

December 2018

VOLUME IX, ISSUE X

# PEGASUS

A NEWSLETTER FOR THE CAUX ROUND TABLE FOR MORAL CAPITALISM  
NETWORK LOOKING AT BUSINESS ABOVE THE CLUTTER AND CONFETTI



# *Pegasus*

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# Introduction

The Caux Round Table for Moral Capitalism speaks of “moral” capitalism when the understanding of what is “moral” varies from person to person, culture to culture and religion to religion. In our post-industrial world under the relativistic epistemology of post-modernist deconstruction as evolved from Frederick Nietzsche, there is no authority to tell us what is moral. Therefore, there could be various proposals for a “moral” capitalism.

Nevertheless, all such theories or paradigms must link in action private property and market decision-making to some ideal standard of the “good.” In China, since the 1978 reforms of Deng Xiaoping, the Chinese Communist Party leadership has sought ways to use private enterprise and private self-interest to benefit the “good” of China as defined by the Party. So, there is to some extent capitalism in China but with state-imposed “Chinese” characteristics. Markets are permitted but regulated. Self-interest is tolerated but channeled towards outcomes set by the Party.

The metaphor might be of a great machine wherein each person and work unit performs without objection or deviation a role supporting the smooth functioning of the machine. Markets are not assigned the task of supervising machine efficiency but are supervised by the state as just another clockwork meshing cogwheel.

In July 2018, the Beijing Municipal Peoples Government enacted an action plan for “Further Optimizing the Business Environment (2018-2020).” This plan presents a particularly Chinese moral vision of economic well-being created under government supervision with government encouragement.

Of particular note is the planned use of rewards and punishments to guide citizens to behave orderly as the government prefers. Paragraph 15 of the plan describes the social credit system to be imposed on citizens to measure and reward their meritorious actions and, simultaneously, to measure and punish them for acting without merit.

The prototype for this command and control structure of citizens in China was set forth by MoZi (470–391 BCE).

MoZi advised that the state should exalt those who act virtuously:

*“This is because the rulers have failed to exalt the virtuous and to employ the capable in their government. When the virtuous are numerous in the state, order will be stable; when the virtuous are scarce, order will be unstable. Therefore, the task of the lords lies nowhere but in multiplying the virtuous.”*

MoZi then required that the highest political leader define what was virtuous and what should not be done:

*“The lord of the state was the most high-minded and tender-hearted man of the state. He notified the people of the state, saying: “Upon hearing good or evil you shall report it to the emperor. What the emperor thinks to be right all shall think to be right; what the emperor thinks to be wrong all shall think to be wrong. Take away from your speech that which is not good and learn his good speech. Remove from your conduct that which is not good and learn his good conduct. How then can there be disorder in the empire?” Now, how is order brought about in the empire? There was order in the empire because the emperor could unify the standards in the empire.”*

MoZi believed that people would behave as they were rewarded or punished, saying: “In governing the country, the ruler proclaims, “Whoever deserves reward I will reward.”

*“Supposing it is desired to multiply good archers and good drivers in the country; it will be only natural to enrich them, honor them, respect them and commend them; then, good archers and good drivers can be expected to abound in the country.”*

*“Now, in governing the country and ruling the people, if rewards cannot encourage the people to do good and punishments cannot restrain them from doing evil, is this not just the same as in the beginning of human life when there were no rulers?”*

MoZi’s stubborn conviction that rewards and punishments were fundamental for having social order and justice that he wanted people to believe that their actions would always be evaluated by ghosts who would reward whoever was good and punish whoever was bad.

*“As to the fact that ghosts and spirits can reward virtue as well as punish vice, if it could be proclaimed to the whole country and to all the people it would really be a source of orderliness in the country and blessing to the people. The corruption of the officials in their public charges and the immorality among men and women will all be seen by ghosts and spirits. The vice of those who, with weapons, poisons, and water and fire, waylay innocent travelers and rob them of their carts and horses, coats and fur coats to enrich themselves will be seen by ghosts and spirits. Thereupon the officials will not dare be corrupt in office, withholding reward when they*

*find the virtuous or withholding punishment when they find the wicked. And those among the people who commit vice and cruelties and with weapons, poisons and water and fire waylay the innocent travelers, robbing them of their carts and horses, coats and fur coats to enrich themselves - all these will be no more. And the world will have order.”*

MoZi’s jurisprudence has come down through China’s imperial system, dynasty after dynasty, until the present day.

An English translation of MoZi’s writings can be found at: <https://ctext.org/mozi>

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# Moral Capitalism with Chinese Characteristics

## **Notice of the Beijing Municipal People's Government of the CPC Beijing Municipal Committee on Printing and Distributing the Beijing Municipal Action Plan for Further Optimizing the Business Environment (2018-2020)**

Each district committee, district government, municipal party committee, municipal government ministries and commissions bureau, various head offices, various people's organizations, colleges and universities:

The "Beijing Further Optimization of the Business Environment Action Plan (2018-2020)" will be printed and distributed to you. Please implement it carefully in light of the actual situation.

