Chengdu Insight

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Sichuan Province: Location and Climate

Sichuan is located in China's Southeast and borders Qinghai province to the northwest, Gansu province to the north, Shaanxi province to the northeast, Chongqing municipality to the east, Guizhou province to the southeast, Yunnan province to the south, and Tibet Autonomous Region to the west. Home to 80.4 million people, Sichuan is China's 4th most populous province and is roughly comparable in size to Germany. The province covers an area of 485,000 square km, similar to the size of Spain, and is China's 5th largest.





Sichuan Province: Fast Facts

Sichuan Province Fast Facts (2014)	
Area	485,000sq km
Population	81,100,000
Capital	Chengdu
GDP	CNY 2.854 trillion US$ 404.5 billion (9th)
GDP Per Capita	CNY 35,187 US$ 5,728 (25th)
Main Exports	Machinery and electric equipments; Electrical appliances; Textiles, Base metals and related products.
Main Export Markets	US, Hong Kong, India, Russia, Indonesia, Japan
Main Imports	Machinery and electric equipment; Video and audio appliances; Transport infrastructure equipment; Minerals
Main Import Sources	US, Japan, Hong Kong, South Korea, Germany, Taiwan

Sichuan Province

- The total value of exports and imports in 2014 reached over 80 billion US dollars.
- 283 companies out of Fortune 500 companies had settled in Sichuan.
- The actual use of foreign investment was 10.65 billion US dollars. The number of foreign Over 100 foreign-funded enterprises is newly established which made the total number is over 500.
- The turnover of completed foreign contracted projects reached over 7billion US dollars in 2014.
- There are 78 international flights between Chengdu and other countries (regions).
- The number of people travelled to and from Chengdu is increased 31% and 2 more foreign consular offices had found their home in Sichuan which makes the total number reached to 12 in 2014.



Jiuzhaigou Valley

- Jiuzhaigou is a nature reserve and national park located in the north of Sichuan province, China.
- Jiuzhaigou Valley is part of the Min Mountains on the edge of the Tibetan Plateau and stretches over 72,000 hectares (180,000 acres). It is known for its many multi-level waterfalls, colorful lakes, and snow-capped peaks. Its elevation ranges from 2,000 to 4,500 metres (6,600 to 14,800 ft).
- Jiuzhaigou Valley was inscribed by UNESCO as a World Heritage Site in 1992 and a World Biosphere Reserve in 1997.









The Beauty of Jiuzhaigou Valley

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The Capital Chengdu



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Geography

The vast plain on which Chengdu is located has an elevation ranging from 450 meters to 720 meters.

Northwest Chengdu is bordered by the high and steep Longmen Mountain and in the west by the Qionglai Mountains, the elevation of which exceeds 3,000 m (9,800 ft) and includes Miao Jiling (5,364 m, 17,598 ft) and Xiling Snow Mountain (5,164 m, 16,942 ft). The western mountainous area is also home to a large primitive forest with abundant biological resources and a Giant Panda habitat. East of Chengdu stands the low Longquan Mountain and the west bordering area of the hilly land of middle reaches of Min River, an area noted by several converging rivers. Since ancient times, Chengdu has been known as "the Abundant Land" owing to its fertile soil, favorable climate, and novel Dujiangyan Irrigation System.

Chengdu is located at the western edge of the Sichuan Basin and sits on the Chengdu Plain; the dominating terrain is plains. The prefecture ranges in latitude from 30° 05' to 31° 26' N, while its longitude ranges from 102° 54' to 104° 53' E, stretching for 192 kilometres (119 mi) from east to west and 166 km (103 mi) south to north, administering 12,390 square kilometres (4,780 sq mi) of land. Neighbouring prefectures are Deyang (NE), Ziyang (SE), Meishan (S), Ya'an (SW), and the Ngawa Tibetan and Qiang Autonomous Prefecture (N). The urban area, with an elevation of 500 m (1,600 ft), features a few rivers, three of them being the Jin, Fu, and Sha Rivers. Outside of the immediate urban area, the topography becomes more complex: to the east lies the Longquan Range (龙泉山脉) and the Penzhong Hills (盆中丘陵); to the west lie the Qionglai Mountains, which rise to 5,364 m (17,598 ft) in Dayi County. The lowest point in Chengdu Prefecture, at 378 m (1,240 ft), lies in the southeast in Jintang County.

