

P 上海浦东 SHANGHAI PUDONG



1990-2001

PUDONG

**Epitome of Shanghai's development and
symbol of China's reform and opening-up program.**

Purpose of Development

With Pudong's development as the dragonhead, further open up cities along the Yangtze River and build Shanghai into one of the international economic, trade and financial centers.

Target

By the 20s and 30s of the 21st century, build Pudong into an export-oriented, multi-functional and modernized new town and into a landmark of new Shanghai.

APEC

CHINA 2001



Basic Facts & Figures

The Pudong New Area of Shanghai is located at the midpoint of the city belt on the east coast of China and at the estuary of both Yangtze River and Huangpu River. It covers 533 sq.km. and has a population of 1.63 million. The development of Pudong was announced on April 18, 1990 by the Central Government of China. Over the 11 years, the appearance of the area has been undergoing enormous change. The local GDP in 2000 reached 92 billion RMB yuan. It is the showcase of Shanghai's all-round competitiveness.

Five Development Plans

Downtown
Developments

Science &
Technology Belt
Developments

Riverside and
Coastal area
Developments

Township
Developments

Cultural
Developments

1. Lujiazui Finance & Trade Zone
2. Jingqiao Industrial Park
3. Waigaoqiao Free Trade Zone
4. Zhangjiang Hi-tech Park
5. Liuli Modern Residential Quarters
6. Sunqiao Modern Agricultural Zone
7. Huaxia Culture & Tourism Zone
8. Century Park



The People's Government
of Pudong New Area

Inner Ring Road

Outer Ring Road

Metro Line No. 1

Pearl Line No. 1

Metro Line No. 2

Maglev Line

Pearl Line (Phase II)



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Key Development Zones



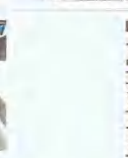
Key Development Zones

Lujiazui Finance & Trade Zone

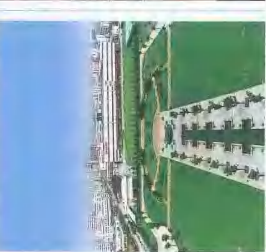


With a planned area of 3.03 sq km, Lujiazui is the first financial district zone in China. Over 100 office buildings, shopping malls, hotels, and other facilities are already in use or under construction. Engineers of them are buildings used by financial institutions, i.e., banks, stock exchange and insurance companies.

- 46 domestic and foreign financial institutions, 155 overseas ones, including 29 regional headquarters of multinationals
- National funds markets for assets & property, futures, real estate, human resources and securities, etc.
- 100,000 people are currently employed in the zone, with an annual turnover of 55 RMB billions.



Jinqiao Modern Industrial Park



Covering 20 sq km, it is now the biggest manufacturing center in Shanghai and has attracted more than 270 foreign companies, 150 domestic ones, and 10,000 employees.



Zhangjiang Hi-tech Park



The planned area is 25 sq km. It focuses on biopharmaceutical and microelectronics industries. So far, Zhangjiang has attracted US\$3.97 billion in overseas investment, 3,832 billion RMB in domestic investment. 228 enterprises have been set up in the park.



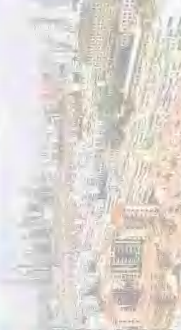
Waigaoqiao Free Trade Zone

Waigaoqiao has a planned area of 10 sq km. 8,474 firms are now in operation. International trade, bonded warehousing and export processing are the main pillar sectors in the zone. 2,000 trade companies and distribution centers of over 60 MNCs have entered the zone. The throughput of Waigaoqiao Harbor was 9.64 million tons of freight and 1,268 million TEU in 2000.



Sunqiao Modern Agricultural Park

A park of urban agriculture, technology-intensive agriculture and tourism agriculture. Construction is now in full swing.