CPC Beijing Municipal Committee  
Beijing Municipal People's Government  
July 18, 2018

### **Beijing further optimizes the business environment action plan (2018-2020)**

In order to thoroughly implement the internship, General Secretary Jin Ping's important guiding spirit for Beijing and other megacities to take the lead in increasing the reform of the business environment and the decision-making arrangements of the Party Central Committee and the State Council, continue to stimulate market vitality and social creativity, and optimize the business environment in the early stage of reform. On the basis of this, we will develop this action plan by focusing on first-class, deepening reform, continuous exertion, and long-term efforts, and taking the lead in creating a stable, fair, transparent and predictable business environment

First, the overall requirements

### **(1) Guiding ideology**

Fully implement the spirit of the 19th National Congress of the Communist Party of China, take Xi Jinping's new era of socialism with Chinese characteristics as the guide, adhere to the new development concept, firmly grasp the strategic positioning of the capital city, give full play to the capital's scientific and technological innovation and talent advantages, and take the rule of law and internationalization. Facilitating the orientation, taking the sense of gaining enterprises and the masses as the starting point, focusing on accelerating the construction of service-oriented government and smart government, taking innovation and development and opening up of service industry as a breakthrough, consolidating and enhancing existing advantages and comprehensively reinforcing Short-term weaknesses, solidly promote Beijing efficiency, Beijing service, Beijing standards and Beijing integrity "business four environmental demonstration projects", and strive to build departmental synergy, urban linkage, market support, and jointly promote the enterprise life cycle service system, and strive Make Beijing a world-class business environment and promote the high-quality development of the capital.

### **(2) Working principle**

Adhere to the people as the center. The sense of gains from business and the masses is the sole criterion for measuring the effectiveness of work. In the reform, we will take the initiative to change our thinking and change “What should I do” as “What should enterprises and people want me to do”, pay attention to enterprise experience, re-approval approval process, and innovation support policies, and strive to create the least approval, the best process, and the highest efficiency. The business environment is the best, and the business has the strongest business environment.

Adhere to reform and innovation. Dare to dare to try, dare to be the first, dare to open the knife to stubborn illness, courage to break through the benefits of solidification. Accelerate the construction and improvement of the system and mechanism that is conducive to the vitality of market participants, create a good environment for enterprises to participate in the development of the capital, and continuously create and accumulate experience for optimizing the business environment in China.

Adhere to the problem-oriented. Targeting the pain points, difficulties, and blocking problems involved in the whole life cycle of establishment, construction, operation, and

development, targeting, tackling, precision, and comprehensive policies. Adhere to the market-led and government-led "two-handedness", not only to speed up the construction of service-oriented government, but also to improve the professionalization and internationalization of intermediaries, mobilize the whole society, and promote the formation of a new pattern of optimizing the business environment in Beijing.

Adhere to the first-class benchmark. Actively benchmarking international advanced concepts, leading standards and best practices, further broaden market access and create a more attractive investment and trading environment. Further improve the internationalization level of relevant systems and rules, continue to enhance international competitiveness and open development capabilities, and strive to be the "leaders" of the new open economy system.

### **(3) Working framework**

With the "six unified" intelligent government service system as the technical support, strengthen the construction of the rule of law government and service-oriented government, accelerate the promotion of big data action plan, and strive to build Beijing efficiency, Beijing service, Beijing standards and Beijing integrity "business environment four Great demonstration project, strive to form brand influence and drive in the country.

"Six unified" intelligent government service system. Through the construction of the city's unified credit information platform, the city's unified online and offline government service hall, the city's unified enterprise services and major project platforms, the city's unified corporate legal person service card, the city's unified investment project code and the city's unified government services Standards and regulations, the implementation of the examination and approval service "immediately, online, close to the office, once to do", to promote the flattening, simplification, and intelligence of the examination and approval services, to achieve government information and data sharing, to strengthen the post-event legal supervision and credit supervision, Comprehensively optimize and enhance the experience of enterprises and the masses.

"Beijing Efficiency" demonstration project. Strengthen the top-level design of smart government affairs, carry out the reform of "distribution service" in depth, focus on the administrative examination and approval items of technical standards and standards, and take the principle of one item and one approval at a time, further abolish the examination and approval items, re-create the approval process, and reduce the time limit for approval. To create a unified service model of "wide-in, fast-run, strict management, convenient and

to serve the enterprises and the masses with the shortest time, the fastest speed and the most effective supervision, fully demonstrate the international First-class "Beijing efficiency."

