

# 魅力

中国·九龙坡  
NEW JIULONG  
WITH GLAMOUR

新九龙





魅力

都市 Fascinating Metropolitan



魅力

工业 Fascinating Industry



魅力

家园 Fascinating Home



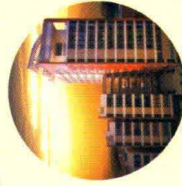
魅力

后花园 Fascinating Back Garden



魅力

旅游 Fascinating Tourist



魅力

文化 Fascinating Culture



# 魅力

## 新九龙 / NEW JIULONG WITH GLAMOUR

九 龙坡区地处长江与嘉陵江交汇的腹心地带，面积432平方公里，人口90万，属亚热带季风湿润气候区，热量丰富，雨量集中，无霜期长，年平均气温18.4摄氏度。

九龙坡区水、电、气、通讯等基础设施完善，交通便捷，工业基础雄厚。有国家级高新技术产业开发区和九龙工业园、西彭工业园两个市级特色工业园区；以白市驿国家级花卉苗木产业示范区为龙头的重庆“都市后花园”已具雏形。

近年来，九龙坡区经济保持快速健康发展。2003年，区域生产总值达155.29亿元，跃居全市第一，同比增长14.0%；财政收入5.33亿元，同比增长27.5%；固定资产投资83.64亿元，同比增长29.5%。

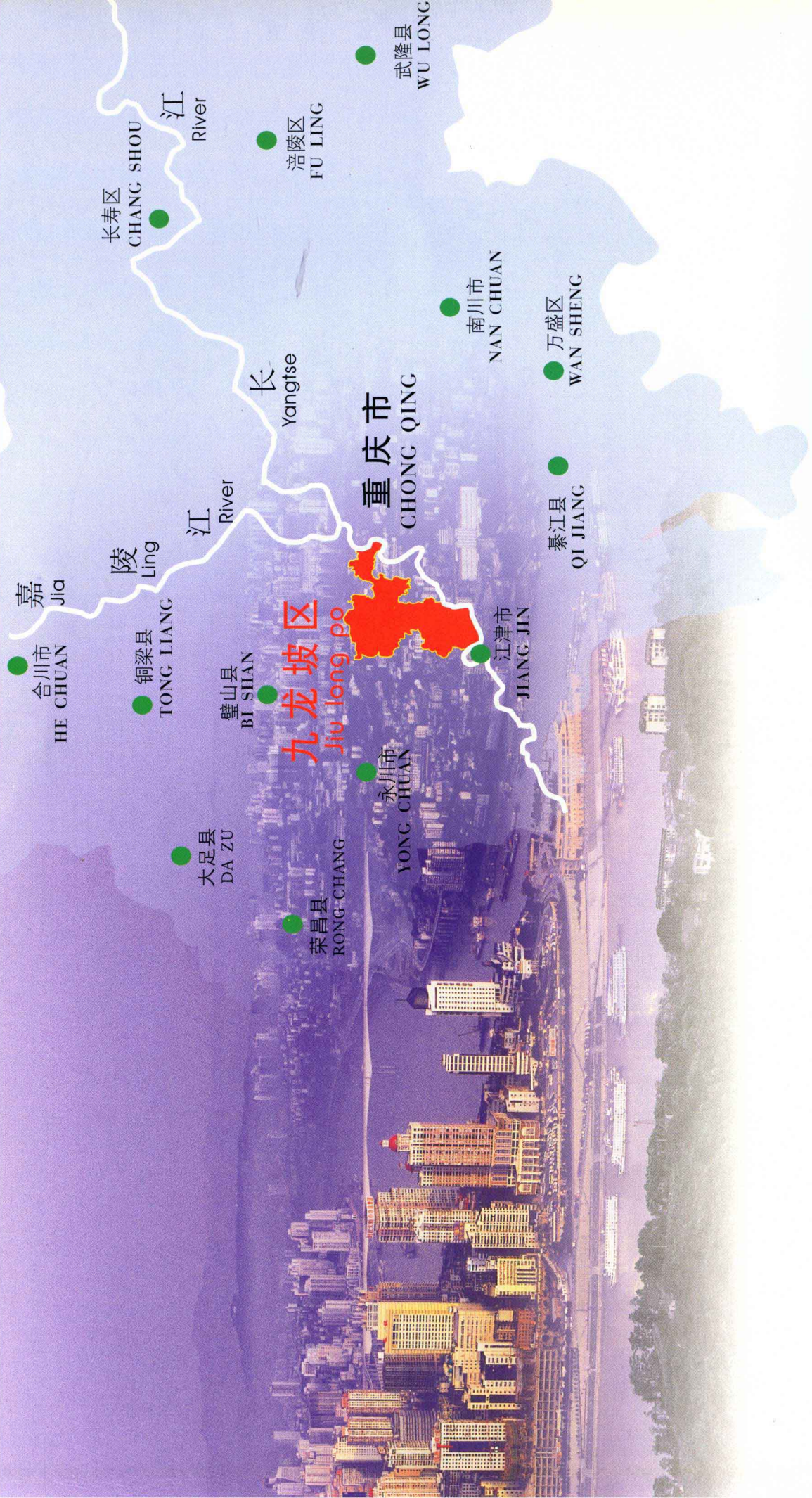
九龙坡区人民政府开拓进取，领导全区人民努力把九龙坡区建设成为长江上游的制造业基地、商贸物流中心、重庆的都市后花园。

