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经济新常态下宏观调控应有新思路*

曾培炎

摘要：全球经济仍未完全走出国际金融危机的阴影，可能呈现低增长、低贸易、低通胀、低投资、高债务的“四低一高”态势，经济复苏势头仍然偏弱。未来五年，中国面临的内外部环境比“十二五”更为复杂，任务更为艰巨、挑战更为严峻。在经济从旧常态向新常态转换过程中，必须探索宏观调控的新路径，特别是树立“问题导向”的思维方式，针对“去产能、去库存、去杠杆、降成本、补短板”的问题，衔接好供给侧和需求侧，守住“底线思维”，准确识别、预判、化解风险，创新完善政策工具箱，使经济发展趋稳和蓄势。

关键词：新常态 宏观调控 新思路

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全面建设世界旅游强国

魏礼群

摘要：我国已成为世界旅游大国，现在从中央到地方都在研究制定“十三五”旅游发展规划和更长远的发展战略。全面估量我国旅游业发展现状，科学认识旅游强国的基本内涵和世界旅游强国发展的主要经验，正确分析我国全面建设旅游强国的机遇与挑战，研究提出全面建设旅游强国需要实行的重大战略和重大举措，对于全面建设世界旅游强国有着重要的现实意义和长远意义。

关键词：旅游强国 经验与启示 机遇与挑战 战略和举措

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· 宏观经济 ·

“供给侧”学派溯源与规律初识

贾康 苏京春

摘要：本文梳理了“供给侧”经济学派发展中呈现的两轮“否定之否定”规律：第一轮“否定之否定”的逻辑为，萨伊定律—凯恩斯主义—供给学派；第二轮“否定之否定”的逻辑为，供给学派—凯恩斯主义复辟—供给管理。在此发展规律的基础上，本文论述了对“供给侧”学派的评价、相关的学理启示及展望。评价方面主要包括两大内容：第一，对“萨伊定律”的评价。包括从历史视角对其重要意义的认识，西斯蒙第对自由放任价值观的批评，马尔萨斯需求管理思想与其的分歧，凯恩斯对其的条件性否定，以及马克思基于“劳动产品价值量”“三位一体”公式和唯物史观引出的对于资产阶级“庸俗经济学”的批评。第二，对“供给学派”的评价。通过总结供给学派的主要观点及重审该学派内部的分歧，总结学界对其的批评和该学派在理论联系实践中的得失。然后，阐述了“供给侧”学派的展望，是推出从对立走向融合的、根植于中国实践对“理性供给管理”诉求的“新供给经济学”，这恰是从发展逻辑上构成“供给侧”学派的理性回归，并论述了其“求真务实”的特征、“否定”的方式以及赋予“复辟”浪潮的新思想，并引伸出支持改革的思路与建设性的政策主张。

关键词：供给侧 供给学派 新供给经济学

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· “中国经济年会（2015－2016）”专题·

编者按：中国国际经济交流中心主办的“中国经济年会（2015－2016）”于2015年12月26日在北京召开。会议以“引领新常态，决胜‘十三五’”为主题，就解读中央经济工作会议精神、推进供给侧结构性改革等重大问题展开了深入研讨。本期刊出杨伟民、张宇燕、刘世锦、张晓强、李荣融五位专家在年会上的发言。

“一带一路”战略风险评估及应对建议

魏琪嘉 肖宏伟

摘要：“一带一路”是一次前所未有的战略创新，但也面临波云诡谲的风险；是一项举世瞩目的系统工程，但也面临错综复杂的挑战。在描绘了美好蓝图的同时，“一带一路”也遭遇到现实的尴尬。“秩序之争”“格局之争”的杂音甚嚣尘上，沿线国家发展水平参差不齐、利益诉求各不相同、国家关系莫可名状。在全球政治、经济再平衡的背景下推动该战略落地，认清风险并做好防范是需要得到高度关注的。直面风险、未雨绸缪，“一带一路”才能顺利推进，才能真正成为一条繁荣之路、亲善之路、交流之路。

