

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

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

Qingdao is an important coastal central city, a famous historical and cultural city, a modern ocean city, and an international comprehensive transportation hub in China, with seven districts and county-level cities under its jurisdiction and a population of over 10 million.

General Secretary Xi Jinping gives great support to and has high expectations for Qingdao. Since 2018, he 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.

Qingdao is renowned for its pioneering role in China's reform and opening up. Standing at the forefront of the reform and opening up, Qingdao has undertaken several national pilots for reform. The city is home to high-level platforms for opening up, such as China-SCO Local Economic and Trade Cooperation Demonstration Area and China (Shandong) Pilot Free Trade Zone Qingdao Area, and is entrusted with the key mission of creating a new platform for Belt and Road international cooperation. Qingdao has successfully hosted the SCO Qingdao Summit and a series of major events like the Qingdao Multinationals Summit.

Qingdao is a city booming with vitality for scientific and technological innovation. It has ranked among the Top Ten National Innovative Cities for four consecutive years. It is home to several state-level innovation platforms, such as the Laoshan Laboratory, the National Technology Innovation Center for High-speed Trains, the National High-end Intelligent Home Appliances Innovation Center, and the National Virtual Reality Innovation Center.

Qingdao boasts a strong industrial foundation. As one of China's first industrialized cities, Qingdao shared a reputation with Shanghai and Tianjin as a leading textile hub and fostered world-renowned enterprises such as Haier, Hisense, and Tsingtao Beer.



Qingdao is a livable and business-friendly tourist city. The lovely town embraced by beautiful seas and breathtaking mountains features red roofs nestling among green trees, and blue sea meeting azure sky, and provides an ideal escape from winter chill and summer heat. It has won the China Human Settlements and Environment Award and is one of the top ten most livable cities in China rated by the United Nations. There are 5A scenic areas, such as the Laoshan Scenic Area and Qingdao Olympic Sailing and Marine Culture Tourist Areas. The city is known as a UNESCO City of Film, Sailing City, City of Music, and City of Museums and is recognized as the 2024-2025 Tourism and Cultural Capital of the SCO.

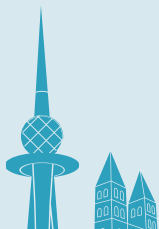
Qingdao is a city with sound business environment. It has been selected as one of the first national demonstration cities for the private economy, ranked among the top ten cities with outstanding business environment evaluated by 10,000 private enterprises organized by All-China Federation of Industry and Commerce for 3 consecutive years, and acknowledged by the World Bank as one of the Gold Medal Cities in China in terms of investment environment for several times.

The grass and trees are exuberant, and the mountains are more beautiful in spring. Qingdao will earnestly implement the guidelines of the 20th CPC National Congress and the Second and Third Plenary Sessions of the 20th CPC Central Committee, thoroughly implement the guidelines of the important speech made by General Secretary Xi Jinping during his visit to Shandong, and his important instructions for the work of Shandong and Qingdao. The city will seek steady progress in various endeavors, further deepen the comprehensive reform, steadfastly promote the green, low-carbon, and high-quality development, and accelerate the building of a socialist, modern, and international metropolis in the new era. It will strive to stand in the forefront in Shandong's efforts of forging ahead to shoulder major responsibilities, take a pioneering position in building Shandong into a major province of modernization, thus promoting Qingdao practice in Chinese modernization.





TABLE OF CONTENTS



01 History / 01

02 Profile of Qingdao / 07

03 Innovation Vitality / 15

04 Quality Life / 33

05 Cultural Heritage / 63

06 Scenic Areas / 81

07 Important Industrial Parks / 107





chapter

01

QINGDAO · CHINA

HISTORY



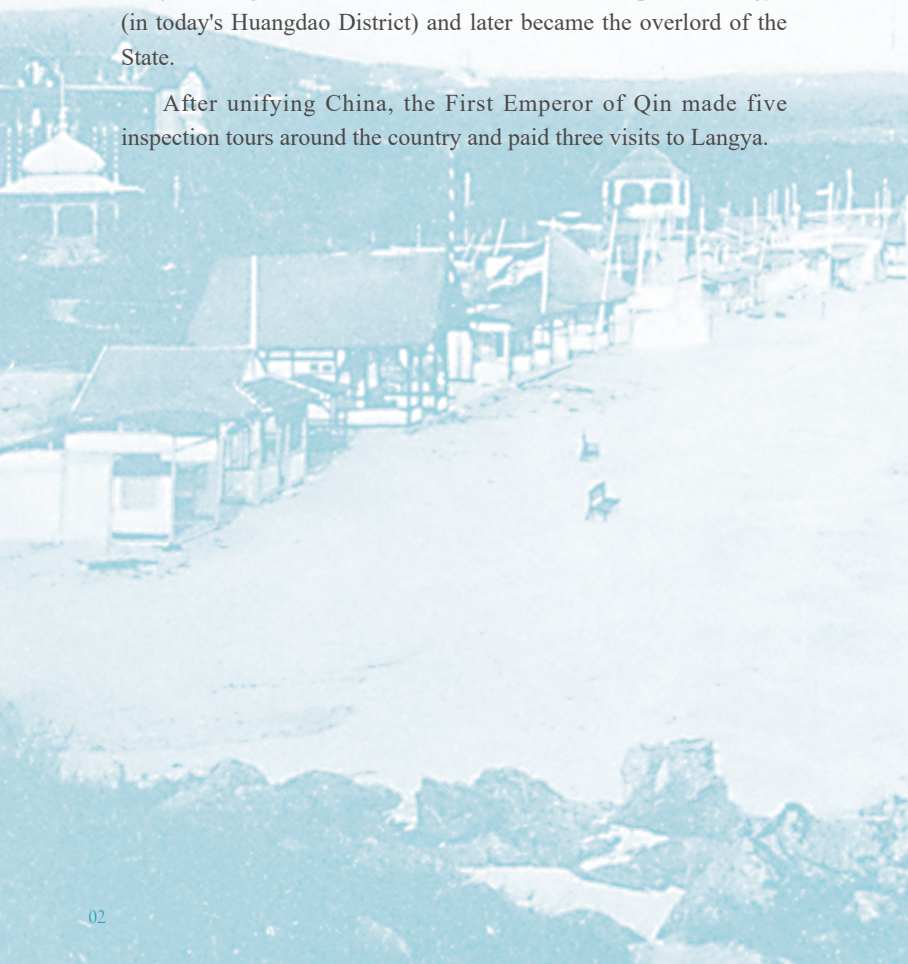
History

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.

