

ADVANTAGES OF SHENZHEN



SHENZHEN CBD



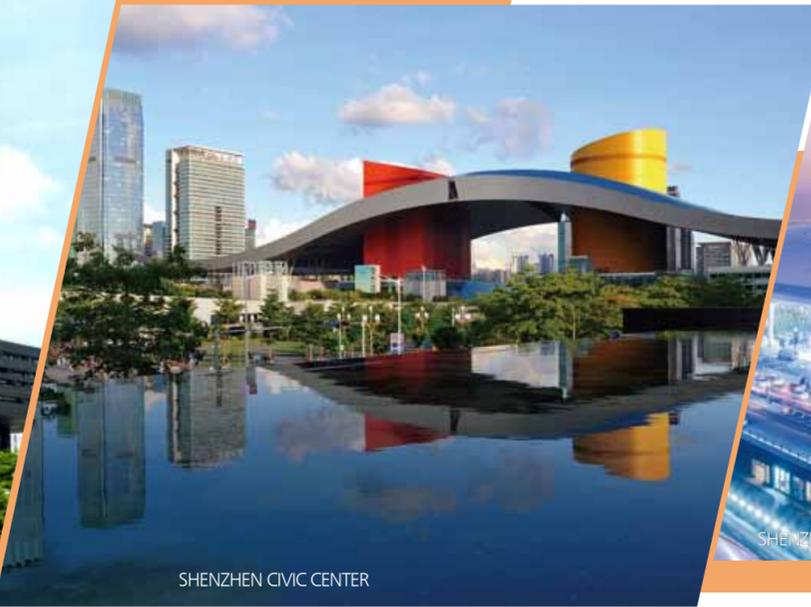
MANGROVE NATURE RESERVE



CONCERT HALL



SHENZHEN STOCK EXCHANGE



SHENZHEN CIVIC CENTER



SHENZHEN BAO'AN INTERNATIONAL AIRPORT

CONTACT US

Add: 12/F, Great China International Exchange Square, No1, Fuhua Road 1, Futian District, Shenzhen
Tel: (0086) 755-82004023
Fax: (0086) 755-82004008
E-mail: investshenzhen@sz.gov.cn
Website: www.investshenzhen.gov.cn

North American Office (www.shenzhenoffice.org)

Los Angeles
Tel: (001 213) 628-9888
Fax: (001 213) 628-8383
E-mail: losangeles@investshenzhen.gov.cn

New York
Tel: (001 212) 968-1888
Fax: (001 212) 898-0490
E-mail: newyork@investshenzhen.gov.cn

European Office (www.investshenzhen.gov.cn)

Brussels
Tel: (0032) 483-430-328
Fax: (0032) 483-430-328
E-mail: brussels@investshenzhen.gov.cn

Japanese Office (www.shenzhenoffice.jp)

Tokyo
Tel: (00813) 5733-2244
Fax: (00813) 3432-5333
E-mail: tokyo@investshenzhen.gov.cn

Australian Office (www.setro.org.au)

Sydney
Tel: (0061 2) 9411-2388
Fax: (0061 2) 9411-7959
E-mail: sydney@investshenzhen.gov.cn



深圳市投资推广署
INVEST SHENZHEN

INNOVATION IS GREAT

Shenzhen was China's first National Innovative City pilot area, was included in the first group of National Intellectual Property Rights Pilot Cities, and is the first entire city to be named as a National Self-Innovation Demonstration Zone. Shenzhen has long placed innovation as a leading strategy in its development by using innovation to improve the quality of both economic and industrial development, and is fully committed to building an environment that fosters comprehensive innovation.

Science and technology have already become the main engines behind Shenzhen's development. R&D investment from across all levels of society (95% of which came from companies) accounted for approximately 4.02% of GDP in 2014, equivalent to the level of South Korea, the world's second highest ranking country in terms of R&D investment-to-GDP ratio. 11,600 PCT international patent applications were filed in 2014, up 15.9% year on year, and Shenzhen has accounted for approximately half of the nation's PCT applications for 11 consecutive years.