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Cuisine in Chengdu

The Sichuanese are proud of their cuisine, known as one of the Four Great Traditions of Chinese cuisine. The cuisine here is of "one dish, one shape, hundreds of dishes, hundreds of tastes", as the saying goes, to describe its acclaimed diversity. The most prominent traits of Sichuanese cuisine are described by four words: spicy, hot, fresh and fragrant. Sichuan cuisine is popular in the whole nation of China.



Kung Pao chicken is a spicy stir-fry dish made with chicken, peanuts, vegetables, and chili peppers. The classic dish includes Sichuan peppercorns. Kung Pao chicken is also a staple of westernized Chinese cuisine.

Hot pot consists of a simmering metal pot of stock at the center of the dining table. While the hot pot is kept simmering, ingredients are placed into the pot and are cooked at the table. Typical hot pot dishes include thinly sliced meat, leaf vegetables, mushrooms, egg dumplings, and seafood. The cooked food is usually eaten with a dipping sauce.





Mapo doufu is a popular Chinese dish from China's Sichuan province. It consists of tofu set in a spicy chili- and bean-based sauce, typically a thin, oily, and bright red suspension, and often cooked with douchi (fermented black beans) and minced meat, usually pork or beef.

Tourism in Chengdu

Wuhou Shrine

Wuhou Shrine (Temple of Marquis Wu) is perhaps the most influential museum of Three Kingdoms relics in China. It was built in the Western Jin period (265–316) in the honor of Zhuge Liang, the famous military and political strategist who was Prime Minister of the Shu Han State during the Three Kingdoms period (220–280). The Shrine highlights the Zhuge Liang Memorial Temple and the Hall of Liu Bei (founder of the Shu Han state), along with statues of other historical figures of Shu Han, as well as cultural relics like stone inscriptions and tablets. The Hui Mausoleum of Liu Bei represents a unique pattern of enshrining both the king and his subjects in the same temple, a rarity in China.





Jinli

Nearby Wuhou Shrine, Jinli is a popular commercial and dining area resembling the style of traditional architecture of western Sichuan. "Jinli" (锦里) is the name of an old street in Chengdu dating from the Han dynasty and means "making perfection more perfect".

The ancient Jinli Street was one of the oldest and the most commercialized streets in the history of the Shu state and was well known throughout the country during the Qin, Han and Three Kingdoms periods.

Many aspects of the urban life of Chengdu are present in the current-day Jinli area: teahouses, restaurants, bars, theatres, handicraft stores, local snack vendors, and specialty shops.

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Culture in Chengdu

The Wide and Narrow Lanes

The Wide and Narrow Lanes (Kuan Xiangzi and Zhai Xiangzi) were first built during the Qing dynasty for Manchu soldiers. The lanes remained residential until 2003 when the local government turned the area into a mixed-use strip of restaurants, teahouses, bars, avant-garde galleries, and residential houses. Historic architecture has been well preserved in the Wide and Narrow lanes.



The Wide Lanes

The Narrow Lanes





Mahjong has been an essential part of most local people's life. Almost every household in Chengdu has at least one set of mahjong. People play majiang at home or in tea houses. Most people play with money to make the game more exciting.

Mahjong is the most popular entertainment choice among locals for several reasons. Chengdu locals have simplified the rules and made it easier to play as compared to, Cantonese mahjong. Friends and families chat over mahjong tables, making mahjong an important social vehicle. In fact, many business people negotiate deals while playing mahjong.

Home of Giant Panda

The giant panda, a Chinese national treasure, is one of the rarest animals in the world. The total number is estimated to be 1,500, including those living in the wild, 80 percent of which are in Sichuan Province.

A breeding center for giant pandas was founded in the north suburbs of Chengdu. It is the only one of its kind in the world that's located in a metropolitan area. In order to better protect wild giant pandas, Chengdu has established nature reserves in Dujiangyan City, Chongzhou City, and Dayi County. Sichuan Wolong Giant Panda Nature Reserve, the biggest of its kind in the world, is only 130 km (81 mi) outside Chengdu.