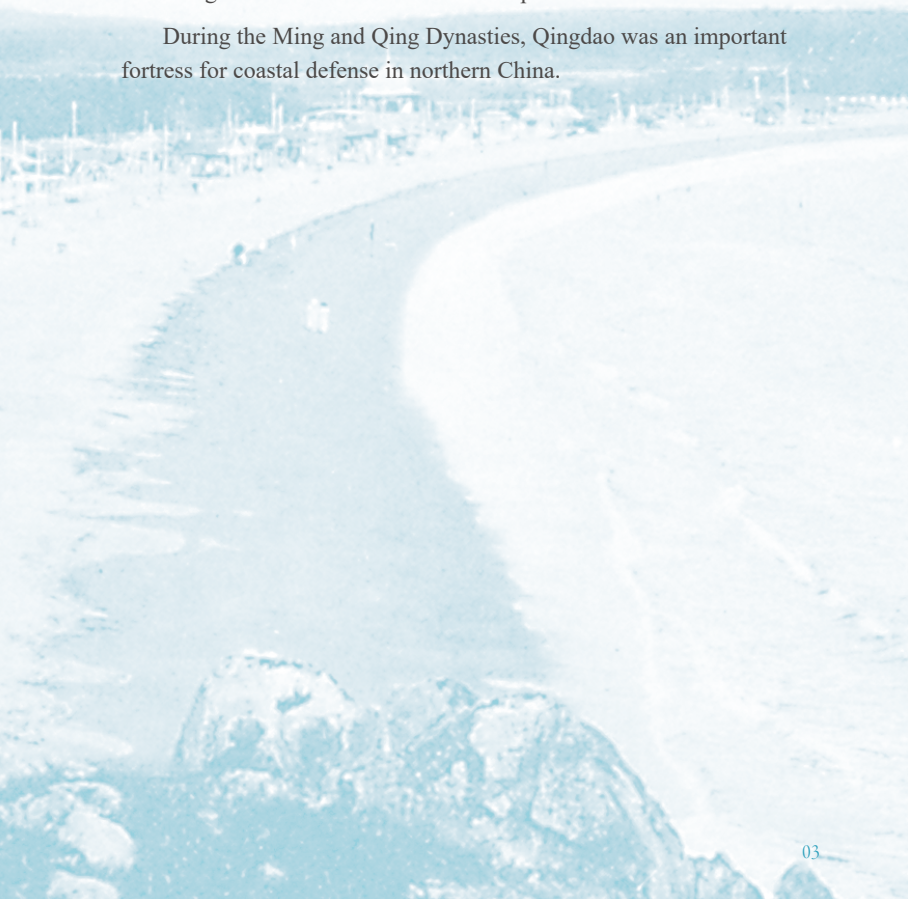


Emperor Wu of the Han Dynasty was once the King of Jiaodong (today's Jimo Ancient City site) when he was young. He was the most frequent visitor to Qingdao among Chinese emperors according to historical records.

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 maritime trade was set up in Banqiao Town (today's Jiaozhou) in the Song Dynasty.

In the Yuan Dynasty, the 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."

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 as 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 hub for maritime partnership.

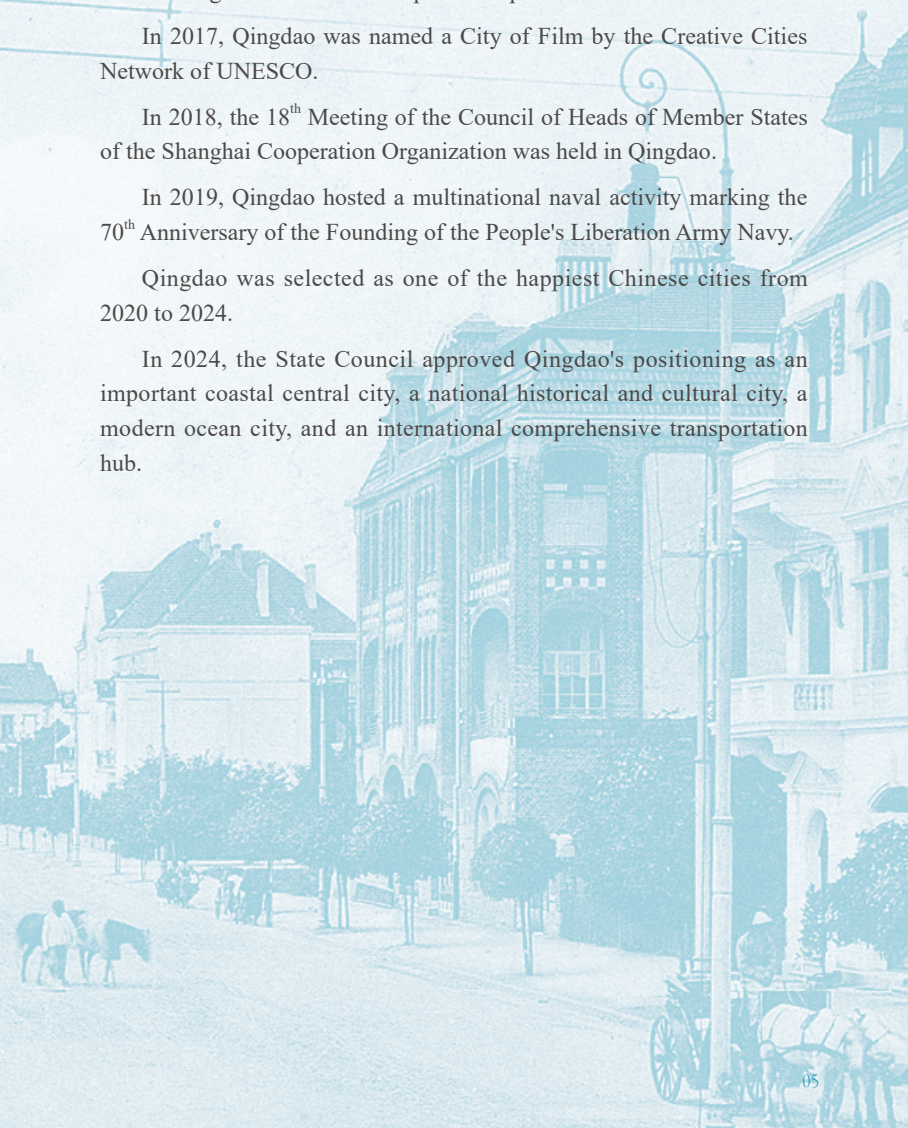
In 2017, Qingdao was named a City of Film by the Creative Cities Network of UNESCO.

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

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

Qingdao was selected as one of the happiest Chinese cities from 2020 to 2024.

In 2024, the State Council approved Qingdao's positioning as an important coastal central city, a national historical and cultural city, a modern ocean city, and an international comprehensive transportation hub.





chapter

02

QINGDAO · CHINA

PROFILE OF QINGDAO



A stylized, light blue map of China and its surrounding regions, including parts of the Korean Peninsula and Japan. The map is positioned on the left side of the page, with the rest of the page being white.

Geographical Location and Size

Qingdao is situated at the southern tip of the Shandong Peninsula ($35^{\circ}35'-37^{\circ}09'N$, $119^{\circ}30'-121^{\circ}00'E$) 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. The city covers a land area of 11,295 square kilometers, and a sea area of 11,713 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 2024, the city's GDP reached 1,671.95 billion yuan, up by 5.7%, ranking second among sub-provincial-level cities in terms of growth rate. The added value of industries above the designated size increased by 9.4%, and the total retail sales of consumer goods increased by 4.2%, ranking second and third among sub-provincial level cities, respectively. Besides, it has accomplished the task of energy conservation, emission reduction, and carbon reduction.



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, Dagou 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 semi-humid temperate monsoon climate. The weather is mild and agreeable with abundant rainfall. Winter is free of freezing cold and summer scorching heat. 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 city tree of Qingdao is the Cedar, and the city flowers are the Camellia and Rose.





chapter

03

QINGDAO · CHINA

INNOVATION
VITALITY



Guiding Role of Innovation

Qingdao puts scientific and technological innovation at the core of the overall development, vigorously builds itself into a major city of science and technology, actively creates a "10+1" innovative industrial system, and accelerates the development of new quality productive forces. Innovation has gained further momentum.

Scientific innovation platforms have seen their quality and capacity improved. Eight national key laboratories and 59 provincial key laboratories have been newly approved. Achievements of innovation continue to emerge, with 15 achievements won national science and technology awards, accounting for 43% of the province's total. The world's first carbon fiber metro train developed by CRRC Sifang was put into commercial transport. The 400 km/h CR450AF EMU model successfully rolled off the assembly line. Perovskite solar cells, sulfide solid state batteries, synthetic biology and other technological achievements have seen their commercialization sped up.





The innovation vitality of enterprises has been strengthened. There are about 8,650 high-tech enterprises, accounting for 1/4 of the province's total, and 9,776 small and medium-sized tech enterprises, accounting for 1/5 of the province's total. Twenty-nine state-level specialized and innovative "little giant" enterprises have been newly fostered.

The industrial structure has been optimized and upgraded. Qingdao has climbed to 6th place among China's top 100 cities in the advanced manufacturing industry. The value added of strategic emerging industries above the designated size increased by 13.2%. The clusters for smart home appliance industry, rail transit equipment industry, shipbuilding and marine engineering equipment industry, and instrumentation industry have been selected among national advanced manufacturing clusters.