上海市浦东新区人民政府新闻办公室

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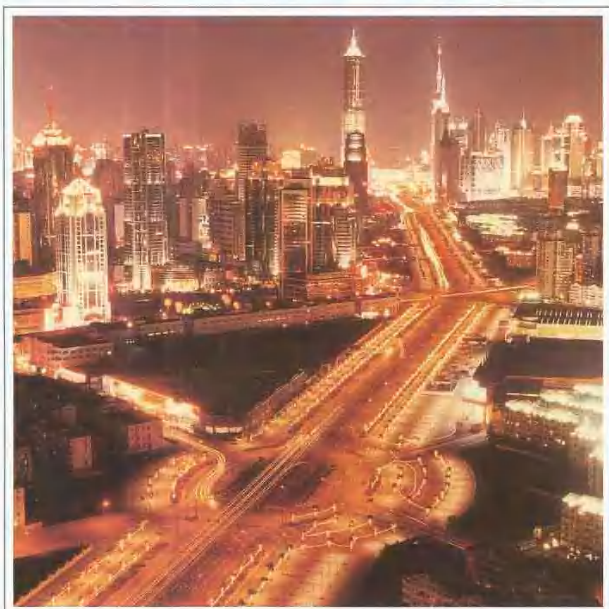
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P **上海浦东** **SHANGHAI** **PUDONG**



Impression of Pudong



Epitome of Shanghai's development and symbol of
China's reform and opening-up program.

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Impression of Pudong

Pudong is now the No.1 destination for visitors to Shanghai. In 2000, there were 11.5 million visitors from home and abroad. The local government hosted 590 groups of foreign visitors (5,490 people), including 51 groups of ministerial-level-or-up delegations(803 people).

Jinmao Tower



The 45,000-sq-m. facility is located in the Lujiazui area. Its main building has a floor space of 330,000 sq m, with an underground parking area covering 30,000 sq m. It is the venue for the Foreign Investment and Trade Fair, the 2000 APEC Conference on Technology, Innovation and Business Relations and the 2001 APEC meetings.

Shanghai International Convention Center

Shanghai International Convention Center, Shanghai Science Museum and the New Shanghai International Expo Center (under construction) are the major facilities for Pudong's conference and exhibition industry.



By the end of 2000, there are over 40 hotels of various star levels. Eight hotel management companies including Hyatt, Shangri-Ho, Baccarat and Accor have entered the local market. The top hotels managed by these companies like Tomson New Asia, Pudong Shangri-Ho, Grand Hyatt and Novotel Atlantis Shanghai are favored by visitors.



China's largest hotel group, the Jinmao Hotel Group, has entered the local market. The group's first hotel, the Jinmao Hotel, is located in Pudong. The hotel is a five-star hotel and is one of the best hotels in Shanghai.



Jinmao Tower



Shanghai Science Museum is located in the Huamu Administrative Center of Pudong New Area and lies right next door to the Century Square. The museum is a modern museum of science, nature, history and technology. The building is scheduled to be completed on May 31, 2001 and to be open to the public in a grand gala in April. It is also going to be the main venue for the 9th APEC Meeting.

Pudong owns varying styles, pleasant visual amenities, quality infrastructure and state-of-art facilities



Century Park



In Pudong one can find many restaurants offering a variety of cuisines, including delicious local snacks.



