

Research on the Transformation and Upgrading of China's Manufacturing Export from the Perspective of Global Value Chain

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ABSTRACT

With the in-depth development of the global economy, China's manufacturing export is facing an urgent need for transformation and upgrading. From the perspective of global value chain, this paper analyzes the position and challenges of China's manufacturing industry in the global value chain, discusses the motivation and path of export transformation and upgrading, and puts forward corresponding strategic suggestions. The study shows that China's manufacturing industry is gradually climbing from low end to high end in the global value chain, but it still faces problems such as technical bottleneck and brand lack. Therefore, it is necessary to increase investment in technological innovation and brand building, enhance export competitiveness, and realize the sustainable development of manufacturing industry.

KEYWORDS

Global Value Chain; Manufacturing Industry; Export Transformation and Upgrading.

1. INTRODUCTORY PARAGRAPH

In the context of global economic integration, global value chain (GVC) has become an important force driving the development of manufacturing industry. As a global manufacturing power, China plays a pivotal role in the global value chain. However, with the intensification of international market competition and the continuous promotion of technological progress, China's manufacturing export is facing an urgent need of transformation and upgrading. This paper aims to deeply analyze the current situation, the motivation and the path of the export transformation and upgrading of China's manufacturing industry from the perspective of the global value chain, so as to provide theoretical support and practical guidance for improving the export competitiveness of China's manufacturing industry.

2. GLOBAL VALUE CHAIN THEORY AND THE TRANSFORMATION AND UPGRADING OF MANUFACTURING EXPORTS

With the acceleration of the globalization process, the global value chain (GVC) theory has gradually become an important framework to explain the mode of international trade and production organization. Global value chains cover all stages of products from design, production, marketing to consumption, and each stage may be distributed in different countries and regions, forming a global production network. In this context, the transformation and upgrading of manufacturing exports becomes particularly important.

The transformation and upgrading of manufacturing export refers to the improvement of the added value and international competitiveness of manufacturing products in the global value chain, and the transformation from low-end manufacturing with low added value and low technology content to high-end manufacturing with high added value and high technology content. Such transformation and upgrading will not only help to improve the profitability of enterprises, but also help enterprises to gain a greater say in the global market competition.

The theory of global value chain provides theoretical support and practical guidance for the transformation and upgrading of manufacturing exports. On the one hand, the global value chain theory reveals the inevitability and importance of the transformation and upgrading of manufacturing exports. In the context of globalization, only when manufacturing enterprises constantly improve their technical level and product added value, can they gain a foothold in the fierce international competition. On the other hand, the global value chain theory also provides a specific path and method for the transformation and upgrading of manufacturing exports. Enterprises can improve their position in the global value chain through technological innovation, brand building, management promotion and other ways, so as to realize the transformation and upgrading of export products.

At the same time, the transformation and upgrading of manufacturing exports is also an important means for enterprises to adapt to the global market competition and obtain higher profits. With the intensification of global market competition, low value-added manufacturing products are increasingly difficult to obtain the favor of the market. And high value-added manufacturing products tend to get higher profits because of their unique technology and quality. Therefore, manufacturing enterprises must improve their technological level and product added value through export transformation and upgrading, in order so as to gain greater advantages in the global market competition.

3. ANALYSIS OF THE STATUS OF CHINA'S MANUFACTURING INDUSTRY IN THE GLOBAL VALUE CHAIN

With the rapid development of China's economy and the deepening of reform and opening up, the position of China's manufacturing industry in the global value chain is increasing day by day. This is mainly reflected in the transformation and upgrading of the manufacturing industry, technological innovation and international trade and other aspects. However, at the same time, China's manufacturing industry is also facing many challenges, such as technical bottlenecks, brand loss and so on. In the global value chain, the competitiveness of China's manufacturing industry still needs to be further strengthened.

