

Feasibility study of Beibu Gulf Shipping Exchange Project

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Abstract

On the basis of making clear the connotation of shipping center, this paper evaluates the development capacity of Beibu Gulf shipping center through the comparison of 6 port cities, Wuhan, Chongqing, Yueyang, Jiujiang, Shanghai and Hong Kong, using the analysis method of set pair and 1 degree. To find out the starting point of the construction of Beibu Gulf shipping center and theoretically seek the most suitable development path of Beibu Gulf shipping center. After identifying the most suitable development path for the Beibu Gulf shipping center, this paper expounds the mechanism of the development of the Beibu Gulf Shipping center from 2 aspects of hard power and soft power, respectively. First, Hard power is mainly discussed from 3 aspects: Port first-mover advantage, network economy and market boundary expansion of port and waterway enterprises. Second, soft power first differentiates the shipping service industry from the upstream and the middle and the lower reaches, then discusses how to develop the shipping service industry in Beibu Gulf, and analyzes how the shipping service industry in Beibu Gulf plays its role. Finally, the policy Suggestions for the development of Beibu Gulf Shipping center are put forward. Study the necessity and feasibility of establishing Beibu Gulf shipping exchange.

Keywords: Strategic management, Shipping trading, SWOT-AHP analysis

Introduction

Beibu Gulf Economic Zone is located in the combination of South China Economic Circle, Southwest Economic Circle and ASEAN Economic Circle. It is the only coastal area in the major development area of the western region of China, and also an area where China has both maritime channels and land border with ASEAN countries, with obvious geographical advantages. Since the opening up and development of the Beibu Gulf Economic Zone has become a national strategy, the strategic position of the Beibu Gulf has become increasingly prominent, which is the foundation stone for building a new strategic fulcrum for the opening up and development of southwest and central regions, a bridgehead for building the upgraded version of the China-ASEAN Free Trade Zone, and a new gateway for the construction of the Maritime Silk Road.

The development degree of shipping service industry is an important symbol to measure the level of economic and social modernization, mainly including Main shipping business, shipping auxiliary industry and shipping derivative service industry. Among them, the main element of shipping is ship shipping, including ship owner, ship operator and ship manager, etc. The elements of shipping auxiliary industry are port services and services affairs, ship supply, ship repair, crew services, freight services, shipping brokerage, ship inspection, ship evaluation and ship trading, etc. The elements of shipping derived services are mainly shipping finance, shipping insurance and shipping information Maritime arbitration and legal services, credit evaluation, shipping education and training, and shipping derivatives trading, etc.

Beibu Gulf shipping service is relatively small, enterprise scale, relatively scattered, low added value, shipping finance, maritime insurance, shipping trading, shipping consulting, insurance valuation and other modern shipping derivative services have yet to be cultivated, through upgrading and optimize the Beibu gulf shipping exchange, development involves shipping finance, shipping insurance, shipping

trading, shipping information, and other high value-added derivative services, is conducive to promoting the development of modern shipping service in the Beibu Gulf.

This paper takes the development strategy of Beibu Gulf shipping exchange as the research object, collects and sorts out the relevant literature on the development strategy of shipping service industry at home and abroad, straighten out and screen out the relevant theoretical basis by summarizing, analyzing and summarizing. Through on-the-spot investigation, get the information about the shipping service industry of the Beibu gulf economic zone, to grasp the actual situation of the shipping service industry of the Beibu gulf economic zone, on the basis of related theory, the analysis of the current face of Beibu gulf shipping exchange situation, find the problems existing in the enterprise development and deficiencies, to determine the strategic target of Beibu Gulf shipping exchange and strategic positioning, combined with the SWOT model, this paper proposes a more reasonable development strategy for the Beibu Gulf Shipping Exchange, and provides reference for the development of shipping service industry at home and abroad.

