

Research on the Path of New Productive Forces Empowering the Integrated Development of Urban and Rural Areas in Wenzhou

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Abstract

As an advanced productive force, new productive forces play a crucial role in promoting the integrated development of urban and rural areas in Wenzhou and achieving high-quality development. This paper deeply explores the significance, practical foundation, and restrictive factors of new productive forces empowering the integrated development of urban and rural areas in Wenzhou, and puts forward path suggestions based on case analysis and empirical research. By analyzing the current situation and challenges of the integrated development of urban and rural areas in Wenzhou, it is proposed that efforts should be made in multiple aspects such as industrial integration, scientific and technological innovation, talent support, and policy guarantee, so as to promote the integrated development of urban and rural areas in Wenzhou to a new height with new productive forces, and help Wenzhou build the "third pole" of high-quality development in the province.

Keywords

New Productive Forces; Development Route; Integrated Development of Urban and Rural Areas.

1. Introduction

General Secretary Xi Jinping put forward the concept of "new productive forces" during his inspection and research in Heilongjiang Province. He emphasized the integration of scientific and technological innovation resources, leading the development of strategic emerging industries and future industries, accelerating the formation of new productive forces, and enhancing new development momentum, which provides a new solution to the problem of unbalanced urban and rural development. The Third Plenary Session of the 20th Central Committee of the Communist Party of China pointed out that it is necessary to improve the institutional mechanism for developing new productive forces according to local conditions. The integrated development of urban and rural areas is an inevitable requirement of Chinese-style modernization. Since the new century, the Central Committee of the Communist Party of China has based itself on the actual situation of development and made systematic strategic deployments and policy arrangements for the problem of unbalanced urban and rural development. From "coordinating the economic and social development of urban and rural areas" to "the integrated development of urban and rural areas" and then to "the integrated development of urban and rural areas", the awareness of problems has become clearer, the goal orientation has become more explicit, and the implementation effect of policies has also been more remarkable. With the continuous deepening of a new round of scientific and technological revolution and industrial transformation, new productive forces have been vigorously

developed, and are having a positive "empowering" effect on all fields, departments, and various relationships of social and economic activities.

Since the reform and opening up, the urban and rural development in Wenzhou has been extremely unbalanced. The city is developing rapidly, while the countryside in Ouyue is becoming increasingly backward. How to break the urban-rural dual structure and narrow the urban-rural gap? General Secretary Xi Jinping pointed out in the "Eight-Eight Strategy": Further give play to Zhejiang's advantage in coordinated urban and rural development, accelerate the promotion of urban-rural integration, and promote the integrated development of urban and rural areas. With the breakthrough and continuous development and application of disruptive technologies, new productive forces have become an important driving force leading economic development. The "14th Five-Year Plan" for the economic development of Wenzhou points out that its goal is to change the traditional factor input and investment-driven economic model transformation in Wenzhou, and achieve innovation-driven leading high-quality economic development and the integrated development of urban and rural areas. Against this macro background, as an important pioneer area of reform and opening up and the birthplace of private economy in China, how to achieve the integrated development of urban and rural areas in Wenzhou has become a key issue. As an advanced productive force, new productive forces, with scientific and technological innovation as the core, are of great significance for promoting industrial upgrading, facilitating factor flow, and narrowing the urban-rural gap. Empowering the integrated development of urban and rural areas in Wenzhou with new productive forces is an inevitable choice for Wenzhou to implement the decision-making and deployment of the Central Committee of the Communist Party of China and achieve high-quality development.

