

Compiled by the Information Office of Qingdao Municipal People's Government

FOREWORD

Located on the southern tip of the Shandong Peninsula by the shores of the Yellow Sea, Qingdao is a coastal open city with excellent natural resources and brilliant cultural heritage.

Qingdao is an important coastal central city, a seaside tourist destination, an international port, and a national famous historical and cultural city in China, with seven districts and three county-level cities under its jurisdiction and over 10 million permanent population.

General Secretary Xi Jinping gives great support to and has high expectations for Qingdao. Since 2018, General Secretary Xi Jinping has visited Qingdao twice and asked Qingdao to capitalize on the opportunity of hosting flagship international events to bolster the city's development, and to build a modern international metropolis, which has charted the course for

Qingdao's future endeavour.

It is a marine gateway to the world. Qingdao shoulders a series of major national tasks such as building the China-SCO Local Economic and Trade Cooperation Demonstration Area (SCODA) and the Qingdao Area of China (Shandong) Pilot Free Trade Zone. Qingdao is home to a number of national-level parks and zones including Qingdao West Coast New Area, Qingdao Oceantec Valley, Qingdao National High-tech Industrial Development Zone, and Jiaodong Airport Economic Demonstration Zone. Homegrown famous companies include Haier, Hisense, Tsingtao Brewery, and CRRC Sifang as well as leading companies in emerging industries such as SiEn, BOE and Goertek and unicorn enterprises like GENOVA, TELD, COSMOPlat, etc.

A lovely town embraced by beautiful sea bays, breathtaking mountains and the vast ocean, it is an ideal escape from the winter chill and summer heat. The city is enchanting with perpetual scenery of the red roofs nestling among green trees and the blue sea meeting the azure sky, and a winding coastline dotted with elegant and magnificent buildings of diverse architectural styles. This beautiful home endowed with blue sky, green land, and clear sea and water has won China Human Settlements and Environment Award and been rated one of the most ecologically competitive cities in China.

This fashionable, dynamic, warm and romantic city is also renowned for football, film and television, sailing, beer and art. It has won a series of titles such as National Model City for Public Civility and Social Progress, National Clean City, and National Model City for Military-civilian Mutual Support, and been rated

among the happiest Chinese cities and most livable Chinese cities.

The grass and trees are exuberant, and the mountains are more beautiful in spring. Aimed at becoming a pioneer city, an innovative city, a hub city and an inclusive city, Qingdao is stepping up the effort to make itself a pilot in modern industry, a pioneer modern ocean city, an international innovative city, a global gateway and hub, a livable and pro-business tourism city by the bay, and a model city for modern governance. With the visions to take the lead in Shandong, improve its ranking in China and enhance its reputation in the world, Qingdao strives to write a grand chapter of building a socialist modern international metropolis in the new era.

Work hard to build a brand new Qingdao, and chase our dreams in the new era.

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Qingdao has a long history and a splendid culture and it's also one of the cradles of Chinese Taoism.

Qingdao is one of the major settlements where the Dongyi people lived in the Neolithic Age over 5,000 to 6,000 years ago, leaving behind rich and colorful Beixin Culture, Dawenkou Culture, Longshan Culture and Yueshi Culture.

During the Spring and Autumn and Warring States Periods, Jimo, then the second biggest city in Shandong Province, was established. Goujian, King of the State of Yue, established the capital in Langya (in today's Huangdao District) and later became the overlord of the State.

After unifying China, the First Emperor of Qin made five inspection tours around the country and paid three visits to Langya.

Emperor Wu of the Han Dynasty was once the King of Jiaodong (today's Jimo Ancient City site) when he was young. He was the most frequent visitor to Qingdao among Chinese emperors according to historical records.

In the Tang and Song Dynasties, Qingdao became the most important transport hub and trading port in northern coastal China, serving as a stopover for ships from the south and the north. An office responsible for foreign trade was set up in Banqiao Town (in today's Jiaozhou) in the Song Dynasty.

In the Yuan Dynasty, Jiaolai Canal was built across the Shandong

Peninsula to facilitate sea transportation.

During the Ming and Qing Dynasties, Qingdao was an important fortress for coastal defense in northern China.

On June 14, 1891, the Qing government established a garrison here, making Qingdao an administrative division.

On November 14, 1897, German troops occupied Qingdao under the pretext of the "Juye Religious Incident" and turned Qingdao into a colony.

In 1914, Japan took over the city from Germany after World War I broke out.

In 1919, the May 4th Movement broke out, triggered by the public outcry over the occupation of Qingdao.

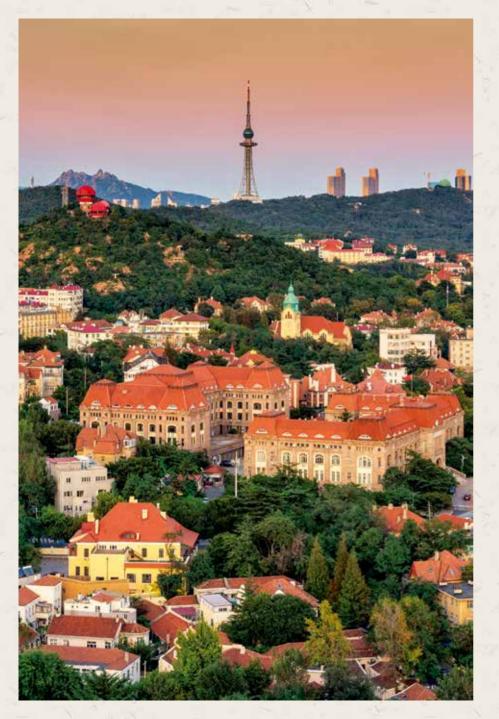
On December 10, 1922, the Chinese Beiyang government recovered the sovereignty of Qingdao and transformed it into a commercial port city.

In April 1929, the Kuomintang government designated Qingdao as a special city and renamed it Qingdao City in 1930.

In January 1938, Japan seized Qingdao again.

In September 1945, the Kuomintang government took over Qingdao and designated it as a special city again.

On June 2, 1949, Qingdao was liberated and placed under the jurisdiction of Shandong Province.



In 1981, Qingdao was listed among China's economic centers.

In 1984, Qingdao was named one of China's first coastal cities opening up to the outside world.

In 1986, Qingdao became one of the cities with independent planning status.

In 1994, Qingdao became a sub-provincial city in China.

In 2014, Qingdao was identified as the pivotal city of the Belt and Road Initiative along the New Eurasian Land Bridge Economic Corridor and a strategic stronghold for maritime partnership.

In 2016, approved by the State Council, Qingdao was designated as a key coastal center, a seaside tourist destination, an international port, and a historical and cultural city of China.

In 2017, Qingdao was named a City of Film by the Creative Cities Network of UNESCO.

In 2018, the 18th Meeting of the Council of Heads of State of the Shanghai Cooperation Organization was held in Qingdao.

In 2019, Qingdao hosted the multinational naval events commemorating the 70th Anniversary of the Founding of the People's Liberation Army Navy.

From 2020 to 2022, Qingdao was rated among the happiest Chinese cities.



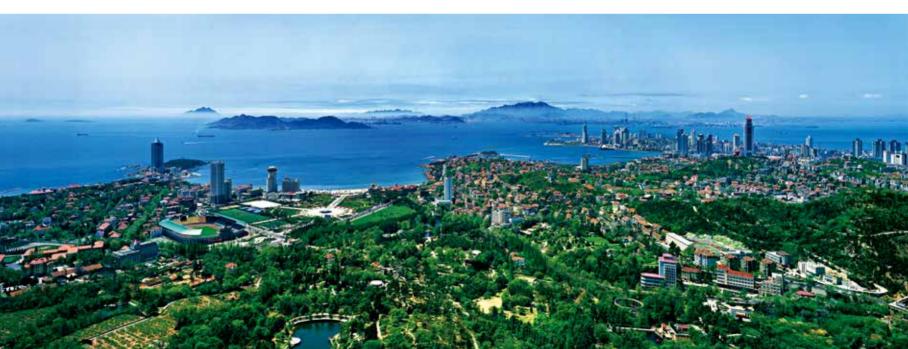
2. Qingdao at a Glance

Geographical Location and Size

Qingdao is situated at the southern tip of the Shandong Peninsula (35°35'-37°09'N, 119°30'-121°00'E) by the Yellow Sea and on the west shore of the Pacific Ocean, and across the sea on its east are the Republic of Korea and Japan. Qingdao's jurisdiction covers a land area of 11,282 square kilometers and a sea area of 12,240 square kilometers.