The national intellectual property right protection center has been put into operation. Qingdao has been selected as one of the first pilot cities of the modern commercial circulation system in China and a national supporting city for extending and strengthening the industrial chain of comprehensive cargo transport hubs. The city also ranks among the first pilot cities for the transformation of new manufacturing technologies and the integration of "5G+ industrial Internet" in China.





City of Brands

A city's brands represent its modernization progress. With a well-deserved reputation as a city of brands in China, Qingdao is home to Haier, Hisense, Tsingtao Brewery, CRRC Sifang as well as leading companies in emerging industries such as BOE, and Goertek, and unicorn enterprises like TELD, COSMOPlat, etc. Its manufacturing strengths are highlighted by popular products hailed at home and abroad including home appliances, high-speed trains, tires, ships, textiles and clothes, and food.

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

- ★ In 2024, Hisense sold 29.14 million televisions worldwide, ranking first in China for 21 consecutive years;

- ★ Qingdao Haier has been the No. 1 large household appliances retail brand in the world for 15 consecutive years, and 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;

★ COSMOPlat became the first 100-billion-yuan brand in China's industrial Internet industry.

According to the *2024 Global Unicorn Top 500 Enterprises Development Report*, Qingdao is home to 13 unicorn enterprises on the list, such as Goermicro, COSMOPlat, TELD, Ririshun, CCS Electric, icloudsky, Yisa Technology, and Juhaokan, ranking fifth in China in terms of the quantity.



**2024 青岛
全球独角兽企业
500 强企业**
2024 Global Top 500 Unicorn
Enterprises in Qingdao



Seeking Development in the Marine Sector

Qingdao carries out a campaign to foster new quality marine productive forces, and accelerates the transformation of scientific and technological advantages into industrial advantages, with GDP comes from the marine sector exceeding 550 billion yuan.

The capacity of generating marine scientific and technological innovation has been continuously enhanced. The Laoshan Laboratory has successfully accomplished its tasks at the present phase. China Institute of Ocean Engineering (Qingdao) launched a domestication project of marine engineering software. Qingdao Institute of Blue Seed Industry has been put into operation. The construction of major scientific and technological facilities such as the offshore comprehensive test field has been accelerated.

An integrated market for marine science and technology was put into operation. Breakthroughs in the modern marine industry have been accelerated. Qingdao is actively developing a "4+4+2" modern marine industry system, emphasizing high-end, intelligent, and clustered growth. The number of orders



for large bulk carriers and very large ore carriers ranks the first in the world. Asia's first cylindrical floating oil and gas production facility Haikui No. 1 was delivered and put into operation. The 150,000-ton aquaculture vessel Conson was completed and delivered, and Deep Blue large-scale intelligent aquaculture net cages were put into use.



A Fertile Land for Talent

Talent provides a city with a source of vitality and inexhaustible development impetus. In 2024, Qingdao attracted 267,000 talent in various fields, bringing the talent pool to 2.87 million in total. Xu Zhenchao was awarded the national honorary title of People's Craftsman.

A total of 371,100 urban jobs were created, ranking first in Shandong Province. Qingdao has been recognized as the advanced region for promoting employment in Shandong Province in 2023.

Qingdao has introduced 32 measures to improve the quality of employment service, innovatively implemented the employment model of "dedicated posts for mothers," and released the first batch of 190 such posts. This innovative approach has been covered by China Media Group, China News Service, and other media.





Qingdao carried out the campaign of "community-based micro-employment", organized more than 200 public welfare classes in communities themed on "improving skills for better employment" and skills classes in night schools for 10,000 trainees. 307 "door-to-door" employment service stations have been set up to provide workers with one-stop employment services at their "doorsteps". The door-to-door public employment service capacity improvement program has been selected as a national demonstration program.

113,100 urban laid-off workers were reemployed, up by 5.26 % year-on-year.





Wealth Management in Qingdao

2024 marks the 10th anniversary of the approval of Qingdao national pilot zone for comprehensive financial reform for wealth management. In the past decade, Qingdao's financial industry has achieved leap-forward development. The balance of deposits and loans in local and foreign currencies of financial institutions has exceeded 6 trillion yuan, and the total scale of wealth management has reached 4 trillion yuan. Qingdao ranks 31st on the list of Global Financial Centres Index.

With outstanding practical results, the deepening of regional financial reform and the development of the pilot zone for wealth management have been highly recognized by the central financial management authority. Qingdao prioritizes the leading role of innovation, and takes a pioneering position nationwide in the reform of pension finance, digital renminbi, and cross-border investment and financing.

In 2024, 10 new licensed financial institutions were introduced and 283 financial projects were launched. The city successfully held the 2024 Qingdao Venture Capital Conference, and registered private fund with a management scale of more than 200 billion yuan in the Asset Management Association of China.

Opening Up

Qingdao is continuously expanding high-level opening up. It thoroughly implements the campaign of improving the capacity of China-SCO Local Economic and Trade Cooperation Demonstration Area, and accelerates the building of the SCO International City. The Shandong-Hong Kong Science and Technology Cooperation and Innovation Center has been put into operation. The tax refund policy of SCO International Hub Port as a port of origin has been implemented.





The construction of the CRE assembly center was approved, and more than 1,000 CRE trains were launched, up by 17.8 %. The trading volume of Qingdao International Energy Exchange exceeded 250 billion yuan.



The demonstration and leading role of China (Shandong) Pilot Free Trade Zone Qingdao Area has been continuously highlighted. Thirty-two innovative achievements have been promoted at the national and provincial levels, and 12 new projects invested by Fortune Global 500 companies have been introduced. Among Chinese cities, Qingdao issued the most RCEP certificates of origin.

Sustained efforts are made to build the "Invest in Qingdao" brand. Yihai Kerry, Hexagon, Nestle and other Fortune Global 500 enterprises have expanded their investment and production in Qingdao.



The implementation of 50 infrastructure projects in the Qingdao metropolitan area was accelerated. Jinan-Qingdao high-speed railway operates in a public transportation model. The east-west cooperation with Longnan and Dingxi in Gansu Province continues to deepen.

The number of international friendship cities has increased to 93. The city has successfully hosted major events such as the 5th Qingdao Multinationals Summit, the Belt and Road Energy Ministerial Conference, and the Global Ocean Development Forum. It has also been designated as the 2024-2025 Tourism and Cultural Capital of the SCO.





chapter

04

QINGDAO · CHINA

QUALITY LIFE



Urban Renewal and Urban Construction

Qingdao has been awarded as one of the first national urban renewal demonstration cities. The guiding role of planning is underscored. The new round of overall planning for urban land and space was officially approved. Qingdao completed the compilation of overall plans at the city, district (county-level city), and town levels, as well as special plans for comprehensive transportation and ecological restoration.

The urban renewal campaign was further advanced. The protection and renovation of old buildings in the core area of historical urban areas has been completed. The "coordination across areas" model for the redevelopment of inefficient land was promoted nationwide. A total of 269 industrial projects were implemented, creating a sound momentum for the development of specialized industrial parks. 24 resettlement housing projects for the rebuilding of urban villages, and the renovation of 433 old residential areas have been completed. 100 "micro urban renewal" projects have been implemented. 140 new pocket parks and 135 kilometers of urban greenways were built.









Urban management has been further improved. The city demolished 3.43 million square meters of illegal construction, completed the comprehensive renovation of 100 back streets and alleys, and built 43 excellent and standardized farmers' markets. The coverage rate of owners' committees in residence communities reached 86%. Measures have been taken to treat 173 points prone to traffic congestion, open up 28 unconnected roads, and build 26,000 public parking spaces.



Business Environment

Qingdao has prioritized optimizing the business environment to drive high-quality economic growth. By implementing innovative policies, advancing institutional reforms, streamlining processes, and enhancing enterprise services, the city continues to improve the business environment to increase its competitiveness.

