



Guangzhou, the host city of the Fortune Global Forum in 2017, has introduced a strategic plan to develop emerging industries including the information technology, artificial intelligence and biomedicine.

Region cuts red tape to get down to global business

By HAO NAN
haonan@chinadaily.com.cn

Guangzhou has dramatically reduced its red tape so that companies can register and get up and running in just three working days compared to the previous 25 needed. Some 2,500 administration approval procedures have been streamlined, 92 percent of all items, since the Guangdong provincial capital issued a three-year action plan in 2015 to create an internationalized and market-oriented business environment.



Companies can locate any projects that are in line with market rules and legal norms in the city...

Wang Meng, executive chairwoman of Guangdong Investment Promotion Association

This has resulted in reduced operation costs for an industrial enterprise with annual business revenue exceeding 20 million yuan (\$3.13 million).

The costs in Guangzhou are 2.9 percent lower than the average of the nation and 1.9 percent lower than the average of the rest of Guangdong province thanks to the city government's endeavors to rationalize corporate fees and taxes, according to a local newspaper report.

Since the enactment of the plan, Guangzhou's market vitality and social creativity have been stimulated in a continual push to improve both domestic and international business. The streamlined administration and simplified approval procedures are emblematic of the changes that are underway.

Additionally, the city has also taken the lead in enhancing government efficiency and one example is the single-window system to facilitate overseas trade, which allows for much faster and cheaper cargo clearance.

Using the system, companies can declare cargo and taxes in a single submission via its website, instead of filing the same information repeatedly with different authorities.

Currently, the online cargo clearance website has 27,000 registered members and has provided services to 34,000 companies.

Tony Acciarito, president of Thermo Fisher Scientific China, the world leader in serving science, said that cultivating an environment that encourages business creation and growth involves numerous factors: from regulatory framework to professionals and transportation infrastructure.

Among all others, Acciarito referred to the city's advantage in talent resources. "Guangzhou has also become a major destination for talent," he said. "An open talent pool is one of the advantages that Guangzhou can offer, and Thermo Fisher can definitely benefit from it."

Thermo Fisher signed a strategic cooperation agreement in the city in 2016 to partner up with the government in areas including biotechnology, precision medicine, food safety and environment; and the firm opened its China first precision medicine customer experience center in Guangzhou in September 2017 to reinforce its presence.

Wang Meng, executive chairwoman of Guangdong Investment Promotion Association

Wang Meng, executive chairwoman of Guangdong Investment Promotion Association

Wang Meng, executive chairwoman of Guangdong Investment Promotion Association

Wang Meng, executive chairwoman of Guangdong Investment Promotion Association

Wang Meng, executive chairwoman of Guangdong Investment Promotion Association

Wang Meng, executive chairwoman of Guangdong Investment Promotion Association

Wang Meng, executive chairwoman of Guangdong Investment Promotion Association

GUANGZHOU PUSHES FOR KEEN EDGE IN INDUSTRIES

Investment bears fruit, as Silk Road trade hub attracts global high-tech innovative projects, Chen Hong reports.



Guangzhou in Guangdong province aims to provide preferential policies in the areas of funding, human resources and land subsidies. PHOTOS PROVIDED TO CHINA DAILY

The government's emphasis on innovation has given rise to a swift transformation for the millennial trade hub of Guangzhou to become a city with cutting-edge technologies and an influx of investment from world-leading industries.

The Guangdong provincial capital and birthplace of the ancient Maritime Silk Road is projected to become one of the global leading players in the sectors of next generation information technology, artificial intelligence and biomedicine, or IAB.

"We are working on a five-year guideline for the IAB industry of Guangzhou from 2018 to 2022, which will further fuel the momentum of the industry," said Guangzhou Mayor Wen Guohui.

The industrial output of IAB is projected to surpass 1 trillion yuan (\$155.6 billion) by the end of 2022, when industrial clusters will take a lead in China and have global influence, Wen said.