2. The Significance of New Productive Forces Empowering the Integrated Development of Urban and Rural Areas in Wenzhou

2.1. Promote Industrial Upgrading and Facilitate the Coordinated Development of Urban and Rural Industries

Driven by scientific and technological innovation, new productive forces can give birth to emerging industries and promote the transformation and upgrading of traditional industries. In Wenzhou, this helps to break the dual structure of urban and rural industrial development and promote the coordinated development of urban and rural industries. For example, the *Dendrobium officinale* industry in Yueqing has achieved standardized, digital, and green production by increasing technology research and development and process transformation, and introducing advanced planting and tissue culture technologies, which has improved the product quality. By developing deep processing, a series of products such as *Dendrobium officinale* beverages, health products, and cosmetics have been developed, extending the industrial chain and increasing the added value. Through cross-industry integration with industries such as tourism, entertainment, and catering, characteristic comprehensive business forms such as the Tieding Liuliu Amusement Park have been created. This not only enhances the industrial competitiveness but also creates more employment opportunities and income-increasing channels for urban and rural residents.

2.2. Facilitate Factor Flow and Optimize the Allocation of Urban and Rural Resources

The development of new productive forces depends on the efficient flow of factors such as talents, technologies, and funds. In the integrated development of urban and rural areas in Wenzhou, new productive forces can break the factor barriers between urban and rural areas and promote the optimized allocation of resources between urban and rural areas. On the one hand, scientific and technological innovation attracts high-quality talents to flow to the

countryside, injecting new vitality into rural development. On the other hand, the application of new technologies promotes the transformation of agricultural production methods, improves agricultural production efficiency, and attracts urban capital to invest in the agricultural field. At the same time, the development of digital technologies promotes the sharing of urban and rural information, broadens the sales channels of agricultural products, and promotes the deep integration of urban and rural industries.

2.3. Narrow the Urban-Rural Gap and Achieve Common Prosperity in Urban and Rural Areas

By promoting industrial upgrading and facilitating factor flow, new productive forces help to increase the income level of rural residents, improve rural infrastructure and public services, thereby narrowing the urban-rural gap and achieving common prosperity in urban and rural areas. For example, in some rural areas of Wenzhou, with the help of Internet technology, rural e-commerce has been developed, and characteristic agricultural products have been promoted to the national market, increasing farmers' income. At the same time, new productive forces drive the development of industries such as rural tourism and cultural creativity, enhancing the attractiveness and vitality of the countryside and promoting the balanced improvement of the living quality of urban and rural residents.

3. The Practical Foundation for the Integrated Development of Urban and Rural Areas in Wenzhou

3.1. Policy Support

Since the implementation of the "Eight-Eight Strategy", Wenzhou has actively responded to policy calls and has made many explorations in coordinated urban and rural development. For example, in 2003, Ruian took the lead in establishing the Municipal Rural Cooperative Economic Association and the first county-level rural credit guarantee company in the province, promoting the "Three-in-One" reform in rural areas, providing valuable experience for the whole country and the province. In March 2023, Wenzhou released the implementation plan for improving the carrying capacity of county towns and deepening the project of "Demonstrating Thousands of Villages and Renovating Ten Thousands of Villages", putting forward new indicators for the population quantity of county towns, investment scale, and the development of county economy, providing policy guarantees for the integrated development of urban and rural areas.

3.2. Economic Foundation

Wenzhou has a good industrial foundation and business tradition, and its private economy is developed. There are more than 1.4 million registered market entities and nearly 1 million individual industrial and commercial households. Ten enterprises have been shortlisted in the top 500 private enterprises in China. The contribution ratio of the private economy to GDP and many other indicators are all above 90%. At the same time, the agriculture in Wenzhou is also constantly developing, forming a number of characteristic agricultural industries, such as *Dendrobium officinale* in Yueqing, Yongjia wheat cakes, Wenzhou large yellow croaker, etc., laying a solid economic foundation for the integrated development of urban and rural areas.

3.3. Infrastructure Construction

Wenzhou has continuously increased investment in infrastructure construction, implemented more than 10,000 kilometers of new construction, reconstruction, and maintenance projects of the "Four Good Rural Roads". More than 92% of the towns and townships on land have third-level or above highways, and the access rate of rural optical fiber networks reaches 99%. The integration of urban and rural public transportation covers the whole area. The improvement

of infrastructure provides strong support for the flow of urban and rural factors and the coordinated development of industries.

