

On the High Quality Development of the Opening up System in the New Era

Zhao Yunxia

The Department of Economics and Management of Taishan University, Shandong Tai'an 271001

Abstract: The high-quality development of China's economy in the new era inevitably requires high-quality development of the open system to the outside world. At the theoretical level, the high-quality development of China's opening up system to the outside world is mainly reflected in core principles and development orientations such as independence and equality, livelihood orientation, two-way coordination, diversity and inclusiveness, and security and stability. At the practical level, the key to promoting high-quality development of the opening up system to the outside world lies in implementing the new development concept and focusing on promoting high-quality development in key areas of opening up to the outside world. Among them, the high-quality development of the open system of the real economy is mainly reflected in the systematic and continuous improvement of the innovation and competitiveness of the real economy in the process of opening up to the outside world; The high-quality development of the financial opening system is reflected not only in the continuous enhancement of the international competitiveness of the financial system itself in opening up to the outside world, but also in the continuous improvement of the financial system's ability and level to serve the real economy; The high-quality development of the regional open system reflects the comprehensive coordination and efficient coordination between domestic and foreign development, domestic and foreign resources, and domestic and international markets; The high-quality development of the international economic governance system is reflected in the full implementation and good maintenance of the principles of international economic order such as equality, justice, and win-win cooperation.

Key words: Opening up to the outside world system; high-quality development; modern economic system; international competitiveness; socialism with Chinese characteristics

The high-quality development of China's economy in the new era inevitably requires high-quality development of opening up to the outside world. To promote the high-quality development of opening up in the new era, it is necessary to conduct in-depth exploration from the dialectical movement and organic combination of theory and practice.

1 The Achievements and Challenges of China's Opening up to the Outside World since the 18th National Congress

1.1 The tremendous achievements of China's opening-up since the 18th National Congress

Since the 18th National Congress of the Communist Party of China, China has achieved a series of significant achievements in opening up to the outside world.

In terms of trade, the scale of trade continues to significantly increase and the trade structure continues to be optimized. From the perspective of trade scale, not only is trade in goods constantly reaching new historical highs, but also trade in services is growing rapidly. Except for 2016, China has become the world's largest country in goods trade, with a total import and export volume of goods increasing from 25816.889 billion yuan in 2013 to 30505 billion yuan in 2018; The total import and export of services increased from \$537.6 billion in 2013 to \$695.7 billion in 2017. From the perspective of trade structure, the trade mode structure continues to be optimized. The proportion of general trade imports

and exports in total imports and exports increased from 52.9% in 2013 to 57.8% in 2018. In the first five months of 2019, this proportion further increased to 59.9%, an increase of 1.1 percentage points compared to the same period last year.

In terms of innovation in the mechanism of foreign economic cooperation, China's foreign economic cooperation is expanding in depth. On the platform of cooperation, the construction of pilot free trade zones, international import fairs and the "the Belt and Road" and other platforms has made new progress. The Pilot Free Trade Zone has gradually expanded from the initial Shanghai Pilot Free Trade Zone to 8 pilot free trade zones. On this basis, the Party Central Committee supports Hainan in exploring and promoting the construction of a free trade port with Chinese characteristics. The China International Import Expo held in Shanghai in November 2018 was the world's first large-scale national level exhibition with an import theme. The construction of the "the Belt and Road" has become an important platform for mutual benefit and win-win between China and relevant countries.

1.2 Risks and challenges faced by China's opening up to the outside world

While achieving significant achievements, China's opening up to the outside world also faces unprecedented risks and challenges.

One is the challenge of insufficient external demand brought about by the weak recovery of the world economy. Affected by the 2008 Western financial and economic crisis, the world economy as a whole remains weak and weak. According to World Bank data, the overall growth rate of the world economy has been hovering around

3% since 2013. The overall growth rate of developed countries has remained around 2% during the same period. The long-term downturn in the world economy has directly led to a decrease in the scale of external demand in China's economy, thereby weakening the driving force of external demand on China's economic growth to a certain extent. Except for 2017, since 2013, the contribution rate of China's net exports of goods and services to GDP growth has been negative, especially in 2016 when the value was as low as -9.6%. The percentage point of GDP growth driven by net exports of goods and services has also been negative in most years of the same period.