The western world came to know giant pandas only after a French missionary named David first encountered this species in Sichuan in 1869.[1] Now, the somewhat clumsy giant panda is a symbol representing the World Wildlife Fund. They are also a messenger of friendly communication between Chengdu and international cities. Currently, giant pandas are also reared in U.S.A, Germany, Austria, Belgium, Canada, Japan, Thailand as well as Mexico.

Chengdu has established the world-renowned breeding and research base for giant pandas, which attracts almost 100,000 visitors each year. Covering tens of hectares with bamboo groves and a native-like habitat, the base is the only one of its kind located in an urban area. A museum is open to the public throughout the year.

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Chengdu: Higher Education

South West China's Education Centre

Chengdu is home to the greatest number of universities and research institutes in southwestern China. The province is home to four national universities, listed below:

Sichuan University (1896)

Sichun University is one of the oldest national universities in China and is ranked No. 8 among the Chinese universities. The original Sichuan University was one of the earliest institutions of higher education in China, with a history dating back to *Sichuan Zhong-Xi Xuetang* (Sichuan Chinese and Western School), established in 1896, which itself was connected to *Jinjiang Shuyuan* and *Zunjing Shuyuan*, institutions of Chinese classical learning, established in 1704 and 1875, respectively. By 1949, Sichuan University had developed into the biggest national multidisciplinary university with branches in: literature, science, engineering, agriculture, law, and teacher training. Today, Sichuan University is the most comprehensive and largest university in Western China.

University of Electronic Science and Technology of China (1956)

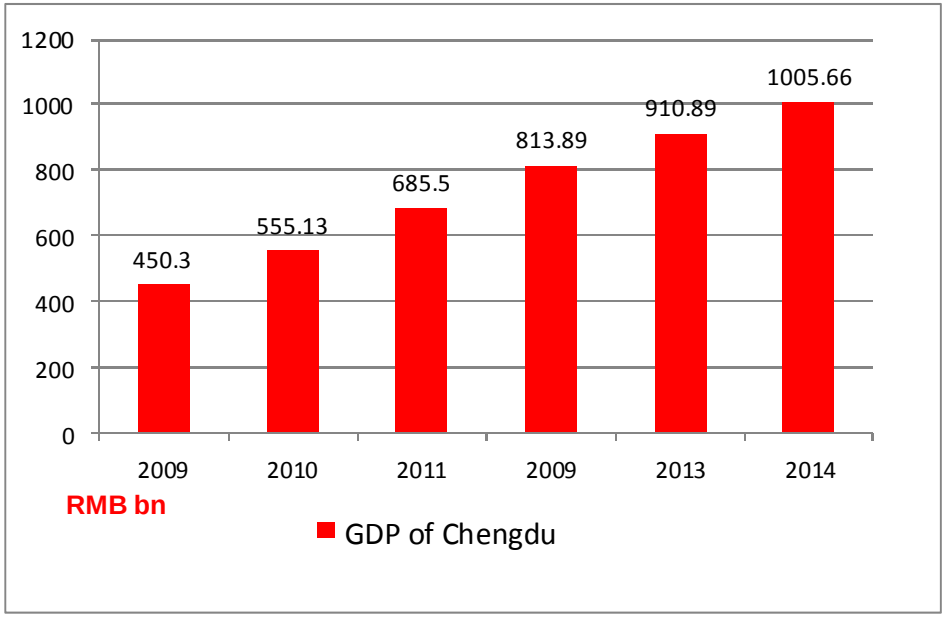
Built on the MIT model and as a member of "Project 985", UESTC is an electronics-centred multidisciplinary leading research university with over 10,000 research students and about 14,000 undergraduates in 14 academic Schools including the school of Automation Engineering; Communication and Information Engineering; Computer Science and Engineering; Electronic Engineering; Life Science and Technology; Mathematical Sciences; Mechatronics Engineering; Micro- and Solid-State Electronics and Optoelectronics.

