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EDUCATIONAL INSTITUTION
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**REGIONAL BRANDING: FOREIGN AND DOMESTIC
EXPERIENCE**

Master's thesis

specialty 1-25 80 01 «Economics»

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Novopolotsk, 2022

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INTRODUCTION

Because China is a vast territory, the economic development of each region is different, so the brand development of different regions is also different.

In 2018, Brand Finance, in accordance with the plans of provinces, autonomous regions, municipalities and special administrative regions, conducted an analysis of "China's top 300 brands". According to their data, we can see how regional brand development takes place.

Certain regions of China have established brands of traditional industries for these territories. For example, the products of high-tech brands Tencent, Huawei, ZTE are produced in Guangdong province; brands of modern service – banks, airlines, hotels – in Hong Kong and Shanghai; finalist brands of the dairy industry – in Inner Mongolia; brands of spirits, among which the world famous baijiu Wǔliángyè – in the industry leader Sichuan province. In Zhejiang province, which ranks sixth in the country in terms of the total number of brands, not only does it have iconic brands in high-tech industries such as Alibaba, Hikvision, but there is also no shortage of traditional spheres, such as automotive, banking, which belong to regions with relatively comprehensive development.

Beijing as the capital has concentrated a number of government and other major corporate brands, and a total of 75 of them ranked in the top 300 in China, thereby putting the city ahead of other regions.

In Taiwan and Hong Kong, brand thinking, brand building is marked by a higher degree of maturity, ranking second and fourth respectively. The other top 10 other successful regions in this sense are coastal provinces and cities, with the exception of Anhui.

The core of a strong Chinese national brand should be a unique Chinese culture, Chinese quality, production by Chinese own developments. In response to the tasks set by the Chinese government, a series of programs to spread the Chinese brand in the international arena and the domestic market:

- State Brand Program,
- National Brand Project,
- Chinese Quality Brand Plan.

The level of economic development of the region forms a certain positive correlation echo with the brand value.

Regional brand refers to that the same kind of goods come from the same region, which is widely favored in the market and gives customers the impression of pure and high quality [1]. Therefore, the producers of this kind of goods in this region can rapidly develop new markets by virtue of regional brand advantages in a short period. Chips from Taiwan, electronic products from South Korea, watches from Switzerland and

small household appliances from Foshan, China are all well-known regional brands. This paper will elaborate the definition of regional brand and some ways of developing regional brand at home and abroad, and provide some suggestions for the future development of regional agricultural brand in China.

Degree of study of the problem

Every year the topic of territorial branding gets more and more attention. The degree of study of the problem is growing.

Simon Anholt first introduced the concept of «place branding» in 2002. He is a specialist, a consultant in politics, branding and diplomacy. He developed the books «Brand America: the mother of all brands», «Territories: Identity, Image and Reputation», «Competitive Identity – New in issues of managing the brand of a nation, city, region».

A huge contribution to the study of the topic was made by Philip Kotler, also an American specialist. He created a book that is considered a classic textbook: "The Marketing of Places. Attracting investments, businesses, residents and tourists to cities, municipalities, regions and countries of Europe. It is one of the earliest and most extensive publications in which the problem of region development with the help of branding tools.

GENERAL DESCRIPTION

Key Words: brand, region, brand promotion, China

Globalisation is forcing countries, regions, cities to compete for key resources (labour, intellectual, investment, information and tourism) required for the dynamic development of territories. In order to attract resources it is necessary to create favourable living conditions in the region. One of the effective tools of non-price competition of territories is branding.

The main purpose of the brand is to inspire confidence residents, investors, businesses, tourists. Therefore, the task of competent territorial marketing and branding comes to the fore. Promotion of the brand, improvement of the territory's image should be considered as a part of regional strategy, aimed at creation of conditions for implementation of the potential of municipalities, business structures development of foreign economic activities.

This is the relevance of the chosen research topic.

The object of research is regional brand.

The subject of the study is foreign and domestic experience of regional branding.

The purpose of the study is to develop recommendations to promote regional brands.

The objectives of the study are:

- to study the theoretical basis of the regional branding;
- to study foreign and domestic experience in the development of regional brand;
- to identify the advantages of foreign experience for use in China regions.

The author presents the following points that have been defended:

1. The author systematizes the theoretical aspects of the regional brand. The author studied the essence of regional brand and its importance, differences between traditional brand and regional brand; formation process of regional brand and types of regional brands.

2. Results of analysis of regional brand development in China. The author analyzed foreign clothing brand promotion experience and domestic clothing brand promotion experience.

3. The third chapter includes the author's suggestions about regional brand building of china's agriculture. For this purpose, the author studied Existing problems of regional agricultural product brands in China and proposed measures the Chinese government should take to establish regional brands of high-quality agricultural products

CHAPTER 1

THEORETICAL FOUNDATIONS FOR REGIONAL BRAND RESEARCH

1.1 The essence of regional brand. Differences between traditional brand and regional brand

Brand refers to the company's name, trademark of products or services, and other marks and advertisements that can be different from competitors, which constitute the company's unique market image. Brand is exclusive. Brand owners enjoy exclusive rights of brand through legal procedures, and brand represents Xuji's brand competitiveness. Brand embodies the pursuit of national emotion and spirit, contains science and technology, and also embodies aesthetic taste. It is the crystallization of spirit and culture (brand is intangible asset). The owner of a brand can continuously obtain benefits by virtue of the brand, so the brand has value, and the value is intangible, so it is an intangible asset (the brand is expressed through the carrier). Brand is not an independent entity, it must have a material carrier, it needs to express itself through a certain material carrier. Without the material carrier, the brand can not show, can not play the role of the brand (brand development risks). As the market is constantly changing and the needs of consumers are also constantly changing, brands may become more and more popular and may be eliminated by the market. These uncertainties make the development of brand full of risks [2].

Regional brand is a complex concept. So far, domestic and foreign scholars have not given a unified and complete definition of regional brand. They are all elaborated from different perspectives. Representative view holds that regional brand is a unique attraction of the region, and the core problem is to establish regional brand identification. It is believed that the product, geographical location or certain space area can also be a brand. Yan Qunying believes that regional brand is an invisible synthesis of regional, historical, famous, creditability and commitment, which can make the public imagine according to the brand, is a natural adverse environment, and a regional solar society based on human culture and economy [3]. Regional brand is a collection of industrial products based on certain industrial clusters. Generally, the name of the region and the industry are the common brand names. These brands have certain jurisdiction and popularity, thus forming regional public brands famous for their geographical names. From the above point of view, this paper holds that regional brand is a public product produced in a specific region. It needs to be promoted to form a brand and enjoy it for all producers in the region. Regional brand can be understood from *two aspects*: on the one hand, it refers to the products with large scale, superior

production capacity, high market share and certain influence formed in certain administrative divisions and regions. On the other hand, it is the comprehensive embodiment of collective behavior of enterprise brand in a certain area, and the sum of the brand awareness and reputation of enterprises and enterprises. Regional brand is the image and symbol of the region, which has good brand effect, can promote the development of regional economy, reflect the regional economic strength and have intangible assets value. The connotation of regional brand is different from the general public relations and regional culture [3]. Brand includes regional brand, while regional brand is a brand with regional integrity composed of similar products in the same region (figure 1.1)

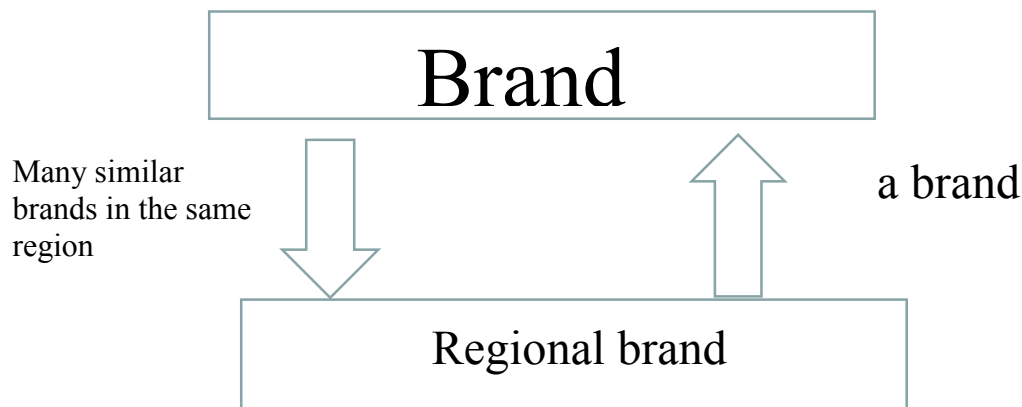


Figure 1.1 – Relationship between brands and regional brands

Source: compiled by the author

Regional brand is the soul and coagulant of regional development, which has more extensive and sustainable brand effect. There are two ways to form regional brand spontaneously and create regional brand. Spontaneous formation refers to Beijing's brand management according to certain administrative strategies: the operation mechanism and path of Yan Qunying's regional brand, the advantageous resources in the geographical area of Renmin University Press of China, the cooperation between enterprises to form advantageous industries, gather and integrate industrial clusters, and jointly play the role of regional brand. The formation of regional brand can also be created by regional main body [4]. The regional main body builds regional brand through various works. Through the internal and external investigation, through the perceptual or rational understanding, it forms the regional brand, deeply excavates the cultural connotation of the regional brand, creates the regional brand, condenses the regional brand spirit, promotes and publicizes the formed regional brand, and points the social public behavior to the regional activity process. Regional brand has the following characteristics: regional. Regional brand is formed in a certain administrative division or geographical area, which is influenced by local culture and economy (industry), and has strong regional characteristics. Regional brand takes certain products and services as the carrier, and regional brand must be developed by industries

with common products or services (aggregation). We can gather all kinds of resources in the region, integrate them by classification, concentrate superior resources for development first, form regional advantageous industries, and form a situation of mutual development of regional resources with complementary advantages and complementary disadvantages (lasting utility). Regional brand is not a brand image of one or several enterprises, but a brand formed by the advantages of all environment, culture and other resources in the region. It is more extensive and lasting than single brand effect (public goods attribute). Regional brand is the common brand of all producers in the region, and it is a public resource shared by producers in the region [5].