"Beijing Service" demonstration project. Firmly establish the awareness of service enterprises, and carry out the optimization and improvement of the service experience throughout the reform, systematically solve the "last mile" and work style problems that the enterprise reflects prominently, and guide the cadres of the city to serve the "shop 2" of the service enterprises in good faith, so as to achieve "required, "Nothing to do without interference", honesty and mutual trust with entrepreneurs, and fully demonstrate the "Beijing service" of "pro-" and "clear" new political-business relations.

"Beijing Standard" demonstration project. From the height of promoting the modernization of the governance capacity of the super-large urban governance system, in accordance with the principles of fairness, justice, openness and transparency, on the basis of actively exploring and extensively soliciting opinions, we will establish an industry that meets the strategic positioning of the capital city and reflects the high-quality development requirements of the new era. Development standards, urban planning standards, technical service standards, and market supervision standards are encouraged to encourage enterprises to actively create international and domestic advanced standards, enhance the authority, seriousness, and operability of standards, and fully display the "Beijing Standards" that can be replicated and promoted.

"Beijing Integrity" demonstration project. Efforts will be made to build a market supervision mechanism with corporate credit as the core, accelerate the collection and sharing of government and enterprise credit information, openness and openness, explore the implementation of the "personal integrity" project, and promote credit information in market access, public services, tourism, It is widely used in fields such as entrepreneurship and job hunting. ... provide convenience measures such as "acceptance and acceptance" and "green channel" for the trustworthy. We will improve the blacklist system and form a pattern of dishonesty and punishment that is "one place is untrustworthy, limited everywhere, and difficult to move", so that those who violate the law and lose the trust will pay a heavy price. Guide enterprises and individuals to establish their business with integrity, and fully demonstrate the "Beijing Integrity" that leads the country.



## Second, the main task

### (1) Creating a more convenient government environment

1. Significantly improve the efficiency of investment approval services. (1) Deepen the pilot of investment approval reform for public service construction projects, and promote the pilot experience into a unified national investment project approval management system. (2) Substantially compressing the pre-approval items and links of investment projects. We will improve the scientific compilation mechanism of “multi-level integration” of controlled detailed planning, and explore the evaluation of “regional planning and evaluation” alternative projects one by one. In principle, one item is subject to one approval at a time. It is possible to formulate technical standards and regulations through government departments, implement enterprise project commitment system, gradually eliminate administrative examination and approval, and comprehensively improve the efficiency of construction permit approval. (3) Optimize and upgrade the online approval and supervision platform for Beijing investment projects, improve the functions of up and down, vertical and horizontal connectivity, introduce management measures, integrate “multi-regulation” collaborative platform, construction drawing joint review platform, joint acceptance platform, and real estate registration system. Achieve investment project approval "one network." (4) Fully implement the unified investment project code in the joint investigation, joint review, joint mapping, joint acceptance, real estate registration and other links to achieve the full life cycle of investment projects. (5) Accelerate the construction of an online service platform in the field of real estate registration, strengthen the linkage of housing transactions, tax payment, real estate registration system and data sharing, and realize the transformation of the examination and approval service from “physical polymerization” to “chemical synthesis”, and strive to compress the real estate registration time limit to 1 to 4 days. Integrate geographic information systems and housing registration systems to achieve real estate registration and cadastral surveying and mapping using real estate numbers. Enhance the transparency of real estate registration and related fields, formulate the city's real estate information inquiry rules, and realize the public inquiry of real estate real estate conditions, restrictions on disposition information and land ownership dispute cases. More types of property rights such as the promotion of forest rights and the right to use homesteads will be included in the unified registration. (Responsible unit: Municipal Government Reform Office, Municipal Planning Land Committee, Municipal Development and Reform Commission, Municipal Housing and Urban Construction Committee, Municipal Service Office, Beijing Municipal Taxation Bureau, Municipal High Court, Municipal Agricultural Committee)

2. Deepen the reform of the commercial system. (1) Improve the efficiency of starting a business. By the end of 2018, the start-up time of enterprises will be reduced to less than 3 days; by the end of 2020, efforts will be reduced to less than 2 days. (2) Improve the function of “e-window” system, carry out online invoices, “five insurances and one gold” registration, etc., further merge business affairs, and realize bank reservations. (3) Implement a unified corporate legal person service card, cancel the corporate service key of each department, and let the corporate legal person service card become the only pass for the enterprise to do business. (4) Continue to deepen the reform of “separation of licenses” and “multiple certificates”, and further integrate various licenses belonging to information collection, record publicity and management for inspection after the reform of “proof of licenses” into the business license, and realize “multi-certification” One, one photo, one yard." (5) In the city's six districts and the Beijing city sub-center, we will first explore some of the life service enterprises “one photo multiple address”. (6) Do a better job of simplifying the cancellation of registration and registration, explore and optimize the enterprise cancellation procedures, and pilot and promote the electronic cancellation of enterprise cancellation. (7) Accelerate the mutual recognition and exchange of electronic business licenses, promote the use of electronic seals, and expand the use of electronic invoices. (Responsible units: Municipal Administration for Industry and Commerce, Municipal Government Reform Office, People's Bank Business Management Department, Beijing Municipal Taxation Bureau, Municipal Public Security Bureau, Municipal Housing Provident Fund Management Center, Municipal Human Resources and Social Security Bureau, Municipal Economic Information Commission, Chengliu District and Tongzhou District committee and district government)