The second is the challenge of deteriorating open environment brought about by the prevalence of protectionism and unilateralism. In recent years, trade protectionism has become popular. Among them, the most typical is a series of trade protectionism and trade hegemonism measures implemented by the United States based on the principle of "America First". (1) By bypassing the dispute resolution mechanism of the World Trade Organization and conducting research on multinational products in accordance with US domestic laws such as Article 232, 201, and 301, trade disputes can be provoked. For example, the US government used the "301 clause" to investigate Chinese products in August 2017 and imposed large-scale tariffs on Chinese products multiple times in 2018. Among them, in July and August 2018, \$50 billion worth of goods imported from China were subject to a 25% tariff in two batches; Starting from September 24, 2018, another 10% tariff was imposed on 200 billion Chinese products exported to the United States. (2) Unilaterally accusing other countries of implementing industrial policies. The United States has formulated a series of industrial policies aimed at promoting the development of the manufacturing industry, such as the American Manufacturing Promotion Act (2010), but it has also criticized the normal industrial policies of other countries, such as the Made in China 2025. (3) Sanction other countries under the "long arm jurisdiction" of US domestic law. In recent years, the United States has expanded the scope of "long arm jurisdiction" to more and more fields. The Export Control Reform Act, as part of the 2019 National Defense Authorization Act, not only increases restrictions on foreign holding companies, but also increases export controls on "emerging and basic technologies". Recently, 44 Chinese institutions have been listed in the export control list of the Bureau of Industry and Security of the United States Department of Commerce for "violating the interests of the US national security or foreign policy". In short, these trade protectionism and hegemonic measures taken by the United States not only undermine and impact multilateral trade rules and international economic order, but also hinder the growth of international trade and economic development of relevant countries. Considering the impact of the US initiated trade dispute between China and the United States, the World Economic Outlook released by the World Bank in January 2019 estimated that the growth rate of world trade volume in 2018 decreased from 5.4% in 2017 to 3.8%, while the growth rate of world trade volume in 2019 further decreased to 3.6%.

The third challenge is the relative competitive weakness formed by the overall lack of innovation in China's economy. The contemporary globalized economic competition is based on intellectual property rights and is primarily dominated by multinational corporations. Multinational corporations are in a dominant position in economic competition, obtaining rich

intellectual property output benefits through their core intellectual property rights. Due to a relatively lack of independent intellectual property rights in key fields and core technologies, Chinese enterprises are generally in a relatively weak position in global competition. In terms of asset size and market share, a considerable number of enterprises in China have entered the Fortune 500. However, in terms of brand influence, there are still relatively few companies that can enter the world's top 500 brands. In 2018, only 38 companies in China were selected as one of the top 500 global brands, while 223 companies in the United States were on the list. In terms of technological innovation, due to the lack of independent research and development capabilities for a series of core technologies such as aviation engines, smartphone chips, and ultra-high precision machine tools, Chinese enterprises need to import these technology products at high prices. More importantly, due to the exclusive supply of core technologies such as semiconductor processing equipment by manufacturers to specific monopolistic companies, Chinese enterprises are unable to obtain these products through purchasing channels. This directly affects the profitability and growth of Chinese enterprises.

2 The inherent requirements for high-quality development of the opening up system to the outside world

The high-quality development of the opening up system objectively requires taking the new development concept as the guide, actively building a diversified, balanced, safe and efficient comprehensive opening up system based on the overall grasp of the domestic and international situations, and continuously improving the quality and level of opening up systematically. According to this requirement, the high-quality development of China's opening-up system is mainly reflected in the following core principles and development orientation.

