

Rule of Law and Innovation: the Optimization Path of Business Environment in Guangdong Hong Kong Macao Bay

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Abstract: a Transparent, Convenient and Rule of Law Business Environment is an Important Prerequisite for the Success of the Bay Area Economy. the Effectiveness of International Business Environment Construction Determines Whether Guangdong, Hong Kong and Macao Bay Area Can Complete the Leap and Upgrading from Regional Bay Area to International Bay Area. Based on the Policy Background of Building the Urban Development Plan of Guangdong, Hong Kong and Macao Metropolitan Area, This Paper Systematically Determines the External Gap of Business Environment and the Internal Gap of Business Environment between Guangdong, Hong Kong and Macao Metropolitan Area and World-Class Bay Area. and Summed Up the International Advanced Business Environment Construction Experience, and Finally Summed Up the Business Environment of Guangdong from Four Aspects of Market Environment, Government Environment, Legal Environment and Social Rules.

1. Introduction

On July 1, 2017, Witnessed by the Hong Kong Special Administrative Region, the Hong Kong Special Administrative Region, the Macao Special Administrative Region and the National Development and Reform Commission[1]. At the Same Time, Guangdong Province Jointly Signed a Framework Agreement Aimed At Deepening the Cooperation between Guangdong, Hong Kong and Macao to Promote the Construction of the Greater Bay Area. This is the Meaning of the Integrated Construction of the Hong Kong Bay Metropolitan Area in 11 Cities of the Two Special Administrative Regions of Hong Kong and Macao, Guangzhou, Shenzhen, Zhuhai, Foshan, Jiangmen, Dongguan, Zhongshan, Huizhou and Zhaoqing. the Bay Area is Facing the Sea and Consists of One Bay, Several Bays and Adjacent Islands[2].

The role of business environment in promoting economic development can be realized in the following two ways. First, the improvement of business environment will not only promote the inflow of foreign capital, but also contribute to the increase of domestic production and private investment. World Bank Research in 80 countries shows that as long as the predictability of policies is improved, enterprises can increase new investment prospects by up to 30%. It not only improves the business environment and reduces the operating cost of the enterprise, but also provides more opportunities to stimulate the innovation and business creativity of entrepreneurs. In addition, a good business environment penetrates into the dynamic survival mechanism of the fittest suitable for the market, which promotes the healthy economic development. The world bank pointed out that more transparent and convenient governance, high enterprise access rate and high enterprise density. A good business management environment can reduce the time required to start work by 10 days. The investment rate increased by 0.3% and GDP by 0.36%.

2. Advanced Experience of International Business Environment Construction

The internationalization of business environment construction of international first class San Francisco Bay area is the only way to promote the development of International San Francisco Bay

area. This is Tokyo San Francisco Bay area, New York San Francisco Bay area, or whether it is in San Francisco Bay area, San Francisco, but they have experienced the development of the international community from a small San Francisco Bay area[3]. They have experienced the important factors of the international successful San Francisco Bay area, transparent and convenient, and the law dominated business environment. Therefore, it is necessary to absorb the learning experience of San Francisco Bay area of Guangdong, Hong Kong and Macao University from the perspective of International San Francisco Bay area transformation. This paper summarizes the experience of building an international business environment in San Francisco Bay area. First of all, adapt to opening and internationalization. This means that there are many good ports in the bay area, but it provides a physical gateway to communicate with the outside world, and more importantly, the degree of openness determines the international atmosphere of the city. For example, on the premise of free trade and globalization, the bay area of Tokyo not only realizes the reasonable manufacturing of San Francisco Bay area, but also makes the best use of the radiation effect of the port, bringing the openness of the whole area. Include. With the continuity of opening up and internationalization, the headquarters of world-famous multinational enterprises such as Nissan, Toyota, steel, Sony, Canon, Japan, NEC, Shiseido, Softbank, etc., are not only brought by world-famous enterprises such as Microsoft and Huawei. The opening and international nature of the Tokyo Bay area of the overseas enterprise research and development center, the development of the whole bay area, the content and trend of the changes in the world's political economy, can be sensitively captured[4]. The construction of the Tokyo Bay is to maintain the world's trend and lead the world's economic development.

