

# Strategic Shift and Execution Strategy of Emerging Industries in Beijing-Tianjin-Hebei

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**Keywords:** Emerging industry, strategic shift, shift direction, execution strategies, analyzing and thinking.

**Abstract:** New industries are the key to economic breakthroughs in Beijing- Tianjin-Hebei. Direction and implementation of strategic shift affect its expansion and sustainable development. In terms of collaborative development, direction and execution is decisive. This work focuses on role, elements and ideas of strategic shift. Transfer direction and execution strategy are provided to realize a prosperous, stable and sustainable economy.

## 1 INTRODUCTION

With economic development, Beijing-Tianjin-Hebei economic circle is facing some problems such as industrial restructuring, environmental protection and lack of resources. They are closely related to sustainable development in this circle and stable and rapid development of China. With the trend of Integration, industrial shift is the key to stable transition and sustainable development in this area (Niu Lichao, 2011). However, for unified and collaborative economy, industrial transfer means implementing strategic optimization transfer under the guidance of science, instead of shallow endangering and pollution shift.

## 2 STRATEGIC SHIFT OF EMERGING INDUSTRY IN BEIJING-TIANJING-HEBEI

### 2.1 Thinking about strategic shift

Modern economy needs many supports, such as personnel, technology, capital and information which are especially significant for development and transfer of emerging industries in BTH. By traditional business means, regional economy has reached a certain scale. Meanwhile, environment and resources are impediments to economic development, thus emerging industries need to maintain sustainable and stable development (Wang

Yejun,, 2012). Firstly, it is important to form a potential regional leading industry with geographical characteristics, leading regional economy under the guidance of strategic awareness. Radiation power of emerging industries will be used to gather local economic elements and promote intensive and optimization development. Secondly, emerging industries should have enough space to ensure sustainable development and form industrial chain, providing long-lasting power for regional economy. Moreover, regional integration is closely related to reorganization and combination of various industries (Zang Xueying, Yu Mingyan, 2011). It is possible for emerging industries to have a greater correlation effect to avoid homogeneous competition and promote coordinated development. In addition, new industry depends on technology and personnel to show their strength. To realize sustainable and stable economy, it is needed to adjust industrial structure to promote economic development and gain more benefits.

### 2.2 Analysis on strategic shift

Its main objective is to reduce environmental damage and resources waste to achieve sustainable and stable economy. With the diverse, complex trend of Chinese economy, Beijing-Tianjin-Hebei, one of economic core areas, is the hope of sustainable, steady and rapid economy. Strategy shift is an important mean to break economic bottleneck. Considering national economic trend, strategic shift is imminent. Firstly, it will ease pressures caused by traditional economy to realize

industrial optimization and collaboration, upgrading industrial competitiveness. So that Chinese economy will develop on world stage to attract more high-end investments. Secondly, industries with regional characteristics will be developed. Based on their uniqueness, industries will achieve outstanding results ahead of others, promoting related companies and industries. Clustering economic chain will be formed to stabilize economic development, which can implement industrial transformation. Thirdly, a big gap being lying among them, unified and coordinated economic development mode has not been formed. For example, Beijing has formed a mature industrial form by technology and new energy. Tianjin has won rapid and stable economy by cluster advantages of new energy industry. Owing to radiation of urban industrial zone, economy has gained outstanding development in Hebei. But there is certain distance, compared with Beijing-Tianjin region. In terms of industry and population, Beijing, national political and economic center, has exceeded its capacity. Thus, industries have to be transferred. Because of its advantages, Hebei can accept new industries, creating a high-end platform to attract capital and opening up opportunities for self-development. However, importance of strategy has to be understood. Industrial transfer is neither throwing out low-end industries with high pollution and consumption to get rid of burdens, nor blindly accepting. Transfer and acceptance are not only active but also selective. It is needed to highlight strategic shift to create a good start for economic development, achieving recovery of national economy and industry and laying foundation for great development of Chinese economy on world stage.

### **2.3 Analysis on direction of strategic shift**

Strategic shift is the key to achieve cooperation and economic integration in Beijing-Tianjin-Hebei. In terms of strategic shift, first point is paying attention to regional characteristics to use local resources reasonably and scientifically. On the one hand, it is needed to have a correct understanding of regional natural resources and develop special economy. On the other hand, judging from their economy, their characteristics and regional economic features can be combined to push them to a wider and higher-level economic form, which will promote economic globalization and integration. Secondly, it is necessary to find out association and achieve scientific position based on regional economic

advantages, economic development, functional area and division of labor. Thus, regional integration will be advanced and optimized. Third point is understanding relationship between high-tech and high-risk and enhancing transfer efficiency by adhering to scientific and stable adjustment concept instead of blind expansion. In addition, regional specialties seized and traditional operation mode optimized, new vitality will be injected to fulfill transition, instead of pursuing comprehensive industrial categories. Traditional ones have to cooperate with emerging ones to form connected economy and promote local economy. To finish collaborative development and common prosperity of BTH, regional economy and intensive process have to be paid attention.