Jiu Longpo region lies in the conjunction of Chongjiang and Jialing river, covering 432 square kilometers, has a population of 900,000, which is subtropical monsoon moisture zone. It is abundant in heat and water. The frost-free period is long. And the average temperature is 18.4℃.

The equipment of water, electricity, gas and communication is perfect, transportation is convenient, and the industry base is powerful in Jiu Long. The region has two characteristic industry areas. Taking Baishiye national flowers and plants demonstrating region as representative, Chongqing metropolitan back garden has already founded its rudiment.

In recent years, the economy of Jiu Longpo is developed steadily. In 2003, Jiu Longpo's GDP was attained 15.529 billion, achieved the first in Chongqing, and enhancing 14.0%; The governmental income was attained 533 million, enhancing 27.5%; And the capital asserts investment was attained 8.364 billion, enhancing 29.5%.

Jiu Longpo is built as the manufacturing base, business and transportation center and Chongqing metropolitan back garden on the upper reach of Chongjiang river by Jiu Longpo People's government with the inspiration of deployment and enterprising.





# 前瞻的理念 开创的构想

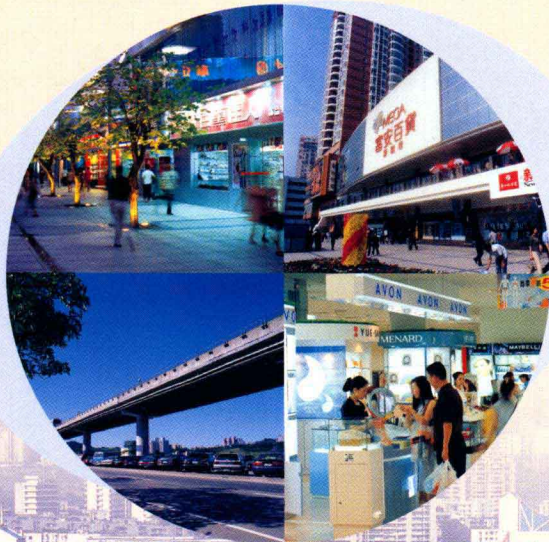
## Conception and Creation



### 高新技术战略 High-new Technology Strategy

以高新技术改造优化传统产业，做大做强汽车、摩托车、铝业、化工、印刷包装、食品、纺织等优势产业，形成高新技术产业为先导，优势传统产业为支撑，劳动密集型产业为重要补充的工业经济发展新格局。

Making some dominant industries, such as automobiles, motorbikes, aluminum industry, chemistry, presswork and package, food and textile, more challenging. Forming new pattern of industry economy development with high technology, traditionally advantageous industry and labor-density industry.



