Opportunities and Countermeasures of regional economic development based on Internet Environment

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Abstract. In the increasingly popular environment of the Internet, the continuous development of modern social economy has put forward higher requirements for all walks of life in China. In this process, the development of regional economy has an indispensable important value, and relevant units need to conduct in-depth research on it. This paper first analyzes its development opportunities, and then on this basis, comprehensively explores its coping strategies. The exhibition concept, related elements, development mode and high-end industry development are discussed in detail.

1. Introduction
The economic new normal is a new social background formed in the process of modern social development. In this process, regional economic development is faced with great development opportunities, and relevant industries must pay more attention to it, so as to ensure that regional economic development can more scientifically respond to the background of economic new normal development, and create good conditions for the overall improvement of national economic level. In order to promote regional economic development more efficiently, this study is carried out.

2. Development opportunities
2.1. Change of government
In the process of China's new normal economic development, the government departments and the central group have adjusted and deployed the regional economic development to a certain extent, so that the overall development has a higher coordination, thus ensuring the effective promotion of its strategic focus in the process of regional economic development, and clarifying the development orientation to ensure the coordinated development of regional economy. Based on this, the government departments need to change the management concept, strategy and working means scientifically to provide greater opportunities for the further development of regional economy. In the specific change of work concept, it is necessary to take the central city as the core to carry out specific work to ensure that the regional economic development of the central city is gradually closer to the provincial-level city, and the reasonable construction of the economic zone and economic belt [1]. In the process of changing working methods, the government departments need to change the traditional financial incentive policies with strong monotony, scientifically change the administrative guidance strategies, refine the industrial structure, and classify and sort them more efficiently. On this basis, it...
can ensure that different regional economies have closer ties, and thus ensure the coordination and cooperation of regional economic development. In the transformation of economic development strategy, government departments need to scientifically apply the supply side policy to provide strong backing for the further development of regional economy, and then provide greater support for the regional economic development, so as to achieve the effective improvement of social and economic quality.

2.2. Social transformation
At present, China is in the critical period and development period of a well-off society, which is the key strategy of scientific transformation and deepening reform and opening up in China. However, at the present stage of China, the stability of the international market is insufficient to a great extent, and the social and economic recovery is difficult. Based on this, regional economic development has extremely important value. Only by realizing the effective coordination within the regional economy, can its social economy have stronger toughness, and then make it adapt to the development of modern society to a higher degree. Based on this, all aspects of society need to make scientific changes in line with work ideas and working attitudes when realizing regional economic development. At the same time, in China's traditional areas, government departments generally choose to develop regional economy in groups. For example, the central government departments strive for financial support to make a large number of urban agglomerations, which has made great contributions to the effective connection of regional economy. However, there are still a lot of deficiencies. The government departments must ensure that the group strategy can more effectively link industries Economic development, and then the sustainability of regional economy complementary, reciprocity and level thinking development goals, for the further development of regional economy to create good conditions.

3. Coping strategies

3.1. Renew the concept of economic development
In the process of regional economic development, updating economic development ideas and management ideas can effectively emancipate their working concepts and realize the further development of regional economy. Based on this, relevant units need to reasonably update their development concepts and scientifically establish the development concepts of multi-functional agriculture, cluster industry, enclave economy, anti gradient and making something out of nothing. In this process, enclave economy is mainly used in Heilongjiang Province of China. If the regional economy cannot meet the social needs, the relevant enterprises need to carry out effective promotion of economic projects to ensure that more excellent regions can be implemented, and the government departments need to reasonably distribute the income tax and economic benefits. The main purpose of the application of anti gradient concept is to provide necessary preparation for leapfrog development. For example, in Chengdu or Heilongjiang Province of China, through effective combination of excellent production factors, the gap with developed countries is gradually shortened, and the effective development of innovative technology is realized, and regional characteristics are formed, which has great influence [2]. Making something out of nothing specifically means that if there are no conditions for development, conditions need to be created. Through the scientific creation of the lack of conditions, attracting and accumulating external factors, we can create greater conditions for regional economic development and make regional economic development have greater competitive advantages.