The most recent official Ministry of Education ranking placed UESTC the 5th among the 39 "Project 985" Universities, surpassing Fudan, Tianjin, Xi'an Jiaotong, Huazhong University of Science and Technology, Sichuan, Shanghai Jiaotong, Sun Yat-sen and Nankai Universities

SouthWest Jiaotong University (1896)

Southwest Jiaotong University (SWJTU) was founded at Shanhaiguan in 1896 as the Imperial Chinese Railway College. It is one of the oldest Engineering focussed universities in China. In 1989, it was moved to Chengdu. Today SWJTU is known for its expertise in engineering and encourages multi-disciplinary education spanning engineering, science, management, economics, liberal arts and law. The university's roots in railway engineering still hold strong today with its alumni being responsible for innovations such as the China's first electrified railway; development of the first internal combustion locomotive and electric locomotive; the birth of the world's first manned mega-thermal superconducting trial maglev; development of China's first ten thousand ton heavy load train line; the design and construction of all China's urban subways, high-speed railways and maglev lines.

Chengdu: GDP



Top 10 GDP Regions in 2014

No	Region	GDP (RMB)	Growth Rate
1	Guangdong	6.78trillion	7.80%
2	Jiangsu	6.51trillion	8.70%
3	Shandong	5.94trillion	8.70%
4	Zhejiang	4.02trillion	7.60%
5	Henan	3.50trillion	8.90%
6	Hebei	2.94trillion	6.50%
7	Liaoning	2.87trillion	5.80%
8	Sichuan	2.85trillion	8.50%
9	Hubei	2.74trillion	9.70 %
10	Hunan	2.70trillion	9.50%

- In 2014, Sichuan's primary industry values RMB353.11billion, with the growth rate of 3.8%; secondary industry values RMB1451.94billion, with the growth rate of 9.3%; the tertiary industry values RMB1048.62billion, with the growth rate of 8.8%。
- Sichuan's GDP grew 8.50 % year-on-year in 2011, well outpacing the national average by 1.1%

Source: Economic Intelligence Unit

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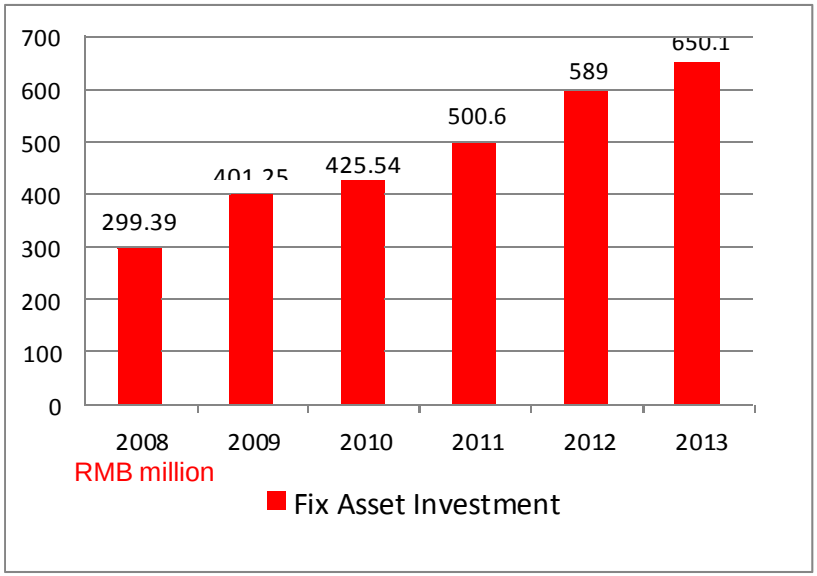
Chengdu: Investment



- By December 2013, there were 252 Fortune Global 500 companies settled in Chengdu, including 188 foreign enterprises and 64 domestic enterprises.
- Till 2014, the quantity, amount of investment and industry field of Fortune Global 500 companies settled in Chengdu rank No. 1 among central and western cities in China.