4. Restrictive Factors of New Productive Forces Empowering the Integrated Development of Urban and Rural Areas in Wenzhou

4.1. Unbalanced Urban and Rural Industrial Development

Although Wenzhou has achieved remarkable achievements in industrial development, there are still problems of unbalanced urban and rural industrial development. Urban industries are mainly composed of industry and service industries, with a relatively high development level. In contrast, rural industries are mainly traditional agriculture, with a low degree of modernization and low industrial added value. For example, in most rural areas of Wenzhou, the agricultural production mode is relatively extensive, the application level of science and technology is low, and there is a lack of large-scale and industrialized operation, making it difficult to form an effective coordinated development pattern with urban industries.

4.2. Insufficient Scientific and Technological Innovation Ability

Compared with developed regions, Wenzhou has a certain gap in scientific and technological innovation. In the agricultural field, the investment in agricultural scientific and technological innovation is insufficient, and the transformation efficiency of agricultural scientific and technological achievements is low, resulting in the slow development of new agricultural productive forces. For example, some agricultural enterprises lack independent research and development capabilities, rely on imported technologies, and are difficult to innovate and apply according to local actual situations. At the same time, there is a shortage of scientific and technological talents in rural areas, and the scientific and technological quality of farmers is not high, restricting the promotion and application of new technologies in agricultural production.

4.3. Unsmooth Flow of Talent Factors

Although Wenzhou has introduced a series of talent policies, in the integrated development of urban and rural areas, there are still problems of unsmooth flow of talent factors. On the one hand, cities are more attractive to talents. Due to factors such as living conditions and development opportunities, rural areas find it difficult to attract and retain high-quality talents. On the other hand, the rural talent cultivation system is not perfect, and the vocational skill training for farmers is insufficient, resulting in a shortage of rural talent reserves and being unable to meet the needs of the development of new productive forces.

4.4. Institutional and Mechanistic Barriers

The urban-rural dual institutional and mechanistic system still exists to a certain extent, restricting the role of new productive forces in the integrated development of urban and rural areas. For example, the reform of the rural land system needs to be deepened, and the land transfer mechanism is not sound, affecting the large-scale operation of agriculture and industrial development. The rural financial service system is not perfect, and the problems of difficult and expensive financing restrict the innovative development of agricultural enterprises and farmers. The process of urban-rural public service integration is slow, and high-quality resources such as education and medical care are unevenly distributed between urban and rural areas, affecting the balanced improvement of the living quality of urban and rural residents.

5. Case Analysis

5.1. Case of Industrial Integration in Liushi Town, Yueqing City

As an economically strong town in Wenzhou, Liushi Town, Yueqing City has achieved the deep integration of urban and rural industries with the help of new productive forces in recent years. In the electrical appliance industry, it has promoted the transformation and upgrading from traditional electrical appliance manufacturing to intelligent manufacturing by introducing intelligent production technologies and big data management systems. For example, the production base of Chint Group in Liushi Town has widely applied industrial Internet technologies, realizing the interconnection and intelligent management of production equipment, greatly improving production efficiency and making product quality more stable. At the same time, by using the Internet platform, the e-commerce sales model has been developed to expand domestic and foreign markets. Many electrical appliance enterprises in Liushi Town sell their products to many countries and regions around the world through e-commerce platforms such as Alibaba, and the e-commerce sales volume has been increasing year by year.

In addition, Liushi Town has actively explored rural characteristic resources and developed rural tourism and leisure agriculture. For example, relying on the local natural scenery and historical culture, a number of rural tourism scenic spots have been created, such as the historical and cultural block with the Ming and Qing ancient streets as the core, which has attracted a large number of urban tourists to visit. Ecological agricultural sightseeing gardens have also been developed, where tourists can participate in agricultural experiences and taste fresh agricultural products. Through industrial integration, Liushi Town has not only enhanced its industrial competitiveness but also promoted the flow of people, technical exchanges, and capital between urban and rural areas, achieving coordinated urban and rural development. According to statistics, under the promotion of new productive forces, the degree of urban and rural industrial integration in Liushi Town has increased from 0.3 in 2010 to 0.6 in 2024, and the urban-rural income gap has been narrowed by 20%.

