# QUOTE ME ON THAT



'The rapid development of Fianjin endows the city's great capacity to convene major in ternational conferences such as Summer Davos. In this session we will try to develop a model that will mutually benefit to both Tianjin and the forum, making it the most influential in China and an important platform to publicize Tianjin."

**REN XUEFENG,** Tianjin vice-mayor



"Airbus Tianjin has show itself to be a great investmen for both Airbus and the loca economy. The Tianjin gove ment and the Tianjin Free Trade Zone have been very supportive from the outset and there is a great talent poo in the area."

FABRICE BREGIER, president and CEO, Airbus



Fianjin Port will enjoy th good opportunities provide by the forum to communicat with related industries, which will help enhance its competi tiveness."

YU RUMIN, chairman of the board, Tianjin Port (Group) Co Ltd



"The forum has set up a platform for TEDA to go global and draw on the advanced experience from the world's leading companies." ZHANG JUN, general manager, Tianjin TEDA Group Co Ltd



"In this rapidly changing world, the World Economic Forum in Tianjin offers business, government and other stakeholders a unique opportunity to connect and discuss important issues in an informal setting." FEIKE SIJBESMA, DSM Global CEO



operate with foreign bio-dru producers and achieve th goal of going global? YAN XIJUN, chairman of Tasly Group

## Finance sector the target of reform By ZHANG ZHAO

## ungzhao@chinadailu.com.cn

The government of Tianiin city recently unveiled a master plan for reform of the finance sector over the 12th Five-year Plan period (2011-2015).

The measure would help the financing industry generate an added value of 180 billion yuan (\$28.3 billion) by 2015, about 10 percent in the city's GDP. The number was only 56.1 billion yuan in 2010.

According to the plan, the Bay", said Vice Mayor Cui Jinfinancing industry will be seen du. markets and settlement in Chi- leasing are one of the high-

nese currency. At one time, Tianjin actually "The leasing companies was a financial center in China build the plants, install the and along with Shanghai one equipment and facilities, and of the cradles of the nation's provide office supplies such as modern financing industry. computers. You simply have Today it still leads the nation to come with your employees in a number of wavs.

tractual industrial investment Around 80 leasing companies fund settled in yuan, the first were headquartered in the city investment fund and opened percent of the national total. the first carbon emission trad- They had together signed con-

In 2006, the city's Binhai one-fourth of the total in China. New Area was named a nation- The added value of the financal pilot zone by the State gov- ing industry grew at an average vative financial services and Five-year Plan period (2006-2010)

confined improvements in doubled. around the perimeter of Bohai period.



as a "pillar industry" in the ser- "The development of the service sector. The government vice sector, especially innovawill help establish regional tion in financing services, will be centers for private equity fund promoted nationwide," he said. management, leasing, capital Innovative approaches to

> lights in the Binhai New Area to start working," said Huang

It issued China's first con- Xingguo, mayor of Tianjin. narket-operation industrial by the end of June, about 23 tracts valued 300 billion yuan,

ernment to encourage inno- rate of 17.2 percent over the 11th with the number of financial oper-The administration of the ations increasing from 95 to 757 area has been attempting to Total bank deposits grew 1.7 times, break down the barriers that while total bank assets more than

market-oriented economy, The non-performing loan ratio and lead the way in the devel- declined from 6.2 percent to opment of the entire region less than 1 percent over that

# New 'tech city' plans

### By ZHUAN TI zhuanti@chinadaily.com.cn

To strengthen capacity for sustained independent inno vation, Tianjin is building a city in its Binhai New Area esponsible for research and development work at central State-owned enter- high-end talent,"

he noted. "As Premier Wen prises. A 40 sq km ancillary area said, the tech city should focus nearby will help industrialize on intelligent and innovative

industries, so it should attract the research. "In the tech city, an entire more talent in such industries." industrial chain can be found Liu described the future in a single building — from development as "a charming product design, material pur- place with top companies that chase, marketing, logistics dis- enjoys a reputation of Silicon tribution, financial settlement Valley and Wall Street". and after-sales services," said "It will be very cool for the Liu Xianming, vice-director young," he said. of the economic development "The industrial layout of the administration at Binhai Hi- tech city will be attractive to tech Industrial Development young graduates and research-

ers because it will provide In a meeting with delegates many opportunities to further from Tianjin during the 2012 develop their potential," he National People's Congress, said. "The city will also pro-Premier Wen Jiabao stressed vide livable residential districts the significance of the tech city. and various businesses — you Wen Bing, director of the can find what you need in your Architecture Design Institute daily life." of China Architecture Design The blueprint calls for 10 & Research Group, is in charge leading researchers and 100 of the overall planning for the high-end professionals to take

tech-citv. residence in the development "The primary goal is to by 2015. The plan also calls

draw in for 10 world-class research and development institutes as well as 50 other research institutes. In addition, it will invest more in research and velopment, with the R&D ending reaching 10 percent





