



Analysis of Guangdong's Rural Revitalization Path in the Integrated Development of Guangdong-Hong Kong-Macao Greater Bay Area

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ABSTRACT

The construction of the Hong Kong-Macao Greater Bay Area and rural revitalization are the two major development strategies implemented by China in the new era. In the process of the integrated development of the Guangdong-Hong Kong-Macao Greater Bay Area, the rural revitalization of Guangdong Province is facing both important development opportunities and many difficulties and challenges. In recent years, Guangdong Province has actively explored and implemented the rural revitalization action plan while taking the initiative to connect and support the construction of the Guangdong-Hong Kong-Macao Greater Bay Area in light of the actual situation of the province, and achieved some phased results. These phased results are mainly manifested in: (1) Implemented projects such as "Rural E-commerce", "Rural Craftsman", "Cantonese Cuisine Master", "Guangdong Technician" and "Southern Guangdong Housekeeping" to promote farmers' employment and entrepreneurship; (2) The financial system for supporting agriculture has been improved, and the ability to serve rural revitalization has been enhanced; (3) A crisis management system and mechanism for the healthy operation of the agricultural economy has been established to ensure the safety of agricultural production and the effective supply of agricultural products. However, the Guangdong-Hong Kong-Macao Greater Bay Area integrated development path of rural revitalization in Guangdong still needs to be optimized in terms of supporting agriculture, enhancing the competitiveness of the agricultural industry, and accelerating the promotion of industrial integration.

Keywords: *Guangdong-Hong Kong-Macao Greater Bay Area; integrated development; rural revitalization.*

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I. Brief review of the literature

In recent years, scholars have done a lot of research on the Guangdong-Hong Kong-Macao Greater Bay Area and rural revitalization, with fruitful results. These research results mainly focus on the path selection of rural revitalization [1, 2, 3, 4, 5 & 6], development risk [7], agricultural supply chain [8, 9, 10 & 11], rural industry integration [12, 13], innovation and entrepreneurship platform construction [14], and beautiful countryside construction planning [15, 16], etc. However, the issue of the path of rural revitalization in Guangdong in the integrated development of the Guangdong-Hong Kong-Macao Greater Bay Area is relatively weak. This paper intends to discuss and analyze this issue.

II. Opportunities and challenges faced by Guangdong's rural revitalization in the integrated development of the Guangdong-Hong Kong-Macao Greater Bay Area

In the process of the integrated development of the Guangdong-Hong Kong-Macao Greater Bay Area, the rural revitalization of Guangdong Province is facing both important development opportunities and many difficulties and challenges.

1. Development opportunities

First of all, the construction of the Guangdong-Hong Kong-Macao Greater Bay Area has injected new momentum into the rural revitalization of Guangdong, and promoted the development of Guangdong's rural revitalization to a higher level, a larger pattern, and a more dynamic direction. The construction of the Guangdong-Hong Kong-Macao Greater Bay Area and rural revitalization are two major. The integrated development of strategic intersection provides an important opportunity to break down the dual structure of Guangdong's urban and rural areas. Compared with the three major bay areas in the world, such as the New York Bay Area, the San Francisco Bay Area and the Tokyo Bay Area in Japan, the Guangdong-Hong Kong-Macao Greater Bay Area has an agricultural industrial base, a rural population of more than 40 million, and a vast rural hinterland. There are Guangzhou, Shenzhen, Hong Kong, Macau and other metropolises in the Guangdong-Hong Kong-Macao Greater Bay Area. The three city circles of Guangfo Zhao, Shenzhen, Guanhai, and Zhuzhongjiang in Guangdong Province are included in the Greater Bay Area. Most of the supply is

provided by the rural areas of the Greater Bay Area, which not only helps to ensure the safety of food supply in the Greater Bay Area, but also creates an environment suitable for business and living [4].

