

## Research on Mianyang Positioning and Economic Development Strategy in Chengdu-Chongqing Double City Economic Circle

JIN Ruifeng<sup>[a],\*</sup>; WEI Hua<sup>[a]</sup>

<sup>[a]</sup>Southwest University of Science and Technology School of Economics & Management, Mianyang, Sichuan, China.

\*Corresponding author.

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### Abstract

The development of a two-city economic circle in the Chongqing area is conducive to leading the development of western China and expanding the new space for national economic growth; it is conducive to giving play to the unique location advantages of connecting southwest and northwest, connecting domestic and foreign countries, and promoting the Yangtze River Economic Belt and the Silk Road economy. The belt strategy fits and interacts; it is conducive to exploring a new urbanization model in the western region, and guiding 100 million people to urbanization in the central and western regions. It is a key area for the country to promote new urbanization and occupies an important position in China's regional development pattern. This study starts from the latest research results of the Chengdu-Chongqing Double-City Economic Circle and combines the status quo of Mianyang's development. Based on the latest research results of the Chengdu-Chongqing Shuang cheng Economic Circle, combined with the current development of Mianyang, this study uses three methods of comparison, SWOT and theoretical empirical analysis to discuss the positioning of Mianyang in the Chengdu-Chongqing Shuang cheng Economic Circle and make recommendations.

**Key words:** Chengdu-Chongqing Shuang cheng economic circle; Mianyang; Comparative analysis method; SWOT

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### PREFACE

Cultivating and developing into a two-city economic circle in the Chongqing region is conducive to leading the development of western China and expanding the new space for economic growth in the country; it is conducive to giving play to the unique location advantages of connecting southwest and northwest, connecting domestic and foreign countries, and promoting the Yangtze River Economic Belt and the Silk Road Economic Belt Strategic fit and interaction; it is conducive to exploring new urbanization models in the western region and guiding 100 million people to urbanize nearby in the central and western regions. It is a key area for the country to promote new urbanization and occupies an important position in China's regional development pattern. Xi jin ping presided over the sixth meeting of the Central Finance and Economics Committee and pointed out: Promoting the construction of the Chengdu-Chongqing dual-city economic circle is conducive to the formation of an important growth pole for high-quality development in the west, and creating a strategic highland for inland opening is of great significance to promoting high-quality development. Mianyang is the only science and technology city in China approved by the Party Central Committee and the State Council, an important national defense scientific research and electronic industry production base, and the central city in the northern part of the Chengdu Plain Urban Group. The construction of the Chengdu-Chongqing dual-city economic circle has undoubtedly brought new development opportunities to Mianyang. The study of the city's positioning and economic development strategies under the Chengdu-

Chongqing dual-city economic circle model will help comprehensively promote the implementation and development of major national strategies. Mianyang's economy is of great significance.

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## 1. INTRODUCTION

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### 1.1 Research Background and Research Significance

On the afternoon of January 3, 2020, the sixth meeting of the Central Finance and Economics Committee discussed the issue of promoting the construction of the Chengdu-Chongqing dual-city economic circle. General Secretary Xi Jinping emphasized that the promotion of the construction of the Chengdu-Chongqing dual-city economic circle is conducive to the formation of an important growth pole for high-quality development in the west, and is of great significance to the promotion of high-quality development. Mianyang has significant advantages in technological innovation. As of 2019, Mianyang has 18 national-level scientific research institutes, 5 national-level engineering technology centers, 8 national-level enterprise technology centers, and 25 national key laboratories. "There are 26 academicians and a large number of professionals. Therefore, Mianyang can build the Western Science and Technology City with Chengdu Science City, Future Science City, Chongqing Science City, and National New Districts as the core carrier, forming a diversified sharing model, and strive to maximize the "externality" of technological innovation, thereby promoting economic development.

### 1.2 Research Ideas and Research Content

The research will start from the latest research results of the Chengdu-Chongqing Double-City Economic Circle and combine with the current development of Mianyang to discuss the positioning of Mianyang in the Chengdu-Chongqing Double-City Economic Circle. Through searching and searching relevant documents in Chinese databases such as CNKI, Wei pu Database, Wan fang Database, etc., to understand the management systems, policies and measures of various cities in my country around the Beijing Economic Circle and the Coastal Economic Circle, and implement the current situation in Sichuan and Mianyang. Carry out detailed research on the economic and technological policies of the People's Republic of China, systematically evaluate and sort out the policies based on the economic and technological innovation situation, conduct on-site investigations and collect relevant data. Analyze Mianyang's internal and external competitive environment and the situation under competitive conditions, list Mianyang's internal advantages, disadvantages, external opportunities and threats through investigations, arrange them in a matrix format, and use the thought of systematic analysis to

collect the collected physical geography. Factors such as location, city scale, spatial form, economic and social development, etc. are matched to each other and analyzed, and conclusions can be drawn from them to provide reference for decision-makers.