The city will provide preferential policies in areas of funding, human resources and land subsidies to make sure the mission is fulfilled, the mayor added.

Three municipal departments, including Guangzhou development and reform commission, Guangzhou industry and information technology commission and Guangzhou science technology and innovation commission, will allocate no less than a 1 billion yuan annual fiscal fund respectively to support IAB industries.

The city will specially set up a reward system in the existing talent policies to attract top professionals in the IAB sector to work in Guangzhou.



The city has made great efforts to develop new businesses in innovation and technology.

In terms of land, which is always in short supply, the mayor said the city will arrange at least 5,000 mu (333.3 hectares) each year to satisfy the needs of IAB development.

In fact, the IAB industry recorded a remarkable 10 percent year-on-year growth in 2017, with total revenue estimated at 520 billion yuan although the official figure has not been yet released. In the first half of 2017, a total of 24 IAB projects settled in Guangzhou, with accumulative funds of nearly 100 billion yuan involved. One of the highlight projects was the establishment of the world's largest 8,000-resolution panel factory by Sakai Dis-

play Products Corp, a subsidiary of multinational electronics manufacturing contractor Foxconn Technology Group in Guangzhou's Zengcheng district.

Other projects included a smart city by worldwide internet solutions provider Cisco Systems in Panyu district and Chinese biopharmaceutical company BeiGene Ltd's new oncology medicine manufacturing center in Guangzhou Development District.

"Guangzhou is at the right timing to develop IAB," said Wang Xiaodong, co-founder of BeiGene and a foreign academician of the China Academy of Sciences.

Providing an excellent base for the development of the biomedicine industry, Guangzhou has the advantages of having a big potential market, low costs, rich human resources, established innovative systems, efficient government services, and open and tolerant communities, Wang said.

The city government hosted the Fortune Global Forum in 2017 and actively participated in some top-level meetings, such as the World Economic Forum in Davos, as an effort to introduce its emerging industries, including IAB, to the outside world.

The senior officials of the city had been in

talks with nearly 40 executives of the foreign and Chinese transnational high-tech innovative corporations during summer Davos in Dalian last June.

As a result, they reached more than 20 cooperation deals, the media reported.

Gianluca Pettiti, then president of Thermo Fisher Scientific China, the world leader in serving science, was among them. He met the officials to push forward the strategic cooperation agreement signed a year before to deepen the cooperation in the areas of biotechnology, precision medicine, food safety, environment with the city government of Guangzhou.

"Guangzhou is becoming the hub of innovation in recent years, as China is transforming from 'Made in China' to 'Created in China,'" Tony Acciarito, new president of Thermo Fisher Scientific China, told China Daily.

"The 13th Five-Year Plan (2016-20) of Guangzhou aims to encourage the development of the biomedical industry, proposing to enhance the progress of the precision medicine industry. Thermo Fisher, adhering to the national strategy as well as the Guangzhou local deployment, will continue to drive innovations in China, for China," said Acciarito.

To fulfill the city's ambition as a global IAB industrial leader, it plans to develop 10 valued innovation parks in different districts, which will be varied and complementary in terms of development directions. "It will take one or two years for the new industries to develop and generate sizable output. At that time the quality and quantity of Guangzhou's economy will make big strides," the mayor noted.