The essence of location brand is often the embodiment of the competitive advantage of regional industry. The industry with location brand is often the local advantage industry and leading industry, which has a high market share in the competition, which is of great significance to promote the development of regional economy [6].

If the enterprise brand is the source of enterprise value, then the location brand is the value source of an industry in the region. Therefore, many regions regard the establishment of location brand as an important goal of industrial development, and the establishment of location brand has become a strong driving force of regional economic development. With the rapid development of global integration, its influence field has gone beyond the economy, more and more to culture, population, capital and industry. Cultural exchanges between regions are frequent, and the flow of talents is also accelerated [7].

The capital flow brought by the flow of talents makes the competition between industries in different regions more and more intense, and the competition for natural resources and human resources driven by the industrial competition is also intensified, and accelerates the flow of talents and capital, and the regional competition is becoming white hot. Regional competition and cooperation coexist in a specific field, the geographical aggregation of interrelated companies, specialized suppliers, related service providers, enterprises of related industries, government and other related institutions (universities, industry rule making associations, think tanks, training institutions and industry associations) forms the industrial cluster. There are many types of industrial clusters, such as the aggregation of industries in a specific field (such as Silicon Valley in Northern California), the aggregation of traditional regional logo products (such as Lanzhou beef Ramen), the development of local historical and cultural resources (such as Pingyao ancient city in Shanxi), and so on.

1.2 Formation process of regional brand

Generally speaking, the formation of location brand has its specific historical, cultural, geographical or industrial background.

Some regional brands are formed because of their long history, such as Jingdezhen ceramics and Suzhou embroidery. The formation of this kind of regional brand is mainly because the product has a long history of production in these areas. It belongs to a century old brand product. After a long period of communication effect, it has a high popularity, reputation and loyalty. Taking Jingdezhen ceramics as an example, it has a long history of more than two years. As early as the Northern Song Dynasty, Jingdezhen became the center of Chinese porcelain firing, the largest production base and center of ceramic production; a leader in the world porcelain market. After a long accumulation, it has formed excellent production skills and unique product style Sound, like a bell ringing [8].

Some regional brands are formed because of their unique geographical or climatic advantages, such as Xinjiang Hami melon, Hangzhou Longjing tea, Zhejiang Longyan tangerine, Yantai apple, etc. Taking Hami melon in Xinjiang as an example, the reason why it is famous lies in the unique climate conditions of Hami, such as long sunshine time, dry climate, low moisture content in the air, easy heating and heat dissipation, large temperature difference between day and night, high temperature during the day, accelerated crop assimilation, low temperature at night and slow crop respiration, which is conducive to the growth and sugar accumulation of Hami melon. Therefore, Xinjiang Hami melon is sweet and rich in vitamins, calcium, phosphorus, iron and other trace elements, which is deeply loved by people [9].

With the fierce market competition and the progress of science and technology, the long history and geographical advantages are no longer the necessary conditions for the formation of location brand. According to reports, scientists have developed new varieties of Hami melon that can be planted in the southeast coast and south of China through many years of research and cultivation by means of hybridization, radiation, transgenic and other breeding methods. Perhaps in a few years, Hami melon will no longer be a specialty in Xinjiang, and the South can also produce sweet and delicious Hami melon. Jingdezhen ceramics is gradually losing its competitive advantage due to its poor management and the rising price of raw materials. Its domestic market share has been shrinking, and its export growth rate is obviously lagging behind other domestic porcelain producing areas, especially domestic porcelain, building and sanitary porcelain and industrial porcelain, which are far behind Foshan, Tangshan and other places, Its reputation as "porcelain capital" is gradually becoming history. More regional brands are formed due to industrial clusters, such as clothing, shoes, lighters, low-voltage electrical appliances in Wenzhou, Zhejiang, and

medium and high-end ties in Shengzhou. Industrial cluster refers to the collection of companies and institutions, which are interrelated in a specific field and concentrated in geographical location. The cluster area includes a group of interrelated industries and other entities that play an important role in competition. The reason why industrial clusters contribute to the creation of location brand lies in the industrial cost advantage brought by specialized division of labor and complete supporting facilities and the linkage effect brought by the overall publicity of enterprises in the region [10].

First of all, in the process of industrial cluster scale expansion, various domestic and foreign related production factors will flow into the region, and the supporting industrial systems of R & D, production, sales and service will continue to develop and improve, so as to achieve more effective resource allocation, bring economies of scope and economies of scale to enterprises in the cluster, and reduce the operating costs of enterprises in the cluster, Enhance the market competitiveness of enterprises. Take Wenzhou lighter regional brands as an example, the local lighter production is highly specialized.

Ordinary lighters have at least 28 parts, each of which is produced by professional factories. There are enterprises producing electronic igniters, sealing rings, microporous pieces, injection molding and other parts, as well as the plastic market and steel market providing raw materials. In this way, the production cost is very low. In the accessories of lighters, an electronic igniter only costs 1-2 yuan for a single enterprise, 0.2-0.3 yuan for a professional factory, 5-8 sealing rings for a lighter, 0.05 yuan for a single enterprise, and 0.005 yuan for a professional chemical factory. In this way, Wenzhou lighters have a strong price advantage in the international market, and the export price is between 1-2 euro, while similar lighters made in Europe are at least 10 euro or more [11].

Secondly, the production enterprises in the cluster can also carry out overall planning and centralized brand image publicity. Through collective appearance, they can form a strong publicity offensive and reduce the publicity cost of a single enterprise. For example, Shengzhou, Zhejiang, organizes "China Tie Festival and international tie clothing Expo" every year to show the overall image of Shengzhou's tie through newspapers, TV and other media, and publicize "international tie city" to the world [12].

In addition, the industrial cluster also promotes the competition among enterprises in the region, realizes the co evolution of enterprise groups, and makes the overall quality of enterprises in the region higher than that of foreign enterprises.

Of course, the formation of location brand may also be the result of a long history, geographical advantages and industrial clusters. Because the geographical and climatic environment of a region is more suitable for the production of a product, the product has a long history of production in the region. With the expansion of production scale, it is easy to form an industrial cooperation pattern of integration of

production, supply and marketing. At the same time, in order to enhance the competitiveness of products, scientific research and development institutions have begun to establish, and the industrial cluster effect has also emerged, The regional industrial competitiveness has been further enhanced, and the regional brand advantage has become more and more obvious [13].

1.3 Types of regional brands

According to the popularity of regional brands and the division of radiation regions, brands can be divided into regional brands, domestic brands, international brands and global brands. Regional brand refers to the regional brand that is produced and sold in a small region, for example, the characteristic products produced and sold in a region. These products are generally produced and sold in a certain range, and the product radiation range is not large, which is mainly affected by product characteristics, geographical conditions and some cultural characteristics. This is a bit like the phenomenon that the local opera, Qinqiang opera, is mainly in Shaanxi, Jinju opera is mainly in Shanxi, and Yuju opera is mainly in Henan (figure 1.2).



Figure 2.2 – Chinese operas in different regions

Source: [14]

According to the links of product production and operation, brands can be divided into manufacturer brand and operator brand. Manufacturer's brand refers to the brand that the manufacturer designs for the products it produces. Dealer brand is a brand created by dealers according to their own needs, their understanding of the

market and the needs of enterprise development. There are many brands of manufacturers, such as Sony, Mercedes Benz, Changhong, etc. Dealer brands such as "Sears" (department stores such as "Wangfujing" sales) and so on [15].

According to the source of brand, brand can be divided into private brand, foreign brand and grafted brand. Private brands are created by enterprises according to their own needs, such as Honda, Dongfeng, forever, Motorola, Quanjude, etc. Foreign brands refer to the brands acquired by enterprises through franchise, merger, acquisition or other forms [15].

In addition, according to the life cycle of the brand, according to the domestic or export sales of the brand products.

CHAPTER 2

DOMESTIC AND FOREIGN EXPERIENCE ANALYSIS OF REGIONAL BRAND

Clothing regional brand refers to the collective brand which is well-known in a certain region, relying on the clothing industry cluster and the specific clothing regional culture, has a large market share and strong social influence, and is owned by all the clothing enterprises in the region. The development process of clothing regional brand at home and abroad is slightly different according to the national conditions of each country [16].

2.1 Analysis of foreign regional clothing brands

Foreign clothing regional brand development training mode is different, but according to the regional differentiation, we can explore the general process of clothing regional brand development in each region.