Literature review

As for the research on shipping centers, experts and scholars at home and abroad generally focus their research on international shipping centers, and there is hardly any literature on inland river shipping centers with important reference value. The construction of China's shipping center lays emphasis on the construction of port and navigation infrastructure, while in terms of shipping services, there are only a few scattered literatures, so this part mainly focuses on the international shipping center and shipping services.

International shipping centres

Li (2010) pointed out that different shipping centers can be divided into high-end service and freight service modes according to their service contents. On the basis of clarifying the current situation and existing problems of Shanghai international shipping center construction, he proposed the necessity and possibility of Shanghai choosing high-end service development mode. Liu and Liu (2005) analysis of the Shanghai international shipping center of the container transport system, on the basis of familiar with the theory of container port system, compared the Shanghai port and Ningbo port container throughput, find out the system of container port status quo of Shanghai international shipping center, Shanghai international shipping center and put forward the future of the system of container port 2 ideas: One is in Shanghai port as the Yangtze river delta region the only container hub port, ningbo port is only because of its deep water coastline of ocean resources become the Yangtze river delta to a new container ports; The other is that Shanghai port and Ningbo port coexist as 2 hub ports. Chen and Zhen (2009) analyzed the necessity and urgency of improving the soft environment for the development of Shanghai International Shipping Center, and proposed the following problems that should be paid attention to in the construction of Shanghai International Shipping Center in the new stage: Improving the way of port collection and distribution; actively build and develop Yangshan port area and give policy support; promoting the construction of a regional unified information platform for ports and navigation; we will accelerate restructuring of institutions. At the same time, it puts forward policy guidance suggestions such as shipping talents, shipping industry clusters, port and shipping technology and shipping culture. Yao (2011) analyzed the competitive situation of Shanghai port and Ningbo Zhoushan port, and put forward the coping strategies of Ningbo Zhoushan port, such as consolidating the advantages in bulk cargo field. Improve the collection and distribution network, consolidate and expand the port hinterland; Vigorously develop container sea-rail combined transport; we will actively develop high-end shipping services. Chen (2009), blowing on the thorough analysis of the Shanghai port, ningbo Zhoushan port, on the basis of competition situation and development trend, draw lessons from foreign successful integration of port's case, that both of fusion, puts forward the basic ideas of the 2 port integration: Integration of Shanghai will be a container transportation as the core business, the high-end port services developed international port, and Ningbo Zhoushan port will become a big transit hub port, together constitute the Yangtze river international shipping center. Zhang and Xu (2007) analyzed the port

hinterland by using the location quotient theory, demonstrated the economic hinterland of Shanghai port, and put forward the cooperative competition strategy for the development of Shanghai port. Zhang et al. (2006) discussed the construction conditions of Shanghai deep-water port and the combination characteristics of the port area, analyzed the regional spatial effect of Yangshan port after its completion, and the completed Yangshan deep-water port changed the pattern of Shanghai port. Gan Changsheng and Shao Ruiqing (2004) analyzed the characteristics of the construction project of Shanghai International Shipping Center, and then put forward the financing requirements of the construction project of Shanghai International Shipping Center, so as to provide theoretical reference for the formulation of a set of investment and financing policies to ensure the construction of Shanghai International shipping center. Gu (1996) described the development models of New York, London, Rotterdam, Hong Kong, Singapore, Japan and other shipping centers through a series of development models of international shipping centers, which provided necessary experience reference for the development of Shanghai international shipping centers. Lu (2011) compared the current shipping center patterns of different countries around the world, analyzed the advantage of building Shanghai international shipping center and the difference with the well-known international shipping center, thinks the world port is not the same as the international shipping center, the international shipping center to meet the more stringent conditions, and puts forward Suggestions on the construction of Shanghai international shipping center.

