqing region.

2.5.2. Strengthen the Cooperation between Chengdu City Circle and the Whole Province

To attract industrial enterprises in the province to set up headquarters or R&D institutions in Wuhou, through the "headquarters + base", "R&D + production", "enclave park" and other modes to build a modern industrial cooperation pattern. Deepen cooperation with Ziyang Anyue to transfer shoemaking industry, promote investment cooperation and joint construction of the park. We will promote the construction of enclave industrial parks with Santai and Mingshan of Mianyang and Ya 'an, and strengthen cooperation with Fushun and Gongjing of Zigong in industrial parks, rural e-commerce, cultural tourism, cultural innovation, health and wellness industry, and scientific and technological transformation. To explore joint development with cities and prefecture-level e-commerce in the province, and carry out in-depth cooperation on "Internet + manufacturing", "Internet + agriculture", rural e-commerce and cross-border e-commerce with the help of jd.com and other leading e-commerce platforms. Promote the establishment of the big health industry alliance, and cooperate with Ziyang and Deyang regions to carry out medical and health cooperation. We will continue to deepen paired assistance, focus on supporting recipient regions in building long-term mechanisms for steadily lifting themselves out of poverty, curbing the return to poverty and alleviating relative poverty of resources, and help promote rural rejuvenation.

2.5.3. Promoting Coordinated, Interactive, and Cooperative Development among Regions Within the City

In order to promote the coordinated development and dislocation competition between the industrial functional areas and other industrial functional areas in the region, the cross-regional cooperation and construction of industrial ecological circle can be achieved. Cooperate with jianyang West E-commerce logistics development functional zone, promote the effective integration of e-commerce service industry chain, and strive to build China's e-commerce

industry ecosystem. Jointly with Tianfu Eco-City, Chengdu International Medicine City and other development functional areas, jointly carry out major medical and health technology research and demonstration projects, and accelerate the integration of the ecological chain of the big health industry. Cooperate with the members of Tianfu Tourism Culture and Tourism Development Alliance, establish information exchange, resource complementarity, product mutual promotion, market interaction mechanism, and form the overall development force of culture and tourism industry. Promote the cooperation with Qionglai and Dayi to build industrial parks, and with Shuangliu, Qingbaijiang, Xinjin and Jianyang to build "school development community".

2.6. Continue to Open up

Seize (Chengdu) urban agglomeration construction between China and Japan and China modern service sectors and collaboration, RCEP agreement signed such important opportunity, actively push forward construction of innovation system of the open economy, to maintain "attract" and "walk" bilateral common drive, efforts to build China's booming under the open economy and society and vibrant city, built in the China international trade development core region.

2.6.1. Strengthening International Industrial Cooperation

The two sides have strengthened cooperation and jointly promoted the establishment of Chengdu and Japan's urban art and culture industry centers. The two sides have conducted comprehensive cooperation in emerging industries such as animation and entertainment, health services, medical beauty, new materials, new energy, clothing manufacturing and urban design. Vigorously attract domestic enterprises settled in, & promote has landed enterprises to expand investment in Japan, by Japanese companies in China to southwest development layout, with Italy, Thailand, United Kingdom, Hong Kong and other multinational companies, build a batch of cooperation carrier, and Italy, and the international fashion industry big health center, Hong Kong landmark real estate finance industry center, etc. A number of high-end cooperation demonstration project. we will encourage local private enterprises to take the initiative to accept cutting-edge technologies and take an active part in global division of labor, and cultivate a large number of innovative leading enterprises with global competitiveness. We will help qualified private enterprises "go global" to participate in global and international competition, carry out mergers and investments, share financing and cooperative investment at home and abroad, and grow into a global headquarters group.

2.6.2. Developing International Trade through Innovation

It has promoted the establishment of training bases for the transformation of China's foreign trade enterprises, guided and trained a large number of new foreign trade enterprises, and actively developed new business forms such as cross-border e-commerce and comprehensive foreign trade services. Make full use of the convention and exhibition platform and industry organization, consultancy and other resources, deepen and countries along the "RCEP" and "One Belt And One Road" especially southeast Asia, Russia, Japan and other enterprise cooperation, focus on cultivating export industry in the areas of industry, electronic information demonstration cluster, push & characteristic products "go out" to expand the market, and established its own brand of foreign trade with international competitiveness. We will actively develop technology trade, intellectual property trade and other knowledge-intensive trade in services, foster and strengthen trade in services such as cultural, creative and performing arts, and medical, beauty and health services, support enterprises in exporting a number of excellent cultural products and fine cultural creations, and build a number of cultural trade brands. It has established a platform for digital business transactions and promotion, and vigorously developed digital business exports such as digital cultural creation, online medical treatment and online education.

