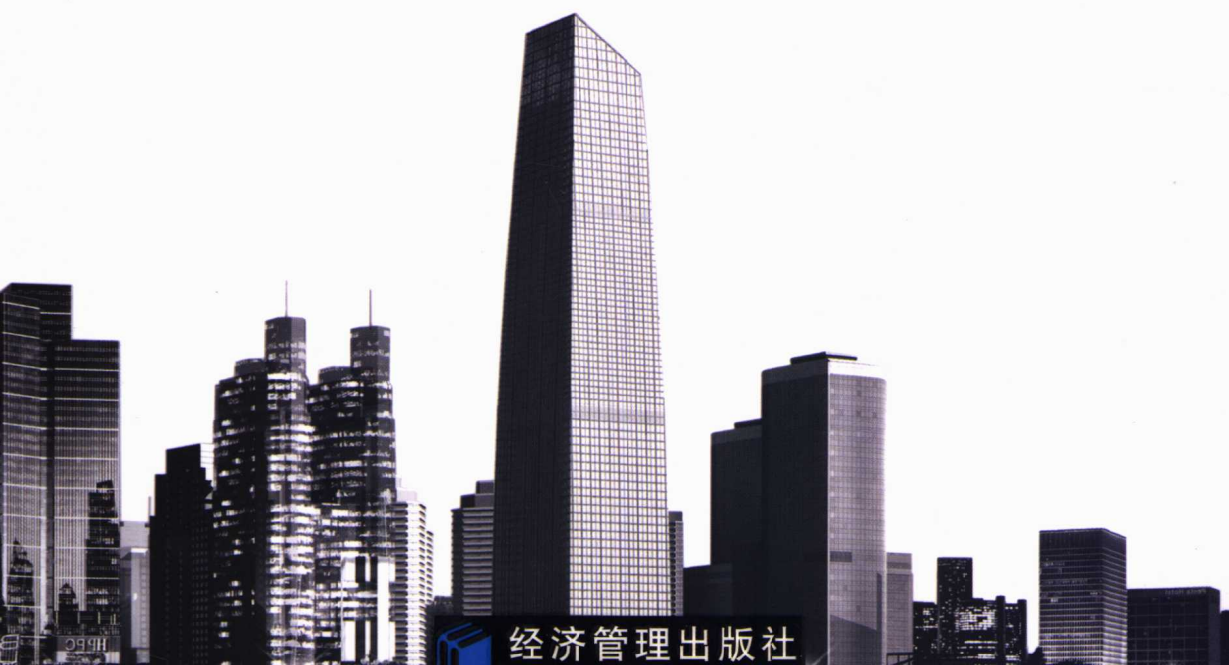


产业 CBD

INDUSTRIAL DEVELOPMENT IN CBD

束 为◎主编

Shu Wei Chief Editor



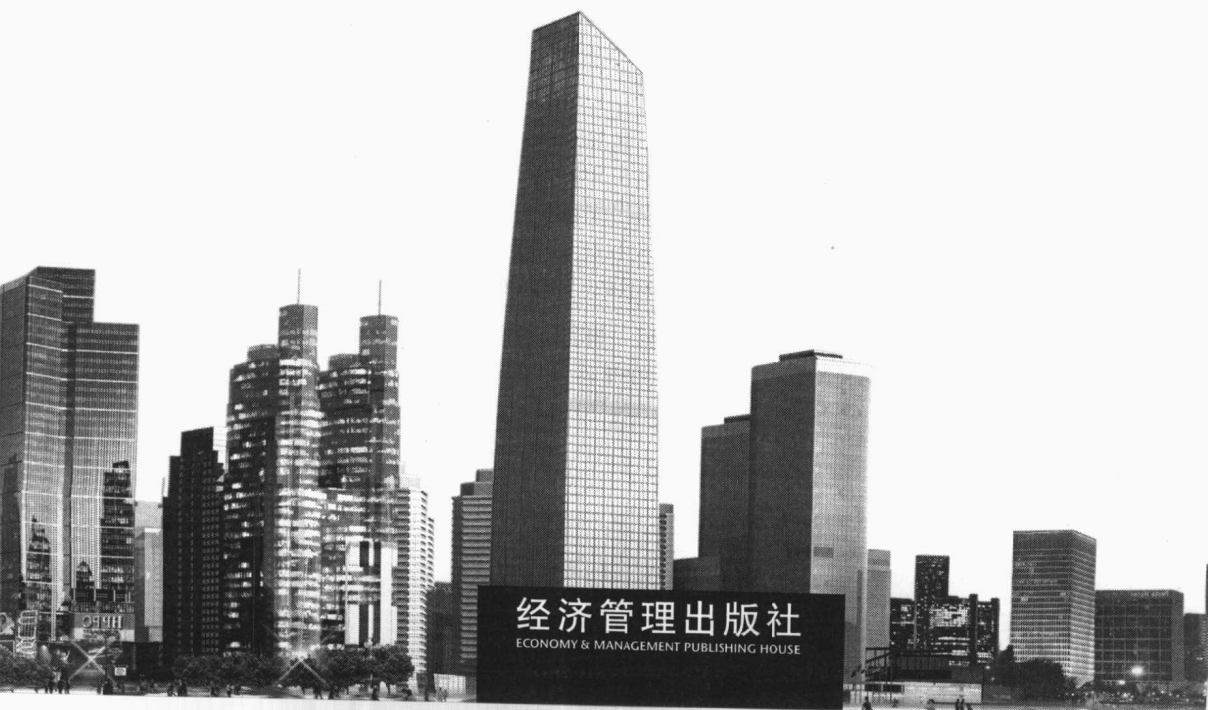
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序 一

商务中心区（英文简称 CBD）是 20 世纪 50 年代以后在西方发达国家一些城市逐步形成的。20 世纪 70 年代以后，随着经济全球化进程的发展，商务中心的功能和结构升级，出现了以金融、贸易、购物、休闲、文化为一体的多功能城市中心区，由此形成现代意义上的商务中心区。代表性城市有纽约曼哈顿、巴黎拉德方斯、伦敦道克兰、东京新宿等。不同历史时期的商务中心区具有不同的功能特点，产业功能是现代商务中心区的核心。尽管在建设初期，高档写字楼、酒店的建设一浪高过一浪，但商务中心区的核心产业并不是房地产开发，房地产开发只是 CBD 建设前期阶段，是区域产业发展的空间载体。

