



Shinan · Qingdao · China

*A Modern District Full of  
Fashion and Happiness*

# SHINAN

QINGDAO · CHINA

# INVESTMENT GUIDE

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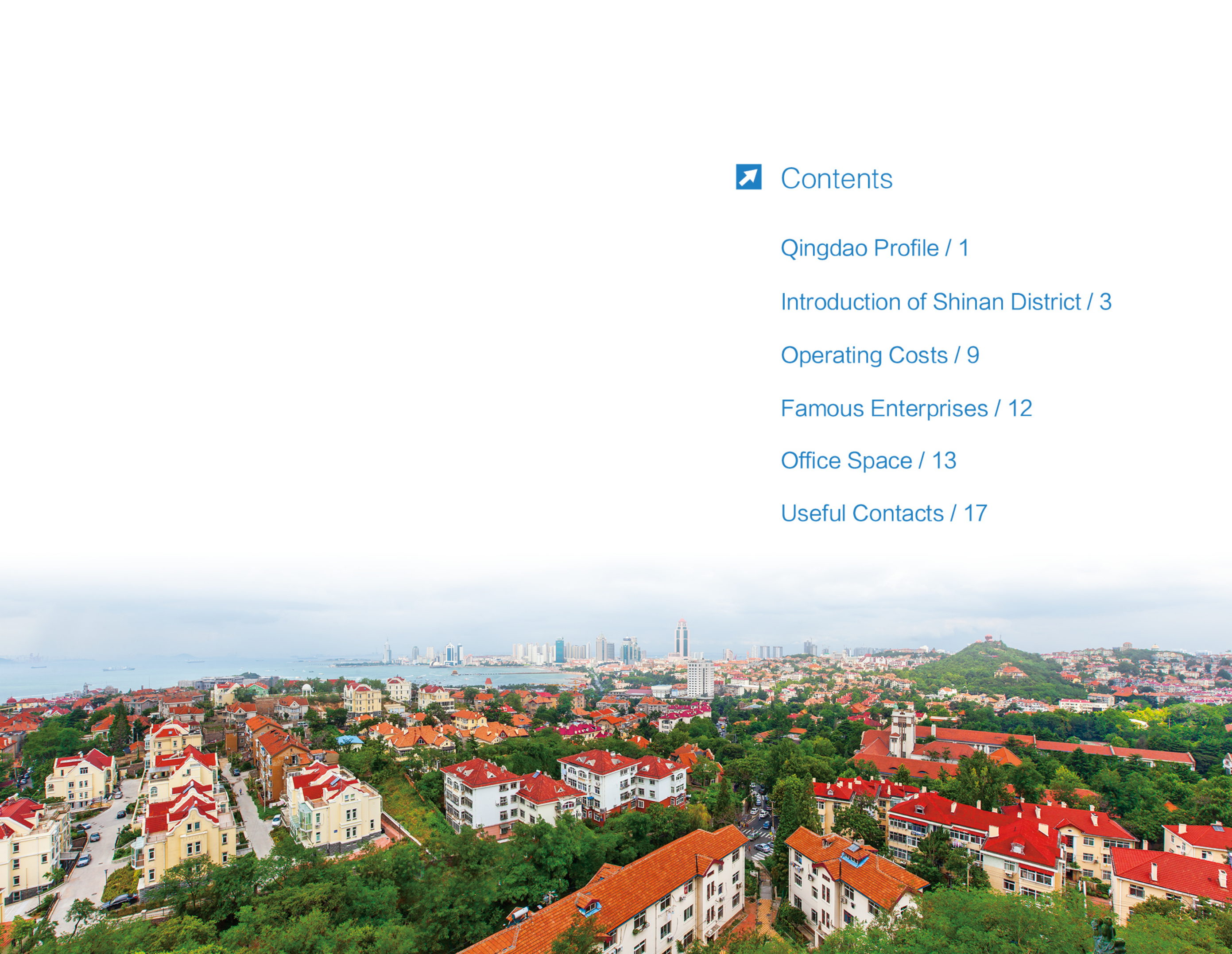