3. Advance the whole municipal service "one window, one network". (1) Establish an online and offline government service hall of the city's unified Unicom, promote coordinated operations, integrated services and information sharing between urban areas and departments, and promote the transformation of enterprises and people from "finding departments" to "finding the government." (2) Integrate the service windows of the department into a comprehensive window, and fully implement the work mode of “integrated reception at the front desk, approval of background classification, and unified submission of windows” to realize “one window handling” in the city. Establish a high-quality, professional and comprehensive window staff team, and actively explore the market service level through the market-based means and assessment mechanism. (3) Accelerate the implementation of the relevant requirements for the construction of “one network” for all municipal services, clean up and integrate the scattered and independent government service information systems, all access to the unified government service network and municipal government cloud, and realize the “one network office” of the city.

Build a network security protection system to achieve reliable exchange and security sharing of government affairs information across departments, regions, and levels, and open to the society according to laws and regulations. (4) Optimize the approval room of the examination and approval department, and promote the conditional approval department to integrate the examination and approval function and set up the examination and approval office to enter the government service center. Actively strive to carry out pilot reforms of relatively centralized administrative licensing rights in the Beijing Economic and Technological Development Zone, explore the establishment of an administrative examination and approval authority, and implement “one seal management approval”. (5) Clean up the administrative examination and approval intermediary service matters, standardize the intermediary service matters reserved for management, rely on the government service network to develop and construct an intermediary service online trading platform, and the intermediary service organization “zero threshold, zero limit” to settle in, realize online display, online bidding, online Winning the bid, online evaluation, and exploring the implementation of the "full-time help system." (Responsible units: Municipal Government Reform Office, Municipal Affairs Service Office, Municipal Economic Informationization Committee, Beijing Economic and Technological Development Zone Administrative Committee, and District Committees and District Governments)

4. Standardize government service standards. (1) In accordance with the requirements of matching powers and responsibilities, having the right to be responsible, and failing to pursue the law, we will promote the list of powers and the list of responsibilities, “two-in-one integration”, and achieve “one table and two orders”. Establish and improve a long-term mechanism for clearing proof work, formulate a catalogue of the third batch of cancellation certificates in this Municipality, and compile a catalogue of temporary retention certificates for this Municipality. Dynamically adjust the list of professional qualification licenses. (2) Formulate the city's unified government service matters standard, work guide, practical manual and application materials specifications, comprehensively eliminate the vague and stipulated clauses in the examination and approval service, and construct and improve the formal and easy-to-understand examination and approval service procedures. Figure, the same conditions in the city to achieve the same conditions without differences. (3) In accordance with the principle of “convenience for the benefit of the people and the best of both worlds”, we will further promote the integration of the government service hotline and gradually realize the “No. 1 Link” of the city. (4) Establish a “dual platform” working mechanism for enterprise services and major projects, improve the city's enterprise development and project landing information database, and build a service lifecycle development service chain that integrates policy support, factor allocation,

coordinated scheduling, and precise services. Innovative attracting talents to attract intelligence and service enterprises, efficiently solve key problems that restrict enterprise development and project landing, and provide more intimate services for enterprises to develop and project in Beijing. (Responsible unit: Municipal Government Reform Office, Municipal Human Resources and Social Security Bureau, Municipal Affairs Service Office, Municipal Letters and Visits Office, Municipal Development and Reform Commission)