Table 1 Comparison of Business Environment of Core Cities in the Bay Area of the World

Ranking	City	Soft environment index	Ecological environment index	Infrastructure index	Business cost index
1	New York	0.781	0.547	0.588	0.753
3	Tokyo	0.695	0.588	0.618	0.501
8	Hong Kong	0.841	0.566	0.376	0.331
19	Guangzhou	0.553	0.433	0.420	0.478
21	Shenzhen	0.541	0.526	0.295	0.299

Second, rely on institutional innovation to promote innovation and entrepreneurship. Since the 1980s, the San Francisco Bay area and the San Francisco Bay area of New York have made a series of systematic innovations and reforms in the field of knowledge economy, including scientific and technological achievements, venture capital, even the mechanism of systematic migration, innovation and wealth effect of entrepreneurship[5]. The form prescribed by law is the transfer of scientific and technological achievements, the supervision of venture capital system and transaction processing. According to relevant contents, this is an organic combination of substantial financial field and technological innovation and entrepreneurship in the bay area, which promotes to be fixed. San Francisco is the rapid development of Silicon Valley in San Francisco Bay area, the support of entrepreneurs' innovation policies and promotion system, professional intermediary service system, and the active interaction of world class universities and their industries, so as to get preferential policies from high-quality life and living conditions. A strong source of venture capital and a mature financial system[6].

3. The Construction Path of International Business Environment in Guangdong, Hong Kong and Macao

The international business environment has been formulated. According to the international business rules, the University of Hong Kong and Macao, Guangdong Province, which has built a comprehensive market system, innovated and highly unified in the open competition, has formulated the strategic concepts of San Francisco Bay area, pure regeneration, “belt and road” and China in the Asia Pacific Free Trade Circle. The institutional advantages of “one country, two systems” are very important for promoting supply side reform, driving the development of

surrounding areas, establishing a new open economic system and implementing the Marine Corps strategy[7]. This paper first outlines the definition and importance of the international business environment. Second, it evaluates the current business environment of Guangdong Hong Kong Macao Bay area and identifies the external gap between the world-class Bay area and Guangdong Hong Kong Macao Bay area. Based on the internal gap between cities and regions, and the construction of international business environment, the advanced experience of San Francisco Bay area and Hong Kong in the international first class is rearranged. Finally, from the market environment, administrative environment, legal system, social environment four aspects to start this paper. In order to construct the international business environment of Hong Kong and Macao, the following suggestions are put forward.