Qingdao's ranking for business environment continues to rise among leading cities in China. The city was recognized as one of the happiest cities for entrepreneurs in 2024. It has ranked first in the business environment assessment of the top ten shipping container ports for four consecutive years, and ranked among the top ten cities with outstanding business environment assessed by 10,000 private enterprises for three consecutive years.



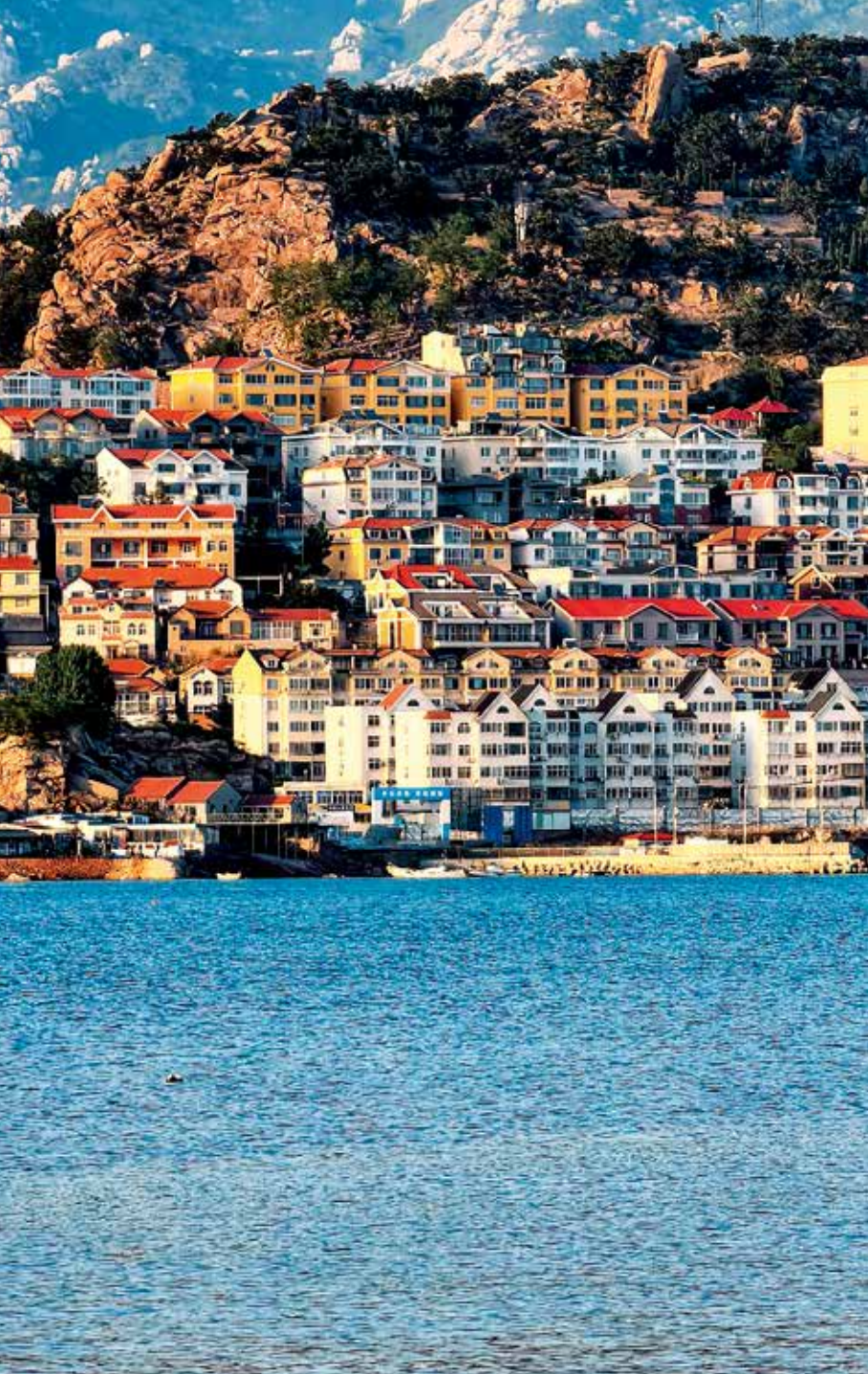




A regular communication and exchange mechanism was established between municipal officials and businesses. Platforms such as seminars, face-to-face meetings, Qingdao business environment forums, and foreign-invested enterprise roundtables were organized to facilitate government-business interactions focused on private enterprise development, and project attraction and implementation.



Qingdao is enhancing its platforms for issuing and delivering favorable policies, corporate financing services, and managing enterprise needs. Building on the Qingdao E-Policy Service platform, the city is refining a closed-loop mechanism for policy formulation, release, interpretation, targeted distribution, and efficient implementation.





Over 1,700 government services across 50 scenarios are accessible through a single portal. Key details, including locations and phone numbers of more than 3,000 service sites at four levels, are displayed on one map. This streamlining reflects Qingdao's commitment to enhancing the business environment.

The mechanism for direct communication between the discipline inspection commission and enterprises has been enhanced. The initiative "Safeguarding the Business Environment: Building Qingdao into a Pro-Business City with Clean Governance - Discipline Inspection and Supervision in Action" has run for five consecutive years, resolving over 4,000 enterprise issues.



Accessibility

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's capacity as an international hub seaport has been continuously enhanced. The new overall planning of Qingdao Port has been approved by the state. The construction of the Qingdao International Shipping Center was launched. The cargo and container throughput of Qingdao Port reached 710 million tons and 30.87 million TEU respectively, ranking fourth and fifth in the world. The operation efficiency of the fully automated terminal of Qingdao Port once again set a world record. Ten inland ports along the Yellow River and 18 sea routes have been launched.





Qingdao Jiaodong International Airport is operated at the 4F level, the highest in the industry. In 2024, the total number of domestic and foreign passenger routes reached 228, connecting 128 domestic and foreign cities. The airport handled 193,000 flights, 26.18 million passengers and 279,000 tons of cargo and mail in 2024, up by 13%, 22% and 7%, respectively. The three major production and operation data all reached a record high since the airport's inauguration. The normal flight clearance rate ranked first in east China, and the passenger satisfaction rate ranked first in airports of the same level in China for nine consecutive quarters. In 2024, Qingdao Jimo General Airport officially opened.

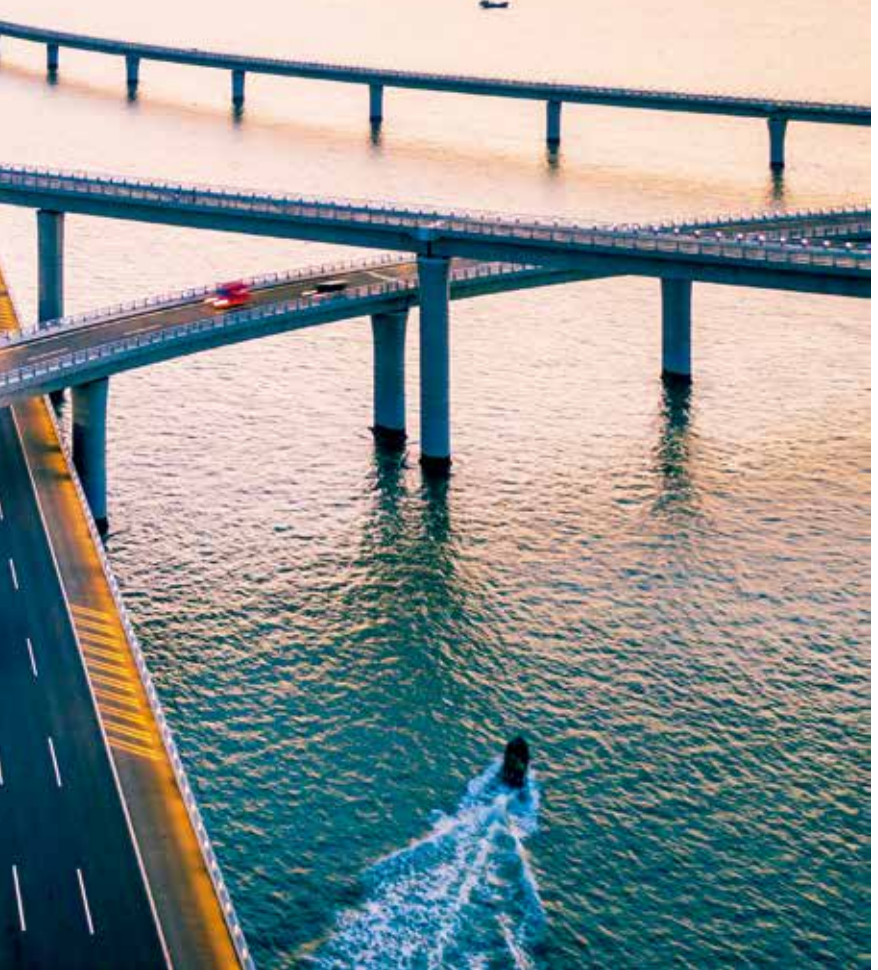


Qingdao is an important railway hub on the coast of China. In 2024, the connection line of the Weifang-Suqian high-speed railway to Qingdao was accelerated, and the Weifang-Yantai high-speed railway was put into operation.