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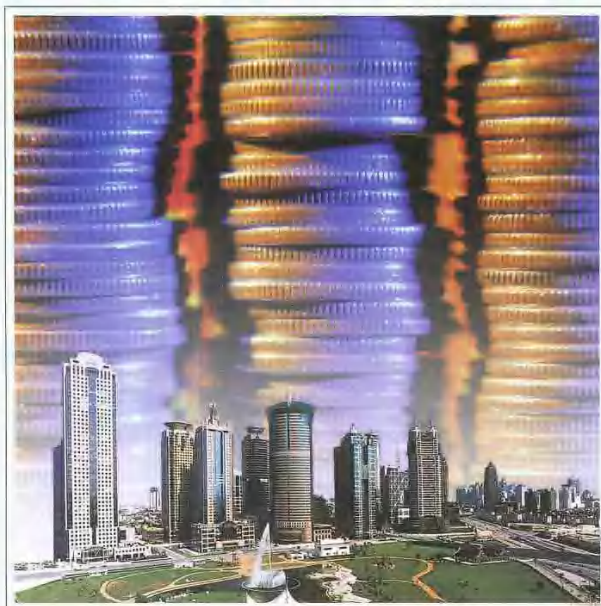
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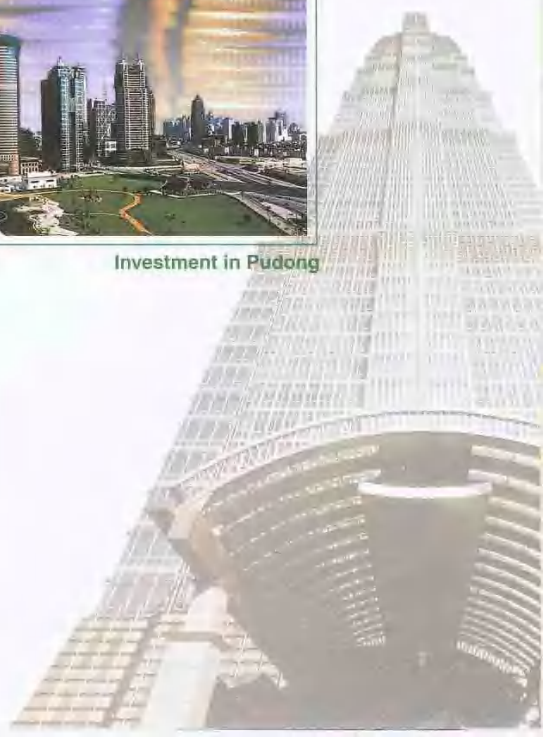
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Investment in Pudong



Epitome of Shanghai's development and symbol of China's reform and opening-up program.

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Investment in Pudong

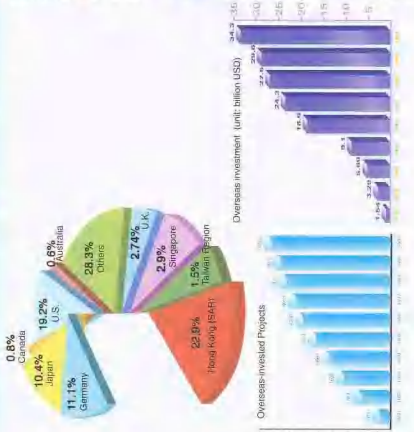
Pudong New Area has attracted 6,600 developments from 70 countries and regions. The total investment amounts to US\$34.3 billion, among which US\$13 billion is contractual investment. 108 of the Fortune 500 businesses have launched 200 projects in Pudong, like GM, INTEL, BELL, SHARP. There are 5,200 domestic businesses in Pudong, with a registered capital of 20 billion RMB yuan. 138 foreign trade companies in other provinces of China have come to open subsidiaries in Pudong. Pudong is also the home to headquarters of 16 business groups in China.

Superior investment environment. Open market with huge potential. Entrepreneurship-friendly mechanism. Sound legal environment.

Diversified urban culture



Pudong is the first location where overseas banks are allowed to set up branches. Pudong houses over 48 overseas banks like Citibank, HSBC and Tokyo-Mitsubishi. With the opening of more department stores, supermarkets and factor markets, the growth of service trade in Pudong has led upon a fast track.



Improved Efficiency

- One-stop service
- Five-working-day limit for application processing
- Business registration system



2001-2005 DEVELOPMENT TARGET

Pudong will work towards becoming a hub of flows of capital, connectivity, technology and information and a new town of Shanghai with outstanding technology innovation power, state-of-the-art information infrastructure, abundant business opportunities, sound financial system, good environment, and superior living and working conditions. It will continue to be a showcase of the economic competitiveness of Shanghai.