New York's clothing regional brand cultivation mode is: pay attention to fashion, brand and culture, design, marketing links, derivative fashion industry. At the same time, with the help of management skills, product quality control technology, market trend atmosphere, clothing industrialization talents, economic foundation and so on, we will maintain the status of global fashion industry vane. The characteristics of its development are: to cultivate talents with enterprise and designer brand as the core; Driven by diversified fashion markets, such as fashion week, etc; On the basis of clothing industry cluster area, make fashion industry cluster; Strengthen fashion positioning with urban culture as its connotation [17].

The regional brand cultivation mode of Italian Prato is: there is close cooperation among many small and medium-sized enterprises. Its development experience is: from the micro perspective, to build a complete industrial chain, not only to ensure the flexibility of small and medium-sized enterprises, but also to achieve the scale economy advantage of the whole region; From a macro perspective, the government, industry associations and other joint role, such as the government to provide a good economic environment, industry associations play a diversified role, so that the benign development of industrial clusters, avoid homogeneous competition [17].

Daegu, also known as the "textile capital", has the experience of realizing the transformation of regional clothing brands through technology driven means. There are six main points: to promote the theme of fiber industry tourism, improve the brand

awareness of clothing; The government implements trade protection policy; Through the "Milan plan" to occupy the cutting-edge technology highland; The construction of Industrial Park, strengthen school enterprise cooperation; Carry out internal system reform; Holding textile exhibitions to promote the development of clothing [18].

The characteristics of Vietnam's textile and garment industry are: stable export market; Raw materials depend on import; The government guided enterprises to gradually transform from processing with imported materials to FOB (purchase of raw materials and export of finished products), ODM (from design to production) and OBM (Vietnam brand); The product quality is relatively good, the price is low, the biggest cost advantage is the labor cost. The development of Vietnam's clothing industry can be used for reference: strengthening the links from design to production; Welcome foreign investment and promote export; Promoting export by e-commerce; Joint domestic enterprises to form enterprise groups [18].

The number of brands represented in the fashion world is quite large - hundreds of companies offer stylish clothes and shoes. The authors have chosen the 15 most fashionable clothing, footwear and accessories brands of 2022.

The main criteria that formed the basis of the brand:

1. Customer behavior and interest in certain products;
2. General demand for goods of a certain brand;
3. Data of search queries;
4. Mentions and markings on social media;
5. Events held by brands.

Table 2.1 – The most fashionable clothing brands in 2022

place	clothing brand	region
1	Balenciaga	Spanish
2	Gucci	Italian
3	Prada	Italian
4	Louis Vuitton	French
5	Moncler	Italian
6	Dior	French
7	Fendi	Italian
8	Versace	Italian
9	Bottega Veneta	Italian
10	Valentino	Italian
11	Burberry	Great Britain
12	Nike	United States of America
13	Alexander McQueen	Great Britain
14	Balmain	French
15	Miu Miu	Italian

Source: Internet resources

The analysis showed that the clothing brands representing Italy performed best in 2022.

2.2 Analysis of domestic regional clothing brands

Domestic clothing regional brand development also presents different characteristics according to different regions.

Ningbo clothing industry, which is good at men's wear, has a profound historical accumulation and strong international competitiveness. It has strong independent ability of enterprises and developed brand system, forming a goose shaped development pattern with large enterprises as the leader and small and medium-sized enterprises as the two wings. Its development experience is: from foreign design and domestic manufacturing to domestic design and manufacturing; Realize the integration of "two modernizations"; To carry out international exchanges and cooperation; Pay attention to scientific and technological strength, introduce advanced technology and equipment, etc; Explore the advantages of clothing and tourism resources, and shape the image through clothing Expo and clothing festival [19].

Hangzhou, which originated from the influence of silk culture, is well-known throughout the country for its overall brand image of "Hangzhou style women's wear". Its development has gradually changed from the initial self-development of enterprises to government support and guidance. Hangzhou government has issued a series of policies to support enterprises and enhance their overall image - integrating exhibition resources to form external effects; With the help of the network to speed up the image promotion; Promote brand upgrading through cultural and creative industries; Cultivate talents and promote brand building. At present, with the network as the wing, innovation as the driving force and talents as the core, Hangzhou women's wear has built a brand of Hangzhou women's wear, singing the slogan of "Chinese women's wear looks at Hangzhou" [19].

When facing the pressure of transformation and upgrading of garment industry in Humen, Guangdong Province, Humen is not limited to garment industry, but combines urban upgrading with industrial upgrading, so that the two can develop together. Its development experience is: holding China Humen International Clothing Fair; Implement the strategy of strengthening the town by brand and create "four famous brands"; The industrial orientation has changed from production base to business center; Building cluster market with two markets as the center; Provide public service platform, such as fashion creative industry park, etc; Government guidance and urban cooperation; Enterprises change their ideas and take the initiative to transform [20].

With the government's constant attention, Wuhan's clothing industry actively undertakes the eastern industrial transfer, gives full play to the advantages of the city circle, and strives to realize the rise of "Han style clothing" again. The focus of its development is that the government guides the development of industrial clusters and drives the recovery of "Han style clothing". Its development experience is: to build the clothing industrial zone and change the industrial pattern; Overcome the weakness of flour accessories and form a good supply chain; Backbone enterprises support industry innovation; Establish a regional collection store to solve the short board problem of R & D and channel [20].

Let's focus on the most **famous clothing brands** from China.

1. Amanda Novias – Beautiful and quality wedding dresses.
2. Bassiriana – a shoe manufacturer that has been operating since 2008. The special feature – natural materials and low prices.
3. Dave & Bella – a brand of Hangzhou Riguan Apparel Co. established in 2011. Produces premium clothing for children from 0 to 13 years old.
4. Free soldier – camouflage, hiking and military clothing and footwear.
5. Giordano – Hong Kong-based brand and retailer of fashion clothing for women and men. On the market since 1981.
6. Zhi Xiao – a company that has been making things for babies since 1978, from clothes to strollers.
7. HECRAFTED – Men's leather shoes.
8. Heyguys – street fashion from a Chinese manufacturer.
9. Li-Ning – a company that produces athletic shoes and other sporting goods. Founded in 1989 by the famous Chinese gymnast.
10. MIEGOFCE – A Chinese brand specializing in down jackets and other European-style winter clothing.
11. Miss ord – produces women's clothing, mostly evening gowns.
12. Ardi – the company specializes in the production of women's underwear and homewear.
13. Onemix – the largest manufacturer and supplier of men's and women's athletic shoes.
14. Cheerart – a brand of bright women's clothing with unusual styles.
15. Pioneer Camp – is a well-known Chinese company founded in 1999. Produces fashionable casual wear for travel lovers.
16. Simplee – the top women's clothing brand, founded in 2015 and currently represented in five countries around the world.
17. SIMWOOD – Quality inexpensive clothing for men. The company was founded in 2011.
18. Sisjuly – women's clothes in retro style.
19. Tiger Force – was founded in 1998. The main direction – men's outerwear

of all seasons.

20. Toyouth – youth clothes, which has an excellent reputation among buyers from around the world.

21. Varsbaby – beautiful lingerie.

22. Celebrity Fashion – a young but highly visible brand specializing in women's shoes.

23. ICEbear – a popular outerwear brand for men and women. Here you can find down jackets, coats and raincoats.

24. EAM – Women's clothing and accessories are produced under this brand. Dresses, skirts, suits, jackets, coats and much more.

25. Inflation – The brand offers unisex clothing in streetwear style.

The main conclusions that can be drawn as a result of the analysis are as follows:

1. European regional clothing brands are better known than Chinese clothing brands, which may nevertheless be due to their little experience in the market.

2. European regional clothing brands have a very long history, while Chinese brands exist relatively recently. In this regard, it can be assumed that over time, Chinese brands will become better known in the world.

3. For a long time, the People's Republic of China has been mostly known as a factory for assembling products, but nowadays there are a large number of Chinese brands on the market.

4. Chinese regional clothing brands are less well-known than brands in other areas, such as Lenovo, Huawei, Xiaomi or Haier.

2.3 Key results of the analysis of domestic and foreign experience in the promotion of regional clothing brands

Based on the experience of clothing regional brand promotion at home and abroad, we can sum up the development mode of clothing regional brand into the following categories [21]:

1. *Government guided.* To speed up the development of clothing industry cluster and cultivate regional clothing brand from top to bottom, we should take the policy or system formulated by the national or local government as the guidance. Almost all the development of clothing regional brands are guided by the government, especially the development of clothing regional brands in China, Vietnam and other countries cannot do without the strong support of national policies

2. *Market driven.* On the basis of clothing specialized market or international trade market, gathering labor, technology, capital, talent and other elements is

conducive to the construction and value-added of clothing regional brand. Such as Italy and New York, etc.

3. *Technology driven*. Relying on high and new technology (intelligent fiber, cutting-edge textile and clothing machinery, etc.), the regional brand of clothing is transformed from research, production, design, manufacturing, marketing, personnel training and other aspects. Such as Ningbo, New York and Italy.

4. *Foreign trade driven*. Through the export-oriented location, unique industrial base, and convenient resources, we can attract foreign or multinational companies to invest directly, and obtain the promotion of industrial output value or the transformation and upgrading of industrial clusters. Vietnam, for example, produces high-quality and inexpensive clothing in its own country and then sells it all over the world.

5. *Cultural and creative industry driven*. With innovative regional culture and advanced management, marketing and other skills as the support, give full play to the guiding role of design and creativity, and create high added value that is not easy to imitate. Such as Daegu, South Korea.

