New Silk Road

New Opportunities

New Binhai

Shan Zefeng

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Venice · Italy
Binhai New Area · Tianjin · China
The Silk Road
One Belt One Road

New strategic pivot
Serves as passage for 3 cross-continental routes
Location Advantage

Binhai New Area, as a hotspot in global economy, seats in the eastern part of the North China Plain and faces the western coast of the Pacific Ocean.

Being in the middle of Beijing-Tianjin-Hebei economic rim, Binhai New Area is 120km from Beijing, Capital of China and 45km from the downtown of Tianjin.

- **Total area:** 2270 KM²
- **Population:** 2.98 Million

Spillover to inland countries in Central Asia

Japan and South Korea across the sea

Linkage to Asia-Pacific economic circle
Leading Industries

6 National-level new industrialized demonstration bases
8 Pillar industries
141 Global 500 enterprises
359 Projects

Supported by advanced manufacturing industry
Pioneered by strategic emerging industries
Led by modern service industry

Through development path featured by the high end, high quality and high and new technologies, Binhai New Area has built up an industry system that is supported by advanced manufacturing industry, pioneered by strategic emerging industries and led by modern service industry, and has now 6 national new industrialized demonstration bases and 8 advantageous industries.
Binhai New Area has formed its aerospace industry pattern featured by “Airbus large passenger plane, AVIC helicopter and Rainbow Unmanned Aerial Vehicles”, under which high-end products such as carrier rocket, aircrafts, space stations and satellites were produced.

<table>
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<tr>
<th>Aircraft/Project</th>
<th>Gross Value of Output</th>
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<tbody>
<tr>
<td>Airbus A320/A330</td>
<td>31.61 Billion Yuan</td>
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<tr>
<td>AVIC helicopter</td>
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<td>Xi’an Aircraft Industry Wings Project</td>
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<tr>
<td>Carrier Rocket Project</td>
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<tr>
<td>CASC 1st Institute Carrier Rocket Project</td>
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<tr>
<td>CASC 5th Institute Space station</td>
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A large number of major projects, such as the SINOPEC Ten Million Tons Oil Refining and Million Ton Ethylene Project and the SINOPEC Oil North China Center Project have been completed and put into production, forming complete petroleum chemical industry system and supporting industries.

With one of the largest bases in China with refining-chemical integration and the largest refinery and deep processing center in North China, Binhai New Area has built up three major industries, namely oil and gas prospecting and exploiting, petroleum chemical and chemical industries.
Electronic Information Industry

Binhai New Area has built up a relatively complete industry system including industries of intelligent terminals, high-end chips, monitor parts and fundamental software. Driven by the fast development of mobile Internet, big data, cloud computing and Internet of Things, Binhai New Area has taken the lead in terms of production of mobile phones and IC and enjoys advantageous positions in secure CPU, secure OS and secure database.

Binhai New Area has become a host for a number of famous enterprises and major projects, including SAMSUNG, SMIC, Motorola, Dawning high-performance computers, HP, Tencent, ZTE, Spreadtrum, GBASE, iFLYTEK, FT CPU, Kylin OS and Sohu Video, etc.

Gross Value of Output 224.7 Billion Yuan
Automobile & Equipment Manufacturing
Industry

Gross Value of Output

551.3 Billion Yuan

Binhai New Area is taking the lead in China in terms of wind power generation equipment and marine engineering equipment industries and has prominent advantages in intelligent manufacturing.

It has aggregated many Global 500 enterprises, including Alstom, Schneider, Honeywell, Caterpillar and Volkswagen, as well as a number of leading enterprises such as FAW Toyota, Great Wall Motors, OTIS Elevator Bohai Oil Equipment, of which the annual output values were far beyond tens of billions Yuan.
An industry structure has primarily taken shape, which takes chemical agents, biological products and modern traditional Chinese medicine as the backbone industries supported by fast developing medical devices industry and relative complete supplementary facilities. Currently, Binhai New Area has 21 experts under the National Recruitment Program of Global Experts, 59 experts under Tianjin Recruitment Program of Global Experts and 13 experts under the program of Innovative Talents in Beijing, Tianjin and Hebei.

It has aggregated a number of key enterprises such as KingYork Group, Novo Nordisk, Novozymes, Servier, GSK, Asymchem Laboratories, WuXi AppTec, GE Healthcare and SinoMed, as well as a number of key projects, such as Tianjin International Joint Academy of Biomedicine, Tianjin Institute of Industrial Biotechnology of the Chinese Academy of Sciences and the China-British Biomedicine Technology Conversion and Industrialization Base.