## (2) Creating a more open investment and trade environment

5. Further relax market access. (1) Actively strive to launch a new round of comprehensive pilot projects for expanding and opening up the service industry in Beijing, formulate a pilot work plan, accelerate the implementation of the opening-up policy of the national financial industry, promote the expansion of the service industry at a higher level, and further improve the quality and level of foreign investment utilization. . (2) Foreign investment in the full implementation of the pre-entry national treatment plus negative list management system, adhere to the "four centers" strategic positioning to expand the opening up, and continue to reduce the negative list of services. Based on the construction of the cultural center, we will focus on promoting the opening of the cultural and entertainment industry. Focus on the construction of international exchange centers, focusing on promoting the international development of business services and air transport. Focusing on the construction of science and technology innovation centers, we will focus on promoting the innovation elements in the fields of finance and information and the high-end links of the value chain to further expand and open up. (Responsible units: Municipal Commercial Committee, Municipal Development and Reform Commission, Municipal Cultural Bureau, Municipal Press and Publication Bureau of Radio and Television, Civil Affairs Bureau, Municipal Justice Bureau, Municipal Human Resources and Social Security Bureau, Municipal Tourism Commission, Municipal Health and Family Planning Commission, Municipal Financial Bureau, Municipality Economic Information Commission, Municipal Science and Technology Commission, Municipal Quality Supervision Bureau, Municipal Intellectual Property Office and other relevant departments)

6. Effectively expand private investment. (1) Comprehensively sort out and adjust the "revolving door" and "spring door" policies that cancel the entry of non-basic public services and affordable housing, which hinder the entry of private capital, and refine the task list for solving the "last mile" problem. (2) In accordance with the characteristics of private investment, formulate appropriate entry and encouragement policies in land supply, regional development, and major projects to effectively enhance the market competitiveness of private capital. (3) Fully mobilize the enthusiasm of private enterprises, support the

development of a mixed-ownership economy, and actively promote the reform of the mixed ownership system of state-owned enterprises in the business sector. (4) In accordance with the work mechanism of “finding the introduction of a batch, planning a batch of reserves, integrating a batch of work, sorting out and promoting a batch, and speeding up the promotion of a batch”, a series of fields for private capital, industry-oriented, and favorable Demonstration project for transformation and upgrading. (Responsible unit: Municipal Development and Reform Commission, Municipal Planning and Land Commission, Municipal Housing and Urban Construction Committee, Municipal Major Project Office, Municipal Investment Promotion Bureau, Municipal Education Commission, Municipal Medical Reform Office, Municipal Health and Family Planning Commission, Civil Affairs Bureau, Municipal State-owned Assets Supervision and Administration Commission)

7. Increase the intensity of bidding reform. (1) Implement relevant policy documents for national bidding and bidding, substantially narrow the scope of the required bidding projects, and raise the standard of bidding for the necessary bidding projects. In principle, the social investment projects shall be decided by the enterprises themselves to bid and tender, and release the investment vitality. (2) Integrate and establish a unified and standardized public resource transaction service platform for the whole city, comprehensively sort out and standardize the service guidelines and business processes of industry, field and regional public resource transaction systems. (3) Further reduce the cost of bidding and bidding transactions, and the public resource trading places established by relevant government departments and affiliated institutions shall be exempt from the bidding and tendering service fee for the construction projects of the entering transaction. (4) Fully implement electronic bidding and bidding, expand the scope of application of electronic trading platform, and effectively reduce transaction costs of enterprises. (Responsible unit: Municipal Development and Reform Commission, Municipal Planning and Land Commission, Municipal Housing and Urban Construction Committee, and District Committees and Districts)

8. Continue to improve the level of trade facilitation. (1) Formulate and implement the three-year action plan for promoting the “One Belt, One Road” construction in this Municipality, give full play to the role of “four platforms” for foreign exchanges, humanities exchanges, scientific and technological support, and service support, and support competent and qualified enterprises to actively and steadily carry out overseas operations. Investment activities. ...



### (3) Creating a more superior environment for innovation and entrepreneurship

9. Comprehensively enhance the carrying capacity and competitiveness of science and technology innovation. (1) Improve the support policy for high-tech development. Closely follow the guidance of “10+3” for the development of high-tech industries, study and formulate specific supporting measures, and strive to open up the “last mile” of the policy, and give full play to the benefits of policy combination. (2) Accelerate the construction of a smart city in the “Three Cities and One District”. Adhere to the concept of internationalization and open development, build a network service platform for the National Science and Technology Innovation Center, increase the promotion and application of information technology such as the Internet of Things and big data, and infiltrate “wisdom” into every detail of the construction and operation of the park, giving priority to promoting wisdom. Transportation, smart government, smart community, smart energy pilot, and overall improvement of the "three cities and one district" wisdom development level. (3) Expanding the space for innovation and entrepreneurship. Accelerate the construction of innovative and entrepreneurial carriers such as the creation of space, promote the international top innovation and entrepreneurial service institutions and incubators, and build a world-class technology incubator service chain. In the city, a number of urban innovation complexes will be built. According to the individualized needs of innovative entrepreneurs, we will create an innovative ecological environment that integrates innovative services, business, residence and living facilities. ...

