## G20<sup>2016</sup> GUANGZHOU TIANHE SPECIAL

## Competition among CBDs becoming ever fiercer

#### By GRACE CHAI

Guangzhou, capital of Guang dong province, is a South China trading center with centuries of history and a bright future.

**By GRACE CHAI** 

professionals.

Grid Company.

its first buyers in South China.

which has attracted 140 Fortune 500

businesses and also hosts the region

al headquarters of 13 international

firms including Standard Chartered

Bank and the China Southern Power

Angela Wang is the managing

director of Guangzhou Teemhood

was contracted by the district's

Tesla and other registered com

registration process. Teemhood ha

companies to establish businesses

regional headquarters, often trump

site selection in the whole of Chi-

na - a common occurrence in the

streamlined operations of emerg-

ing international companies, she

recalled, citing Disney, Zung Fu Chi-

Harley Sevedin, president of the

American Chamber of Commerce

advantage of Tianhe CBD is its liv-

commercial and residential use,

na. UC, Sina and Sohu as some other companies that have benefited from

its professional services.

ability.

ing cost concerns or tax breaks

exceeding \$5.5 billion.

administrative committee to help

Despite being beaten in some competitiveness lists by other burgeoning cities, it still attracts the interest of a host of compa-

According to Sina online news, Zung Fu China, one of the country's leading Mercedes-Benz retailers, is moving its headquarters, national operations and management from Shenzhen to Guangzhou Tianhe central business district. The GDP of Shenzhen's own

Nanshan business district increased by 9.3 percent last year. compared with a more than 8.8 percent rise at Tianhe CBD.

However, in the first quarter of this year, Nanshan's GDP growth rate slowed to 8.3 percent while Tianhe CBD recorded growth of 9.1 percent.



**Companies who** choose to locate their offices here

are mostly attracted by our business

and trading

environment."

Qiu Weiqing, chairman of Tianhe CBD Administrative Committee

Such competition even occurs within the same city, with the Guangdong Free Trade Zone's Nansha New Area in Guangzhou also looking to attract compa nies with preferential pilot poli-

Jiang Sangeng, executive director of the Central Business District Development Research Base in Beijing, said most CBDs in China were targeting the same clients.

He suggested that each one should attempt to highlight its own unique selling points, such as the level of development of its

market economy Qiu Weiqing, chairman of Tianhe CBD Administrative Committee, said companies needed little encouragement to set up shop in the district.

"We don't have so many prefer ential policies, so companies who choose to locate their offices here are mostly attracted by our business and trading envi

he said. As an example, Qiu mentioned foreign diplomatic ventures, with more than 75 percent of Guangzhou's consulates and chambers of commerce based in the CBD where the offices are either rented or bought, instead of being signed by the

Guangzhou had planned an area for such organizations in another district, but they chose the CBD of their own accord, Qiu

Xiong Yifang, founder of leading drone maker Ehang, said his team had worked in Beijing, Singapore and the US, but finally settled on Guangzhou because of its complete supply chain and "down-to-earth" attitude toward investors.

Many high-tech companies like Ehang have chosen Tianhe CBD. In January, 13 businesses based in Guangzhou were listed among the top 50 innovative companies in China, evaluated by the Chinese version of Fast Company. an American business magazine Six of them are located in Tianhe CBD alone, equal to the total

number of selected companies in Shenzhen. Based on such a high level of marketization, Qiu of the Tianhe CBD Administrative Committee said two to three international enterprises would choose to establish their regional head quarters in the district each year.



Our members who are located in the Tianhe CBD report that it also

Investment Service Co Ltd, which offers a great place for living, with many panies with site selection and the restaurants, cafes.

museums, theaters, assisted nearly 1,000 multinational shopping malls."

nationwide with a total investment Harley Seyedin, president of the Ameri-She said such comprehensive solucan Chamber of Commerce in South tions have become a decisive fac-China

tor for firms looking to select their theaters, shopping malls, and practi-Tesla, for example, had only one cally everything which provides for person responsible for national store a high quality of life," Sevedin said. Habitability was also a major draw for David Liang, manager of

the Guangzhou branch of Hang Seng Bank (China) Ltd. After graduating from the city's South China University of Technology in 1997, Liang studied and worked in London, Hong Kong and Shenzhen for almost 20 years.

