

摘 要

陶瓷产业作为我国享誉海内外、基础雄厚、体系完备的产业，正处于优化升级的关键时期，大而不强的现状亟待改变。近年来，我国陶瓷产业积极更新发展观念、转变发展思路、创新发展举措，大力推进产业升级发展，实现了产业“稳中求进”大发展。景德镇作为享誉世界的“千年瓷都”，被誉为世界上最早的工业城市，曾引领全球工业浪潮，并在不断创新中完成了陶瓷产业的跨越式发展。但是，与国内其他主要陶瓷产区相比，景德镇陶瓷产业在集群化、创新化、品牌化等方面均显不足。当前，景德镇国家陶瓷试验区的建设为景德镇陶瓷产业带来了重大发展机遇，如何发挥好政府在陶瓷产业升级中的作用，加快景德镇陶瓷产业升级步伐，是景德镇市政府适应新常态、谋求新发展必须面对的课题。本论文通过对景德镇市当地政府在陶瓷产业升级过程中政府采取的改革创新体制机制、出台政策引导支持、搭建平台集聚发展等举措进行深入研究，分析景德镇市政府推动产业升级过程中，在政策要素体系建设、公共服务产品供给、政府监管机制等方面存在的不足，并提出景德镇市政府应加强规划设计、引导集群发展、强化支撑保障、优化公共服务等方面作用来推动陶瓷产业升级的合理化对策。

关键词：陶瓷；产业升级；地方政府作用

Abstract

Ceramic industry, as a well-known industry at home and abroad with solid foundation and complete system, is in a critical period of optimization and upgrading, and the status quo of large but not strong needs to be changed. In recent years, China's ceramic industry has actively updated the development concept, changed the development ideas, and innovative development measures, vigorously promoted the industrial upgrading and development, and achieved the great development of the industry "seeking progress in stability". Jingdezhen, as the world-renowned "millennium porcelain capital", is known as the earliest industrial city in the world, has led the global industrial wave, and completed the leap-forward development of the ceramic industry in continuous innovation. However, compared with other major ceramic producing areas in China, Jingdezhen ceramic industry is insufficient in the aspects of clustering, innovation and branding. At present, the construction of Jingdezhen National Ceramic Pilot Zone has brought great opportunities for the development of Jingdezhen ceramic industry. How to give full play to the role of the government in the upgrading of ceramic industry and accelerate the upgrading of Jingdezhen ceramic industry is the subject that Jingdezhen Municipal government must face to adapt to the new normal and seek new development. This paper conducts an in-depth study on the reform and innovation system mechanism, policy guidance and support, platform gathering and development adopted by the local government of Jingdezhen in the process of upgrading the ceramic industry, analyze the shortcomings of Jingdezhen municipal government in the construction of policy elements system, supply of public service products, and government supervision mechanism in the process of promoting industrial upgrading. And put forward the Jingdezhen municipal government should strengthen the planning and design, guide the cluster development, improve the support, optimize the public service and other aspects of the role to promote the ceramic industry upgrading rationalization countermeasures.

Key Words: Ceramic; Industry upgrading; The role of local government

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