### 城市化战略 Urbanize Strategy

实施以杨家坪步行商业区为龙头的大规模城市开发建设，加快中心城区工业企业建设步伐，加快九龙华岩新城区基础设施建设，妥善处理好工业化与城市化的互动关系，引导产业与人口的有序集聚。

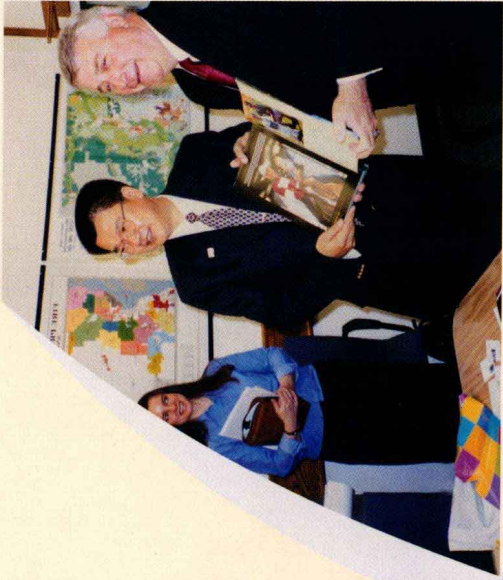
Taking Yang Jiaping walking street as representative. carrying out a large-scale development. Quickening the pace of development of industry and enterprising in center city. Developing the basic instrument construction in Jiulong Huayan new city. Dealing with the relationship of industrialization and urbanization well. And guiding the industry and citizens centralize orderly.



### 都市农业战略 Metropolitan Agriculture Strategy

按照“建立基地、培植龙头、拓展领域、创新体制”的发展思路，培育花卉苗木、蔬菜、水果等主导产业，以花卉苗木产业示范区建设为龙头，积极发展服务型都市农业，打造都市后花园。

Raising leading industry, such as flowers, plants, vegetables and fruits and so on, according to the development thought of “founding base, developing representative, exploiting field and creating system”. Developing metropolitan agriculture and metropolitan back garden with the representative of flowers and plants demonstrating region.



1. 美国华盛顿州·大西雅图地区斯罗荷来锡郡郡长罗伯特·德威尔先生会见中共重庆市九龙坡区委书记郑洪先生。
2. 重庆市九龙坡区区长秦敏先生在第八届“一会一节”——2003中国重庆全球采购会上同庆铃（集团）公司负责人签约。
3. 中共重庆市委书记黄镇东及市委常委、市政府常务副市长黄奇帆视察杨家坪步行商业区。
4. 德国法兰克福社会福利部官员接待九龙坡区委副书记、区人大常委会主任廖涛。
5. 九龙坡区委常委、区政府常务副区长陈建伟与马来西亚投资商庄阔福先生出席国际外国语学校土地出让及工程代建签字仪式。

开放·务实·进取  
Opening, Practicing and Enterprising



希望之城 魅力之都

City With Hope City With Glamour

# 新九龙



九龙广场全景

Panorama of Jiulong Square



# 魅力都市 Fascinating Metropolitan

**杨**家坪步行商业区是九龙坡区城市化战略的标志性工程，位于杨家坪中心地带，面积5.5万平方米，投入资金2.5亿元，打造重庆CBD新中心，集商务、休闲、购物、餐饮、娱乐为一体，充分体现城市化、商业化、生态化、信息化、科技化的理念，展现重庆市五大商圈之一——杨家坪中心商业区的高水准、高档次、高品位。

Yang Jiaping Shopping Center is the symbol project of Jiu Longpo urbanize strategy, which lies in the center of Yang Jiaping, covering 55 thousand square meters. 250 million yuan is invested to the project to figure CBD new center of Chongqing which is the governmental project integrating shopping, entertainment with eating and drinking and fully expressing the conception of commercialization, information, technology and ecology. It will display Yang Jiaping Shopping Center's (one of the five Chongqing shopping centers) high level and taste.