## **3 ANALYSIS ON STRATEGIC SHIFT**

### **3.1 Goal of emerging industries**

Strategic shift needs positive cooperation and favorable support. In transfer process, first step is to have a clear goal. First, industry is dominant force in economic development. Only under the guidance of goal, can government provide a good environment to form a direction, positive and conducive to economy. For example, during emerging urbanization, Beijing, restricted by resources and environment, has limited carrying capacity. Therefore, it is suggested such industries as high-end technology and modern services should be developed to ensure sustainable development rather than those with dense population and high energy consumption. For Hebei, it should accelerate overall economic transformation. Driven by industrial radiation of urban agglomeration, it will accept suitable emerging industries to adjust local economy model and improve integration and linkages with other regions, forming industrial development model connected with inside and outside. Secondly, long-term goal is integrating industrial development into sustainable and steady economy and optimizing industrial structure to promote sustainable development. For example, Tianjin can use its port and airport economic advantages to set long-term goals, achieving comprehensive upgrade of manufacturing, services, and information technology to promote leapfrog development. In targeting process, it is needed to focus on unified and cooperative relations to promote coordinated development. For example, when developing new

energy industry, Beijing has such advantages as technology, personnel and marketing which lay foundation and create a good development environment. On the basis of technical research and talent attraction in Beijing, using its advantages to develop new energy cluster and transform R & D results to economic efficiency, Tianjin will provide a good environment for further development.

### 3.2 Integration of industrial layout

Integration is the core of strategic shift and ultimate goal. Emerging industry mainly consists of new energy industry, new materials industry and electronic information industry. In terms of industrial layout, first point is to reform or eliminate low-end industry with high pollution and energy consumption to highlight new technology, ideas and images. For example, Beijing and Tianjin, core of Economic Zone, should develop emerging high-tech industries. Hebei province, an important part of Beijing-Tianjin-Hebei, should expand development space and connect service and technology to develop regional economy. Second point is to divide Beijing-Tianjin-Hebei area according to economy and resource. On the basis of regional function, core region will be fostered in order to gather industries and increase economic driving force. For example, in airport economic development, hub airports should be emphasized and show its economic gathering capability, attracting more information, high-end talents and capital to promote regional economy. Third one is to optimize gathering of leading industry to form a larger industrial chain, thus promoting exchange of resources, products, services and knowledge. To enhance economic strength and competitiveness in international market, a unified economy will be formed and transition from asset economy to consumer economy will be finished. As Beijing-Tianjin-Hebei is an important window to accept foreign investments, strategic shift will be expanded to the world.

### 3.3 Dislocation development

Strategic shift must avoid homogeneous competition to promote economic restructuring by industrial dislocation. First point is developing core economy on the basis of special industries to rely on its characteristics of direction and path. Strategic objectives, cooperation and competition will be grasped to make economy more rapid and sustainable. Second point is regarding core economy as driving force to aggregate manufacturing,

technology and personnel, thus economic circle improved to a higher level and local economy will be stimulated by wider radiation effects. Third one is avoiding blind development and expansion. According to local economy, emerging industries should be complementary to transfer industries, realizing complementary advantages, common development and prosperity. Fourth one is attracting top talents to settle down and deepening cooperation for industrial chain, which will provide better environment and improve gathering capabilities. Fifth one is providing policy support for strategic shift. On the one hand, it should establish preferential policies to promote local emerging industries. On the other hand, it is needed to motivate strategic shift by implementing policies about dislocation and complementary development. Sixth one is overall planning to achieve collaborative development and common prosperity of economy and industry. A unified market system, eliminating barriers of local economy, will be built to create a scientific and high-end more platform of collaboration and competition.

## 4 CONCLUSIONS

Inseparable from exploration and practice, economic development and transformation is a long, tortuous process. Strategic shift should base on regional geography and highlight industrial characteristics. It should be associated with external economy to achieve cluster effect and sustainable economy by using internal and external enabling environment. Meanwhile, to improve execution deficiencies, strategic shift realities will be considered. With bold innovation and courage of reform, we will achieve rapid, stable and sustainable economy in this area and promote national economic recovery under the guidance of science.

## ACKNOWLEDGEMENTS

This work was funded by Social Science Funding Project in Hebei province *Route and Countermeasures of Strategic Emerging Industrial Transfer for Hebei Province* ( HB14J068 ) ; bidding project of collaborative innovation center of integrated Beijing-Tianjin-Hebei in Hebei University of Economics and Business *Capital Industrial Transfer and Selection and Cultivation of Emerging Industries Around Beijing and Tianjin*.

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