Administrative Divisions

Qingdao is a sub-provincial city with independent planning status. It has jurisdiction over 7 districts, namely, Shinan, Shibei, Licang, Laoshan, Huangdao, Chengyang and Jimo, and 3 county-level cities, namely, Jiaozhou, Pingdu and Laixi. The resident population of Qingdao exceeds 10 million.





Economy

In 2022, the GDP of Qingdao registered 1492.075 billion yuan, up 3.9% year on year on a comparable price basis. The value added and the year-on-year growth rate for the three sectors were 47.805 billion yuan and 2.2% for the primary sector, 519.734 billion yuan and 2.8% for the secondary sector and 924.536 billion yuan and 4.5% for the tertiary sector.

Natural Environment

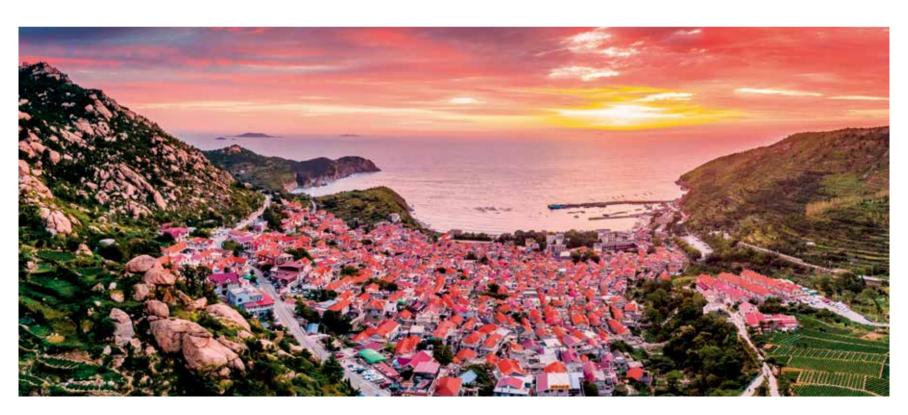
Qingdao is a hilly city by the sea, featuring a tortuous coastline interspersed with capes and bays. It has Mount Lao in the east, Dazhu Mountain, Xiaozhu Mountain, and Tiejue Mountain in the west, Daze Mountain in the north, and Jiaolai Plain in the middle. There are three river systems, namely, Dagu River, North Jiaolai River and rivers in coastal areas, as well as three bay clusters including Jiaozhou Bay, Aoshan Bay and Lingshan Bay. Qingdao has a coastline of 782 kilometers, 49 bays, and 120 islands.

Climate

Qingdao has a temperate monsoon climate. The weather is mild and agreeable with abundant rainfall. The city is free of extreme temperatures, with no freezing cold in winter or scorching heat in summer. Sea fog occurs often in late spring and early summer. The climate in the coastal areas features a late spring, a cool summer, a crisp autumn and a long winter.

City Tree and City Flowers

The official city tree of Qingdao is the cedar, and its city flowers are the common camellia and the Chinese rose.





Qingdao firmly implements the innovation-driven development strategy, makes efforts to strengthen scientific and technological innovation ability, cultivates high and new technology industry, optimizes the ecology of innovation and entrepreneurship, and makes scientific and technological innovation a stronger pillar and engine for development. In the national ranking of cities' innovation capacity, Qingdao is among the top ten in China, entering the first echelon.

Efforts are made to make scientific and technological innovation a stronger engine and equip the city with greater core competitiveness. Qingdao firmly implements an innovation-driven development strategy. Citywide R&D investment increased by 17.9% and the city has been rated a top 10 national innovative city for consecutive years.

Breakthroughs have been made in innovation platform development and the strategic sci-tech strength has been further boosted. The establishment of the National Virtual Reality Innovation Center (Qingdao) has been approved. The construction of the thermophysical test facility for aspirated engines a national mega-science project, has been launched. Five labs have been approved in the reorganization of the first group of national key labs. There are 55 provincial key labs in total. CISRI Qingdao Institute has been completed and launched.

Rich accomplishments have been made in sci-tech R&D. 75 projects have won provincial sci-tech awards, accounting for 1/3 of the province's total. The implementation of a UN Ocean Decade project spearheaded by the First Institute of Oceanography of the Ministry of Natural Resources has been approved. The first set of 6,000-meter deep-sea drifting buoy in



China has been successfully developed. The world's first 100,000-ton intelligent aquaculture ship has been delivered and put into operation. China's first autonomous commercial container ship has been delivered and commissioned. The sci-tech demonstration projects of "Domestically Produced Display Screens" and "Virtual Reality" have been officially approved. The principal role of enterprises in innovation has been further emphasized.

90% of the municipal sci-tech innovation fund has been invested in companies. There are 22 new corporate technology centers and 20 new engineering research centers at or above the provincial level. 70% of the industrial companies above the designated size have R&D centers. The number of high-and-new tech firms and sci-tech SMEs has reached 6,600 and 7,000

respectively. 8 national vertical manufacturing champions and 54 specialized and sophisticated "little giant" enterprises that produce new and unique products have been newly cultivated.

The innovation environment has been continuously improved. New methods have been introduced in sci-tech project management to participate in the open competition mechanism to select the best candidates to undertake key research projects. Qingdao has been selected as one of the first national model cities for IPR development. The main zone and multiple parks of Qingdao National High-tech Industrial Development Zone have covered all districts and county-level cities in Qingdao. Qingdao Talent Development Group has been established. In 2022, a total of 257,000 talents of all types have been recruited.





A number of Qingdao companies created many "firsts" with their pioneering spirit:

- ★ Qingdao Haier comfortably claims global No. 1 as a large home appliances retailer for 14 years in a row, and is the first Deutschland Share listed company in China;
- ★ Fuxing bullet train, the fastest in the world, is manufactured here in CRRC Sifang;
- ★ Tsingtao Brewery is the first overseas-listed company on the Chinese mainland:
- ★ Hiron Cold Chain is China's first company that has solved the issue of "three types of shareholders" and successfully gone public;
- ★ TGOOD is the first company listed on the Growth Enterprise Market.

In 2022, Qingdao began to implement the three-year action to rejuvenate the real economy, carry out the project of building a "quality Qingdao" and cultivate the new generation of manufacturing enterprises dubbed the "golden flowers of Qingdao".































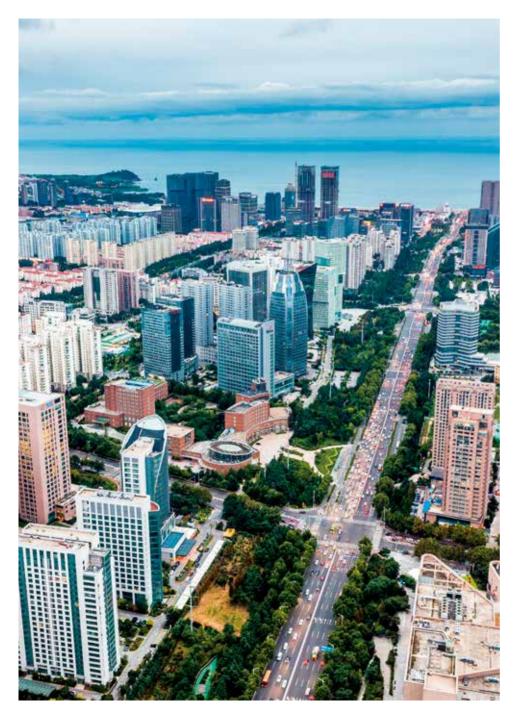




Fertile Land for Talents

Talents provide a city with a source of vitality and inexhaustible development impetus. In 2022, the total number of talents in Qingdao topped 2.57 million. Qingdao is becoming an increasingly attractive magnet of high-end, elite and top talents with its development environment for talents being continuously optimized.

