

中国新能源汽车产业国际化发展问题研究——以比亚迪为例

摘 要

当今人类发展所面临的三大挑战有：能源安全、环境污染、气候恶化。随着问题日益严峻，新兴的绿色能源成为人类未来发展的方向，而新能源汽车产业正是其中的重要一环。新能源汽车产业不仅符合绿色发展的理念要求，也有利于形成新的汽车竞争优势，同时关系世界汽车产业新的布局。如今，各大汽车企业纷纷加入新能源汽车产业的竞争当中。因此，中国新能源汽车产业国际竞争力的强弱也成为我国能否在汽车行业持续发展的关键。经过我国政府的大力支持、各汽车企业持续不断的努力，我国在 2015 年全球新能源汽车销售排名中脱颖而出。其中，中国新能源汽车的龙头企业——比亚迪，起着至关重要的作用。

本文首先结合宏观经济环境、发展现状和国际竞争力指数对中国新能源汽车产业发展现状及竞争力展开讨论，随后以比亚迪为例，分析其新能源汽车产业的国际竞争力和国际发展战略，在此基础之上，从国家政策、行业、企业三个层面，对比亚迪新能源汽车产业国际竞争力客观评价，提出对策建议。

关键词：新能源汽车；国际竞争力；比亚迪

Abstract

The three major challenges facing human development today are energy security, environmental pollution and climate change. With the increasingly serious problems, the emerging green energy has become the future direction of human development, and the new energy automobile industry is an important part of it. The new energy automobile industry is not only in line with the concept of green development, but also conducive to the formation of new automotive competitive advantages, and related to the new layout of the world's automobile industry. Nowadays, each big automobile enterprise joins the competition of new energy automobile industry in succession. Therefore, the international competitiveness of China's new energy automobile industry has become the key to China's sustainable development in the automotive industry. Thanks to the strong support of the Chinese government and the continuous efforts of various auto companies, China stood out in the global sales ranking of new energy vehicles in 2015. Among them, China's leading new energy car enterprises - Byd, plays a crucial role.

This paper combined with the macroeconomic environment, development and international competitiveness index for China's new energy automobile industry development present situation and discusses the competitiveness, Byd, for example, then analyzes the new energy automobile industry's international competitiveness and international development strategy, on this basis, from three aspects: national policy, industry, enterprise, objective evaluation of Byd new energy automotive industry international competitiveness, put forward countermeasures and Suggestions.

Key words: New energy vehicles; International competitiveness; Byd

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