

Opportunities and Countermeasures for Ningbo Zhoushan Port to Build a World-class Port

Haoran Xie

Faculty of Sports Science, Ningbo University, Ningbo, Zhejiang 315211, China

Abstract

Ningbo Zhoushan port is the largest port in the world, and it is planned to basically build a world-class strong port in 2025. This paper studies the gap between Ningbo Zhoushan port and the world-class strong port, analyzes the opportunities and challenges faced by Ningbo Zhoushan port in the process of building a world-class strong port, and puts forward countermeasures and suggestions.

Keywords

Ningbo Zhoushan Port; World-class Strong Port; Port Logistics.

1. Introduction

In 2020, the cargo throughput of Ningbo Zhoushan port will remain the first in the world for the 12th consecutive year. Ningbo Zhoushan port is well deserved as the "world's largest port". In March 2020, when General Secretary Xi visited Ningbo Zhoushan port, he made an important instruction to strive to build a world-class strong port. From "the world's largest port" to "world-class strong port", Ningbo Zhoushan port has both opportunities and challenges.

2. Connotation of World-class Strong Port

At present, there is no unified definition of world-class strong port. He Xiangyang and Zhou Changlin believe that a strong international port generally refers to a comprehensive international hub port with high internationalization level, strong international competitiveness and strong global resource factor allocation ability [1]. Jia Dashan believes that a world-class port is one of the world's leading ports in terms of large-scale operation, port facilitation, green development, service quality and regional integration [2].

"Xinhua Baltic International Shipping Center Development Index" evaluated the phased comprehensive strength of 43 sample shipping center cities in the world in 2021 (see Table 1). Ningbo Zhoushan ranked among the top 10 for the first time because of its strong logistics support capacity, and the other top 9 shipping center cities are old international metropolises, including Singapore, London, Shanghai and other ports have long been internationally recognized as first-class strong ports. Compared with the internationally recognized first-class strong port, the gap between Ningbo Zhoushan port is mainly reflected in the following aspects. Firstly, the extended service capacity of port and shipping is insufficient, and there is a significant gap in high-end shipping services. Second, the radiation driving capacity of the port is weak, and there is great room for improvement in the linkage development of port, industry and city. Third, the port lacks the ability to lead innovation, and there is a basic gap in participating in the formulation of international rules and standards of the industry [3].

Table 1. 2021 Xinhua Baltic International Shipping Center Development Index System and Weight

Primary index		Secondary index
Definition	Weight	Definition
Port conditions	0.20	Container throughput
		Dry bulk throughput
		Liquid bulk-cargo throughput
		Number of bridge cranes
		Total length of container berth
		Port draft
Shipping service	0.50	Shipping brokerage services
		Marine engineering services
		Shipping operation services
		Maritime legal services
		Shipping financial services
Comprehensive environment	0.30	Government transparency
		Degree of government digital management
		Tariff rate
		Business convenience index
		Logistics performance index

3. Opportunity for Ningbo Zhoushan Port to Build a World-class Strong Port

3.1 Layout Double-cycle to Get the First Chance

As an important hub of the national comprehensive transportation system, Ningbo Zhoushan port is committed to building a domestic large cycle strategic fulcrum and a domestic and international double-cycle strategic hub, which will take the lead in the key period of the transformation of old and new kinetic energy and structural upgrading in China.

3.2 Policy Cluster Advantages Broaden the Development Space of Ports

Under the guidance of The belt and Road, the Yangtze River Delta, the Yangtze River Economic Belt and the Transportation Power, the relevant supporting policies have been introduced. These policies and measures are landing in Zhoushan port of Ningbo, forming the advantage of policy clusters, which is conducive to the development of Ningbo Zhoushan port in the medium and long-term development space and promoting the construction of the world's first-class port.

3.3 Integration of Port Resources to Promote High-quality Development

Ningbo Zhoushan port acquired the equity of Wenzhou Port Group, Jiaying Port and other companies subordinate to Zhejiang Haigang group in 2020, realizing the substantive integrated operation and management of port assets in the province; Shanghai port group and China Merchants port have been introduced as strategic investors to carry out strategic cooperation.

3.4 Highlight the Natural Advantages of Hinterland Deep-water Port

The new pattern of business alliance of global shipping enterprises has basically taken shape, which puts forward higher requirements for the service efficiency and quality of hub port terminals, port resource allocation capacity and port comprehensive cost, and shipping elements are gathering more and more to super large ports. As the port with the largest number of large and super large deep-water berths in China, Ningbo Zhoushan port has unique natural conditions, which is conducive to give full play to its advantages such as superior location conditions, collection and distribution system, scale, flight route and service efficiency, and win the first opportunity in the market competition.

