

International Coastal Riverside Garden city 国际化滨江滨海花园城市

An aerial photograph of a coastal city, likely Haikou, China. The image shows a large body of blue water in the foreground with a prominent artificial island. The island is a long, narrow strip of land with a curved end, featuring green spaces and a sandy beach. In the background, a dense urban skyline with various high-rise buildings is visible under a clear blue sky. A white boat is seen on the water in the lower-left quadrant.

**Huang Ge (Director General, Haikou Development
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2018/09



1. Introduction 情况介绍

2. Investment areas that are encouraged and focused on
我们鼓励和重点支持的投资领域

3. Creating a suitable business environment for enterprises
全力打造企业宜商环境，主要介绍我们在服务企业投资方面的努力

Hainan: the only provincial-level Special Economic Zone in China, second largest island in China, natural resorts destination

海南:中国唯一的省级经济特区,中国第二大岛屿,天然旅游度假目的地

The province with **the largest** territory area (including sea area) in China 中国陆域面积最小、管辖海域面积最大的省

Hainan Island is the **second largest** island in China 海南岛是中国的第二大岛屿

The **only** provincial-level Special Economic Zone in China 中国唯一的省级经济特区

China's **only tropical island province** 中国唯一的热带岛屿省份

Known as **natural resorts destination** 天然旅游度假目的地

The resident population was **9.26 million** at the end of 2017 全省常住人口926万人

GDP was **65.03 billion dollars** in 2017 全省生产总值650.377亿美元



Haikou is the political, economic and cultural center and traffic information hub of Hainan province as well as “the Belt and Road” strategic fulcrum city 海口是海南的省会城市，是海南的政治、经济、文化中心和交通、信息枢纽，“一带一路”建设支点城市

Land area: **2289.09 km²**

陆域面积：2289.09平方公里

Sea area: **830 km²**

海域面积：830平方公里

Resident population:

2.27million

常住人口：227万

Haikou (The capital city of Hainan)

海口 (海南的省会城市)



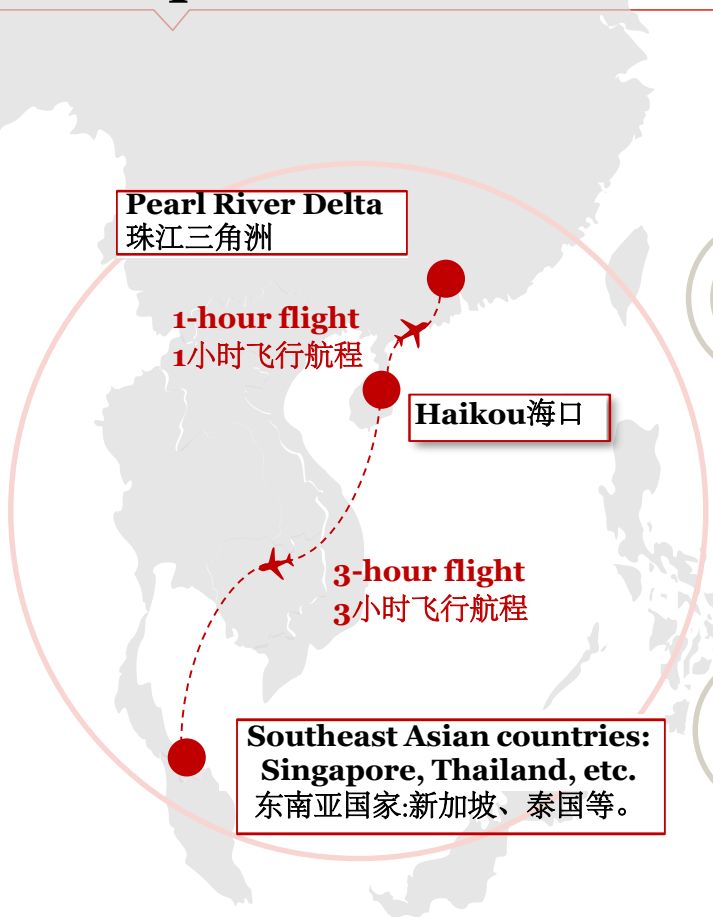
Multiple awards:

获得多项城市殊荣：

- “Chinese Glamour City”
- “The most happy city in China”
- “Excellent Tourism City in China”
- “National Environmental Protection Model City”
- “National Health City”
- “National Garden City”
- “National historic and cultural city”
- 2017 “Top 50 Most Potential Cities in China”
- “National Civilized City”
- “National Tourism Standardization Demonstration City”
- “The most innovative international exhibition city”
- “China Habitat Environment Award”

Haikou gathers the most competitive development advantages

- unique location 海口具有独特的竞争优势—独特的地理位置



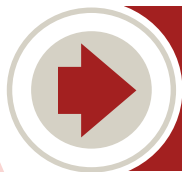
Pearl River Delta
珠江三角洲

1-hour flight
1小时飞行航程

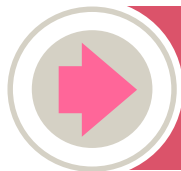
Haikou海口

3-hour flight
3小时飞行航程

Southeast Asian countries:
Singapore, Thailand, etc.
东南亚国家:新加坡、泰国等。



The intersection of South China Economic Circle, North Gulf Economic Circle, ASEAN Economic Circle and Southeast Asian Economic Circle 海口处于华南经济圈、北部湾经济圈、东盟经济圈、东南亚经济圈的几何交汇中心



China's regional shipping hub connecting Southeast Coast and ASEAN and Southeast Asia 中国连接东南沿海和东盟、东南亚的区域航运枢纽



Important open portal to the Pacific and Indian Ocean
面向太平洋和印度洋的重要对外开放门户

Haikou gathers the most competitive development advantages

- unique location 海口具有独特的竞争优势—独特的地理位置

Airport 机场



- National **Important Route** Airport
 - **249** flying routes at home and abroad, access to **139** cities
 - In 2017, the passenger throughput was **22.58 million**
- ▶
- Open **12-15** new International routes within this year, including several routes to Europe.
 - Open **more than 100** international routes in 2020

Port 港口



- One of the 15 Coastal Ports in "**the Belt and Road**"
- **30** shipping routes
- In 2017, the cargo throughput was **101.126 million tons** and the container throughput was **1.636 million** TEUs

High-speed rail 高速铁路



- **World's First** roundabout high-speed rail
 - Highway is accessible to **the entire island**
- ▶
- Promote high-speed rail **crossing sea**
 - Accelerate planning construction of the Haikou-Zhanjiang high-speed railway

Haikou gathers the most competitive development advantages - first-class ecological environment 海口具有独特的竞争优势—生态环境一流

first-class
ecological
environment
生态环境一流



- The average annual temperature is **24.3 °C**
年平均气温**24.3 °C**



- Good air quality rate is **99%** 空气质量优良率一直保持在**99%**
- **The first pilot** city of "World Health City"
中国**第一个** 世界健康城市 试点城市
- Will achieve **full coverage** of clean energy vehicles by 2030
2030年前将实现清洁能源汽车**全覆盖**



- Green coverage rate reaches to **42.7%** 建成区绿化覆盖率**42.7%**
- Dongzhaigang Mangrove **National** Nature Reserve 东寨港红树林**国家**级自然保护区
- Lei Qiong Haikou Volcano Group **World** Geopark 雷琼海口火山群**世界**地质公园
- Finalist nomination for **the first batch** of international wetland cities
入围全球首批国际湿地城市认证提名

Haikou gathers the most competitive development advantages - distinct advantages of late-coming 海口具有独特的竞争优势—后发优势明显

Many industries are still in their early stage and Haikou has the potential land development.
很多产业才刚刚起步