2.1 Principle of Independence and Equivalence

In the field of opening up to the outside world, adhering to the principle of independence and reciprocity means conducting economic exchanges with other economies on the premise of independence and self-reliance, which reflects the fair and equal status of both parties. We will never trade with the bottom line principles of the path, theory, system, and culture of socialism with Chinese characteristics. Firstly, in the new era, China needs to overcome the blind behavior of "opening up for the sake of opening up". Starting from the actual economic and social development of our country, and based on the principle of independence and reciprocity, the goal, degree, speed, and scope of opening up for each industry to the outside world should be scientifically determined. Secondly, in the new era, China's opening-up is committed to maintaining the fairness of market competition. The fairness of market competition is mainly reflected in the equality of competition rules. In the initial stage of opening up to the outside world, many regions in China provided preferential policies for attracting investment such as land supply and tax reduction, giving foreign enterprises super national treatment in investment, which to some extent constituted unfair treatment for domestic enterprises.

2.2 Principles of livelihood orientation

Adhering to the principle of people's livelihood orientation in the field of opening up to the outside world means putting the

people at the center, continuously improving the quality of life of the people and enhancing their well-being in the process of opening up to the outside world.

At the national level, adhering to the people's livelihood oriented principle of opening up is to better meet the people's growing needs for a better life in terms of use value and value, constantly improve and improve the people's quality of life, and gradually achieve the goal of common prosperity. The author believes that the ultimate goal of socialist economic development is to continuously improve the quality of people's life based on common prosperity. As an important part of economic development in the era of globalization, the opening up of socialist countries' economies to the outside world should serve this ultimate goal, continuously improving the well-being of their own people through international exchanges such as trade and investment.

At the international level, adhering to the principle of people-oriented opening up to the outside world is to contribute to the well-being of people in other countries through win-win opening up while enhancing the well-being of their own people. As mentioned above, in recent years, the United States has implemented a series of trade protectionism and trade hegemonism measures based on the principle of "America First", which has seriously hindered the growth of international trade and economic development of relevant countries. Adhering to the principle of people-oriented opening up to the outside world is to promote economic globalization towards inclusive and win-win development, and continuously enhance the well-being of people in other countries, especially developing countries, through international development cooperation.

In the field of opening up to the outside world, adhering to the principle of two-way coordination means that we should base ourselves on the actual economic and social development of our country, coordinate the domestic and international overall situation, and organically combine the introduction and going out in opening up to the outside world. Adhering to a two-way coordinated opening-up is necessary for promoting the balanced development of China's opening-up in the new era. In the initial stage of opening up, there was a structural imbalance in China's opening up to the outside world. In terms of trade, export exchange is the main method, supplemented by imported goods and services, resulting in a large import and export gap; In terms of investment, the main focus is on introducing foreign investment, supplemented by external investment. This imbalance is not conducive to coordinating two markets, two resources, and two types of rules both domestically and internationally. In terms of trade, the long-term large trade deficit has formed an excessive scale of foreign exchange reserves; In terms of investment, insufficient external investment reflects the overall weak international competitiveness of Chinese enterprises. Therefore, adhering to the principle of two-way coordination in opening up to the outside world is to better integrate bringing in and going out, and actively promote a dynamic and comprehensive balance between domestic and foreign demand, import and export, and foreign investment.

2.3 The principle of diversity and inclusiveness

In the field of opening up, adhering to the principle of pluralism and inclusiveness means advocating multilateralism and inclusive cooperation in international economic exchanges and international economic governance, and opposing unilateralism, hegemonism and protectionism. Since the international financial