6. *Leading enterprises rely on*. With one or more leading enterprises as the core, many small and medium-sized and micro enterprises cooperate in division of labor or operate independently with reference to leading enterprises, with obvious hierarchical system. This phenomenon is common in some small cities in China, but it can not be separated from the government's policies.

Let's present the results in Figure 2.1:

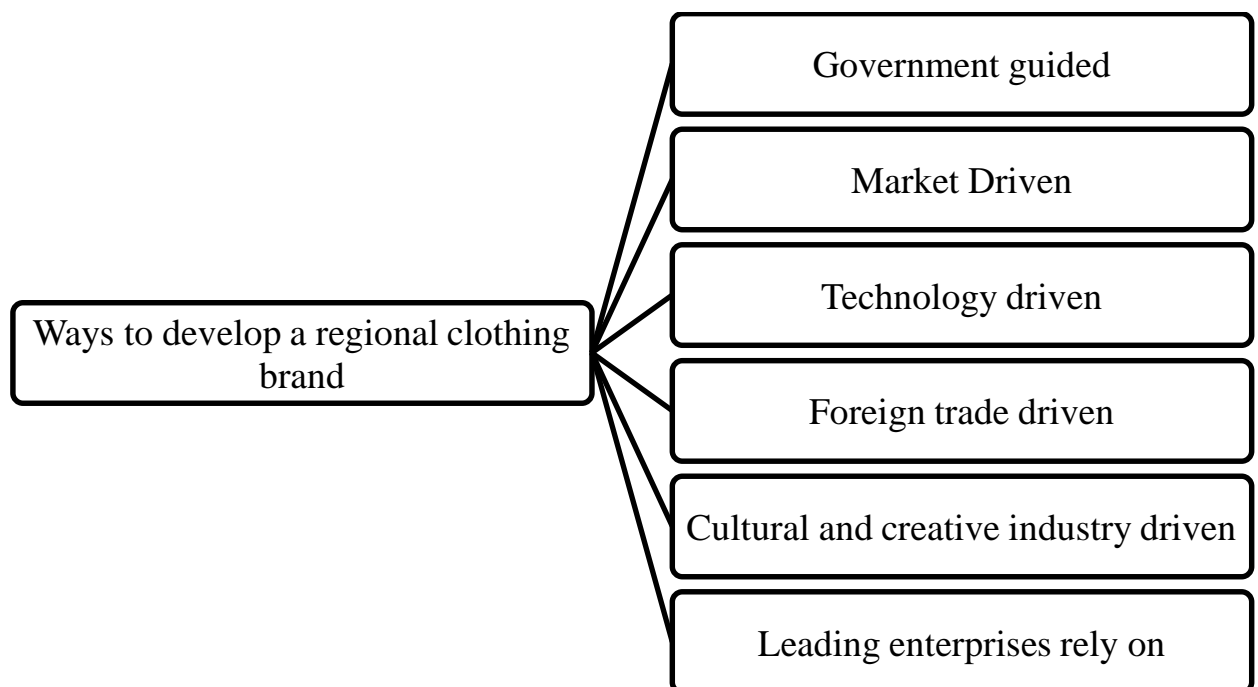


Figure 2.1 – Ways to develop a regional clothing brand

Source: compiled by the author

But the best combination of these experiences and very good results are the Yuhang District of Hangzhou Textile and clothing industry. Yuhang District of Hangzhou is located in Taihu Lake Basin, and it has rich silk since ancient times. The silk thread, ribbon and non carbonized silk unearthed in the mountain Yang of wuxingqian are about 4700 years. In the Southern Song Dynasty, Yuhang silk became famous. By the Ming and Qing Dynasties, Yuhang had become a silk distribution center in the south of the Yangtze River.

The industrial cluster policy of Yuhang District government has ushered in historical development opportunities for Yuhang silk, which has risen rapidly and gradually evolved into two major industries, home textile and clothing. The home textile industry mainly concentrates in Yuhang Economic Development Zone, Donghu street, Chongxian street, Renhe street and Canal Street. There are about 4000 domestic textile enterprises in the whole area, of which 179 Enterprises above the scale, 35 enterprises with output value exceeding RMB 100 million, more than 20000 looms of various types, nearly 100000 employees and annual sales of about 50billion yuan. In 2018, 153 Textile Enterprises above the scale achieved industrial output value of 12.586 billion yuan, of which the output value of new products was 4.399 billion yuan, and the sales was RMB 12.376 billion, and the total export value was US \$108632270, The total export accounts for 17.08% of the total. The clothing industry mainly concentrates in Yuhang Economic Development Zone, Donghu street, Linping street, Canal Street and Jos street. There are about 1800 garment enterprises of large and small size in the whole area, including 131 Enterprises above the scale, 23 enterprises with output value exceeding billion yuan, nearly 20billion yuan of fixed assets, more than 50 automatic intelligent production lines, 360000 employees and an annual sales of about 40 billion yuan. The production cycle of the head enterprise products is 7 days, which is nearly one week shorter than the normal one week, the inventory cycle is 7 days, and the inventory cycle is shortened by one week compared with the normal one. In 2018, 131 clothing enterprises above the scale realized industrial output value of 17 billion yuan, of which the output value of new products was 10 billion yuan, and the sales of the products was nearly 14 billion yuan.

With the encouragement of the government, the enterprises also continue to develop scientific research and refine various textile technologies. In the home textile industry, 72 enterprises in the region have set up provincial, municipal and district level home textile technology R & D centers, including 1 Enterprise Research Institute, 13 provincial R & D centers, 26 municipal R & D centers and 32 District R & D centers, accounting for 14 % of the number of enterprise R & D technology centers in the region. More than 50 enterprises have established technical R & D cooperation relations with relevant R & D centers, colleges and research institutes, and have developed more than 1000 new products annually. Products include curtain fabric, sofa fabric, bedding, electrostatic flocking and fancy yarn. More than 85 % of home textile products are

exported, mainly to Europe, America, the Middle East and Southeast Asia, of which the middle and high-grade decorative cloth accounts for more than 30% of the world sales. It has successively become the designated supplier of IKEA, American furniture giant Ashiey, American Centennial furniture brand brandardt, the world's largest hotel group Jinsha group, as well as China's well-known furniture manufacturer Mecca and home care craft. In the garment industry, one municipal R & D center and two district R & D centers have been set up. More than 50 enterprises have established technical R & D cooperation relations with relevant R & D centers, colleges and research institutes, and have developed more than 1000 new products annually. Products cover women's clothing, leisure clothing and other varieties. Since its establishment in 2015, Yishang Town, the core area, has attracted 780 fashion enterprises, 24 top designers at home and abroad, more than 600 cutting-edge designers, and 31 innovative clothing enterprise headquarters.

In the process of development, famous brands have been formed and the brand effect has been gradually enhanced. In the home textile industry, it has 2 well-known trademarks in China, 10 provincial famous trademarks, 5 municipal famous trademarks, 28 district famous trademarks and 2 Yuhang home textile (collective) trademarks. And won the titles of "China's famous cloth city", "China's silk weaving base" and "Zhejiang home textile industry trademark brand base".

The main home textile brands are:

1) *Austin fabric.* Zhenbei group, the brand owner, has the most advanced manufacturing equipment in Germany, France, Belgium, Italy and Japan. It is the drafting unit of the national standard for textile decorative fabrics, and has more than 70 national patents. It is one of the largest textile decorative fabric manufacturers in China.

2) *Zhongwang fabric.* Zhongwang holding group, the owner of the brand, has set up "z-wovens" company in the North Carolina furniture center of the United States, employing the top design, technology and sales teams in the United States, and has become one of the major sofa fabric suppliers in the American furniture market.

3) *Central Asia cloth art.* Hangzhou Zhongya cloth art Co., Ltd., the owner of the brand, has an annual output of more than 20 million meters of high-grade fabrics, 90 % of which are exported to more than 30 countries and regions in the world, ranking a leading position in the same industry.

4) *Kelida home textile.* Hangzhou Kelida Home Textile Co., Ltd., the owner of the brand, cooperates with scientific research institutions and employs American designers to develop environmentally friendly and green decorative fabrics and provide satisfactory products for global users.

5) *Aike home textile.* Hangzhou Aike Home Textile Co., Ltd., the owner of the brand, combines home textile products with life art, and leads people into a new era of home life with personalized products and all-round home supporting concept.

6) *Huachen sunshade*. Brand owner Zhejiang Huachen New Material Co., Ltd., Dow strategic partner, was founded in 1994, focusing on sunshade curtain materials for 25 years. Among them, the environmental protection multi-functional sunshade products developed jointly with Zhejiang University and other units are at the international leading level.

In the clothing industry, compared with the home textile industry, clothing enterprises have more OEM processing and less independent brands, so there are less well-known trademarks and famous trademarks, and there are only two well-known trademarks in the district. Clothing industry brand can be roughly divided into two categories, one is the traditional clothing enterprise brand. This kind of clothing enterprise brand rose after the reform and opening up, mostly from OEM.

The main brands are:

1) *Jiefeng clothing*. Hangzhou Jiefeng Clothing Co., Ltd., the owner of the brand, was established in 1984 and produces all kinds of clothing. There are more than 2000 employees, 100000 square meters of factory building and more than 2500 sets of imported clothing equipment. We have established good cooperation relations with international famous brands such as channelled & G, cerruti1881, calvinklein, maxmara, misswty, d-old SEL, etc.