PRIORITY SECTORS OPEN TO OVERSEAS INVESTMENT

- New and high-tech businesses
- Service industries
- Multi-national corporations and business groups
- Major infrastructures
- Talented investment





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P 上海浦东 SHANGHAI UDONG



上海优势 浦东经济



浦东是上海现代化建设的缩影 是中国改革开放的象征

P 上海浦东 SHANGHAI UDONG 1990-2001

上海优势

拥有1300万人口的上海市位于太平洋西岸中国长江入海口，地理位置优越，海、陆、空交通运输便利。20世纪90年代以来，上海正日益成为世界重要的经济中心城市之一，展现出中西文化交汇、万国商贸云集的国际大都市形象。上海与34个国家的69座城市结为友好城市，国际货运通达120个国家和地区，国际商贸和文化交流活跃频繁。上海是联系中国与世界、参与国际市场的桥梁，是国际资本、技术和产品进入中国的大门，是打开中国市场的钥匙。

地理位置



工业中心:

19000 多家生产企业，工业配套齐全，保税港区、高科技园区政策优惠

商贸中心:

社会消费品零售总额占全国 5.1%，货物周转量占全国 13.1%，贸易总额占全国 10%

人才资源:

40 所高等院校，1600 个研究所，140 多万专业技术人员

金融中心:

中国最大证券交易所，50 多家外资银行，160 多家外资金融机构，位于浦东的外资银行可试营人民币业务

交通運輸:

中国最大港口，虹桥、浦东两座国际机场，连接南京、杭州、宁波等城市的快速公路、铁路；长江航运可达武汉、重庆等内河重镇

浦东经济和社会发展

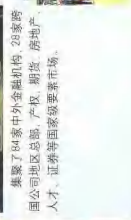
浦东开发坚持“规划先行、基础设施先行和金融贸易先行”的发展战略。11 年来城市形态、综合经济和社会事业发生了巨大的变化。2003 年浦东地区国内生产总值，为国内生产总值的 1/3，上海市的 1/3，和全国的 1/3。1990 年以来，浦东新区固定资产投资 3000 亿元人民币，完成了大批基础设施建设和投入巨资新建、改造了一大批学校、医院和体育场馆等配套设施，2000 年浦东成为全国第一个“国家园林城区”。



浦东新区夜景



浦东新区夜景



集聚了 64 家中外金融机构，29 家跨国公司地区总部，产权、期货、房地产、人才、证券等国家级要素市场。

浦东新区夜景



浦东新区夜景



浦东新区夜景

工业总产值 (单位: 亿元)