Contact the writer at chenghong@china-daily.com.cn

HIGHLIGHTS OF GUANGZHOU

Main economic data
GDP in 2017: 2.15 trillion yuan
Foreign capital actually utilized: \$4.29 billion up 10.3% from 2016
Total imports and exports in 2017: 960 billion yuan up 12.9% year-on-year
The IAB industrial output of Guangzhou in 2017: 520 billion yuan
New materials and new energy industrial output in 2017: 360 billion yuan

Innovation
Guangzhou will develop the IAB and NEM industries, generate five industry clusters with annual industrial output reaching 100 billion yuan each and build 10 valued innovation parks.
Floral decoration and floral belt coverage increased by 50,000 sq m in 2017. An average density of PM2.5 of 35 microgram per cubic meter

Major projects include
Cisco smart town
GE biological industry park
LG 8.5 generation OLED
CanSemi Technology
Foxconn VR technology
Gold Spring Harbor Laboratory
Awarded "Best Commercial City in the Chinese Mainland" five times by Forbes Magazine
Ranked for the first time among the 49 first-tier cities of the world in the World Urban System Rankings 2016
Ranked No.1 in the Business Environment Indices of Chinese Cities in 2017, released last November by the Academy of Greater Bay Area Studies
Ranked No.1 in the Chinese Cities of Opportunities 2017 by PWC and China Development Research Foundation

Opening-up and international exchanges
Guangzhou has 61 consulates general, the second most in China
Guangzhou established ties with 70 sister and friendly cities worldwide and built economic and trade relations with over 220 countries and regions worldwide
Guangzhou Baiyun International Airport launched 12 new international air routes in 2017 with a flight network covering 220 destinations. Passenger throughput of the airport was 65.80 million in 2017. Cargo throughput of Guangzhou Port posted 590 million tons in 2017, container throughput, 20.35 million TEUs.
Guangzhou opened 4 metro lines in 2017, adding total number to 13 and mileage to 400 kilometers.



With a good living environment and economic foundations, Guangzhou attracts many visitors from home and abroad.



Overseas students look to opportunities for good life and future career path

By LIYOU
liyou@chinadaily.com.cn

More and more overseas students who have chosen to study in Guangzhou are coming to realize that working in the vibrant city is one of their best options after they graduate.

Najman Rashad Ismail, 21, arrived in the city two years ago to study interna-

tional business at Guangdong University of Foreign Studies.

Although there are still three more years before he graduates, Najman has realized that the perfect start to his career would be in Guangzhou.

"I prefer Guangzhou to any other city in the world," says Najman. "It would be really great to find a job here." While choosing where he want-

ed to study, Najman heard great things about the Guangdong provincial capital's historic and vibrant culture and its depth of global business.

Upon arriving in the city, he realized that what he had been told was no exaggeration, and so felt vindicated in choosing Guangzhou as a place to study and pursue a career in international business. That is not to say life

in the city was plain sailing from the very beginning.

"The systems are so different in China, more than at first I could imagine," the young Yemeni says.

"The bridges, taxis, metro, technology, WeChat — these things are so much more advanced than in my own country." But these things are faced by anyone who moves to a new country

and culture, and Najman was quickly hanging out at tourist and local hotspots such as Tianhe district, Tiyu Road, Zhujiang New Town as well as Shamian, a sandbank island that used to be a gazetted historical area in the 19th century.

Najman's favorite place for sightseeing in Guangzhou, he says, is Baiyun Mountain, which he visits twice

monthly to enjoy looking down at the majestic landscape and take photographs as the sun rises.

The daily life of an expatriate living in China is not complete without spending time with local people, immersing themselves in the culture and top of the list, learning and practicing the language, something that Najman enjoys whole-



Polina Trofimova, a Russian student in Guangzhou

heartedly. So much has the bright student fallen for the city that he

is currently helping his sister apply for study at another university in Guangzhou. "At present, I don't feel homesick that much, and now if I go back home, it would be difficult for me because I am now programmed to China," Najman laughs.

Polina Trofimova, a Russian student who also majors in international business, has also experienced the location advantages of Guangzhou and particularly appreciates its closeness to Hong Kong and Macao.

Magical, soaring structure serves to inspire

By CHEN HONG

As the old saying goes: there are a thousand Hamlets in a thousand people's eyes. But the Canton Tower is definitely one of the most-recognized iconic buildings in the eyes of Guangzhou's residents.