### 1.3 Research Methods and Main Innovations

This research mainly uses contrast method, SWOT method and theoretical empirical combination three methods to conduct research. Combining theoretical and empirical research, using comparative method, also called comparative analysis method or comparative analysis method, through the comparison of actual number and base number to prompt the difference between actual number and base number, to understand the achievements and problems of economic activities. In research, we often use comparative analysis, which is similar to equivalent substitution. SWOT analysis, which is based on internal and external competition environment and situation analysis under competitive conditions, is to list the main internal advantages, disadvantages, and external opportunities and threats closely related to the research object through investigation, and arrange them in a matrix format. , And then use the thought of system analysis to match various factors to analyze, and draw a series of corresponding conclusions, and the conclusions usually have a certain decision-making nature. Using this method, it is possible to conduct a comprehensive, systematic, and accurate study of the situation of the research object, so as to formulate corresponding development strategies, plans and countermeasures based on the research results. S (strengths) is an advantage, W (weaknesses) is a disadvantage, O (opportunities) is an opportunity, and T (threats) is a threat. According to the complete concept of corporate competitive strategy, strategy should be an organic combination of what an enterprise can do (that is, the strengths and weaknesses of the organization) and what it can do (that is, environmental opportunities and threats). Get the advantages and disadvantages of Mianyang through SWOT analysis, and put forward scientific suggestions.

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## 2. RESEARCH STATUS AT HOME AND ABROAD

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### 2.1 Research on the Beijing-Tianjin-Hebei Economic Circle

Zhang Guangwei (2003) analyzed the obstacles to the development of the economic integration of the Beijing-Tianjin metropolitan area, and proposed active and effective countermeasures for the economic integration and cooperation of the Beijing-Tianjin metropolitan area. Li Man (2005) uses empirical analysis methods, dynamic analysis and static analysis methods, and qualitative analysis and quantitative analysis methods to simulate the

trajectory of changes in regional economic phenomena, and points out that the integration of Beijing-Tianjin-Hebei is a common external and internal demand. Liang Xinghui (2007) The scale structure of the urban system in the Beijing-Tianjin-Hebei region is not a general “pyramid” distribution, but a “seal” distribution. Zhang Gui (2009) made an in-depth analysis of the status quo of the transformation of scientific and technological achievements in Beijing, Tianjin and Hebei, and put forward new strategic ideas for transaction alliance from the four major constraints, and proposed countermeasures to promote transaction alliance. Xu Xinliang (2012) used GIS spatial analysis methods to analyze the spatio-temporal process of urban expansion in the Beijing-Tianjin-Hebei metropolitan area from 1990 to 2008, and pointed out that the shrinking of cultivated land will slow down after 2020. Zeng Gang (2018) expanded the application of the DEA model. Based on the analysis of external environmental factors, he found that external variables such as regional GDP and technology market transaction scale are positively related to the financing efficiency of strategic emerging industries.

## **2.2 Research on Chengdu-Chongqing Twin City Economic Circle**

Wang Li (2020) pointed out that the implementation of the “Chengyu Region Twin City Economic Circle” strategy is a major strategic opportunity for Luzhou to integrate into the economic development of the Chengdu-Chongqing twin city. Active participation can promote the high-quality economic development of Luzhou and increase the speed of Luzhou’s social and economic development. Improve people’s livelihood and well-being by a large margin, and strive to build a provincial-level economic sub-center. Teng Yingming (2020) analyzed the current needs and major problems in the integrated development of highways and waterways in the Chengdu-Chongqing area, combined with the preliminary realization of 4 “1 hour” and 3 “integration” development goals in 2025, and put forward a new background Under the road and waterway integrated development concept and specific suggestions, promote the integrated development of transportation in Chengdu-Chongqing area. Huang Xingguo (2020) found through theoretical analysis and empirical research that the “accumulation-choice” cycle mechanism of knowledge innovation, the “competition-cooperation” division of labor mechanism of urban linkages, and the “government-market” coordination mechanism of resource allocation promote The deeper motivations for the evolution of the economic circle’s innovation network pointed out that in the process of promoting the construction of the economic circle’s technological innovation network, the construction of a unified innovation factor market within and across cities should be accelerated. The government guides the market circulation of innovation factors through institutional

supply and encourages all The city actively develops foreign technical cooperation to improve the overall opening level of the innovation network of the economic circle.