# **'New Champions' gather in vibrant Tianjin**

Port city fueled by innovation welcomes economic world. Li Fusheng reports.



large number of entrepreneurs, experts and government heads have been drawn from across the world to Tianjin as the coastal city hosts the World Economic Forum's 6th Annual Meeting of New Champions that runs from Sept 11 to 13. The Swiss-headquartered World Economic Forum "is an independent international organization committed to improving the state of the world by engaging business political, academic, and other leaders of the society to shape global, regional and

ndustry agendas", according to its official website.

ernment.

Best known for its annual meeting in Tianjin-based Nankai University. **Hub in North China** Davos, a mountain resort in Switzerland, The annual event is expected to Only 100 kilometers south of its annual meeting of "new champions" attract more participants this year, Beijing, Tianjin is the largest has been commonly known as Summer according to Zhu Jun, deputy secre- coastal and port city in North Davos since it was initiated in Dalian in tary-general of Tianjin municipal gov- China.

Since then, Tianjin and Dalian have "We'll have more heads of state, min- of the State Council, Tianjin alternated hosting the annual event, isterial officials and representatives from announced its goal of becomwhich has "Creating the Future Econ- top 100 companies than before," Zhu said. ing the economic hub of North

Klaus Schwab, founder and execu- the event will also hit a record high, he with the emphasis on developing tive chairman of the World Economic added. Forum, said his hope is that the Sum- A highlight of the event is a greater per- hai New Area, according to official mer Davos meeting can help solve centage of topics that concern China, now documents. problems confronting the faltering that "the Chinese have been involved in It was another measure by the

That is why we have chosen Tianjin past", said Zhu. need a new champion city as host," trips for participants to learn more about ment officials.

New champions have vigor and ings of the International Business Council, toward its dream. vitality, qualities exhibited by Tianjin's roundtables of sister cities and with presi- In 2011, Tianjin's GDP hit 1.12 trildevelopment over the past few years, dents of renowned universities. he said.

the Summer Davos, said Schwab, who also been invited to participate in the impact from the international financial also serves as an honorary professor at event, Zhu said.

In 2006, with the approval omy" as its theme this year. The number of Chinese participants in China in the following 15 years, the 2,270-square-kilometer Bin-

world economy instead of merely serv- deciding on the topics instead of merely central government to boost regioning as a platform for discussion. providing peripheral services as in the al economic development following similar efforts in the Yangtze and the to host the event," Schwab said. "We The event also incorporates featured Pearl River deltas, said local govern-

the city and parallel sessions such as meet- Tianjin has since been forging ahead

lion yuan (\$175.8 billion), 2.5 times Eight Tianjin residents with a back- the figure in 2006, an average annual Tianjin has been an excellent host of ground in economics and English have increase of 16.5 percent despite the crisis, said Zhang Gaoli, the city's Party chief, in a report.

It now tops the ranking of 120 major world cities for economic strength on a list compiled by the Economist Inteligence Unit last March.

The city maintained relatively stable levelopment in the first half of 2012 lespite the complex and volatile world conomy, said Zhang Qiang, deputy lirector of Tianiin's statistic bureau.

Official statistics show eight major ndustries including civil aviation, equipment manufacturing, electroncs, and textiles generated a combined ndustrial output of 1.04 trillion yuan the first six months of this year, an 8.9 percent increase from the same period last year.

The city's imports and exports





We hope the Summer Davos meeting can help solve problems confronting the faltering world economy instead of merely serving as a platform for discussion. That is why we have chosen Tianiin to host the event. We need a new

champion city as KLAUS SCHWAB FOUNDER AND EXECUTIV CHAIRMAN OF THE WORL ECONOMIC FORUM



period, a 19.9 percent increase year- Tianjin is now home to more than

goal was established, Tianjin's GDP is New Area is the first industrial partner xpected to reach 2 trillion yuan, with of the 863 Program, the nation's highhe per capita GDP reaching \$20,000, tech development plan, the official aid Party Chief Zhang. added.

tion office, offering another opportu- year, eclipsing many cities in China, nity for the city to open its doors to the said a local finance official. world while enabling the world to learn Service industries have also picked more about Tianjin. up speed in recent years, said local

Stronger connections then facilitate officials. economic cooperation and foreign Official statistics show that the cominvestment, he added.