QINGDAO

SHINAN

*Welcome  
to  
Shinan*





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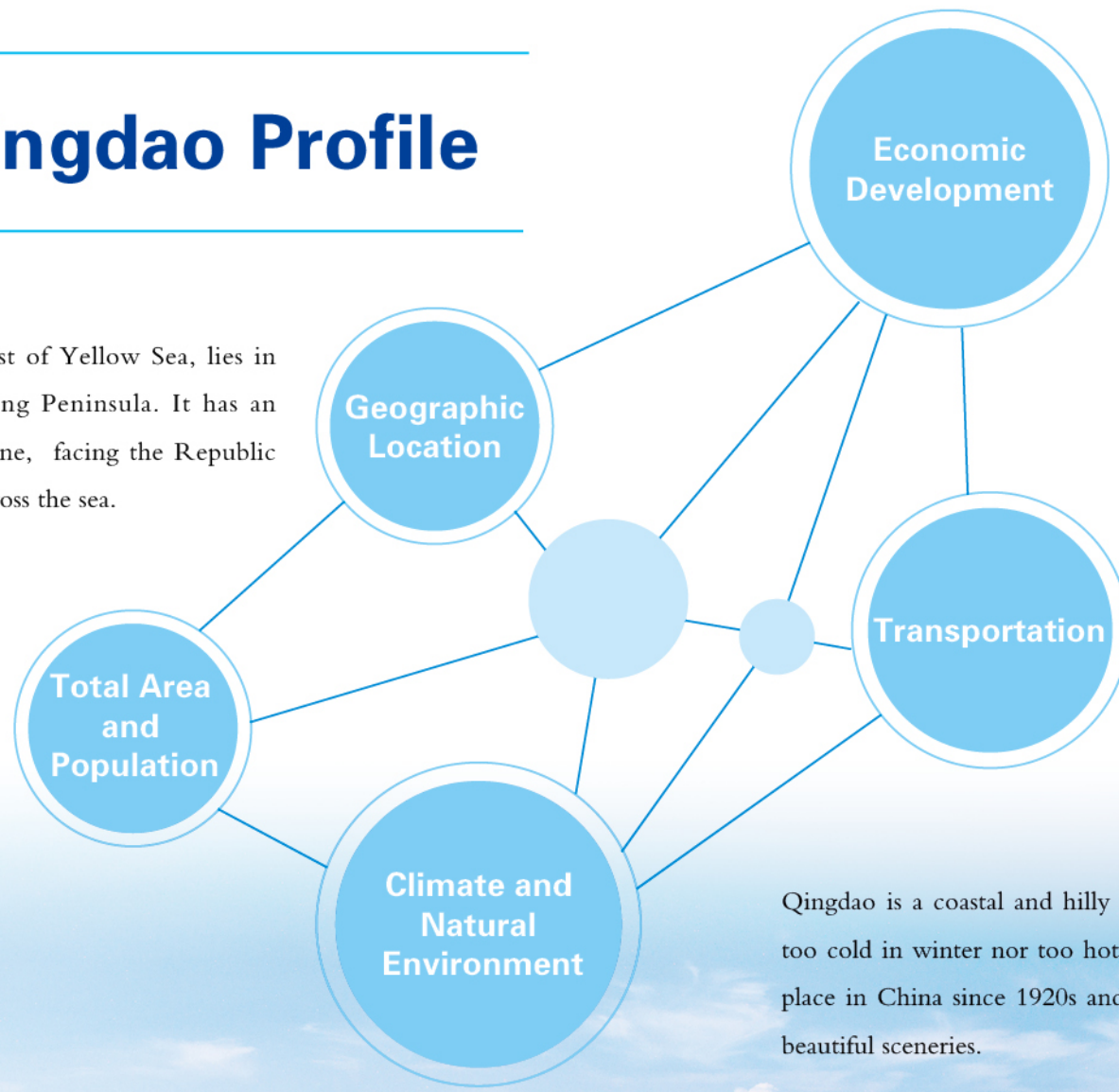
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# Qingdao Profile

Qingdao, on the coast of Yellow Sea, lies in the south of Shandong Peninsula. It has an 817-kilometer coastline, facing the Republic of Korea and Japan across the sea.