crisis, international trade and investment mechanisms and rule negotiations such as the TPP (Trans Pacific Economic Partnership Agreement), TTIP (Trans Atlantic Trade and Investment Partnership Agreement), and TISA (Service Trade Agreement) have shown certain exclusivity and closure characteristics. These rules are mainly based on the development level of developed countries, disregarding the differences in economic development among countries, and advocate for the comprehensive implementation of high standards of trade and investment liberalization and service industry openness. The imbalance of rights and obligations in trade and investment rules has exacerbated friction and conflicts in the international economic field. The continuous trade and currency wars between developed countries and between developed and underdeveloped countries have affected the entire world, disrupting the global industrial chain. As mentioned above, the trade protectionism, unilateralism and trade hegemonism measures carried out by the United States in recent years have provoked trade disputes between China and the United States, which has not only damaged China's interests, but also damaged the interests of the United States itself. Therefore, adhering to the principle of diversity and inclusiveness in opening up to the outside world means actively advocating multilateralism and inclusive cooperation, and exploring new ways of international development cooperation that seek common ground while reserving differences, and are inclusive and symbiotic.

2.4 Principle of safety and stability

In the field of opening up to the outside world, adhering to the principle of security and stability means balancing opening up with national security, firmly grasping the strategic initiative of preventing and resolving major risks in opening up, and never trading with the bottom line principles of the path, theory, system, and culture of socialism with Chinese characteristics. The economic and financial crisis that occurs in a country can quickly spread to other countries through international economic connections. Firstly, we must adhere to the principles of security and stability in opening up to the outside world, attach greater importance to risk prevention and resolution in the international economic field, and use the changing trends and potential risks in the international economic field as the fundamental basis for decision-making on opening up to the outside world. Secondly, adhering to the principles of security and stability in opening up to the outside world, and adapting to the competitive strength and risk prevention and control capabilities of various fields and industries, we should adopt a steady, orderly, and gradually controllable approach to opening up to the outside world, rather than a reckless and bottomless approach that disregards the actual development of various fields and industries. Therefore, adhering to the overall security concept and preventing and resolving economic risks brought about by opening up to the outside world are essential for the high-quality development of China's opening up system.

3 Actively promoting the high-quality development of the opening up system in the new era

At the practical level, the key to promoting high-quality development of the opening up system to the outside world lies in implementing the new development concept and focusing on promoting high-quality development in key areas of opening

up to the outside world. The opening up system of an economy mainly includes core subsystems such as the real economy opening system, financial opening system, regional opening system, and international economic governance system. Therefore, the high-quality development of the open system to the outside world focuses on promoting the high-quality development of these core subsystems.

3.1 Actively promoting high-quality development of the open system of the real economy

The high-quality development of the open system of the real economy is mainly reflected in the systematic and continuous improvement of the innovation and competitiveness of the real economy in the process of opening up to the outside world. The global economy is essentially a competitive economy with the law of value as its core. How to win the initiative of economic development and international competition has become the core proposition of a country's economic opening up in the era of globalization. Therefore, to promote the high-quality development of the open system of the real economy, we should closely combine with the actual situation of China's real economy opening up, and focus on improving the innovation and competitiveness of the real economy.

The key to the high-quality development of the open system of the real economy is to cultivate and enhance the competitive advantage of intellectual property based on independent innovation. David Ricardo's comparative advantage theory believes that the international division of labor between two countries needs to be based on the comparative advantages of the two countries, that is, each country focuses on the production and export of goods with comparative advantages (less cost disadvantage or greater cost advantage), so as to benefit each other. However, this theory does not take into account the significant differences in the benefits of international division of labor between two countries with significant differences in technical conditions such as labor productivity. However, countries with backward labor production can achieve catch-up through technological innovation, and the comparative advantage between the two countries will change. If the industries of the relevant countries have been lacking independent innovation capabilities, they can only engage in low value-added production and bear the risk of multinational corporations transferring production to other countries. From a practical perspective, China's traditional open model is based on comparative advantages and a one-sided pursuit of the quantity and scale of foreign investment, which leads to problems such as excessive foreign investment introduction, high dependence on foreign technology, and high risks of economic fluctuations. Therefore, the high-quality development of the open system of the real economy cannot unilaterally emphasize comparative advantages, but should correctly handle the relationship between independent innovation and opening up to the outside world. It is necessary to cultivate and enhance the competitive advantage of intellectual property through independent innovation, create the core competitiveness of the real economy, and gradually fundamentally reverse the passive dilemma led by developed countries.