Top 10 Cities by Investment Potential

No.	City	Provice
1	Beijing	Beijing
2	Shanghai	Shanghai
3	Chongqing	Chongqing
4	Tianjin	Tianjin
5	Shenzhen	Guangdong
6	Guangzhou	Guangdong
7	Chengdu	Sichuan
8	Xi'an	Shaanxi
9	Suzhou	Jiangsu
10	Wuhan	Hebei

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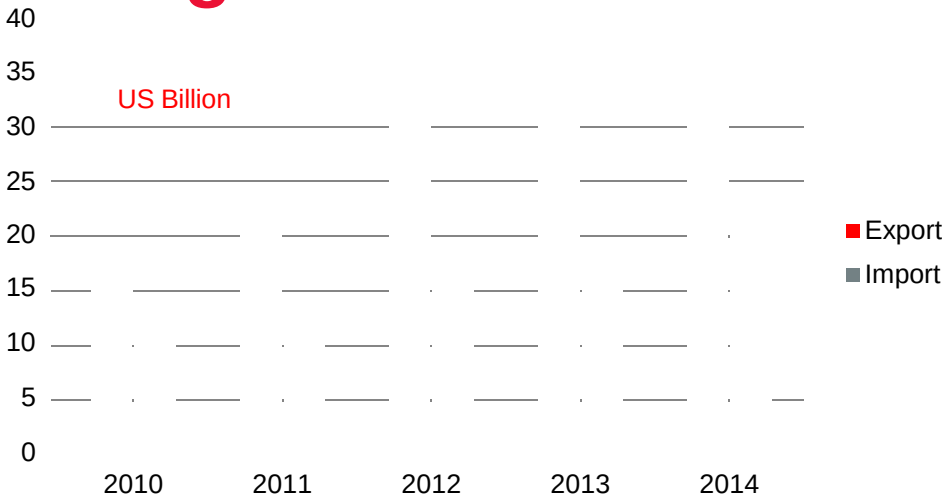
Chengdu: Trade



No.	Top 10 Export Countries as of 2014
1	China
2	United States
3	Germany
4	UK
5	Japan
6	France
7	Netherlands
8	Korea, South
9	Russia
10	Italy

No.	Top 10 Import Countries as of 2014
1	United States
2	China
3	Germany
4	Japan
5	UK
6	France
7	Hong Kong
8	Korea, South
9	Netherlands
10	Canada

Sister or Twin Cities of Chengdu

- Baku, Azerbaijan
- Bengaluru, India
- Bonn, North Rhine-Westphalia, Germany
- Dalarna, Sweden
- Flemish Brabant, Flanders, Belgium
- Gimcheon, North Gyeongsang Province, South Korea
- Kofu, Yamanashi Prefecture, Japan
- Honolulu, Hawaii, United States
- Horsens, Denmark
- Knoxville, Tennessee, United States
- Linz, Austria
- Maastricht, Limburg, Netherlands
- Montpellier, Languedoc-Roussillon, France
- Palermo, Italy
- Perth, Western Australia, Australia
- Phoenix, Arizona, United States
- Saint Petersburg, Russia
- Sheffield, England, United Kingdom
- Valencia, Spain
- Volgograd, Russia
- Winnipeg, Manitoba, Canada

Source: Chengdu Municipal Bureau of Commerce

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Chengdu: Foreign Companies(included but not limited to)



























































Chengdu: Relationship with Australia

Chengdu – Perth Sister City Relationship

In 2010, Chengdu and Perth became sister cities.

The relationship was established after Foreign Affairs Minister Stephen Smith recommended the Perth City Council accept an invitation from Chengdu Mayor Dr Honglin Ge to formalise a relationship after Dr Ge made several visits to WA through his previous role as Shanghai Baosteel Group vice president.

During the signing ceremony, Perth's Lord Mayor Lisa Scaffidi noted that "The rapidly developing bilateral trade and investment relationship between Australia and China will be further enhanced by better understanding between our two peoples through exchanges and cooperation under sister city relationships… Western Australian businesses can also leverage on such a relationship, particularly when they conduct business in our sister city.

A statement issued by the Perth City Council said economic development was the objective of the agreement, with the City of Perth to benefit from targeting inbound international students, business migration via the Small Business Development Corporation, inbound tourism via Tourism Western Australia and inward investment efforts via the WA Trade Office in the building and construction sector.

Alliance between Sichuan University and Australia Monash University

Project "2+1+1"

Select outstanding students to participate in the project, the first and second years in Sichuan University, the third year in Australia's Monash University. Each university recognizes the GPA. The major covers humanities and social sciences, technology and engineering and management.

New Australian Consulate for Chengdu

On 20 Mar 2012 Prime Minister Julia Gillard announced that the Government intends to open a Consulate-General in Chengdu.