Shipping services

Dong, (2009) analyzed the relationship and economic contribution between the British shipping industry and the London International Shipping Center from the aspects of global production network, economy and trade, information and communication technology and industrial agglomeration, and then proposed the formation mechanism, evolution rule and development direction of the international shipping service center and the international shipping center, respectively. Wu (2011) pointed out that although the hardware construction of Shanghai International Shipping Center of space and structure was clear, but Shanghai relative lag in the field of soft environment construction, through the comparison with London's international shipping center soft and hard environment, draw lessons from the successful experience of the London International Shipping Center, to guide the construction of Shanghai International Shipping center. Wu (2010) analyzed the problems existing in the construction of Shanghai's shipping center and the development of shipping finance, and put forward some thoughts and suggestions on the development of shipping finance to promote the construction of Shanghai's international shipping center. Liang (2010) mainly emphasized the important role of shipping and insurance industry in building Shanghai's International Shipping Center. Zhou (2003) mainly studied the relevant contents of shipping insurance brokers. Song (2011) pointed out the talent gap of Shanghai International Shipping Center, reasons and brief countermeasures. Noble and pure, true hong (2009) based on fuzzy comprehensive evaluation method, with the evaluation index system of Shanghai, Hong Kong, Singapore and London and 4 shipping center of talent agglomeration level comparison, found the gap with overseas shipping center of Shanghai International Shipping talents and discusses the reason, puts forward suggestions for the Shanghai international shipping center talents converging. He (2009) pointed out that it is the key to compete with other international shipping centers for the success of the international shipping market through international cooperation of customs, giving full play to the service function of customs and implementing institutional innovation.

Methodology

SWOT qualitative analysis

1) Analysis of the external opportunities and threats, these opportunities and threats may come from the has nothing to do with the competition of the change of the external environmental factors, also may come from the competition strength and the change of factors, or both, but we should identify the key external opportunities and threats, and lists the specific content in the SWOT matrix.

2) Analyze the internal strengths and weaknesses of the enterprise, and put the specific judgment in the matrix of the corresponding square. These advantages and disadvantages can be relative to enterprise goals, but also can be relative to competitors.

3) According to the basic principles of giving play to advantages, overcoming weaknesses, utilizing opportunities and resolving threats, the comparison and combination of various statements in the matrix can produce 4 possible coping strategies: SO strategy, ST strategy, WO strategy and WT strategy, respectively. SO strategy refers to the coping strategy of taking advantage of advantages and seizing opportunities; ST strategy is the response strategy to reduce threats by giving play to advantages; OW strategy refers to the coping strategy of using opportunities to overcome disadvantages; WT strategy is a coping strategy to avoid disadvantage being hit by a threat.

SWOT-AHP quantitative analysis

The SWOT-AHP analysis method first collects information through investigation, data analysis and other modes, analyzes the external and internal environment of the object, identifies the internal strengths, weaknesses, external opportunities and threats of the affected object, and constructs a SWOT analysis matrix. Then the AHP analysis method and questionnaire survey method are used to obtain the evaluation data and build the analytic hierarchy process model. Finally, the weight of each influencing factor in the AHP model is calculated to verify the consistency of the model. The influencing factors that pass the consistency test are sorted according to their importance, so as to provide the decision basis for strategic choice.

Results and discussion

Table 1 SWOT analysis.

Strengths	Weaknesses
1) Good location conditions 2) Convenient traffic conditions 3) Superior port conditions 4) Obvious advantages in industrial resources	1) Structural imbalance in shipping traffic development 2) Shipping service system is not yet perfect 3) The agglomeration effect of shipping industry chain is not obvious. 4) Lack of shipping professionals
Opportunities	Threats
1) China-ASEAN economic and trade development and cooperation 2) “One Belt and One Road” important portal organic connection and construction 3) Create a new strategic fulcrum for opening up and development in the southwest, central and southern regions 4) Deep integration and cooperation in the Pan-Pearl River Delta region	1) Low international economic development and complex and changeable surrounding environment 2) China’s economic growth slows down and downward pressure increases. 3) There are still twists and turns in the recovery of the global shipping market. 4) Homogenized competition between ports and shipping is fierce.

