Forum intensifies intl exchanges

International events flock to the city known for its open business

By ZHUAN TI

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Having already forged extensive and amicable international ties, the southern China gateway metropolis of Guangzhou, Guangdong province, is wooing organizers of top international events to consolidate its position as a major center for international exchanges in the world.

Its endeavors in the past couple of years have made admirable headway.

The city has held 30-odd international conferences and events in the past couple of years, as well as new ones, including the Bustoutiness Roundtable to be co-organized with the World Economic Forum in November and the World Route Development Forum jointly organized with UK-based UBM plc in 2018.

In addition, the city has this year won the heart of the Fortune Global Forum team. Both sides have recently announced their partnership for the 2017 Fortune Global Forum in Guangzhou late next vear.

Guangzhou Deputy-Mayor Cai Chaolin deemed Time Inc's decision to host the event in Guangzhou a recognition of the city's economic and social development, as well as an expectation of its promising prospects.

He said that Guangzhou has vowed to improve its urban and business environment, to focus on an innovation-driven economy, to establish a highlevel, open economic system and to turn the city into a major center for international exchanges.

The foreseeable target is to become a preferred destination for top international events, as well as for international tourism and cultural

The city will at the same time seek to set up sister relations with more cites and on its weaknesses and change launch representative offices the city for the better, Lin addabroad for further expansion ed. of international friendship, the vice-mayor said.

thou has already done a good job in the field and has laid a **countries, regions** solid foundation for an international exchange center, in have economic and trade terms of both infrastructure relationships with Guangzhou and expertise. They added that what will really arouse interest in the city are globally influential events such as the Fortune Global Forum, the Davos Forum and the G20 Summit.

"Hosting international heavyweights like the Fortune Global Forum means that global organizers feel positively about Guangzhou's overall capabilities, and marks a big step forward for Guangzhou on its way towards being one of the world's first-tier cities," said Lin Jiang, deputy director of the Hong Kong, Macao and Pearl River Delta Research Center at Guangzhou-based Sun Yat-sen University.



Government officials and their business partners mark the launch of the preparatory work for the Fortune Global Forum scheduled for next year in Guangzhou, Guangdong province. PHOTOS PROVIDED TO CHINA DAILY



Guangzhou has hosted more than 30 international meetings over the past two years

of capital, human resources, technologies, business models and information and management ideas globally, while enabling Guangzhou to identify its disadvantages, improve

Analysts said that Guang-

"As a center of international trade for many centuries. Guangzhou is both a renowned symbol and a modern manifestation of China's participation in global commerce," said Alan Murray, chief content officer of Time and editor in chief of Fortune.

"Guangzhou's reputation is well known as a businessfriendly city, one that has established economic and trade relationships with more than 200 countries and regions on five continents," he added.

He said Guangzhou's infra-They will help the city get structure, urban image and the the municipal foreign affairs easier access to premium expertise of the team in charge

resources, running the gamut of the press conference and the roundtable in mid-September are "better than expected".

He added that the team is optimistic that there will be another successful and special forum in China in 2017.

Being China's only city that has never closed its door to the outside world, Guangzhou has hosted the China Import and Export Fair, more commonly known as the Canton Fair, the largest trade fair in China since 1957. Its history of holding international conventions began with an Asia Pacific city summit in 1996.

Its exhibition industry ranked second in terms of comprehensive development in 2015 nationwide, according to a national industrial ranking released by the Ministry of Commerce.

Data from the International Congress and Convention Association shows that the number of international conferences ranked the city fourth in China, despite growing challenges from other big cities in recent years.

The city has seen an unprecedentedly busy calendar in the past two years, with more than 30 international meetings, a document from office showed.

Multinational companies drawn to knowledge center

By LI WENFANG

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This year has seen major investment projects funded by Fortune Global 500 companies in Guangzhou, such as Cisco (Guangzhou) Smart City, the southern headquarters of China Railway Construction Corp Ltd and COSCO Shipping Bulk Co Ltd.

The Cisco project, signed in April, will also serve as Cisco's head office of innovation center in China. Focusing on innovation related to the internet of everything and the internet of things, and working with global partners, the project is expected to generate 100 billion yuan (\$15 billion) in annual output.

"Guangzhou is an important central city in the country, an international business and trade center, as well as a comprehensive transportation hub. with tremendous advantages in research and development, technology, innovation, service, human resource, markets, logistics, and transportation.' said Cisco CEO Chuck Robbins.

The city and Cisco will "work together to build the Cisco (Guangzhou) Smart City project, striving to become a pilot city for China Manufacturing 2025, a national manufacturing innovation center, and a national pilot zone where smart manufacturing and smart service are closely combined together", Robbins said.

COSCO's new company in Guangzhou, forming the world's largest bulk vessel fleet in terms of both ship numbers

The added



reputation for promoting imports and exports.

and deadweight tonnage, will be able to ship iron ore, coal, grain and other commodities to more than 1,000 ports in some 100 countries and regions

The southern headquarters of China Railway Construction Corp will incorporate functions such as international settlement, manufacturing and professional services.

