

The Reform of Logistics in Beibuwan -- Taking Zhanjiang Logistics as an Example

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Abstract: The COVID-19 broke out in 2020. Under the leadership of the CPC Central Committee, China has brought the epidemic under control and quickly returned to normal. Logistics is the pillar of social and economic operation and provides strong support for the resumption of work and production. The epidemic situation has a profound impact on the development of logistics. Taking the logistics industry of Zhanjiang city as an example, this topic analyzes the development status of the regional logistics industry under the background of the epidemic situation, and focuses on the new ideas and measures of the logistics development of Zhanjiang city after the epidemic situation.

1. Introduction

Beibu Gulf (formerly known as Dongjing Gulf) is located in the northwest of the South China Sea, and is the most convenient sea port in southwest China. It is adjacent to Leizhou Peninsula and Hainan Island in Guangdong Province in the east, Guangxi Zhuang Autonomous Region in the north, and Vietnam in the west, and is connected with Qiongzhou Strait and the South China Sea. The main ports are Zhanjiang Port and Fangcheng Port, Qinzhou port and Beihai port in China as well as Vietnam's Bianshui and Haifang. Beibuwan is located in Guangdong province. The main ports are Zhanjiang port, Fangcheng Port, Qinzhou port and Beihai port in China and Bianshui port and Haifang port in Vietnam. Zhanjiang city is an important part of Guangdong province, and also a national comprehensive transportation hub city. The development of regional logistics and transportation industry occupies an important position, which will also bring great influence to the development of national logistics industry. In the context of the epidemic in the past two years, the regional logistics industry has been hit hard. After each outbreak of the epidemic, the logistics industry will bear the brunt and its development will be difficult. As shown in Figure 1, the online index statistics of logistics vehicles in Guangdong Province under the large-scale outbreak of the epidemic in China this year (From July 26 to August 10):

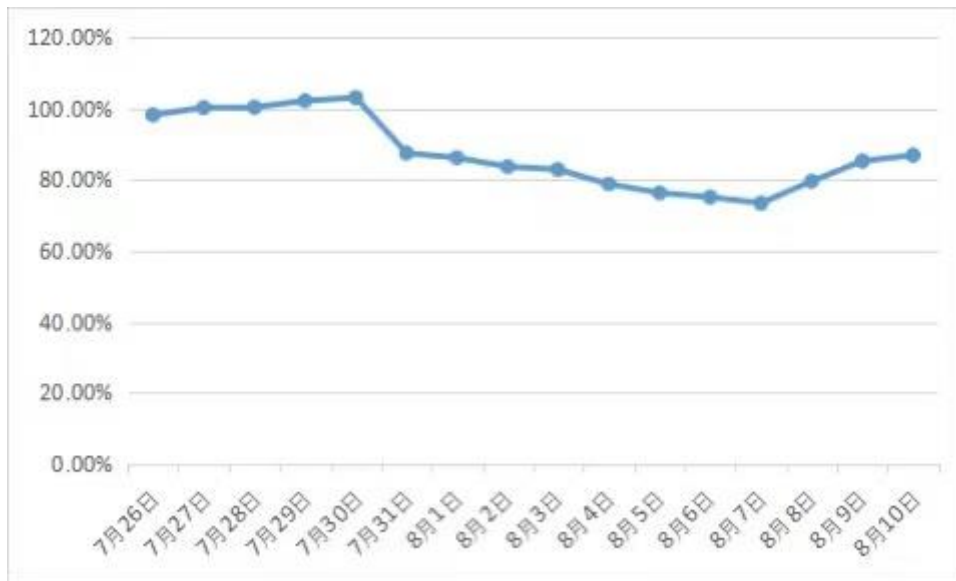


Fig.1 Online Index Statistics of Logistics Vehicles in Guangdong Province under the Outbreak of Domestic Epidemic This Year

This is just one aspect of the sharp decline in the online index of regional logistics vehicles in the context of the large-scale outbreak of the epidemic. Some air and sea logistics businesses have also suffered a significant impact. This is not only true in Zhanjiang city, but also in many other regions in China. The impact of the epidemic on the logistics industry is more obvious in some regions with large logistics markets, logistics enterprises, logistics ports and distribution centers. In the new period, the development of the logistics industry is facing many new problems and challenges. It needs to accelerate the reform of the logistics industry to adapt to changes and improve the competitiveness of the logistics market.

2. Problems Existing in the Development of Logistics Industry in Beibuwan

1) Logistics infrastructure construction lags behind and the level of intelligence is insufficient

In terms of the current development of the logistics industry in Zhanjiang city, the overall logistics enterprises still lag behind in the construction of logistics infrastructure, especially in the construction of informatization, automation and intelligent logistics infrastructure, the overall construction level is relatively low and the development speed is slow. In the regional logistics and transportation industry, there is no reliable information sharing mechanism, lacking logistics service information sharing platform construction. Although the penetration rate of the Internet of Things, big data, cloud computing, artificial intelligence and other technologies is increasing, the relevant logistics service mechanism has been constantly improved, and the level of informatization has been constantly improved, there are still many problems in infrastructure construction such as technology application and system of the logistics park in Zhanjiang. As a result, the overall service ability of logistics practitioners is low, and the participation consciousness of information sharing is lacking, which further reduces the efficiency of logistics and transportation, increases the cost of logistics and transportation, and leads to the reduction of the overall development benefit of logistics and transportation, and the development level of the overall logistics industry is limited.

