



中国新型城镇化的全球影响

文 / 夏敏

麦肯锡(上海)咨询公司资深董事华强森先生正和他的研究团队以新的方式评估中国的城镇化进程。他们相信,调研的重点在于人们生活方式的转变,而不是计算修建了多少城镇和公路。事实上,麦肯锡已经设计出一系列指标,帮助中国地方政府在推进新一轮城镇化的过程中明确路线,达成目标。

“我们不仅仅是测量城镇化进度,更将它与许多问题相连,如城镇新居民融入情况、医疗条件、环境质量、行业发展等,所有这些方面都有其衡量方法和量化标准。”华强森在接受《TheLINK》独家专访时透露,“这是我们的工作重点,我们希望通过为中央与地方政府官员提供一些额外的参考基准,最终为提升城镇化质量出一份力。”在华强森眼中,城镇化与人息息相关:人们转换观念,放弃祖祖辈辈延续的生活方式,去追寻新的发展机遇,根据自己的意愿做出简单却勇敢的选择。

Jonathan Woetzel, a Director based in McKinsey's Shanghai office, is part of a research team that is reshaping the way urbanization is measured. The emphasis, they believe, should be on transforming people's lives, instead of tallying how many cities or highways have been built. In fact, they have come up with a series of metrics that provide China's local government officials with clear guidelines about targets they need to hit as they embark on this latest urbanization push.

“This is beyond simply quantifying modern urbanization. We link urbanization to issues such as integration of migrants, provision of health care, quality of the environment, development of industries. All of these things have measures and quantitative targets,” Woetzel said in an exclusive interview with *TheLINK*. “That's been the focus of our work and we hope that, through providing these additional sets of benchmarks for local and national government officials, we will ultimately improve the quality of urbanization.”

For him, the process is all about people: their leap of faith as they leave behind the life they have known for generations, a chance at new opportunities and the simple yet powerful act of being able to make their own choices.

Global Impact of China's New Urbanization

By Charmaine N. Clarke



TheLINK: Why should people outside of China – individuals, enterprises, governments – care about China's new round of urbanization?

Jonathan Woetzel: China's urbanization has obviously already had a significant global impact based on its need for resources – whether we are talking about iron ore, copper and other things determined by the scale of the process – as well as the need to pull in technical resources from outside. There's clearly an impact in the marketplace based on the middle class' demand for things created because of urbanization. The question of the demand for anything from pianos to furniture is going to be conditioned by what you think the average middle class Chinese family of a provincial tier 2 city would want to own. Understanding what is the likely outcome of urbanization, that is an important factor for any company that's involved in a traded good or service.

Beyond that, I'd say this is probably one of the most fascinating stories in the history of the human species. What's changing in China today will ultimately have tremendous global impact, through the process of building a new China. The people who grow up in the China of tomorrow will be the shapers of our world; so it helps us to understand where they come from and what their attitudes are. Whether we're talking about Tencent or Alibaba or

CNOOC and Sinopec, Chinese companies will certainly have global impact. Those companies are the products of an urbanizing China. At the same time, a global company which is trying to stay relevant without being a participant in the Chinese urban marketplace will find it increasingly difficult to do that. Having a leading position in urban China will be a prerequisite to being globally successful in most industries.

TheLINK: How feasible are the government's urbanization plans?

We all expect urbanization will continue, and we all expect that the larger cities will continue to take a major share of those migrants. To the extent that there's an expectation of change, it would be the hope that the small-to medium-sized cities start to catch up. Large cities have grown faster than small ones in the last five to ten years, and so the question is: will the smaller cities catch up and how will they integrate with the large cities.

That's the part of this that I think is most uncertain.

But in terms of the other aspects, for example investment and infrastructure, it's certainly well within the financial capability of government to do this. So it's not really a feasibility question, it's more about execution and motivation of lower-level government officials.

《TheLINK》:为什么国际社会——包括个人、企业和政府会如此关注中国新一轮城镇化?