The combined annual revenue of the subsidiaries of China Railway Construction Corp to be located in Nansha district in Guangzhou, is estimated at 100 billion yuan, said Gao Hong. assistant general manager of China Railway Construction Nansha Investment Development Co.

The group's foreign trade will benefit from Nansha's advantageous location, free trade zone policies and bonded port policies, Gao said, adding "we hope to build a logistics base for going global". Jaime FlorCruz, China chair-

man, Fortune Global Forum, said: "Over the years, Guangzhou's image has been as a manufacturing center of the

The Guangzhou port has 105

2015, it handled **17.62 million**

metric tons, ranking seventh

and sixth respectively among

container liner routes. In

TEUs, with a yearly cargo

throughput of 521 million

ports in the world.

world, producing cheap products that are sold all over the world, but in fact Guangzhou has moved on beyond that."

"We want to capture that and to tell the story of the new Guangzhou?

He said the city's knowledge and university capability is one of the factors driving the selection of Guangzhou as the host city of the Fortune Global Forum next year.

"The strength of universities that are here is in the interests of multinational companies that tap into the brainpower of the people all over the world, with recent examples being Cisco and General Electric," FlorCruz said. "All of the things Guangzhou has been doing recently have continued to increase its attractiveness as a place for multinationals to invest."

A total of 288 of the world's top 500 firms had invested in Guangzhou by June, said Cai Chaolin, vice-mayor of Guangzhou. Forbes magazine has ranked it as the best business city on the Chinese mainland five times in the past six years.



Guangzhou Port is busy with shipments

Investment attracted by industry hubs

By ZHUAN TI

The ambition to possess a network of international hubs has helped to lift the appeal of the business-friendly city of Guangzhou, Guangdong province, to investors. This is most clear in the rapid growth of capital input in 2015, as well as in the first half of this year.

Statistics from the city's Municipal Commission of Commerce show that the city posted 59,425 newly registered enterprises in the January-June period of this year, an increase of 23 percent from a year ago. Their registered capital reached 312.08 billion yuan (\$46.8 billion), up 9.3 percent.

Thirty-four of them have each registered capital exceeding 1 billion yuan, and six are funded by Fortune Global 500 companies, with their total investments adding up to 27.21 billion yuan.

Guangzhou recorded 101,580 newly registered enterprises in 2015, up 25.1 percent from 2014, with 576.78 billion yuan in registered capital, a surge of 57.7 percent. A total of 62 enterprises had each registered capital surpassing 1 billion yuan last year, official statistics indicate.

"This achievement is remarkable amidst the global economic slowdown and investors' cautiousness these days. Nevertheless, Guangzhou will hopefully sustain its bullish momentum," noted Hubert Xu, president of Guangzhou CDC Group, a firm offering integrated professional services to foreign investors, many of whom are in the Fortune Global 500.

He also serves as a senior advisor to the Guangzhou International Investment Board, the city's think-tank for investment promotions.

Xu based his upbeat analysis on the positive effects the city's ongoing endeavors will exert on its goal of growing into a metropolis with a network of international hubs, with an emphasis on shipping and aviation, as well as scientific and technological innovations.

The demand for investment, especially for hub projects and those related to industrial chains, has been intensifying, Xu said. He added that industrial leaders, and the world's Fortune Global 500 conglomerates in particular, have enjoyed prioritization, as well as every advantage to benefit from the city's burgeoning business opportunities.

"When key industrial players are mustered in one base or another, they will help the city to pool top-notch resources, including high-caliber professionals and vanguard technologies, while getting real-time access to innovative business models and industrial information."

Information hub

The city is also a key

which 58 percent of

information hub through

China's internet is linked to

the international internet.

Guangzhou in brief



Two-thirds of universities in Guangdong are located in Guangzhou. In 2015, Six Nobel prize-winners and 77 academicians from the

Chinese academies of engineering and sciences worked in the city.

Universities in Guangdong

Universities

in Guangzho

Some 2.88 million people in the city have a college diploma or higher degrees.

Economy

Investment

Forbes magazine

1.81 trillion yuan GDP in 2015

793.3 billion yuan

Consumer goods retail sales in 2015

Foreign trade in 2015

projects in Guangzhou as of June.

830.6 billion yuan

The city attracted foreign investment of \$5.4 billion and invested

cities for business five times over the past six years, according to

\$5.1 billion abroad last year. It topped the list of China's best

Of the Fortune Global 500 companies, 288 have launched 797

value of its service sector

Guangzhou has 10 pillar industries, including automobile manufacturing, fine chemical engineering, IT, modern logistics and new energy. The added value of its service sector accounted for 66.8 percent of its GDP.

Environment

The city experienced 312 days of standard air quality readings in 2015. There are nine international schools and a range of international medical institutions. restaurants and religious venues

Airport

One of three major airline hubs in China, the city's **Baiyun International Airport** served 55.21 million passengers in 2015, ranking third among airports in the country. It also handled 1.54 million tons of cargo.

> BAIYUNPORT 白云国际机场股份

Relations Guangzhou has established friendly relations with 63 cities around the world and more than 120 regional and international NGOs or

friendship institutions. A total of 55 countries

have set up consulates general in the city.

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