2) Logistics service efficiency is low and service level is backward

In terms of the service level of the logistics industry in Zhanjiang, the overall service efficiency is low and the service level is uneven. On the one hand, this problem is caused by the lack of information and intelligent logistics infrastructure construction in the region, and the lack of

effective application of efficient logistics transportation and service auxiliary tools and methods; On the other hand, it is due to the lack of overall service awareness and low service ability of relevant logistics practitioners. In the era of the development of the logistics information technology, logistics professionals must have a certain logistics information technology and professional skills. At present, the logistics practitioners in Zhanjiang are not advanced enough in the concept of logistics, and lack of foresight in the understanding of logistics transportation industry. They did not realize the importance of innovative ideas in the development planning of modern logistics and transportation industry in regional construction, and related logistics reform measures were not in place, leading to the slow improvement of logistics service level.

3) Lack effective policy support, logistics industry competitiveness is fierce

At present, Zhanjiang has many large logistics enterprises, there are also many small and medium-sized logistics enterprises. In the competition with large enterprises, small and medium-sized enterprises obviously at a disadvantage, and the government's insufficient policy support for small and medium-sized logistics enterprises makes their development difficult under the epidemic. Some small and medium-sized logistics enterprises are overwhelmed and cannot continue to develop.

3. Effective Measures for Logistics Reform in Beibuwan

3.1 Improve Infrastructure Construction, Improve Logistics Development Foundation

In the new period, in order to adapt to the development needs and changes of the logistics industry, the Beibuwan must improve the development level of the transportation industry, actively improve the infrastructure construction of the regional logistics industry, build a perfect logistics transportation system, improve the level and quality of logistics service, and accelerate the construction of smart logistics service system. In addition, we will speed up the improvement of logistics infrastructure at sea, air and port. We will further implement the port logistics infrastructure construction plan, roll forward the construction of key projects included in the plan, accelerate the large-scale, intensive and professional development and construction of the key port area, accelerate the development of the rear land logistics park of the port area, and promote the economic diversification of the port area and the improvement of the service level. It is necessary to accelerate the introduction of information-based and intelligent logistics service platforms and infrastructure equipment, so as to lay a solid foundation for improving regional logistics service level and market competitiveness.

According to the implementation plan of Zhanjiang City to implement the Opinions of Guangdong Provincial Party Committee and Guangdong Provincial People's Government on Supporting Zhanjiang to Accelerate the Construction of Sub-provincial Center City and Become an Important Development Pole of Modern Coastal Economic Belt, the regional government will vigorously accelerate the construction of regional transportation infrastructure. Cooperation building Qiongzhou strait, for example, the comprehensive transportation corridor, advancing the Qiongzhou strait sea express train into the integration of port and waterway, promoting light and Xuwen port construction, deepening cooperation strategy of port and shipping as soon as possible, promoting Zhanjiang harbour and important port in Hainan to build "Combined Harbour" and so on, the infrastructure construction for the development of logistics industry in the region is an opportunity. After completing related project construction, Zhanjiang city logistics industry development will step on a new level.

3.2 Build Logistics Supply Chain and Strengthen Personnel Training

In combination of the current low level of logistics service problems, Beibuwan should further improve the efficiency of logistics service, accelerate the construction of regional logistics supply chain, realize the combination of strong and strong, give play to the advantages of regional geographical location and logistics resources, and further improve the efficiency of its own logistics service. In addition, we should also pay attention to the training of high-quality logistics service personnel, pay attention to the introduction of high-quality logistics management personnel and technical personnel, but also train more personnel with logistics service awareness, for the regional logistics industry to improve the quality and efficiency of laying a good talent foundation.

3.3 Increase Policy Support to Facilitate the Development of Small and Medium-Sized Logistics Enterprises

According to the Implementation Plan of Implementing the Opinions of Guangdong Provincial Committee of the Communist Party of China and Guangdong Provincial People's Government on Supporting Zhanjiang to Accelerate the Construction of Zhanjiang into a Sub-Provincial Center City and an Important Development Pole of Modern Coastal Economic Belt issued by Zhanjiang Municipal Government, the region will support Zhanjiang to establish and improve the in-depth cooperation mechanism between Guangzhou and Zhanjiang, accelerate its integration into the construction of the Guangdong-Hong Kong-Macao Greater Bay Area, actively participate in the One Belt and One Road Initiative, and strive to create a market-oriented and law-based international business environment, so as to promote Zhanjiang to form a new pattern of high-level opening-up and cooperation. By 2025, major progress will be made in integrating the Guangdong-Hong Kong-Macao Greater Bay Area, the Hainan Free Trade Port, and the China-Asean Free Trade Area. By 2035, the fulcrum functions of the 21st Century Maritime Silk Road will be significantly enhanced. The implementation of these policies can create new internal and external logistics markets for the region and accelerate the internationalization of regional logistics services. In the process of development, governments in the relevant areas of the Beibuwan should play an active role in providing necessary policy support to logistics enterprises facing difficulties in developing under the epidemic, reducing and exempting taxes of logistics enterprises, standardizing industry development, and providing resources and preferential policies to relevant logistics industries to help them tide over difficulties. At the same time, the government should also strengthen guidance, so that the regional logistics industry towards a better direction of development.

4. Conclusion

Since the outbreak of COVID-19 in 2020, the development of modern logistics industry in Zhanjiang has been greatly affected and impacted. This topic analyzes the changes of freight volume of Zhanjiang logistics industry since the epidemic, finds out the difficulties faced by the development of Zhanjiang logistics industry as well as the weaknesses and shortcomings of the development of Zhanjiang logistics industry. Through the research of this project, proposes new ideas and measures for the development of Zhanjiang logistics industry. For the transformation and upgrading of Zhanjiang logistics industry, it is necessary to seize the opportunity, accelerate industry reform and innovation, promote large-scale, intensive, information, standardization, green development, enhance the resilience of logistics industry development, promote logistics to improve quality, reduce cost and increase efficiency.

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