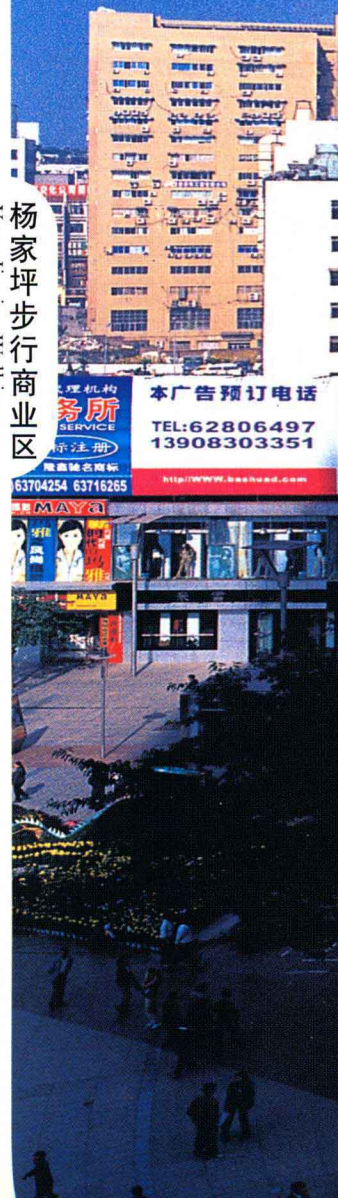
步行街标志塔 Sign Tower

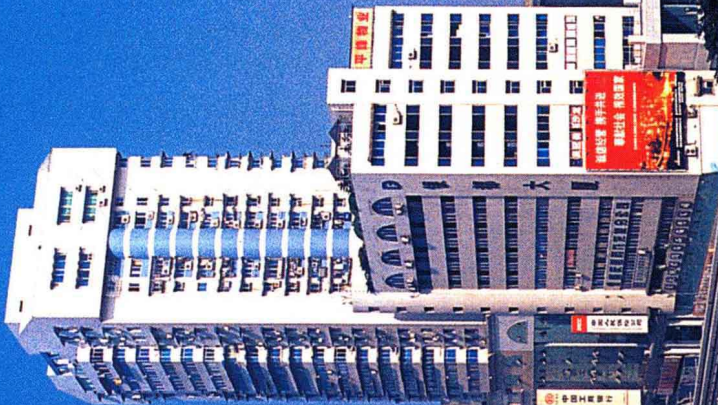
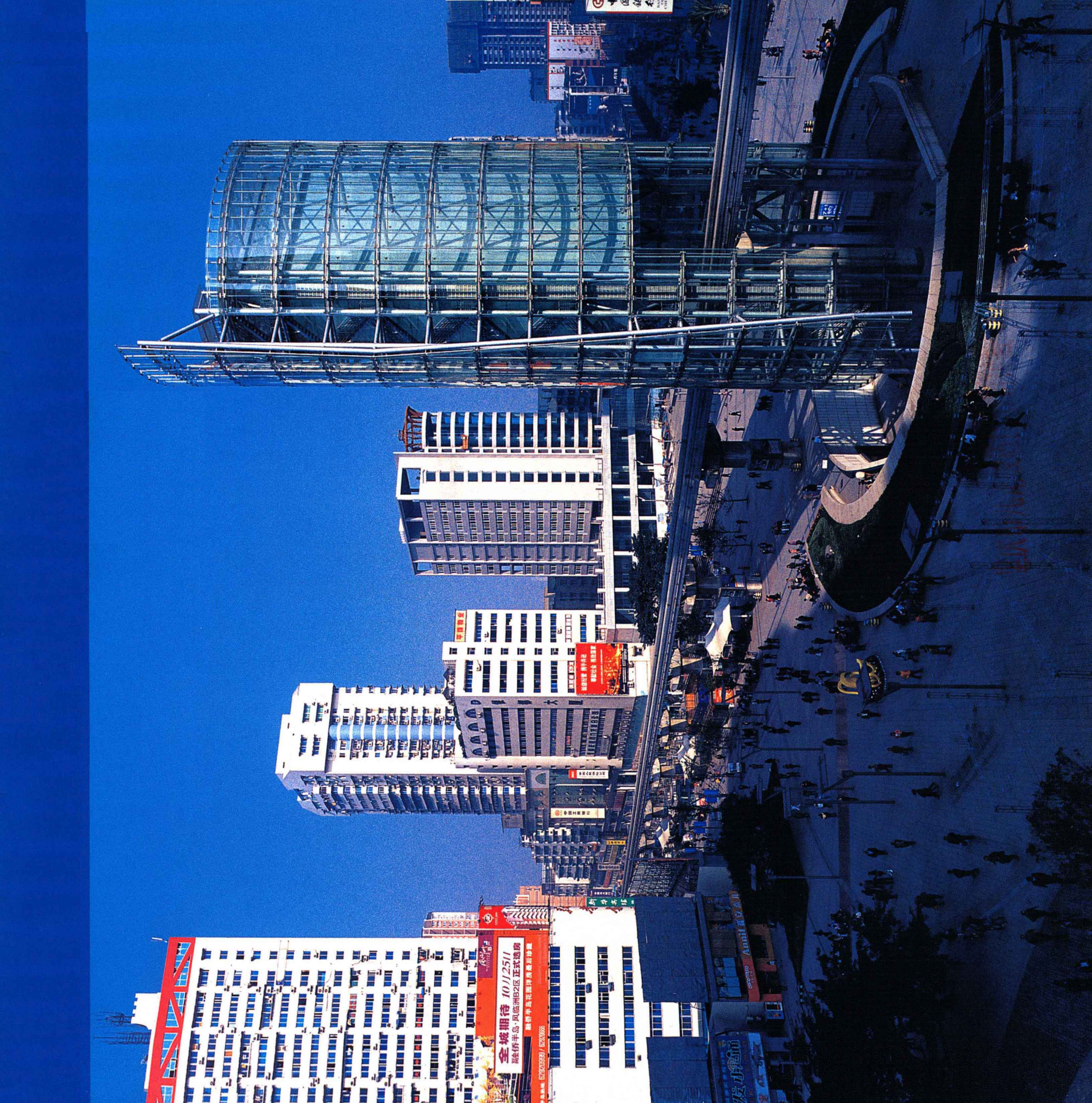