The planning development strength in 2020 is **22.3%**
规划开发强度为**22.3%**

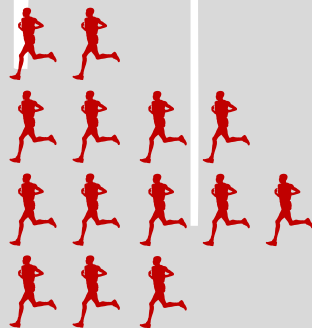
Urban indicators*
开发强度*

Haikou 21% 海口21%

Shenzhen 46.22% 深圳46.22%

Shanghai 50.36% 上海50.36%

Xiamen 33.15% 厦门33.15%



(*The internationally recognized livable city standard is less than 30%)

(*国际公认的宜居城市的标准是开发强度低于30%)



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Compared to other 11 Free Trade Zones, Hainan is the most exciting one

相对于其他11个自由贸易区,海南是最激动人心的一个

Hainan Free Trade Zone 海南自由贸易区

Other 11 Free Trade Zones 其他11个自由贸易区

Regional Distribution 布局范围

Cover the whole island 覆盖全岛
(**35,400 km²** 陆地面积3.54
万平方公里)



Part of areas (Bonded Areas, Economic
Development Zones, Ports, etc.) **120 km²**
approximately 部分地区 保税区、经济开发
区、港口等 约120平方公里

Industrial Structure 产业结构

Modern services industry, an
industrial structure primarily
focusing on service economy 以
服务型经济为主



Transform leading manufacturing services
to high-end and update goods trading 生产
和贸易服务转变

Developing Goal 发展目标

Build Chinese characteristic
Free Trade Ports** 探索建设中
国特色自由贸易港**



**Free Trade Ports: Allows foreign products, capitals enter and exit port areas freely. All or most of the goods, which enter and exit the ports are exempted from customs duties as well as permitting developing goods free storage, exhibition, break-up, modification, re-packaging, sorting, processing, manufacturing and other business activities

Hainan new development target (Four steps)

海南新时期的目标(四个步骤)

By 2020 到2020

- Achieve the national goal of building a synchronously affluent society
- The construction of free trade pilot zone has made important progress in significantly improving international openness

By 2025 到2025

- Preliminary establish free trade port system
- Operate environment in the domestically top level

By 2035 到2035

- More mature in free trade port's system and operation mode
- Improve environment of doing business to top of the world

By the middle of this century 到本世纪中叶

- Take the leading role in realizing socialist modernization, forming a system of highly market-oriented, internationalization, legalization and modernization
- Become an area with comprehensive competitiveness and the cultural influence, basically realizing common prosperity
- Build a better new Hainan with prosper economy, civilized society, livable environment and the happiness of citizens

Recommended investing fields 1- headquarters economy

投资领域1 — 总部经济

- Haikou encourages cross-boarder enterprises, domestic large corporations to set up the international headquarters and regional headquarters in Hainan and to accelerate the upgrade of Haikou's economy restructuring.
- Haikou has introduced a competitive economy support policy for headquarters.



**Offering
Rewards**
开办奖励



**Subsidies on
buildings for
office use**
办公用房补贴



**Business
contribution
awards**
经营贡献奖励



**Encouraging
Talents**
人才激励

Recommended investing fields 1- Jiangdong New District(Headquarters economic cluster area) 投资领域1—江东新区(总部经济集群区域)

▪ Excellent location:

Locates in Haikou's eastern coast, embraced by the rivers, lakes, wetlands in the city and is very close to the Meilan international airport.

▪ Lands possess huge development potential:

Total area is about **298 km²**, relatively less developed, but in a sufficient land reserve.

▪ Reasonable function distribution:

- Eastern side is the ecology function area, approximately **106 km²**.
- Western side is the production-city integrated area, approximately **192 km²**.



Recommended investing fields 1- Jiangdong New District (strategic positioning) 投资领域1——江东新区(战略定位)



Recommended investing fields

1- Jiangdong New District (development goals)发展目标

- Build **international exchange** for energy, shipping, bulk commodities, property and stock rights, carbon emission rights and other rights.
- Build **headquarters economic cluster area** for cross-boarders enterprises, domestic large corporations, and well-known domestic and foreign research and service agencies.
- Build Hainan **international financial trading center**, global offshore innovation demonstration areas, global educational base and some globally influential new type of consumer business and commercial districts.
- Foster and develop **marine biomedicine**, R&D and manufacturing of marine engineering equipment and other emerging industries.