Second, modern agriculture has entered a multi-functional era, and China's urban-rural integration development has provided new opportunities for its rural revitalization. With the improvement of the quality of life, urban leisure agriculture, agricultural tourism agriculture, rural original ecology and green products have increasingly become scarce products. Leisure agriculture and rural tourism are becoming the consumption hotspots of Chinese people. This provides important support for the Guangdong-Hong Kong-Macao Greater Bay Area to build a high-quality living circle that is livable, business-friendly and travel-friendly. Guangdong, Hong Kong and Macao are geographically connected, with similar cultures, people-to-people bonds, and economic complementarity, all of which have laid a solid foundation for the integrated development of rural culture and tourism [17]. For example, Guangzhou's Conghua District has leveraged the ecological core advantages of the Guangdong-Hong Kong-Macao Greater Bay Area to create a green growth pole and ecological core area in the Guangdong-Hong Kong-Macao Greater Bay Area, and build a demonstration area for rural revitalization in Guangdong Province and even China.

The district promotes the integrated development of old and new hot spring areas, accelerates the construction of Guangzhou Hot Spring Fortune Town, Eco-design Town, Hong Kong Jockey Club Conghua Racecourse, and cultivates and expands advantageous industries such as ecological design, wealth management, conference and exhibition, and modern horse industry. Promote the rapid development of the three northern towns in Conghua District. At the same time, the district adheres to the integration of production, ecology and life, accelerates the construction of industrial platforms such as the Ecological Headquarters Economic Zone and the Biomedical Comprehensive Creation Platform, and promotes the Suning South China E-commerce Headquarters, Liby South China Innovative Intelligent Production Base and Yunda South China E-commerce and Logistics. The construction of major projects such as industrial park bases has promoted the coordinated development of cultural tourism and industry and commerce.

Third, the rise of digital technology and the digital economy has provided new technologies for the rural revitalization of the Guangdong-Hong Kong-Macao Greater Bay Area. In recent years, Guangdong Province has used market mechanisms and applied new technologies to create a digital platform for "guaranteeing supply, stable prices and peace of mind" for Guangdong agricultural products, innovating and creating a "truck trunk" project model for vegetable baskets in the Guangdong-Hong Kong-Macao Greater Bay Area, and vigorously promoting the "Guangdong Consumer Poverty Alleviation Month". "Online Travel", organized agricultural enterprises in Guangdong Province to help Hubei donate to fight the epidemic, launched the "Hubei-Guangdong Concentric Anti-epidemic Development" action, held a series of activities such as "Agricultural products into the community" group purchase, "Internet celebrity live broadcast" and other activities. Guarantee the supply and promotion of agricultural products such as "vegetable baskets" [18].

2. Difficulties and challenges

(1) The poverty-stricken population in Guangdong Province still faces the challenge of returning to poverty. From 2016 to 2019, there were 2,277 relatively poor villages and 1.615 million relatively poor people in Guangdong Province with an annual income of less than 4,000 yuan. After targeted poverty alleviation and poverty alleviation, as of the end of 2019, the "two worries and three guarantees" for the registered poor households in Guangdong Province have been generally achieved. A total of 1.6 million relatively poor people have been lifted out of poverty, and 2,140 provincially designated poverty-stricken villages have met the standards for listing. The goal and task of "rear team to front team" has been basically achieved [19]. However, how to further effectively connect the rural revitalization after poverty alleviation is still faced with the situation and challenges of returning to poverty. The main reasons for poverty among relatively poor households in Guangdong Province are due to illness (36.2%), lack of labor (23.3%), disability (19.9%), education (4.9%), and lack of funds (4.5%), totaling 88.8%, other Factors (disaster, marriage, lack of land, lack of water, lack of technology, inconvenient transportation, etc.) accounted for 11.2% [20]. How to continuously reduce poverty and effectively increase income is still the main dilemma and difficulty faced by the relatively poor rural population in the underdeveloped areas of Guangdong Province.