## **3. RESEARCH ON THE POSITIONING OF MIANYANG IN THE CHENGDU-CHONGQING SHUANGCHENG ECONOMIC CIRCLE**

This research starts from the research idea of “theoretical analysis—practical verification—result analysis—strategy suggestion”, and conducts analysis and research from four aspects.

### **3.1 Development of the Pearl River Delta and the Beijing-Tianjin-Hebei Economic Circle**

Tianjin is the economic center of northern my country. The development and construction of Tianjin City is based on a sustainable development strategy that harmonizes economy, society, population, resources and the environment, focusing on the development of Binhai New Area, continuously enhancing the city’s functions, and giving full play to its role as a central city. To gradually build Tianjin into an international port city with prosperous economy, civilized society, advanced science and education, complete facilities, and beautiful environment, as well as an economic center and ecological city in the north. In the new era of deepening reform and opening up in our country, Tianjin assumes the mission of the northern economic center. As the frontier of reform and opening up, Binhai New Area takes the lead in innovating and practicing, taking the lead in comprehensive supporting reforms, and playing a leading role in regional economic development. We found that the advantages and positioning of Hebei’s development are as follows. First, location advantages. Located in the central area of the Bohai Sea Rim, the two major international cities around Beijing and Tianjin, with a hinterland of 180,000 square kilometers, it is uniquely located. Second, the port advantage. Qin Tang Cang has four port areas: Qin, Beijing, Cao, and Huang. Among them, Qinhuangdao is the country’s largest energy port, and Caofeidian is a rare diamond-level deep-water port in the world. Third, resource advantages. In the Beijing-Tianjin-Hebei metropolitan area, 84.5% of the land area and 65.9% of the population are concentrated in Hebei, 76% of water resources, 91% of coal reserves, 77% of oil reserves, and 93% of iron ore reserves are located in Hebei. Fourth, planning and management advantages. Hebei has created and formed a coastal economic uplift belt and a development pattern of “one line and two sides”. In the process of unified planning, overall promotion, and gradual implementation, it has strong organizational, coordination and administrative promotion

capabilities. From the development and positioning of the above two typical cities, Mianyang should also establish long-term goals, mid-term goals, and short-term goals, and advance them from the strategic and tactical levels to quickly integrate Mianyang into the Chengdu-Chongqing twin city economic circle.

### 3.2 Research on the Development Status of Mianyang

The China Science and Technology City is located in the northwestern part of the Sichuan Basin, Mianyang, known as the “Western Silicon Valley” and the “Smart City”. Mianyang is an important research and development and production base for national defense and electronics industry in China. It is the birthplace of the poet Li Bai in the Tang Dynasty. The first batch of national pilot cities for the integration of three networks, the first national pilot areas for promoting the integration of technology and finance, the national demonstration base for new-type industrialization, the national civilized city, the national sanitary city, the national garden city, the national environmental protection model city, and China’s outstanding Tourism city, National Double Support Model City, National Advanced City for Entrepreneurship. Mianyang is rich in scientific and technological resources, gathering 18 national defense research institutes including China Academy of Engineering Physics, China Aerodynamics Research and Development Center and China Gas Turbine Research Institute, 10 universities and colleges including Southwest University of Science and Technology, and China (Mianyang) Science and Technology City Industrial Technology Research Institute and China (Mianyang) Science and Technology City Big Data Industry Research Institute and other professional research institutions. In addition, Mianyang is an excellent tourist city. Mianyang City is rich in natural resources, profound human resources and concentrated scientific and technological resources. Mianyang City is focusing on “approaching two bombs and one star, experiencing the original landscape, exploring the source of Li Bai culture, and leisurely magical Mianyang” as the main open topic to create The urban landscape of the Science and Technology City represented by the “Two Bombs and One Star” Science and Technology Museum and the Chinese Scientist Sculpture Garden, Li Bai’s hometown, Wanglang high-end eco-tourism scenic spot, Qianfo Mountain National Forest Park and Luofu Mountain Hot Spring Capital, Xi qiang Ape King Cave, Seven Qu shan Scenic Area strives to build six scenic spots into high-quality scenic spots.