In recent years, Qingdao has been promoting a new talent service model by focusing on the employers and their demands for talents, aiming to improve the quality and efficiency of talent service.



One-stop talent service has been rolled out citywide. 61 kinds of services are now available online at a single website, and 30 can be handled on mobile terminals. In 2022, services have been provided to nearly 31,000 employers for 520,000 times.

Diversified needs are met as market-oriented talent service is being expanded. Service is extended to all aspects of talent's life and work through market acceptance and government procurement. A total of more than 45,000 people have received 65 types of market-oriented services.

Frictionless talent service has been promoted to improve satisfaction. An experience-based matching system is being developed as a new step to unobstructedly match talent with information about policy, positions, skill training, etc. In 2022, information was sent to over 80,000 companies for 3.048 million times.

Emphasis is made on providing talents with a sense of fulfillment and personalized talent services are offered. To support major projects and meet the demand for urgentlyneeded talents, Qingdao works to recruit talents in key areas and provide tailor-made service cards for high-level



industrial talents. One-on-one service is provided to 100 key projects of Qingdao for the first time. 355 matchmaking events have been held to provide customized human resources services for over 1,000 times.

International-standard talent service is upgraded with more convenient services provided. RCEP International Talent Service Center and Fushan Bay International Talent Port have been completed. A long-term mechanism has been put in place to help international talents settle down in Qingdao. An online hub and a business start-up park for returned overseas talents have been launched, which helps attract more than 1,500 returned overseas talents to Qingdao each year, ranking first in Shandong. The first national human resources service export bases in China have been established and a 55-item human resources service list and 10 measures to support the development of the bases have been announced.

Since designated as the only national financial comprehensive reform pilot zone with a focus on wealth management in 2014, Qingdao has been developing the financial sector with a focus on the development of the wealth management center, building new engines for the financial development of the city and enhancing the brand of "Wealth Qingdao".

In 2022, the financial sector of Qingdao generated 22.53 billion yuan in tax revenue, accounting for 13.3% of the

city's total. Comprehensive financial strength keeps growing with a greater contribution made to economic and social development.

Qingdao, together with Shenzhen, has become the 3rd Chinese city to have 3 wealth management subsidiaries of banks after the arrival of a number of financial institutions with legal entity status in Qingdao, namely, Everbright Wealth Management, Hengfeng Wealth Management and Shandong Gainsense Futures. The total number of financial institutions in Qingdao has reached 293, covering all 7 types of financial licenses.





Over the last year, 13 companies have been newly listed or obtained the official approval for IPO, ranking first in Shandong and bringing the tally of public companies at home and abroad to 80. A reservoir of companies has been set up to prepare firms waiting in line in an orderly way.

Private funds registered with Asset Management Association of China and funds under management exceeded 2,000 and 180 billion yuan respectively, accounting for 60% and 51% of Shandong's total, both presenting a top-ranking growth rate in China.

As the wealth management-themed financial comprehensive reform is being deepened, a number of financial innovation pilot policies have been granted to Qingdao and make the city among the first pilots for the national pension saving program and cross-border financing facilitation. Qingdao also spearheaded the formulation of policy measures for promoting the shipping industry with finance and promoting high-quality development of the Yellow River Basin, with a view to getting finance integrated into national strategies.

Qingdao keeps improving its level of opening up. Citywide efforts are made to promote the development of the China-SCO Local Economic and Trade Cooperation Demonstration Area (SCODA). The China-SCO Institute of Economy and Trade was officially launched. The Airport Comprehensive Bonded Area was approved. Qingdao SCODA Pearl International Expo Center was opened. By the end of 2022, 56 new measures regarding rules and regulations were introduced including the China-SCO Local Economic and Trade Cooperation Comprehensive Service Platform. In 2022, 775 China-Europe freight train trips were made between the two continents, an increase of 24.8%. The Qingdao Area of China (Shandong) Pilot Free Trade Zone has introduced 125 new measures to take the lead in opening up, 5 of which have been rolled out across the country.

Investment promotion has been strengthened. 75 major projects each with an investment of over 5 billion yuan including Louis

Dreyfus Food Industrial Park and Northern Smart Manufacturing Headquarters of Junhe Group have been newly signed.

The city is stepping up the effort to build an international comprehensive transportation hub. The cargo and container throughput of Qingdao Port reached 657 million tons and 25.6 million TEU, up 4.3% and 7.9% respectively. The integration mechanism for customs in the Yellow River Basin is getting more and more mature.

The development plan for Jiaodong Economic Circle is fully implemented. The pilot zone for the integrated development of Laixi and Laiyang has been approved. Collaboration with Longnan and Dingxi in Gansu Province is going deeper.

Qingdao's international circle of friends has been constantly expanded. Qingdao has 85 sister cities and friendly cooperative cities in 47 countries around the world. Qingdao has successfully hosted the Third Qingdao Multinationals Summit and the 2022 High-level Forum for RCEP Economic and Trade Cooperation.





4. Livability



Qingdao is implementing the Three-Year Action on Urban Renewal and Construction. Major progress has been made in a large number of big projects that bear on the long-term wellbeing of the citizens and the living environment of the city. This marks a big stride in building a livable and pro-business tourism city by the bay.

The renewal and renovation of priority areas have been accelerated. The historical urban areas are being protected as a whole. Old streets and neighborhoods at Zhongshan Road, Dabaodao, and Silverfish Street are taking on a new look and bubbling with new prosperity. 318 old residential communities have been revamped with higher standards. The environment in surrounding neighborhoods has also been improved. Residents are happier and more satisfied. 29 shanty towns have been renovated. Fast progress has been made in the renewal of the area around Zhangcun River. Progress has also been made in the development and construction of 10 unproductive areas

including the Zhuzhou Road area and the old Wangtai industrial area. 30,000 mu (about 20 square kilometers) of such land is being freed up for new growth drivers.

Major infrastructure is being constructed at a faster pace. The main roads of the Phase II Project of Hang'an Elevated Road and Yinchuan Road-Haier Road Overpass are open to traffic. The expansion projects of Tanghe Road-Anshun Road and Nanjing Road have been completed. The road network across the city is being constantly upgraded. All 7 lines of the Phase III Project of Qingdao Metro are now under construction. In total, 10 lines with a length of 188 kilometers are under construction. Metro Line 4 was opened to traffic four months ahead of schedule. Currently, 7 metro lines are in service with a total length of 315 kilometers, ranking 10th in China. Parking facilities are being added to address the difficulties in finding a parking space. 71 parking lots including the underground one on Yucheng Road and the one at Liujiekou have been completed, adding about 22,000 new parking spaces.

The city's appearance and order have been greatly improved. Citywide efforts are made to apply for the National Model City of Public Civility and Social Progress. The living environment and social governance are being improved.

The construction of 60 hilltop parks is basically completed. 100 kilometers of greenways have been newly built in the city. Ecological restoration has been carried out at Taipingshan Hill and Fushan Park. Fences that used to hinder access were removed. The greenway around the hill has been completed and opened to the public. Scenic spots and supportive facilities are being upgraded to give visitors the best possible experiences and views.

2023 is a crucial year for Qingdao's endeavour of urban renewal and construction. Qingdao will continue to protect historical urban areas, revitalize unproductive areas, renovate rundown areas, upgrade utility and transportation infrastructure, accelerate metro construction and the development along the metro lines, provide more parking spaces and parks, and comprehensively improve the ecological environment around the Licun River (Zhangcun River), in a bid to make the city more beautiful and livable.







In 2022, Qingdao worked to create the Qingdao Model of business environment improvement, prioritizing innovation in rules and institutions. With those efforts, Qingdao is aligning with international business rules and creating a more market-oriented, law-based international business climate.

Its business environment continues to improve and ranks higher. In 2022, Qingdao ranked No. 1 among 10 major shipping ports in China based on the business environment evaluation and got the highest rating of 4 stars. It has also been selected as one of China's first pilot demonstration cities for private sector development. The total number of market entities exceeded 2 million, 98.29% of which are in the private sector. Reform and innovation keep going deeper. In 2022, Qingdao implemented 127 national and provincial pilot tasks for business environment improvement.