(2) Underdeveloped areas such as old revolutionary base areas, minority areas and the revolutionary base of the CPC Central Committee in Guangdong Province have weak infrastructure and uncoordinated and unbalanced regional development. In 2017, Guangdong Province focused on 2,277 relatively impoverished villages on the basis of comprehensively promoting precise assistance from villages to households and people, focusing on five major areas of rural industry, infrastructure, public services, human settlements, and grass-roots organizations. Both invested 15 million yuan to fully implement the work of poverty-stricken villages to create new rural demonstration villages, and speed up the development of poverty-stricken areas. By the end of 2019, the basic improvement of the living environment of 2,277 relatively impoverished villages had been completed, and the proportion of administrative villages where domestic waste had been effectively treated reached 95%. %, 80.2%, the coverage rate of sewage diversion and construction of sewage treatment facilities in natural villages with more than 20 households reached 65.7% and 48.2% respectively, all

connected to optical fibers of more than 50M, the optical network covers a total of 134,600 natural villages with more than 20 households, and natural villages with more than 20 households have optical fibers. The rate is 94.6%.Guangdong Province has cultivated a total of 30 "Internet +" towns, of which 9 are in eastern Guangdong, western Guangdong and northern Guangdong: 2 "Internet + agriculture" towns (Qingyuan, Jieyang), 2 "Internet + tourism" towns (Meizhou) , Shanwei), 2 "Internet + Business" (Maoming, Jieyang), 1 "Internet + Innovation" town (Shaoguan), 2 "Internet + Manufacturing" towns (Yangjiang, Chaozhou), with a total of 2000 million. The annual per capita disposable income of impoverished villages is 17,456 yuan, and the average collective economic income of the village reaches 280,000 yuan [19]. Data shows that the underdeveloped infrastructure in the east, west, and north of Guangdong is still relatively backward and unbalanced.

(3) The management and operation mechanism for the transformation of poverty alleviation assets in Guangdong Province into basic assets for rural revitalization needs to be further standardized and scientific. Since the implementation of targeted poverty alleviation and targeted poverty alleviation in Guangdong Province in 2016, Guangdong Province has invested a large amount of poverty alleviation funds and formed a large number of poverty alleviation assets. 100 million yuan in various forms of operational poverty alleviation assets; most of the funds formed by the establishment of new rural demonstration villages in the poverty-stricken villages in Guangdong Province are public welfare poverty alleviation assets. However, there are still problems such as clear ownership of property rights, scientific type definition, clear main responsibilities, reasonable income distribution, and standardized operation management. Effectively connecting with rural revitalization to provide a solid material foundation, preventing poverty alleviation assets from being idle and eroding, and preventing poverty alleviation assets from failing to alleviate poverty, are currently important tasks to be solved in Guangdong Province [19].

III. Exploration and Practice of Rural Revitalization Path in Guangdong Province in the Integrated Development of Guangdong-Hong Kong-Macao Greater Bay Area

In recent years, Guangdong Province has actively explored and implemented the Rural Revitalization Action Plan while taking the initiative to connect and support the construction of the Guangdong-Hong Kong-Macao Greater Bay Area in light of the actual situation of the province, and achieved some phased results.

1) Focus on the needs of rural development, strengthen resource support and institutional supply, implement projects such as "rural e-commerce", "rural craftsmen", "Cantonese cuisine masters", "Guangdong technicians", and "Southern Guangdong housekeeping" to promote farmers' employment and entrepreneurship.

Since 2016, Guangdong Province has adhered to the construction of modern agricultural industrial parks, "one village, one product, one town, one industry" as an important starting point for the development of industries that enrich the people and the villages and win the battle against poverty. Industrial radiation drives power and sustainable development capabilities, builds 184 modern agricultural industrial parks at the national, provincial and municipal levels, basically realizes one county (city) and one park, and drives 1.23 million jobs for farmers; builds 200 specialized agricultural towns, 3,000 It is a characteristic agricultural demonstration village, attracting more than 900 business entities and 2.19 billion yuan of social capital investment; a total of 36,000 characteristic industry assistance projects have been implemented, and 704,000 relatively poor people with labor ability have been brought into employment, and the annual per capita industrial income has increased by 2,436 yuan; cultivated 5,042 entrepreneurs became rich leaders, driving about 30,000 poor households to increase their income and get rid of poverty [19]. As of January-August 2020, Guangdong Province has trained 25,400 rural e-commerce operators. Qingyuan, Zhaoqing and other cities have developed the first batch of about 30 local talent skills training course standards with local characteristics, of which 11 have been included in the scope of vocational skills improvement subsidies, and Guangdong Province has established 41 return-to-home business incubation bases [18].

