Qingdao West Coast New Area

National marine power strategy carrying area
On June 3rd, 2014, the Qingdao West Coast New Area (WCNA) was established under the approval of the State Council as the ninth national-level new area. It covers the entire administrative region of Huangdao District with a land area of 2096 sq.km., a sea area of 5000 sq.km., and a coastline extending 282 km. There are 1.71 million permanent residents.
The New Area achieved the Regional GDP of 245.3 billion yuan and the Gross Marine Product (GMP) of 59 billion yuan in 2014. By 2016, GRP of the New Area will reach 320 billion yuan, with an average annual growth of 12%. Accounting for 25% of total GRP, the GMP will reach 80 billion yuan with an annual growth of 17%. By 2020, the GRP of the New Area will reach 500 billion yuan with an average annual increase of 12%, the GMP will reach 140 billion yuan with average annual growth of 15%, accounting for 28% of the total GRP. The number of population in the New Area will stand at 2.4 million. By 2024, when the new area is to celebrate the tenth anniversary of its establishment, the GRP will reach 800 billion yuan and a modern international New Area will come into being.
PROFILE OF QINGDAO

• THE FAMOUS INTERNATIONAL PORT CITY’
• THE INTERNATIONAL CITY OF MARINE SCIENCE AND TECHNOLOGY
• HOME TO PRESTIGIOUS BRANDS OF MANUFACTURERS IN CHINA
• ONE OF CHINA’S FIRST TOURIST RESORTS OF EXCELLENCE
• THE CITY OF INTERNATIONAL EXHIBITION
• ONE OF CHINA’S LEADING ECONOMIC HUBS

Qingdao is a leading economic hub of the Shandong Peninsula Blue Economic Zone. It lies on the west coast of the Pacific and the south end of the Shandong Peninsula, facing Korea and Japan across the sea. The city achieved a Gross Regional Product of 869.21 billion yuan and a Gross Marine Product of 175.58 billion yuan in 2014. It is also home to a number of internationally renowned brands such as Haier, Hisense, Tsingtao Beer, Double Star, and Aucma.

Covering a land area of 11282 square kilometers and a sea area of approximately 12,000 square kilometers, it has a population of 9.046 million with average temperature of 12℃.
PROFILE OF THE NEW AREA

• LOCATION
  • Qingdao West Coast New Area lies on the west coast of Jiaozhou Bay. It is one of the three main urban areas of the Qingdao city, facing the eastern urban area across the bay.

• CLIMATE
  • The New Area has four distinct seasons and is endowed with a cool summer and warm winter.

• POPULATION
  • There are 1.71 million permanent residents.
Located in the intermediate region which connects the Beijing-Tianjing-Hebei urban circle with the Yangtze River Delta region, the New Area is the main access of the Yellow River Basin to the sea and an important terminal in the east part of Euroasia Land Bridge, facing Korea and Japan across the sea, which forms a strategic location of radiating the inland, connecting northern and southern China and facing the Pacific Ocean.
SHIPPING
With total handling capacity exceeding 700 million tons, the Qianwan Port and the Dongjiakou Port are two world-class port connecting Qingdao with more than 450 ports in more than 130 countries and regions.

AIRCRAFTS
The qingdao liuting international airport has 95 domestic airlines and multiple direct flight lines to 13 countries and regions worldwide. It is 26 kilometers away from the Qingdao jiaodong International Airport which is currently under construction with a designed annual capacity of 60-80 million passengers.

HIGHWAYS AND RAILWAYS
China’s two longest expressways (the shenhai expressway and the qinglan expressway) meet in the new area. Through the jiaoji railway and the qinglan railway which is currently under construction, the new area is connected to the national railway network and reach out to inland regions.

SUBWAYS AND LIGHTRAILS
17 subways and lightrail lines are planned to be built in the long run in Qingdao, of which 5 will run through the New Area.

THE CROSS-SEA BRIDGE AND THE UNDERSEA TUNNEL
The Jiaozhou Bay Cross-sea Bridge is the longest of its kind in the world. And it takes 10 minutes from the New Area to downtown Qingdao via the Undersea Tunnel.
FINANCIAL INSTITUTIONS
There are 132 domestic and overseas financial institutions in the New Area, including the branches of the Hong Kong and Shanghai Banking Corporation Limited and the Hana Bank. Of them, 54 are banks, five are securities, 57 are insurance institutions, five are micro credit companies, seven are financing guarantee companies, and four are private capital management companies.