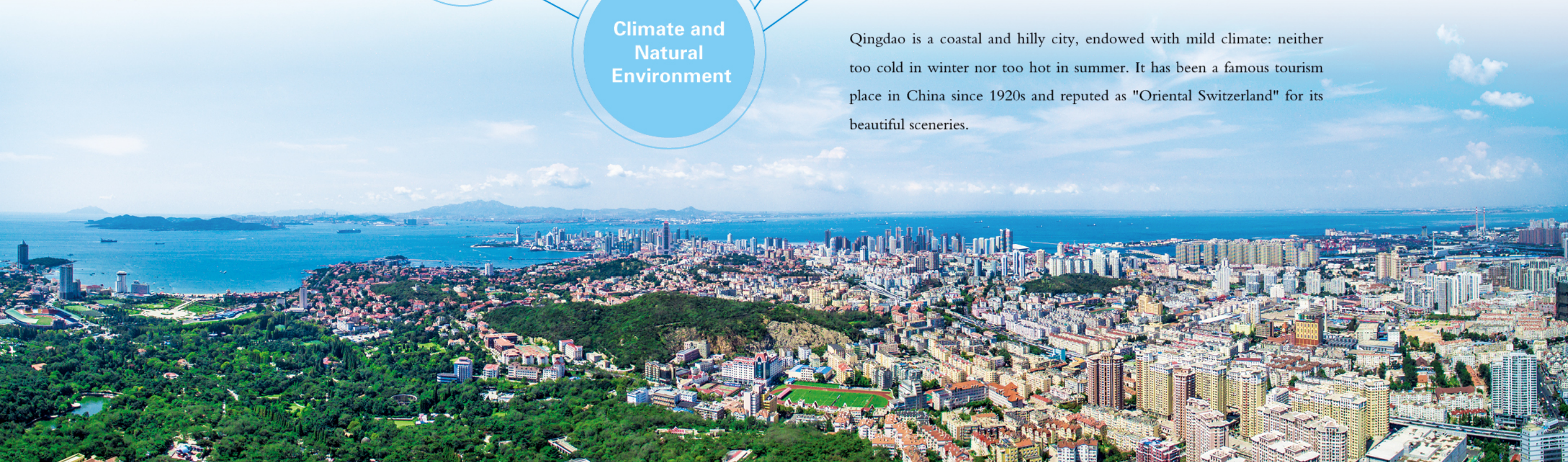
Qingdao has seven districts and three county-level cities, with a total area of 11,282 km<sup>2</sup> and a resident population of 9.29 million.



Qingdao is one of china's five main port cities and the regional economic center of china's eastern coastal area. In 2017, its regional GDP totaled 1,103.7 billion Yuan, representing a year-on-year increase of 7.5%. It is the host city of 2008 Olympic/ Paralympic sailing regatta, 2014 APEC MRT/SOM2, 2014 World Horticultural Exhibitions and Civil Society 20 China 2016.

Qingdao International Airport has opened 157 domestic routes, 29 international and regional routes. It is connected to 81 domestic cities, 25 international and regional cities. The number of intercontinental direct routes has reached 8, achieving direct flights to Europe, America and Australia.

Qingdao is a coastal and hilly city, endowed with mild climate: neither too cold in winter nor too hot in summer. It has been a famous tourism place in China since 1920s and reputed as "Oriental Switzerland" for its beautiful sceneries.



# Introduction of Shinan District

Shinan district, located in the coastal area of southern Qingdao, has a total area of 30.01 square kilometers and permanent resident population of 585,000. In 2017, its GDP reached 109.5 billion Yuan, with an increase of 7.1%. It has been the core of Qingdao's politics, culture, economy, and tourism.