Advantage factor analysis

Good location conditions

Guangxi also enjoys the policy of regional ethnic autonomy, the development policy of the western region, the opening policy of coastal areas along the river and the border trade policy. The Beibu Gulf economic zone is located in the important position of the Beibu Gulf economic circle, is the Pan-Beibu Gulf economic cooperation zone, the Greater Mekong Subregion, the Pan-Pearl River Delta economic zone and other regional cooperation intersection point, is China's coastal and ASEAN countries on land exchanges, is an important bridge and base to promote the comprehensive cooperation between China and ASEAN, superior location, prominent strategic position and great development potential.

Convenient traffic conditions

Guangxi coastline is 1629 km, about one tenth of China's coastline. There are many coastal harbors, and the long coastline contains huge resources for the development and construction of large deep water natural good ports. Among them, Fangchenggang port area, Beihai port area and Qinzhou port area (collectively referred to as the Beibu Gulf port of Guangxi after April 2009) are the best sea sailing places in Southwest China. Beihai port is 425 nautical miles from Hong Kong port, Qinzhou port is 1338 nautical miles from Singapore port, 151 nautical miles from Haifa port, Vietnam and 1439 nautical miles from the Port of Bangkok, Thailand. According to the 21st century maritime Silk Road and build southwest central south open development new strategic fulcrum of new requirements, strengthen domestic and international cooperation, increase investment, speed up the construction of China-ASEAN traffic cooperation project, further enhance the Beibu gulf port capacity, high-grade highway and large capacity railway network density, airport capacity and service level, comprehensively build connecting the southwest central hinterland, Macao, Beibu gulf coastal area and Guangxi border areas, through ASEAN traffic channel network.

Superior port conditions

The main business of Beibu Gulf port has deeply implemented the strategy of "1 axis and 2 wings", and the development layout of the main port main business has been continuously deepened. Container business takes Qinzhou port as the central axis, and uses the shuttle bus" to cultivate regional container trunk port; gathering in Fangchenggang District and Beihai Tieshan port area, the newly acquired inland wharf is mainly facing the hinterland market of Guangxi, and solves the dilemma of Guangxi through combined transportation. At present, we will speed up the construction of a 400,000-ton waterway terminal, a 200,000-ton container waterway terminal of Qinzhou port, and a high-grade deep-water waterway and berths at Beihai Tieshan port. Container business has initially formed an agglomeration effect, with 40 domestic and foreign trade routes, including 25 foreign trade routes, basically realizing full coverage of major ports in Southeast Asia; 15 internal trade routes and 3 "shuttle buses", basically realizing full coverage of major coastal ports in China. The bulk grocery business has entered the era of full supply chain services such as transportation, warehousing, trade and delivery. It has specialized docks such as coal, ore, grain, sulfur and phosphorus, and liquid chemical industry, and the efficiency of handling and unloading operation and service quality have been continuously improved. By the end of 2020, the container throughput of the Beibu Gulf port reached 5 million standard containers, becoming a trunk container port and a regional international shipping center, laying the foundation for the realization of 10 million containers in 2025. We will basically form an open, inclusive, efficient and convenient international land and sea trade.

Obvious advantages in industrial resources

Guangxi is making full use of the 2 markets, 2 resources, improve the coastal modern processing manufacturing system, give play to the policy advantages of the customs special supervision area, high starting point to undertake international and eastern electronic information, auto parts processing trade industry transfer, vigorously develop the processing trade industry with the focus of high-tech, processing trade in Nanning, Qinzhou, Beihai and Dongxing national key development and open experimental area,

China-Malaysia Qinzhou industrial park, Nanning high-tech industrial development zone, China electronic north sea industrial park, build the Beibu gulf processing trade industrial belt and core area. At the same time, we will cultivate multinational companies and internationally renowned brands, develop strategic emerging industries, and foster new economic growth points.

