

# **Industrial Cluster Professional Town and Application of Town Economic**

## **-- Taking Sun Gang Town, Jin 'An District, Lu 'An City, Anhui Province as an Example**

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### **Abstract**

**The rapid development of China's industrial economy is inseparable from the advanced industrial clusters. Local governments play an important role in the development of industrial clusters, so it is necessary to formulate scientific development plans, highlight the key points of attracting investment, strengthen information service guarantee, optimize the business environment of enterprises, and deepen the cultivation, guidance and communication of professional towns in industrial clusters. Taking Sungang Town, Jin 'an District, Lu 'an City, Anhui Province as an example, this paper discusses how to build a professional town of industrial cluster with local characteristics in the process of economic development.**

### **Keywords**

**Industrial cluster professional town; Town economy; Application.**

## **1. Introduction**

The professional town of industrial cluster makes scientific choice mainly according to the development demand of the market. At present, most of the town on a smaller scale and industry practitioners of knowledge, technology, and consciousness are relatively lack, in the various conditions under the condition of relatively weak governments will need to play the macro function, strengthen the information, technology and foreign capital, promote all aspects of support, help good construction of industrial cluster, positive play an important role in economic construction.

## **2. The Concept of Professional Town of Industrial Cluster**

### **2.1. Content of Professional Towns in Industrial Clusters**

Since the "eleventh five year plan", is characterized by high concentration of small and medium-sized enterprises of professional town of industrial cluster development is rapid, industry cluster development since the childhood, from extensive development to connotative early phase of ascension, reflects in the increase in the degree of industrial concentration, massive economic development speed, will guide, whole construction machinery leading enterprises cluster industry chain extension, industry gradually subject to park gathering, prominent characteristics, such as has become an important force to promote the industrialization and urbanization, the county's.

## 2.2. Professional Industrial Cluster Towns from the Perspective of Town Economy

Lu 'an Sungang Town is located in the southeast of Lu 'an city, located in the back of the Jianghuai Watershed, 30 kilometers away from the urban area of lu 'an, lu 'an is one of the key organizational towns, provincial ecological town. It has a population of 58,000, with a total area of 136 square kilometers and a total arable area of 58,000 mu. It has 22 administrative villages and a sub-district office under its jurisdiction. The provincial road liushu three road, the county road Erhuang road, Chunshi road, Chunshi road through the border, convenient transportation and the location advantage are obvious.

Township in the cultivation of industrial clusters to exercise more administrative guidance means, through Suggestions, encouragement, information services and other forms of implementation of guidance. In recent years, Sun Gang Town has successively completed the revision of General Plan of Sun Gang Town of Jin 'an District, Environmental Plan of Sun Gang Town of Jin 'an District, and Controlled Detailed Plan of Industrial Function Area of Sun Gang Of Jin 'an District. By perfecting the infrastructure construction, starting the development of market towns, developing modern agriculture and implementing the policy of benefiting the people, the construction of a harmonious new countryside was opened. On September 13, 2016, the characteristic industry "auto parts" of Sungang Town passed the identification of professional town of industrial cluster organized by Anhui Provincial Commission of Economy and Information Technology, and became one of the 24 professional towns of the fifth batch of industrial cluster in the province.

## 3. Current Development Dilemma of Professional Towns in Industrial Clusters

### 3.1. Location Advantages are not Obvious, and Development is Limited

At present, two professional towns of industrial cluster are in Jin 'an District, namely, the professional town of Auto parts industry cluster in Sun Gang Town and the professional town of motor industry cluster in North Town. Relying on the die-casting branch of Anhui Xingrui Gear Transmission Co., Ltd. and Lu 'an Longxing Auto Parts Co., Ltd. as the center, the former highlights the industrial advantages of auto parts, and develops a batch of light textile industry on this basis to attract investment, thus continuously expanding the scale of industrial cluster. With Anhui Jianghuai Electric Motor Co., Ltd. as the core and relying on the powerful platform advantage of the modern industrial park in the north of the city, the latter is far ahead of other towns and villages developing industry in Jin 'an District. Compared with Chengbei Township, Sun Gang Town is far away from the urban area of Lu 'an, and is not affected by traditional and old-established industrial parks such as Jin 'an Industrial Park, so its development is limited to a certain extent.

### 3.2. Unclear Development Goals and Weak Sense of Innovation

The innovation consciousness of auto parts industry in Sun Gang town is weak, which shows that the innovation power brought by the lack of innovation ability is not strong. Although the production management right is in the hands of the enterprise, its perating scale is small, the form is fixed and simple, and it is difficult to obtain more appreciation space. The enterprise pays more attention to the direct transformation of existing achievements to bring short-term benefits, and lacks long-term vision. Some enterprises with research and development plans and certain research and development ability are difficult to solve big technical problems due to the limitation of technical level, so there are difficult to make big breakthroughs, leading to low innovation level. The most prominent thing is that most of the inventions are mainly utility model patents, and almost no national invention patents. Especially in the high - tech products

involved, often direct purchase of finished products. In addition, many companies simply give up their RESEARCH and development plans and use pure substitute processing to help companies with strong research and development ability to make a small profit from the middle.