The 600-meter-tall Canton Tower, designed by Dutch architects and opened to the public in 2010, is the third-tallest tower in the world and the highest in China.

Shaped with a tube-like shell of vertical rods, the tower is radiant at night with its intricate and colorful lighting effects, making it an unforgettable evening feature of the Guangzhou capital's dazzling skyline.

Besides its stunning looks, the tower has the world's tallest Mega Drop amusement ride and a sky wheel on its top and has been a major venue for the city's fashion shows, charity activities, artistic performances and innovative commercials.

That's why when Cao Xue, dean of the Visual Arts Design School at Guangzhou Academy of Fine Arts, started to design the new logo for Guangzhou, he picked the tower as the core part of his work despite the fact that Guangzhou has many more magnificent landmarks and brilliant cultural heritages worth considering.

As a cradle of China's Lingnan culture, Guangzhou has its Cantonese opera, music and cuisine renowned nationwide, and even



Artists perform Cantonese Opera in Guangzhou.

worldwide especially among overseas Chinese. Ancient buildings characteristic of Lingnan style in the city's different districts, and modern public facilities such as museum, library, opera house, concert hall in the city's up-market areas, well integrated, are equally tantalizing.

And the ocean of flowers almost everywhere in the city thanks to local residents' tradition to grow flowers is likewise symbolic.

"The tower has been an iconic symbol that can represent Guangzhou of our time and in the future," said Cao.

It is also the best image he came across to reflect Guangzhou's posi-

tioning as a smart city undergoing continuous development change — as the logo design required — Cao told China Daily.

"I used color to highlight the letter 'O' in the name Guangzhou, below the Canton Tower design in the logo, because the letter stands for 'Open' and 'Original'.

The elements are what have impressed me about the city and what I expect from the city," Cao noted.

Cao was a design teacher in Wuxi, in eastern Jiangsu province before moving to Guangzhou in 1999, where he accepted the invitation from a State-owned advertising company to be its creative

director. "The Guangzhou people I met were nice, with a strong sense of purpose, and as long as you were competent, the locals gave you their admiration and obedience," he said.

"The longer I have lived in Guangzhou, the more it has charmed me because it's such an open and inclusive city, with a fusion of cultures that brings about creative ideas," Cao added.

"The city has nurtured and cultivated an environment where people with bold ideas can realize their dreams." After he became a teacher again in Guangzhou in 2006, Cao paid a great deal of attention to links between the arts and the city.

A graduation project for students in the visual arts design school at Guangzhou Academy of Fine Arts was themed "Design Guangzhou" for five years in a row, according to Cao.

The students were requested to put forward their creative ideas inspired by city life, which is "a way to better understand the city and better serve the city," he said.

"I hope the new logo can make promoting the city easier and will lead to more vivid stories about Guangzhou heard about and read about throughout the world," Cao added.

Southern gateway keen on international exchanges

By CHEN MEILING
chenmeiling@chinadaily.com.cn

Guangzhou, capital of South China's Guangdong province, plans to grow into an international exchange hub in three years, joining hands with overseas friends in communication of resources, assets and talents.

As an important port city, Guangzhou has long been a southern gateway of China and has a long history of reform and opening-up. Its cuisine in light taste, delicately-made dim sum and local dialect Cantonese, were known by the Western world, earlier than any other areas of China.

Guangzhou is carrying out a year-long event called "Global conversations between Guangzhou and the world", with a goal to make the flower city a world-famous brand by 2021, as quoted from Wen Guohui, mayor of Guangzhou, at a news conference in early January.

The Fortune Global Forum held in the city last month has attracted massive media coverage and cameras, resulting in 33,000 news reports that reached about 2 billion audience worldwide, according to the mayor.

"Through the forum, stories of China have been shared, voices of Chinese people have been heard and positive energy has been transmitted regardless of border," said Wen.