New rules and mechanisms are introduced as part of the effort to create the Qingdao Model. The CPC Qingdao Municipal Committee and the Qingdao Municipal Government give top



priority to this work. The quality of investment promotion and the satisfaction of market entities are deemed as major metrics for evaluating the business environment. Qingdao also emphasizes policy supplies to create the Qingdao Solution on system innovation. In 2022, the CPC Qingdao Municipal Committee and the Qingdao Municipal Government announced the *Three-Year Action Plan for Improving the Business Environment of Qingdao (2022-2024)*, which introduced 100 new policy measures. Actions have been taken to ensure more efficient government services, a better law-based and cost-competitive environment, and a more enabling climate for business start-ups. Efforts are made to make government services efficient and fair for all.

A sound business environment is the hallmark of Qingdao. A number of online and offline activities have been organized to let people better understand the business environment of Qingdao. For example, Qingdao has strengthened the construction of the city's business brand "Starting Businesses in Qingdao: A Win-Win Road", telling the "Qingdao Story" of the business environment. It has also set up the Qingdao Business Environment Reception Room, launched a series of short videos titled "36 Strategies for Improving Business Environment in Qingdao", and released the Business Environment Gold List.

In order to create a market-oriented, law-based international business climate, in 2023, the CPC Qingdao Municipal Committee and the Qingdao Municipal Government launched 6 special actions to improve the business environments on the fronts of service, market, rule of law, factors, policy, and culture.

Accessibility is the foundation for opening up and development. Qingdao is forward-looking in planning and building transportation infrastructure such as ports, airports, railways, metros and roads. In 2021, Qingdao was included in the list of candidate cities for building an international comprehensive transportation hub.

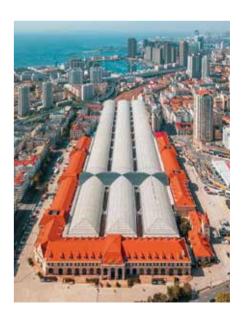
Qingdao Port under Shandong Port Group expedited the building of "one bay and two wings". Dagang Port Area is transforming into an international cruise hub. With the first fully automatic container terminal in Asia completed and in operation, Qianwan Port Area has become one of China's largest container terminal clusters, opening a new era of operation with fully automated containers. And the Dongjiakou Port Area boasts a carrying capacity of over 100 million tons, with deep-water terminals including a 400,000-ton ore terminal, and a 300,000-ton/450,000-ton crude oil terminal. At present, Qingdao Port under Shandong Port Group ranks first in northern China based on the quantity and density of shipping routes. Its cargo throughput and container throughput rank fourth and sixth in the world. It is connected with over 700 ports in more than 180 countries and regions.

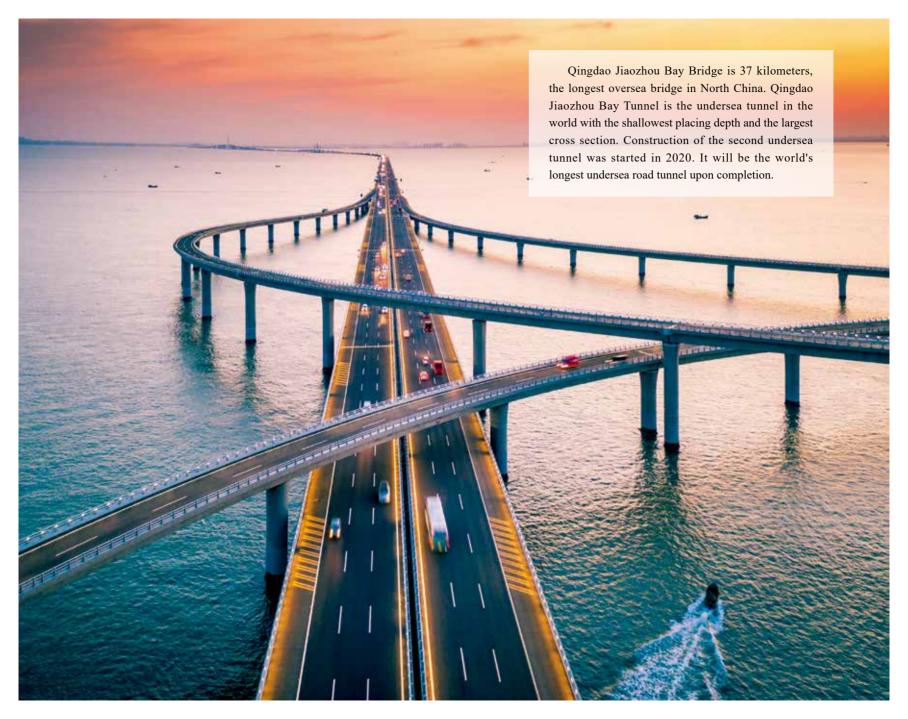




Qingdao Jiaodong International Airport is a 4F airport, the highest grade in the aviation industry. It runs flights to 126 cities around the world. It is expected to transport 35 million passengers in 2025 and 55 million in 2045 and its air route network covers the globe. With the comprehensive transit network that combines air, high-speed rail, metro and expressway, one can reach any part of Qingdao within one hour and the main cities in Shandong within two hours.

As a major regional railway hub in East China, Qingdao is an important node on the coastal corridor of the high-speed railway network crisscrossing China. In 2022, the roadbed, the substructure of the bridge and the box girder installation of Weiyan Railway (Weifang-Yantai) were completed. The roadbed, the substructure of the bridge and the tunnel of Lairong Railway (Laixi-Rongcheng) were also completed. An efficient railway network centering Qingdao and extending to the north, the west and the south is basically taking shape.

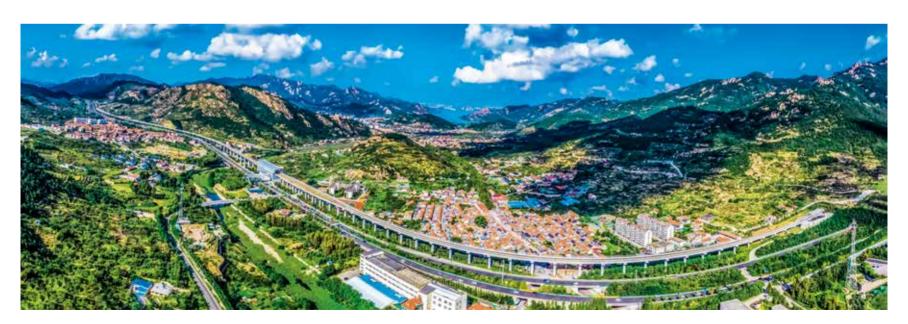




Qingdao is a national road transport hub. In 2022, major urban road projects such as the Haier Road-Yinchuan Road Interchange, the main overpass of the Liaoyang Road Express Way, and the expansion project of Nanjing Road have been completed. The expressway linking the Oceantec Valley and Jiaodong Airport is under construction. The construction of the Chongqing Road Expressway and the Phase II Project of the Bay Bridge has been started. The middle section of the Jiqing Freeway (from Weifang to Qingdao) has been

completed and opened to traffic. 206 kilometers of national and provincial roads have been overhauled. The total length of the freeway in service amounts to 892 kilometers, ranking first within the province and among the top cities of the same level nationwide.

All 7 lines of the Phase III Project of Qingdao Metro are now under construction. Metro Line 4 has been opened to traffic. The total length of metro lines has reached 315 kilometers.



Qingdao is a UNESCO City of Film due to its rich film history. It boasts the earliest commercial cinema in China that still stands today and the first Chinese-run movie theater. The first sound film in China was screened here.

With excellent natural scenery and rich cultural heritage, Qingdao itself is a natural studio. A lot of films and TV shows are shot here. The Oriental Movie Metropolis completed in 2018 can meet the needs for shooting domestic and international blockbusters. Representative works in Chinese film industrialization history have been produced here one after another. Qingdao Film Trade Fair, City of Film Qingdao Summit, China Film Performing Arts Society Award (Golden Phoenix Award) Ceremony and the SCO Film Festival among other film and TV activities were held in Qingdao, with movie stars participating.





Qingdao is also called Qindao or Qin Island (Qin is a musical instrument), and has a long history of music. In Han Dynasty, Taoism music was popular, and there was a school of Guqin in Mount Lao. *Lü Lü Zheng Sheng*, authored by Wang Bangzhi, a Chinese musician in the Ming Dynasty, is renowned as the earliest classic of music.