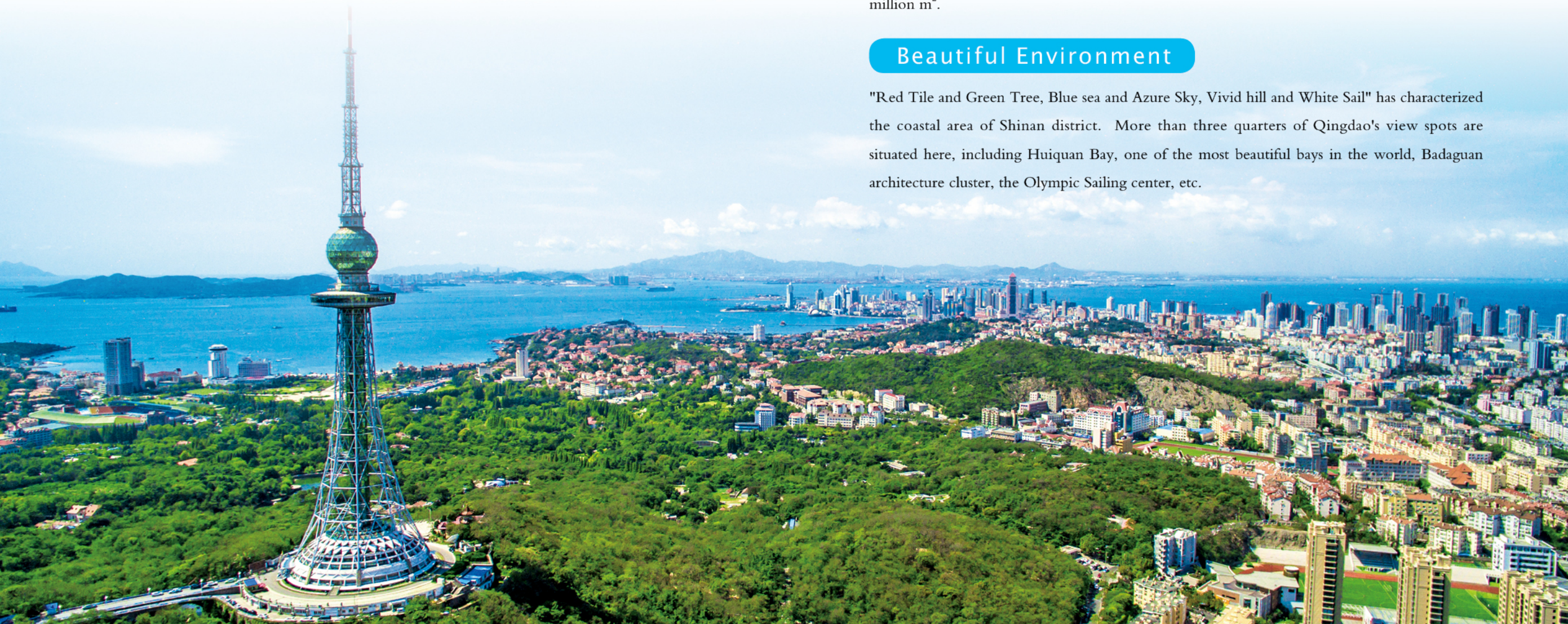


## Excellent Infrastructure

Shinan district has formed transportation networks of roads, ports, airlines and railways. From Shinan district, you can reach any district or satellite city of Qingdao within 1 hour, and any city of Shandong peninsula within 3 hours. The Subway Line 3 and Line 2 are in full operation. There are 129 office buildings, each one over 10,000 m<sup>2</sup>, and their total area has reached 5 million m<sup>2</sup>.

## Beautiful Environment

"Red Tile and Green Tree, Blue sea and Azure Sky, Vivid hill and White Sail" has characterized the coastal area of Shinan district. More than three quarters of Qingdao's view spots are situated here, including Huiquan Bay, one of the most beautiful bays in the world, Badaguan architecture cluster, the Olympic Sailing center, etc.





### Financial Center

Shinan has 158 financial institutions including banks, securities' firms, futures and insurance companies, of which 31 are foreign-invested. It is the most financial-institution-concentrated urban area in Shandong province.