First of all, from the perspective of transformation and upgrading, China's manufacturing industry has changed from simple processing and manufacturing in the past to high-end manufacturing and design and research and development. This change is reflected in the product structure, production technology and industrial layout of the manufacturing industry. In terms of product structure, China's manufacturing industry has gradually changed from low value-added products to high value-added products, such as automobiles, electronic products, etc. In terms of production technology, China's manufacturing industry has gradually introduced and mastered advanced production technology, such as automation, digitalization and so on. In terms of industrial layout, China's manufacturing industry has gradually developed to the high-end, intelligent and green direction.

However, although China's manufacturing industry has made significant progress in the transformation and upgrading, it still faces the challenge of technical bottlenecks. China's manufacturing industry is still dependent on imports of some key technologies and core components, which not only increases the manufacturing cost, but also restricts the further development of the manufacturing industry. Therefore, China's manufacturing industry needs to strengthen technology

research and development and innovation, improve the ability of independent innovation, and break through the technical bottleneck.

Secondly, from the perspective of brand lack, the brand influence of China's manufacturing industry in the international market is limited. Although the export volume of China's manufacturing industry has been among the top in the world, most of the export products still belong to OEM production and lack of independent brands. This leads to the limited bargaining power of China's manufacturing industry in the international market, which also limits the further development of the manufacturing industry. Therefore, China's manufacturing industry needs to strengthen brand construction, improve brand influence and popularity, so as to enhance the international competitiveness of the manufacturing industry.

In the global value chain, the competitiveness of China's manufacturing industry still needs to be further strengthened. This is mainly reflected in the production efficiency, product quality, service level and other aspects of the manufacturing industry. In order to improve the status in the global value chain, China's manufacturing industry needs to strengthen the cooperation and exchange with the international advanced manufacturing industry, learn from the advanced management experience and technological achievements, and constantly improve its own competitiveness and innovation ability.

In short, the position of China's manufacturing industry in the global value chain is gradually improving, but it still faces technical bottlenecks and brand loss. In order to further strengthen the competitiveness of the manufacturing industry, China needs to increase technology research and development and innovation, strengthen brand building and independent innovation capacity, and constantly enhance the status and influence of the manufacturing industry in the global value chain. At the same time, it is also necessary to strengthen the cooperation and exchanges with the international advanced manufacturing industry to jointly promote the development of the global manufacturing industry.

4. THE MOTIVATION AND PATH OF THE TRANSFORMATION AND UPGRADING OF CHINA'S MANUFACTURING EXPORT

4.1. International Market Competition Pressure: The Core Driving Force of the Transformation

With the deepening development of globalization, the competition in the international market is becoming increasingly fierce. China's manufacturing industry has long relied on the export model of low-cost and large-scale production, and faces fierce competition from emerging economies and developing countries. This competitive pressure forces China's manufacturing industry to seek transformation and upgrading, in order to improve the quality and added value of export products and enhance international competitiveness.

4.2. Technological Progress: A Key Support for Driving the Transformation

Technological progress is the key support for promoting the transformation and upgrading of the manufacturing industry. As global technological innovation accelerates, advanced technologies such as intelligent manufacturing, digital production and artificial intelligence are reshaping the competitive landscape in manufacturing. In order to achieve the leapfrog development of China's manufacturing industry, it must increase the investment in the research and development and application of these new technologies, not only to improve the production efficiency and product quality, but also to promote the development of the industry to the direction of higher added value through technological innovation. For example, by introducing automated production lines and implementing industrial Internet of Things technology, precise control of the production process and

optimal resource allocation can be achieved, thus effectively reducing production costs and improving operational flexibility. In addition, technological advances can enhance the environmental friendliness of manufacturing, optimizing energy consumption and reducing waste generation through intelligent systems in response to the needs of global demand for sustainable development.

4.3. Consumption Upgrading: An Important Engine Driving the Transformation

With the recovery of the global economy and the improvement of consumers' purchasing power, the demand for high-quality and high-value-added products in the international market is increasing. China's manufacturing industry needs to follow the trend of consumption upgrading, adjust the structure of export products, and increase the supply of high-quality and high value-added products. At the same time, it is also necessary to strengthen brand building and enhance brand awareness and reputation to attract more high-end consumers.