城市雕塑 City Sculpture



杨家坪步行商业区  
Yang Jiaping Walking  
Street Shopping Center





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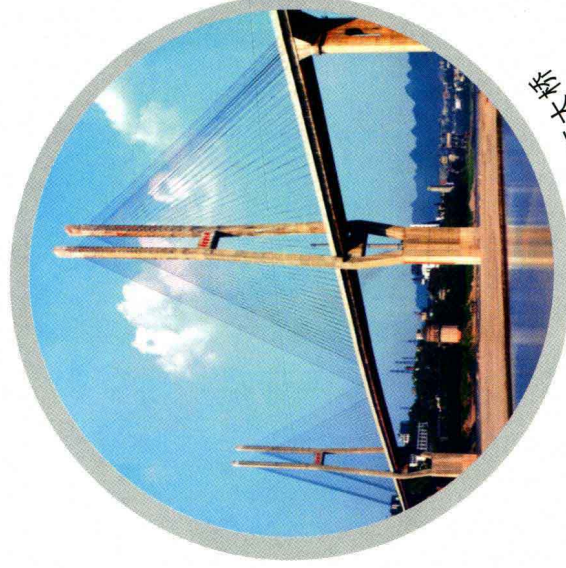
## Fascinating Metropolitan都市

**2003**年，九龙坡区投入市政基础设施建设资金1.08亿元。完成主城区主次干道综合景观改造，铺装改性沥青混凝土SMA35万平方米，创主城区SMA铺装率最高；积极创建山水园林城区，完成杨家坪步行商业区、梅堡游园及长江路等五条主干道市街绿化建设和景观改造，大力推进玉龙公园、尖刀山森林公园等六座市、区级公园建设，成功创建一批市、区级园林式单位和小区。

In 2003, 108 million yuan is invested to the government projects. Completing the main and trunk highway in area in main city synthesizes reforms, and paved SMA 350,000 square meters, created a new record of the main city SMA paving; It is positive to build to set up the landscape park city area, completing the Yang Jiaping business area, Meibao park and the road of Yangtze River waits five main trunk highways city street the green turning developments to reforms with the landscape, pushing forward the Yulong park, Jiandao mountain strongly the forest park and other six parks developments, the success create to set up a batch of municipals, area class park type unit and the small area.