Qingdao Jiaozhou Bay Bridge is 37 kilometers, the longest cross-sea bridge in northern China. Qingdao Jiaozhou Bay Tunnel is the undersea tunnel in the world with the shallowest placing depth and the largest cross-section. Construction of the second undersea tunnel was started in 2020. It will be the world's longest undersea road tunnel upon completion.





Qingdao is a national road transport hub. In 2024, the second phase of the Jiaozhou Bay Bridge Viaduct and the Liaoyang Road Expressway were completed, and the Shandong Road-Anshan Road Overpass project was completed and opened to traffic.



Currently, the long-term plan for the metro network in Qingdao includes 21 lines and 900 kilometers. The state has approved the construction plan for three phases, which includes a total of 13 lines and 506 kilometers. The approved mileage ranks eleventh in China. In 2024, with the completion and operation of the first phase of Metro Line 6 and the first phase of the western extension of Metro Line 2, the city's total metro mileage reached 352 kilometers.





A City of Art

Qingdao, a "City of Film", has a long-standing film tradition. It is home to the earliest still-standing commercial cinema in China 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 China 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, Film Cities Summit of the UNESCO Creative Cities Network (UCCN), China Film Society of Performing Arts Award (Golden Phoenix Award) Ceremony, and the SCO Film Festival among other film and TV activities were held in Qingdao, with numerous movie stars participating.



Qingdao is also called the Island of Violin and has a long history of music. In the Han Dynasty, Taoism music was popular, and there was a school of Chinese lyre in Mount Lao. *Lǚ Lǚ 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, the piano has 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 and a stronger lineup year by year. Qingdao is a city of music with growing prestige.





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.

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.





From September 24 to 30, 2024, the 2024 Qingdao Fashion Week was held at Qingdao Olympic Sailing Center. Themed on "return to the origin", this year's fashion week consisted of five sections, including brand release, creative exhibition, trend forum, trend activity, and fashion consumption. Adopting the approach of "one focus and multiple highlights, coordination and cross-border integration", it explored the convergence, fission, and innovation of fashion and technology, art, culture, and other fields.





Sports

Sports make the city vibrant and dynamic. Qingdao fosters public sports, competitive sports, and the sports industry through coordinated efforts, elevating its development as a major sports city to new heights.

Aiming to become a national model city for public sports and fitness, Qingdao actively implemented the *Qingdao Public Fitness Regulations*, enhanced fitness facilities, and successfully hosted the 2024 National Public Sports Work Conference, achieving notable progress in public fitness.

Aiming at good results in the Olympic Games, Qingdao has continuously enhanced the comprehensive strength of competitive sports and earned outstanding achievements in international and domestic competitions. In the 2024 Paris Olympic Games, 14 athletes from Qingdao were selected to join the Chinese sports delegation. The number of athletes from Qingdao and the number of gold medals won by them rank first in Shandong and among sub-provincial cities.



The first China (Qingdao) International Marine Sports Conference was held, featuring more than 30 events, including seven international sailing regattas, which boosted the international recognition and reputation of the Sailing City.



Qingdao is intensifying its efforts to establish itself as a key national football city, maintaining a stable structure of "two CSL teams and two CFA League teams." The city successfully hosted the 2026 World Cup Asian Qualifiers Final Round match between China and Indonesia, further solidifying its reputation as a Football City.

A total of 117 national or international sports events were held throughout the year, offering accessible high-level events to citizens.





chapter

05

QINGDAO · CHINA

CULTURAL
HERITAGE



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 Yangkos in Shandong. It originated during the reign of Emperor Xianfeng of the Qing Dynasty and was a popular activity in Dongxiaotun Village in Jiaozhou. Jiaozhou Yangko 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.

Maoqiang 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. Representative works include "the four capitals" and "the 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

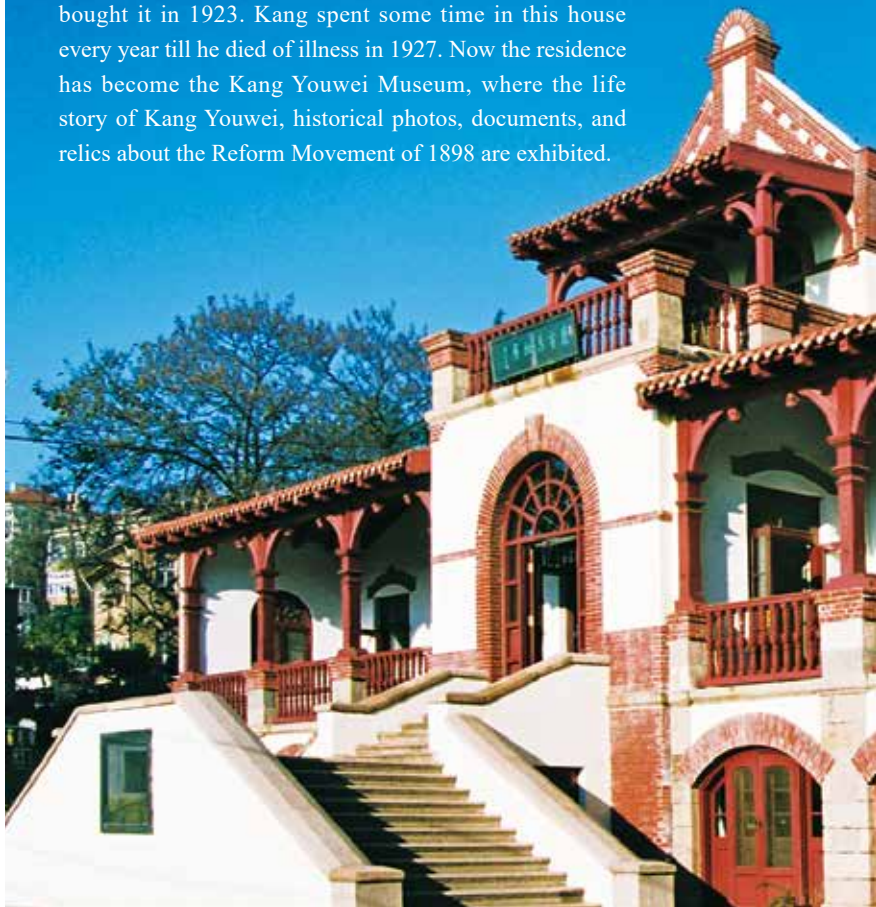
The ceremonies are unique folk activities held in some coastal regions of China. The Fishing Festival, also called the "sacrifice to the sea" ceremony, held at Zhougezhuang Village of Tianheng Township in Jimo District, is a grand event for local fishermen. The ritual to make sacrificial offerings to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

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 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-theme exhibition center.

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 traveler, but I have been to a dozen provinces in China from east Liaoning to southern China 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 still standing. Lao She had a very productive period here. He finished 40-plus pieces of work, 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.