### **3.3. Communication Barriers between Government and Enterprises, and Poor Understanding of Policies**

To fully understand the policy is a good premise for the development of enterprises, but at the beginning of the establishment of industrial cluster towns, due to the lack of experience in building communication platforms, the relevant industrial policies are lacking. In terms of attracting investment, Sun Gang town followed the policies formulated by Jin 'an District, which was difficult to highlight the local characteristics of the town. Some enterprise managers are old-fashioned in thinking and do not pay enough attention to the Internet, so most of the time they do not pay attention to the first-hand information released by the government on the Internet. When the information on the Internet forms a paper version and is circulated to them, they are likely to miss the time node. In addition, there are barriers in communication between the government and enterprises. On the one hand, the government does not provide a convenient way for enterprises to understand; on the other hand, some enterprises think that the government's help for enterprise innovation is just a formality, or they only care about providing subsidies.

## **4. Build a Professional Town of Industrial Clusters with Local Characteristics**

Since the reform and opening up, China's economy has grown from a weak one to a strong one. A group of leading enterprises emerged at the historic moment, forming a resource-based industrial cluster. In order to better integrate enterprise resources and develop local economy, local governments have established professional towns with local characteristics after meeting certain requirements.

### **4.1. Reasonable Layout and Scientific Development Plan**

The optimization and development of professional towns in industrial clusters cannot be separated from scientific and effective development planning. The scientific guidance of the government can quickly promote the upgrading and improvement of the industry and promote the continuous optimization and integrity of the whole industrial chain structure. In the Measures for the Evaluation and Identification of Professional Towns in Industrial Clusters in Anhui Province issued by the People's Government of Anhui Province and the Several Policies and Opinions on Accelerating the Development of Professional Towns in Industrial Clusters issued by six departments including Anhui Economic and Information Technology Commission, it is required to "accelerate the construction of industrial clusters with modern science and technology as the key. Giving priority to industrial layout plan, at the same time, optimize and enhance the characteristics of the industry. Therefore, on the basis of meeting the relevant provincial and municipal planning, land use and urban development requirements, Sun Gang Town has established a new industrial demonstration base with high-end equipment manufacturing as its direction. At the same time, with the guiding role of infrastructure and traffic location advantage of Liushu Road and Heliu Nantong Road, with the goal of undertaking the supporting production of auto parts of Jiangqi Group, key auto supporting enterprises at home and abroad are gathered to promote the construction of auto parts industry cluster town.

### **4.2. Precise Focus, Highlighting the Key Points of Attracting Investment**

After the positioning of industrial development is clarified, the attraction of the project is the key. Sun Gang Town focuses on the leading industry of auto parts manufacturing and

supporting upstream and downstream industry chain, and implements investment attraction. The integration of Yangtze River Delta has expanded the space and provided a novel platform for the development of industrial clusters in Sun Gang Town. In order to further seize the strategic opportunity of regional integration development in the Yangtze River Delta, closely follow the industrial transfer trend in Jiangsu, Zhejiang and Shanghai, and take advantage of the favorable opportunity for successful people to return home at the end of the year, Sun Gang Town will strengthen tracking and docking for key clue projects, promote the signing and settlement of projects, and ensure the completion of the annual investment attraction task. Based on the first and leading industries, focus on key enterprises such as JAC die-casting and pay attention to industrial chain investment; taking the opportunity of Integrating Anhui province into the integrated development of the Yangtze River Delta, we have thoroughly sorted out the projects that will be transferred by the whole industry in Jiangsu, Zhejiang and Shanghai and that are in line with the industrial development orientation of the town, and carried out precise docking and overall undertaking.

#### **4.3. Strengthen Communication and Information Service Guarantee**

Informatization is the general trend of today's social development, and the tide of informatization has become an irreversible historical trend and is exerting an immeasurable and significant influence on global economic and social development. The traditional auto parts industry has great potential for development in Sun Gang Town, and the government should also become smarter and more flexible in the way of serving enterprises in the Internet age. Therefore, the government needs to grasp its own value to provide public information services for its development, strengthen the connection between enterprises and the market, and innovate the "Internet + government and enterprise services" model, so that enterprises can have a path, guidance and feedback for their policy appeals. In terms of policy promotion, we should strengthen the training of enterprise personnel, arrange special personnel to connect with enterprises, and help them gradually change their working ideas, so as to provide a strong foundation for the development of professional towns in industrial clusters.

#### **4.4. Improve Efficiency and Optimize Business Environment**

The business environment is an important manifestation of the soft power of regional economy. Sun Gang Town takes creating an excellent business environment as a key measure to accelerate the transformation and upgrading of the open economy and promote high-quality development. It actively encourages enterprises to "attract investment by business", "attract investment by affinity" and "attract investment by emotion", so as to strengthen the communication between enterprises. In order to shorten the distance between government and enterprises, Anhui province has launched the "four delivery and one service" two-thousand-yuan project, which aims to send new development concepts, support policies, innovative projects and production factors to enterprises, so as to serve the real economy well. In response to this measure, Sun Gang town vigorously established a unified management platform and promoted the construction of 50 industrial functional zones, forming a mechanism of "one zone and many parks", sharing resources, jointly building platforms, sharing results and integrating markets. We will strengthen cooperation in scientific and technological innovation, policy alignment, and innovation and entrepreneurship. We will assign special personnel to connect enterprises with each other to help them solve problems in a timely manner and take appropriate measures.

### **5. Conclusion**

Local governments should focus on improving the self-organization ability of industrial clusters and local economy and reduce excessive dependence on external resources. Combined with the

region for accumulation with a long time of a traditional industry with advantage and resources, build a landmark industry clusters, to consider not only the enterprise's barriers to entry, correlation between enterprises, the development of the integrity of the industry chain and industry sustainable, evaluation, etc., more sufficient attention to the integration of industrial clusters, increasing influence, promote the competitiveness of the cluster.

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