

Study on the Layout of the Advanced Green Logistics Park in Beijing

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Abstract: Green logistics is the theme of contemporary logistics industry, and it should be the direction of the development of the future logistics, which is the rise of the "low-carbon economy and the Copenhagen environment conference" to the official advocacy of green. Construction to service the world with Chinese characteristics, urban construction as the goal, to further improve the efficient, intensive, low carbon urban logistics system, improve the logistics industry in the development of the modernization and internationalization level, to create a wide international influence the logistics center city. This paper mainly introduces the management committee mode, industry associations, corporation mode, lease model, owners Commission model, five kinds of logistics management mode and its suitable conditions and advantages and disadvantages. According to the advantages of each mode to build the Beijing green high-end logistics park related inspiration, improve the efficiency of logistics park, save the logistics resources, so as to realize the logistics park green.

Keywords Logistics park; Green logistics; Layout planning

INTRODUCTION

The function of the logistics park planning, due to the lack of clear definition of the specific connotation of the park, especially for the park has understanding unclear property of network nodes, the space type classification and function of logistics park positioning cannot be promoted to the level of logistics system for the specific operation, eventually led to the early stage of the logistics park late blind planning and inefficient operations. And logistics node as the cohesion of different transport routes to the network structure, is the logistics activities in a relatively pause state space position temporarily, to promote the efficiency of logistics and the efficient operation of the logistics system is the key role. All the business of modern logistics is carried out between the nodes and lines, and between the two forms of movement and stillness cycles. Nodes and lines make up the logistics of the physical network structure, the node is not only a different transport routes between cohesion, but also the start and end points of logistics activities. In the logistics node is engaged in a variety of important logistics activities, including cargo warehousing, packaging, loading and unloading, distribution processing and information processing activities.

With the development of modern logistics, the logistics node began the trend of diversification, the function of traditional supplies custody storage functions have been unable to meet the needs of the development of modern logistics industry, logistics node now constantly to the complication of function, space form diversification, network structure, service

diversification direction, in the logistics network system plays a critical role. In general it has the following functions: functions of warehousing and storage, loading and unloading and distribution, circulation processing, information processing and transportation regulating function. The logistics node functions concisely summarized as: logistics information processing, cohesion and management. In the logistics network development needs, and diversified network level system, the logistics node functions more evident the importance of reasonable positioning, the running efficiency of the whole logistics network has a close relationship with.

EXISTING LOGISTICS PARK MANAGEMENT

China's logistics park management can be classified into five modes, which are management board model, industry association mode, AG mode, the rental model and the owners' committee mode.

Management Board Mode

The management board mode founds administrative board to manage the logistics park. The functions of management committee are investment, business registration, human agency, etc. but it does not directly involve with the run of logistics park. The property management entrusts in the professional logistics companies. This administrative nature mode applies to the logistics park that is based on economic development zone. The mode can help the government in accordance with planning purpose.