市級重点文物保护单位

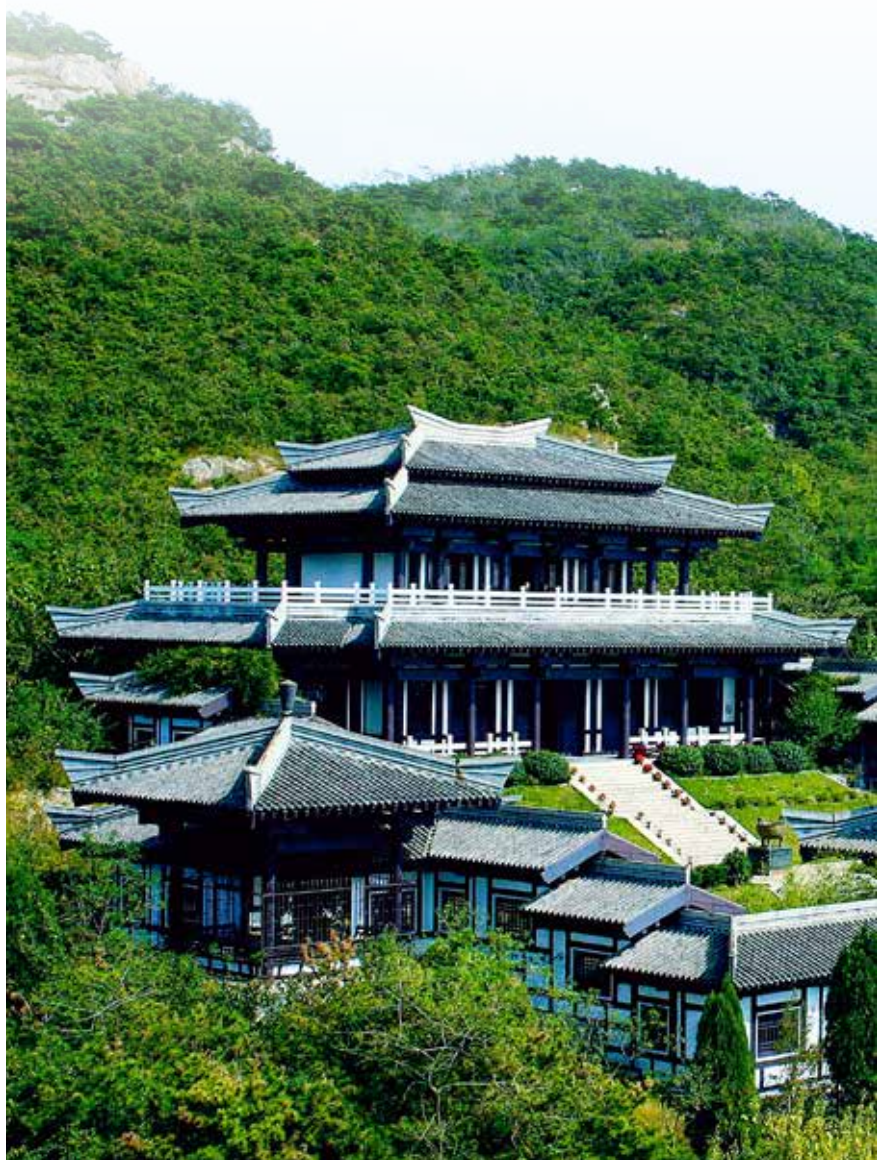
老舍故居

青島市人民政府

一九八五年一月二十五日公布



Historic Stories



Xu Fu's Voyage to the East

In 219 BC, Xu Fu submitted a report to Emperor Qinshihuang, claiming that immortals lived in three mountains on the sea, namely, Penglai, Fangzhang, and Yingzhou. And there was an elixir of life there. Emperor Qinshihuang sent Xu Fu to lead thousands of boys and girls on a voyage to look for the elixir. But Xu Fu returned with nothing. Later, Emperor Qinshihuang ordered Xu Fu to go to find the elixir again with 3,000 boys and girls, craftsmen, and technicians. Xu Fu never returned. It was said that he finally arrived at 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.



Tian Heng and His 500 Soldiers

According to *The Historical Records*, after Liu Bang, Emperor Gaozu of the Han Dynasty brought the whole country under his rule, Tian Heng, a prince 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 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 State Troops, which made the latter let down their guard. At night, Tian Dan secretly assembled more than 1,000 bulls, put cloths 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 State Troops. The 5,000 Qi State Soldiers followed the bulls to fight against their enemies. The Yan State 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.



chapter

06

QINGDAO · CHINA

SCENIC AREAS



Natural Scenery

Laoshan Mountain

"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 the 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

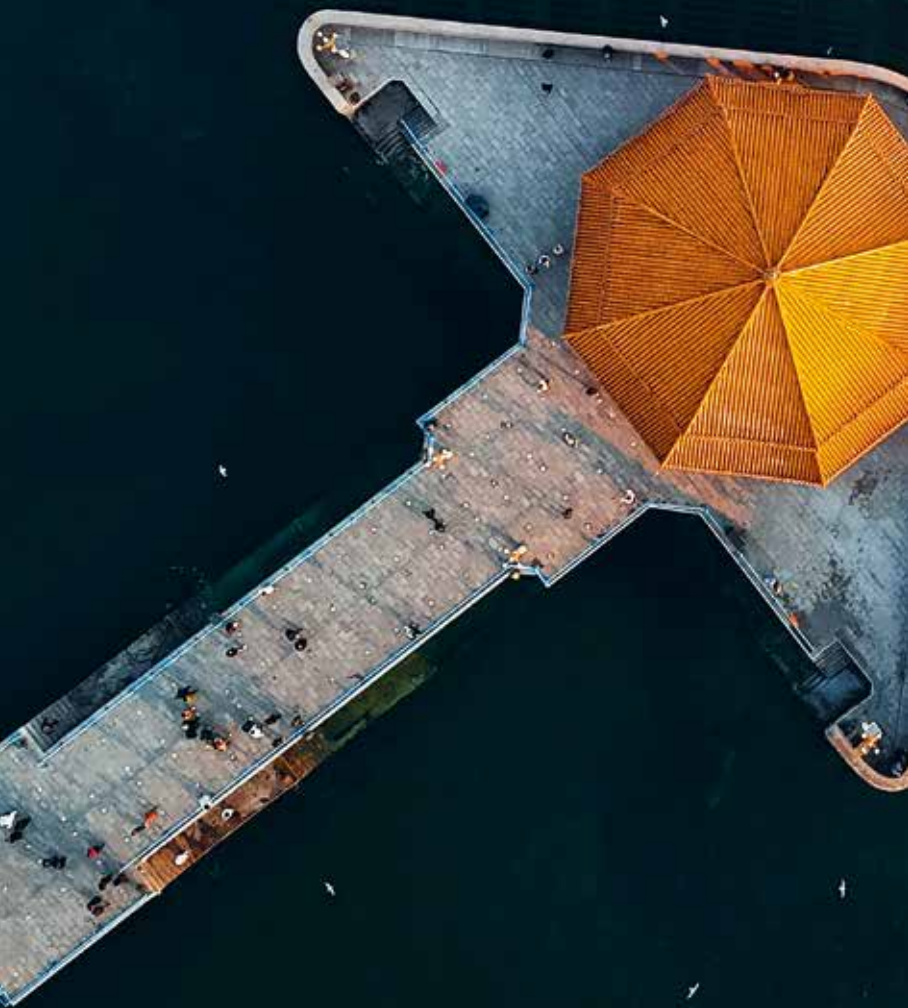
Dazhu Mountain Scenic Area faces the sea on three sides. It is known for its gorgeous valleys, grotesque peaks and stones, and booming flowers. In April every year, the azalea blossoms in the valley are in full bloom, like red clouds covering the mountain, turning the place into a wonderland.

