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# Suggestions on Promotion of “Zhejiang Made” Relying on “The Belt and Road Initiative” Policy

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**Abstract:** The “Zhejiang Made” brand with logo “Defined Quality” is a regional public brand that comprehensively represents the benchmarking image of the enterprises and products in Zhejiang Province of China. This brand has achieved good application results in promoting internationalization and promoting enterprises to actively participate in the national “the Belt and Road initiative” strategy. This paper summarizes internationalization path of the “Zhejiang Made” brand. And the tendency of the brand’s development is prospected based on the summary.

**Keywords:** Regional Brand; Brand Development; Brand Internationalization; Zhejiang Made; Standard Export; the Belt and Road

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## Introduction

Zhejiang is a big province of manufacturing, with a considerable number of industries and products in the forefront of the country in terms of market share and export scale; however, its manufacturing industry is still in the lower end of the industrial chain. With the transformation of China’s economic development from “Made in China” to “Created in China”, “China’s speed” to “China’s quality”, and “Chinese products” to “Chinese brands”, Zhejiang Province took the lead in facing the great challenges brought by economic transformation and upgrading<sup>[1]</sup>. In recent years, countries along “the Belt and Road (R&B)” have gradually become a new economic growth point for Zhejiang’s export. During the export process of the R&B initiative, the export commodity structure of Zhejiang Province has been optimized continuously with “Defined Quality” as the representative.

Since 2013, Zhejiang Province has taken the lead in launching the brand construction of “Zhejiang Made” brand with “Defined Quality” as its logo, and “regional brand, advanced standard, market certification, and international recognition” as its core. “Zhejiang Made” brand is a regional public brand that comprehensively reflects the benchmarking image of Zhejiang enterprises and products. It takes standards and certification as the starting point, and through continuous and overall cultivation, carries out “Defined Quality” brand certification for Zhejiang products that meet the requirements of high standards and high quality. Promote Zhejiang Province to enter the standard era, quality era and brand era, and build “Zhejiang Made” brand into the golden signboard of Zhejiang economy and the benchmark of “Made in China 2025”. Among them, the standard system of “Defined Quality” brand building is an “A+B+C” structure. In this structure, “A standard” is a general “Zhejiang Made” enterprise evaluation standard, which is a “good enterprise” standard, focusing on “quality first, responsibility and trustworthiness, innovation drive”; “B standard” is the technical specification of individual “Zhejiang Made” products and the standard of “good products”, which requires that its main technical indicators should reach “domestic first-class and international advanced”; C standard is the standard of “good service”, which defines the service commitment requirements in terms of genuine goods, quality and safety, high quality service, and quick dispute settlement. In terms of certification, “Zhejiang Made” adopts the certification mode of “independent declaration of enterprises + third-party certification + government supervision + social acceptance”, and carries out “Defined Quality” brand certification for

Zhejiang products that meet high standards and high quality requirements, supplemented by the “self-declaration” brand authorization mode, and constructs a perfect working framework for benchmarking and brand creation. At present, the “Defined Quality” range of brands is gradually expanding from manufacturing industry to service industry, agriculture, construction industry, ecology, and other fields. Authentication method of “self-declaration”. “Zhejiang Made” brand represents high quality and high-end. It is a “booster” to promote Zhejiang enterprises and products to the global market. Under the guidance of the national strategy of the B&R initiative and the action plan of “Standards Connecting B&R”, it is of great significance to establish international cooperation on the policies, standards, and certification of “Defined Quality” and the B&R initiative, to promote the transformation and upgrading of Zhejiang manufacturing, and to gain more authority in international standardization<sup>[2]</sup>. Aiming at this goal, some main recommendations are given as follows.

## **1. Optimize the allocation of policy resources of “Defined Quality” and the B&R initiative**

To accelerate the implementation of the action plan to construct the hubs in the B&R initiative, we should promote the construction of China (Zhejiang) Pilot Free Trade Zone, fully implement the “pre-entry national treatment + negative list management” mode, introduce high-level trade and investment facilitation policies, speed up the construction of a “single window” for international trade, streamline the negative list effectively, relax market access, and form replicable institutional innovation experience. To strive for a free trade port to land in Zhejiang, we should speed up the construction of Yiwu International Trade Comprehensive Reform Experimental Zone, and explore the implementation mode of the construction and the management mode of “Special Customs Supervision Zone + Development Zone”. It is also recommended to accelerate the construction of China (Hangzhou, Ningbo) cross-border electronic commerce Comprehensive Experimental Zone and e-WTP New Trade Center, and to build the strategic gateway of “Digital Silk Road”. Continue to build the Ningbo Zhoushan Port, and improve the management system of big ocean ports. We should promote the construction of “the B&R initiative” overseas series sites, and the development of domestic and overseas open platforms. In-depth implementation of the strategy of superiority in superiority out will give full play to the role of overseas Zhejiang businessmen and overseas Chinese in the open development, improve the export of “Zhejiang Made” brand products, vigorously developing local multinational companies, and accelerate the formation of new advantages in foreign trade competition with technology, brand, quality, and service as the core. Combined with the construction of major projects such as the “Great Passage” of Yiyongzhou and Yixin Oubanlie, we will promote the construction of international (regional) technical standard innovation bases such as industrial clusters and key advantageous enterprises, accelerate the transformation of advantageous technologies into international standards, and strengthen the introduction and training of international talents for standards.