In modern times, western music was introduced to Qingdao. The first violin in China was made in Qingdao. Since the 1980s, pianos have entered many common families in Qingdao, making it a long-leading piano-playing city in China. Qingdao is the hometown of many globally acclaimed musicians.

In recent years, Qingdao has hosted many international music events such as the China International Violin Competition, and local music festivals with distinct characteristics, adding bright colors to the fashion life of the city. Qingdao Phoenix Music Festival, started in 2019, is a homegrown music feast with improving quality of performances year by year. Qingdao is a city of music with growing prestige.



In recent years, Qingdao has been stepping up the construction of art museums and hosting high-level art exhibitions to upgrade public art education. Qingdao TAG Art Museum, a step away from the sea, is beautifully designed. Since opening, it has welcomed numerous visitors and has become an Internet-famous destination.

On August 19, 2022, the Opening Show of the Oriental Fashion Season • 2022 Qingdao Fashion Week was put on at the Yellow Box Art Museum, an artistic landmark in Qingdao. It was a grand fashion feast that combined original designs with unique scenarios and the graceful performance showed the diversity of the original fashion.

Qingdao also has a long history of fine art development and is a leading city in China in watercolor. With consistent efforts by generations of watercolor painters, Qingdao has long become a famous city of watercolor.



Sports make the city vibrant and dynamic. Qingdao is a world-famous sailing city. World Sailing has made Qingdao its one and only recipient of "The World Sailing 2022 President's Development Award". The sailing boat *Qingdao* won its first annual champion of the Clipper Round the World Yacht Race after a 40,000 nautical mile global navigation with stopovers in 13 famous port cities. The 14th Qingdao International Sailing Week • Qingdao International Marine Festival was successfully held, a fixture event through the years despite the epidemic.





Qingdao is acclaimed for football. It has become one of the first nine national key cities for football development. It has built a professional football stadium with 50,000 seats to meet the requirements of international A-level events. Qingdao has won 4 championships in the football events of the Shandong Games. Each year the city hosts more than 3,000 football games of all kinds.

The city's global prestige has been growing. It has held the Fourth SCO International Team Chess Online Tournament and established the Yellow River Basin Provincial (Regional) Sports Development Alliance and the Digital Sports Association of the Jiaodong Economic Circle. It has also hosted a dozen high-quality sports competitions including the National Trampoline Championship, the National Fencing Championship, and the CBA Summer League.

More services are provided for citizens to meet their needs for fitness. 58 new sports parks and multifunction cage sports fields have been put in place and 411 fitness trails have been updated or newly built. Over 1,000 sports activities including mountain climbing, brisk walking, running, and online games and marathons are held citywide. Over 500 sports professionals and 1,800 amateur sports coaches have reached out to 477 communities to provide volunteer services.





Intangible Cultural Heritage

Qingdao boasts rich intangible cultural heritage that reflects the brilliant cultural traditions of Shandong. The colorful array of the intangible cultural heritage of the city carries the cultural memories and essence of Qingdao.



Jiaozhou Yangko Dance

Jiaozhou Yangko Dance is one of the three major types of Yangko in Shandong. It originated during the reign of Emperor Xianfeng of the Qing Dynasty and is a popular activity in Dongxiaotun Village in Jiaozhou. Jiaozhou Yangko Dance was created and welcomed by local farmers. It represents a naturally-evolving form of folk art and a way for local residents to express their feelings and entertain themselves. It is of high aesthetic value and a good subject for artistic study.

Maogiang Opera

Maoqiang Opera is a local opera popular in Qingdao, Weifang and Rizhao. It originated from simple, plain and melodious local folk songs. Maoqiang Opera has strong artistic appeal and vitality and is well liked by residents living on the Shandong Peninsula. There are 12 representative performances, including the "four capitals" and "eight stories".

Laixi puppet show

Laixi puppet show is a traditional drama. Laixi puppets are manipulated by wooden rods, and adopt theatrical masks of "Sheng, Dan, Jing, Mo, Chou" to depict different characters. The puppets' faces, eyes, ears, noses and mouths can be moved, and they are manipulated in a firm, precise, upright and steady manner. The performance borrows the movements of theatrical figures, such as jumping and turning. In recent years, the puppets have evolved into a variety of images such as cartoon images. The forms of expression aren't limited to people, but have also incorporated other colorful forms such as animals.

The Fishermen's Pray and Gratitude Ceremonies

The ceremonies are unique folk activities held in some coastal regions of China. The Fishing Festival, also called the "sacrifice to the sea", held at Zhougezhuang Village of Tianheng Township in Jimo District, is a grand event for local fishermen. The scale of the ritual to make sacrificial offerings to the sea became larger during the Reign of Emperor Yongle

in the Ming Dynasty and later became a folk activity that has been kept till today. The Fishing Festival of Zhougezhuang Village is usually held around the time of the Grain Rain (the 6th of the 24 solar terms) every year. Fishermen who are about to go fishing on the sea pray to the gods of the sea for safety and harvest.



Former Residences of Celebrities

In the 1920s and 1930s, a large number of cultural celebrities came to teach, stay and travel in Qingdao. They and their residences witnessed a brilliant chapter in the cultural history of Qingdao. There are more than 60 celebrity residences in Qingdao.



Former Residence of Kang Youwei

The Former Residence of Kang Youwei is located at No. 5 Fushan Access Road. The German Governor once stayed here when he just arrived in Qingdao. Kang Youwei bought it in 1923. Kang spent some time in this house every year till he died of illness in 1927. Now the residence has become the Kang Youwei Museum, where the life story of Kang Youwei, historical photos, documents, and relics about the Reform Movement of 1898 are exhibited.

Former Residence of Liang Shiqiu

The Former Residence of Liang Shiqiu is a two-story house located at No. 33 Yushan Road at the Foot of Xiaoyushan Hill. In 1930, Liang Shiqiu came to Qingdao and took office as the director of the Foreign Language Department and the librarian of National Qingdao University. Liang started translating *The Complete Works of William Shakespeare* here. After leaving Qingdao, Liang Shiqiu couldn't stop thinking about the city. He once wrote, "I am not much of a traveller, but I have been to a dozen of provinces in China from east Liaoning to Baiyue region. Of all the places I have been to, the one place that I'd love to visit again and again is Qingdao."

Former Residence of Lao She

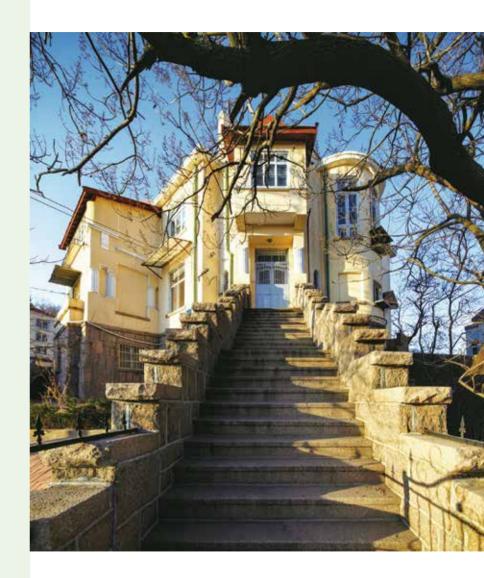
The house at No. 12 Huangxian Road is the last residence of Lao She in Qingdao and the only one is still standing. Lao She had a very productive period here. He finished over 40 works, including his magnum opus *Camel Xiangzi*. Today the house has become the Camel Xiangzi Museum where versions in different languages of this literary classic are displayed.

Former Residence of Wen Yiduo

The Former Residence of Wen Yiduo is located in the northeast corner of the Ocean University of China campus at No. 5 Yushan Road. Built in the early 20th century, it is an exquisite European-style building with red tiles and yellow walls. In 1930, Wen Yiduo was invited by National Qingdao University to serve as the dean of the College of Liberal Arts and the director of the Chinese Department. The house he once stayed in is therefore called Yiduo House.

