

Xi'an Headquarters Economic Research

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Abstract: The headquarters economy is of great significance to promote the economic development of Xi'an. Based on the analysis of the economic status of Xi'an headquarters, this paper proposes that the existing headquarters enterprises in Xi'an are generally small, the multinational corporations headquarters and state-level headquarters enterprises are few, and they cannot form a strong attraction to external enterprise groups. And put forward relevant suggestions for accelerating the development of Xi'an headquarters economy.

1 Introduction

The headquarters economy is accompanied by the deepening of economic globalization and the rapid development of information network technology. The phenomenon of “global” and “production” is separated in space, and a new economic form is formed, that is, high-end functions of enterprises. It is spatially separated from the low-end functions.

2. The concept of the headquarters economy

Headquarters economy refers to a region that attracts enterprises to cluster their headquarters in the region due to their unique resource advantages, and lays out the manufacturing bases in other regions with comparative advantages, so as to achieve optimal space coupling between enterprise value chains and regional resources, and This is an economic form that has an important impact on the economic development of the region. Its core content is the cluster distribution of the corporate headquarters and a reasonable division of value chain.

As the central city of the northwest region, Xi'an has good location conditions, realistic foundations and comparative advantages in developing the headquarters economy, as well as the advantages of talent education resources. Vigorously developing the headquarters economy is an important measure for the city to accelerate economic development.

3. Analysis of the current situation of economic development in Xi'an headquarters

The headquarters economy is rich in hierarchy. Although Xi'an is not a major gathering area for multinational corporations or national headquarters, in recent years, Xi'an has taken the development of regional headquarters economy as a new economic growth point and an important measure to optimize the industrial structure, expand opening up, and improve urban competitiveness.

3.1 Xi'an City Headquarters Enterprise Scale

According to the third economic census data of Xi'an, as of December 31, 2013, there were 584 economic legal entities in Xi'an, accounting for 0.737% of all legal entities in Xi'an (79270). Among them, there are 540 domestic legal entities, accounting for more than 92% of the total number of economic legal entities in Xi'an headquarters.

As the central city of the west, Xi'an has provided superior hardware and support for the development of the headquarters economy. Up to now, Xi'an has gathered a number of headquarters enterprises with large scale and strong competitiveness, such as Philips and Intel., Siemens, etc. National and regional enterprises invest in Xi'an and set up regional headquarters or R&D centers.

3.2 Development of the headquarters economy has created more job opportunities

According to the third economic census data of Xi'an, there are 738,045 employees in the secondary industry and the tertiary industry legal person in Xi'an headquarters economy, accounting for 25.88% of the city's employed persons, more than a quarter; in Xi'an City Headquarters Economic Corporation Among the employees in the industry, the top three industries are: 246,815 people in construction, accounting for 33.37%; 186,722 in manufacturing, accounting for 25.24%; and 52,795 in wholesale and retail, accounting for 7.14%.

3.3 The overall scale and comprehensive capacity of the Xi'an headquarters economy are in the forefront of the western region.

Using Principal Component Analysis, the five major indicators, such as basic conditions, business environment, research and development capabilities, professional services, and openness, were used to calculate and comprehensively rank the headquarters' economic capabilities in 35 prefecture-level cities in the six northwestern provinces. Xi'an Municipal Headquarters The economic comprehensive score of 86.58 points , ranking first, far higher than the second-ranked Urumqi (78.08 points), indicating that the comprehensive advantages of Xi'an headquarters economic capacity are outstanding.

3.4 Xi'an headquarters economy is relatively concentrated in leasing and manufacturing

Among the regional headquarters enterprises established in Xi'an, the proportion of leasing and business services, manufacturing, scientific research and technical service industries accounted for a relatively large proportion, among which leasing and business services accounted for 16.26%, and manufacturing accounted for 16.08%. The scientific research and technology services industry accounted for 12.15%, followed by construction, wholesale and retail and real estate. The number of economic units in the regional headquarters of the collection industry is the least, and the economy of Xi'an headquarters is generally characterized by high-tech.

3.5 The total assets of the domestic headquarters are high in Xi'an headquarters.

The economic investment main body of Xi'an Headquarters consists of foreign headquarters and regional headquarters of domestic companies. However, the third economic census data of Xi'an shows that the total assets of domestic headquarters account for a large proportion of Xi'an headquarters economy, up to 92.47%, while Hong Kong, Macao and Taiwan The total assets of commercial enterprises and foreign-invested enterprises accounted for only 7.53%.

3.6 The largest contribution to Xi'an in the headquarters economy belongs to the construction industry and the real estate industry.