Qingdao Plum Blossom Garden

The garden is in the 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. Exploring plum blossoms and enjoying azaleas in early spring, watching lotuses in midsummer, appreciating osmanthus in autumn, and trekking in snow to find wintersweet flowers in midwinter form the four major sceneries of Qingdao Plum Blossom Garden. 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.



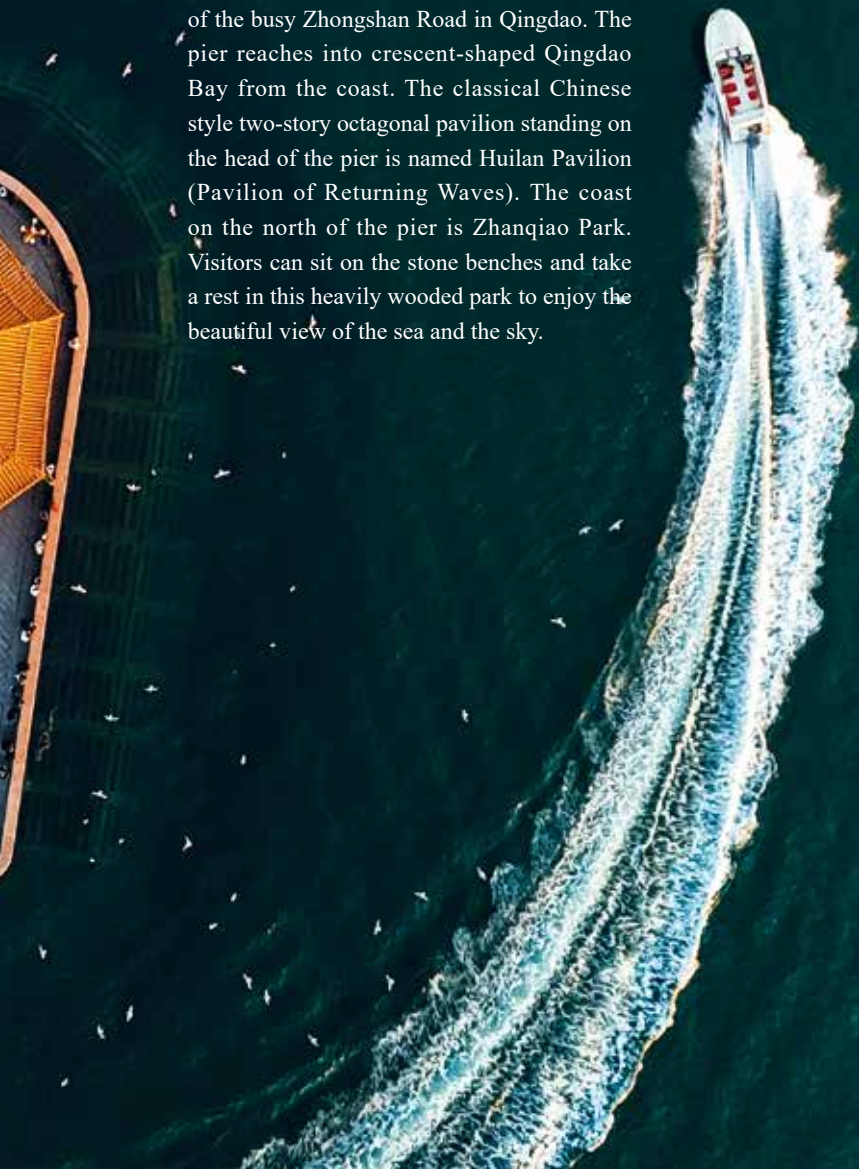




Cultural Attractions

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). The coast on the north of the pier is Zhanqiao Park. Visitors can sit on the stone benches and take a rest in this heavily wooded park to enjoy the beautiful view of the sea and the sky.



Badaguan Scenic Area

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. Norwegian and Finnish Cultural Experience Center, Taiping



Bay Art Museum, Cape No. 7 B&B, etc., the combination of historic buildings and new business forms of fashion culture 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 city 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 Chinese-designed aquarium is in this park. It is deemed as the birthplace of the modern aquarium in China and a cradle of marine science research.



Delicacies

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 are teeming 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.







Local Cuisine

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.

Fruits and Vegetables

Excellent climate, water quality, soil, and the meticulous care of the growers make Qingdao a fruit and vegetable basket. It produces cherries, strawberries, blueberries, apricots, peaches, grapes, etc. Jiaozhou has a 1,000-year history of Chinese cabbage plantation. Taro produced by Baimiao Village is big with white flesh, and the celeries of Majiagou Village have even been taken to space. Beizhai Cherry Festival, Shuiyu Cherry Festival, Daze Mountain Grape Festival, and the Qingdao Folk Fair of Radish • Rice Dumpling • Sugar-coated Haws are derived from the fruits and vegetables in Qingdao and are popular folk festivals very much liked by local people.



Internet-Famous Destinations

Zhongshan Road • Shangjieli

The century-old Zhongshan Road was once a famous commercial street in Qingdao and has a significant place in the childhood memories of many elderly local citizens. From prosperity to decline and then to a resurgence, the renovated Zhongshan Road • Shangjieli combines retro and trendy elements, blending tradition with fashion. Walking along Zhongshan Road, you will find many cultural landmarks connecting with this famous road, such as Zhanqiao Pier, 1907 Movie Club, St. Michael's Catholic Church, No. 1 Zhongshan Road, Zhongshan Road City Memory Museum, etc.







Dabaodao Cultural Leisure Block

After the transformation of the old downtown, Dabaodao Cultural Leisure Block has put on a fashionable exterior, full of historical charm and the collision of modern trends. When stepping into Dabaodao, you can understand the unique Liyuan (courtyard) architecture of Qingdao, discover the charm and elegance of old Qingdao, and also encounter its fashionable and innovative spirit.

Daxue Road Cultural Neighborhood

The heavily shaded Daxue Road Cultural Neighborhood, with romantic nostalgia and the aroma of coffee in the air, is a 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 walls, and let yourself immerse in the poetic romance of Qingdao.



Fushan Bay

The colorful dazzling light show put on skyscrapers along the coast presents a fascinating night view at Fushan Bay. Fushan Bay's 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.



Qingdao Olympic Sailing and Marine Culture Tourist Areas

In February 2024, it was officially designated as a national 5A-level tourist attraction. It is mainly composed of two major scenic areas, namely the Olympic Sailing Center and Qingdao Underwater World. Through the combination of sea and land routes, the tourist areas take the ocean, a core element of tourism in Qingdao, as its theme. It fully explores, extracts, and integrates the essence of the Olympics, the sea, and the Shanghai Cooperation Organization, connecting the rich humanistic and natural resources of the Olympic Sailing and Marine Culture Tourist Areas. It is a comprehensive landmark scenic area that combines sailing, seashore leisure, cultural experiences, marine research and education, and conference and exhibition tourism. The scenic area has deeply explored local maritime tourism resources and focused on building the "Viewing Qingdao on the Sea" tourism brand. It has carefully planned 12 maritime tourism routes, including the popular routes of touring Fushan Bay, the route from the Olympic Sailing Center to Taiqing scenic spot in Laoshan Mountain, and the route from the Olympic Sailing Center to Qingdao Underwater World. These routes successfully connect coastal attractions in different districts and subordinate cities such as Shinan, Shibe, and Laoshan, showcasing the city's charm from a unique perspective on the sea.





Qingdao Municipal Museum

Qingdao Municipal Museum is one of the first national first-grade 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 of the Northern Wei Dynasty, the brush-washer with drum nail 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, visit an exhibition, savor a cup of fragrant tea, and explore the 1,000-year-old Dongyi Civilization and the modern history of Qingdao is highly recommendable.