Another measure is to increase the publicity of the standard of “Zhejiang Made” brand. We plan to improve the consciousness of enterprises to adopt advanced standards, and to promote the recognition of “Zhejiang Made” standards in domestic and foreign markets. It is recommended to use various occasions to promote the products and standards of “Zhejiang Made” brand, and conduct in-depth cooperation on industrial investment, economic and trade cooperation, technical research, personnel training, etc.

It is important to strengthen the research on standards, technical regulations and conformity assessment procedures of countries and regions along the “the B&R initiative” and key exporting countries and regions. A mutually beneficial and win-win standardized cooperation mechanism and liaison were established, and this drive “Zhejiang Made” products, technologies, and services to “go out” to the world. Combining with the specific national conditions of countries along the “the B&R initiative”, we should strengthen the combination of international standardization with specific social fields and industries, strengthen the combination with new technologies, new formats, and new models, and lead the development of new industries and new kinetic energy with new standards. A standardized integrated service platform and a standard Unicom co-construction and cooperation platform will be built to promote the interconnection of standards between Zhejiang and countries and regions along the “the B&R initiative”. We should create more collaborative endeavors in standards in the field of government services, and in administrative examination and approval with countries and regions along the “the B&R

initiative”. And standardized operation mechanism of joint examination and approval should be explored.

## **2. Strengthen the “Defined Quality” and “the B&R initiative” standard cooperation**

To improve the level of openness and cooperation in standardization, we should keep the orientation of opening up and strengthening the province, and expand and extend the standardization cooperation with countries and regions along the “the B&R initiative” on the basis of strengthening the standardization cooperation with BRICS countries, Europe, and ASEAN. Standards mutual recognition relations with countries and regions along the “the B&R initiative” and major trading countries should be established. Some other effective work including jointly training standardization professionals, building a mutually beneficial and win-win standardization cooperation mechanism, signing bilateral and multilateral standardization cooperation agreements, and carrying out international standards’ mutual recognition.

To enhance the international competitive advantage of standards, we should support enterprises and related units to participate in the revision of international standards and national standards, and strive to promote the “Zhejiang Made” standard to rise to national standards and international standards. Enterprises are supported and encouraged to hold leadership positions in international standardization organizations and technical institutions. The pilot project of international standards are implemented to improve the adoption rate of leading products of enterprises, speed up education, and a number of international advanced standards related to the construction of “the B&R initiative” are formulated and implemented to improve the consistency between the “Zhejiang Standard” system and the national and regional standard systems along the “the B&R initiative”. This could help implement the strategy of “Excellence in Excellence out”, and strive to enhance new advantages in international competition.

Implement the standard “going out” strategy. Accelerate mutual recognition of standards with countries and regions along the “the B&R initiative”, create a number of overseas standardization projects in industries, agriculture and service industries, and implement a number of standardized training cooperation projects. Continue to update and constantly improve the international standardization strategy, cooperate with diplomatic, political, economic and aid means, carry out strategic cooperation with countries along the “the B&R initiative”, promote Zhejiang standards to “go global”, and drive Zhejiang businessmen, enterprises and products to “go global”.

## **3. Strengthen the mutual recognition and cooperation between “Defined Quality” and “the B&R initiative”**

Strengthen the cooperation in the certification of “Defined Quality” and “the B&R initiative”. Take the certification responsibility of the benchmark province of Made in China in 2025, expand the promotion coverage of “Zhejiang Made” brand in countries and regions along “the B&R initiative”, speed up the cooperation and mutual recognition of “Zhejiang Made” certification “the B&R initiative”, establish a mutually beneficial and win-win certification cooperation mechanism, and jointly build the brand image of “Defined Quality” and “the B&R initiative”.

To improve the certification level of “Defined Quality” and “the B&R initiative”, it is necessary to actively absorb international advanced management concepts and certification technologies, to give full play to the technical advantages and human expertise of the member institutions of the alliance, to promote the recognition of the certification standards, certification models and certification results of the “Defined Quality” and “the B&R initiative”, and to expand the international influence of the alliance. Encourage high-level certification institutions at home and abroad to participate in the “Zhejiang Made” certification, and promote “products going out” through international advanced “certification introduction”.

To strengthen the certification service of “Defined Quality” and “the B&R initiative”, we should give full play to the role of IQNET, help enterprises in countries and regions along the “the B&R” to establish an international quality management model, reduce export technology risks and market barriers, simplify certification procedures, reduce enterprise costs, benefit enterprise development, and continuously enhance the market popularity and reputation of “Defined Quality”

and “the B&R initiative”.

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