**Biomedicine Industry**

<table>
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<tr>
<th>National Recruitment Program of Global Experts</th>
<th>Tianjin Recruitment Program of Global Experts</th>
<th>Innovative Talents in Beijing, Tianjin and Hebei</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>59</td>
<td>13</td>
</tr>
</tbody>
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Gross Value of Output: 34.7 Billion Yuan
New Energy & New Materials Industry

Binhai New Area has realized yearly production capacity of 6000MW Complete Wind Power Generation Set, 500 million lithium ion battery packs, 300 million Ni-MH battery packs and 600MW photovoltaic cells, among which the Li-ion battery pack project accounted for over one third of the total production capacities and output values in China, the wind power generation equipment and green energy storage battery industries are taking leading positions in China and the technologies of high polymer materials, nanometer materials and membrane separation technology are also in advantageous positions in the Chinese domestic market.

Gross Value of Output

82 Billion Yuan

6000MW

800 million

Vestas Dongfang Turbine Wind Power
Mingyang Wind Power Yingli Solar
LANTIAN LISHEN SinoPoly
SAMSUNG San’an
Grain, Oil & Textile Industry

Grain, Oil and Food Industries
Binhai New Area houses many leading grain, oil and food enterprises from home and abroad, such as Coca Cola, Master Kong, COFCO, BGG, KERRY OILS&GRAINS and Sinar Mas Group. It has formed its scale and clustering advantages in terms of instant noodles, oil and beverage industries and has gradually become the largest comprehensive grain and oil processing base in northern part of China.

Light and Textile Industry
Binhai New Area has built up its diversified industrial structure in industries of textile, plastics, packaging, daily chemicals, bicycles, watches, precision machinery and household appliances. It has grown to be the largest production and exportation base of bicycles in China as well as one of the largest mechanical watch movement production bases of the world, with annual production of watch movement accounting for 50% of the total production in China.
During the 12th Five-Year Plan period, 635 key service industry projects were carried out, realizing 15.1% annual growth rate of added value of the service industry. In 2015, the total added value created in Binhai New Area amounted up to more than 340 billion Yuan. Important breakthrough has been made in the North International shipping center and financial innovative operation demonstration area, and industries including technological services, trade and logistics, modern financing, tourism and exhibition are developing aggressively and have preliminarily built up a modern service system matchable to the high-level modern manufacturing industry and R&D conversion bases.

- 635 Service projects
- 15.1% Tertiary industry Added values
- 340 Added values Billion Yuan
- 800 Private funds 1/4 of the whole nation in finance leasing business volume
- 80% Single Airplane and Single Ship of the whole nation in business volume
- 260 Headquarters economy

Binhai New Area is home to over 800 private fund companies, of which the total business volume of finance leasing service accounted for over one fourth of the same in China. Among them, the "Single Airplane and Single Ship" leasing business accounted for over 80% of that throughout China. Binhai New Area has become home of the headquarters of over 260 enterprises, including China Financial Leasing, KCB, ICBC Leasing and 58.com.
Pilot Free Trade Zone

Founded on
4/21/2015

Area
119.9 km²

Tianjin Port Area
Tianjin Airport Area
Tianjin Binhai CBD Area
“Expert + Steward” services

New Land Preparation and Utility Access

1/4
House price and office rents
In comparison with Beijing

1/2
Living costs
In comparison with Beijing

1/3
Operating costs
In comparison with Beijing

Business Environment
More than 100 universities and colleges with nearly 1 million graduates each year in Beijing and Tianjin serve as strong talent pools for Binhai New Area. There are 320 high-caliber talents working in Binhai: CAS and CAE academicians, Changjiang Scholars and leaders of national science and technology awards. 51 of them belong to the national “Recruitment Program of Global Experts” and 138 of them belong to Tianjin “Recruitment Program of Global Experts”. Tianjin Haihe Education Park nurtured 300 thousand vocational graduates each year and is so far the only national level vocational education reform park in China.
Bin hai New Area has high-level innovation platforms, such as the “Tianhe-I” National Supercomputer Center, Tianjin International Joint Academy of Biomedicine and Tianjin Binhai Civil-Military Integrated Innovation Institute as well as over 400 municipal and higher-level research and development organizations. The Dawning Nebulae, first 28nm mobile phone chip set and some other technological products have reached world-class level. There are 22 thousand technological SMEs, 1,150 small giant enterprises and 1,160 national high-tech enterprises in Binhai New Area.
With total area of about 200 km², Tianjin Harbor Economic Area serves as the main carrier of high-end manufacturing industry in Binhai New Area. Currently, its gross industrial output value is 20 times that in 2010. Besides, it has formed four dominant industries, including high-end equipment manufacturing, grain, oil and food processing. Marine economy and intelligent devices have become its new growth points and the port-production interaction effect has been significantly improved.
Invest in Binhai and Pave your Way to Success