The move comes amid warnings by former diplomats and businesses that Australia needs to step up its engagement with the country that accounts for almost 25 per cent of our two-way trade.

In a recent submission to the Asian Century white paper, Australia's last ambassador to China, Geoff Raby, warned that formal government-to-government arrangements "have not kept pace with the tremendous expansion of our interests in China and many have fallen into disrepair".

The announcement comes as Australia and the People's Republic of China celebrate this year their 40th anniversary of diplomatic relations. The Prime Minister said broadening Australia's diplomatic presence in China was a priority for the Government as the Asian Century unfolded. The new mission is a down-payment on the Australia in the Asian Century White Paper.

Minister for Trade and Competitiveness Craig Emerson also noted that a dedicated Consulate-General would not only provide a convenient solution for the issuance of Australian visas to China's western residents, but also help develop demand for the sophisticated goods and services which Australia was well placed to provide.

Many Australian companies, including BlueScope Steel, Rheem, ANZ and Cochlear have set branches in West China.

Chengdu: What to expect in 2015

Overview

In recent years Chengdu is also becoming increasingly attractive in terms of business and investment environment. According to a recent ranking by Global Times, Chengdu leads among the top 10 cities with best business environment. Besides, Chengdu government has enacted many favorable policies to support its most advanced IT and software industry and to boost innovation of the city. In 2014, the number of IT start-ups struck a record-breaking level, and many overseas companies are considering entering Chengdu.

Macroeconomy

In first three quarters of 2014, Chengdu's GDP growth is 8.7%, and GDP of its hi-tech zone even grew by 13.5%, way beyond the average 7.4% of the whole country. In the same period, Chengdu's CPI grows by 1.3%, 0.3% lower than China's average, demonstrating a healthy rise of the city's price level that is in line with its economic growth figure. The income level is rising steadily in accordance with its macroeconomy, rural area's income rising 2.4% more than that of urban area, indicating a narrowing income gap and more balanced consumption structure. In 2015, it is likely that Chengdu's macroeconomy will continue its strong growth with a healthy inflation rate and a growth rate a couple of points higher than the national average.

Business and industries

The blueprint of Chengdu in 2015 is to accelerate its development as a service-centered city and to become 'the most robust and innovative financial hub', according to a recent plan released by municipal government. To accomplish this goal, Chengdu has formulated a range of policy measures that add appeal for overseas financial institutions, including cross-border RMB settlement and tax preferences. It is estimated that by 2015, profits in the financial sector will account for 20 percent of the service sector. Currently, the city has the most overseas financial institutions of any central or western city, with 16 overseas banks including Standard Chartered, Citibank and JP Morgan Chase. The city's local corporate financial institutions are also growing rapidly with a variety of products hitting the market. A recent ranking by Global Times shows that Chengdu leads among the top 10 cities with best business environment, considering media attention, investment environment, government policies, and cultural environment. With rich experience and excellent traditions, Chengdu is likely to form a virtuous cycle in the future: the overseas financial institutions may trigger reforms at local banks in the city and support local businesses in a more comprehensive way, which in turn will accelerate its development and improve the city's attractiveness for foreign investment.

Infrastructure

Chengdu is the transportation hub of West China, in terms of both railway and aviation. In 2015, this hub will keep optimizing the service and network, solidifying its status as China's fourth aviation city. A number of international direct flights to Chengdu are scheduled to launch in 2015. Air China will be put into operation its direct service between Chengdu and the Sri Lankan capital of Colombo in February 2015. Air Mauritius plans to use chartered flights for the direct air link between Chengdu and Mauritius next February, which will be the first non-stop flight between central and western China and Africa. In addition, Sichuan Airlines will open a direct flight route from Chengdu to Moscow within next year. To support such extensive traffic flow, a new airport located close to the Tianfu new zone is under construction, which will be completed in 2018. The new airport will be twice as large as the current Shuangliu International Airport in terms of throughput and acreage. Its location will bring much convenience to those travelers who come from other cities in Sichuan, since it is very close to most long-distance bus stations.