主导产业聚集发展在商务中心区建设中发挥着重要作用。由于区域经济和城市经济高度发展，发达国家商务中心区往往出现在国际化大城市资本、人才、知识、技术等要素最密集的核心地段，通过要素聚集推动了产业的集群和优势产业的形成，进而创造、吸引更多的财富，带动和促进相关产业、上下游配套产业的发展 and 升级，具有很强的产业带动效应和区域辐射作用。商务中心区在鼓励和引导核心产业聚集发展的同时，还应带动配套产业发展，促使相关产业协调发展，形成产业群、产业链，推动产业结构的优化和竞争优势的形成，提高区域综合竞争力和影响辐射力。

北京 CBD 作为首都的商务中心区是国内规划较早、规模较大、层次较高的一个。经过几年的规划建设，区域的空间形态已具雏形，产业结构逐渐优化，商务氛围浓厚，外商投资活跃。世界 500 强企业、著名跨国公司、外资银行纷纷进入，金融、投资咨询、中介等服务业聚集发展。北京商务中心区产业定位明确，在未来发展中，要建设成为首都以国际金融为龙头的现代服务业和跨国公司总部聚集地，推动金融、国际贸易、文化传

媒、中介服务等主导产业和商业、娱乐、旅游等配套产业协调发展。北京商务中心区的建设和产业发展大有潜力，大有希望。

《产业 CBD》是一本以深入研究探讨 CBD 产业发展为主要内容的著作。本书的出版在目前国内 CBD 建设热度不减的背景下具有重要的现实意义，对国内商务中心区的健康发展和产业功能定位有一定的指导意义和促进作用，也将对关注和研究商务中心区及相关产业的学者和研究人员具有一定的参考价值。