But he eventually returned to in South China, said a particular Guangzhou and moved his family into Tianhe CBD, where they enjoy the district's upmarket opera house, As a space designed for mixed library and museum

The area's talent pool is another Guangzhou "is one of the best CBDs reason for businesses like Hang Seng in the region", he said, adding that Bank to set up its regional branch it does not suffer from a dearth of there, Liang added. More than 80 universities and people after working hours - as is polytechnic schools surround Tian-

often the case with other business districts in first-tier cities. he CBD, offering upward of 300,000 "Our members who are located in students and technical professionals the Tianhe CBD report that it also who can provide a talented, eduoffers a great place for living, with cated workforce for the sustainable many restaurants, cafes, museums, development of enterprises.



Exnats in Tianhe participate in a TV show. LUO LIANGBIAO / FOR CHINA DAIL'



Foreigners can partcipate in various sports events in Tianhe. DONG CAIZHANG / FOR CHINA DAILY



## A music show on the southern side of the Pearl River, with several landmark buildings in Tianhe as the backdrop, wang XIANG / FOR CHINA DAIL Focus on livability for future development

#### **By ZHOU MO**

Despite being known for its so- new brands idquarters economy, Gi zhou Tianhe central business district is

keen to emphasize its livability. national hotels, as well as a number

of cultural and sports facilities, such Sports Center.

shopper can enjoy an aquarium. while TaiKoo Hui, another shopping center, is preparing to welcome 20

lerman Chui, general m TaiKoo Hui (Guangzhou) Development Co Ltd. said increasing num-Tianhe CBD comprises dozens of bers of overseas brands are becoming

"Tianhe CBD has developed into an tainment and living facilities. It pro-

vides a good platform for businesses to operate here," Chui said.

promoted our business.

1 January to May, 3,7 prises had registered in Tianhe CBD. tant," he said. "The area needs to within several minutes' walk from Among them, 871 had a registered introduce more cultural elements by capital surpassing 10 million yuan (\$1.5 million).

Commodity sales in the Tianhe Road Business Circle, a part of Tianhe CBD, reached 890 billion yuan last 200 international performances held year, accounting for 17.5 percent of in Guangzhou Opera House since the Guangzhou's total. Grandview Mall, start of this year. A number of overtop 10 shopping centers nationwide

However, Max Xie, head of Tianhe living. Life here is convenient and arrive," he said.

improving infrastructure and organizing high-quality cultural activities."

efforts in this regard, with more than host lectures and seminars.

with the area that need to be resolved. "Guangzhou East Railway Station is the first place many visitors arrive due to its proximity to Tianhe CBD. The infrastructure of the station needs to be improved so that visitors to Tianhe CBD can gain a wonderful

where I live."

can exercise. Supermarkets are also

Important district Tianhe central business district has held a crucial position in Guangzhou's economy, There are 52 foreign-funded offering a top choice for foreign companies to do business in the city financial institutions, accounting for 140 Global Fortune 500 Tianhe CBD 70 percent of the city's total. The Foreign he Tianhe Roa ompanies have estab-CBD is home to 90 percent of the in Guangzhou With 0.2 percent ness Circle lished 184 operations in investmen total assets of foreign-funded bank Real estate vith more than Tianhe CBD, including total area. the intermediary Job service 10 large-sized anhe CBD has **118** nree head offices large-sized office organizations institutions ino-foreign joint ventures with 72 sho 422 total investment of \$8.26 billion Booming ver 12.5 percen Office uildings, with total counting Law firms of the city's GD 200 Sino-foreign cooperative enterprises Economic about **1.5** firms floor space of 11.6 space **on** visits a strength with total investment of \$3.18 billio it:%) million square The GDP in Tianhe central Among the 239 day on average. - 32% Enterprises solely invested by 70 nancial institubusiness district reached mmodity sales in Tianhe CBD foreign businesses with total Thirty-eight of these Financial ons in Guangzho \$36.6 billion last year, an 8.8 investment of \$9.5 billion totaled **\$180 billion** in 2015, buildings have been funded **percent** rise on the figure for 2014. 0-33 33 167 are located i industry 20 Industrial companies with shares held by foreign accounting for 25 percent of by foreign businesses. Tianhe CBD. employed in the area ousinesses with total capital of \$390 million Guangzhou's total.