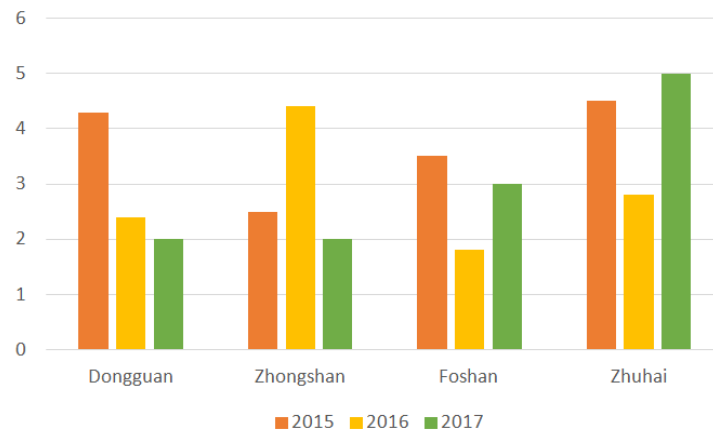


Fig.1 Difference of Opening Degree of Cities in Guangdong, Hong Kong and Macao

3.1 Create a Standard, Open and Competitive Market Environment

First, we should promote market integration, expand opening up, and improve the level of international marketization. Market integration is the basic element and the prerequisite for the integrated development of Guangdong, Hong Kong and Macao[8]. For this reason, it is necessary to optimize and improve the industrial value chain and resource allocation mode in the San Francisco Bay area. In order to promote the construction of the international business environment and to promote the establishment of the Federation of investment research and industrial development promotion associations in the greater San Francisco Bay area, it is necessary to develop and adjust, transform and upgrade the industrial structure. Guangdong Hong Kong Macao University, as the whole San Francisco Bay area, implements investment promotion activities. At the same time, through the foundation of the airport economic development association and the science and technology cooperation and innovation, we work together to build a unified market system of all factors in Guangdong Hong Kong Hong Kong greater San Francisco Bay area, especially in the very open financial market. Real estate market and product market effective factor flow and integration model.

Second, the construction of comprehensive transport infrastructure, the overall plan to promote the construction of Guangdong Hong Kong Macao railway route network and expressway network at all levels, the strengthening and expansion of the cluster functions of active ports and airports, and the expansion factors promote the trend of market freedom. The ports of Guangdong, Hong Kong and Macao rely on clusters to build international shipping centers, and internal and external communications to build a seamless connection between logistics centers, sea, land and sky. The transportation time between Pearl River Delta and the eastern and western regions of Guangdong Province is shortened, the logistics and passenger flow are effectively passed, and the San Francisco Bay area, which promotes the integration of Guangdong, Hong Kong and Macao in traffic construction and network protection, eventually leads to a larger area in the San Francisco Bay area, where the phoneme is to promote the unity of the market[9].

Third, strengthen supervision and build a credible market in Guangdong, Hong Kong and Macao. The cities of Guangdong, Hong Kong, Macao and the greater San Francisco Bay Area strictly enter

the market supervision, quality and safety supervision, market competition order coach. Coaches need coaches, coaches, and tracking. Rules and regulations can be applied. In order to realize the supervision of information market information platform, it is necessary to arrange. Improve the effectiveness of market supervision. At the same time, through the guidance of the government and the participation of the society, we will optimize the business environment and create a trustworthy market for the Greater Bay area.

3.2 Create an Efficient, Stable and Transparent Government Environment

First, comprehensively deepen the reform of the government system. Optimize the investment access system, trade transparency process and supervision, electronization, efficiency, transparency, one-stop process management, and improve trade and investment facilitation. Guangdong, Hong Kong and Macao Bay area provides an important model for connectivity in the Asia Pacific region and plays an important role in integrating domestic and foreign resource allocation of production factors. Therefore, it is necessary to optimize the filing methods for the comprehensive development and utilization opportunities in the Greater Bay area, for the purpose of strengthening the electronic trade and investment, and for the realization of the investment approval system. The promotion degree is to provide system support and element support for regional enterprises in Guangdong, Hong Kong and Macao Bay area, and to build industrial chain and value system. And strengthen the intelligence of manufacturing industry and the internationalization of service industry in Guangdong, Hong Kong and Macao.

Second, establish an open government office, select and train management personnel, and cultivate service concepts. The establishment of an open government mechanism and a transparent government is an inherent requirement for the construction of an international business environment in the Great Bay area of Guangdong, Hong Kong and Macao. For example, through the “online government”, Hong Kong has improved the construction and sharing of information among various departments, which can basically handle affairs online. In addition, the websites of various departments are for dealing with various matters, investment projects of enterprises, and publishing detailed laws and regulations, work policies, postures, principals, department information, status, acceptance and processing results for ease. Therefore, the government of Guangdong, Hong Kong, Macao and Dawan district should improve the efficiency and service level of the government, select and train government managers, and make the government become a dynamic and competitive service-oriented government.