2) *Huading clothing*. Zhejiang Group Co., Ltd., the owner of the brand, was successfully listed in Hong Kong in 2005 and became the index stock of the textile sector. The company has sales companies in New York, Paris, Hong Kong and other places to explore the global market business. It is one of the largest silk garment manufacturing and export enterprises in China.

3) *Jimin sweater*. Brand owner Hangzhou Jimin sweater Co., Ltd. has been focusing on the chain monopoly of sweater brands for more than 20 years. More than 400 stores have been developed in East China. The company fully introduces IS900 quality certification system. In 2001, Hangzhou Jimin sweater Co., Ltd. ranked third in the province in terms of total industrial output value, sales output value and economic benefits in recent three years. Jimin sweater ranks first in the province's knitting industry.

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5) *Boca clothing*. Brand owner Hangzhou Boca (East China) Garment Co., Ltd. is an export-oriented foreign exchange earning enterprise mainly engaged in foreign trade. It has fixed assets of nearly 120 million yuan and annual output value of

180 million yuan. It mainly produces various kinds of silk, cotton, hemp, chemical fiber clothing and fashion. The products are exported to more than 20 countries such as Europe, the United States, Japan and Canada.

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CHAPTER 3

SUGGESTIONS ON REGIONAL BRAND BUILDING OF CHINA'S AGRICULTURE

The issue of agriculture, rural areas and farmers is a problem that the Chinese government has been committed to solving, and the establishment of a good regional agricultural product brand is of great significance to solving the issue of agriculture, rural areas and farmers in China. The following will give suggestions on the establishment of a good regional agricultural product brand by the Chinese government.

3.1 Existing problems of regional agricultural product brands in China

At present, the income of Chinese farmers is generally low. In order to improve the income of Chinese farmers, it is necessary to establish a better regional brand of agricultural products. Only when the products are recognized can the price of agricultural products become higher and the income of farmers become higher. The following will illustrate with specific examples what policies and tools should be used to build a good regional brand in China.

With the gradual promotion and deepening of the national rural revitalization strategy, the construction of "regional public brand" of agricultural products has become the key work of agricultural competent departments and industry associations of governments at all levels. As an important starting point of the "rural revitalization" strategy, the construction of "regional public brand" has become an important driving force for the revitalization of rural industries [27].

Different from previous geographical indication products, "regional public brand" is a complex of centralized organization, supervision and centralized digital empowerment of agricultural products with regional characteristics. Behind it is a huge cross industry ecological pattern covering the whole region, all categories and all industries. Only when the composition of this industrial ecology is clear, can we have a clear direction in the construction and operation of "regional public brand". Therefore, we will help you understand "regional public brands" more deeply through systematic deconstruction [28].

"Audience" is the cornerstone of the brand. In addition to being a well-known traditional brand, the popularity and influence of most regional public brands are limited to local people. Due to the market deformity caused by asymmetric information and backward ideas for a long time, the "regional public brand" products in the form

of specialty products are not well positioned for "local people" and "non local people" [28].

The "regional public brand" in the form of specialty did not pay enough attention to the "local people". As a result, although they were very willing to give their hometown specialty as a gift to their friends, they could not find a suitable product. Otherwise, they would not be able to handle it, unless the packaging was extremely exaggerated, the design was "hot eyes", and the quality was mixed [28].

For non local people, they generally hold the "one shot" mentality, believing that they will only take some local specialties back when they travel or travel, which is often reduced to a formal existence. Because the products that can be purchased by non local people are generally over packaged, and the quality is relatively poor, they can only take them back to show their family or friends that they have been there. This kind of product can not arouse the interest of buying again, thus falling into a vicious circle.

3.2 Measures the Chinese government should take to establish regional brands of high-quality agricultural products

The State Council of China has always attached great importance to the issue of agriculture, rural areas and farmers, and the establishment of regional agricultural product brands is the top priority to solve the issue of agriculture, rural areas and farmers. Brand strengthening agriculture is an urgent requirement for high-quality economic development [29].

Brand is the product of market economy and an important symbol of agricultural marketization and modernization. At present, China's economic development has entered a new stage of quality efficiency intensive growth, and is in the critical period of transforming the growth impetus. Accelerating the promotion of brand agriculture is conducive to promoting a more rational allocation of production factors, promoting new business types, developing new models, expanding new fields, creating new demands, promoting the prosperity of rural industries, and accelerating the pace of agricultural transformation and upgrading. Brand strengthening agriculture is a realistic path to promote agricultural supply side structural reform. Agricultural branding is a process to improve agricultural supply structure, supply quality and efficiency. Accelerating the promotion of brand agriculture is conducive to better playing the guiding role of market demand, reducing low-end ineffective supply, increasing green and high-quality products, improving the agricultural ecological service function, better meeting the people's growing needs for a better life, and achieving a new balance between agricultural supply and demand at a higher level. Brand strengthening agriculture is an inevitable choice to enhance agricultural

competitiveness. Brand is the name card of the country, and national brand represents the economic strength, soft strength and core competitiveness of the country. At present, there are many agricultural brands in China, but they are miscellaneous and not bright. Accelerating the promotion of brand agriculture is conducive to improving the quality of China's agricultural industry, promoting the Chinese farming culture, establishing a good international image of China's agricultural products, improving the level of foreign cooperation and opening up, and enhancing the market appeal and influence of China's agriculture in global competition[30]. Brand strengthening agriculture is a powerful measure to increase farmers' income. Brand is the concentrated embodiment of reputation and credit, and a strong guarantee of product market recognition. Accelerating the promotion of brand agriculture is conducive to giving full play to the brand effect, further tapping and enhancing the value of the vast rural high-quality agricultural product resources, promoting thousands of small farmers to effectively connect with the ever-changing market, enhancing farmers' ability to expand the market and obtain profits, and sharing more brand premium income.

At present, it is time to develop brand agriculture. China's unique natural environment, planting and breeding methods and farming civilization have formed a rich variety of high-quality agricultural resources, which is a resource rich mine for brand agriculture. After the loss of the brand, the brand awareness in many places has also improved significantly. Hainan sets up a special fund of 100 million yuan for brand agricultural development every year; Jiangxi excavated a number of "tribute brands" and told stories about agricultural products paid tribute in previous dynasties; From the mayor and county head's live network promotion of agricultural products, to celebrity stars on the stage to speak for their hometown brands – the means of national agricultural brand exhibitions have also become more grounded [30].

The Ministry of Agriculture recently said that it will carry out the agricultural brand promotion action, continue to make efforts in improving brand building ability, communication and marketing ability, brand supervision and protection ability, scientifically plan brand development strategy, strengthen brand innovation and protection, and improve the brand social service system [31]. The horn has sounded from "eating agriculture" to brand agriculture. It is believed that the next 10 years will be a golden period for the development and expansion of Chinese agricultural brands, and more and more Chinese agricultural brands will come on the scene to show the power of Chinese agriculture to the world [30].

What does the government lead the construction of regional public brands?
How?

Task 1: Determine the industry

The principle is that there is a priority and a secondary, there is a priority, there is a light and there is a dark

In the process of building regional public brands, we found that many counties

and cities have many industries and have a certain industrial foundation. What should we do in the face of this situation?

At present, from the provincial, municipal to county level, many places have adopted the regional public brand model of creating a full range of products and regions. Objectively speaking, this brand model does have a major misunderstanding.

More haste, less speed. As a government, it must first sort out the status quo of the industry, identify the leading industry of regional economic development, find the root of the strategy, and only when the root is deep can it flourish and the bottom card of regional economic development be stable. Therefore, the construction of public brands in regional economic regions must adhere to the principle of "having the primary and secondary, having the first and then, and having the bright and dark".

There is a dominant industry and a subordinate industry

Among many industries, select the leading industry that can best represent the region, gather strength, give priority to construction according to the standards of public brands, and form the leading effect, halo effect and vertigo effect. Fulai Consulting believes that there are three standards for how to select leading industries [31].

Let's see if the industry can become the national leader, provincial leader or industry leader. Only when you become the boss can you have pricing power and discourse power. Whether we can become the leader depends not only on the size and future expansion of the industry, but also on the national competition pattern, even the global competition pattern.

Second, look at whether the industrial ecological conditions, variety quality have characteristics, and whether additional value can be made. Only by adding value can the local economy and farmers' income increase, thus ensuring the sustainable and sound development of the industry.

Third, see whether the industry conforms to the future development trend. For example, mulberry industry moves to the west, corn fresh food industry moves to the north, and pig industry moves to the north. Only by following the trend can we do great things. The trend is greater than the advantage. Standing at the tuyere, we can develop well along the wind and water.

Xixia County, Henan Province has three leading industries of "mushroom, fruit and medicine", but since the 1990s, the county has focused on the development of mushroom based edible mushrooms as the "No. 1 Project" to enrich the people, and has come from behind to become the "No. 1 County of Mushrooms"[32].

Ningxia Hui Autonomous Region focuses on wolfberry among many characteristic industries to build a wolfberry capital in China and become a model of good wolfberry in the world[33].

First come first, line up and develop in echelon

Resources are always limited. No amount of advantageous industries should go

hand in hand. They should be developed first and then in echelon. Otherwise, "everyone is not enough to eat, and everyone is not enough to feed".