建设中的重庆轻轨  
Chongqing Light Rail



李家沱长江大桥  
Li Jiayu Yangtze Bridge



鹅公岩长江大桥  
E'Gongyan Yangtze Bridge



都市 Fascinating Metropolitan



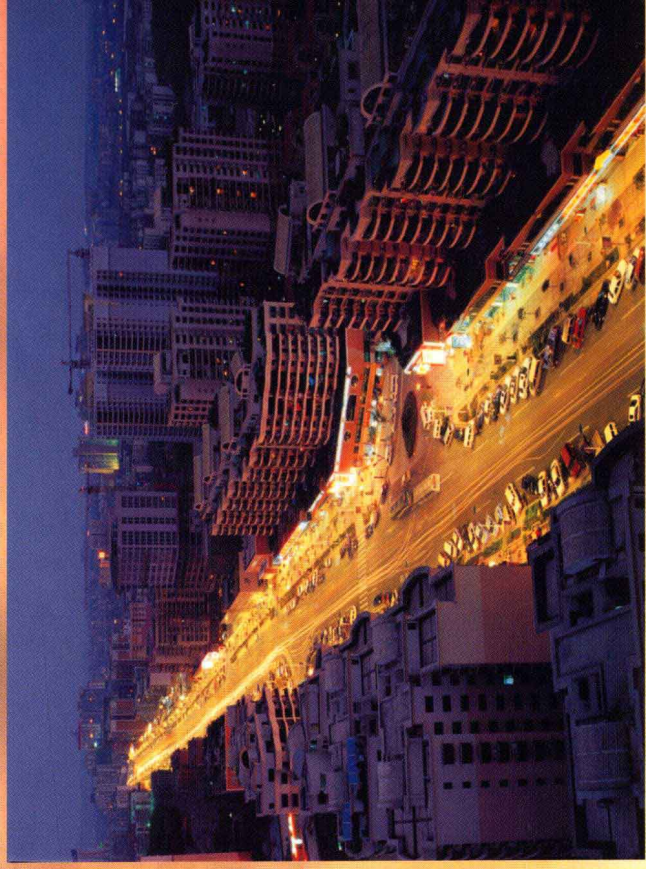


大公馆立交桥 Da Gongguan Cloverleaf Junction

杨家坪步行商业区  
Yang Jiaping Walking  
Street Night View



直港大道 Zhigang Avenue





**重**庆奥林匹克体育中心是重庆市直辖市后最大的综合体育建设项目，位于九龙坡区大公馆，是重庆未来集体育人才培养、体育产业开发、综合性体育竞技赛事承办、运动员村建设、相关产业开发于一体的高科技综合性体育城，占地1847亩，规划建设6万人体育场、跳水池、游泳馆、小球馆、竞技训练房等，采用国际先进体育设备，计划总投资20亿元。2004年正式投入使用后，将有效拉动周边区域经济增长。

Chongqing Olympic Center is the largest comprehensive sports project after Chongqing turning to be the municipality under the direct jurisdiction, which lies in the Jiu Longpo residence and the high technology and comprehensive sport city of raising talents, developing sports and holding comprehensive athletic meetings. This project covers 1847 mu, planning to construct stadium which can contains 60000 people, diving gymnasium, swimming gymnasium, ball gymnasium and athletics training room, which have internationally advanced sport equipment and are invested 2 billion yuan. From 2004 on, being put into use, it will develop the economy of other cities around Yang Jiaping efficiently.



建设中的奥林匹克体育中心  
Chongqing Olympic Center



工业是九龙坡区的支柱产业，区内有军工、机械、食品、能源、化工等工业企业200余户，工业总产值和增加值一直位列重庆市主城区第一，工业总产值约占全市工业总产值的1/6。工业产品出口世界20多个国家和地区，凭借自身良好基础、高新技术、低成本跻身世界制造业生产链，成为海内外客户首选的合作伙伴。