World-class zero carbon new city
全国一流的零碳新城



Beautiful business card showing Hainan's culture
海南特色的靓丽名片



Chinese model in integration of urban and rural
城乡一体和谐共生的中国示范



Globally leading ecology CBD
全球领先的生态CBD

Recommended investing fields 2- industrial development

投资领域2 - 产业发展

- Haikou is trying to identify its coordinates in the new round of industrial restructuring and upgrading, identify its orientation in the globalization of industry chain, focus on key industries and promote high quality development. 海口力图在新一轮产业转型升级中找准坐标，在产业全球化链条中找准定位。

7 industries 7个产业



Tourism
旅游业



Finance
金融业



Internet
互联网业



Pharmaceutical
Manufacturing
医疗健康业



Green
Industry
绿色产业



Tropical
Agriculture
热带特色农业



Cultural and
Sports Industry
文体产业

Industrial development- tourism industry

产业发展—旅游业



Create new tourism forms and promote the transformation and upgrade of tourism industry
在创造旅游新业态上下功夫，推动旅游业转型升级

New cruise yachts products

Pilot routes of open ocean shipping
Multinational cruise travel routes
Aimless cruise routes around Hainan.

Tourism synthesis

International resorts, featured towns, theme parks
Health care, vocation, cultural experiencing, farming experiencing, sports competition



Offshore duty-free shopping policy

Relax restrictions on various commodities
Increase the shopping limits
Full coverage for all tourists

Tourism facilities and elements

High-quality capital and resources
Advanced concepts in protecting and developing tourism resources



Industrial development- financial industry

Maintain the bottom line of financial risks and proceed with financial innovation and opening up
严守金融风险底线，加强金融创新开放

1

Strengthen the study of replicating and promoting financial policies in the free trade zone. Draw on other financial innovation and opening up models in free trade zones and promote the implementation of financial policies that meet regional needs.

2

Promote the establishment of a free trade account system

Explore the development of RMB capital account convertibility

3

Carry out offshore financial services in a well-ordered manner and facilitate the promotion of cross-border investment and financing of enterprises in the free trade zone.

4

Industrial development- internet industry

产业发展—互联网产业



Drive the Internet, big data, artificial intelligence technologies deeply integrate with the real economy, to become a cluster area for Internet companies.

推动互联网、大数据、人工智能、和实体经济深度融合，成为互联网企业的聚集地

Now, we are..... 目前，我们……

- Constructing industrial incubator hubs such as Fuxing City Internet Innovation and Business Park, Hainan Data Valley, and Jiangdong E-commerce Industrial Park.
- Having signed the "Strategic Cooperation Agreement" with Alibaba Group; Having built and operated Nanhai Cloud and Big Data Service Center.



Next, we will..... 下一步，我们将……

- Accelerate the development of the digital economy, promote the big data strategy, the "Internet Plus" initiative, and integrate the Internet, artificial intelligence, and various industries.
- Develop digital creative industries such as online culture, internet of things, game animation, film and television production, virtual reality, e-sports, etc.

Industrial development- pharmaceutical industry

产业发展—医药产业



Plan and Construct **Haikou New Medicine Valley** 规划建设“**海口新药谷**”

Initially formed an industrial cluster represented by Qilu Pharmaceutical, Puli Pharmaceutical, Xiansheng Pharmaceutical, Shuangcheng Pharmaceutical and Changan Pharmaceutical.

- **55** pharmaceutical companies
 - **24** medical professional research institutes
- **10** national and provincial key (engineering) laboratories
 - **6** national and provincial engineering (technical) research centers
- **2** postdoctoral workstation
 - **5** national and provincial enterprise centers

Explore pilot projects for the transfer and transformation of major national science and technology projects

Enhance cooperation with European research organisations and pharmaceutical companies on medical devices R&D

Industrial development- Green Industry

产业发展—绿色产业



Promoting the city to develop sustainably and healthily

推城市可持续健康发展

We will enhance international cooperation on three aspects.