Third, we should encourage the establishment of intermediary service agencies and improve the investment promotion service platform. In order to rationalize government organizations and improve administrative efficiency, “outsourcing” or intermediary service agencies can be set up. Take Hong Kong for example. The Hong Kong Trade Development Council is a semi formal intermediary. The professional institutions provide professional services for the majority of small and medium-sized enterprises, provide convenience and create a good business environment. In addition, Guangdong, Hong Kong, Macao and Dawan cities should set up the concept of promoting investment, and jointly set up investment services and mid-range investment services with world-class accounting service companies, law firms and overseas banks. Comprehensive investment services provided by international investment advisory bodies and other professional services institutions in the investment and post investment stage, thus facilitating investor inspection, information and market research, and business operations. And improve the professional intermediary service level of Guangdong, Hong Kong and Macao.

3.3 To Create a Fair, Just and Open Legal Environment

First of all, we will improve the legal and regulatory system related to investment management and establish a legal and regulatory system that matches the consistency of Guangdong, Hong Kong and Macao. A series of decrees have been issued for all aspects of enterprise investment management, such as urban planning, land development and use, environmental protection, construction management and specific facility management. At the same time, in order to promote the connectivity of people, goods and funds in Dawan District, we need to explore under the “one

country” as soon as possible. A system “framework, establishing a common market for resource allocation in Guangdong, Hong Kong and Macao, and establishing laws and regulations that are consistent with the system of Guangdong, Hong Kong and Macao. In view of the current background of comprehensive judicial cooperation among Guangdong, Hong Kong and Macao, it can be advocated to resolve legal disputes in the cooperation between Guangdong, Hong Kong and Macao through arbitration and coordination.

The protection of real right is the basic prerequisite for the complete operation of market economy. Taking the opportunity of urban agglomeration in the metropolitan area of Guangdong, Hong Kong and Macao as an opportunity, we will support the revision of existing patent protection related systems, improve remuneration reporting standards, increase penalties, respect intellectual property rights, and create a legal environment to protect intellectual property rights. At the same time, we should strengthen pre investigation and pre investment, clean up investigation and surprise inspections, provide legal services for foreign businessmen, and effectively protect the legitimate rights and interests of foreign invested enterprises.

4. Conclusion

First, innovation, monitoring, green, open Nestle, and then, according to the concept of shared development, highly integrated “urban producers”, to realize the vitality of Guangdong, Hong Kong, Macao and the great San Francisco Bay area and a place capable of industrial construction. Vitality and industry are the environmental advantages of the economic development of the bay area. In the long run, we should give full play to the environmental benefits of the Gulf economy. Urban design pays attention to people-oriented, further strengthens the overall planning of the city, enhances the unity and stability of the planning, highlights the characteristics of the city, optimizes the spatial layout, speeds up the transformation of “three old” and improves the public foundation. The facilities will enhance the comprehensive transportation capacity of the city. Improve the quality management level of city appearance, and build a livable and feasible city environment according to the requirements of cleanness, tidiness, tidiness and safety.

The second is to establish the concept of “using talents to strengthen the domain”, endow intelligence input with importance, establish a system, improve the mechanism of using talents, and form a comprehensive and sustainable “ecosystem” for the development of using talents. Provide career support platform, life service platform and support platform for high-level talents, and improve the job satisfaction and life satisfaction of high-quality talents in Dawan district. A wide range, wide coverage, to provide artists with a relaxed business and entrepreneurship environment, to create a cluster type talent entrepreneurship platform. To formulate local supporting policies on public health, medical care, social insurance, spouse placement, children registration and family purchase subsidies, so as to provide high-quality and international standard life services for talents at home and abroad. Active, new scientific research institutions maintain the main innovation platform and strengthen cooperation between key research institutes and National Engineering Center, deepen the innovation of international exchange, integrate all kinds of innovative resources, and promote the possibility of high-end talents to stimulate innovation.

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