### Ocean-research Center

Shinan has 6 national ocean-research institutions including "The Institute of Oceanology, Chinese Academy of Sciences"; 4 national ocean-engineering-research centers; 13 academicians of the Chinese Academy of Sciences and Chinese Academy of Engineering; and 15 "Innovative Entrepreneurs" named by Ministry of Science and Technology.

### Headquarters' Center

The number of big companies' headquarters total 121, accounting for 34.2% in Qingdao. There are 50 Fortune 500 companies, such as Shell, Maersk, Aeon etc. And some Qingdao famous companies' global headquarters are located here as well, like Tsingdao Beer, Hisense, Double Star, etc.

### Intermediary Center

Shinan has more than 5,000 intermediary companies, including world-famous accounting firms – PWC, KPMG and EY; real estate agents – JLL and DTZ; and law firms – DUAN & DUAN, YINGKE, etc.



### Fashion-Consumption Center

The Hisense Plaza, Mix City and other shopping malls have attracted hundreds of world famous brands. Shinan district has been approved by Ministry of Commerce as one of the four trial areas for concentrated brands consumption in China.



### Shipping-Service Center

Shinan district is an important service center of international shipping with 4,217 logistic companies, including over 50 regional headquarters of international companies, like COSCO Shipping, MSC, etc.

### Culture-Creation Center

Shinan has many famous industry parks including Qingdao Software Park, Qingdao International Animation & Game Industry Park, Creation 100 Culture Industry Park, 1388 Culture Streets. It has 3,510 cultural and creative enterprises.