In practice, cultivating and enhancing the competitive advantage of intellectual property based on independent innovation requires the comprehensive implementation of an innovation driven strategy centered on independent innovation with Chinese

characteristics, in order to strengthen innovation capacity and open cooperation. Firstly, China's real economy should aim at the forefront of world science and technology, systematically strengthen the research capabilities of basic research and applied basic research, protect and incentivize innovation activities of various innovative entities through independent intellectual property strategy, and actively promote the application and transformation of scientific research results into the real industry, continuously enhance the independent innovation ability and international competitiveness of the real industry, and effectively solve the problem of core technology being constrained by people. Secondly, the determination of the degree and speed of opening up of the physical industry to the outside world should be based on the independent innovation ability of the industry, in order to win an appropriate window period and create a relatively relaxed innovation environment for the industry to improve its independent innovation ability and international competitiveness, in order to prevent vulnerable industries from being completely controlled by foreign capital and technology due to excessive openness, thereby completely losing the opportunity for development through independent innovation. Thirdly, efforts should be made to create and maintain a business environment for fair competition in the real economy. On the one hand, it is necessary to scientifically, accurately, and dynamically implement the pre admission national treatment plus negative list management system, which not only effectively maintains the overall security of the country, but also ensures that all types of enterprises have equal market access opportunities in areas outside the negative list of market access, in order to achieve smooth market entry. On the other hand, it is necessary to break administrative monopolies in accordance with the law, prevent market monopolies, safeguard the legitimate rights and interests of all market entities, and crack down on various monopolistic behaviors that disrupt market competition order in order to seize monopoly profits in accordance with the law. Fourthly, we should pay attention to the quality of two-way opening up of the real economy. In terms of import, China should pay attention to optimizing the structure of imported goods, moderately importing high-quality foreign products and scarce resources on the basis of strict conservation and improving resource utilization efficiency, in order to meet the needs of high-quality development in the new era; Improve the quality of introducing foreign investment from multiple perspectives such as technology, talent, and environmental protection. In terms of going global, China should combine the actual development of various enterprises in China and the development and utilization of energy resources, encourage and support enterprises with conditions and competitive advantages to actively go global, promote enterprises to continuously increase the added value of export products, pay attention to improving the efficiency and sustainability of energy resource utilization, enhance their position in the global value chain, and create favorable conditions for enterprises to improve the quality of foreign investment.

3.2 Actively promoting high-quality development of the financial opening system

The high-quality development of the financial opening system is reflected not only in the continuous enhancement of the international competitiveness of the financial system itself in opening up to the outside world, but also in the continuous

improvement of the financial system's ability and level to serve the real economy. The high-quality development of the open financial system is not only a requirement for the development of China's real economy in the new era, but also an objective requirement for preventing and controlling economic risks. Therefore, the high-quality development of the financial open system should be closely combined with the actual financial development in China, focusing on enhancing the international competitiveness of finance, and providing high-quality services for the development of the real economy.

Firstly, the high-quality development of China's financial opening system in the new era requires a systematic improvement of the international competitiveness of the financial system while ensuring financial security, in order to continuously improve its ability to serve the real economy and promote the coexistence and mutual prosperity of finance and the real economy. In terms of capital account opening, it is necessary to scientifically determine the degree and speed of capital account opening based on the ability of the domestic capital market to effectively resist international financial shocks and the systematic regulatory ability of the financial regulatory system, in order to prevent the occurrence of systemic financial risks. In terms of international competitiveness, China's financial system needs to continuously improve its ability to serve the opening up of the real economy. In terms of service orientation, financial services should directly face the reality of the real economy, providing scientific, accurate, and efficient financial support for the construction of a strong trading country and innovation of foreign investment methods. This requires continuously improving the scientific, precise, and systematic nature of financial services, optimizing the structure of external debt, scientifically determining the appropriate scale of foreign exchange reserves, and steadily exploring scientific, reasonable, and safe exchange rates through deepening the market-oriented reform of exchange rates, and forming an institutional system.

