

LUJIAZUI FINANCIAL & TRADE ZONE YEARBOOK 2012 陆家嘴金融城年鉴

Abridged Version | 中英对照简缩版



上海三联书店

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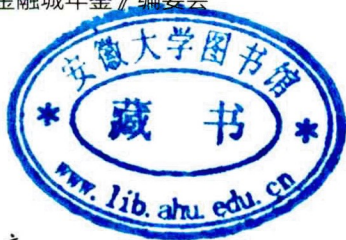
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序言

PREFACE

In 2011, the first year of the Twelfth Five-Year Plan, the Pudong New District enacted comprehensive measures to strengthen the Lujiazui Financial Center's performance. These measures, which included uniting the "Second Pioneering" development requirements, accelerating the core functions of the financial center, improving the area's overall environment, attracting more financial institutions and boosting financial innovation, helped the Lujiazui Financial Center reach a new level of achievement.

The Lujiazui Financial Center has comprehensively upgraded the quality of its facilities. For example, the Shanghai Center, the new Shanghai Stock Exchange building the Tangdong's headquarters base, the Century Metropolitan and the Xinhua Financial News Agency Building are under construction. Other key accomplishments and projects of note include the following: 44 buildings fully meet requisite business standards; A standardized mobile breakfast car now serves 30 buildings; The Nanbing River Bar Street is under construction and a dedicated bus – the Number 1 line – now serves the Lujiazui Financial Center. Additionally, the second level of the Century Footbridge has been completed and is in use; 24 buildings in "Little Lujiazui" enjoy free Wi-Fi access from a dedicated network; the Lujiazui Financial Center Magazine was successfully co-published with China Business News (CBN); the Century Footbridge LED screen featuring financial news and public information was put into use and a financial information services platform was established which will serve to encourage important players in Lujiazui (such as the Aurora Building and Huaneng Building) to develop public spaces for the community, such as small museums and theaters.

Lujiazui's financial institutions had a number of new achievements in 2011. At the end of 2011, the Lujiazui Financial Center had 629 supervisory-level financial institutions, of which 16 are new and 25 total finance leasing companies, of which 5 are new. Their tax revenue increased by 86.03 percent. Among the 277 equity investment companies – 114 new – tax revenue increased by 110.85 percent. In 2011, a number of prestigious international companies established a presence in Lujiazui, including Morgan Stanley, which set up the headquarters of its joint venture with Huaxin Securities in the area. ANZ Bank, Ping Russell and Bloomberg also increased the scale of their operations in Lujiazui in 2011. The Bank of China set up its second headquarters in Lujiazui in 2011, marking an important step in the bank's development.

2011年，是浦东新区“十二五”规划实施的第一年，陆家嘴金融城围绕推进上海国际金融中心核心功能区建设的中心任务，结合新浦东“二次创业”的发展要求，加快推进金融核心功能区建设，着力改善金融城环境，大力引进金融机构，积极推动金融创新，陆家嘴金融城建设迈上新台阶。

综合配套环境改善有新进展。推动上海中心、证券交易所新大楼、塘东总部基地、世纪大都会及新华社中国金融信息大厦等重点工程加紧施工；44幢楼宇达到商业必备业态配套标准；覆盖30座楼宇的标准化早餐车投入使用；南滨江酒吧休闲街开工；金融城1路巴士投入运行。二层步行连廊一期“世纪天桥”竣工并投入使用；小陆家嘴区域24幢楼宇实现免费WIFI网络全覆盖；与《第一财经》合作的《陆家嘴金融城》杂志成功试刊；播放金融城财经信息和公益信息的世纪天桥LED屏投入使用；覆盖全区重点金融集聚区楼宇和地块信息的监测服务平台初步建立；鼓励金融城（如震旦大厦、华能大厦）的小剧院、小博物馆向社会开放工作取得进展。

