

The Analysis on the “Mass Innovation, Multitude Innovation” Policy of Beijing

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Abstract—The up-surge of “Public Entrepreneurship and Innovation” prompted the national and local government to formulate some policies to protect environment. In fact, what the policy has been targeted has improved largely the innovation and entrepreneurship environment. There constantly released primary energy because the government has reform and optimize the ecological environment of “Public Entrepreneurship and Innovation”. There are forming an innovation and entrepreneurship service system with regional characteristics. Based on analysis of the policy on “Public Entrepreneurship and Innovation”, the paper has focused on financial policy, and analyzed the overall situation and characteristics of policy, and proposed policy suggestions.

Index Terms—public entrepreneurship and innovation, policy, Beijing, financial

I. INTRODUCTION

With the surge of “Public Entrepreneurship and Innovation” continues to heat up, the national and local management have offered advices and suggestions in order to provide a good environment and opportunity. The policy of “Public Entrepreneurship and Innovation” has been promoted in “Opinions of the General Office of the State Council on the Implementation of Financial Support for the Development of Small and Micro-enterprises” in 2013[1]. The concept was presented at the Davos Forum in the summer of September 2014 [2]. As far 2015, there were over 2000 policy issued for “Public Entrepreneurship and Innovation” [3]. But what is the core problem is the management. In order to support and ensure the existing policy landing, and to prevent the occurrence of new policy overlapping phenomena, it needs to analysis the existing policy, especially the financial policy, and perfect the policy system, and accelerate to construct the ecological system. Based on the above background, the paper forwards the analysis of the policy of “Public Entrepreneurship and Innovation”.

II. THE WHOLE SITUATION

The study group has collected 10 policies what financial funds supported (Table I), such as “Measures for the Administrative of Funds Supporting for Business

Services Platform in Zhongguancun Science Park” [4], “Measures for the Administrative of Funds Supporting for Angel Investment and Venture Investment” et al.[5]. The policies were administrated by Beijing Municipal Science and Technology Commission and Zhongguancun Science Park. It found that the “Public Entrepreneurship and Innovation” policy make by Beijing Municipal Science and Technology Commission has mainly established 4 projects, such as the project for science and technology enterprise incubator, the project for innovation alliance construction, the project for achievement transformation, and the project for innovation base construction. These projects mostly support to build public service platform, to promote innovation alliance development, to provide basic service for start-ups, to build public platform achievement transformation, to connect Key Laboratory of Beijing with Key Laboratory of national, to link Engineering Technology Center of Beijing with Engineering Technology Center of national, and to support micro-enterprises and entrepreneurial team development. The “Public Entrepreneurship and Innovation” policy make by Zhongguancun Park combines Angel Investment with Venture Investment, with Venture Capital Guide, and with Business Services to support the service agencies, entrepreneurial incubator, special industry incubation platform, and universities science and technology park innovation.

III. THE MOSTLY CHARACTERISTIC

A. Increase the Decentralization Strength, Reinforce Policy Docking Services by Relying on Social Organizations

1) Recommend units to apply funds relying on social organizations

It is found through policy content and relevant information that Beijing Municipal Science and Technology Commission innovates the management models of science and technology plan project to make the social organizations to play the role, to carry out evaluation of the market, and to introduce some polices with public space and investment institutions and so on. For example, if small and medium enterprises innovation funds patterns and mechanism has been reported, if it recommended enterprises awarded the “public space”

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and the “investment institutions”, the government will give them extra support. At present there have been about 2413 cases of venture capital in Beijing, accounted for

more than three points in the whole country. More than 60% of the projects have been recommended by “public space” and “investment institutions” [6].

TABLE I. INNOVATION POLICIES

| | Policy name | Dispatch unit | Support object | Support model | Support content |
|---|---|---|---|-----------------------|---|
| 1 | Measures for the Administrative of Funds Supporting for Business Services Platform in Zhongguancun Science Park | Zhongguancun Administrative Committee | Innovative incubator | Voluntary funding | Returnees talent business in Zhongguancun |
| | | | Professional incubation base | Voluntary funding | |
| | | | Various types of business services | Voluntary funding | |
| 2 | Measures for the Administrative of Funds Supporting for Angel Investment and Venture Investment | Zhongguancun Administrative Committee | Angel investment institution | Risk allowance | Angel investment |
| | | | Qualified venture capital enterprise | Venture capital funds | Venture investment |
| 3 | Measures of Science and Technology Special Funds for Beijing Innovation Environment System Construction | Beijing Municipal Science and Technology Commission | Science and technology business incubator | Voluntary funding | Construction of Innovation Environment and platform |
| | | | University Science and Technology Park | Voluntary funding | |
| 4 | Measures for the Implementation of Innovation Voucher for Science and Technology | Beijing Municipal Bureau of Finance and Beijing Municipal Science and Technology Commission | Small and micro-sized enterprises of science and technology | Voluntary funding | Science and Technology Innovation of Beijing |
| | | | Entrepreneurial team | Voluntary funding | |