An international education system in Tianhe CBD is one of the aspects that appeal to foreign parents. PROVIDED TO CHINA DAILY

dong Province Museum and Tianhe Each establishment is trying, in its own way, to provide new experiences to its customers. In Grandview Mall, for example,

high-end shopping malls and inter- aware of Tianhe CBD as it matures and attracts high-end industries and talented people. Since 2014, TaiKoo as Guangzhou Opera House, Guang- Hui has introduced more than 50 new brands into Guangzhou.

area with mature commerce, enter- TeeMall and TaiKoo Hui are all in the seas artists have also been invited to in terms of sales.

"The headquarters economy of Road Chamber of Commerce, argued Tianhe CBD and the large number of that to sustain the CBD's economic businesses and people it attracts have vitality, commerce should not be its show at Grandview Mall. only feature.

ing is also impor

Tianhe CBD has been making

"Tianhe CBD is a place suitable for experience from the first minute they

# **Comprehensive solutions create headquarters economy**

### Guangzhou Tianhe CBD is now home to operations of 140 Fortune 500 businesses





Foreigners can enjoy a high-quality lifestyle in Tianhe CBD, where they can find almost every well-known international brand in a number of shopping malls CHEN JINDE / FOR CHINA DAIL



Foreigners can experience the local traditional culture in Liede village in Tianhe. ZHANG SHENSHENG / FOR CHINA DAIL



foreign consula Foreign organizations organizations Tianhe CBD

There are **nine** chambers of commerce that represent the interests of foreign businesse in Guangzhou and South China.

CHINA DAIL'

There are 38

### International lifestyle adds interest for residents

#### By ZHOU MO

Naoko Tsukada has been living in Tianhe central business district in Guangzhou for more than two ears. The 44-year-old Japanese housewife moved to the capital of Guangdong province from a orthern city in 2014 after he husband was transferred to work in the southern Chinese city.

Compared with her time in the north. Tsukada said her life in Guangzhou is more "colorful and interesting

"Apart from the daily routine of sending my son to a Japanese primary school and going shopping at a supermarket near my residence, I can attend various nteresting activities," said Tsukada, who lives at the Canton Residence serviced apartments owned by the New World China Land Ltd of New World Group Hong Kong. "Besides, the envi onment here is pleasant and the facilities are good."

### 90 percent

of the residents in the Canton Resi

dence are foreigners.

Several months ago, Tsukada attended a Chinese traditional art event organized by the residence It invited egg carving master Sun Kaifu to give an introduction or the history and production of traditional crafts and to teach people how to make egg crafting pieces.

"I loved this activity," Tsukada said. "Not only did I get to learn something about Chinese culture, but also I was able to make friends with people from many other countries, like the United States, South Korea and Austra lia. It's a really international community here?

The Canton Residence, where 90 percent of residents are foreigners, is part of Canton Place, is a high-quality international life circle in Tianhe CBD built with the vision of integrating the world and demonstrating the international quality of life in contemporary Guangzhou, formerly known as Canton.

Various activities have been organized by Canton Place to help foreigners integrate into Chinese society and culture, and to enrich their lives in the country, including cross-border miniconcerts between China and Bra zil and fruit-picking activities on farms on the outskirts of the city. "Working and living in Tianh

CBD, I don't feel like I am in a local community," said Igor, a Russian businessman.

"There are Thai restaurants Italian restaurants and restauwhere. There are always international events being held here. You can find overseas food easily in supermarkets. More importantly, you don't feel any discomfort from being a foreigner here as you are very well treated. It is highly internationalized."

While Tianhe CBD strives to build itself into an internationalized area with an open, diverse and inclusive environment as the number of overseas businesses and professionals grows, it is also, at the same time, making efforts

to preserve its traditional culture. The Hung Sin-nui Art Center was built in the city to recognize the well-known Cantonese Opera artist Hung Sin-nui's distinguished contribution to culture. The art center, a cultural land mark building in Tianhe CBD. covers 3,000 square meters and includes an exhibition hall and a theater.