Since 2020, Guangdong Province has carried out 17,000 "Cantonese Cuisine Master" trainings, directly driving 54,000 people to find jobs and start businesses, and newly built 50 provincial-level training bases and master studios for "Cantonese Cuisine Masters". At present, 184 technical colleges and vocational colleges in Guangdong Province offer Cantonese cuisine-related majors, and 3 provincial-level key and characteristic majors have been established, with 68,000 students. In the first half of 2020, 2.5219 million employees were trained online for various types of enterprises in Guangdong Province, and 4,552 enterprise employees participated in the certification of vocational skill levels. Since 2020, Guangdong Province has carried out about 95,100 person-times of "Southern Guangdong Housekeeping" training, driving more than 180,000 jobs. Housekeeping brands such as "Heyuan Yuesao Village", "Deqing Jiasao" and Yunfu "Bay Area Yuesao" have emerged everywhere [18].

2) Improve the financial system to support agriculture and enhance the ability to serve rural revitalization.

While actively promoting policy banks and commercial banks to play the main role, Guangdong Province has steadily pushed forward the restructuring of seven rural credit unions including Shante, Yunfu and Yunan, and has taken

the lead in exploring the "Guangdong model" of rural cooperative organizations in the country, and has continuously Enrich the agriculture-related banking system. As of the end of June 2020, the province's rural commercial banks (rural credit cooperatives, excluding Shenzhen) had a balance of agriculture-related loans of 496.9 billion yuan, an increase of 56.4 billion yuan or 12.8% year-on-year, and an increase of 34.7 billion yuan or 7.52% from the beginning of 2020. From January to July 2020, the Guangzhou Branch of the People's Bank of China issued a total of 5.971 billion yuan in re-loans to support agriculture, a year-on-year increase of 4.904 billion yuan. Guangdong Province has also actively implemented the "Implementation Opinions on Vigorously Promoting the High-Quality Development of Agricultural Insurance", and promoted the expansion and quality of agricultural insurance. In the first half of 2020, the province's insurance institutions provided a total of 33 billion yuan of risk protection for 16.2384 million mu of crops, 10.136 million mu of forest trees, and 402 million heads (feathers) of livestock and poultry, and 4.78 million households participated in the insurance. The insurance paid 500 million yuan and benefited. There are more than 300,000 farmer households. A total of 11.6784 million rural houses in Guangdong Province have been insured, with a cumulative insurance amount of 966.476 billion yuan and a coverage of 98.68%. Guangdong Province vigorously develops agriculture-related local finance and increases the supply of agriculture-related loans. Four new agricultural characteristic small loan companies, including New Supply and Marketing, Guangdong Reclamation, Haiyuan, and Zhonghe Rural Credit, were established throughout the province. 6.015 billion yuan. Guangdong Province has strengthened the construction of agricultural credit guarantee system. The province's cumulative agricultural-related guarantee amount is 5.058 billion yuan, serving 4,697 households of "agriculture, rural areas and farmers" business entities, 2,764 projects are insured, and the insured amount is 2.956 billion yuan, realizing a 2.6-fold increase in capital. Guangdong Province has also strengthened the innovation of agricultural-related financial products and services, and increased the availability of "agriculture, rural areas and farmers" financial services. Actively encourage banking institutions to carry out mortgage loan business such as greenhouses, breeding pens, large-scale agricultural machinery, etc., and promote the mortgage financing of rural collective commercial construction land use rights and collective forest rights, as well as contracted land management rights, collective asset equity and other secured financing [21].