4.4. Transformation Path: Technology Innovation, Brand Building and Market Expansion

Facing the above reasons, the transformation and upgrading path of China's manufacturing export mainly includes technological innovation, brand building and market expansion. First, we should increase investment in research and development, promote technological innovation, and improve the technical content and added value of products. Secondly, cultivate independent brands, strengthen brand construction and publicity, and enhance brand awareness and reputation. Finally, actively expand the international market, expand sales channels, improve the market share. Through these paths, China's manufacturing industry can gradually realize the transformation and upgrading of exports and enhance its international competitiveness.

In short, the transformation and upgrading of China's manufacturing export is an inevitable choice to cope with the pressure of international market competition, technological progress and consumption upgrading. Through technological innovation, brand building and market expansion, China's manufacturing industry can enhance the added value of export products and international competitiveness, and achieve sustainable and healthy development.

5. STRATEGIES AND SUGGESTIONS FOR THE TRANSFORMATION AND UPGRADING OF CHINA'S MANUFACTURING EXPORT FROM THE PERSPECTIVE OF GLOBAL VALUE CHAIN

Under the background of global value chain, the transformation and upgrading of China's manufacturing exports is facing new opportunities and challenges. In order to better adapt to the changes of the global market and meet the needs of domestic consumption upgrading, we need to adopt a series of strategies and suggestions to promote the transformation and upgrading of China's manufacturing export.

5.1. Increase the Investment in Technological Innovation and Enhance the Core Competitiveness

First of all, China's manufacturing industry needs to strengthen the tracking and research and development of cutting-edge technologies. In the context of increasingly fierce global competition, only by mastering core technologies and independent intellectual property rights can we ensure the dominant position in the value chain. To this end, the state should provide the corresponding policy support and capital investment, guide enterprises to strengthen the original innovation and integrated innovation, and form a number of globally competitive innovation results.

Second, we will promote the deep integration of industries, universities and research institutes and build an open innovation system. By strengthening the cooperation with universities and scientific research institutions, we can realize resource sharing and complementary advantages, and accelerate the transformation and application of scientific and technological achievements. At the same time, enterprises are encouraged to carry out cross-border cooperation, break down industry barriers, and form a good atmosphere for collaborative innovation.

Third, increase the investment in high-end equipment and intelligent manufacturing. Intelligent manufacturing is an important direction for the transformation and upgrading of the manufacturing industry. Through the introduction and digestion of international advanced technology, combined with the domestic market demand, research and development and production of internationally competitive high-end equipment and intelligent manufacturing products, to promote China's manufacturing industry to the high-end field.

Finally, cultivate high-quality technical innovation talents. Talent is the key to technological innovation. China should increase the training of technical personnel, improve the talent incentive mechanism, and attract more outstanding talents to devote themselves to the cause of manufacturing technological innovation.

5.2. Cultivate Independent Brands and Enhance Brand Value

From the perspective of global value chain, one of the key strategies for the transformation and upgrading of China's manufacturing export is to cultivate independent brands and enhance brand value. This is not only the key to enhance the competitiveness of enterprises, but also the inevitable requirement to promote the national economic development and achieve high-quality development.

First of all, China's manufacturing industry should be deeply aware of the importance of brand. Brand is not only the identification of the product or service, but also the embodiment of the corporate image and culture. A strong brand can enhance consumers' awareness and trust in the enterprise, thus increasing its market competitiveness. Therefore, manufacturing enterprises should pay attention to brand building and maintenance, and take the brand as one of the core competitiveness of enterprise development.

Secondly, in order to enhance the brand value, manufacturing enterprises need to work hard in the product quality and service level. Only by providing high quality products and quality services can we win the recognition and trust of consumers. At the same time, enterprises should also pay attention to product design and innovation to meet the increasingly diverse and personalized needs of consumers.

