



# CAN DO! CHENGDU

## CHENGDU ZONE STRESSES ECOLOGY, INDUSTRY

Tianfu to reinvent Sichuan capital as industrial center, **Zhang Haizhou** and **Li Yu** report

From Chengdu's Rennan Fly-over one can see two contrasting views of this flourishing city in western China.

To the north lies the familiar Chengdu, renowned for its natural beauty, great food and slow, laidback lifestyle.

But glancing south, one sees an entirely different city taking shape. It is Chengdu's Tianfu New Zone, a sweeping and ambitious project meant to accelerate Chengdu's development toward a modern, international and environmentally sound metropolis that is conducive to finance, trade and living.



**We want to build a different new zone that will be on a distinctive developmental track."**

ZENG JIULI  
PRESIDENT AT THE CHENGDU INSTITUTE OF  
PLANNING AND DESIGN

"We want to build a different new zone that will be on a distinctive developmental track," said Zeng Jiuli, president and senior engineer at the Chengdu Institute of Planning and Design.

This 1,578-square-kilometer development zone, which spans from Chengdu to its southern neighboring townships and cities, was founded in May 2011. It is expected to be an engine for the city's growth in the coming years.

The zone is intended to transform the whole area into a "city within a city" that houses major global finance firms, the Tianfu Software Park, several incubation centers for IT and biochemical endeavors, the world's largest standalone building and one of the most beautiful contemporary art centers in China,



The Tianfu New Zone's software industrial park is among the many high-tech operations in Chengdu.

PROVIDED TO CHINA DAILY

which is designed by British architect Zaha Hadid. Its notable natural features include Longquan Lake, Sancha Lake and Longquan Mountain.

The new zone contains a total of three sub-cities, seven counties, and 37 towns and neighborhoods. About 81 percent of the zone overlaps with Chengdu's municipal boundaries.

### 'Industrial Chengdu'

Several top-level and multi-billion-dollar industrial facilities and clusters are currently under construction in the zone.

Tianfu's directors hope to grow it into an industrial supplement to Chengdu by 2020 and to transform it into a modern residential and commercial city by 2030.

One major objective is to reconstruct an "industrial Chengdu". The manufacturing sector will play a crucial role in developmental objectives in the near-to-mid term. In the long term, the industrial development will shift from manufacturing to research and development and services.

The new zone will encompass six key industries, including IT, auto

manufacturing, clean energy, new materials, equipment manufacturing, and biomedicine, according to the Chengdu Economics and Information Commission.

The Sichuan provincial government announced in March that by 2030 the new zone's GDP will amount to 1.2 trillion yuan (\$190 billion).

The total output value of the zone is expected to exceed 250 billion yuan by 2015 and to reach 650 billion yuan by 2020, said Tang Limin, chief of the Sichuan Development

and Reform Commission, citing the Overall Plan for Tianfu New Zone.

By reaching these targets, the zone will achieve the goal of "building a new industrial Chengdu", Tang said.

Chengdu's output value grew 15.2 percent year-on-year in 2011 to 685.5 billion yuan, according to data from the Chengdu Municipal Statistics Bureau.

Behind Chengdu's ambitious goals are the city's efforts in protection of intellectual property rights. The capital of Sichuan is now known as the country's model city for IP creation.

### PROGRAM

THE FORTUNE GLOBAL FORUM WILL OPEN IN CHENGDU

• **June 5**  
Fortune Most Powerful Women Reception:

This reception will bring together the top women from multinational companies from around the world with China's most successful and powerful female leaders in business, government, non-government organizations and other fields.

• **June 6**  
Opening ceremony at 3 pm  
Roundtable: Technology, innovation and the emerging world  
Panel discussion: New rules for business – global 500 leaders look ahead

• **June 7**  
Discussions on China's changing economy, the next high-tech wave, protection of intellectual property rights and other related issues

• **June 8**  
Discussions on growth and conflict in the Asia-Pacific, the mobile economy, the rise of the west  
Closing keynote at 12:30 pm

• **June 9**  
Sichuan Earthquake (May 12, 2008) disaster and recovery zone tour

A story in the newspaper alliance European News Agencies said Chengdu has "the lowest investment risks as well as the best IP protection across the country".

The writer also called on European companies to seize the opportunity to locate their projects in the city for faster growth.