金融机构集聚有新成绩。截至2011年底，陆家嘴金融城拥有监管类金融机构629家，较去年底新增16家，2011年，新增融资租赁公司5家，总数达到25家，税收增幅高达86.03%；新增股权投资类企业114家，总数达277家，税收增幅高达110.85%。引进包括摩根士丹利中国区总部、摩根士丹利华鑫合资证券公司、澳新银行、平安罗素、彭博资讯等国际化高能级金融机构。中国银行在浦东组建第二总部获重大进展。引进纽银梅隆西部基金、富安达基金、天治基金等资产管理机构，推进台湾土地银行、国泰世华银行等台资银行在浦

The Taiwanese banks Land Bank of Taiwan and Cathay United Bank set up branches in Lujiazui in 2011 as well. 2011 also saw a number of new funds set up in Lujiazui, including the Bank of New York Mellon Western Fund, the Fu-Anderson Fund and the Tianzhi Fund. During the year, 42 financial leasing entities established a presence in Lujiazui and 24 new financial institutions launched services in the area. institution 2011 was a breakthrough year for Lujiazui's financial innovation pilot. Learning from the practices of mature financial centers, Lujiazui introduced a new management system of financial industry self-governance. As part of the financial innovation pilot, the Ping An Insurance Group established a financial assets exchange platform in Pudong. Meanwhile, foreign equity invested companies were promoted through the QLFP Pilot. In order to expand the pilot, Pudong promoted the development of an international trade settlement center. The number of companies engaging in this business increased to 20 in 2011. To promote the futures bonds delivery service pilot, future bonds officially became deliverable in the market, with 10 commodity operators becoming the first wave of companies to receive the requisite business license.

The financial services industry in Lujiazui has considerably bolstered the area's economic development, yielding a number of new fruitful achievements. For example, in 2011, the Pudong New District Government stepped up its promotional efforts of small and medium-sized enterprises (SMEs) to go public. At the same time, the number of domestic listed companies on the Shanghai Stock Exchange more than doubled. To alleviate the financing difficulties of companies in the fields of science and technology, the Pudong New District Government cooperated with the Bank of Shanghai, which benefited 456 companies in the area. Significant efforts were also made to accelerate key rural financing as part of the "Three Rurals" development strategy. The Agricultural Bank of China and Bank of Agriculture and Commerce worked together to comprehensively strengthen financial services by providing agriculture-related loans, promoting the Anxin Insurance company's new products and installing 200 ATMs in rural areas.

In 2011, the efforts of the Lujiazui Financial Center bore fruit. Looking ahead, under the leadership of the Pudong New District committee and government, we will overcome difficulties with great resolution, striving to realize Shanghai's goal of becoming an international financial center, with Pudong at the core. We indeed welcome the opportunity to usher in a new area in Shanghai's new round development!

东设立分行。引进融资租赁企业 42 家。推进金融专业配套服务机构引进，年内新增各类金融专业服务机构 24 家。

金融创新试点获新突破。借鉴成熟金融中心的做法，引进“业界自治”的理念，金融城新型管理体制有序推进。推动中国平安保险集团在浦东设立金融资产交易平台。推动外商投资股权投资企业 QFLP 试点。推动新型国际贸易结算中心业务扩大试点，浦东开展新型国际贸易结算的企业已扩大到 20 家。推动期货保税交割业务试点，期货保税交割正式进入市场运作阶段，首批 10 家大宗商品运营企业已取得营业执照。

金融支持经济发展有新成效。2011 年，区政府加大推进中小企业上市力度，境内上市企业同比去年翻了一番。着力破解科技型企业融资难，深入推进新区与上海银行的银政合作项目，受惠企业达 456 家。着力支持“三农”发展，推动农业银行和农商银行发放涉农贷款，推动安信农业保险公司开展产品创新，农村地区接近 200 台 ATM 机布放点，改善了农村金融服务环境。

2011 年，陆家嘴金融城在建设取得了一些成绩。今后，我们将在区委区府的坚强领导下，克服困难，迎接挑战，切切实实把推进上海国际金融中心浦东核心功能区建设的各项工作落到实处。争取在新一轮的发展中再创佳绩！

上海市浦东新区区委常委、副区长
上海陆家嘴金融贸易区管理委员会主任

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