In addition, strengthening brand publicity is also an important means to enhance brand value. Manufacturing enterprises can improve their brand awareness and reputation through advertising, public relations activities, social media and other channels. At the same time, enterprises can also actively participate in social public welfare undertakings and establish a good social image of enterprises.

Finally, encouraging enterprises to actively participate in the formulation and revision of international standards is also an important way to enhance the brand value. Participating in the formulation and revision of international standards can not only enhance the discourse power and influence of China's manufacturing industry in the international market, but also promote the development of China's manufacturing industry to the high-end and intelligent direction.

5.3. Expand the International Market and Realize Market Diversification

In the context of globalization, expanding the international market is crucial to the transformation and upgrading of China's manufacturing industry. First of all, enterprises should actively explore overseas

markets, and by setting up research and development centers, production bases and sales networks abroad to achieve deep integration with the international market. This initiative can not only enhance the competitiveness of enterprises in the international market, but also help to obtain a broader development space and resources. Secondly, strengthening economic and trade cooperation with countries along the Belt and Road routes is of great significance to the development of China's manufacturing industry. With the help of the "Belt and Road" initiative, China can strengthen its economic ties with countries along the Belt and Road, promote the transfer of manufacturing industry to these countries and regions, and realize the optimization and upgrading of industrial layout. At the same time, China can also strengthen technical exchanges, personnel training and resource sharing through cooperation with countries along the Belt and Road routes, and promote the improvement of the technological level and innovation ability of China's manufacturing industry.

To sum up, expanding the international market is one of the important paths for the transformation and upgrading of China's manufacturing industry, which requires the joint efforts of the government, enterprises and all sectors of society to jointly promote the global development of China's manufacturing industry.

5.4. Strengthen the Industrial Chain Cooperation and Enhance the Overall Competitiveness

From the perspective of global value chain, the key to the transformation and upgrading of China's manufacturing export lies in strengthening the cooperation of industrial chain to enhance the overall competitiveness. The implementation of this strategic proposal requires us to be deepened and refined from multiple dimensions.

First of all, optimizing supply chain management is the basis of enhancing competitiveness. We should make a rational layout of global suppliers, reduce procurement costs, improve procurement efficiency, and through digital means, to achieve real-time tracking and monitoring of the supply chain, and improve the transparency and stability of the supply chain.

Secondly, strengthen information sharing and resource integration among enterprises. In today's globalization, the information barriers and resource isolation between enterprises have become a major obstacle to the development. China's manufacturing industry should establish an information sharing platform to realize the real-time communication and sharing of information among enterprises and improve the efficiency of resource utilization. At the same time, through resource integration, the formation of complementary advantages, improve the synergistic effect between enterprises.

Moreover, enterprises are encouraged to carry out cross-industry and cross-regional cooperation and linkage. The development of manufacturing industry should not only be limited to its own field, but should introduce new technologies and new models through cross-industry cooperation to achieve industrial upgrading. At the same time, cross-regional cooperation can optimize the industrial layout, form industrial clusters, and improve the overall competitiveness.

Finally, the government should provide the corresponding policy support and guidance. Through formulating relevant policies, enterprises are encouraged to strengthen industrial chain cooperation, optimize supply chain, and realize information sharing and resource integration. At the same time, it will facilitate cross-industry and cross-regional cooperation and create a sound business environment.

6. CONCLUSION

From the perspective of global value chain, this paper analyzes the current situation, motivation and path of the export transformation and upgrading of China's manufacturing industry, and puts forward corresponding strategic suggestions. The study found that the position of China's manufacturing industry in the global value chain is gradually improving, but it still faces problems such as technical

bottlenecks and brand lack. Therefore, it is necessary to increase investment in technological innovation and brand building, enhance export competitiveness, and realize the sustainable development of manufacturing industry. In the future, China's manufacturing industry should continue to deepen the transformation and upgrading to adapt to the constant changes of the global market and the intensifying international competition.

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