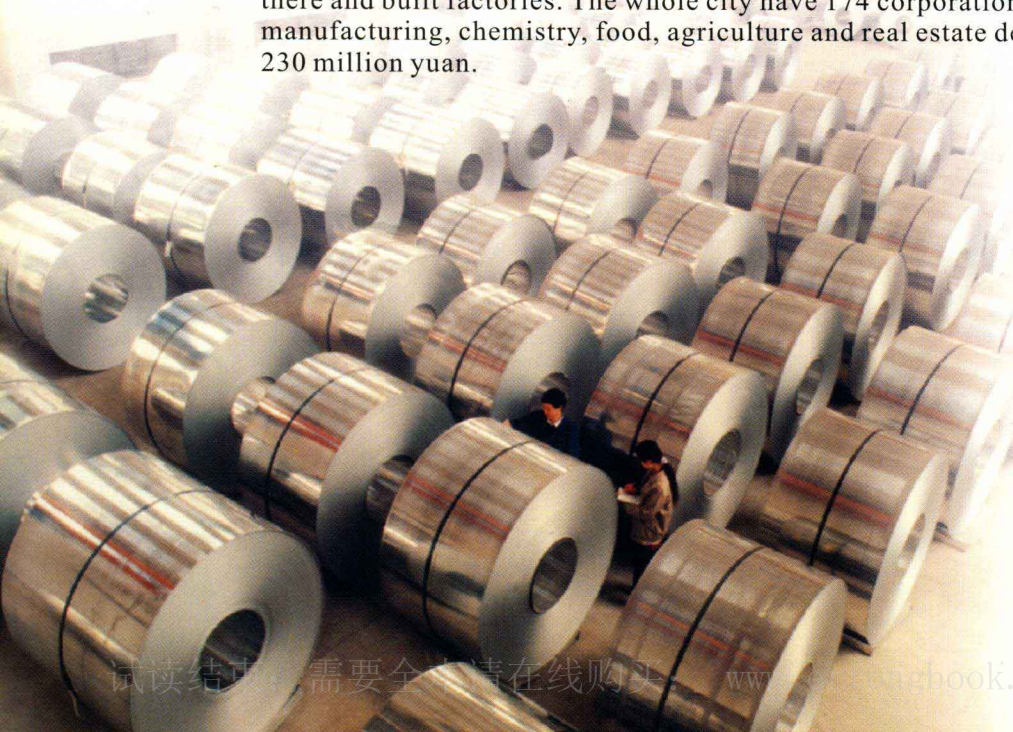
这里有亚洲最大的有色金属加工企业西南铝业(集团)有限公司，有重庆市工业50强之首的庆铃汽车(集团)有限公司，有实力强劲的建设工业(集团)有限公司，有重庆市轻工行业“五朵金花”之一的重庆啤酒(集团)有限公司，有重庆市乡镇企业50强之冠的隆鑫集团，还有宗申机车工业公司、三峡油漆股份有限公司、重庆变压器总厂、重庆发电厂等骨干企业。

日本五十铃公司、雅马哈公司、瑞典ABB公司等国际知名企业纷纷在九龙坡区投资兴业，全区三资企业174户，涉及制造、化工、食品、农业、房地产开发等20多个行业，总投资2.3亿美元。

Industry is the main industry of Jiu Longpo. In the region, there are about 200 large-scale enterprises including war industry, engine, food, energy resource and chemistry. Its industry production value and adding value is always the first one of main cities in Chongqing. The industry production value approximately covers 1/6 of the total production value of the whole city. And the industry productions are exported to about 20 countries and cities. Depending on its good basis, high technology and low costs, it turned to be one part of the world manufacturer chain and the first cooperater of customers in both domestic and abroad.

There are the largest non-ferrous metal manufacturer Southwest Aluminum (Group) Co.,Ltd., the first factory of the best 50 industries in Chongqing Qingling Motors (Group) Co.,Ltd., the powerful Congqing Jianshe Industry (Group) Co.,Ltd., one of Chongqing five light industry “olden flowers” Chongqing Beer Group, the first of 50 town enterprises Loncin Group, Zongshen Group, Chongqing Sanxia Paint Group, Chongqing Transformer Factory and so on.

The famous enterprises including Isuzu Motors, Yamaha Group, Sweden ABB Company all invested there and built factories. The whole city have 174 corporation with joint venture. covering designing and manufacturing, chemistry, food, agriculture and real estate developing and so on. The total investment is 230 million yuan.



西南铝业(集团)有限公司  
Southwest Aluminum (Group) Co., Ltd.