Chengdu: What to expect in 2015

Electronic Information Industry

The electronic information industry is the leading and pillar industry in Chengdu and takes a very important strategic position in the economic and social development of Chengdu. Chengdu has strong advantages in the fields such as integrated circuit, optoelectronics display, computer, network communication, electronic parts and components, information security, Internet of things, and cloud computing, and has been honored as a Famous Software City of China, the largest software industry base in Central and Western China, the National Integrated Circuit Design Industrialization Base, the Information Industry Park of National High-tech Industrial Base, the National Information Security Industrialization Base, the pilot city for Cross-Strait Wireless City Development and Industrial Cooperation, and the National E-commerce Model City. The representative enterprises settled in Chengdu include IBM, Microsoft, Intel, Texas Instrument, Motorola, Nokia, Siemens, Ericsson, Alcatel, BOE, Tianma, Foxconn, Compal, Wistron, Dell, Lenovo, and so on.

Chengdu will develop automobile industry and attract investment with focuses on: R&D and manufacture of complete vehicles (energy saving sedans, mid-range and high-end off-road vehicles, SUVs, MPVs, mid-range and high-end coaches, heavy duty trucks, new energy vehicles, etc.) and spare parts (the power systems, chassis systems, electronic and electric systems, vehicle body systems, batteries of new-energy vehicles, etc.).

Aviation and Aerospace Industry

As the key base of aviation and aerospace industry in China, Chengdu has 42 enterprises and public institutions engaged in the aviation and aerospace industry, with more than 50,000 employees, including over 20,000 technical staff. Chengdu has initially established a relatively complete aviation and aerospace industry system, which provides the capabilities of developing completed aircraft, batch manufacturing space crafts, and developing aviation and aerospace electronics. The overall technical level and market share of the products have been showing steady growth, and the comprehensive strength is gradually improved. The scope of products for civilian use is gradually expanded. With active exploration of domestic and international markets, the cooperation with domestic and overseas famous aviation and aerospace enterprises is constantly deepened.

Chengdu will develop the aviation and aerospace industry and attract investment with focuses on: Accelerating development of civil aviation and aerospace industry with the advantages of national key project for jumbo jet and aviation engine; mainly developing R&D and manufacturing of business jets, unmanned aircrafts, jumbo jets and regional aircraft noses, and aircraft engines; developing structural parts for civil aircrafts, airborne equipment, and avionics devices; developing aviation maintenance and refabrication, aircraft modification, and satellite operating service system such as Beidou Navigation Satellite System.

Chengdu: What to expect in 2015

Headquarters Economy

After years of development, Chengdu has attracted the settlement of a collection of regional headquarters of transnational corporations, R&D centers and the headquarters of large-scale domestic enterprises by means of its comparative advantages of geographical position, talents and environment since the implementation of Western Development.

Chengdu will develop headquarter economy and at tract businesses with focuses on: it will actively introduce global top 500and national top 100 enterprises to set up regional and functional headquarters in the city, and lay emphasis on the collective development of headquarters in advantageous industries such as electronic information, biopharmaceuticals, aerospace, rail transit, new energy and materials, energy conservation and environmental protection, finance and logistics, as well as of functional headquarters for e-commerce, settlement center, operation center, distribution center and service outsourcing.

Financial Industry

Chengdu is the financial center of Western China as confirmed by the State Council, having the largest variety and number of financial organizations as well as the highest opening degree. Among the list of the fourth CDI China Financial Center Index published in 2013, Chengdu ranked the first place in Central and Western China and the eighth place across the country for comprehensive competitiveness of financial center. By the end of 2013, Chengdu had gathered many financial institutes, including 61 banks, 72 insurance companies, and 87 security and future companies, 16 financial back office service centers, 112 small loan corporations, 152 financial guarantee corporations and more than 240 various investment fund corporations. Thus, a near-perfect financial system has been formed.

.Financial industry has developed into a pillar industry of Chengdu. According to the development plan of financial industry, Chengdu will dedicate itself to becoming the financing institution gathering center in Western China, financial innovation and market transaction center, national top financial back office and outsourcing service center.

Chengdu will develop financial industry and attract investment with focuses on: Corporate headquarters or regional headquarters of all kinds of financial institutions, overseas and domestic financial institutions involved in banking, securities, insurance, and funds, trust companies, corporation finance companies, fund settlement center of transnational corporations, financial leasing companies, automobile financing companies, currency brokerage companies, and financial back offices and service outsourcing institutions in various fields.