## **New industrial powerhouse** omy in 2011.

the first watch, bicycle and TV set in lion yuan in the city in 2011.

ponents for the Airbus A320, produc- local residents but also customers from ing next-generation carrier rockets, neighboring cities. oilrigs, high-power locomotives and ing momentum in the city. large-scale integrated circuit chips. It In 2011, Tianjin held nearly 170 is a list of achievements that stretches exhibitions and conventions, includeven further.

and become a new industrial power- ing Congress & Expo 2011 and the house," said a city government official, China Tourism Industries Festival, partly due to its capacity for innova- which together generated more than

Official statistics show that more government officials. han 36,000 patent applications were of them granted, surging by a respec- nadaily.com.cn

totaled nearly \$56 billion in the same tive 43 percent and 30 percent. 700 major State-level scientific and

By 2016, nine years after the city's technical projects. The city's Binhai The Summer Davos programs also To help fuel that innovation, R&D elp Tianjin reach its goal, said Tong investment continues to rise, account-

dong, head of the event's administra- ing for 2.6 percent of the city's GDP last

bined added value of service industries accounted for 46 percent of the city's econ-

Local residents are proud of Tianjin's Thanks to the robust consumer marhistory, which includes production of ket, commodity sales generated 2 trilhe People's Republic of China. Shopping centers such as Joy City What delights them about the pres- Tianjin, Aqua City and the Florenent in the city is now assembling com- tia Village are magnets for not only

atellites, unmanned aircraft, offshore The convention industry is also gain-

ing the 7th PECC International Trade Tianjin has made dramatic progress and Investment Fair, the China Min-500 million yuan in revenue, according

iled from the city in 2011, with 14,000 Contact the writer at lifusheng@chi



# THE NEXT STOP FOR URBAN **REFORM: BINHAI NEW AREA**

With the success o Shenzhen and Pudong, China's leaders turn thei eves toward Tianjir

ZHANG ZHAO hao@chinadailu.co

The reform of China's urban conomy is advancing northward along the nation's coastline, said Huang Xingguo, mayor of Tian-

"The reform started in Shenzhen in the 1980s. Then it was Shanghai's Pudong district in the 1990s," he said. "And in the 21st century, it's Tianjin."

The government of Tianjin has set targets to make the city into an conomic hub in northern China, an international port city and an ecofriendly home to its residents.

"Shanghai is the financial center Shanghai is the financial of China, and neighboring Beijing is the nation's capital and a cluster of the world's major financial institutes, neighboring Beijing is o Tianjin doesn't have to become a **the nation's capital and** financial center, but we will improve a cluster of the world's the financial service system and build a national financial innova- major financial institutes,

The city now has 2,400 equity investment fund companies and financial service system management organizations. There and build a national are also many financial leasing financial innovation base to companies, which are dealing with meet the requirements of a 5 percent of the service nationwide.

nies, privately owned companies and verseas companies are the three main forces that are boosting the ity's fast development, according to he mavor.

Around 150 of the global Fortune 500 companies have opened offices in Tianiin. In the last year, the city attracted 170 global projects





worth at least \$10 million and used \$13 billion foreign capital. At the same time, the city used domestic investment worth more than 200 billion yuan (\$31.5 billion). Local companies are also exploring the market abroad, with their

tal overseas investment reaching 1.8 billion last year. The private sector is playing an ncreasingly important role, taking

0 percent of the city's economy. The State Council pinpointed Tianin has an economic center in North

China, an international port city and a top eco-city with amiable living envionment in 2006. The development of Binhai New Area is part of a national This "has provided valuable opportunities as well as challenges", said the

> In that district, 180 key projects were completed last year, including bases for helicopter and auto manufacturing as well as software and service outsourcing. A heavy equipment manufacturing base, a crude oil stor-

age house and a biochemical plant have started operation. A shipyard is under construction. A central business area and a financial center are also planned.





# Cultural center brings art to masses

**v ZHUAN TI** 



By ZHUAN TI zhuanti@chinadaily.com.cn

China Tourism Industry Exposition and Bureau.

According to the local government, during the 11th Five-Year Plan period (2006- **Rich resources** 



tion base to meet the requirements **so Tianjin doesn't have to** of a regional economic hub," Huang **become a financial center**. but we will improve the Large-scale State-owned compa-regional economic hub."