Former Residence of Hong Shen

The Former Residence of Hong Shen is located at No. 1 Fushan Road. In 1934, Hong Shen succeeded Liang Shiqiu as the director of the Foreign Language Department of National Shandong University (former National Qingdao University). In this house, he created *Down-trodden Peach Blossom*, the first screenplay of China. The Butterfly House in Badaguan, the shooting location of the film, has become a small film-themed exhibition center.



Xu Fu's voyage to the east

In 219 BC, Xu Fu submitted a report to Emperor Qin Shi Huang, claiming that immortals lived in three mountains on the sea, namely, Penglai, Fangzhang and Yingzhou. And there was an elixir of life there. Emperor Qin Shi Huang sent Xu Fu to lead thousands of young boys and girls on a voyage to look for the elixir. But Xu Fu returned with nothing. Later, Emperor Qin Shi Huang ordered Xu Fu to go find the elixir again with 3,000 young boys and girls, craftsmen and technicians. Xu Fu never returned. It was said that he finally arrived and stayed in Japan. Xu Fu's voyage to the East is the earliest maritime navigation recorded in Chinese history. The starting point of his trips was Langya (in today's Huangdao District) in Qingdao.

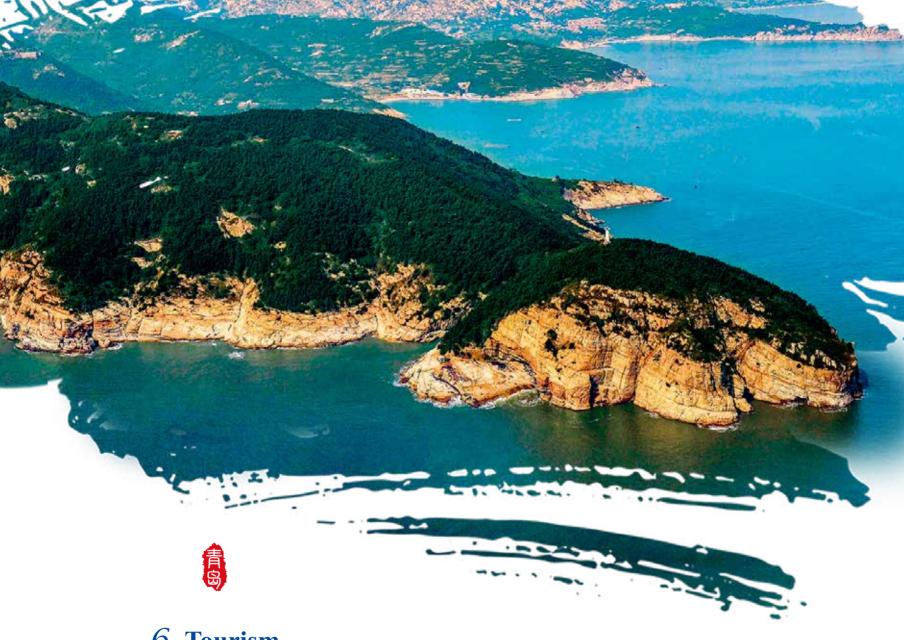
The 500 warriors of Tian Heng

According to the Historical Records, after Liu Bang, Emperor Gaozu of the Han Dynasty brought the whole country under his rule, Tian Heng, a descendant of the former Qi State, and his 500 soldiers were stranded on an isolated island. Liu Bang wanted to make Tian Heng surrender. He announced that if Tian Heng came to surrender, he would be given a prominent position; otherwise, his group would be besieged and wiped out. To save his 500 men, Tian Heng decided to meet Liu Bang. He killed himself on his way to Luoyang and left a note ordering his two subordinates to chop off his head and take it to Liu Bang. Liu Bang held a grand funeral for Tian Heng and offered the position of Duwei (a title of a high-level military officer under the general) to his two subordinates. But both men chose to kill themselves. Liu Bang then tried to convince the 500 people on the island to surrender. Unwilling to yield, all the 500 men committed suicide. The island was later named Tian Heng Island (in today's Jimo District).

Tian Dan's fire bulls

In 284 BC, Yue Yi, a general of the Yan State, conquered 70 plus cities of the Qi State on a winning streak. Tian Dan, a general of the Qi State, was making an unremitting effort to defend Jimo City (located in today's southeast Pingdu). In 279 BC, Tian Dan pretended to surrender to the Yan troops, which made the latter let down their guard. At night, Tian Dan secretly assembled more than 1,000 bulls, put clothes with colorful dragon patterns on them, and tied sharp weapons to their horns. Then he bound reeds that had been soaked in oil with the tails of the bulls and lit them on fire. The bulls, startled by the fire, charged towards the campsite of the Yan troops. The 5,000 Qi soldiers followed the bulls to fight against their enemies. The Yan troops were totally defeated. Tian Dan recovered all the lost land of the Qi State. Tian Dan succeeded because he caught the enemy off guard by launching an unexpected ambush at night with fire bulls. This is a famous case of the weak defeating the strong in Chinese military history.





6. Tourism



Laoshan Mountain (Mount Lao)

"Mount Tai, high as the cloud, is eclipsed by Mount Lao on the sea." Laoshan Mountain, a cradle of Taoism, enchants visitors with the magnificent Lion Peak and Taiqing Temple where Zhang Sanfeng and Qiu Chuji once practiced cultivation. Taking a bird's eye view from Lingqi Peak of Laoshan Mountain, looking at the floating clouds in the azure sky and breathing in the refreshing sea breeze, one suddenly becomes free of worldly worries.

Bathing beaches

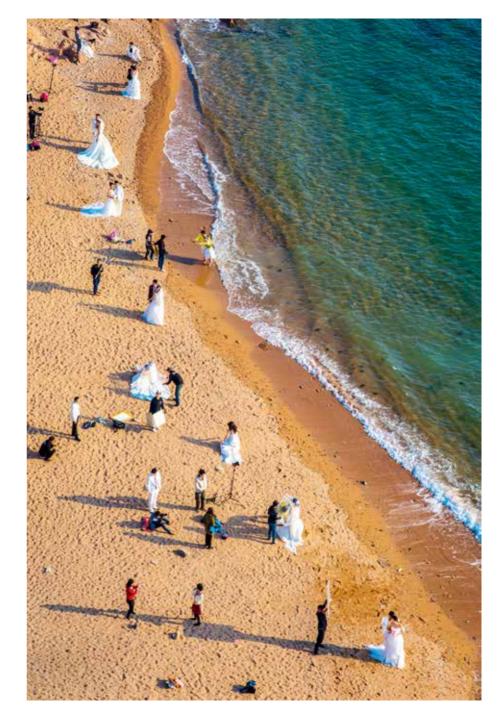
There are many bathing beaches in Qingdao, nine of which are officially recognized, with No. 1 Bathing Beach having the longest history. Qingdao No. 1 Bathing Beach is located on the coast of Huiquan Bay, with a beach of 580 meters long and 40 meters wide. It was once the largest bathing beach in Asia. It is surrounded by mountains on three sides with verdant trees. The water in the bay is clear and calm, the beach is flat, and the sand is fine and soft, all of which provide excellent natural conditions for a bathing beach.

Dazhu Mountain

Dazhu Mountain Scenic Area faces the sea on three sides. It is known for its gorgeous valleys, grotesque peaks and stones, and booming flowers. In April every year, the azalea blossoms in the valley are in full bloom, like red clouds covering the mountain, turning the place into a wonderland.

Qingdao Plum Blossom Garden

The garden is in Shimei'an Scenic Area. Embraced by mountains in three directions and facing the water in the fourth, the garden has over 20,000 plum trees of more than 200 varieties as well as 8,000-plus potted plum trees. The garden is known for views of plum blossoms and azaleas in springtime, lotuses in summer, sweet-scented osmanthus in autumn, and wintersweet in winter. In March each year, the plum blossoms are in full bloom. Visitors love to appreciate the flowers and enjoy nature during that time of year. China Qingdao Plum Blossom Festival has been successfully held for 23 sessions till this year.