10. Provide better service to innovative talents. (1) Strengthen the protection of imported talents. Unblock the "green channel" for the introduction of outstanding talents, thoroughly implement the foreign-investment entry and exit facilitation policy, optimize the service for returnees from overseas study, and further innovate policies to support the "three cities and one district" and the Beijing city sub-center to introduce outstanding talents. (2) Strengthen the housing guarantee for talents. ...

11. Deepen tax reduction and taxation facilitation reform. (1) Fully implement the national tax reduction and fee reduction policies, reduce the upper limit of the standard for the employment security of disabled persons, and increase the upper limit of the annual taxable income of small and micro enterprises that enjoy the preferential policy of halving the enterprise income tax from 500,000 yuan to 100. 10,000 yuan, will enjoy the one-time pre-tax deduction of the company's new purchase of research and development equipment, equipment unit value ceiling increased from 1 million yuan to 5 million yuan, continue to implement the phased reduction of the enterprise housing provident fund deposit ratio policy, enterprises can 5%-12% choose to determine the proportion of housing provident

fund deposit. (2) Integrate the tax service system, build an efficient and unified tax collection and management system, realize “one-line taxation”, “one-click consultation” and unified policy release, promote the automatic conversion of corporate financial statements and tax returns, and build taxpayers and taxpayers. The new generation of electronic tax bureaus, which are integrated and rebuilt by the two platforms, have reduced the average tax time of enterprises to 94 hours. (3) Make full use of information technology means to realize the deposit and withdrawal of housing provident fund within the city. The taxation department shall uniformly collect social insurance premiums and other non-tax revenues. The relevant contributions may be transferred by banks to provide depositors and depositors. Convenient service. (Responsible units: Municipal Finance Bureau, Beijing Municipal Taxation Bureau, Municipal Human Resources and Social Security Bureau, People's Bank Business Management Department, Municipal Housing Provident Fund Management Center, Municipal Disabled Persons' Federation)

12. Improve the financing environment of enterprises, especially small and medium-sized enterprises. (1) Promote the national market supervision and movable property mortgage registration business system and the People's Bank Credit Information Center's movable property financing unified registration publicity system to communicate, standardize the development of the credit information market, form a national financial information basic database management organization and market-oriented personal credit reporting institutions complement each other, The pattern of division of labor and cooperation. (2) Increase the credit guidance for small and micro enterprise loans of financial institutions, encourage the establishment of financial credit specialization, mass marketing, standardized auditing and differential authorization mechanisms for small and micro enterprise customers, and standardize the reduction of credit service charges. (3) Explore the establishment of a government-supported, intelligently driven, market-operated, open and fair digital inclusive financial network credit service platform, promote the full sharing of credit information among banks, and carry out public competition subscriptions to provide enterprises with faster, more convenient and more convenient Low-cost financing services. (4) Improve the registration and evaluation management system for intangible assets, promote the establishment of a sound intangible asset trading platform, encourage banking financial institutions to carry out intangible assets pledge loans, and deepen intellectual property finance innovations such as intellectual property pledges and investment and loan linkages. Give full play to the role of municipal financing guarantee funds, technology finance franchise organizations and Zhongguancun banks to better provide financing services for small and medium-sized enterprises. Optimize the company's listing and linkage work mechanism, continuously increase the number of listed companies, and continuously increase the proportion of direct financing. (Responsible

units: Municipal Financial Bureau, Municipal Finance Bureau, Beijing Banking Regulatory Bureau, Beijing Securities Regulatory Bureau, People's Bank Business Management Department, Municipal Intellectual Property Office, Municipal Industry and Commerce Bureau, Zhongguancun Management Committee)

13. Optimize the supply of land elements. (1) Refining and implementing the city's high-precision industrial land use policy, establishing a national-level scientific and technological innovation major project and a major project land use guarantee mechanism. Gradually promote the flexible annual transfer of industrial land, the annual land rent system, etc. Under the premise of legal compliance, comprehensively adopt the development zone, industrial park planning, balance the development cost, transfer land and rent the house, etc., and reduce the high-precision Industrial land cost. (2) Strengthen the guidance of source of supply, and integrate the standards of energy consumption, water consumption, environment, construction, tax contribution, R&D investment, and industry type into the proposed land evaluation index, and establish a land evaluation mechanism for comprehensive evaluation. (3) Innovative industrial land use methods, and introduce measures to improve the industrial land supply mechanism and expand the industrial land use space. Encourage land use rights holders to upgrade and transform themselves from usefulness through self-construction and joint development, in combination with urban renewal, for the development of high-tech industries. Support land mixed development and utilization. (4) Formulate and strengthen the management and use opinions of non-capital functions to ease the space, and support enterprises to use the transformation and upgrading of the original factory buildings in accordance with the planning policies, and vigorously develop scientific and technological innovation and cultural and creative industries. (Responsible unit: Municipal Planning State Land Committee, Municipal Development and Reform Commission, Municipal Economic Information Commission, Municipal Science and Technology Commission, Municipal Cultural Assets Office, Municipal Finance Bureau, Municipal Housing and Urban Construction Committee, District Governments)

14. Improve the access efficiency of public facilities. (1) Consolidate the effectiveness of low-voltage users in power reform, and expand the special service effect and brand influence of “zero-to-door, zero-approval and zero-investment” for small and micro enterprises. ... (2) Optimize and upgrade enterprises to obtain water, gas, and heat services, and streamline the processing to two. Gradually realize the construction of water lines and heat pipes outside the red line, which will be undertaken by professional companies to further reduce the access cost of enterprises.