Analysis of disadvantages

Structural imbalance in shipping traffic development

At present, there are still many uncertainties factors affecting the development of Guangxi transportation industry, the quality of development is not high, the level is backward, the gap with the national development level is widening. Highway freight growth rate continues to be low, and water transport enterprises are difficult to survive. Affected by the not fundamental improvement of industrial economic benefits and other factors, the transportation industry is still facing the challenge of tight supply. The growth rate of cargo turnover by highway and waterway transport has been long maintained in single digits; at the same time, Guangxi water transportation enterprises are small, low personnel quality and weak competitiveness; the water transportation market remains low, low supply, freight supply and other problems, and difficult financing has long hindered the development of water transportation enterprises. Port production capacity is low and low service level.

Shipping service system is not yet perfect

At present, Guangxi shipping service system has not been perfect. Guangxi shipping service industry is mainly concentrated in freight forwarder, shipping forwarding, shipping, customs declaration, warehousing, cargo transportation, loading and unloading, handling and handling, shipping supply, inland transportation. These basic service barriers are low, and many small and medium-sized enterprises support, there are problems such as large quantity, small scale, low quality and chaotic market. The development of high-added high-end shipping services, such as Guangxi shipping finance, insurance, information and brokerage, is currently lagging behind. Some fields are only just starting, and some are in a blank state and need to be cultivated urgently.

The agglomeration effect of shipping industry chain is not obvious

Guangxi has not yet formed a modern service industry cluster area with shipping enterprises, elements into the city and industry into chains. The construction of shipping service cluster area is conducive to the agglomeration of shipping service resources, forming agglomeration effect and radiation effect, integrating shipping service functions, improving the efficiency of shipping service, highlighting the characteristics of modern shipping services and services, and standardizing shipping management. It is also an important experience in developing modern shipping service industry at home and abroad. Guangxi should establish shipping service cluster area, attract more and more shipping logistics, agency enterprises, shipping service enterprises and management agencies, agglomeration development of shipping finance, shipping insurance, shipping consulting, shipping brokerage, shipping technology, maritime law, maritime services and other kinds of shipping service elements, to realize the leapfrog development of international trade, modern logistics and advanced manufacturing.

Lack of shipping professionals

As the overall economic development of Guangxi is still in the underdeveloped level, education and training is relatively backward, the economic environment, living environment and policy system that attract talents need to be further improved, the port and navigation talents are insufficient, the professional talents are lacking, the total amount of talents is small, the level is low, and the innovative and compound talents are few.

Opportunity factor analysis

China-ASEAN economic and trade development and cooperation

In recent years, the China-ASEAN strategic partnership has been continuously deepened and developed, with increasingly deepening political mutual trust, continuously expanding economic and trade cooperation, and closer social and cultural exchanges. China-ASEAN free trade zone started smoothly as scheduled, build multi-level cooperation platform and mechanism, build China-ASEAN expo, China-ASEAN business and investment summit upgrade, the service scope from China-ASEAN “10 + 1” to regional comprehensive economic partnership “10 + 6” and more, promote pan Beibu gulf economic cooperation into China-ASEAN subregional cooperation mechanism, its development prospects are broad.

“One Belt and One Road” important portal organic connection and construction

In the construction of One Belt and One Road, Guangxi has not only the historical heritage of the ancient Maritime Silk Road, but also the unique position and role in coordinating sea and land. The state has given Guangxi the requirements of the times to participate in the One Belt and One Road construction, expand opening up and cooperation, and write a new chapter of the Maritime Silk Road. In April 2017, General Secretary Xi Jinping visited Guangxi on the eve of the One Belt and One Road forum on international cooperation and pointed out that Guangxi has the conditions to play a greater role in the One Belt and One Road construction and should write a new chapter of the Maritime Silk Road in the New Century.