关键词：“一带一路” 风险防范 建议

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中国企业对外直接投资步入新常态*

李照刚 彭 博 李方青 方 虹

摘要：中国对外直接投资历经 30 多年的经济发展已经进入了一个新常态的阶段。本文通过分析中国对外直接投资的发展演进及问题，阐述了对外直接投资已成为中国的新常态。研究表明，新常态下中国企业仍受到来自对外直接投资的挑战，能否强化全球责任、整合全球资源、创新产业布局成为应对挑战的关键。中国企业应该把握机遇，通过树立国际化品牌和战略，有效地整合国际市场资源，参与到“共创”的全球合作中，实现创新型产业战略布局。

关键词：对外直接投资 中国企业 全球化

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· 区域 经济 ·

构建中国（云南）与中南半岛 粮食贸易大通道的策略思考^{*}

陈志成 孔志坚

摘要：本文从“一带一路”建设、国家新粮食安全战略、长江经济带以及云南粮食产业跨越发展等方面，阐述了构建粮食贸易大通道的必要性；分析了构建粮食贸易大通道的基础条件、制约因素；明确了基本思路、基本要求、重点布局、主要任务；从国家和云南省政府层面提出了构建中国（云南）与中南半岛粮食贸易大通道的政策建议。

关键词：中国 中南半岛 粮食贸易大通道

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· 产业发展 ·

设计创新与知识产权发展现状和趋势

林笑跃 吴溯

摘要：本文基于专利统计数据，阐述了国际、国内的设计创新和知识产权的发展现状和趋势，并以知识产权为视角分析了中国设计创新的发展趋势和特点。通过数据整理、案例分析，本文总结了中国企业在设计创新和知识产权方面取得的成绩和存在的不足，并从国家政策和企业管理两个层面提出建议，以期为国内企业发展设计创新、实施知识产权战略营造良好的环境提供参考。

关键词：设计创新 知识产权 外观设计专利

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ABSTRACTS

(1) New Thinking Should be Adopted for the Macro—management under the New Economic Normal

Zeng Peiyan

As the global economy has not completely stepped out of the shadow of the international financial crisis, it may present a trend of “four lows and one high”, namely, low growth, low trade, low inflation, low investment and high debts, and thus the momentum for economic recovery is still too weak. In the next five years, the internal and external environment of China is going to face is even more complex than that during the 12th Five – Year period, with tougher tasks and greater challenges. In the economic transition process from the old normal to the new normal, we must explore a new way for macro – management, especially a “problem – oriented” way of thinking. To solve the problems of overcapacity, over inventory, deleveraging, lowering cost, and shoring up weak growth areas, we should connect well the supply side and the demand side, stick to the “bottom line thinking”, precisely identify, predict and mitigate risks and improve and innovate policy toolbox, so as to stabilize and boost the economic growth. There are five questions deserved further discussion in the future macro – management.

(2) Building a World Tourism Power in an All—Round Way

Wei Liqun

China has become a big tourism nation worldwide. At present, the study and formulation of the tourism development strategies during the 13th Five – Year period are being made by the governments from the central to the local levels. Therefore, it is of great practical and long – term significance for us to overall assess current development situation of our country’s tourism, scientifically understand the basic content of being a strong country and in tourism development experience from major world tourism powers, correctly analyze the opportunities and challenges in the process of building a tourism power, and conduct study on and put forward important strategies and initiatives to be implemented.