2) To mobilize the enthusiasm of social institutions by means of science and technology innovation

Beijing Municipal Science and Technology Commission and Beijing Municipal Bureau of Finance joined and implemented vouchers policy of the capital's science and technology innovation, mobilized about 18 research institutes such as the Chinese Academy of Sciences, Tsinghua University and over 559 laboratories to carry out scientific and technological services. They focused their attention on the main body recommended by the third social service agencies such as “public space”. They support for the entrepreneurial team at the first time. As of 2015, there were 1033 projects using innovative vouchers nearly 60 million yuan for 901 small and micro-sized enterprises and 64 entrepreneurial teams [7].

3) Promoting innovation and entrepreneurship management convenience

The administrative department of Zhongguancun plays the Zhongguancun Park policy advantage, to promote experimental work for the “1+6” and “New Four” and so on policies. And at the same time these departments progress a series of exploration in reform for the use and dispose and benefit of scientific and technological achievements, for the management of scientific research funds, and for equity incentive mechanism. The government of Beijing will further some reforms of

commercial system, open cooperation, financial innovation, and other aspects with the national departments. They has implemented 20 management measures for enter and leave the border[8], 19 administration measures for industrial and commercial [9], 12 management measures for food and drug regulatory under the support of the Ministry of Public Security of the People's Republic of China, State Administration for Industry & Commerce of the People's Republic of China, China Food and Drug Administration, and other departments^[10]. They have established convenient commercial service mechanism, implemented the “Three in One” and “as a Code” registration system, improved the E Netcom service platform of Beijing business, and promoted full electronic registration and audit services. They has carried out enterprise business scope itself and registration management pilot for enterprise residence and business of science and technology, cultural and creative enterprises, explored the cluster registration mode, actively promoted the reform for the first license, and achieved convenient registration course.

B. Giving Full Play the Main Role of the Market, Guiding the Market to Improve the “Double” Ecological System

1) Insisting on the “three-self” principle, promoting the development of the “double”

Base on the support of the “Public Space” and the “Three Principles” for “Self-exploration, Self-management and Self-discipline development”, the government of Beijing city has explored the feature model for “double” development. Beijing Municipal Science and Technology Commission initiatives and supports to establish the alliance for “multi-creation space”, guides the social subject to construct the whole chain of business service ecology relying on the alliance. The “Beijing multi-creation space” serving as a record has been carried out at first in the country, and 141 institutions were gained award including 57 national “Public Record Space” [11]. Under the guidance of the market mechanism fully played the main role of “Multi-creation Space” the market, the “double” work continued to maintain leading in the country, developed activation, created a variety of service model, and became a representative of the new economy industry.

(2) Promoting open, sharing, collaborative innovation of scientific and technological resources

It found that Beijing Municipal Science and Technology Commission actively guides colleges and universities, research institutes, and leading enterprises to play their own advantages, to open research resources for “double” subject. The government constructed Beijing Capital Science and Technology Situation Platform, organized 27 research experiment service base, opened more than 40 thousand sets equipment that were value of 20 billion 900 million yuan, and obtained more than 4 billion yuan of technical services in 2015. At the same time Beijing Municipal Science and Technology Commission supported to establish Capital Innovation Alliance that there were over 110 members, and serviced for 8000 subjects, and promoted cross-border technical cooperation over 100. Beijing Municipal Science and Technology Commission pushed to set up Collaborative Innovation Research Institute of Beijing, planed 18 collaborative innovation centers. They expanded collaborative innovation adopting a new mechanism, stimulated innovation system, and promoted the scientific and technological achievements of government to the market and to better service for the “double” subject [12].