The agriculture and animal husbandry conditions of Xing'an League are unique, and it is an important national green agricultural and livestock products export base. Xing'an League Administrative Office plans eight leading industries of "rice, vegetable, oil, sugar, pig, poultry, cattle and sheep". In terms of building regional public brands, it will cooperate with Fulai Consulting to give priority to building Xing'an League rice[34].

The strategy of promoting the big ecological strategy of Xing'an League through Xing'an League rice enables other industries, and also attracts the strategic cooperation of Yili Group. At the end of 2019, the Xing'an League · Yili Group Green Health Industry Innovation Demonstration Zone Project was officially signed, with a total investment of 30 billion yuan. It will carry out all-round and multi-level cooperation in high-end dairy products, high-end mineral water, high-end ranching and other fields, and form an economic contribution value of more than 180 billion yuan in the whole industry chain in the future, directly driving 60000 jobs. Pan Gang, leader of Inner Mongolia Autonomous Region and chairman of Yili Industrial Group, attended the signing ceremony [35].

There are both overt and covert, and clearly assume the mission

There are bright lines and dark lines in industrial development; Some are tree figures, and some are plates. The mission is clear, the goal is clear, do not interfere with each other, and blur the regional brand awareness.

Hengxian County, under the jurisdiction of Nanning, Guangxi, has a million people and numerous industries. Jasmine, sweet corn, twin mushrooms, kohlrabi and other industries can rank among the top in the country [36]. Which one should we focus on?

Through full demonstration, based on the millennium cultural gene of jasmine and the irreplaceable industrial advantages of Hengxian County, Fulai Consulting has formulated the strategic positioning of focusing on jasmine and building Hengxian County into an "ancient landscape Hengzhou, Oriental Jasmine City". Improve Hengxian's brand awareness and reputation through jasmine flowers, and then drive the overall development of other industries (hidden lines) and regional economy [36].

Task 2: Restructuring

The principle is "1+N", with clear priorities and integration of three industries

Restructuring is to restructure business types and weights based on the root of strategy. In this regard, Fulai Consulting proposed a very "1+N" model, that is, "1" core business and "N" key business, to connect the primary, secondary and tertiary industries and achieve integrated development [36].

Six of the world's ten jasmine flowers are produced in Hengxian. Hengxian jasmine flowers are the absolute "leader" in the country and even in the world, but this

"leader" is invisible, the brand does not appear, and the premium ability is not strong. There is still a lot of gap with world-class industries (such as Dutch tulips, Bulgarian roses) [37]. How to make Hengxian Jasmine come to the stage from behind the scenes?

We restructured the business of Hengxian Jasmine and formulated a very "1+9" business model. "1" is jasmine and strategic engine. With this "1", the following "9" is meaningful. Through standardization, branding and internationalization, Hengxian jasmine will be upgraded from the production center of scented tea raw materials to the world jasmine industry center, and leapfrog from ordinary raw materials to brand raw materials and factor brands.

"9" refers to nine industries. According to the whole industry chain thinking, taking Hengxian jasmine as the carrier, the industry clusters of jasmine tea, jasmine potted plants, jasmine food, jasmine tourism, jasmine daily chemicals, jasmine catering, jasmine medicine, jasmine sports, jasmine health care and other industries have been extended to maximize the industrial value of Hengxian jasmine [37].

Fulai Consulting has planned a "1+2+N" business model when serving public brands in the potato region of Ulanqab. "1" is the core business to strengthen seed potatoes. Ulanqab seed potatoes are supplied to 26 provinces and cities nationwide, and seed potatoes are the main business [37].

"2" refers to "two wings", making excellent fresh potato+refined potato. "N" refers to the processing of potato flour, starch and mash to develop healthy potato food based on the strategy of potato staple food. The "1+2+N" business plan of Ulanqab potato has realized the development of Ulanqab potato from high quantity to high quality, and consolidated the industrial position of high-quality characteristic potato [38].

Task 3: Excellent varieties

The principle is to cultivate self owned varieties based on regional genes

Variety first, quality second and brand third. For regional public brands of agricultural products, characteristic varieties are the starting point of market competition, the source of brand creation, and the core competitiveness.

When it comes to variety, the lesson of Beijing duck is worth warning

Cherry Valley Duck is a new breed of Cherry Valley duck introduced from Beijing by the British Cherry Valley Company and improved. With the advantages of "fast growth, low fat rate and high feed conversion rate", Cherry Valley Duck has become the world's best commercial duck. Even most of the ducks used in Beijing Roast Duck Shop are Cherry Valley ducks. The commercialization rate of the original Beijing ducks is very low due to the degradation of their varieties. Fortunately, Shouong Group and CITIC Group jointly spent 1.5 billion yuan to acquire Cherry Valley ducks in Britain, so that China does not have to pay hundreds of millions of yuan of patent fees for 2.55 billion ducks every year [39].

Wuchang rice is good, but not all Wuchang rice is so good. The best

representative of Wuchang rice is "Wuchang Daohuaxiang No. 2". Old man Chu Shijian talked about his oranges eloquently, but he said most about the variety and quality: if the product is not good, no matter how famous I am, consumers will not continue to buy it [40].

Ulanqab is the first potato virus-free seed potato experimental base in China. Its characteristic potato varieties have high dry matter content, 45 kinds of aromatic substances, and taste fragrant and sandy. It is the standard configuration for the first meal of Shenzhou spaceship astronauts. This is the "secret weapon" that has made Ulanqab the "Potato Capital of China" [41].

The pomelo is most famous in Rongxian Shatian pomelo. Although it has been introduced and cultivated in Guangdong, Fujian, Chongqing and other places, its taste is still good in Rongxian, the country of origin. It has a unique honey fragrance and no residue in the mouth. It is favored by consumers and becomes the king of pomelo [41].

Excellent varieties are the internal requirements of regional public brands.

The administrative office of Xing'an League, together with Yuan Longping, an academician of the CAE Member and the father of hybrid rice, established Yuan Longping rice academician workstation of Xing'an League to carry out the breeding of existing rice varieties and the research and development of high-quality and high-yield rice varieties, providing a strong "core" for the construction of Xing'an League's regional public brand of rice. Otherwise, the brand construction of Xing'an League rice will have no foundation [42].

Washington Apple leads the United States with a sales volume of 2.4 billion dollars every year. It is a world-renowned regional public brand. Its newly developed new variety, Cosmos Crispy, has red skin and yellow meat, and tastes crisp. The pulp has texture and high sweetness. The browning process after cutting is slow, and the taste and taste are not easy to change during storage. It will replace the old varieties of apples, such as Gala, Fuji, and Jinguo. This is its "trump card" to maintain its leading edge [43].

Excellent varieties should be considered from a strategic and long-term perspective.

Excellent varieties represent advanced productive forces. A truly successful regional public brand must rely on characteristic varieties and advantageous industries. If not, long-term strategic consideration and layout must be made.

Kiwi fruit in New Zealand is not native to New Zealand, but its varieties originate from China. After decades of optimization and improvement, its products and industries have grown from scratch, from existing to excellent, and have also cultivated new varieties that are not native to China – Jinguo and Hongguo. Now New Zealand Jiapei Kiwi has grown into the world's most famous fruit brand, which is worth learning from local governments and agricultural enterprises [44].

The best varieties are the places that take the most effort, and we must be

serious at this starting point.

Task 4: Improve quality

The principle is double blessing of technical management

What is the shortest short board of China's agriculture?

Some people say it is technology, scale or brand. Fulai Consulting believes that what China's agriculture lacks most is the organization and management of socialized mass production.

China's agriculture is too decentralized, lacking organization, difficult to standardize, and unstable in quality. There is a serious contradiction between small production and large consumption markets scattered by one household and the highly developed modern business environment. The degree to which this contradiction is resolved determines, in a sense, the degree of agricultural modernization.

Only through the support of technology and management, build a standardized system and realize the standardization of agricultural products, can the quality improvement be guaranteed; At the same time, by improving the quality, we can force the industry to upgrade and ensure that the industry goes further.

When building the brand of Pu'er tea, Pu'er City made great efforts to build the famous Pu'er tea brand and launched the establishment of Jingmaishan Enterprise Integrity Alliance. The Alliance has implemented the enterprise standards of the Alliance that are higher than the national standards. The number of pesticide residue projects of products has increased from 33 to 104, and they are required not to be detected. The number of pollutant limit projects has increased from 2 to 8 [45].

The brand is managed. Since then, for the first time, Pu'er tea from Jingmai Mountain has been standardized, marked, monitored, tested, identifiable, searchable, traceable, and trustworthy, allowing consumers to consume high-quality Jingmai Mountain ancient tea forest Pu'er tea for the first time [45].

Behind the quality is the level of science and technology, organization and management. Many of the basic work of the industrial end can not be done by enterprises, and the government can only play a leading role in special needs, otherwise improving quality will easily become an empty talk.

Task 5: Create a brand

The principle is culture enrichment and market first

The brand concept of agricultural products of many people still stays in planting and breeding thinking, product thinking and advertising design thinking. Brands are generally lack of soul, hard to get into the heart, easy to lead to waste of people, money and materials, and ineffective advertising communication.

The building of regional public brands faces not only ordinary consumers, but also industries, media, enterprises, Internet platforms and BTB customers. Therefore, they should have their own unique logic.