HUANG XINGGUC

MAYOR OF TIANJIN

domestic investment last year

center of China. and

### 🕈 🗐 🛯 🐐 CHINA DAILY .

## zhuanti@chinadaily.com.cn

of North China's Tianjin municipali- old Italian architect Paolo Vincenzo supporting facilities. ty, the Tianjin Culture Center has been Genoves been open to the public since May 19. With public cultural venues, a city

park, a leisure center and an activity space for teenagers, the Tianjin Culture Center serves as an exhibition center of high-end arts and a living area for citizens, popularizing

The center has been well received o far. The amount of visitors averages 50,000 per day and can be as high as

70,000 to 80,000 on holidays. Sydney Opera House, and I am learn- Square as well as a public transportion Hall.

functions, such as the Tianjin Museum is a collection the clock. a tour route, which and exhibition center of historical Coming from the design idea of animal specimens shows humanism." relics consisting of 13 exhibition "City Stage", Tianjin Theater con- worth \$50 million to Covering

meters, the cul- Calligraphy Hall. tural center is The Art Gallery is the first com- than 300 performances every year a project that prehensive plastics art museum The high-standard architecture, promotes in Tianjin. The gallery is respon-vivid exhibitions and advanced sible for the collection, research, high-tech facilities allow citizens popularization and exhibition of and benefits artwork. It includes the Contemgenerations porary Art Exhibition Area, the to come. It Modern Plastic Art

"I think it is more beautiful than a theater, Sunshine Park and Civic lery and the Chinese Art Exhibi- and art.

The largest public cultural facility ing from it," said famous 43-year- tation hub, infrastructure and other As a public library with various rarely found, even in Europe," said functions, such as information John, a library user from Sweden. The center, which took two years to retrieval, storage, and research, As an honorary citizen of Tiancalled the city's "living room" and has "It not only has an unique style in build, has a total floor area of 1 million the Tianjin Library (Culture Cen- jin, Kenneth E. Behring, chairterms of external struc- square meters, while the four cultural ter) has 6 million books in its man of the Global Health tures but also great venues cover 310,000 sq m. collection and offers readers self- and Education Foundetail in internal With a floor area of 14,000 sq m, serve circulation service around dation, has donated

halls, such as the Ancient History sists of an opera house, concert the Tianjin Natural 900.000 square Hall, the Treasure Hall and the hall and a little theater with 3,200 Museum. seats. It is scheduled to host more

jin Museum, an art gallery, a library, Hall, the Multifunctional Art Gal- more convenient access to culture "A library so advanced that is

more than 200 rare

### **By LI XIANG** li\_xiang@chinadaily.com.cn

The rapidly growing commercial building economy of Tianjin has lead to the formation of a unique, spectacular skyline.

In recent years, Tianjin has sped up the pace of developing itself into an eco-city, an international port city as well as an economic center in North China. In this context, high-rise buildings in the city have sprung

On a 2011 list of China's top cities in terms of skyscrapers, Tianjin, with 15 skyscrapers over 152 meters high, ranked seventh. Now 127 buildings over 100 meters are under construction in Tianjin. One of them, the Goldin Finance 117, will become the highest uilding of the city at a height of 597 meters. The springing up of skyscrapers is gradu-

ally forming an angular and stylish skyline in Tianjin. At present, there are more than 10 major skyline sights in the city, including Ieijiang Exhibition Center, People's Park and the Haihe River coastal areas.

"The beautiful skyline is the outcome fast growth of commercial building economy. We have taken concrete steps to promote the development of commercia building. And we are trying to build another 50 commercial buildings with tax revenue over 100 million and intro duce more high-end modern service industry enterprises," said Huang Guoxing, mayor of Tianiin.

"Commercial building economy high lights the charm, vitality and strength of a city, and enables the city to accommodate more service industries. Developing commercial building economy has become an indispensable element of forging Tianjin into an international port city and economic center," said Wei Yongjiu, Party secretary and director of Tianjin small and medium-sized enterprise bureau.

As a driver of the development of a service industry cluster, the commercial building economy gathers human resources, finance and information sectors together. Last year, the first batch of 94 key commercial buildings attracted 2,200 enterprises, of which 40 are among the world's 500 largest multinational companies. Many renowned global enterprises have settled in Tianjin, including ohn Deere, Regus, Motorola and Mitsui

The tax revenue of commercial building in Heping and Hexi districts made up half of their financial revenue in 2011. The regis tered capital of enterprises that have recently settled in the 10 key buildings in Hebei District accounts for 71 percent of the newly increased capital in the district, Wei said. Tianjin will continue to develop its com-

mercial building economy and attract more investment in order to catch up with that of Beijing, Shanghai and Guangzhou, where the Chinese headquarters of most Fortune 500 companies are settled.