Secondly, the high-quality development of China's financial opening system in the new era requires greater emphasis on systematic prevention and resolution of financial risks, and firmly adhering to the bottom line of avoiding systemic financial risks. The high-quality development of China's financial opening system in the new era requires building a solid defense line to prevent and resolve financial risks, accelerating the establishment and improvement of mechanisms that are conducive to protecting the rights and interests of financial consumers, enhancing orderly financial competition, and preventing financial risks. In terms of opening up commercial and financial institutions, it is necessary to implement targeted and precise equal opening up to the outside world based on the principle of "special and differential treatment" of the World Trade Organization, and according to the degree of openness of the financial industry of various countries to China's financial enterprises. This kind of equal opening up to the outside world emphasizes that the degree and scope of opening up can fully reflect the equal status of economic exchanges between an economy and other economies. The opening of China's commercial financial institutions in the new era should be based on the principle of reciprocal opening to the outside world, and strictly limit the proportion and conditions of foreign financial capital's participation in commercial financial institutions, as well as the conditions and business scope of establishing branches in China from the legal system level, so as to prevent the financial monopoly capital of

some countries from unilaterally forming financial monopoly in China through layer upon layer holding, joint holding, establishment of branches and other forms. However, it is not allowed for Chinese financial enterprises to participate in other financial institutions in the same way and to the same extent in the same field. In terms of financial regulatory system, it is necessary to improve and strengthen the financial regulatory system, so that it runs through the entire process of financial market activities in advance, during and after the event, and comprehensively covers various fields of financial market behavior, especially in the emerging financial field. In terms of regulatory capacity, it is necessary to systematically enhance the financial regulatory capacity of financial regulatory departments, continuously improve the quality of regulatory personnel, innovate regulatory technology and risk assessment methods, strengthen regulatory mechanisms, strengthen regulatory coordination, and timely eliminate hidden dangers.

3.3 Actively promoting high-quality development of regional open systems

The high-quality development of the regional open system is mainly reflected in the coordinated development of domestic and foreign development, domestic and foreign resources, domestic and international markets, and efficient system coordination. The regional opening system of a country is the specific spatial expansion of various economic variables such as population, energy, resources, technology, market, environment, information, logistics, etc. that are open to the outside world. The high-quality development of the regional open system is of global strategic significance for promoting coordinated regional development, smoothly achieving the quality and efficiency goals of economic development such as upgrading the industrial structure of each region, enhancing the level of opening up to the outside world, environmental protection, reasonable flow of capital and labor, and improving people's living standards. Therefore, actively promoting the high-quality development of the regional open system is to focus on promoting the internal and external coordination and development of economic variables such as economic development, resources, and markets.

Actively promoting the high-quality development of the regional open system, we should handle the relationship between coordinated development and our own development, in accordance with China's overall strategic layout of opening up to the outside world, closely combine the actual economic and social development of each region, fully leverage the advantages of each region, and thus promote the coordinated development of regions in a high-quality manner, creating an organic and integrated efficient opening up system as a whole. Firstly, it is necessary to coordinate the opening up strategies of various regions under the scientific top-level design and systematic planning. Each region should determine the key areas, scope, speed, and degree of opening up to the outside world based on the overall development strategy deployment of the country and the regional advantages, while highlighting regional characteristics. Secondly, in terms of spatial layout, the high-quality development of the regional opening system needs to coordinate and promote the linkage between land, sea, and domestic, as well as the mutual assistance between east and west in regional opening up, in order to improve and correct the long-standing regional pattern of fast opening up in the east and slow opening up in the west, strong coastal areas, and weak inland areas, and promote

the sharing of the achievements of opening up in later regions, thereby promoting coordinated regional development. Third, at the level of platform construction, the high-quality development of the regional open system should focus on building a high-quality regional open platform with a global perspective according to the actual development of each region. For example, we should actively promote the construction of the "the Belt and Road", actively support Hainan to explore and promote the construction of a free trade port with Chinese characteristics while exploring and expanding the pilot free trade zone. Fourthly, in terms of infrastructure, the high-quality development of regional open systems requires the systematic promotion of the interconnection and interconnection of infrastructure such as transportation, finance, communication, and logistics between regions, in order to promote the coordination and connection of various regional open systems, and thus systematically improve the overall quality of opening up to the outside world.