Cultural assets are the "enrichment place" of the soul of regional public brands

[46].

Where does the soul of regional public brand come from? Fulai Consulting believes that culture is the "enrichment place" and important "source" of the soul of regional public brands. Culture is often classical and permanent, containing rich value information [37].

Take Rongxian Shatianyou as an example. What is its brand soul? After in-depth study of the industrial and cultural history of Shatian pomelo, we found that Rongxian is the "ancestor" of Shatian pomelo. There are historical data as evidence: in the forty second year of Qianlong's reign in the Qing Dynasty (1777 AD), Emperor Qianlong toured the south of the Yangtze River. Xia Jigang, an official, presented the honey pomelo produced in Shatian Village, Rongxian County, to the emperor. Qian Long praised it repeatedly and gave it the name "Shatian pomelo". Since then, Rongxian Shatian pomelo has been listed as a tribute [47].

Obviously, the "authentic birthplace" has become the brand soul of Rongxian Shatian Pomelo. The brand password, Shatian Pomelo of Emperor Qianlong, directly grafted the public historical and cultural assets carried by Emperor Qianlong, enabling the brand with historical culture [48].

It should be noted that culture is an important source, but not the only one. Regional public brand planning also requires the top-level design of strategic brands with external thinking and market thinking.

Sanjiang County, Liuzhou City is a Dong Autonomous County with rich and colorful national culture, architectural culture and tea drinking culture. However, Fulai Consulting bravely jumped out of the simple cultural thinking and internal thinking when consulting regional public brands for Sanjiang tea. From the perspective of industrial competition and user value, from the unique advantage of Sanjiang tea coming into the market earlier than ordinary tea (it can be drunk before the Spring Festival), it has endowed the brand soul of "early spring tea", It is directly embedded in the name of the regional public brand. The category is branded and the brand is classified. The "eternal value" based on location and ecology is established, which opens up a brand highway for high-quality development of Sanjiang tea in a new era [48].

Geographical indication is a kind of authentication, and trademark law protection is the real protection

After the regional public brand design is determined, the first task is to register the certification trademark or collective trademark of the name and logo combination, which is the primary task.

Many people mistook geographical indications as registered trademarks, resulting in a large number of regional public brands being snapped up and unregistered. For example, Chenji Yam and Baishui Apple were registered as ordinary trademarks by private enterprises and privatized. Such a regional public brand has great hidden

dangers [49].

Task 6: Build a platform

The principle is that the government sets up the stage and enterprises play the role.

Building a platform refers to focusing on regional leading industries under the leadership of local governments to provide good political and business environment and service platform for enterprises and farmers.

The government sets up the stage and the enterprise plays the role.

The integration and allocation of internal and external resources should focus on "root and soul", which is the king of regional public brand management.

Focusing on the strategic goal of "high-quality special facility vegetables", Shouguang City has built six platforms of science and technology, standards, supervision, talents, sales and funds to form Shouguang's vegetable smart agriculture system, and successfully established the "National Vegetable Quality Standard Center" [50].

Jiangsu Xuyi is the hometown of crawfish and the pioneer of crawfish food culture. Qianjiang, Hubei is also a major crawfish producing area, with a larger scale than Xuyi. They all need to build platforms, but their strategic goals and objectives are different [50].

Xuyi built a platform to solve the problem of crawfish's high-quality development. Therefore, it cooperated with the Chinese Academy of Fishery Sciences to build a variety advantage of "three white and two more", build a "white and rich" crawfish, and support high-quality development; Qianjiang, Hubei Province, is also the hometown of crayfish. Its platform focuses on the strategy of continuing to expand the industrial scale and winning by volume [50].

Focus on leading industries and build six platforms under the leadership of the government.

Science and technology platform: determination, research and development, application, certification and protection of high-quality varieties; Research and development of deeply processed products (raw materials); Cooperation of scientific research institutions; Introduction of scientific and technological talents; Establishment and application of scientific research center; Technical training, etc.

Standard platform: establish product quality standards, traceability system, regulatory system and agricultural big data to ensure the stability of product quality.

Supervision platform: with the authority and credibility of the government, do a good job in supervision. We should not only guard the geographical boundary, but also the quality boundary. The brand authorization mark can only be used if it meets the specified scope of geographical indication products and the unified standards of "species, management, collection, processing".

Sales platform: integrate and build sales service chains such as testing, trading,

e-commerce (live broadcast), cold chain and logistics, and organize city promotion conferences, agricultural and industry exhibitions; At the same time, there are policies and support for the construction of new retail, franchise stores, wholesale, tourist areas, airport stores and other sales channels; Joint ventures can be established where conditions permit.

Communication platform: build a unified regional public brand communication and promotion platform to drive and enable enterprise brands and product brands.

Financial platform: Cooperate with financial institutions to provide financing, guarantee, credit and other financial services for new business entities. If conditions permit, special industrial development funds can be established to support public utilities, brand planning, communication and promotion, channel construction, etc.

Government led, but also learn to rely on third-party platforms. For example, the Shennong Cooperation Organization, composed of excellent agricultural service institutions such as policy research, industrial planning, industry associations, science and technology, standards, brand strategy consulting, creative design, channel networks, media communication, investment, aims to create a regional or national famous film brand with strong competitiveness.

Task 7: Set up a dragon head

The principle is to combine three forces and establish a consortium

To establish a leading enterprise is to establish a consortium enterprise. The government cannot replace the market operation of enterprises. Enterprises must play a leading role in the market, and form a consortium enterprise, leading industry and representative category under the leadership or support of the government to solve the problem that consumers do not know who to choose.

The establishment of the consortium should adhere to the principle of "government led, social participation and team participation". It can be a private enterprise, such as Zhongjing Food, a state-owned enterprise, such as Luoyang Agricultural Development Group, or a mixed ownership enterprise, such as Fuling Pickle Group [51].

In order to promote rural revitalization, agricultural investment and the development of modern agriculture, Luoyang Municipal Government launched the establishment of Luoyang Agricultural Development Investment Group Co., Ltd. in November 2018, undertaking the task of building Luoyang agricultural service platform and regional public brand of agricultural products, and jointly established a company with Yichuan County Government to promote Yichuan millet brand construction and high-quality industrial development.

Task 8: Guide farmers to use new media to spread brands

In 2020, No. 1 central document of the Central Committee once again emphasized the need to build a number of characteristic product brands of "local" and "township" brands. Many local leaders have also become the protagonists in the short

videos of agricultural products, and have been the spokesmen for the regional brand promotion of agricultural products in the region. It can be seen that this new model of brand building of agricultural products is increasingly recognized by departments at all levels, the positive role of new media such as short videos in supporting regional brand building has also been fully recognized, and the support in policy, financial support, publicity and other aspects is also being strengthened. Using Tiktok short videos to build regional agricultural product brands is an urgent need for Rural Revitalization and an important measure for the country to develop "Internet + agriculture". According to the statistical data released by AI media consulting, the number of Chinese short video users will reach 809 million in 2021, and 70.9% of Chinese short video users have used Tiktok [52]. It is precisely because of the rapid development of this new media that the information exchange between urban and rural agricultural products has reached an unprecedented height. Through the operation in recent years, Tiktok short video has successfully brought a number of agricultural products, such as Huanong brothers bamboo mice; A series of famous agricultural product brands have emerged, such as Taining Taste; A number of government leaders of agricultural products, such as the head of Anhua County, who sells black tea, were shown. However, it is also difficult to rely on Tiktok to promote the regional brand construction of agricultural products, especially in some remote and underdeveloped areas. Due to the restrictions of technology, concepts and regions, many regions, enterprises and agricultural people are still in the initial stage of using the Internet to promote agricultural products, which brings many difficulties to the development mode of "Tiktok + brand agriculture" and hinders the cross regional development of agricultural brands. As a result of regional economic development, how to make full use of short videos to shape, promote and develop regional agricultural product brands is a problem worth exploring.

The increasingly perfect information transparency mechanism of the government makes the short video of agricultural product regional brand building have extensive mass foundation. The biggest feature of short video shaping regional brand is the unprecedented increase in the activity of social public participation. First, the interaction of short video communication is enhanced. Short videos display agricultural products dynamically through sound, pictures, words, etc. The audience can understand the relevant information of agricultural products in a three-dimensional way, and can deeply understand the agricultural products they are interested in in the form of timely communication, such as likes, forwarding, comments, ratings, etc., which has attracted extensive participation of governments, enterprises, agricultural producers, and agricultural products buyers. Secondly, the government implements sunshine government affairs and continuously releases authoritative information to the public, prompting the general public to gradually pay attention to all kinds of information. On the other hand, the government has promoted agricultural products in short videos of

agricultural products for many times, which has further enhanced the authority of short videos. The benign interaction between the government and the public has made regional brand promotion of agricultural products have a broad mass base.

In the regional brand building of agricultural products, short video communication is still in the flow dividend period. Although the number of Tiktok short video users will reach 890 million in 2021, its application in the field of agricultural products is in a backward position. Compared with other industries, agricultural producers' ability to use Tiktok short videos for transmission is slightly lower than that of other industries. Although the spread of short videos in other industries has reached the peak of the traffic dividend, agricultural producers have lagged behind in their response to the use of Tiktok short videos, and the number and quality of videos created are far lower than those in other industries. The richness and creativity of short videos are lower than the average level of short videos. Therefore, there is still much to be done in the use of Tiktok short videos in regional brand communication of agricultural products, which is still in the initial stage of the traffic dividend period. In the process of using Tiktok short videos to build regional brands of agricultural products, it is still impossible to package the characteristics of agricultural products and economic and cultural advantages of the region into regional brands for external communication. Especially for less developed areas, low-cost Tiktok short video communication should become the main mode of communication for regional brand building of agricultural products in the future [53].