"We will also try to attract enterprises in second- and third-tier cities to settle their headquarters in Tianjin as it is very difficult for them to headquarter in Beijing. Tianjin, been kept in great condition in ously accelerate and continuously promote "Many 5-star standard hotels were improving the standards of the rapidly with its favorable conditions in terms of the former Italian Concession of the development of the China Tourism opened in 2011 in addition to the existing growing hotel industry and creating location, resources and transportation, has uth Tianjin. This architectural Industry Area," Yu said. 20 five-star hotels in Tianjin," She said. globally competitive industry through become a good alternative for them, "Wei

# QUOTE ME ON THAT



anking 416 of the Forunue 500 firms 2012 and be ng a foundation member o the World Economic Forun Tewoo believes that the event will help us monitor the pulse of world economic develop nent and become familiar with international market ules and practices." WANG ZHIZHONG, Party secretar and board chairman of Tewoo Grou



'The Tianjin Summer Dav 2012 provides a unique olatform for truly importan conversations in terms of creating the future sustainable economy."

STEEN RIISGAARD, president and CEO, Novozymes



Tianjin State Farms Agri ousiness Group will use the occasion of the world-level event to enhance commun cations with leading entre preneurs and economists BAI ZHISHENG, Party secretary a board chairman of Tianjin State Far Agribusiness Group Company



"From the economic growth wave to creating a future economy — this is not only the essence of the forum's theme but also the key issue for all enterprises that are indergoing growth." ALEX THAM, managing director, Alcan Cable (China)



'The forum will bring the nost advanced ideas in international economy to Tianjin and gather first-class financial enterprises to Yujiabao Financial District, where ou company lies."

LI BO, board chairman of Tianjin Innovative Finance Investment Co Ltd



"The event will provide an ideal platform for discussing critical world economic issues, such as securing a clean energy future, in which China will play a major role." DITLEV ENGEL. president and CEC Vestas Wind Systems A/S

which marked a 20.7 percent year-on-year jan Prime Minister Romano Prodi paid a increase and generated a total revenue visit in 2000, and the attraction draws more of \$1.75 billion," said She Qingwen, the than 5,000 tourists daily on average. Two upcoming events in Tianjin -- the director of the Tianjin Municipal Tourism

dous growth in the recent years. lion international arrivals.

2010), the number of international visitors Tianjin has abundant tourism resources, China National Tourism Administration tourists increased 18 percent year-on-year. Among the 12 main attractions in Tian- "We are hoping to organize various and headquarters economy.

an upscale residential area, facilities.

the opening of the China Tourism Indus-Tianjin has huge potential in domestic The China Tourism Industry Expo 2012 try Park – point to a bright future for the and international tourism. It is estimated will be held in Tianjin, and 16 port citdevelopment of the city's tourism industry. that the total revenue of Tianjin's tourism ies will convene during the Bohai Rim Thanks to the unique human and his- during the 12th Five-Year Plan period Conference on Tourism Cooperation to torical fabric of this modern city, Tianjin's (2011-2015) will reach 300 billion yuan promote regional cooperation in tourism tourism industry has witnessed tremen- (\$58.7 bllion), with an estimated 3.7 mil- development and work together to build the Bohai Sea "gold necklace" barrier-free tourism circle.

The tourism expo is co-hosted by the

is part of the former British egories as camping and outdoor equip- enue will be 20 billion yuan. Concession. It has become ment, aviation, yachting, and water sports

In addition, a large number "We are hoping the opening of the Chi- cess, the bar has been set higher in terms of and standards.

group is a rare find in Asia. Ital- The zone will focus on the service indus- In recent years, more than 10 glob- innovation.



"There were 2 million international visi- jin, the Five-Avenue Area leaves perhaps activities to promote Tianjin's tourism. It is estimated that the total investment. Concierge service is a critical eletors in Tianjin in 2011, the greatest impression on many tourists. throughout the year after the opening of in the area will approach 300 billion yuan ment of the hotel industry. In addition The Five-Avenue Area lies in the the tourism expo," She said. by 2020, the annual output value will reach to the 21 existing officially awarded southern part of Tianjin and The exposition will feature such cat- 50 billion yuan, and the total tourism rev- concierges in Tianjin, eight more con-

## **Rapid transformation**



cierges and two associate members joined the Golden Kev International Organization in 2011

yet more than 400 Western Construction started on the China The transformation of and upgrades to Founded in Paris in 1929, Golden Key is buildings built in the 1920s and Tourism Industry Park, the first national- the hotel industry will also fuel the devel- the only widely known international ser-930s remain. level park of its kind, in April 2012. opment of tourism in Tianjin. In this pro-vice brand with advanced service concepts

f Italian-style buildings have na Tourism Industry Exposition will vigor- hotel service for the Tianjin hoteliers. She Qingwen stressed the importance of