Shenzhen is "China's Silicon Valley"—the city is a paradise for innovation and entrepreneurship, and is greatly committed to building itself into an international makers center with a reputation that attracts makers from around the world.

- Forbes' China edition has released a ranking of mainland Chinese cities' innovative capabilities for the last five years, and in 2014 Shenzhen reclaimed the number one spot after taking it in 2011.
- Of the ten Chinese nationals on Forbes' "2014 China-US Innovators" list, five were from Shenzhen.
- Shenzhen has won 36 of the nation's major science and technology awards (including the State Technological Invention award's first prize) over the past three years.

NATURE IS GREAT

Shenzhen is a beautiful city. The city is located in the south of the Tropic of Cancer, at the junction of the tropics and sub-tropics, and the climate is thus warm and comfortable. Moreover, with 230 kilometers of coastline, Shenzhen offers an attractive coastal setting. Shenzhen is home to 869 parks, and green space covers 45% of the urban area of the city, making for comfortable city living.

Green, low-carbon development has become a new feature of cities today, and Shenzhen is an advocate for obtaining higher quality economic benefits from lower consumption of resources and energy. The city's energy and water consumption per 10,000 RMB of GDP is the lowest of all of China's mainland cities. Shenzhen's PM 2.5 levels rank fourth lowest on the nation's air quality ranking of 74 major cities, and first among China's first-tier cities in this regard.

- Shenzhen is on the United Nation's Environment Programme's "Global 500 Roll of Honour", and is the first "international garden city" in China.
- Shenzhen has one of "China's eight most beautiful coastlines", and was listed by the New York Times as one of 31 must-visit tourist destinations in the world.
- In an evaluation by the International Talent magazine, Shenzhen was found to be "one of the three most popular mainland Chinese cities with foreign professionals."

VITALITY IS GREAT

Shenzhen is a fantastically vital city. The average age of its residents is 30, and this, along with the fact that a large number of highly educated talented professionals are gathered here, gives the city an atmosphere brimming with a love for learning and a reverence for science.

95% of Shenzhen's residents come from elsewhere, and the resulting merging of cultures has given the city an open and inclusive character—the idea that "once you've come, you're a Shenzheners" has become a point of common understanding among the city's residents. Shenzhen has an innovative culture that "encourages innovation, and does not stigmatize failure" and an entrepreneurial spirit of "innovate or die."

Shenzhen is one of the most popular cities among college students, and is one of the first-choice cities for those returning from studying abroad to work and start businesses in. A large number of foreigners and Hong Kong, Macau and Taiwan residents also live and work in Shenzhen on a permanent basis.

- Shenzhen has been given the title of being a "Global Model for the Promotion of Reading" by the UN's Educational, Scientific and Cultural Organization (UNESCO).
- There are 1.10 million registered volunteers and 538 community service centers in Shenzhen, helping it earn the reputation of being a "city of volunteers."
- Over 285,000 pianos are owned in Shenzhen, meaning that there are over 10 pianos owned for every 100 households, giving the city the name of "city of pianos."

ECONOMY IS GREAT

Shenzhen is mainland China's most "marketized" city, one in which the market economy has been developed both fully and soundly. Shenzhen has a fair market environment and a full respect for enterprises, which thus have greater development opportunities in Shenzhen. Shenzhen currently has 30,000 science/technology enterprises, and the number of Shenzhen's national-level high-tech enterprises reached 4,742 at the end of 2014.

Over the past 30+ years, Shenzhen's GDP growth has averaged 25% per year, making it one of the world's fastest growing cities, and also allowing this former small fishing village to transform into one of China's most economically developed cities. Shenzhen's 2014 GDP exceeded 1.6 trillion RMB, the size of its economy continued to rank 4th among mainland China's medium/large cities, and its GDP per capita reached 23,900 USD, placing it onto an innovation-driven orbit.