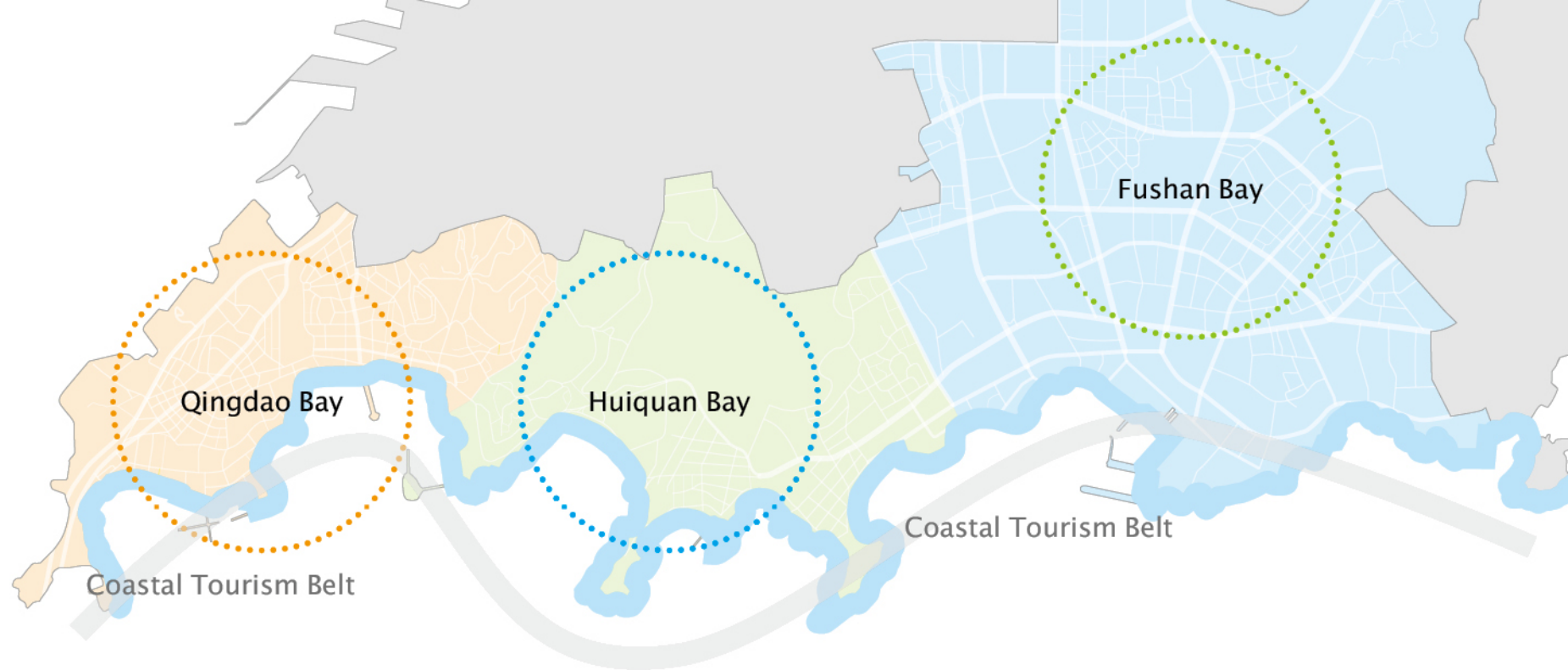


“  
**Future  
Plan**  
”

Fushan Bay

Huiquan Bay

Qingdao Bay



Qingdao Bay

Huiquan Bay

Fushan Bay

Coastal Tourism Belt

Coastal Tourism Belt

By tapping the potential of Fushan bay, Huiquan bay and Qingdao Bay, and integrating the industry development with the space and resource along the coastline, Shinan district is constructing an international urban area linked by culture and characterized by financial commerce and fashionable consumption.—“Three bays and one belt, Developing interactively, Benefiting mutually, Flourishing together”.

• **Fushan Bay** •

Fushan Bay is becoming a heart of international trade and fashionable consumption by taking advantage of administrative center, advancing the construction of office-building, improving the facilities and environment, and developing the industry of headquarters economy, finance, international commerce, and fashionable consumption.

• **Huiquan Bay** •

Huiquan Bay will become a leisure area of urban center through protecting traditional architecture, exploiting cultural resources, and developing the industry of film and teleplay production, tourism and health.

• **Qingdao Bay** •

Through inheriting historical culture, and importing new fashion, culture, creation, and commerce, Qingdao Bay is renovating its old area and will become a new engine of Shinan's development and a modern place combined with historical streets.





# Operating Costs

## RENT

STOREFRONT East Area	1 <sup>st</sup> Floor	2 <sup>nd</sup> Floor	3 <sup>rd</sup> Floor
	350	245	175
STOREFRONT West Area	1 <sup>st</sup> Floor	2 <sup>nd</sup> Floor	3 <sup>rd</sup> Floor
	150	105	75
OFFICE	Class A	Class B	Others
	120-180	90-120	60-90
OFFICE PRICE for sale	26,000 - 39,000 (CNY/ Square metre)		

( Average price, CNY/m<sup>2</sup>/Month)

## TAX

Income Tax		
Basic Rate	Preferential Rate	
25%	Small sized enterprises	20%
	High technical enterprises	15%
VAT		
Basic Rate	17%	
Low Rate (agriculture, media, energy service...)	13%	
Modern Services	General Taxpayer	Small sized Taxpayer
Transportation	11%	3%
R&D Service	6%	3%
IT Service	6%	3%
Cultural Creation Service	6%	3%
Logistics Assistance Service	6%	3%
Certification and Consulting Service	6%	3%
Tangible Assets Rental Service	17%	3%



SALARY



Minimum Standard Salary (CNY)	Monthly (CNY)	Hourly (CNY)	
		1810	18.1
Social Insurance (the percentage based on employee's monthly salary index)	Company Share	Employee Share	
	Endowment	18%	8%
	Medicare	8.8%	2%
	Unemployment	0.7%	0.3%
	Work-related injury	0.1% ~ 0.95%	0
Maternity	1.5%	0	
Public Housing Fund (the percentage based on employee's monthly salary index)	5%–20%	5%–20%	

ENERGY

Water	Electricity	Gas	Heat
3.35–6.55 CNY/stere	appx. 0.9 CNY/KW	3.6 CNY/stere	33.06 CNY/m <sup>2</sup>