#### (4) Creating a fairer and more honest and rule of law environment

15. Accelerate the creation of a model city of integrity. (1) Adhere to the legislative practice and comprehensively sort out local legislation and government regulations. By the end of 2020, the Beijing Municipal Social Credit Regulations will be completed, and the legal system will be used to guide and promote the construction of the credit system. (2) Accelerate the integration of government and social credit information collection and sharing, build a unified public credit information service platform and linkage system, and lay a solid foundation for the realization of government governance system and governance capacity modernization. (3) Improve the credit joint reward and punishment mechanism. Establish a sound data list, a list of actions, a list of measures, etc. The city's unified credit joint reward and punishment "three lists" system, by the end of 2020, the Beijing "individual credits" project covering all permanent residents will be built, and credit information will be promoted in the market. Services, travel, entrepreneurship and job search are widely used. Provide the "safety and acceptance" "green channel" convenience measures and the "Xinyi+" demonstration project incentives for the trustworthy. We will improve the credit blacklist system, publicly disclose the records of enterprises and individuals' untrustworthiness on a regular basis, and form a pattern of distrust and punishment that is "one place is untrustworthy, everywhere is limited, and it is difficult to move", so that those who violate the law and lose the trust will pay a heavy price. (4) Build a credible government, strengthen the government's credibility construction in key areas such as project investment, government procurement, bidding, and social management. We must conscientiously fulfill and fulfill the policy commitments and contracts signed according to law, and resolutely put an end to the new officials. The old account is a phenomenon. Pay attention to rationally maintaining the stability and continuity of policies, giving market participants a stable expectation and enhancing corporate confidence. The districts and departments shall implement the assessment of government integrity and incorporate them into performance appraisal, and the main responsible persons responsible for the failure of government affairs shall be held accountable according to law. (Responsible unit: Municipal People's Congress Standing Committee Legal Affairs Office, Municipal Party Committee Organization Department, Municipal Commission for Discipline Inspection, Municipal Economic Information Commission, Municipal Government Commission for Reform, Municipal Administration for Industry and Commerce, Municipal Government Legal Affairs Office, Municipal Communications Commission, Municipal Tourism Commission, Municipal Financial Bureau, Municipal Human Resources and Social Security Bureau, Municipal Finance Bureau, Municipal Development and Reform Commission, Municipal Housing and Urban Construction Committee, Civil Affairs Bureau, and District Committees and Governments)

16. Strengthen judicial protection of commercial cases. (1) Introduce implementation opinions for providing judicial guarantee for optimizing the business environment of the capital, improve the rapid resolution mechanism, and quickly stand, quickly and quickly handle the law, and control the average trial period of the case within 180 days. (2) Strengthen the information management of cases, comprehensively implement intelligent random division, and realize the information record of the whole process of commercial case trials and make them public. (3) Accelerate the formation of an effective solution system for contradictions between functional complementarities and procedural convergence, set up a speedy court in all grass-roots courts or set up a speed-cutting team in the filing court, strengthen the introduction of external mediation bodies, further play the role of the Beijing Arbitration Commission, and comprehensively use mediation, Arbitration, litigation and other methods to build a multi-commercial dispute resolution mechanism. (4) Effectively improve the efficiency of trials in bankruptcy cases, strengthen the capacity building of bankruptcy trials in grassroots courts, establish a coordination mechanism for normalized government offices, promote the establishment of bankruptcy administrators' associations, improve the dynamic adjustment mechanism of the bankruptcy administrator's roster, and reduce the time for bankruptcy cases. And cost. (5) Improve the quality of judgment execution. On the basis of strengthening network execution and control, further expand the scope of point-to-point investigation and control, and strive to achieve full coverage of the property of the person subject to execution. The implementation rules of the network judicial auction were issued to strengthen the application of the online auction platform and further improve the efficiency of property disposal. (Responsible units: Municipal High Court, Municipal Procuratorate, Municipal Judicial Bureau, Municipal Industrial and Commercial Bureau, Municipal Public Security Bureau, Municipal Human Resources and Social Security Bureau, Municipal Financial Bureau, Municipal Development and Reform Commission, Municipal Government Legal Affairs Office, Civil Affairs Bureau, Municipal Finance Bureau)

17. Implement the most stringent intellectual property protection. (1) Improve the authoritative and efficient intellectual property judicial protection system, strengthen the administrative supervision and enforcement of intellectual property rights, increase the transfer of administrative law enforcement agencies and the acceptance of criminal cases by intellectual property courts, and significantly increase the illegal cost of intellectual property infringement. (2) Accelerate the construction of China (Beijing) Intellectual Property Protection Center. ...