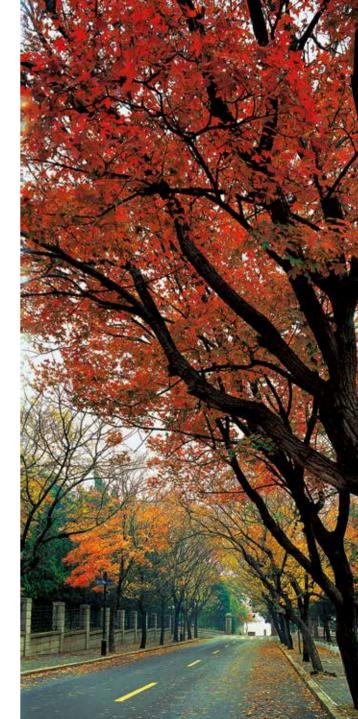
Zhanqiao Pier

Zhanqiao Pier stands at the southern end of the busy Zhongshan Road in Qingdao. The pier reaches into crescent-shaped Qingdao Bay from the coast. The classical Chinese style two-story octagonal pavilion standing on the head of the pier is named Huilan Pavilion (Pavilion of Returning Waves). To the north of the pier is Zhanqiao Park, a heavily wooded area with stone benches where visitors can sit and enjoy the scenery.

Badaguan Scenic Area (Eight Great Passes)

Buildings of diverse architectural styles stand one next to another in Badaguan. The area hence gets the nickname "World Architectural Expo". Badaguan is a place to admire not only the beauty of nature, but also the charm of history hidden in the mysterious old villas. The combination of historic buildings and new business forms of fashion culture, such as the Norwegian and Finnish Cultural Experience Center, Taiping Bay Art Museum, and Cape No. 7 B&B, has made this place a new city space for cultural exchanges, art appreciation, leisure and recreation.

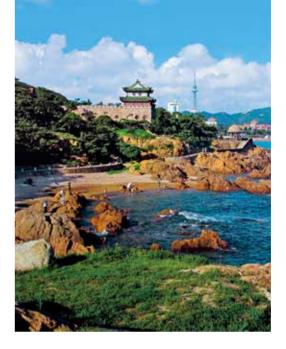




Jimo Ancient City

The hustle-bustle of the busy streets epitomizes the prosperity of the city. In Jimo Ancient City, one can listen to melodious folk songs, wander along the walls and Confucian Temple, and experience the charm of intangible cultural heritage like Guanzhuang bamboo weaving, Jimo wooden mold, Da'ou bird cage, etc. With a fusion of tradition and fashion, the fine cultural heritage is carried forward in the daily life business.





Lu Xun Park

Lu Xun Park is a seaside park named after the famous Chinese writer Lu Xun. The park offers mesmerizing views of red rocks in emerald waters, and green pine trees along winding paths dotted by pavilions. It represents a perfect combination of gardening and natural scenery. The first aquarium designed by the Chinese is in this park. It is deemed as the birthplace of the modern aquarium in China and a cradle of marine science research.



Beer

Qingdao is called a city of beer. The city produces beer and beer is part of the daily life of local residents. In this sense, beer is the most distinctive hallmark of Qingdao. Beer is a ubiquitous existence across this city. Local people have a strong emotional bond with beer, which is most obviously manifested during the annual Qingdao International Beer Festival.



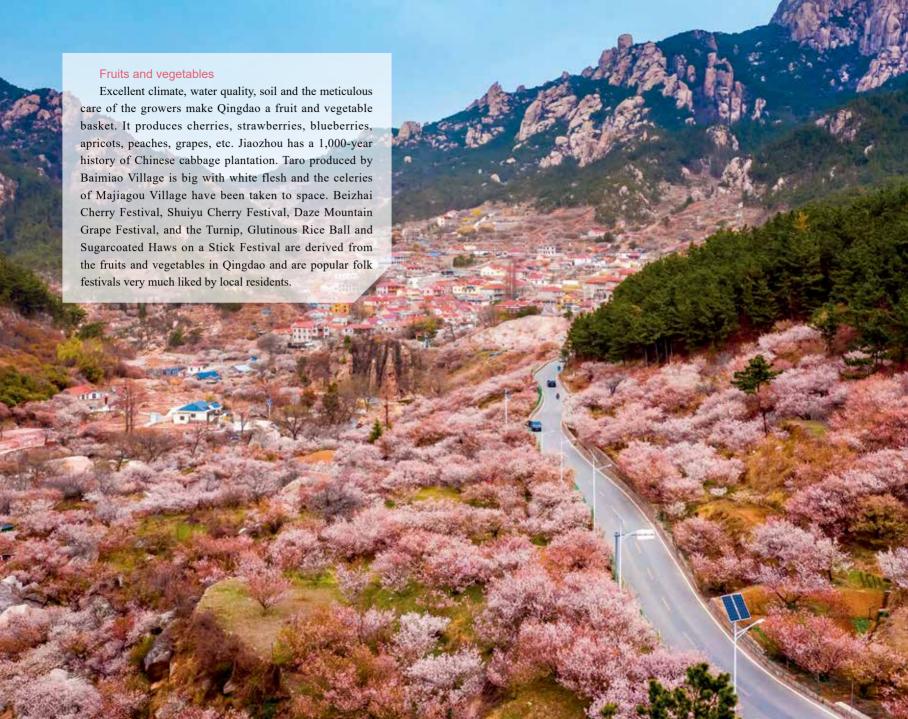
Seafood

Qingdao is embraced by the ocean on three sides. Located on an ideal latitude, Qingdao's seas teem with seafood of all kinds. Clams, crabs, shrimps, squilla, jellyfish, mussels, oysters, as well as all kinds of fish are almost fixtures on the kitchen tables of Qingdao's households. They can be fried with chili, steamed, roasted or boiled, to please different palates. Seafood is a must for local people to treat visiting friends and family.

Specialties

Qingdao local cuisine belongs to Jiaodong Cuisine under Shandong Cuisine. It has distinctive local features. There are grand centerpieces such as fried conch, braised Chinese cabbage with prawn, braised sea cucumber with minced pork, crispy fried chicken, together with fried clams with chili, grilled squid, Qingdao greaves, and agar jelly. Dumplings filled with Spanish mackerel, Qingdao pot stickers, and Wanggezhuang steamed buns are special pasta dishes. For those who travel far, all those dishes are the long-cherished fond memories of their hometown.





Shangjieli • Silverfish Street

Shangjieli • Silverfish Street is a century-old street close to Qingdao Railway Station. Several traditional local-style liyuan (courtyards) are kept here as important tangible heritage recording the unique history and culture of Qingdao as a commercial port in a special historical period. Most of the buildings in the neighborhood are traditional courtyards where the front yards are usually shops and the back yards are residences. The area used to be very busy, filled with hotels and cargo stations.



Dabaodao Culture and Leisure Block

Located at the heart of downtown Qingdao, its courtyard building contains 18 courtyards and 79 small yards. Dabaodao represents the most unique "courtyard culture" in the historical and cultural heritage of old downtown Qingdao. The "courtyard culture" between the blocks and courtyards in the past is the exclusive memory and core attraction of Dabaodao. Shibei District takes "100-year-old Qingdao, treasured Dabaodao, and newstyle courtyards" as the promotional theme and is making this area a new landmark where people can shop, walk and have fun, both during the day and in the evening.



Fushan Bay

The colorful dazzling light show put on skyscrapers along the coast presents a fascinating night view at Fushan Bay. Fushan Bay Night View and Light Show has become an iconic scene of Qingdao that reflects the vitality and style of the city. May 4th Square, named after the May 4th Movement in 1919, is situated to the north of Fushan Bay. Wind of May, a red whirlwind-shaped sculpture set up in commemoration of the May 4th Movement, is the centerpiece standing on the square, showing the patriotic tone and national strength of passion and upwardness.

Daxue Road Cultural Neighborhood

The heavily shaded Daxue Road Cultural Neighborhood, with romantic nostalgia and the aroma of coffee in the air, is the dream place for many. Take a stroll here, appreciate the red walls, exuberant plane trees, university campus steeped in history, former residences of celebrities, and also chic cafés and graffiti, and let yourself immerse in the poetic romance of Qingdao.



Qingdao Olympic Sailing Center

Qingdao Olympic Sailing Center, located by the beautiful Fushan Bay and next to the May 4th Square, offers breathtaking mountain and sea views. At the Olympic Sailing Museum inside the center, the sailing history and culture of Qingdao are introduced to the world. The romantic bar street on the Lover Dam is a nice place to enjoy exotic musical and dance performances and to appreciate the light show and coastal views of Qingdao.