# Famous Enterprises



# Office Space

## Key Industrial Parks

## First-class Office Buildings



Qingdao Software Park



Qingdao International Animation & Game Industrial Park



China(Qingdao) New Media Development Zone



Cosco Mansion



China Resources Mansion



Farglory Mansion



CRCC Qingdao Centre



Yin Hai Technology Mansion



HNA Centre

Buildings under construction



Haitian Centre



Film & Television Centre



Qingdao Bay Plaza

Projects in planning



CMG Qingdao Centre



Greentown Blue Plaza

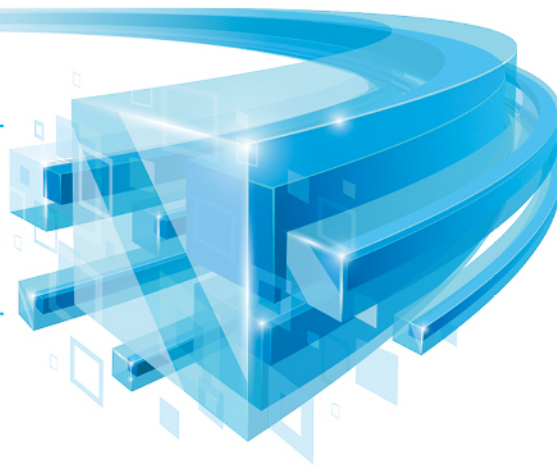


Q1 Fortune Centre



Lushang Centre

# Useful Contacts



## Authorities



### Qingdao Administrative Service Center

📍 17 Xianggang Middle Rd  
☎ 85916555

### Qingdao Overseas Investment Service Center

📍 1-B Fuzhou Rd (North)  
☎ 83096622

### Shinan Administrative Service Center

📍 286 Ningxia Rd  
☎ 88729532

### Shinan Market Supervision Administration

📍 29 Nanjing Rd  
☎ 85753968

### Shinan National Tax Bureau

📍 236 Yan'an 3<sup>rd</sup> Rd  
☎ 83931300

### Shinan Local Tax Bureau

📍 62 Fuzhou Rd (South)  
☎ 85763761

### Qingdao Exit-Entry Administration Bureau

📍 272-A Ningxia Rd  
☎ 86792710

### Qingdao Social Insurance Office

📍 9 Fuzhou Rd (South)  
☎ 85715042

## Hotels



### InterContinental Qingdao

📍 98 Aomen Rd  
☎ 66566666

### Crowne Plaza Qingdao

📍 76 Xianggang Middle Rd  
☎ 85718888

### Holiday Inn Qingdao City Centre

📍 1 Xuzhou Rd  
☎ 66708888

### Shangri-La Hotel, Qingdao

📍 9 Xianggang Middle Rd  
☎ 83883838

### Sea View Garden Hotel

📍 2 Zhanghua Rd  
☎ 85875777

### Grand Regency Hotel

📍 110 Xianggang Middle Rd  
☎ 85881818

### Huiquan Dynasty Hotel

📍 9 Nanhai Rd  
☎ 82999888

### The Westin Qingdao

📍 8 Xianggang Middle Rd  
☎ 67771888

### Qingdao People's Hospital

📍 21 Anhui Rd  
☎ 82852114

## Public Transportation



### Qingdao Railway Station

📍 2 Taian Rd  
☎ 95105175

### Qingdao Ferry

📍 21 Sichuan Rd  
☎ 82619279

### Qingdao North Railway Station

📍 1 Jingle Rd  
☎ 95105105

### Qingdao Tourist Bus Station of Railway Station

📍 1 Shanxian Access Rd  
☎ 83718061

### Qingdao Long-distance Bus Station

📍 2 Wenzhou Rd  
☎ 83754240

### Qingdao Liuting International Airport

📍 99 Minhang Rd, Chengyang District  
☎ 96567

## Hospitals



### Qingdao Municipal Hospital (Eastern Division)

📍 7 Donghai Middle Rd  
☎ 85937690

### The Affiliated Hospital of Medical College, Qingdao University

📍 16 Jiangsu Rd  
☎ 82911867

### No. 401 Hospital of PLA

📍 22 Minjiang Rd  
☎ 83970114