American companies in China, too, consider Chengdu as their most favored destination if they seek expansion in China, according to China Business Report 2012-2013 by the American Chamber of Commerce in Shanghai.

SEE "LEADER" PAGE 18

## Tech park lays groundwork for western development

By **ZHANG HAIZHOU**  
zhanghaizhou@chinadaily.com.cn

While many of China's top entrepreneurs, managers and executives seek opportunity in top-tier cities in the east and along the coast, Cui Wei is taking the road less traveled by seeking his fortune out west.

The 56-year-old Beijinger, who spent more than 20 years in Shenzhen as an executive in offshore drilling logistics industry, is now living in Chengdu, capital of Sichuan Province.

"I moved to the west not because I read some random book about it or I thought I wanted to be here. My experience over the past two decades allows me to foresee the future of industrial transfer," Cui said, sitting comfortably in his office in the heart of a booming high-tech zone in Chengdu.

"While the fast growth in coastal regions was seen in the first three decades (since the reform and opening-up policy began in late 1980s), the next 30 years will witness industrial growth in the central and west-

ern parts of the country," he said.

Cui is now CEO of Sino-Singapore (Chengdu) Innovation Park Development Co Ltd, which is responsible for overall planning, construction and marketing of the Singapore-Sichuan High-Tech Innovation Park, known as SSCIP for short.

The SSCIP is located in the core of Chengdu's Tianfu New Area, a huge swath of land in the city's prosperous southern urban area intended to accelerate its development. The park is designed to be an innovative city within a city that provides a model for coexistence among industry, culture and nature in perfect harmony with one another.

With an area of up to 10.34 square kilometers, the SSCIP is a milestone in the collaboration between Singapore and Chengdu. It also sets the benchmark for clusters of industries with high added value in western China.

The park will focus on developing eight pillar industries — IT, biomedicine, service outsourcing, new digital media, precision engineering, environmental technology, finance and training.



Cui Wei, CEO of Sino-Singapore (Chengdu) Innovation Park Development Co Ltd

Between 120,000 and 150,000 people are expected to work and reside in the SSCIP.

### Multinationals

Though it is still uncertain when the construction work will come to an end, Cui expects firms to be operating in the SSCIP in three years.

His company, a joint venture between Singapore and Chengdu, began reaching out investors in China and other countries last September.

"We hope to have more multina-

tional corporations to make Chengdu more international," Cui said.

"We hope to have Fortune 500 firms or those who are leaders and role models in the eight industries we focus on."

Cui added that they had approached a few of China's State-owned enterprises as well as international corporations, including many multinationals, but he declined to name any of them because negotiations are still at an early stage.

Infrastructure development is ongoing Cui said, and having a clear construction timetable will help to attract investors.

Before the end of next year, the SSCIP aims to complete seven planned trunk roads — four north-south roads and three east-west roads, together with the local government.

They are also in talks with the local officials on a plan to build a convenient public transportation network, including a subway, bus routes and possibly a tram system encircling the park.

But Cui's ambitions extend beyond

just building a top-notch high-tech zone with a convenient road and traffic network. What he aims to deliver is "a self-sufficient" community-style neighborhood or township like the kind that can be found in the developed countries.

### Community-style

China's fast growth over the past three decades has led to a boom in new towns across various parts of the country.

These new areas often characterized by large construction projects, such as blocks of towers and office buildings, huge shopping malls, vast greenbelts and sizable car parks.

Cui says he does not like the traditional way of development because it does not make efficient use of land nor is it convenient for locals.

In Cui's vision, the SSCIP should have small patches of green land scattered among tower blocks rather than a large one.

"People shouldn't need to drive far for a walk. They could just pull the car in underground parks and walk into the green just outside their

homes after dinner," he said, adding the community of Punggol in Singapore is a model to learn from.

Other public amenities, like two small community hospitals rather than big comprehensive hospitals, are also in the plan, he added.

"We feel the Singaporean style of communities fits Chengdu because that country also has high population density," Cui said, noting that residents' convenience should be the first priority when building a community.

In addition, SSCIP will also be an environmentally friendly community with zero emissions because there is no manufacturing in the eight sectors that are covered by the park.

Having lived in Shenzhen for more than two decades, Cui said he experienced the urbanization in China's coastal regions and saw the emergence of environmental issues, which he said was lamentable.

"The coastal regions now need to improve their growth model. The central and western parts should avoid the same mistakes as they prepares for a rapid rise," he said.