Taking Yunfu rice regional brand construction as an example, the government has many problems at present. The government is seriously absent from the rice brand Tiktok short video communication matrix. The regional brand communication matrix of agricultural products is also composed of multiple communication subjects. Different communication subjects have different content positioning and communication focus. Different subjects cooperate with each other to achieve the most effective communication coverage of the same content. Conversely, the audience of Tiktok short videos also has a preference for content selection. They will choose the account they are most interested in to pay attention to. They gather in different communication types. According to the data of the analysis of the propagation characteristics of the rice Tiktok account in Table 1, the government accounts for only 3.4%, and the number of videos released by the government only accounts for 17%. Among the 47 excellent communication cases, the government only accounts for 5. The number of government Tiktok accounts, the number of videos released, and the number of outstanding accounts are far lower than those of enterprise accounts. Therefore, the government is seriously absent in the short video communication matrix of rice Tiktok, plays a very small role in the field of rice brand building Tiktok, and the effect of videos released by government accounts is not satisfactory[54].

The content of Tiktok short video of rice focuses on products and lacks a

regional perspective. The regional brand of agricultural products is a brand with great influence in this geographical area. It generally takes regional specialties as the carrier of the regional brand of agricultural products and is generally named with "regional name + agricultural product variety". The regional brand of agricultural products will undertake the brand premium, agricultural value-added, regional cooperation and trans regional marketing of agricultural products in the future. In the regional agricultural product brand construction, the unique geographical and natural environment and the unique local humanistic and social background are the characteristics that distinguish the agricultural product from other agricultural products. It is necessary to form a direct correspondence between the region and the product in people's minds. Among the videos released by various types of Tiktok accounts, the total number of videos that have spread rice regional brands does not exceed 10 %; From the video content, there is no one among the numerous accounts that mainly focuses on building rice regional brands; From the perspective of picture scenes, only 17 % of the videos showing rice production scenes involve the production area environment slightly [55]. It can be seen that the Tiktok short video focuses on the rice product itself and lacks obvious display of the regional nature of the rice product. If you only focus on the product and do not involve the regional characteristics, it is difficult to form an intuitive image of a regional brand of agricultural products, which cannot make the audience resonate with the agricultural products in a short time.

The government is lagging behind in the new media communication of the rice brand Tiktok short video and is in a disadvantaged position. In the traditional media matrix such as TV and newspapers, the government is in an absolute dominant position and has the right to communicate. However, in the matrix of new media such as Tiktok short videos, the public are all speakers, all are we media, and all enjoy the same status of gaining fans. In addition, these unofficial subjects are more free and flexible than the government subjects, and the government subjects need to consider many factors in their voice. They are more cautious in their voice, slow in responding to the emergence of new media such as Tiktok short video, and have a more rigorous attitude in using new media. These have caused the government body to lose the initiative in the new media matrix of Tiktok short video and temporarily be in a disadvantaged position.

The government's supervision of Tiktok short video new media, a regional brand of rice, is more difficult than ever. Tiktok short video new media is a double-edged sword. Its interactivity, freedom, intuition and other characteristics enable it to rapidly accumulate a lot of traffic, but these characteristics also bring about the crisis of uncontrolled communication. The publicity of rice regional brand makes it possible for all subjects in the region to use the brand together, which brings unprecedented difficulties to government monitoring. First of all, it is difficult to effectively supervise Tiktok video content. For their own interests, many Tiktok subjects confuse the fake

with the real in Tiktok videos, and some even tarnish the regional brand and destroy the regional brand image. However, it is difficult for the government to regulate the specific content of video. Secondly, the new media of Tiktok short video belongs to the new media power, and the state lacks the formulation of communication standard documents. The most prominent problem is that it is difficult to determine the identity of Tiktok account subjects, and the rewards and punishments are not clear. Even if it is found that regional brands are infringed in Tiktok videos, it is difficult for the government to supervise them offline.

"To solve the problem of agriculture, rural areas and farmers, it is essential to deepen reform, give agriculture the wings of science and technology, and accelerate the construction of a technical system that meets the requirements of the development of high-yield, high-quality, efficient, ecological and safe agriculture." As a new technology and new business form, short video and live broadcast have injected new development ideas and momentum into the development of traditional agriculture. At the same time, we need to see the practical problems in the development of short video and live broadcast. In accordance with the spirit of the No. 1 central document of the Central Committee in 2022, policy support and specifications should be strengthened in the future to "promote the healthy development of live broadcasting and delivery of agricultural and sideline products" [56].

Strengthen the summary and promotion of models. From the perspective of industrial development practice, short video and live broadcast accounts that have achieved good social and economic benefits generally have the common characteristics of capable people driving, regional linkage, emotional promotion, brand empowerment, and integrated development, giving play to the innovation demonstration effect, entrepreneurship and employment effect, and the chain extension and reinforcement effect. The sound development of short video and live broadcast with goods requires a group of "new farmers" who care about and love agriculture, rural areas and farmers. They need to base themselves on the region, link with the region, and drive the region. They need to connect with national strategies such as rural revitalization, healthy China, common prosperity, and cultural power. They need to pay special attention to brand building and maintenance, and need to emphasize industrial integration and development and the common development of the main body.

Increase policy support for the short video and live broadcast industries in agriculture, rural areas and farmers. The short video and live broadcast industry is in a booming stage, and has achieved positive results in promoting high-quality agricultural development. In particular, the short video and live broadcast industries introduced and retained a number of "new farmers", promoted the development of rural related industries, promoted the inheritance and development of rural culture, and presented an endogenous development picture of rural revitalization. In the face of the vigorous development trend and remarkable achievements of the short video and live broadcast

industry, it is suggested to take more active guidance measures to support the sustainable development of the short video and live broadcast industry in agriculture, rural areas and farmers. Focus on increasing support for short video and live broadcast of "new farmers", refer to relevant support policies for new agricultural business entities, and give priority to supporting rural e-commerce, digital villages, rural labor training, brand creation, agricultural product quality and safety construction and other projects.

Government will promote the standardized and healthy development of the short video and live broadcast industries in agriculture, rural areas and farmers. The short video and live broadcast industry is still an emerging industry in general, and the whole industry is still in the stage of exploration and improvement. It is suggested that, according to the e-commerce law and other relevant legal requirements, on the basis of the national short video industry norms, the platform companies strengthen the construction of content and e-commerce ecological system, and in combination with the actual situation of short video and live broadcast on agriculture, rural areas, we should formulate special institutional norms in the aspects of agricultural product quality and safety, video content production, and establish a diversified governance mechanism under the joint management of the government, industry associations, We Media, short video platforms and other relevant subjects, Promote the sustainable development of the industry.

CONCLUSION

This master's thesis focuses on territorial branding as a way of developing and highlighting a territory.

In the course of this work, the objectives of territorial branding and its main features were identified. The comparison of territory and product brands helped to determine which aspects of territorial development are worth paying attention to when setting goals. An important part of the work was to study and systematize the stages in the approach to territorial brand development. The description of the possible target audiences and the influence of various factors on their consumer preferences gave an understanding of who the territorial brands are aimed at and the main features in the approaches to attracting target groups. The rationale for the importance of conducting a variety of research proved that it is impossible to develop a quality strategy without understanding the current situation, the population's views and the desired target audiences. Proving the importance of developing high quality visual identifiers and the right choice of brand distribution channel helped to understand the role of visual attributes in the branding communication process and the options available for their distribution. Also, all the above-mentioned stages of territorial branding provided a platform for analyzing the existing cases of Russian regional branding practice. The prerequisites of this phenomenon and the relationship between the image of the territory and the territory brand, the options of their interaction and their influence on each other were described. An important part of the work was to describe the differences between the marketing of territories and territory branding as development strategies, because, despite their similarity, they work with different tools. At the end of the first chapter, examples from the world practice of territory branding were given to prove the first part of the hypothesis and to confirm that with the right strategy, the territorial brand can effectively influence the development of the territory, whether it is a city, region or country.

The second chapter of the master's thesis presents the results of the analysis of domestic and foreign experience in the development of regional clothing brands. The most famous foreign clothing brands, as well as famous Chinese clothing brands are presented. Significant differences in the experience of the development of regional clothing brands in China and abroad were identified. As the study showed, Chinese regional clothing brands are not well known abroad, also because of the little experience of their operation in the market. Thus, there are prospects for the development of Chinese clothing brands.

The second chapter also presents Key results of the analysis of domestic and foreign experience in the promotion of regional clothing brands.

In chapter 3 of the master's thesis the author pays attention to regional

agricultural brands, because the production of agricultural products is important both for China and other countries of the world.

The author has studied existing problems of regional agricultural product brands in China. In the third chapter of his master's thesis, the author also presented measures the Chinese government should take to establish regional brands of high-quality agricultural products.

Thus, in the master's thesis the author touched upon the problems of development of clothing brands and agricultural products. In our opinion, the prospects for the development of regional brands of agricultural products are better than clothing brands.

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