中国的城镇化一直对于全球影响深远,这缘于其对资源的庞大需求——无论是铁矿石、铜,还是其他资源,都与城镇化规模紧密相连——还有引进外国技术资源的需求。此外,城镇化造就了中产阶级对于物质的需求,继而对市场产生显著影响。从钢琴到家具,中国二线城市普通中产阶级家庭的购买欲望决定着许多商品的需求状况。理解城镇化所可能带来的结果——对于每一家出售商品或提供服务的企业都非常重要。

除此之外,我认为中国的城镇化可能是人类历史上最非凡的故事之一。中国今日所发生的变化,最终将对全世界产生重大影响。在中国出生成长的人们将会改变世界。因此,我们应该了解他们的生活背景与人生态度。不论是腾讯、阿里巴巴、中海油或是中石油,中国公司未来必将拥有全球影响力,而这些公司正是中国城镇化的产物。同时,如果一家跨国公司不愿参与中国的城镇化进程,那么也难以在中国站稳脚跟。对大多数产业而言,在中国占据领先地位是获得全球性成功的先决条件。

《TheLINK》:中国政府的城镇化规划有多少可行性?

我们相信城镇化将会继续下去,大多数农民工将移居大型城市。如果说我们期待一些变化的话,那就是希望中小型城市能够快步跟上。过去五到十年时间,大城市发展速度快于中小城市。中小城市能

否追赶上来,又将如何与大城市相互融合,我们将拭目以待。

我认为这是目前最不明确的部分。

就其他方面如投资和基建而言,政府绝对有财力去推动这些事情。因此城镇化的可行性其实并不存在问题,更多是与地方政府官员的执行力与积极性相关。

《TheLINK》:在城镇化过程中,普通的农村居民将获得什么益处,又将看到哪些变化?

一切都在变化。其实生活在农村的人并没有很多的选择机会:他们无法选择自己的职业、教育与家庭,无法选择自己能够购买或出售的商品。在城镇化进程中,他们搬到城市居住,会发现选择之门一下子打开了,普通人也有了更多的自由去发出疑问,做出选择。很多决定可能并不明智,但是物竞天择,适者生存,我们将从错误中学习。中国和整个世界都是这样一路走来的。我认为,城镇化是一段让我们觉醒、认清自身潜力的过程。

对普通人而言,最明显的益处在于消除性别歧视等方面,比如女性将获得更多的教育、工作、自我表达以及创造财富的机会。城镇化程度较高的社会让一切充满可能。这正是普通人从中所感受到的:更多的可能性。反过来,这也将为社会创造更多的发展经济、提高生产力和繁荣富强的机会。

城镇化究其本质是改变人们的视野,为人们提供更多的机会。这一大背景下的原动力又转而推动经济发展,道理就是如此。在中国农村,人们其实是有活可干的,只是他们不感兴趣。因此他们选择离开,去探索自己未知的领域。这种行为源于信念,也源于对于“选择”的价值的推崇。

TheLINK: How will the average rural resident benefit, what are the changes that he will see?

Everything changes. The person in the countryside fundamentally doesn't have many choices today: doesn't have a choice about their job, doesn't have a choice about their education, doesn't have a choice about their family, doesn't have much of a choice about what they can buy or, for that matter, sell. With urbanization and the move to the city, all of this then becomes open for choices; so the average person has more freedom to ask and make decisions. Many of those decisions will be bad ones, but we are a resilient species and we will learn from those mistakes. That's what the experience of China and the world has been. I think of urbanization as a process that allows us all to wake up to our true potential.

The clearest benefit to the average person will be measured in terms of things such as gender inequality – issues such as women's access to education, to jobs, to representation, to money. All these are all far greater in a more urbanized society. That's what the average citizen experiences: greater access. For society, in turn, this then creates opportunities for growth, for productivity, and for prosperity.

Urbanization is fundamentally about changing people's horizons, creating greater access to opportunity. That is the prime mover of the context which in turn creates economic opportunity. It doesn't go the other way around. People actually do have jobs in the Chinese country side; they're just not that interesting. They leave their jobs to do something that they don't know. It's an act of faith; it's also a belief in the value of choice.

“Urbanization is fundamentally about changing people's horizons.”