The traditional culture of Liede village, which has a history of 800 years, has also been protected and preserved by combining modern and fashionable lifestyles with ancient traditions.

#### **6** what they say

One of my first concerns before coming to China was safety This country is culturally so different that you don't know what to expect beforehand. But once I got here I realized there's nothing to be afraid of. People are super friendly, helpful and respectful. This is the safest city I ever lived in Lic. Sebastian E. Tosi, business manager of Topquin Ltd,

Most often for Australian companies, Tianhe is the preferred district to live and run a business in Guangzhou. Many great Australian companies are based in Tianhe as it is the most convenient location to connect, communicate and do business in Guangzhou.



Chris Roberts, chairman of AustChan South China, Australia

The local people are extremely kind. All Brazilian nationals I meet are very much satisfied as well. The inauguration of the complex of shopping and amusement facilities at the <11 will make life in Tianhe CBD even more exciting.</p> Jose Vicente Lessa, consul-general of Brazil in Guangzho

Everything is unique and could be used as a model for any urban development project. But above all those incredible elements. the most impressive for me is the coherence, the harmony of the whole area. Ther are a lot of places to rest under the shade of greenery and by the rivers.



Andre Poulin, executive director of Destination Centre-Ville-Montreal and vice chairman of World Business Distric Network. Canada

It is comparable to La Défense, one of the top CBDs in Europe. They are similar in offering the best business environment and in the ambition to be top CBDs in their respective continents, Europe and Asia. Alexandre Beaudoux, the French Chan ber of Commerce and Industry. France

I like sports; and I like most the convenier location and urban green space planning of Tianhe CBD. There are many parks and green spaces for running Michael Li. board director and CEO of Allianz China General Insurance Company Ltd, Germany

It's an excellent place to live and truly justifies the statement that "it is a city for the people" with all the prerequisite facilities. I like the ease of access and convenience to reach the place.

Sunil Kumar Sahu, researcher with Sur Yat-sen University, India

My law firm is conveniently located in the heart of Zhuijang New Town, one step from the IFC and the K11 buildings, that I saw grow taller everyday from my office

Franco Fornari, senior consultant and eam leader for a prestigious law firm, **Ital**y

zhou. Italv

This is a really nice and cool city. You can find everything you need here. A great variety of food, hangouts such as bars and shopping malls. It is definitely an ideal place for me. It is ery convenient for expats. Andrea Zamboni, Chef de Cuisine, the Ritz-Carlton Guang

I felt great because of the activities. Not only did I get to know Chinese culture, but also I was able to make friends with people from other countries Naoko Tsukada, housewife, Japa

I was surprised to see that Tianhe is full of shopping malls and restaurants, you can find almost every well-known international brand and buy imported products. I feel that it is a vibrant zone, with cultural vitality that comes with the merging of different cultures. languages and religions



Carlos I. Giralt Cabrales, consul-general of Mexico in

With a design approach that harmoniously ntegrates the past, the present and the future. Tianhe CBD has become the best example of a modern and environmentally riendly district in Guangzhou Rhee Sang Gi, president of Korea-China Regional Economic Assn. Republic of Kore



I am glad my company is located in Tianhe CBD, which is conducive to our corporate image. I enjoy ts prosperity and vitality, which is typical of Guangzhou's business atmosphere. Alexey Fedotov, vice-chairman of the sian Asian Union of Industrialists and Entrepreneurs. Russia



Guangzhou is magnificent all the way from the airport to the Canton Tower. So many skyscrapers and the glittering riverside view make this area stand out. Is it the city's CBD? Nicholas Kotch. former editor of Business Day. South Africa

I am delighted that the UK has made such a big contribution to the skyline of the Tianhe CBD. The IFC building was designed by Britain's Wilkinson Eyre. And following a joint initiative by the British Consulate-General and the Guangzhou Tianhe CBD Administrative Committee, UK companies will help bring new skills into Guangzhou's financial ser vices sector.



Matthew Rous, consul-general of the UK in Guangzhou

If we can think of the different districts of Guangzhou as parts of the body then Tianhe is the brain. Tianhe is the center of everything that happens in Guangzhou. Zach Wortham, managing director of the Manufacturing Operations Base of Skullcandy Audio, the US