5.2. Case of Factor Flow in Yantou Town, Yongjia County

Under the influence of new productive forces, Yantou Town, Yongjia County has attracted a large influx of talents, technologies, and funds. With the rise of rural tourism and cultural and creative industries, a group of college students, artists, and entrepreneurs have come to Yantou Town to start businesses and find employment. Some returned college students use e-commerce technologies to promote local characteristic agricultural products, such as Yongjia wheat cakes and Wuniuzao tea, to the national market. Through live streaming with goods, social media marketing, and other methods, the popularity of Yongjia's characteristic agricultural products has been greatly enhanced, and the sales volume has also increased accordingly. At the same time, advanced agricultural planting technologies have been introduced to improve the quality and output of agricultural products. For example, soilless cultivation technology is used to grow vegetables, and biological control technology is used to reduce pests and diseases, improving the green and environmental protection level of agricultural products.

In addition, the government has increased investment in rural infrastructure construction, improving the transportation, communication, and other conditions in rural areas, and attracting urban capital to invest in rural tourism projects. For example, a certain urban investment company has invested in building a high-end homestay cluster in Yantou Town, using the local natural scenery and ancient village style to create characteristic tourism accommodation products. According to statistics, in 2024, the proportion of urban funds in the rural fixed asset investment of Yantou Town reached 40%, an increase of 25 percentage points

compared with 2010. The number of new technology applications has increased by 3 times, and the number of talent flows has increased by 50%, and the scale of urban and rural factor flows has significantly expanded.

5.3. Case of Public Service Improvement in Mayu Town, Ruian City

With the help of new productive forces, Mayu Town, Ruian City has effectively narrowed the gap in urban and rural public services. In the field of education, through the online education platform, it has carried out remote teaching cooperation with high-quality urban schools, enabling rural students to enjoy high-quality urban education resources synchronously. For example, primary and secondary schools in Mayu Town have established remote interactive classrooms with famous schools in Wenzhou urban area. Excellent teachers in the urban area can teach rural students in real time and answer their questions, and the academic performance of rural students has been significantly improved. In the medical field, the remote medical system has been introduced, realizing remote consultations with large urban hospitals and improving the level of rural medical services. In the past, rural residents often had to go to large urban hospitals to see a doctor, which was time-consuming and laborious. Now, through remote medical services, they can have consultations with experts at the township health centers, which greatly facilitates the patients. In terms of cultural services, cultural activities are live-streamed through the Internet platform, enriching the cultural life of rural residents. For example, when traditional folk cultural activities are held, more rural residents can participate and feel the charm of culture through online live streaming. Through these measures, the gap in urban and rural public services in Mayu Town has been narrowed from 0.4 in 2010 to 0.2 in 2024, and the living quality of rural residents has been significantly improved.

6. Realization Paths for Empowering the Urban-Rural Integration Development in Wenzhou with New-type Productive Forces

6.1. Promote the Integrated Development of Urban and Rural Industries

Firstly, Cultivate and Strengthen Emerging Rural Industries

Based on the characteristic resources of rural areas in Wenzhou, new-type productive forces should be utilized to cultivate and strengthen emerging rural industries. For example, vigorously develop industries such as rural e-commerce, rural tourism, and cultural and creative industries. Encourage farmers and those who return to their hometowns to start businesses to use Internet platforms to carry out activities such as live streaming sales of agricultural products and online marketing of rural tourism, so as to broaden the sales channels for agricultural products and the customer market for rural tourism; tap the historical and cultural resources, folk customs and other resources in rural areas of Wenzhou, and develop cultural and creative products with local characteristics to increase the added value of rural industries.