Qingdao Museum

Qingdao Museum is one of the first national Grade 1 museums in China. Among its rich collection of 240,000 pieces of relics in over 30 categories, the three most precious ones are the stone Buddha statute in the Northern Wei Dynasty, the brush-washer with drum screws decoration by Jun Kiln in the Northern Song Dynasty, and *Tao-tsang* compiled during the reign of Emperor Wanli in the Ming Dynasty. A tour of the museum on a sunny afternoon to escape from the hustle and bustle, see an exhibition, enjoy a cup of tea, and explore the 1,000-year-old Dongyi Civilization and the modern history of Qingdao is highly recommendable.





China-SCO Local Economic and Trade Cooperation Demonstration Area (Jiaozhou Economic and Technological Development Zone)

Located on the northern bank of Jiaozhou Bay, it enjoys a great geographical location with links eastwards and westwards, across land and over the sea. Qingdao Jiaodong International Airport, a 4F airport, runs flights to 50-plus major cities in the world. SCO Multimodal Transportation Center operates 30 domestic and international freight train routes, reaching 54 cities in 23 SCO and Belt and Road countries. According to the working mechanism of "wholeregion synergy led by one core", SCODA is building an international logistics center, a modern trade center, a two-way investment cooperation center, and a business, tourism, and culture development center, with a view to creating a gateway to the Asian Pacific market for SCO countries and a demonstration area of exchanges and cooperation with relevant cities in SCO countries. The mid- and long-term goal is to make SCODA a pilot in two-way local investment and trade system innovation among SCO countries, a stronghold of business innovation activities and start-ups, a pioneer for Belt and Road local economic and trade cooperation, and a hub of opening up in the new era.





China (Shandong) Pilot Free Trade Zone Qingdao Area

China (Shandong) Pilot Free Trade Zone Qingdao Area was established on August 30, 2019, as a testing ground for deepening reform and expanding opening-up. Covering a land area of 52 square kilometers, it is the largest part of the Shandong Pilot Free Trade Zone and shoulders the most tasks. It enjoys preferential policies of the national comprehensive bonded area, international economic cooperation area (Sino-German Ecopark), economic and technological development zone, etc. It prioritizes the development of key industries such as the modern marine sector, international trade, shipping and logistics, modern finance and advanced manufacturing. It is committed to system innovation, benchmarks itself against international trade rules, and strives to promote highlevel system-based opening-up. It accelerates the integrated development of shipping, trade and finance, and steps up growing strategic industries including smart manufacturing, integrated circuit and genetic technology. It aims at creating an international shipping hub in Northeast Asia, an important innovation center on China's east coast and a demonstration area for marine economy development, so as to build Qingdao into a major coastal central city in China. It has won such distinctions as the model park for creating an international high-quality development environment, and is rated by the Chinese Academy of International Trade and Economic Cooperation to be among the first ranks of pilot free trade zones. It serves as a frontrunner in reform and opening-up.

Qingdao National High-tech Industrial Development Zone

Qingdao National High-tech Industrial Development Zone was established in November 1992 as a national high and new technology and industrial development zone approved by the State Council. It has undergone several restructurings and now has one main zone and 16 parks. As an important part of the Shandong Peninsula National Independent Innovation Demonstration Area, the Zone focuses on "high" and "new", and

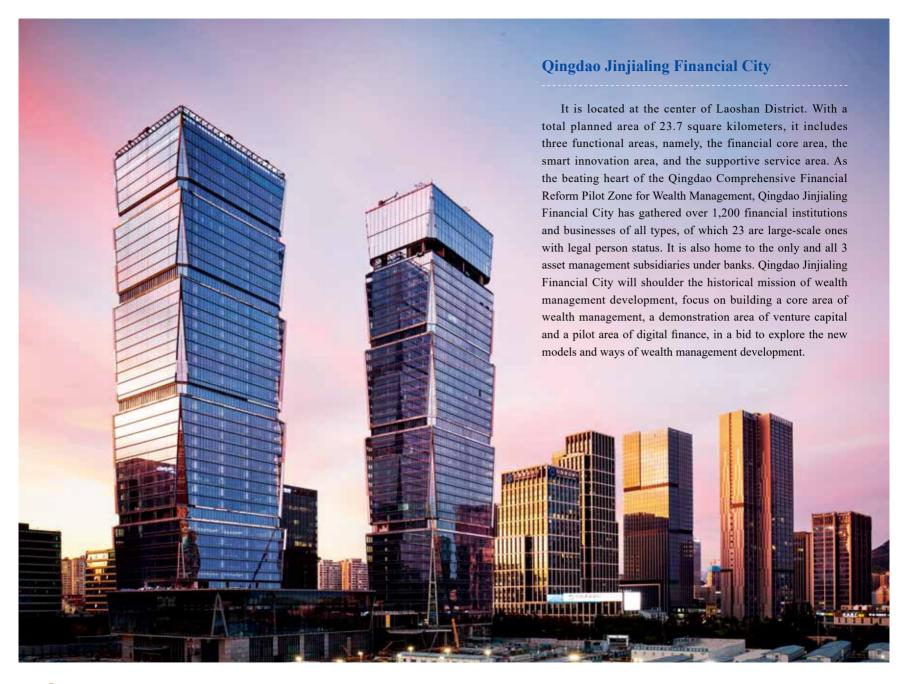
has cultivated an industrial system that features biomedicine and medical equipment. It has won such honorary titles as the National Demonstration Center for Innovation and Entrepreneurship, the National Model Area for Ecological Conservation, the National Model Park for Industrial Ecology, etc. It aims at creating a health industry cluster competitive in China and the world.



Qingdao Oceantec Valley

Nestled between the northern foot of Mount Lao and the Aoshan Bay along the shores of the Yellow Sea, the Valley has a total planned area of 443 square kilometers (218 on land and 225 on sea). It is a marine sci-tech R&D and high-tech hub supported by the CPC Qingdao Municipal Committee and the Qingdao Municipal Government with the mission to contribute to building a strong marine country. At present, it is home to 50plus national scientific research platforms and higher education institutions including the Laoshan National Laboratory for Marine Science and Technology, National Deep Sea Center, Shandong University (Qingdao), as well as 92 innovation platforms of all sorts. It is the first national demonstration zone for marine economy development, national industrial demonstration zone for sci-tech-driven ocean development, national marine knowledge promotion center and national demonstration center for innovation and entrepreneurship. The zone, envisioned as a marine-sci-tech center, is building the national marine scientific research and technological innovation center, the marine science and technology research findings commercialization and industrialization center, the marine science and technology service and talent center, and the international tourism and cultural exchange center. Efforts are made to develop marine high-tech service, marine biotech, marine high-end equipment, marine culture and tourism, marine-related headquarters economy, etc., so as to build a leading marine economy development demonstration zone in China, a globally influential and competitive marine science and technology innovation hub, and a livable and pro-business tourism city area.







Qingdao Railway Transit Industry Demonstration Zone

With a planned area of 83 square kilometers, the zone is a national new-type industrialization demonstration base, a national foreign trade structural transformation and upgrade base (for railway and locomotive), one of the first group of national emerging strategic industrial clusters, and one of the top 10 featured industrial clusters of Shandong. It is also the only industrial concentration zone in China that integrates high-speed rail and subway car production, rail transit key and core system R&D and manufacturing, and national basic application technology collaborative innovation platform. It is home to the National Innovation

Center for High-speed Trains, and China's first national technology innovation center. It was selected as a national industrial cluster for advanced manufacturing in March 2021. In July 2021, the world's first high-speed maglev transit system running at 600 kilometers per hour rolled off the production line here. In December 2021, the zone was rated a national green industrial park, the first one in Qingdao to win that distinction. In the demonstration zone, there are leading companies such as CRRC Qingdao Sifang Co., Ltd., Qingdao CRRC Sifang Rolling Stock Co., Ltd., Alstom Sifang (Qingdao) Transportation and more than 220 core upstream and downstream companies. Nearly 50% of the EMUs and 22% of the subway and urban rail cars in China are made here.

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