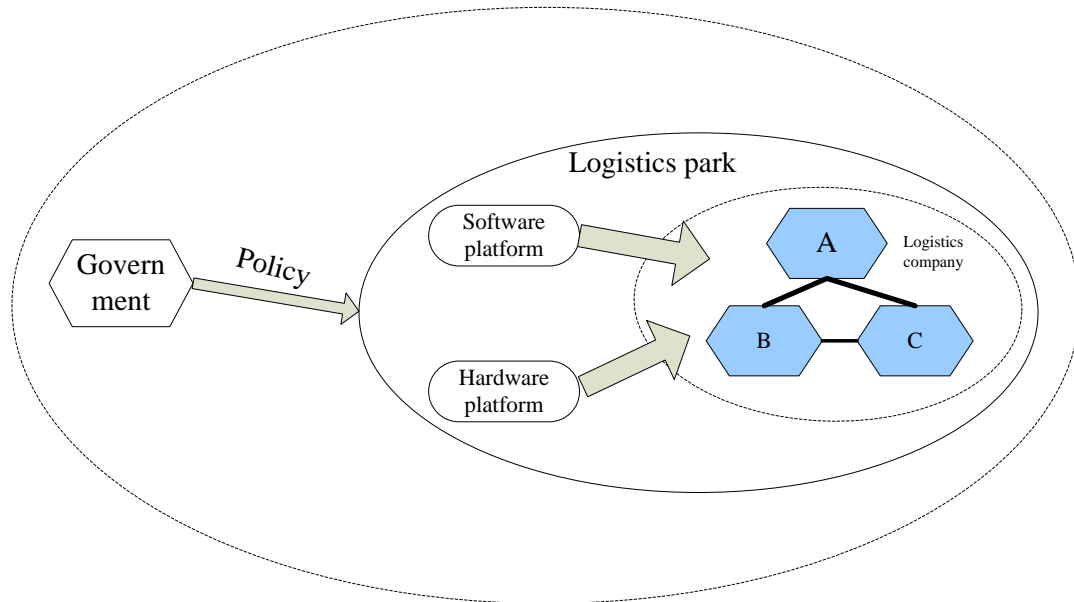


Figure 1. Management board mode.

Industry Associations Mode

The logistics industry association takes charge of the management, organizing, coordinating in the logistics parks in order to help the related enterprises settled in the logistics park to running smoothly. The association is the organizer of the logistics park management activities, but not the

logistics park's direct investor. It is not only the shareholder, but also the client of logistics parks. This mode is in few used currently, because of the lower development of logistics association and inadequate laws and regulations in China. This model can attract lots of social capital, and reduce operating risk.

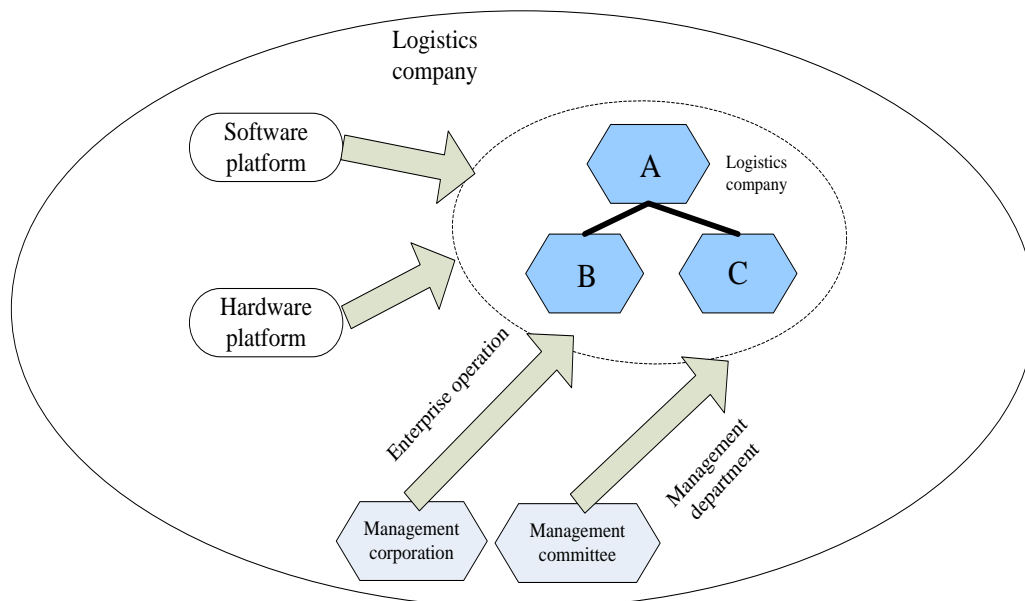


Figure 2. Industry association mode

AG Mode

AG mode refers to the logistics park operations as an independent, self-financing company that sets up board of directors, the general manager, the board of supervisors and the relevant authorities in logistics

parks ,so as to manage the logistics park abide by the rule that the more multi-tasking rights. AG mode is applicable to the logistics park dominated by enterprises. This logistics park often adopt a market-oriented management mode of operation so that it has professional, high efficiency of logistics

operations and strong profitability.