- Shenzhen ranked 2nd on Forbes magazine's ranking of "Mainland China's Best Cities for Business."
- On the Global Financial Centres Index, Shenzhen ranked 22nd in the world as a global financial city, second in mainland China.
- England's Nature magazine labeled Shenzhen as one of "China's 10 Strongest Cities for Real Scientific Research Ability."

SERVICE IS GREAT

Shenzhen's municipal government is one of the most efficient governments nation-wide, and is an advocate not only for the construction of governance based on the rule of law, but also for service-type and clean governance. Shenzhen has made full use of the advantages that being a special economic zone confers in terms of legislative power to build a fair, transparent, and relaxed business environment.

With marketization, achieving the rule of law, and internationalization as its goals, Shenzhen has energetically promoted multiple reforms, streamlined government and relaxed governance, and greatly improved administrative processes. Shenzhen leads the nation's move towards streamlining incorporation procedures to help reform the business registration system and inspire an enthusiasm for entrepreneurship—this is one reason why Shenzhen has 1.74 million business entities, ranking the city first among China's medium/large cities in this regard.

- The Economist Weekly: "Of the world's 4,300 special economic zones, Shenzhen is the most successful".
- Shenzhen ranked first on the China Studies Centre's (Washington D.C.) ranking of China's 100 Best City Governments in 2014.
- In 2014, Shenzhen had 187 reforms that ranked as "leading" or "firsts" nationwide.

TRANSPORTATION IS GREAT

Shenzhen has a three dimensional transportation network. Its port numbers rank first nationwide, and its transportation advantages are quite evident — 32 airlines operate at Shenzhen airport on 172 routes, connecting 120 cities.

The Pearl River Delta in which Shenzhen is located has globally unrivalled infrastructure and facility advantages. From Shenzhen, key parts for almost any industry can be procured in less than a one-hour drive, meaning that scientific research accomplishments can quickly be transformed into innovative products. Shenzhen is very close to the world's most developed markets—its border with Hong Kong is open 24/7, and it is only a one-hour ride to Hong Kong's airport. After products are manufactured and leave factories, they can be sent anywhere in the world in less than an hour from Shenzhen and Hong Kong's ports.

- Both Shenzhen's total imports/exports from foreign trade and its exports rank first among mainland China's large cities; this is the 22nd consecutive 'victory' in mainland China for Shenzhen's exports.
- In 2014, Shenzhen's port handling capacity ranked third worldwide amongst container ports. Shenzhen's Bao'an International Airport is mainland China's fourth largest airport.
- Shenzhen ranked as one of Foreign Direct Investment's (FDI) "10 Asia-Pacific Cities of the Future".

ABOUT US

Invest Shenzhen is the organization assigned by the municipal government with the task of attracting investment. Invest Shenzhen's tasks are to promote and consolidate Shenzhen's investment environment and business advantages, and the agency is committed to bringing in investment projects and teams of talented professionals that match the city's positioning and industry policies. Invest Shenzhen is also dedicated to providing premium and professional government services for investors and aiding both domestic and overseas enterprises' growth in Shenzhen—Invest Shenzhen is the "first stop" for investors coming to Shenzhen.

OUR SERVICE

A Providing information on the investment environment and industry-supporting policies;