衷心祝愿北京商务中心区的建设取得更大的成绩，发挥更大的作用。

张卓元

2004 年 3 月

（作序者系著名经济学家，第九、十届全国政协委员，中国社会科学院经济研究所原所长，教授，研究员。）

Foreword I

Central Business District (CBD in short in English), gradually took its shape after 1950s in some cities of western developed countries. After 1970s, with the development of economic globalization, the function and structure in business centers upgraded and, the multi-functional city central area began to emerge, integrating finance with trade, shopping, entertainment and culture, which leads to the formation of the central business district in modern sense represented by Manhattan in New York, La defense in Paris, Dockland in London, Shin-juku in Todyo. At different historical stage, CBD possesses different functions but the industrial function is its core. Although the high-grade office buildings and hotels mushroomed at the initial stage, the core industry of CBD doesn't lie in real estate development. It only acts as the space carrier for the development of regional industry at the early stage in CBD establishment.

The accumulation development of leading industries plays an important role in the establishment of CBD. Due to the rapid development of regional economy and city economy, CBD in developed countries often appears at the key area of internationalized metropolis where capital, talent, knowledge, technology and other factors are most intensive. The amassing of the factors promotes the gathering of industries and formation of competitive industries and then creates and attracts more and more wealth, drives and accelerates the development and upgrading of relevant industries and supports upstream and downstream industries, which has a strong industrial driving and regional spillover effect. While encouraging the accumulation development of core industry, we will develop supporting industries, speed up the optimization of industrial structure and formation of competitive advantages in CBD so as to improve the regional comprehensive competitiveness and expand its influence.

As the CBD in the capital, Beijing CBD is among the earliest, sizable and

most advanced. After several years' planning and development, it has taken its initial shape, with gradually optimized industrial structure, strong business atmosphere and active foreign investment. World top 500 companies, famous multinationals and foreign banks have been establishing their presence in CBD. Service industries, including finance, investment consultancy, intermediary service and so on, have also gathered here. In the future, Beijing CBD will become the center of modern service industries driven by international finance and headquarters of multinationals. It will coordinate the development of leading industries such as finance, international trade, media, intermediary service and supporting industries including business, entertainment, tourism and so on. The construction and industrial development of Beijing CBD have great potential and promising future.

The book "Industrial Development in CBD" focuses on studying and deliberating the development of CBD industries. Its publication has great practical significance considering the background of the ever-rising domestic CBD establishment. It promote and guide the healthy development and scientific functional orientation of domestic CBD and offer reference for scholars and research fellows who are paying attention to and studying CBD and relevant industries.

Wish Beijing CBD greater achievements!

Zhang Zhuoyuan
March, 2004

(Zhang Zhuoyuan is a distinguished economist, professor and researcher. He was the committee member of the Ninth and Tenth People's Political Consultative Conference, and the former director of Economy Research Institute of China Academy of Social Sciences.)

序 二

商务中心区是一个国家或地区培育综合竞争力、扩大对外开放、建设国际化大都市的重要平台。

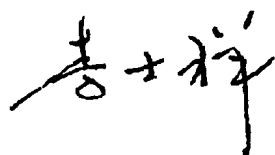
1993年，国务院批复《北京城市总体规划》，作出了建设北京商务中心区的战略决策；2000年，北京市委、市政府制定新世纪第一个五年计划，作出了全面加快北京商务中心区建设的决定。五年来，按照“准确定位、科学规划、市政先行、市场导向、机制创新、弹性开发、重点突破”的工作思路，北京商务中心区建设一步一个脚印、一年一个台阶，经历五个阶段，发展全面提速。2000年推出CBD概念、明确功能定位；2001年制定发展规划、建立管理机构；2002年启动核心区建设、优化基础设施环境；2003年确定产业定位、提升核心竞争力；2004年全面加快国际金融区建设。市政基础设施和重大项目建设顺利推进，投资环境不断优化，外商投资活跃，国际交流频繁，北京商务中心区已经成为首都最富活力和最具现代化气息的区域和首都重点功能区。

产业是城市发展的支撑，也是北京商务中心区建设的核心。2003年，北京商务中心区确定了建设国际金融区的产业定位，以培育国际金融业为龙头，努力建设成为跨国公司总部和国际性金融机构的聚集地，成为金融、中介、信息咨询、文化传媒等现代服务业的密集区，成为首都乃至中国经济融入世界的有力平台，成为展示首都国际化大都市风貌的重要窗口。在市委、市政府的支持下，朝阳区已出台《朝阳区促进北京CBD金融业发展的若干措施》，采取资金支持、机制创新、优化环境等多种措施，推进北京商务中心区国际金融区建设。