In addition, Guangdong Province has also jointly established a "financial warm-up" with China Construction Bank Guangdong Branch to actively provide nanny-style financial services for small and medium-sized enterprises affected by the epidemic. As of the end of August 2020, there were nearly 100 enterprises entering the cabin in Guangdong Province, with a credit amount of 2 billion yuan and a loan balance of more than 1.1 billion yuan. In addition, build a financing platform for small and medium-sized enterprises in Guangdong Province to alleviate the financing problems of agricultural enterprises. Since the official launch of the Guangdong SME Financing Platform on January 2, 2020, as of the end of June 2020, the platform has settled in 347 financial institutions, released 892 financial products, and accumulated financing of about 13.1 billion yuan. The supply chain financial service module of the platform connects over 100 core enterprises and serves over 16,000 upstream and downstream SMEs [18].

Nanxiong City in Shaoguan City, Guangdong Province has also formulated and implemented the "Nanxiong City Poverty Alleviation Assets Management Measures", and took the lead in establishing a poverty alleviation and development investment company at the county level in Guangdong Province to coordinate and integrate financial, industrial, social, counterpart assistance and other poverty alleviation. Funds, continuous rolling investment, and precise investment into industries with market, high efficiency and strong endurance. The company has integrated funds of 190 million yuan to develop large-scale projects such as Sunshine Rose Grape Modern Industrial Park, photovoltaic power generation, and Zhenjiang Electric Power Industry. At present, it manages 125 industrial poverty alleviation projects in Nanxiong City with 310 million yuan, and realizes the per capita income increase of more than 3,500 yuan per capita for poor households driven by industry. The poverty alleviation industry in Nanxiong City achieved a profit of more than 25 million yuan in 2019, of which the support and investment company realized a profit of 15.34 million yuan, and the per capita dividend of poor households in Nanxiong City was 1650 yuan [19].

3) Guangdong Province establishes a crisis management system and mechanism for the healthy operation of the agricultural economy to ensure the safety of agricultural production and the effective supply of agricultural products.

Guangdong Province completed the construction of 1,977,100 mu of high-standard farmland in 2019, 507,100 mu more than the annual construction task of 1.27 million mu assigned by the state; accelerated the mechanization of rice production, the total power of agricultural machinery in Guangdong Province exceeded 24.7 million kilowatts, and the area of early rice machines was 280 million mu. 10,000 mu, the machine type rate is 21.4%. Guangdong Province has incorporated the transformation and upgrading of the pig and poultry industry into the performance assessment of rural revitalization, and implemented policies to support pig production such as land use and environmental protection. Since September 2019, Guangdong Province has newly added 252 agricultural land for pig breeding facilities, covering 5,219 mu, and used 130 forest land, covering 7,400 mu. Since 2019, China's central financial funds and Guangdong provincial financial funds are about 2.015 billion yuan to support Standardized-scale pig farm construction subsidies, pig breeding loan discounts and other pig industry construction. The Guangdong Agricultural Supply-side Structural Reform Fund

invested 2 billion yuan, established 9 sub-funds, leveraged 6 billion yuan of social capital, and invested 8 billion yuan in the pig industry. Guangdong Agricultural Financing Guarantee Co., Ltd. provided financing guarantees for 684 pig breeding loans worth 685 million yuan, and organized 53 leading livestock enterprises at or above the provincial level to apply for a re-loan of 6.61 billion yuan from the People's Bank of China to support agriculture [18].

Not only that, Guangdong Province has also built the "vegetable basket" project of the Guangdong-Hong Kong-Macao Greater Bay Area, with the positioning of being based in Guangzhou, serving the Bay Area, connecting the Pan-Pearl River, and radiating the Mainland, and based on the principle of "supplying the Bay Area with one standard", constructing Guangzhou as the hub. The "vegetable basket" production and distribution service system in the Guangdong-Hong Kong-Macao Greater Bay Area.