Secondly, Facilitate the Transformation and Upgrading of Traditional Agriculture

With the help of new-type productive forces, promote the transformation and upgrading of traditional agriculture in Wenzhou towards modernization, intelligence, and green development. Increase investment in agricultural scientific and technological innovation, and promote the application of advanced planting and breeding technologies, such as intelligent greenhouse greenhouses, precision fertilization and irrigation systems, and drone plant protection, to improve agricultural production efficiency and quality; develop the deep processing industry of agricultural products, extend the agricultural industry chain, and increase the added value of agricultural products; strengthen the construction of agricultural brands, create a number of agricultural product brands with Wenzhou characteristics, and enhance the market competitiveness of Wenzhou's agricultural products.

Finally, Strengthen Urban-Rural Industrial Cooperation

Establish and improve the urban-rural industrial cooperation mechanism to promote the deep integration of urban industries and rural industries. Encourage urban enterprises to cooperate with new agricultural business entities such as rural cooperatives and family farms, and achieve complementary advantages of urban and rural industries through methods such as contract agriculture and jointly building industrial bases. For example, urban food processing enterprises cooperate with rural agricultural product production bases to establish a stable raw material supply relationship and jointly create a complete industry chain from the field to the table; promote the extension of urban service industries to rural areas, and develop rural logistics, e-commerce services, financial services, etc., to provide support for the development of rural industries.

6.2. Enhance the Capability of Scientific and Technological Innovation

Firstly, Increase Investment in Agricultural Scientific and Technological Innovation

The government should increase financial support for agricultural scientific and technological innovation, and establish a special fund for agricultural scientific and technological innovation, which is used to support agricultural scientific research projects, the transformation of agricultural scientific and technological achievements, and the construction of agricultural scientific and technological innovation platforms. Guide enterprises to increase investment in agricultural scientific research and development, encourage agricultural enterprises to cooperate with universities and scientific research institutions, and jointly build innovation platforms such as research and development centers and laboratories to carry out collaborative innovation among industry, university, and research institutions. For example, support enterprises engaged in *Dendrobium officinale* in Yueqing to cooperate with universities to conduct research on the variety selection of *Dendrobium officinale*, high-efficiency cultivation technology, and research and development of deep-processed products, so as to improve the level of scientific and technological innovation in the industry.

Secondly, Improve the Transformation Mechanism of Agricultural Scientific and Technological Achievements

Establish and improve the service system for the transformation of agricultural scientific and technological achievements, and strengthen the matching between the supply and demand of agricultural scientific and technological achievements. Build a trading platform for agricultural scientific and technological achievements to promote the market-oriented trading of agricultural scientific and technological achievements; improve the incentive mechanism for the transformation of agricultural scientific and technological achievements, and reward the units and individuals who have made outstanding contributions to the transformation of agricultural scientific and technological achievements; strengthen the demonstration and promotion of agricultural science and technology, and display and promote advanced agricultural scientific and technological achievements by building agricultural science and technology demonstration parks, science and technology demonstration bases, etc., to improve the transformation rate and application rate of agricultural scientific and technological achievements.

Finally, Strengthen the Cultivation of Rural Scientific and Technological Talents

Strengthen the construction of the cultivation system for rural scientific and technological talents, and cultivate a high-quality team of rural scientific and technological talents who understand agriculture, love rural areas, and care for farmers. Increase the intensity of training for practical rural talents, and improve farmers' scientific and technological qualities and production skills by holding agricultural technology training courses and carrying out activities of bringing science and technology to the countryside; strengthen the cultivation of rural innovation and entrepreneurship talents, encourage college students, migrant workers

returning to their hometowns, etc. to carry out innovation and entrepreneurship activities in rural areas, and inject new vitality into the development of new-type productive forces in rural areas; improve the incentive mechanism for rural scientific and technological talents, improve the treatment and status of rural scientific and technological talents, and attract and retain outstanding scientific and technological talents to develop in rural areas.