Create a new strategic fulcrum for opening up and development in the southwest, central and southern regions

During the 2015 Guangxi delegation discussion, General Secretary Xi pointed out that Guangxi should build an international corridor facing ASEAN, build a new strategic fulcrum for the opening up and development of southwest and central regions, and form the “3 positioning” of the important gateway for organically connecting the 21st century Maritime Silk Road and the Silk Road Economic Belt. We will establish a cooperation mechanism between the Beibu Gulf economic zone, the Pearl River-Xijiang Economic Belt, Chengdu-Chongqing, Central Guizhou, Central Yunnan, Changsha-Zhuzhou-Xiangtan economic zones and the Yangtze River Economic Belt to promote the formation of an economic corridor connecting the southwest, central and southern regions. We will promote the Beibu Gulf economic zone, the coastal areas of western Guangdong and Hainan Province to jointly build the Beibu Gulf economic circle. We will enhance our capacity to serve the opening and development of southwest and southern China, and build a new strategic fulcrum for the opening and development of southwest and southern China.

Deep integration and cooperation in the Pan-Pearl River Delta region

In the developed areas of the eastern coastal areas of China, especially the Pearl River Delta region, with the rise of production costs and the strengthening of environmental constraints, the transfer of some industries to the west has gradually accelerated. Guangxi industrialization degree of relatively backward, near Guangdong, Hong Kong and Macao, undertake the conditions of industrial transfer, choose their own characteristics, the resources, market, labor into economic development, deepen with Hong Kong and Macao in investment, finance, trade, trade, exhibition, tourism, professional services and other cooperation, attract investors in Hong Kong and Macao to set up professional service institutions, build Guangxi Hong Kong and Macao service industry cluster. We will closely conduct cooperation with the Yangtze River Delta, the Beijing-Tianjin-Hebei region and other regions, give full play to the role of the Guangxi-Taiwan economic, trade and cultural cooperation forum, build a high-level Guangxi-Taiwan agricultural cooperation park, and deepen and expand economic and trade cooperation and cultural exchanges between Guangxi and Taiwan.

Threat factor analysis

Low international economic development and complex and changeable surrounding environment

Must be clearly aware that the world economy is still in deep adjustment, the global economic recovery process twists and turns, protectionism, open competition, power game influence geopolitical relations, traditional security threats and unconventional security threats, the turmoil in the South China Sea, especially the maritime security problems, resulting in Guangxi Marine economy development especially the deep cooperation with ASEAN countries and regional maritime brings uncertainty.

China's economic growth slows down and downward pressure increases

China is in a period of shifting growth rate, painful structural adjustment and early policy digestion. A variety of contradictions converge. The "3 phases" are obvious and still great downward pressure on the economy through preliminary accounting. In 2017, the annual GDP was 82712.2 billion yuan, up 6.9% from the previous year. The old drivers of growth are gradually changed, and unbalanced, uncoordinated and unsustainable development remain prominent. Coastal areas have entered the middle and late stage of industrialization, and the industrial production capacity has exceeded the demand, reducing the development space of post-development and underdeveloped areas like the coastal areas of Guangxi, driven by investment and driven by industry. The competition between regional Marine industry is intensified and the industrial homogenization is serious, making Guangxi facing serious tests. We must always maintain a clear understanding of this.

There are still twists and turns in the recovery of the global shipping market

The global shipping industry has still remained low since the 2008 financial crisis, especially since 2020, the COVID-19 outbreak in 2020. Due to slow growth and weak shipping demand, from hot to cold, commodity demand continued to fall; coal volume exceeded expectations due to economic structure transformation; oil price volatility caused lower freight rates; stock capacity is too large to digest freight demand with current low growth rate.