2.7. Giving Play to the Fundamental Role of Consumption

In cultivation in the process of the construction of the central city of Chengdu for global consumption, to exert the basic function of consumption and investment of the important function, will increase consumption and industry upgrade together, promoting the construction of modern manufacturing powerhouse and the digital economy, further enhance China's domestic companies design, production, supply the ability of world famous brand products and services, to further strengthen the mainland Enterprise market standards, technology, famous brands, intellectual property rights in the world position. We will continue to open markets wider and unleash the potential of social service consumption. Adapt to the trend of the development of the residents' consumption upgrade, will accelerate the development of fitness, provide for the aged, nursery, home economics, sports, travel, such as industry, gradually formed with global system of high-quality service consumption forms, and actively carry out international cooperation and exchanges in the field of service consumption and international events, further improve the global awareness and influence of "China's service". As China's share in the world economy continues to rise, its relationship with global trade will become more and more closely, creating broader market opportunities for other developed countries, and forming a huge suction field to absorb the world's products and factor resources. Chengdu to use domestic market advantage, promote the combination of domestic and global resources deeply, improve the ability of the choice of the world's resources, enhance the capital, information, science and technology, personnel, goods and elements resources globalization appeal, goods and elements to form the world area important hub independent flow and efficient allocation of resources.

3. The Practical Significance of Chengdu to Build an International Consumer Center

World consumption center city is the highest form of development of China's domestic consumer market upgrade, it is connected the world's major markets, China important central platform to absorb the world consumer groups, has a lot of consumer base, improve the quality of the residents' consumption, promote the diversification of consumption behavior, optimize the environment of the consumer society, and be able to obtain international city consumer attention in the world Field. It should be said that the world's consumer center city is the control highland of the world market development, the concentration of consumption resources of the world's residents, but also an important vane to promote the development of world consumption innovation. It is an important strategic choice for China to advance with The Times to improve the level of China's economic and social development, as well as to further build a new dominant position in China's global economic cooperation and competition in the international market. Therefore, we should not only make output, distribution, flow and consumption more dependent on domestic and foreign market economy, so as to realize a virtuous circle of socialist national economy, but also make the broad and smooth circulation system of domestic and foreign market economy absorb more world resources. At the same time, the firm expansion of demand, an important strategic basis, is indispensable for strengthening the fundamental position of household consumption in economic and social development and strengthening the importance of further optimizing the composition of supply and demand. Therefore, the construction of international consumer center city can promote the international product technology cooperation project of Chengdu. Carry out international cooperation, and accelerate to promote sino-japanese joint design industry center city and city construction, start to build the industrial cooperation platform, launched in Italy, and the international fashion industry big health center, Hong Kong landmark real estate finance industry center, Thailand zhengda group urban context and southwest headquarters,

the UK port holdings southwest headquarters and other cooperation projects, promoting industrial internationalization of water Ping. Transformation and upgrading of foreign trade: actively develop new formats and models of foreign trade, promote the construction of cross-border e-commerce sub-centers, accelerate the cultivation of business subjects, promote the formation of cross-border e-commerce characteristic industries such as beauty cosmetics and shoes, and promote the rapid growth of cross-border e-commerce "9610" and "1210". To accelerate multi-level regional cooperation, promote the construction of enclaves and parks in Mianyang Santai and Ya 'an Mingshan, promote the coordinated development of science, education, culture and health, carry out global cultural exchanges among the three countries, prepare for the establishment of the creative industry alliance of the three countries, and build a pattern of regional coordinated development. Construction of characteristic theme blocks: with "one street, one product" as the direction, planning and construction of thematic characteristic blocks, promoting the construction of new consumption experience Furongshe Street, Fuxing Tuqiao characteristic block, medical beauty characteristic block and other projects, focusing on creating characteristic block consumption scenes. Effectively promote the rapid and stable development of Chengdu's economy.

4. Conclusion

Based on the new stage of vigorous economic development, Chengdu implements new ideas and forms a new development layout. To build a global consumer metropolis, More fully play to Chengdu urban consumption guidance service and function to promote the development of economy, act as the domestic and international dual cycle "hub" the role of city, promote a huge domestic market, further improve the residents' consumption on the basis of the rapid economic development function, so as to better adapt to the public demand for the growing of a better life.

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