Leasing Mode

The investors will lease the warehouses, office buildings, information platform, and land to the related enterprises after the infrastructure of logistics park completed. Investors obtain a financial benefit by charging rent, but not involve in management and operation of logistics parks. Meanwhile the logistics park provides various service for enterprises. Investors not only rent out the logistics facilities and equipment, but also sell part of them to recover the cost as soon as possible. In this model, the investors are always industrial land agents, and they are advised to take the "renter-retailer simultaneously" model to run the logistics campus.

The Owners'committee Mode

The investment companies in logistics park establish the owners' committee as a decision-maker, and set up administrative department to be responsible for the operation of the logistics park. There are two situation in this model. On one hand, investment companies generate few decision departments when a small number of enterprises settled in the park. Thus all enterprises' right can be met fairly and reasonably in this situation. On the another hand, the decision-making time will be prolonged, and efficiency of decision will be reduced, when excessive investment companies enter the campus. It will block the development of the logistics park. Owners Committee pattern is suited to the investment by the enterprises of the logistics park in early stages of development, with the economic development and the level of logistics park improvement in China, the pattern will be gradually promoted.

THE INSPIRATION OF THE OPERATION MODE OF THE GREEN ADVANCED LOGISTICS PARK IN BEIJING

Determine the Need to Clarify its Property Relationship and the Role of the Relevant Subject Positioning of Beijing Green Advanced Logistics Park Management Mode of Operation.

Management mode of operation of the logistics park investment development mode, the mode of management and operation mode of logistics park to determine need clear logistics park assets owners, managers, settled in the relationship between the logistics enterprises, but also by the influence of other types of park and park location factors. Therefore Beijing high-end green logistics park management and operation mode choice also need to consider the above factors, namely, the need to determine the assets of the logistics park owners, logistics park status, the relationship between each enterprise, industry and government. So it can be

combined with actual situation to determine compliance with the Beijing high-end green logistics Park operation and management mode.

Beijing Green Advanced Logistics Park Management and Operation Need Government Support

Because of the public benefit nature of the logistics park, both domestic and foreign, the government plays an important role in the logistics park investment development and construction operation. The government plays an important role in the management of the green advanced logistics park in Beijing. One is to perfect relevant laws and regulations in the operation and management of logistics park and provide a good environment for the development of its operations: government to formulate laws and regulations to stop and so impede fair competition, improve the logistics market supervision mechanism and restriction mechanism, and actively guide help plant park of benign development. Second is to reduce the tax burden of logistics park, to ensure that the logistics park early able to quickly take the agglomeration effect, to attract enterprises to enter, promote logistics park as soon as possible to enter the mature stage, to ensure that the logistics park as soon as possible profit. Three is to promote the relevant departments to coordinate and optimize resources. The government can promote its coordination with the departments in charge of transportation, city planning and trade, and use good market adjustment mechanism to achieve the purpose of integrating logistics resources and optimizing resources.

Beijing Green Advanced Logistics Park Should Actively Adopt Enterprise Management and Marketization Operation

The vitality of the logistics park is to attract and gather a variety of logistics resources, improve the freight station logistics service functions, it should be according to the customer demand to provide logistics services; secondly, logistics park is also a trading platform should is a break departmental segmentation, face to the social situation of the industry. Therefore, the Beijing advanced green logistics park should be able to adapt to the development of the market, the best use of market-oriented operation mode. The managers of logistics park is the best logistics park settled enterprises recognized and has good experience of management mechanism, the best is a neutral body, in order to profit for the purpose of at the same time, to meet the needs of government public, while also being able to for settled enterprises to provide good service, communication and coordination of the government and the enterprises settled in the relationship. Therefore, the logistics park is the best way of enterprise management.

CONCLUSION

This chapter first node function of the layout of logistics park and the existing logistics park management mode made detailed explanation, from to the construction of Beijing Green senior logistics park somewhat enlightenment. The construction of the green advanced logistics park in Beijing needs to clarify the relationship between property rights and the role of the related subjects, strengthen cooperation with the government and keep pace with the market, and meet the requirements of the market.

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