浦东新区夜景



上海市浦东新区人民政府新闻办公室

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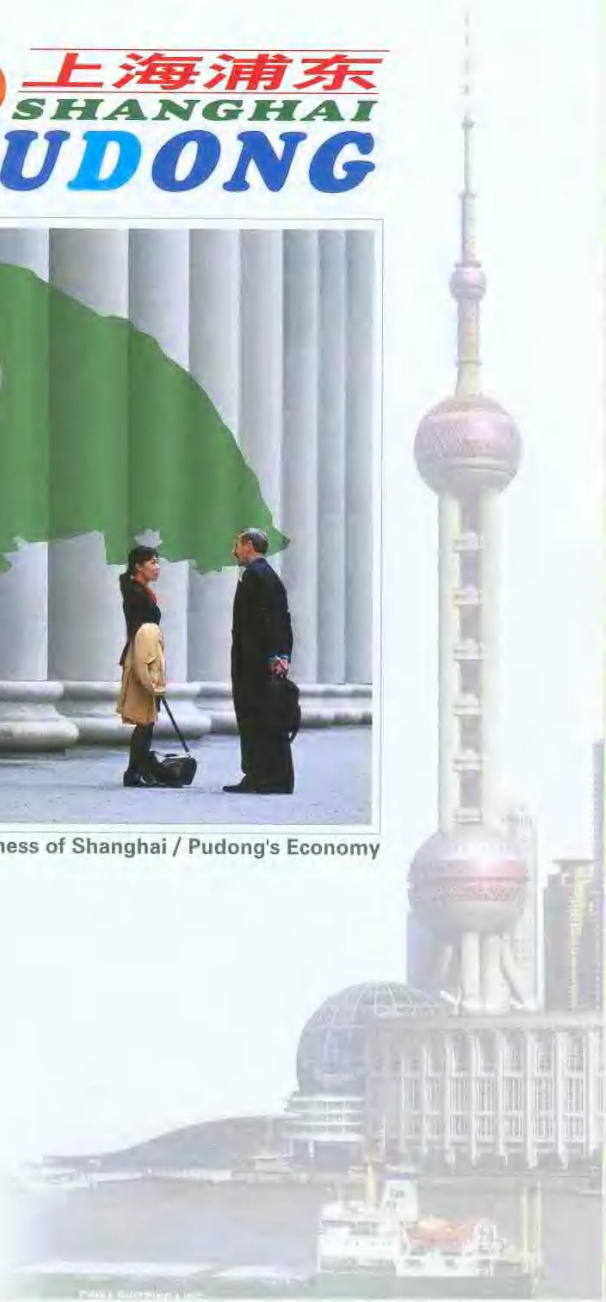
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P **上海浦东** **SHANGHAI** **PUDONG**



Competitiveness of Shanghai / Pudong's Economy



Epitome of Shanghai's development and symbol of China's reform and opening-up program.

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Competitiveness of Shanghai

Competitiveness of Shanghai: With a population of 13 million, the city of Shanghai has a superior geographical location with convenient air and surface transportation. Since 1980s Shanghai is quickly emerging as a major economic city in Asia and even in the whole world. It is a place where the oriental and occidental cultures meet and businessmen from all over the world come to take root. Shanghai has 37 sister cities in 34 countries. It has freight transport links with 120 countries and regions and shipping lines going out to 96 countries and regions. Shanghai is a bridge connecting China and the global market, a gateway for global capitals and technologies to enter China and a key in China's market.

地理位置



Per Capita GDP: Over US\$5,000

Manufacturing Center:

Over 19,000 manufacturing businesses. Complete supporting facilities. Incentive packages are offered at the free trade zone and the hi-tech park.

Commercial Center:

Shanghai's share in the national economy
Foreign trade turnover
Foreign investment
Trade volume 10%

Human Resources:

40 colleges and universities, 1600 research institutes, 100,000 million research and technological professionals.

Financial Center:

Over 100 foreign banks, 100 domestic banks, 100 insurance companies. The biggest stock market in China. Over 500 overseas-invested financial institutions. Over 160 overseas-invested financial institutions.

Transportation:

Port of Shanghai - the biggest port of China; Two Expressways and express rails reaching out to major cities in East China. There is regular ferry service along the Yangtze River, like Wuhan and Chongqing.

Pudong's Economy

Over the past 11 years, great changes have taken place in Pudong's civil constructions, comprehensive economy and social undertakings. By 2000, the GDP of Pudong New Area accounted for one fifth, export one third, overseas investment one third of those of entire Shanghai. Since 1990, Pudong New Area has invested more than 300 billion RMB into infrastructure. Intensive investment has also been made in the construction and renovation of schools, hospitals and sports facilities. In 2000, Pudong also won the title of "Garden City" awarded by the central government.



Pudong International Airport



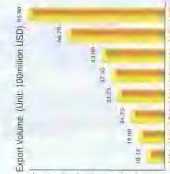
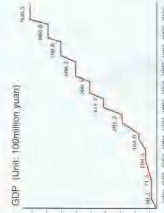
Shanghai International Convention Center



Century Square



64 domestic and overseas financial institutions, corporations, national factor markets like assets & property markets, futures market, real estate market and stock market have found home in Pudong.



Industrial Output (Unit: 10million yuan)