The third economic census data of Xi'an shows that the construction industry in the headquarters economy achieved an annual operating income of 205.041 billion yuan, business tax and an additional 6.233 billion yuan, accounting for 31.52% of the total business tax and additional total of Xi'an headquarters enterprises, nearly 1/3. Although the real estate industry realized operating income of only 36.923 billion yuan, which is less than 4.5% of the total operating income of Xi'an headquarters enterprises, the business tax and surcharges reached more than 4 billion yuan, accounting for 22.25% of the total, nearly 1/4.

3.7 Xi'an City Headquarters economic space agglomeration characteristics are obvious

The economic space of Xi'an Headquarters has obvious characteristics, and has formed several high-tech industrial zones, such as high-tech parks, eco-regions, international port areas and

Qujiang New Area. At present, among the various economic clusters in Xi'an, the Hi-Tech Park has the largest number of headquarters. According to statistics, up to now, the high-tech zone has gathered more than 100 large enterprise headquarters and more than 100 large-scale R&D centers. Among the enterprises with an annual business income of over 100 million yuan in the high-tech zone, nearly 30 are classified as headquarters enterprises. Among them, advanced manufacturing and new service industries are the mainstays, accounting for 16% of the total number of enterprises over 100 million yuan. Thirty companies, only a small part of the thousands of companies active in the high-tech zone, have created a value of 56.5% of the region's operating income.

4. Problems in the economic development of Xi'an headquarters and some suggestions

4.1 Problems in the development of the headquarters economy

There are still some problems in the development of Xi'an headquarters economy, especially compared with domestic advanced cities (such as Beijing, Shanghai, and Guangzhou). First, at present, Xi'an headquarters enterprises are mainly domestic headquarters, and there are fewer regional headquarters and national headquarters enterprises of multinational corporations. Second, the existing headquarters of Xi'an is generally small in scale. It is not very attractive to external enterprise groups; most headquarters enterprises are in the city. Industrial development has not been able to take the lead. Third, insufficient talent is not conducive to the expansion of headquarters business and reduce cost.

4.2 Suggestions for developing the headquarters economy

4.2.1 Creating a headquarters economic development environment

Improve the hardware environment, including business supporting service facilities, urban road traffic, information network platform, water and electricity supply, environmental greening, increase the intelligent conditions of business facilities such as parking lots, conferences and exhibitions; optimize software environment, including taxation, law, finance, management, business services, education, multicultural atmosphere, etc. Construct a professional service support system around the headquarters enterprises, improve the quality of the urban ecological environment, and enhance the carrying capacity of headquarters enterprises and talents.

4.2.2 Focus on introducing a number of domestic and foreign large enterprise headquarters

Follow Xi'an's industrial development orientation, give full play to the comprehensive advantages of central cities, strengthen domestic and international economic cooperation, and deeply study the investment and location trends of headquarters enterprises, especially multinational corporations, and improve relevant policies, optimize services, innovate investment models, and enhance intermediary services. Measures, take the initiative to attack, and continuously enhance the attraction of large and medium-sized enterprise headquarters at home and abroad.

4.2.3 Implementation of Headquarters Economy Targeted Investment

Clearly attract investment markets, channels, integrate superior resources, and implement targeted investment. Attracting Fortune 500 companies and multinational companies with international influence, setting up subsidiaries or branches in Xi'an, gradually forming multinational companies' financial headquarters, R&D headquarters, procurement headquarters, marketing headquarters, trade headquarters and manufacturing headquarters or regional production in Xi'an base. Focus on the introduction of advanced manufacturing, high-tech industries and modern service industry headquarters enterprises as well as logistics, sales, procurement, trading, research and development and other headquarters-type institutions, the introduction of advantageous private enterprise headquarters.

4.2.4 Improve the talent environment

Form a talent training mechanism. Make full use of the advantages of the concentration of higher education institutions in Xi'an, and guide the university to strengthen the research strength and personnel training of relevant majors, and cultivate suitable talents for the headquarters

economy. Encourage headquarters enterprises to establish talent training platforms jointly with quality education and training institutions at home and abroad, provide high-quality talent training programs; implement talent incentive policies, increase the introduction and training of talents in headquarters, especially high-level talents, and establish headquarters talent pools.

5 Conclusion

Vigorously developing the headquarters economy is an important measure to accelerate the economic development of Xi'an, increase the total economic volume, and enhance the radiation, concentration and attractiveness of the central city in the northwest. It will play an active role in improving and expanding the quality and quantity of information, capital, talents, services, management, marketing and technology in Xi'an.

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