### 3.3 Suggestions

In the environment of the Chengdu-Chongqing Economic Circle, after horizontal and vertical comparisons, and based on Mianyang’s own development characteristics, the following strategic suggestions are put forward for the economic development of Mianyang.

a. Deepen the “Four Understandings” and grasp the profound connotation of the construction of the Chengdu-Chongqing dual-city economic circle

Promoting the construction of a dual-city economic circle in the Chengdu-Chongqing region is a strategic decision by the central government to create an important growth pole that drives the country’s high-quality development, focusing on the “two overall situations”. It is a strategic move to deepen Sichuan-Chongqing cooperation and promote regional complementary and synergistic advantages. Combining the actual situation to unify thoughts and actions into the decision-making and deployment of the central government and the provincial level of Chengdu and Chongqing, one is to have a deep understanding of the target positioning of “one pole, two centers and two places”. The second is to have a deep understanding of the overall layout of the “two-city economic circle” construction. The third is to have a deep understanding of the connotative relationship between the provincial strategy and the national strategy. The fourth is to have a deep understanding of Mianyang’s position and role in the “two-city economic circle”. From the perspective of the overall situation of the country, its important significance is the practical exploration of coordinated development and high-quality development in the inter-provincial underdeveloped regions far away from the central cities of the country; from the perspective of the “two-city economic circle”, it is the realization of “one pole, two centers and two places”. “Target positioning is especially an important support for achieving high-quality development in northwest Sichuan.

b. Highlight the “Four Equal Stresses”, and find out the direction and path to integrate into the Chengdu-Chongqing double-city economic circle and jointly build Mianyang Sichuan-Chongqing demonstration zone for coordinated development

The construction of the Chengdu-Chongqing dual-city economic circle is a major opportunity for the development of Dazhou. We will focus on the strategic deployment of the Chengdu-Chongqing dual-city economic circle, effectively highlight the “four equal emphasis”, and make every effort to promote the successful realization of the national strategy. One is to emphasize both high-quality development and accelerated development. The second is to highlight the coordination of multiple locations and the equal emphasis on regional coordination. Mianyang and Deyang have distinct characteristics and complementary advantages. They are in special locations in northwest Sichuan and northeast Chongqing. The third is to highlight regional cooperation and expand opening up. The fourth is to highlight the equal emphasis on practicing internal strength and enhancing functions.

c. Promote the “six integrations”, promote integration into the Chengdu-Chongqing region’s dual-city economic



circle, and join hands to build Mianyang Sichuan-Chongqing integrated development demonstration zone to accelerate the momentum

At present, the construction of the Chengdu-Chongqing dual-city economic circle has entered a new stage of strategic guidance, high-level promotion, and comprehensive deepening. Mianyang will conscientiously implement the decisions and deployments of the central and provincial party committees, and actively coordinate with De yang and Guangyuan. "Hua wei" promotes the acceleration of regional development. One is to coordinate the promotion of the integration of development planning. The second is to coordinate the promotion of interconnection and integration. The third is to coordinate to promote the integration of major industries. The fourth is to coordinately promote the integration of urban layout. The fifth is to coordinate to promote the integration of public services. Sixth, coordinated efforts to promote the integration of ecological protection.

## CONCLUSION AND OUTLOOK

Based on the research of Mianyang city positioning and economic development strategy under the Chengdu-Chongqing dual-city economic circle model, a combination of comparative analysis, SWOT analysis and theoretical empirical methods is used to construct a set of strategies suitable for Mianyang's economic development. It can help Mianyang seize the opportunities brought by the Chengdu-Chongqing Double City Economic Circle and transform it into a driving force for Mianyang's economic development. Improve the advanced planning of the station, actively integrate into the construction of the Chengdu-Chongqing double-city economic circle with high quality, formulate a "quadruple" list of high-efficiency major engineering projects, major platforms, major reform measures, and major support policies, and play the core role of Mianyang Science and Technology City ; Innovate scientific and technological systems and mechanisms, cultivate scientific and technological innovation platforms, introduce scientific and technological innovation talents, cultivate scientific and technological innovation enterprises, and promote Mianyang's economic development with scientific and technological development as the center. While comprehensively promoting the implementation of major national strategic deployments, it also vigorously develops Mianyang's economy. Bring a good reference for the development of other cities.

The research report of "Mianyang City Positioning and Economic Development Strategies under the Model

of Chengdu-Chongqing Double City Economic Circle" used three methods to solve a problem for the first time. There may be some factors that have not been considered thoroughly. Taking into account the small amount of data obtained and the limitations of the author's theoretical level and practical experience, the article failed to conduct a detailed analysis of Mianyang's deeper positioning. This field needs to be expanded and further explored in the future.

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