

**Analysis on the current situation and development strategy of Wenzhou  
logistics industry**

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*Abstract: This article analyzes the current situation of the development of Wenzhou logistics industry, especially on the existence of outstanding problems, and puts forward the corresponding development strategies in order to promote the sustainable development of the modern logistics industry in Wenzhou.*

*Keywords: status of Wenzhou logistics industry, current situation and problems of logistics; development strategy*

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## **1. INTRODUCTION**

Logistics industry is an important part of modern service industry and plays a supportive role in the national economy. In recent years, logistics industry in Wenzhou has gradually changed from the primary and traditional service form to the modern logistics form, such as third party logistics and supply chain management. The scale of logistics industry has increased rapidly, the conditions of logistics infrastructure are gradually improved, and the development level of logistics industry has been improved to a certain extent. During the "12th Five-Year", the annual growth rate of railway, highway, waterway and air freight in Wenzhou reached 64.1%, 9.1%, 7.1% and 14.7% respectively. From which we observe is that the rapid economic and social growth of Wenzhou, and the logistics industry have made great progress. And the logistics industry, especially the modern logistics industry, has been accelerated to optimize the allocation of resources, change the way of economic development, improve the development environment and improve economic development. It is of great significance to develop quality and promote the integration of Production, life ecological and happiness of Wenzhou.

## **2. DEVELOPMENT STATUS OF WENZHOU LOGISTICS INDUSTRY**

### **2.1 Construction of logistics facilities in Wenzhou**

At present, There are 16 public logistics platforms with a certain scale in Wenzhou, mainly in the Yueqing Bay logistics park, Oujiang Estuary logistics park, Panqiao Logistics Park, Jiangnan logistics park and other comprehensive logistics parks, and the open area logistics center areas. Mainly for storage base, railway station and road freight center three categories.

At present, there is no port logistics park in Wenzhou. The port logistics is completed by "Waterway to waterway transfer "," waterway to rail union " and rear operation point in port area. It is not a strict logistics public facility. From the point of view of the scale of construction, the area of the storage base and railway station is relatively large, the road freight center is generally small, and the supporting function is not perfect. These are some node stations, not real freight centers. From the point of view of the way of operation, the railway station is built by the railway department, most of the yard and track operation are carried out, that means few logistics companies. The warehousing and road freight center is built by the form of joint stock, which is built by freight companies and operated and managed by collecting rents from enterprises. The operation mode of the logistics park is not innovative enough.

## **2.2 Development of logistics enterprises**

Statistics show that the number of logistics enterprises in Wenzhou has decreased in recent years. By the end of 2017, the total number of logistics enterprises in Wenzhou was around 1300. Compared with the total number of more than 2000 statistics in 2005, it was reduced by about 35%. Since the financial crisis, the logistics industry is less profitable, the logistics industry in Wenzhou is integrating, the number of small and medium logistics enterprises is decreasing, the number of leading logistics enterprises is increasing, and the management pattern of the logistics industry has changed. The distribution of logistics enterprises is scattered, but there are some main clusters. However, modern and comprehensive logistics enterprises have not yet completely formed. And Freight forwarder, city distribution, cargo loading and distribution, logistics storage and so on constitute the basic form of logistics in our city. Among them, there are many transportation agency enterprises, but the scale of enterprises is generally small and the logistics function is relatively simple.

## **3. OUTSTANDING PROBLEMS IN THE LOGISTICS INDUSTRY IN WENZHOU**

### **3.1 The construction of logistics facilities needs to be speeded up**

Insufficient logistics and public facilities is the most prominent problem facing the development of Wenzhou's logistics industry. Although other cities in China also face similar difficulties, the problem of logistics facilities construction in Wenzhou is more prominent. First, the overall construction situation is seriously lagging behind. According to the statistics, Wenzhou has been built, the public nature of the logistics park is less than 1500 mu, of which the road type logistics park is less than 300 mu, which is not in conformity with the status of the annual freight volume of 1.17 million tons in Wenzhou. Two is the distribution of logistics park is not reasonable. Wenzhou's freight turnover is mainly concentrated in urban, Ruian, Yueqing, Cangnan and other places. However, the inspection of these areas has found that the logistics utilities are very short of the logistics parks, and they lack the scale type logistics park in the logistics center of the northeast of Fujian and Northeast China. In addition, the existing logistics facilities in other places are either small in scale or inconvenient for transportation.

### **3.2 The management of logistics industry needs to be strengthened**

At present, there are many general problems in the development of logistics industry in China. The root lies in the vague and unclear department. One is the existence of multi head management. The logistics industry in Wenzhou is managed by many departments such as development, transportation, industry and commerce, postal service and so on. For example, the new management regulations issued by the Wenzhou city operation tube, the enterprise should engage in the logistics activities, first obtain the road transport license at the operation management office, and then deal with the business license, but the business department does not require the enterprise to have the road transport license when dealing with the license. The two parties have certain conflict in the enterprise qualification examination. Two is the situation of the existence of management blind spot. Due to the lack of lead units, the public logistics information platform in our city is difficult to establish. As the municipal Logistics Association has not been established, the logistics enterprises and the government lack effective communication bridges; the management of the logistics park is weak in the management of the entering enterprises, there are disordered competition and trade fraud, and the logistics information trading personnel are not defined in the logistics management category. There is no entry threshold for the development of streaming industry, there is no standard for logistics industry development. Three, the strength of management implementation needs to be strengthened. According to the questionnaire survey of logistics enterprises, more than 75% of the respondents believed that the city was not able to crack down on the "three non" vehicles, and the management constraints of the vicious competition and illegal competition among enterprises were not enough.