我们将在以下三个方面加强国际合作。

**Urban planning
and construction:**
Green management
Eco planning

**Green industrial
system:**
Cleaner production
technology

**Urban developing
environment:**
Smart City
Ecological improvement



In recent years, our tropical agricultural products enjoy a high reputation throughout the country.

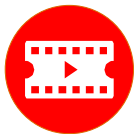
- **Built a National Tropical Agricultural Park and launched agricultural brands of tropical fruits and plants, such as lychee, mango and pineapple**
- **Successfully applied for the implementation of two national-level industrial integration pilot projects**

The next step is to truly make tropical characteristic agriculture a “trump card” industry.

- **Accelerate the development of large-scale production and agricultural modernization, expand opening up field, strength cooperation on seed industry**
- **Further build Haikou agricultural brands, expand the channels for production and sales, introduce advanced cold chain transportation**
- **Promote rural revitalization and universall tourism, vigorously developing new model of modern agriculture such as “shared farms” and homestay economics, etc.**

Industrial development- cultural and sports industry

产业发展—文体产业



Rely on Feng Xiaogang's Film Corporation and Changing Global 100 to build a national and world-renowned film and television shooting base.



Introduce high-level international cultural performing arts programs and brands, encourage foreign investment in art performance groups, set up an international art exhibition auction platform, and create a cultural tourism cluster area.



Accelerate the construction of the National South Base for Sports Training and Provincial Sports Center, actively develop beach sports, water sports and other projects. Introduce and organize world-class sports events and explore the development of quiz-type sports lottery tickets and large-scale international events.



Establish a platform for the 21st Century Maritime Silk Road culture, education, tourism, science and technology, and high-efficiency to promote cultural exchanges in the countries along the Belt and Road.



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Improve the government's own ability 提高政府自身能力水平

... now we are

... will achieve 将会实现

I Stick to the spirit of contract 坚守契约精神

Implementing a high level of trade and investment liberalization and facilitation policy. Whatever the government promises, we will keep them unless there is force majeure.

II Continuously promote institutional innovation 持续推进机制体制创新

- Continue to deepen reform mechanism: one-master-plan reform, simplify approval process, implement online examine and approve, reforms to streamline administration.
- Constantly expanding, initially formed a comprehensive, multi-level, multi-modal pattern of opening to the world.

III Using new technology to improve service performance 利用新技术提高服务效能

Leveraging new technologies such as information technology and the Internet with the goal that the approval system will be the best in the country within one to two years and the service level will be internationally advanced within three to five years.

IV Strengthen talent protection 强化人才保障

Any company that has settled in Haikou, along with the company's talents who work in Haikou will be protected and strictly benefited by the preferential policies.

Improve public service 提升公共服务水平

Build high-level hospitals and schools 建设高水平的医院学校

Shanghai No.6 hospital, Shanghai Huashan Hospital, Renmin University of China Affiliated High School, the Affiliated High School of Peking University and other famous hospitals and schools have come to Haikou. Target the top and do the best to introduce a number of international resources. 上海六院、上海华山医院、人大附中、北大附校等名医名校来海口办医办学，当前我们也还在瞄准国际顶尖的医院学校，尽全力再引进一批国际化资源

Enable enterprises to enjoy the convenient high-quality public services 让企业享受优质公共服务更加便捷

Adhere to the concept of “integration of cities and industries”, deploying high-quality medical educational resources in the business area or industrial parks where enterprises gather, and open “green channels” for eligible corporate managers. 坚持产城融合理念，在企业集聚的商务区或产业园区布局优质医疗教育资源，并为符合条件的企业管理人员开通绿色通道



Thank You!
谢谢!



Q&A

The text 'Q&A' is rendered in a large, bold, sans-serif font. Each character is filled with a vertical rainbow gradient: the 'Q' transitions from pink to orange, the ampersand from yellow to green, and the 'A' from blue to purple. The characters are set against a dark red background and cast a soft, grey shadow to their right.