Homogenized competition between ports and shipping is fierce

Guangxi's open economy system is not perfect, the reform of the administrative system needs to be deepened, and the mechanism for expanding the development and opening up of the border areas and deepening the sub-regional cooperation needs to be established and improved. Trade in goods is on a small scale and low level, the integration of foreign trade, foreign investment and foreign economy needs to be strengthened, the shortcomings in trade in services and utilization of foreign capital are relatively prominent, and the open structure needs to be optimized. The industrial foundation is relatively weak, the supporting capacity is not strong, the export lack of strong industrial support. Similarly, the shipping exchanges are also facing a homogenized competition situation.

Conclusions

Beibu Gulf shipping exchange will be built into a regional shipping exchange based on Guangxi, serving the "3 South" region and facing ASEAN, integrating various shipping resources, creating a favorable soft environment for shipping development, promoting the accelerated development of modern shipping service industry, and providing support for the regional international shipping center.

1) To become a shipping exchange with greater influence on the development of China's shipping industry

Relying on the Pan-Beibu Gulf economic zone, central south southwest economic hinterland and the ASEAN free trade area, and take full advantage of the location advantage and policy environment of Guangxi, through the formation of the Beibu Gulf shipping exchange, promote the ports, shipping, warehousing, logistics, finance, insurance, trading, settlement, customs, inspection, maritime, court, arbitration and other resources is relatively concentrated, extensive cooperation and integration

innovation, create a good soft environment for shipping development, drive the transformation and development of shipping service industry, and realize the formation and agglomeration of high-end shipping service industries such as shipping brokerage, shipping finance, shipping insurance, bulk commodity spot trading and energy futures trading. Under the government support and relevant policy support, driving the development of modern shipping services, construction, which is based on the Beibu Gulf shipping exchange of modern shipping service system, and gradually form the southwest shipping trading center and talent center, financial center, information center, clearing center, has a large influence on China's shipping industry development of shipping exchange.

2) To become a new platform for Guangxi to participate in international cooperation and competition

And expand into full play the unique geographical advantages, actively integrated into the "area", "south channel" and "China-ASEAN trade body" construction, to take an active part in cultivating new international cooperation and competition advantage, attracting international multimodal transport and logistics leading enterprises, to develop the south channel multimodal transport service rules, promote the comprehensive services, multimodal transport actively participate in the building of the China-ASEAN port city cooperation network logistics information platform, integration between China-ASEAN's major ports, owner of the goods, container transport, freight forwarders and ship generation, port customs clearance and other resources, provide internet intelligent logistics service, promote the vehicles and ships, cargo, such as efficient matching, realizing the "one-stop" services. Through constructing the ship trading platform, freight, talent exchange platform, commodity trading platform spot trading platform and energy futures trading platform, development to connect various economic supply and demand or virtual or real internet platform, and, in collaboration with offline logistics service providers and financial institutions play a dealmaking, information gathering, enabling role, such as data matching of supply and demand. Shortening the link between supply and demand by platform plays an important role in flourishing market economy, rationally allocating resources, connecting production and demand, regulating supply and demand, promoting material and capital flow to a deep level and modern development, constructing big market, developing big trade, invigorating big circulation and cultivating new driving force of economic growth in Guangxi.

3) To become the authoritative information agency and decision-making think tank of southwest shipping market

By building a big data public information platform, establishing an authoritative information publishing institution and decision-making think tank in southwest shipping market, forming a pricing and publishing center of shipping service resources, and enhancing Guangxi's "soft power" and "discourse power" in China's shipping industry. By building a tangible market where various shipping elements gather, trading rules, service standards and format texts are formulated to regulate trading behaviors; guide the establishment of enterprise alliances or industry associations, give play to the market internal regulation and industry self-discipline function, establish port and shipping enterprises and shipping logistics talents credit information database, reveal the advantages and disadvantages of the main body credit, reduce transaction costs and risks, promote the culture of integrity. As a bridge linking the market and the government, Beibu Gulf shipping exchange takes the initiative to play the role of big data service and decision-making think tank to promote the healthy and orderly development of shipping logistics service industry in Guangxi.

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