(3) Tracing to the Source of Supply—side School and Initial Analysis on its Law

Jia Kang, Su Jingchun

This article sorts out the two rounds negation of negation law during the development of

Supply – side economic schools. The logic of the first rounds is from Say’s Law to Keynesianism and Supply – side School. The logic of the second rounds is from Supply – side School to Keynesianism’s Restoration and Supply – side Management. Based on the development law, this article discussed the assessments, which related scientific principles and expectations. There are two aspects in the assessments. The first one is the assessments on Say’s Law, which conclude the understanding of its importance, Sismondi’s criticism of laissez – faire values, Malthus’s ideas of demand management and their differences, Keynes’ negation on the conditional and Marx’s criticism of Bourgeois Vulgar Economics based on the value of labor product, Trinity Formula and historical materialism. The second one is the assessments on Supply – side School, which conclude the criticism from the academic circles, the gain and loss of the school of thought form the doctrine Theory Contact Practice through summarizing the main point of view of supply side and reviewing the internal differences. After elaborating the enlightenment of the two rounds of “negation of negation” law, we present the expectation of New Supply – side Economy asserting the economic study should from opposition to integration rooted in China’s practice of rational supply management. We think the New Supply – side Economics is a rational return of the Supply – side research based on development logic. Finally, we present its pragmatic characteristics, the way of negation and the new thought to the restoration.

(4)Special Topic of China Economic Annual Meeting 2015—2016

Yang Weimin, Zhang Yuyan, Liu Shijin, Zhang Xiaoqiang, and Li Rongrong

China Center for International Economic Exchanges (CCIEE) held China Economic Annual Meeting 2015 – 2016 on December 26, 2015 in Beijing. The meeting, with “Leading the New Normal, Striving for the Decisive Victory of the 13th Five – Year Plan” as the theme, made in – depth discussions on important issues such as interpreting the Central Economic Work Conference and promoting supply – side structural reform. This issue publishes speeches delivered by five top experts, namely, Yang Weimin, Zhang Yuyan, Liu Shijin, Zhang Xiaoqiang, Li rongrong, at the annual meeting.

(5)Risk Evaluation of “One Belt One Road”Initiative and Countermeasures

Wei Qijia, Xiao Hongwei

It is known that the “One Belt One Road” initiative is famous for its innovation in the international economic and political development. However, risks cannot be avoided because of complex geopolitical relations. Moreover, various situations are existing among different countries, which relates to “the Belt and Road” Initiative. It is necessary to evaluate risks when carrying out the initiative of “the Belt and Road”. These risks include but not limited to investment, politics, and security fields. Finally, in this paper, some policy suggestions will be discussed in order to decrease potential risks.

(6) Study on the New Normal of Chinese Enterprises' Outbound Foreign Direct Investment

Li Zhaogang, Fang Jie, Du Meng, Fang Hong

The outbound foreign direct investment of China has entered a new phase after over thirties years' economic development. This paper has analyzed the evolution process and the new structure of China's foreign direct investment. It has also pointed out that the outbound foreign direct investment in China has entered into the New Normal. The results have been given that the outbound foreign direct investment will bring opportunities for China's economy's growth, and Chinese multinational companies should grasp these opportunities to strengthen their social responsibility, integrate international resources, and implement their innovation - oriented industry arrangement.

(7) The Strategic Thinking of Building the Food Trade Channel between China (Yunnan) and Indochina

Chen Zhicheng, Kong Zhijian

Proceeding from the construction of "One Belt One Road" initiative, "New national food security strategy," the Yangtze River Economic Zone and leaping development of grain industry in Yunnan, this paper expounds the necessity of constructing food trade channels and analyzes basic conditions and constraints during the construction of grain trade channel, clearly defines the basic ideas and requirements as well as a key layout and main tasks, finally, puts forward the policy suggestions of building food trade channels between China (Yunnan) and Indochina .

(8) The Present Situation and Future Development of Design Innovation and Intellectual Property Right

Lin Xiaoyue, Wu Su

According to the patent statistics, this paper expounds the present state and future development of design innovation both from China and abroad as well as intellectual property, analyzes development trends and characteristics of design and innovation in China from the angle of intellectual property. Through data analysis and case studies, this paper summarizes the achievement and shortage of design innovation and intellectual property rights of Chinese enterprises, and puts forward suggestions from the perspectives of national policies and enterprise management. Hence it provides a reference for design innovation development, and implementation of the intellectual property rights protection strategy for domestic enterprises .

Editor: Guo Zhouming