On October 23, 2019, the "Seminar on Promoting the Integrated Development of Rural Revitalization and the Construction of the Guangdong-Hong Kong-Macao Greater Bay Area" was held in Guangzhou. The participants discussed and exchanged in-depth how to promote rural revitalization and the construction of the Guangdong-Hong Kong-Macao Greater Bay Area and Shenzhen to build China The pilot demonstration area of socialism with characteristics is closely connected and promotes the integration of the Guangdong-Hong Kong-Macao Greater Bay Area and the large market of the pilot demonstration area of socialism with Chinese characteristics in rural areas of Guangdong Province under the leadership of "vegetable basket", "fruit plate", "rice bag" and "water tank".

On July 17, 2020, the Qujiang Economic Development Zone, Shaoguan City, Guangdong Province held the completion and commissioning ceremony of the "vegetable basket" product Shaoguan Distribution Center and the Yabei Cold Chain Port in the Guangdong-Hong Kong-Macao Greater Bay Area, which will drive technology, talents, information and other elements to serve the countryside. The revitalization and the construction of the Greater Bay Area will have a superimposed effect and a mutual promotion effect.

Huangtian Town, Sihui City, Zhaoqing City, Guangdong Province firmly implements the development concept of "lucid waters and lush mountains are invaluable assets", highlights the green main line, actively integrates into the high-quality development system of the Guangdong-Hong Kong-Macao Greater Bay Area, and finds the "one core" in Sihui City. The development coordinates of "corridor" in the new development pattern of "one axis and one corridor", actively implement the strategy of rural revitalization, develop three major industries of characteristic agriculture, cultural and sports tourism, and life and health, and explore the high-quality development of old districts and towns in mountainous areas of the Guangdong-Hong Kong-Macao Greater Bay Area to promote rural revitalization new way. Relying on the provincial modern agricultural industrial park of sugar orange in Sihui City and its leading enterprises, promote the "enterprise + cooperative + farmer" model. Among them, Sihui Cuitian Agricultural Technology Co., Ltd. plans to invest 1 billion yuan to drive the development of more than 100,000 mu through the radiation of the core area, of which 25,000 mu are planted in the Huangtian area.

Since 2018, Xintang Town, Zengcheng District, Guangzhou City has given full play to its advantages of being located in the core area of the Guangdong-Hong Kong-Macao Greater Bay Area, and actively integrated into the development planning of the Guangdong-Hong Kong-Macao Greater Bay Area. , ecologically livable, prosperous life, civilized rural customs, and effective governance”, vigorously implement the rural revitalization strategy, and continuously improve farmers’ sense of gain and happiness. The government of Xintang Town leads the acquisition, storage and integration of contiguous agricultural land, builds a platform carrier, and uses land for agricultural investment promotion. In Gualing Village, it has introduced the "Netherlands + Taiwan" agricultural technology as the core, relying on leisure tourism, integrating leisure tourism, A comprehensive pastoral complex project integrating cultural experience, popular science education, special food and parent-child entertainment functions. The construction content includes flower sea, modern agricultural plantation, comprehensive service area, ecological parking lot, expansion activity area, etc. the first phase has been basically completed, and it is planned to expand by 1,333,340 square meters in recent years, with an ultimate target size of 5,333,330 square meters.

On the other hand, vigorously develop the rural tourism industry. Relying on the beautiful rural construction of Gualing Village in Guangdong Province and the tourism resources of traditional ancient villages, and on the basis of fully respecting the wishes of the collective and the villagers of Gualing Village, we insisted on leading the construction with planning, and successively completed the Gualing Village Village Planning, the Traditional Village Protection Planning, The compilation of tourism development planning and research has clarified the cultural history of Gualing Village and the construction and development orientation of rural tourism, planned and implemented a series of fine and famous villages in Wuxiang Lingnan, with the theme of rural leisure and vacation, with overseas Chinese in Gualing, architecture, dragon boats, temple fairs, etc. With culture as its connotation, it will create a Lingnan boutique village with the strong original characteristics of Lingnan and the characteristics of rural cultural leisure tourism industry. The construction content includes 12 implementation projects, and the planned investment amount is about 326 million yuan.