18. Enhance the ability of intermediaries to specialize in international service. (1) Formulate high-level talent identification and evaluation standards for intermediaries in line with the strategic positioning of the capital city, establish a high-level talent pool of intermediaries, and study and formulate incentive measures in terms of talent introduction and housing security. (2) Vigorously develop comprehensive intermediaries with multiple qualifications, actively cultivate composite specialized intermediary service talents, promote the implementation of overseas vocational education and training programs for practicing qualified personnel, and continuously improve the international development level of intermediaries, and better Provide high-quality services for the city's innovation and development and service industry expansion and opening up. (3) Regulate the business operations of intermediaries and qualified employees, and incorporate them into the credit supervision system to increase their accountability for violations of laws and regulations. (Responsible units: Municipal Judicial Bureau, Municipal Human Resources and Social Security Bureau, Municipal Finance Bureau, Beijing Municipal Taxation Bureau, Municipal Planning Land and Resources Commission, Municipal Housing and Urban Construction Committee, Civil Affairs Bureau, Municipal Economic Information Commission, Municipal Industrial and Commercial Bureau, Municipal Commercial Committee )

19. Increase market supervision. (1) Adhere to the principle of internal and external consistency, strengthen fair competition review and anti-monopoly law enforcement, and clean up and abolish various regulations and practices that hinder unified markets and fair competition. (2) Accelerate the institutional reform in the field of market supervision, establish a comprehensive law enforcement system for market supervision, and promote comprehensive law enforcement. ... (4) Establish and improve the market supervision risk insight platform, make full use of big data technology, gradually form a risk-driven market subject classification and supervision, and accelerate the construction of a simple, intelligent and comprehensive market supervision system. (5) Accelerate the formulation of regulatory rules for emerging industries and emerging industries in accordance with the principles of encouraging innovation and inclusiveness, and promote the healthy growth of new kinetic energy. (6) Strengthen the main responsibility of the enterprise and increase the accountability of the company for violating the mandatory standards. (Responsible unit: Municipal Government Reform Office, Municipal Industrial and Commercial Bureau, Municipal Office, Municipal Quality Supervision Bureau, Municipal Food and Drug Administration, Municipal Government Legal Affairs Office, Municipal Commercial Committee)

The reform of the business environment of this city has entered the stage of deep attack and frontier exploration, with tight time, heavy tasks and high requirements. All districts, departments, and units should be guided by Xi Jinping's new era of socialism with Chinese characteristics, further emancipate their minds, change their concepts, seek truth and be pragmatic, pioneer and innovate, and define a road map and timetable according to the action plan, one after another. Grasping, year after year, and the actual work results, enterprises and the masses can feel the remarkable changes in the business environment in Beijing, and lay a more solid foundation for realizing the high-quality development of the capital and building a world-class harmonious and livable capital. basis.

# Outro

“Build a credible government...”

When I encountered this phrase three quarters of the way through this incredible document, I was reminded of what an old tennis opponent would sometimes yell at the other end of the court.

Frustrated by any shortcoming on his part, he'd heave his racket on the ground, go into a painful looking crouch and yell, “Relax, God damn it!” Oddly enough, the admonition never seemed to work as planned.

Nowhere does the document included in this issue give the impression that the CPC Beijing Municipal Committee or the Beijing Municipal People's Government were screaming at themselves to relax and concentrate but the effect is oddly similar. Six thousand words written by who knows how many employees all urging the same thing in florid language: Don't miss that! And, oh yes, remember this. And did we remind you not to miss that? We did? Well, all right, it's worth reiterating!”

A brief excerpt from the report will suffice to communicate the urgency of the task(s), all to be completed within a couple of short years:

“The reform of the business environment of this city has entered the stage of deep attack and frontier exploration, with tight time, heavy tasks and high requirements. All districts, departments and units should be guided by Xi Jinping's new era of socialism with Chinese characteristics, further emancipate their minds, change their concepts, seek truth and be pragmatic, pioneer and innovate and define a road map and timetable according to the action plan, one after another.”

So, get on it. And remember – relax, God damn it!

*Richard Broderick*  
*Director of External Relations*  
*Caux Round Table for Moral Capitalism*



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