### **3.3 The competitiveness of logistics enterprises needs to be promoted**

The logistics competitiveness of Wenzhou's logistics enterprises is not strong enough, and the number of leading enterprises is relatively small. There are several specific reasons. One is the serious shortage of the development land for the logistics enterprises. In the annual land use plan of Wenzhou, there is basically no logistics land in the annual land use plan, and the logistics enterprises basically have no private logistics land. Most of them are engaged in the operation activities by leasehold. Because of the leasing land, the enterprises seldom consider the technical reform, information input, and will not make the development strategy. This has seriously affected the development strategy. The competitive strength of the logistics enterprises in our city. Two, the number of logistics leading enterprises is less. In China, the Logistics and Purchasing Association of China has carried out the thirteen phase logistics a class selection. There are 247 enterprises on the list in Zhejiang Province, of which there are 89 in Ningbo and 97 in Hangzhou, and only 8 logistics enterprises in our city are listed on the list, accounting for 3.2% of the total. Three, the organizational efficiency of the logistics enterprises is low. The logistics enterprises in Wenzhou are still in the home style, cooperative work, and the state of line contracting. There is still a big gap between the logistics enterprises and the modern logistics enterprises. It is urgent to carry out a large scale optimization and integration.

The government departments should broaden the distribution channels of the logistics industry, by methods of adjusting of the land use in the existing logistics industry and of low hilly and mild hillsides , and by reclaiming the beach in order to Increase the space for modern logistics industry. The key is to protect the land used for logistics parks that are included in the provincial and municipal logistics development plans. In major transportation hub, industrial park and large specialized market, we should arrange logistics land. The key point is to plan the economic hinterland, industrial park, agricultural comprehensive garden, large wholesale and retail market, and Logistics Park and logistics center to form an organic link logistics network system. To increase government investment in public infrastructure such as logistics park roads and transportation facilities, and reduce construction fees and civil air defense construction fees. We should relax the restriction of vehicles entering the logistics enterprises and set up a green channel for entering and leaving the park. We I should actively explore the new mode of logistics park operation, the government can actively participate in the construction and management of the logistics park through the way of participation in the stock market , renting out , and setting up or exit strategy.

### **3.4 Effectively strengthen the management of logistics industry**

The government departments should identify the main management institutions, and construct the dual management system of modern logistics industry with the combination of the unified division and the linkage. The government departments should confirm the competent authority and build a dual management system of modern logistics industry, which combines unified and separate, bars and blocks together. It is suggested that the development and reform departments should be used as the comprehensive coordination department of the modern logistics industry in our city, which is responsible for the industry macro regulation, planning, policy research, fund support and examination and assessment. The relevant departments such as Transportation Bureau, Commerce Bureau, post office, industry and Commerce Bureau, Public Security Bureau and so on perform their specific duties in the industry administration. At the same time, we should strengthen the construction of logistics industry associations and expand and strengthen the Wenzhou Logistics Industry Association. We should clarify the management functions of the logistics industry associations and promote the standardization of the association. We should strengthen the following functions of the association, such as making industry management standards, popularizing technical standards, exchanging industry development information, communicating and connecting enterprises in the industry, thus further promoting self-discipline in the industry and creating a good atmosphere for the development of logistics industry.

### **3.5 Development and expansion of modern logistics enterprises**

Government departments support large logistics enterprises to integrate and utilize logistics resources such as terminals, terminals, airports, warehouses, vehicles, etc. Through the form of equity participation, holding, joint venture and other forms of assets reorganization, logistics enterprises cannot pay the transaction fee of freight vehicle transfer. Large scale logistics enterprises are encouraged to accelerate technological transformation expand existing

businesses and accelerate transformation to integrated logistics services. Encourage small and medium-sized logistics enterprises to match large enterprises with large-scale services, and carry out specialized characteristic services to meet diversified logistics needs. Large scale logistics enterprises should be encouraged to build brands and speed up standardization and characteristic management and enhance industry visibility through demonstration effect. We should eliminate all kinds of obstacles to the establishment of branches and branches of logistics enterprises. Integrate new logistics enterprises and their branches to enjoy all kinds of preferential policies before integration, and the same preferential policies need not be declared again.

#### **4. CLOSING WORDS**

The logistics industry in Wenzhou has gradually changed from the primary and traditional service form to the modern logistics form, such as the third party logistics and the supply chain management. The logistics industry scale is growing rapidly, and the infrastructure conditions are gradually perfected and the logistics development level has been improved to a certain extent.

In order to get rid of the "low and small dispersion" situation and make the logistics industry a new engine of Wenzhou's economic growth, it needs to be optimized in the modern logistics concept, the construction of logistics facilities and the guidance of government policy.

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