6.3. Promote the Flow of Talent Elements

Firstly, Improve Talent Policies

Further improve talent policies and increase support for the introduction of talents in rural areas. Formulate preferential policies for talent introduction in rural areas, such as providing housing subsidies, entrepreneurship support funds, and preferential treatment for children's education, to attract high-quality talents to work and start businesses in rural areas; establish a flexible talent introduction mechanism, and encourage urban talents to provide intellectual support for rural development through part-time work, as consultants, or through project cooperation. For example, introduce policies to encourage urban agricultural science and technology experts to carry out technical guidance and training in rural areas and provide technical consultation services for the development of rural industries on a regular basis.

Secondly, Strengthen the Cultivation of Rural Talents

Strengthen the development of rural education, improve the quality of rural education, and cultivate local talents for rural areas. Increase investment in rural vocational education, set relevant professional courses according to the development needs of rural industries, and cultivate practical technical talents who are suitable for the development of rural industries; strengthen rural continuing education, provide farmers with opportunities for lifelong learning, and continuously improve the comprehensive quality of farmers; establish an incentive mechanism for the growth of rural talents, commend and reward the talents who have performed outstandingly in rural development, and stimulate the enthusiasm and creativity of rural talents.

Finally, Improve the Development Environment for Rural Talents

Increase investment in the construction of rural infrastructure and public service facilities, improve rural living conditions, and enhance the attractiveness of rural areas. Strengthen rural cultural construction, create a good cultural atmosphere, and enrich the spiritual life of rural talents; establish and improve the rural talent service system, provide convenient services for rural talents, and solve the problems they encounter in their work and life, so that rural talents can develop with peace of mind.

6.4. Deepen the Reform of the System and Mechanism

Firstly, Deepen the Reform of the Rural Land System

Further deepen the reform of the rural land system and improve the rural land transfer mechanism. Improve the land transfer service platform, standardize the land transfer procedures, and protect the rights and interests of farmers in land transfer; explore new land operation models such as the participation of land contract management rights as shares and land trusteeship to promote large-scale land operation; promote the reform of the market access of rural collective commercial construction land, increase farmers' property income, and provide land guarantee for the development of rural industries.

Secondly, Improve the Rural Financial Service System

Improve the rural financial service system and increase financial support for the development of rural industries. Encourage financial institutions to innovate financial products and services, develop credit products suitable for the characteristics of rural areas, such as rural e-commerce loans and agricultural supply chain finance, to meet the diverse financial needs of rural areas; establish and improve the rural credit guarantee system, reduce rural financing risks, and

improve the availability of rural financing; strengthen rural financial supervision, prevent financial risks, and ensure the stability of the rural financial market.

Finally, Promote the Integration of Urban and Rural Public Services

Accelerate the process of integrating urban and rural public services and narrow the gap in urban and rural public services. Increase investment in rural public service fields such as education, medical care, and culture, and improve the conditions of rural public service facilities; establish a communication mechanism for professional talents such as urban and rural teachers and doctors to promote the flow of high-quality public service resources to rural areas; promote the connection of urban and rural social security systems, achieve equal social security rights and interests for urban and rural residents, and improve the quality of life and happiness of rural residents.

7. Conclusion

Empowering the urban-rural integration development in Wenzhou with new-type productive forces is of great practical significance and is an inevitable choice for Wenzhou to achieve high-quality development. Although Wenzhou has a certain practical foundation in urban-rural integration development, it also faces many restrictive factors. Through realization paths such as promoting the integrated development of urban and rural industries, enhancing the capability of scientific and technological innovation, promoting the flow of talent elements, and deepening the reform of the system and mechanism, the role of new-type productive forces can be fully exerted, the urban-rural dual structure can be broken, the equal exchange and two-way flow of urban and rural elements can be promoted, the urban-rural gap can be narrowed, and a new leap in the urban-rural integration development of Wenzhou can be achieved, helping Wenzhou to show new achievements in the new era and build the "third pole" of high-quality development in the whole province. In future development, Wenzhou should continuously pay attention to the development trend of new-type productive forces, constantly innovate the development model, and inject new impetus and vitality into urban-rural integration development.

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