Of course, there are still many action plans for Guangdong Province to implement the rural revitalization strategy, and there are also many practical experiences in various places. However, in general, the exploration and practice of Guangdong Province's organic integration of the two major strategies of Guangdong-Hong Kong-Macao Greater Bay Area construction and rural revitalization has just begun.

The "2021 Provincial Government Work Report Key Task Division Plan" issued by the Guangdong Provincial People's Government decomposes the key tasks identified in the 2021 Guangdong Provincial "Government Work Report" into the issuance of policy documents, the formulation of work plans, the organization of major events, and the convening of Deploy specific measures such as promotion meetings. These include: developing rural e-commerce, fighting the tough battle for the upgrading and transformation of industrial clusters in villages and towns, promoting the transformation and upgrading of the fishery industry, supporting the development of green economy in the northern ecological development zone, strengthening the protection of cultivated land and farmland improvement, promoting the improvement of agricultural quality and efficiency, and implementing "'Rice Bags" and "Vegetable Basket" projects, the implementation of Guangdong's strong seed core project, the development of farm house management and control and the construction of rural style belts, the pilot project of improving the quality of towns in eastern Guangdong, western Guangdong and northern Guangdong, promoting the upgrading of rural infrastructure, and improving agriculture Support the protection system, deepen the reform of the rural collective property rights system, build a comprehensive platform to serve farmers' production and life, promote rural governance, achieve the consolidation and expansion of poverty alleviation results, and effectively connect with rural revitalization, vigorously support the high-quality development of ethnic areas, and build national urban and rural areas at a high level. Integrate and develop the Guangqing joint area of the pilot zone, strengthen the control of agricultural non-point source pollution, do a good job of cooperation between the east and the west, counterpart support, and counterpart cooperation, and promote the development of leading agricultural enterprises, farmers' cooperatives, family farms and other key tasks related to rural revitalization.

IV. Suggestions on optimizing the path of rural revitalization in Guangdong Province in the integrated development of Guangdong-Hong Kong-Macao Greater Bay Area

How to promote the rural revitalization of Guangdong Province and the construction of the Guangdong-Hong Kong-Macao Greater Bay Area, Shenzhen to build a pilot demonstration area of socialism with Chinese characteristics, and how to integrate the rural areas of Guangdong Province with "vegetable baskets", "fruit plates", "rice bags" and "water tanks" as the leading The big market in the Greater Bay Area and the first demonstration area? This is a problem that should be faced directly in rural revitalization in the current integrated development of the Guangdong-Hong Kong-Macao Greater Bay Area. Coordinate the implementation of the two strategies of rural revitalization in Guangdong Province and the development of the Guangdong-Hong Kong-Macao Greater Bay Area, and incorporate the vast rural areas into the functional system of the Guangdong-Hong Kong-Macao Greater Bay Area and Shenzhen's construction of a pilot demonstration area for socialism with Chinese characteristics. and other elements to serve the rural revitalization of Guangdong Province, so that it has a mutual promotion effect of superposition effect. This is the basic path for rural revitalization in Guangdong Province in the new era. In addition, the following aspects need to be solved.

1) Further improve the agricultural support and protection system, deepen the comprehensive reform of supply and marketing cooperatives, and create a comprehensive platform to serve farmers' production and life.

On the one hand, it is necessary to issue the "Guidelines for the Coordination and Integration of Agricultural Funds at the Provincial Level" of Guangdong Province as soon as possible, formulate financial incentive policies for the overall integration and reform of agriculture-related funds, and establish and improve the incentive evaluation index system for the overall integration of agriculture-related funds. On the other hand, it is necessary to optimize and improve the agriculture-related project database system in Guangdong Province, promote agricultural insurance work, optimize financial subsidy policies, strive for the pilot project of central agricultural insurance awards and subsidies, and create inclusive financial household access.