长期以来，特别是2003年第四届北京朝阳国际商务节高层论坛上，国内外政府官员、专家学者和高层管理人士，从产业定位、核心产业、产

业体系、产业环境等多个方面，对北京商务中心区产业发展提出了许多很有价值的建议。北京商务中心区管委会把这些建议汇编为《产业CBD》一书，使这些成果得以保存，为从事商务中心区规划建设、投资开发、运营管理的政府、企业及各届人士提供借鉴。

“海纳百川，兼容并蓄”是北京商务中心区的精神所在。衷心希望社会各界继续建言献策，共同把北京商务中心区建设好。



北京商务中心区建设联席会办公室主任
中共北京市朝阳区委员会书记

2004年4月

Foreword II

Central Business District (CBD for short) is an important platform for a country or region to foster its all-round competitiveness, to deepen the opening to the outside world and build a cosmopolitan city.

In 1993, the State Council made a strategically important decision for the construction of the Beijing CBD through promulgation of the *General Planning for Beijing Urban Construction*. In 2000, the Beijing Municipal People's Government made the decision in the first Five-Year Plan of the new century, to accelerate the overall construction of Beijing CBD. Over the past five years, the construction of the Beijing CBD has been proceeding steadfastly through five periods in accordance with the principle of "Accurate Positioning, Scientific Planning, Infrastructure Construction Taking Priority, Market-oriented Development, Innovative Mechanism, Flexible Development, and Tackling the Key Links". With this thread of thoughts in mind, Beijing Municipality has now set out to accelerate the construction of CBD after going through the following five phases of development. In 2000, the concept of CBD was first introduced with clearly defined functional positioning. In 2001, the CBD development plan was composed and the administrative commission was established. In 2002, the construction of Beijing CBD core was started up and measures were taken to optimize the infrastructure environment. In 2003, the industry positioning of CBD was defined to enhance the core competitiveness. 2004 is the year of the final phase for the accelerated construction of the International Financial District. All these years of development have seen the smooth and successful progress in the construction of the municipal infrastructure facilities and other major projects along with momentum increase of foreign investment and international communication. The Beijing CBD has be-

come the most vibrant and modern area as well as one of the key functional areas of the Capital.

Regarded as the strong support of the urban development, the industry is also the core of Beijing CBD's construction. In 2003, Beijing CBD's industry destination was determined, that is, to build an international financial District with fostering the international financial industry to be the dominant sector of the city and building it into the concentration area of the headquarters of multinationals and international financial institutions. Moreover, Beijing CBD is also meant to be the office locations of modern service industry such as, the financial and intermediary services, information and consulting institutions, and cultural and media organizations. All in all, Beijing CBD will become an effective platform for the capital and even the whole Chinese economy to assimilate into the world as well as an important window for displaying the image of Beijing as the cosmopolitan city. We are happy to notice that the People's Government of Chaoyang District has issued the *Measures of the Chaoyang District for the Promotion of the Development of the Financial Industry in Beijing CBD*, in which all kinds of measures are meant to be taken in terms of fund support, the innovation of mechanisms and the optimization of the environment to boost the construction of the international financial district in the Beijing CBD.

For a long time, especially on the summit forum of the 4th Beijing Chaoyang International Business Festival in 2003, government officials, experts, scholars and high-level administrators at home and abroad has made a lot valuable suggestions on many issues such as, industry positioning, core industry, core industry system and the industry environment etc. Beijing CBD Administrative Commission has now compiled a book called *Industrial Development in CBD* based on these suggestions. This book will serve as valuable references for the governments, enterprises and personages from all walks of life engaged in the planning and construction, investment and development, operation and management of CBD.

"With a mind as broad as the sea, one should absorb things of diverse nature". This ancient Chinese philosophical idea can best describe the spirit of

Beijing CBD. Therefore, it is our sincere wish that people in different fields will continue to offer their good ideas, herewith we can work together to build an excellent CBD in Beijing.

Li Shixiang

President of Beijing CBD Construction Joint Conference Office
Secretary of Chaoyang District Committee of CPC , Beijing Municipality

April, 2004

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