3.4 Actively promoting high-quality development of the international economic governance system

The high-quality development of the international economic governance system is reflected in the full implementation and good maintenance of the principles of international economic order such as equality, justice, and win-win cooperation. In the contemporary globalized economy, political forces such as countries and international organizations play an important role in coordination and regulation. The international economic governance system is an extension of the national economic regulation system in the international economic field. The degree to which the international economic governance system is fair, win-win, and inclusive directly affects the interests of all parties involved in international economic activities. With the deepening of China's participation in the globalization process, its weight in the international economic governance system is rapidly increasing. Therefore, as a major developing socialist country, China should actively promote the high-quality development of the international economic governance system, actively guide the global economic agenda, and promote the development of the international economic order towards equality, justice, and win-win cooperation.

To actively promote the high-quality development of the international economic governance system is to actively participate in the revision and formulation of new international economic rules that are fair, equitable, inclusive and orderly under the framework of a community with a shared future for mankind, promote global economic governance to be more equal, open, transparent, inclusive and efficient, take a clear stand against unilateralism, trade protectionism and trade hegemonism, and promote trade and investment liberalization, facilitation Equalization. This requires adhering to the global governance

concept of joint consultation, construction and sharing, actively participating in the revision and formulation of new international economic rules, and correcting the old international economic order based on unreasonable international division of labor under international monopoly conditions. First of all, in terms of platform construction, we should actively promote international cooperation under the "the Belt and Road" framework to create a new platform for international cooperation featuring win-win cooperation and common development. In this new platform for cooperation, a country will not harm its own interests by participating in it, and can take into account the trade and investment interests of most countries, especially fully reflecting the representation and voice of developing countries, so that each member can build and share together. At the same time, this cooperation platform adheres to an inclusive orientation, does not play geopolitical games or engage in closed and exclusive small circles. Secondly, in terms of micro regulation, it is necessary to adopt the principle of equal treatment and treatment for enterprises registered within the country. By implementing the pre entry national treatment plus negative list management system and legal construction in related fields, the legitimate rights and interests of all market entities should be protected. Foreign funded enterprises that operate legally should not be discriminated against, nor should they be given super national treatment. Thirdly, in terms of micro cooperation, in the process of overseas development, China should fully leverage the unique advantages of socialist enterprises (especially state-owned enterprises) in distribution according to work, corporate culture, social responsibility, and group collaboration, and actively explore win-win models and cooperation mechanisms between Chinese overseas enterprises or their overseas branches and the host country government and people. The imperialist cross-border monopoly business model fundamentally differs from the one aimed at capturing monopoly profits.

In short, the high-quality development of the opening up system is the essence of China's high-quality economic development in the new era. The high-quality development of the opening up system to the outside world should be guided by the new development concept. On the basis of comprehensively grasping the domestic and international overall situation, we should adhere to important principles such as independence and reciprocity, people's livelihood orientation, two-way coordination, diversity and inclusiveness, and security and stability. We should actively build a comprehensive open system that is diverse, balanced, safe, and efficient, and focus on promoting the real economy open system, financial open system, and regional open system. The high-quality development of the international economic governance system and the continuous systematic improvement of the quality and level of opening up to the outside world.

Reference

- [1]World Bank: 《Global Economic Prospects,January 2019:Darkening Skies》,August 1, 2019.
[2]Data from the World Brand Laboratory website:<http://www.worldbrandlab.com/world/2018/brand/brand.html>,August 1, 2019.