4. Challenges for Ningbo Zhoushan Port to Build a World-class Strong Port

4.1 Ningbo Zhoushan Deep Integration

In the past two years, Ningbo and Zhoushan have taken a number of measures to substantially promote the integration of Ningbo and Zhoushan. The deep integration of Ningbo Zhoushan port is an important breakthrough in the integration of Ningbo and Zhoushan. The process of Ningbo Zhoushan port integration will also have a significant impact on the construction of Ningbo Zhoushan Port into a world-class strong port.

4.2 Gathering Talents and Capital Elements

In order to vigorously develop high-end shipping services such as shipping financial services and maritime legal services, Ningbo Zhoushan port must introduce and retain high-end talents in finance and law. At the same time, strong financial and capital support is needed to promote the construction of international container hub ports and bulk commodity strategic transit bases.

4.3 Environmental Protection Issues

Building a green port, that is, adhering to the concept of green ecological development and taking the development road of less energy consumption, less pollution, excellent growth mode and strong scale effect, has become an important topic of Ningbo Zhoushan port.

5. Suggestions for Ningbo Zhoushan Port to Build a World-class Strong Port

5.1 Attach Great Importance to Top-level Design and Strategic Planning

It is suggested to carry out top-level design at the overall level of Ningbo Zhoushan and even at the provincial level of Zhejiang, prepare practical and feasible strategic planning, and provide action guidance for Ningbo Zhoushan port to build a world-class strong port.

5.2 Fully Promote the Integration of Ningbo and Zhoushan and Deeply Integrate into the Regional Integration of the Yangtze River Delta

To implement the regional integration policy, we must earnestly promote the integration process of Ningbo and Zhoushan, deeply promote the management integration of Ningbo Zhoushan port, and promote the construction of Ningbo Zhoushan international shipping center. Ningbo Zhoushan port should actively integrate into the regional integration of the Yangtze River Delta and promote integrated development through interconnection.

5.3 Strengthen the Linkage between Ports and Economic Hinterland

Actively build a world-class port cluster and realize the integrated development with the port industry city in the direct economic hinterland of the port. Best combination point of The Belt and Road should be built to give full play to its unique location advantages and effectively link the vast hinterland area and "The belt and Road" countries and regions.

5.4 Accelerate the Improvement of Global Commodity Resource Allocation Capacity

Actively cooperate with manufacturers, shipping companies and logistics providers to obtain stable supply, integrate supply chain resource elements, accelerate the improvement of global commodity

resource allocation capacity and the construction of commodity trading center, expanding and strengthening the port.

5.5 Continuously Improve the Port Collection and Distribution System

Improve the port collection and distribution system and develop multimodal transport. Explore and optimize multimodal /transport, form a multi-point pattern of Hai River, sea railway and land, and smooth, expand the logistics network channel. Increase support for sea rail intermodal transport and tap the potential of sea rail intermodal transport business.

5.6 Vigorously Cultivate Modern Shipping Service Industry

Accurately position the role of Ningbo Zhoushan port in the modern shipping service industry of the Yangtze River Delta port group, and actively promote the professional development of shipping service field. Guide the gathering of intellectual resources, build an international shipping service gathering area, attract the gathering of shipping functional branches [4], actively use the capital market to solve the capital problems required for business layout and development, and improve the allocation capacity of shipping factors.

5.7 Strengthen the Construction of Smart and Green Port

Use digital technology to lead port transformation, rely on scientific and technological innovation to accelerate the transformation and development of port innovation, and realize the efficient operation of ship owners and the safety supervision of port and shipping management departments through technical means. Vigorously promote energy conservation and emission reduction in ports, guide port enterprises to select low-energy and efficient facilities and equipment, strengthen the utilization of clean energy and renewable energy, and promote the development of green ports.

5.8 Adhere to Innovative Development and Continuously Enhance International Influence

Adhere to the concept of innovative development and build a new engine for the development of Ningbo Zhoushan port[4]. Actively participate in the formulation of international shipping rules and technical standards and continuously enhance international influence.

6. Conclusion

Ningbo Zhoushan port can be expected in the future.

From "the world's largest port" to "world-class strong port", Ningbo Zhoushan port has a very promising future. I believe that the current situation creates heroes, and Ningbo Zhoushan port will usher in the peak of historical development, strive forward and struggle.

References

- [1] He Xiangyang, Zhou Changlin, Empirical Comparison between Ningbo Port and International Strong Port, Containerization(J), 2012(05): 13-18, 23.
- [2] Jia Dashan, Understanding of the Development of World-class Ports, Chinese Ports(J), 2019(11): 11-16.
- [3] Liu Wanfeng, Wang Jun, The Development of Ningbo Zhoushan Port International Strong Port under the Background of The Belt and Road, Zhejiang Economic(J), 2018(13), 23-24.
- [4] Fang Zhou, Li Qianwen, How to Build Ningbo Zhoushan Port into a World-class Port, Chinese Ports(J), 2020(02): 11-14.