3.2. Rational allocation of various elements
In the process of regional economic development, first of all, it is necessary to define the advantageous industries and characteristic resources of each region, and then make unified deployment to ensure that the industries realize reasonable division of labor and allocate relevant elements scientifically, so as to
ensure the more efficient use of various elements such as talent, capital, technology, economy and so on, so as to provide greater impetus for regional economic development. For example, in the same region, although the economic base of some cities is relatively poor, their natural advantages have certain advantages, which can be built into natural scenic spots to strengthen the further development of forest tourism. Among the related elements, capital is the most critical one, which has a certain degree of decisive influence on talents, technology and other elements. In the modern new normal, in the process of rapid economic development, financial service is an indispensable important support. Based on this, the relevant national departments need to increase policy supply for local financial development, so as to achieve coordinated development of regional economy and financial industry. One belt, one road, is to apply the differentiated credit policy scientifically and optimize the industrial structure. At the same time, in view of the investment demand for facilities in the strategic development process, the gap between different regions is greatly reduced.

3.3. Optimizing economic development mode

In the process of realizing the coordinated development of regional economy, it is necessary to effectively avoid the homogenization problem. At the same time, it is also necessary to excavate the advantages of different regions to realize the effective formation of regional economic characteristics. At the present stage in China, based on the relevant national policies, strategic emerging industries have achieved a certain degree of rapid development, and their economic value is far beyond the project expectations. At present, traditional industries are experiencing a painful period in China, and the economic value created has been reduced. Only by setting up new economic growth points based on the Internet economy can we occupy the development opportunity in the increasingly fierce market competition and realize the continuous improvement of economic growth [3]. In the process of modern regional economic development, one or two cities must be set up to focus on the implementation of Internet economy. At the same time, it is also necessary to reasonably grasp the connection point between the real economy and the Internet economy, so that the driving role of the Internet economy can be brought into full play. For example, the effective combination of the Internet economy with the primary industry can realize the sinking of the e-commerce industry, reasonably optimize the e-commerce industry mode, and scientifically apply the e-commerce industry to improve the unsalable situation of agricultural products.

3.4. Strengthen the development of high-end industries

In the process of regional economic development, manufacturing industry is an indispensable important support, and is the key content of local economic development. In order to realize the development of high-end manufacturing industry, it is necessary to eliminate the ineffective supply, eliminate the backward production capacity, upgrade the equipment and rectify the enterprises with high pollution, high emission and high energy consumption in the region, so as to greatly reduce the pollution emission in the production and operation process and realize the green development. At the same time, it is also necessary to clean up and eliminate zombie enterprises strictly based on relevant procedures. At the same time, we also need to provide special funds. At the same time, we should improve the relevant policies reasonably and encourage the manufacturing industry to gradually realize the high-end transformation.

In the specific transformation of enterprises, it is necessary to strengthen the transformation of traditional industries to greatly reduce the leakage rate of resources. It is necessary to carry out various work based on environmental protection and energy conservation and emission reduction. It is necessary to transform relevant enterprises that may have adverse effects on regional ecological construction and eliminate low-end industries such as coal and steel. Effective control of regional carbon emissions, reasonable update and transformation of technology, technical equipment, to ensure more efficient and intensive management of resources and energy. Secondly, it is necessary to absorb high-end manufacturing talents, ensure the directional flow of talents within enterprises based on the advantages of regional clusters, and effectively collect them. At the same time, it is also necessary to
create a good working environment and seriously introduce relevant policies to ensure that more talents can be attracted and provide greater intellectual support for the further development of high-end manufacturing industry.

4. Conclusion
At the present stage of China, the development of the new normal economy has brought great opportunities for regional economic development. By updating the concept of economic development, reasonably allocating various elements, optimizing the economic development mode, and strengthening the development of high-end industries, we can scientifically respond to the new economic normal, develop higher requirements for regional economic development, and realize the further development of regional economy and realize the national economic water. The effective promotion of Ping will make it occupy a higher advantage in the future international competition.

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