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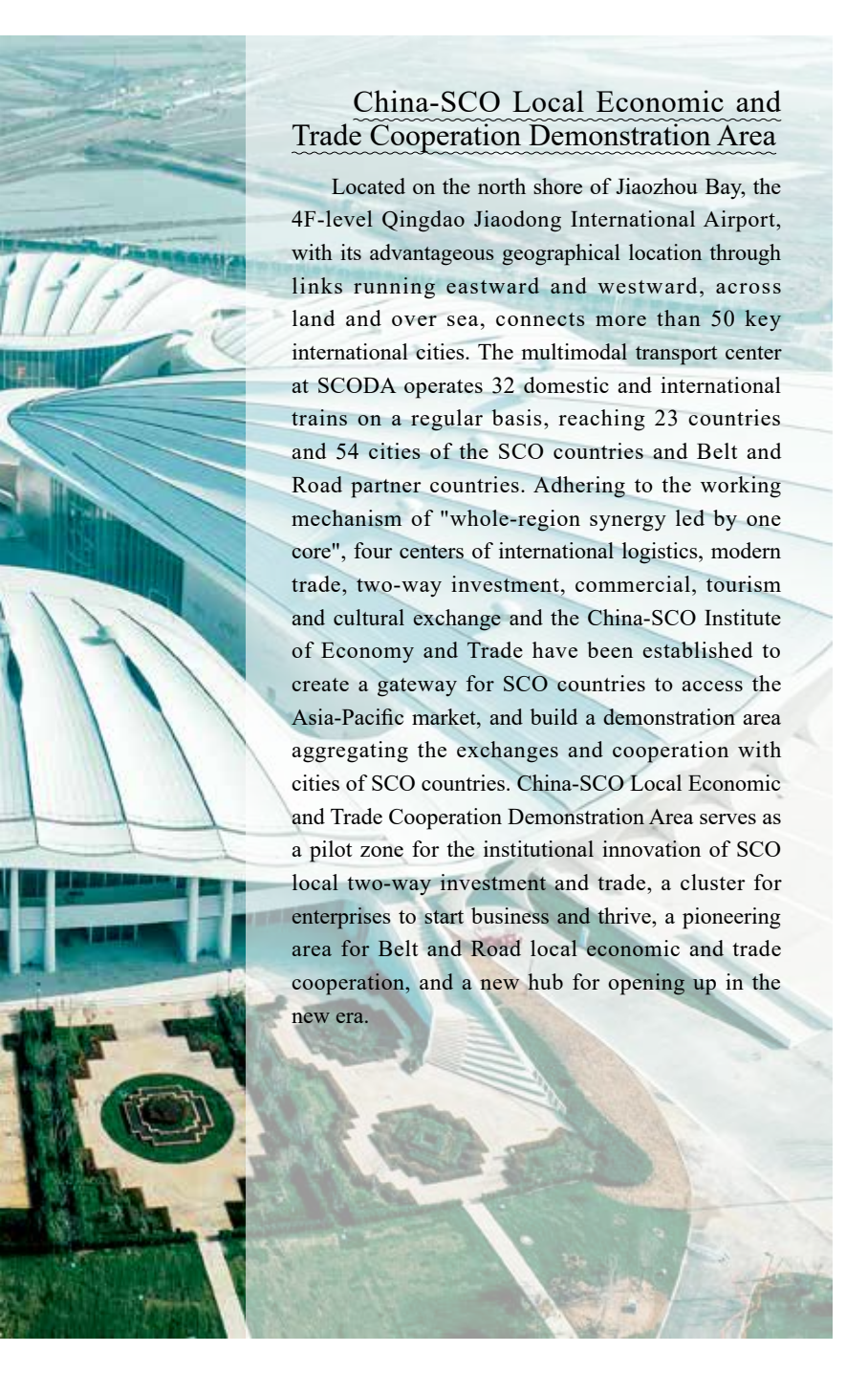
07

QINGDAO · CHINA

IMPORTANT
INDUSTRIAL
PARKS







China-SCO Local Economic and Trade Cooperation Demonstration Area

Located on the north shore of Jiaozhou Bay, the 4F-level Qingdao Jiaodong International Airport, with its advantageous geographical location through links running eastward and westward, across land and over sea, connects more than 50 key international cities. The multimodal transport center at SCODA operates 32 domestic and international trains on a regular basis, reaching 23 countries and 54 cities of the SCO countries and Belt and Road partner countries. Adhering to the working mechanism of "whole-region synergy led by one core", four centers of international logistics, modern trade, two-way investment, commercial, tourism and cultural exchange and the China-SCO Institute of Economy and Trade have been established to create a gateway for SCO countries to access the Asia-Pacific market, and build a demonstration area aggregating the exchanges and cooperation with cities of SCO countries. China-SCO Local Economic and Trade Cooperation Demonstration Area serves as a pilot zone for the institutional innovation of SCO local two-way investment and trade, a cluster for enterprises to start business and thrive, a pioneering area for Belt and Road local economic and trade cooperation, and a new hub for opening up in the new era.

China (Shandong) Pilot Free Trade Zone Qingdao Area

As a "testing ground" for deepening reform and expanding opening-up, the China (Shandong) Pilot Free Trade Zone Qingdao Area was officially established on August 30, 2019, with a total area of 52 square kilometers, enjoying state-level functional advantages and policy preferences including the Comprehensive Bonded Zone, the International Economic Cooperation Zone (Sino-German Ecopark), the Economic and Technological Development Zone, etc. Focusing on such key industries as the modern marine industry, international trade, shipping and logistics, modern finance, and advanced manufacturing, this area adheres to institutional innovation and aligns with leading economic and trade rules in the international market. It is advancing high-level institutional opening-up, accelerating the integrated, innovative development of shipping, trade, and finance, and centering on emerging strategic industries such as intelligent manufacturing, integrated circuits, and genetic technology. The Qingdao Area will be built into an international





shipping hub in Northeast Asia, an important innovation center on China's east coast, and a marine economic development demonstration area, eventually becoming a key coastal center 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 Hi-tech Zone

Established in November 1992, Qingdao Hi-tech Zone is a state-level high-tech industrial development zone approved by the State Council. As an important part of the Shandong Peninsula National Independent Innovation Demonstration Area, the Hi-tech 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, and the National Model Park for Industrial Ecology, etc. It aims at creating a health industry cluster competitive in China and the world.





Qingdao Oceanec 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 50-plus national scientific research platforms and higher education institutions including the Laoshan Laboratory, 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 Oceanec Valley, envisioned as a marine-sci-tech center, is building the national marine scientific research and technological innovation center, the marine science

and technology research achievement commercialization and industry cultivation 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 services, 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 Jinjialing Financial City

It is located at the center of Laoshan District. With a total planned area of 23.7 square kilometers, it includes three functional areas, namely, the financial core area, the smart innovation area, and the supportive service area. As the beating heart of the Qingdao Comprehensive Financial Reform Pilot Zone for Wealth Management, Qingdao Jinjialing Financial City has gathered over 1,200 financial institutions and businesses of all types, of which 23 are large-scale ones with legal person status. It is also home to the only and all three asset management subsidiaries under banks. Qingdao Jinjialing Financial City will shoulder the historical mission of wealth management development, focus on building a core area of wealth management, a demonstration area of venture capital, and a pilot area of digital finance, in a bid to explore the new models and ways of wealth management development.



Qingdao Rail Transit Industry Demonstration Zone

Qingdao Rail Transit Industry Demonstration Zone is located on the north shore of Jiaozhou Bay, with a planned area of 83 square kilometers. The demonstration zone is home to three major engine manufacturers, namely CRRC Sifang Corporation and Alstom Sifang (Qingdao) Transportation Ltd., as well as over 220 core supporting enterprises, gathering 90% of the city's rail transit equipment manufacturing resources. It has the first national center for technological innovation in the relevant industry - the National Innovation Center of High Speed Train. The first CRH (Hexie) train, the first Fuxing train, the first 600km/h high-speed



maglev transportation system, the first export high-speed EMU, the first intercity EMU, and the first Chinese standard metro train all rolled off the line here. 55% of the high-speed railway trains and 20% of the metro trains in China are produced here. The products of CRRC Sifang Corporation have been exported to over 30 countries and regions. The demonstration zone has been selected as a national advanced manufacturing cluster, one of the first strategic emerging industry clusters, and a national green industrial park.





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