The country's efforts to further open up, develop a freer and more convenient climate for global



Visitors attend a cultural show in Guangzhou.

trade and investment, as well as its achievements in e-commerce, mobile payments and shared economy were better known by the world after the forum, he added. Under the spotlight, Guangzhou also got a chance to tell its culture, history, policies and ideal business climate.

One of the most exciting results were the many investments poured in by IT giants Cisco, Foxconn, Tencent and Alibaba during the event, providing fuel to the city's long-term development of IAB industry — information technology, artificial intelligence and biomedicine.

Apart from a record-breaking

result from the forum, good news has been heard for the city to win the bid to host the 2018 World Route Development Conference, the 2019 World Posts Conference and the 2020 World Association of Major Metropolises among many others. "Guangzhou is known by more and more people at the global stage after organizing the many world-class events and conferences," said Liu Jianguhua, president of Asia-Pacific Innovation Economic Research Institute. "It's called soft power, which can attract more high-level people and investment to the city."

The basis of building an international exchange hub is solid, in

that the city has the second-most consulates up to 61 in China. It has liaison offices of Silicon Valley, Boston and Tel Aviv. Its "friends circle" is expanding while maintaining long and friendly commercial communications with more than 220 countries already. "Guangzhou has strength in developing international exchanges, which will in return help improve its international status," said Ma Xiangming, chief planner of Guangdong Urban and Rural Planning and Design Institute.

Guangzhou has been improving its infrastructure for international hubs in aviation, shipping and technological innovation in the past couple of years as support of its role in global exchanges, while its location as the core of the Guangdong-Hong Kong-Macao Greater Bay Area will become a drawing card to the same end.

Guangzhou has been improving its infrastructure for international hubs in aviation, shipping and technological innovation in the past couple of years as support of its role in global exchanges, while its location as the core of the Guangdong-Hong Kong-Macao Greater Bay Area will become a drawing card to the same end.

Guangzhou has been improving its infrastructure for international hubs in aviation, shipping and technological innovation in the past couple of years as support of its role in global exchanges, while its location as the core of the Guangdong-Hong Kong-Macao Greater Bay Area will become a drawing card to the same end.

Guangzhou has been improving its infrastructure for international hubs in aviation, shipping and technological innovation in the past couple of years as support of its role in global exchanges, while its location as the core of the Guangdong-Hong Kong-Macao Greater Bay Area will become a drawing card to the same end.

'Flower City' bloom with modernity and vibrancy

By CHEN HONG

It didn't take long after he arrived in Guangzhou in July 2014 for Dieder Boschung to be impressed by the modernity of the city, its thriving daily life and the friendliness of its people.

"Guangzhou is a vibrant megacity but it also has a green environment and a lower degree of pollution compared to other major cities in China. It is certainly offering a friendly and comfortable atmosphere to live in," Boschung, consul general of Switzerland in Guangzhou, told China Daily.

Located in a subtropical zone with the Tropic of Cancer running through the northeastern part of the city, the Guangdong provincial capital stays warm in winter so that green trees and colorful flowers can be seen all year round.

Historical documents record that people in Guangzhou started to grow and appreciate flowers from the days of the Han Dynasty (206 BC-AD 220), which earned it the



An "intelligent" electric tram ferries passengers in Guangzhou.

reputation of the "Flower City".

As Spring Festival approaches, flower markets open across the city, a century-long tradition, so that people can buy bouquets and floral decorations to brighten up their homes during the important period of celebration.

A citywide survey last September revealed that Flower City was

the most popular nickname for Guangzhou, with 81 percent of all respondents voting for the moniker. Other options included the "Capital of Lingnan Culture", the "Pearl of South China", and "Business Capital of the Millennium".

The results of the survey coincide with the city government's recent strategy to sharpen its brand as

the most popular nickname for Guangzhou, with 81 percent of all respondents voting for the moniker. Other options included the "Capital of Lingnan Culture", the "Pearl of South China", and "Business Capital of the Millennium".