Other service institutions
By the end of 2014, the New Area has 47 law firms with 321 professional lawyers. In 2014, the first intellectual property rights arbitration institution in Shandong Province was set up in the New Area. The Intellectual Property Rights Circuit Court of Qingdao Intermediate People's Court was also established in the New Area's Sino-German Eco Park.

STAR-RATED HOTELS
There are over 40 star-rated hotels, including six four-star hotels and eight five-star hotels. More than ten five-star hotels are currently under construction.

BUSINESS LEISURE
One can find abundant leisure and recreational facilities in the New Area, such as 27-hole and 18-hole golf courses, yacht clubs, sailing services, and airplane clubs.
More than 180 scientific research institutes (of which 22 are the national ones) are located in the New Area. Kexue (Science), one of the most advanced Marine Science Vessel in China, docks in the local Haixi Bay. Other famous vessels such as “HAI YANG SHI YOU 201”, manned submersible “SHEN QIAN”and “JIAOLONG ” are all independently designed, researched and manufactured by local enterprises. The New Areas plans to forge “Two Ports and One Center”, a platform where high-end marine-related factors are concentrated, i.e. “the Port of International Talents in Marine Science and Technology” “the Port of International Information on Marine Science and Technology” “ the Center of International Trading of Marine Property Rights”. Six academicians from the Chinese Academy of Sciences and the Chinese Academy of Engineering, 10 scholars and engineers from the “Chinese Thousand Talents program” are now working in the New Area.

**HUMAN RESOURCE RESOURCE | RICH**

Nine universities and 22 vocational schools(four higher vocational colleges and 18 secondary vocational schools) are home to 76,700 vocational school students and 12,700 university students, and provide 58,000 graduates each year. They are able to train various kinds of technical workers and engineers.

Representative Universities and Colleges

China University of Petroleum, Shandong University of Science and Technology, Qindgao University of Science and Engineering, Qingdao Binhai University, Beijing Film Academy Media creativity Academy, Qindgao Technical College and Qingdao Harbor Vocational and Technical College.
EDUCATIONAL FACILITIES
Well-developed education system with a total of 153 schools, caters for students of all ages, including 88 primary schools, 33 junior high schools and 10 senior high schools, 1 nine year compulsory educational school, 2 combined junior and senior high schools, 18 secondary vocational schools and 1 special educational school. An international school for foreign children-the Qingdao Yew Chung International School-was also established.

MEDICAL CARE
A complete social security and medical care network which is of domestically leading level has been established in the New Area. It boasts a total of 1203 medical institutions, including nine grade-one comprehensive medical institutions, two grade-one specialized hospital, 6 comprehensive medical institutions, one grade-three specialized hospital and one grade-three comprehensive hospital and 1182 other medical care institutions. There is also a grade-three hospital, the huangdao branch of affiliated hospital of Qingdao University.

SHOPPING
The new area has 15 large shopping malls and supermarkets including AEON Mall, Mykal, Metro, Liqun ETC., and over a hundred 24-hour convenience stores, and a cafes and fast food such as Starbucks, Bogner Coffee and Pizza hut.
TOURISM

There are six national scenic spots of 4A level, which are the Golden Beach, the Qingdao Dazhushan Moutain, the Qingdao Langyatai Tourism Resort, the Qingdao National Forest Park of the Xiaozhushan Moutain, the Qingdao Wildlife World and the Qingdao City Balcony. There are also three national scenic spots of 3A level and eight of 2A level respectively.
SHIPPING AND LOGISTICS
Qingdao Port has the most shipping routes and density along the north of China’s Yangtze River. It has trade routes and commercial contacts with more than 700 ports of 180 countries and regions. The total throughout in 2014 was 480 million tons and the container throughout was 16.58 million twenty-foot equivalent units (TEUs), ranking the 7th in the world. It has 13 friendly ports including Madeira port of Brazil, Inchon Port of South Korea and Antwerp Port of Belgium.

SHIP AND MARINE ENGINEERING
One of China’s four major marine engineering bases and an important ship building base, which has gathered more than 100 shipbuilding and marine engineering enterprises, and various supporting enterprises such as North Ship Heavy Industry, Wuchang Shipbuilding Industry Group, China Shipbuilding Industry Cooperation, Offshore Oil Engineering Company, CPOE. Among which, Haixi Bay Shipbuilding company has approved to be the first batch of Shandong blue yellow area characteristic industrial in 2013. The annual output of local ship and marine engineering enterprises above designated size reached 25.93 billion yuan in 2014, with a year-on-year growth of 10.26%. The key components of marine crankshaft, oil machine are capable of being manufactured by the New Area. High-level industrial chains of marine crankshaft, diesel generator, bolier, port and marine machinery, marine engineering, marine electric propulsion system formed in the West Coast New Area.
INDUSTRIAL BASE | SOLID

MARINE BIOLOGICAL INDUSTRY
The New Area will give full play to the advantage of local scientific research resources and production capacity, so as to enhance utilization of marine resources through in-depth research and development; speed up the industrialization of scientific and technological achievements of the marine biological industry, with emphasis on the R&D and industrial application of innovative products of marine medicine, marine bio-products and functional marine food.