(3) Constructing of science and technology professional platform, providing value-added services for the management of the subject

Beijing Municipal Science and Technology Commission actively guides colleges and universities, research institutes, and leading enterprises to take part in innovation, to open research resources for “double” subject. A number of state-owned enterprises such as China Aerospace Science & Industry Corporation, China Datang Corporation, Beijing Instrument Industry Group Corporation and a number of leading enterprises such as JD, Yonyou, QQ Corporation have actively opened up their own industrial ecology and large data resources, established innovation platform, and provided professional precision service, formed industrial innovation ecological community of collaborative development what large enterprises can promote small and medium enterprises. In order to further the open

sharing of professional platform, Beijing Municipal Science and Technology Commission awarded the 16 institutions of “Beijing Science and Technology Innovation Professional Open Platform” to drive kind of source such as talent, technology, funds, and market and so on to open sharing. The action helps enterprises, research institutions, universities, makers, etc. to create collaborative innovation, to better service of science and technology innovation and entrepreneurship development [13].

There are four kinds of opening platform established by Beijing Municipal Science and Technology Commission. One is industrial innovation ecological community of collaborative development what large enterprises can promote small and medium enterprises. The second is the focus of the industry platform through integrating of resources in industrial chain to serve the whole industry cluster development. The third is marketing science and technology service platform what enterprise providing research service and inspection and testing can offer. The fourth is science and technology infrastructure platform what universities construct relying on research equipment, foundation, talent, and so on.

C. Strengthen the Fund to Guide Efforts, Enlarge Financial Investment Leveraging Effect

Beijing Municipal Commission of Development and Reform actively takes part in the plan of national emerging industry venture capital. 24 emerging industries venture capital funds that the scale of investment was 6 billion 953 million yuan have been approved in the field of electronic information, bio-medicine, high-end equipment manufacturing, energy saving, and environmental protection. By the end of May 2016, there are 230 investment projects, the amount of investment funds were 3 billion 274 million yuan. These projects were mainly to support the start-up period or early or middle stage of the development of innovative enterprises. Beijing Municipal Science and Technology Commission gave impetus to found the Capital Science and Technology Development Corporation, set up the invest funds for achievements transformation, built the incubation of new service platform from the original innovation to intellectual property rights to application. Zhongguancun Collaborative Innovation Investment Fund amount of 10 billion yuan was the first of collaborative innovation investment fund concentrating on Beijing City, Tianjing City, and Hebei Province [14].

IV. SUGGESTION OF POLICY

A. Further the Reform, Supplying the Talents for the “Double”

It should further deepen the reform of scientific research management and project management. It should offer the greater autonomy to the university in the selection, the disposal for the results, and the salary distribution and so on. It should perfect the distribution mechanism of protection and incentive innovation, and improve the proportion of scientific research personnel to share the results of the conversion. It should tightly

combine the “double” and the transformation of scientific and technological achievements, promote scientific and technological achievements, funds, and talents better freely, make the technical personnel and achievements serving market.

B. Strengthen the Technology Leading, Providing Science and Technology Power for the “Double”

It should further strengthen the scientific and technological to guide, promote the sharing of professional platform for science and technology innovation to provide power and source. It should support large enterprises and universities to construct professional service platform, promote talents, technology, capital, market and so on open resources, and promote the enterprises, scientific research institutions, colleges and universities collaborative innovation, better service of science and technology innovation development.

C. Speeding up Industrial Restructuring, Creating New Formats for “Double”

It should further promote the supply reform, accelerate the adjustment of industrial structure, and create new formats for “double”. It should strengthen scientific and technological research and achievements transfer, and constantly create new products, new services, and new formats. It should increase the government procurement of new technologies and new products to push new technologies and new products into the market more smoothly relying on market. It should foster scientific and technological services, improve the scientific and technological service platform, provide support for the industrial transformation and upgrading, and provide a new impetus to the supply side structural reform.

D. Optimize Service Processes, to Create a Good Environment for the “Double”

It should further promote the transformation of government functions, optimize the public service process, promote innovation in service mode, and promote the implementation of the policy depth, so that innovation and entrepreneurship is more convenient and smooth. It should give full play to the role of social organization, and refine the policy docking services from the actual needs of enterprise innovation and entrepreneurship.

V. CONCLUSION

Through the analysis, it reached three points. One is the government has regarded social capital as the key during of innovation and entrepreneurship in the public at present. The second is relying on the main role of market to guild the market to improve the “ecological management system”. The third is the government while increasing decentralization, while depending on social organizations and strengthen policy docking services. But we should also clearly recognize that our reform efforts are not enough and need to deepen, the lead of science and technology is not obvious and require for dynamic, the industrial structure is still relatively backward and demand new formats, service flow is an obstacle and need to continue to build.

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