In addition, it is necessary to implement the "Guangdong Province Action Plan for Further Deepening the Comprehensive Reform of Supply and Marketing Cooperatives to Create a New Force for Agricultural Service", and establish three prefecture-level cities in Shaoguan, Jiangmen, Zhaoqing and 16 counties (cities, districts) including Xinxing, Taishan and Yingde. Carry out the pilot reform of the "three-in-one" public agricultural socialized service system of production, supply and marketing, and credit, and summarize and popularize experience in a timely manner.

2) Focus on new industrial formats, allocate agricultural and modern industrial elements across borders, promote the deep integration of related industries, and strive to improve the competitiveness of Guangdong's agricultural industry.

The cultivation of new industries and new formats is an important path for industrial integration. On the one hand, it is necessary to accelerate the integration of large-scale planting and forestry, animal husbandry and fishery, develop circular ecological agriculture and under-forest planting and breeding, and promote comprehensive planting and ecological breeding to improve the comprehensive benefits of modern agriculture. On the other hand, it is necessary to promote the expansion of agricultural product processing into functional foods, medicines, health care products and other fields, and strive to develop front-end supporting industries for agricultural production focusing on market information, agricultural material distribution, and supply of fine seeds, and logistics, postal services, express delivery, brand building and other back-end guiding industries, and promote the deep integration of agriculture and tourism, education, culture, health care and other industries. In addition, it is necessary to promote the in-depth integration of agriculture and processing and circulation-related industries, and develop new models such as central kitchens, direct supply and direct sales, contract farming, and "Internet +" and other agricultural product e-commerce sales.

3) Relying on the construction of characteristic towns, accelerate the integrated development of urban and rural industries and realize the modernization of agriculture and rural areas in Guangdong Province.

Industrial integration is an important foundation for rural revitalization. Rural revitalization must first realize industrial revitalization. Only by accelerating the integration of urban and rural industries can we build a solid foundation for the prosperity of the industry, establish a modern agricultural industry system, production system and management system, improve the attractiveness of agriculture and rural areas, and effectively activate the two-way flow of urban and rural capital, talents, and technical elements. Development, public services, etc. provide prerequisites. Guangdong Province should focus on "one town, one industry" and "one village, one product", combined with the construction of beautiful villages, and carefully create a group of characteristic towns with distinctive characteristics, industrial agglomeration and rich connotations. On this basis, relying on the unique elements and characteristic industries such as agricultural production, cultural inheritance, and agricultural resource development in Guangdong Province, an industrial agglomeration area will be gradually formed, making it an effective carrier for the integrated development of urban and rural industries in Guangdong Province and an important support for enriching the people and revitalizing the village.

Therefore, on the one hand, it is necessary to build a modern agricultural industrial park into a new carrier of industrial integration, relying on high-quality vegetables, flowers, fruits, aquatic products, animal husbandry and other characteristic industries, build a number of large-scale production clusters, form an industrial agglomeration effect, and promote the agricultural industry. The system, production system and operation system are transformed and upgraded, and the agricultural industrial park has been built into a demonstration area and a model area for industrial integration. On the other hand, it is necessary to make the "vegetable basket" of the Guangdong-Hong Kong-Macao Greater Bay Area a new benchmark for industrial integration, and adopt the approach of "one standard supply, one platform for circulation, and one system supervision" to build the "vegetable basket" platform commander in the Guangdong-Hong Kong-Macao Greater Bay Area. The center has built and formed a construction model of government-led, enterprise-based, and market-operated.

In addition, efforts should be made to remove institutional and institutional obstacles to the integrated development of urban and rural areas, accelerate the improvement of the shortcomings of rural people's livelihood in the Guangdong-Hong Kong-Macao Greater Bay Area, and promote the interconnection of urban and rural infrastructure, the inclusive sharing of public services, the equal exchange of resources and factors, and the full connection of production factors. A new type of industrial-peasant-urban-rural relationship in which workers and peasants promote each other and complement each other in urban and rural areas promotes the modernization of agriculture and rural areas in Guangdong Province.

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