ELECTRIC AND HOME APPLIANCE
The New Area has been one of the largest home appliance production bases in northern China, home to more than 40 large companies such as Haier, Hisense, Rechi machinery, Teco, Aucma etc.,

VEHICLE MANUFACTURING
The North’s largest minicar production base. The total annual output of the industry increased by 18.86% from 2013 to 44.714 billion yuan in 2014.

PETROCHEMICALS
The industry output value above designated size in 2014 was 91.756 billion yuan.
10 industrial policies

- INDUSTRIAL FUNDS
- TRADE FACILITATION
- SUPPLY OF LAND
- SUPPLY OF INFRASTRUCTURE
- SUPPORT ON PROJECTS FINANCING
- SUBSIDY FOR RENTING OR PURCHASING BUSINESS OPERATION VENUES
- SUPPORT ON RESTRUCTURING
- SPECIAL TREATMENT FOR TALENTS
- FREE WORKERS TRAINING
- RICH REWARDS TO APPLICATION OF SCIENTIFIC AND TECHNOLOGICAL ACHIEVEMENTS
扶持政策

1. 产业发展基金政策
设立规模3亿元的产业发展基金通过股权投资、资金补助和贷款贴息等方式，助推项目建设。

2. 投资贸易服务政策
除先证后照和“三证合一”以外，实行全程免费代办投资建设手续。

INDUSTRIAL & TALENTS POLICIES

1. INDUSTRIAL FUNDS
Establish 300 million yuan of industrial development fund. Through equity investment, capital grants and loan interest subsidies to boost projects.

2. TRADE FACILITATION
In addition to integrate the business license, the certificate of organization codes, and the certificate of taxation registration into one certificate, providing free agencies for investment and construction procedures.
扶持政策

3. 小微企业融资政策
对小微企业提供过桥资金支持，每笔贷款申请额度标准不超过500万元

4. 经营场所补助政策
购置或租赁办公用房或厂房的，按类别标准给予购置或租赁补贴

3. SME FINANCING
Provide bridge loan support for SMEs, the amount of each loan application are no more than 5 million yuan according to the standard.

4. SUBSIDY FOR RENTING OR PURCHASING
For purchasing office space or renting plant, grant subsidies according to the classification.
5. 企业技改政策
对国家鼓励类技改项目，按同期基准利率最高1.3倍贴息或补助，其他项目1.2倍，单个项目最高补贴500万元。

6. 人才政策
按照认定标准，三年内累计享受100万元、20万、6万元安家补贴。符合条件的入驻人才公寓三年内免租金。

5. SUPPORT ON RESTRUCTURING BUSINESS OPERATION VENUES
For technological upgrading projects which is encouraged by the State, according benchmark interest rate of the same period, provide no more than 1.3 times subsidies, other projects provide 1.2 times the maximum subsidies, single project enjoys 5 million yuan subsidies.

6. SPECIAL TREATMENT FOR TALENTS
Grant 1 million yuan, 200 thousand yuan, thousand yuan accumulative relocation allowances within three years according to standard. Qualified personnel are provided rent-free apartment within three years.
7. 培训政策
对符合条件的新录用员工，免费提供订单式培训;批准自行培训的，按培训成本且最高300元/人。若为符合条件的高新技术企业，提供补贴。

8. 科技成果转化政策
引进省部级科技平台，一次性给予最高400万元扶持。

7. FREE WORKERS TRAINING
For qualified new hires, offering free customized training; training voluntarily by approved, providing standard subsidy of up to 300 yuan per person according to the training costs.

8. RICH REWARDS TO APPLICATION OF SCIENTIFIC AND TECHNOLOGICAL ACHIEVEMENTS
Introducing provincial science and technology platform, grant up to 400 million yuan to support for one-time.
Marine and Environment-friendly Economic Development Center of Qingdao West Coast New Area

Purpose —— Undertake and implement the national marine powered strategy
Positioning—— Comprehensive department for economic service commiteed in special fields
Goal—— Serve for the national marine strategy and the main body of marine economy market

Add: No. 369 changjiang middle Rd, huandgao district, Qingdao
Tel: +86-532-86988092
Emial: lb86988092@126.com