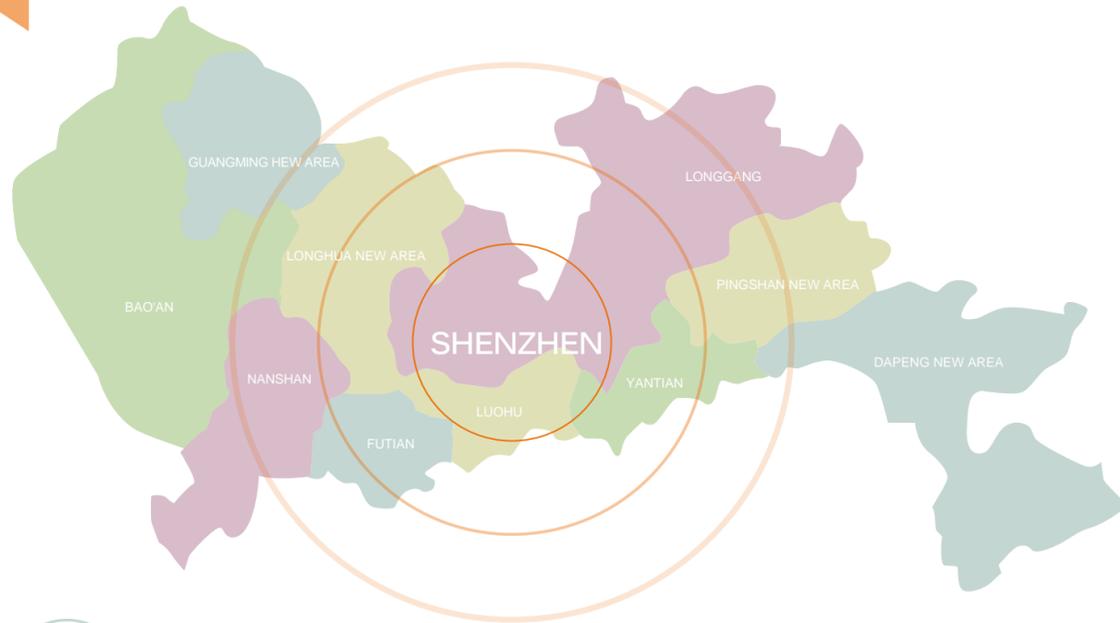
B Assisting investors in coming to Shenzhen to begin their field investigations/fact gathering, aiding investment negotiations, and other activities;

C Introducing suitable domestic or overseas partners for investments and promoting project cooperation between enterprises;

D Whole process follow-up services for major investment projects, and providing professional consulting, preferential application and corporate site selection services;

E Providing high-quality services, and much else, to aid the successful growth of outside investors' undertakings in Shenzhen.

SHENZHEN BASICS



GEOGRAPHY

Shenzhen is a municipality located along China's southern coast, in the south of Guangdong province. To the east of Shenzhen are Daya and Dapeng bays. The Pearl River mouth and Lingding Bay are to the west, the Shenzhen River and Hong Kong are directly to the south, and Dongguan and Huizhou cities are neighbors on the north. Shenzhen's expansive maritime territory connects the South China Sea and the Pacific Ocean.

LANGUAGE

Mandarin is the primary language, while Cantonese and English are also widely used.

ADMINISTRATIVE DIVISIONS

Shenzhen is a municipality administered by Guangdong Province, and is also a nationally designated sub-provincial city with independent planning status. Shenzhen is further divided into 6 administrative districts (Futian, Luohu, Nanshan, Yantian, Bao'an, and Longgang) and 4 new districts (Guangming, Pingshan, Longhua, and Dapeng).

REFERENCES FOR COMPANY'S OPERATION EXPENSES



RENT FOR OFFICE SPACE IN KEY AREAS

Rent for an office in the Central Business District is about 150-200 Yuan per square meter a month.

INDUSTRIAL WATER PRICES

The price of industrial water usage is 3.35 Yuan per cubic meter, while the sewage treatment fee is 1.05 Yuan per cubic meter. The price of water for commercial, service and construction industries is 3.35 Yuan per cubic meter, while the sewage treatment fee is 1.2 Yuan per cubic meter.

REVIEW AND APPROVAL PROCEDURE FOR FOREIGN-FUNDED ENTERPRISES

01 Prepare materials according to the notice and requirements of establishing foreign-funded Enterprises

02 Acquire approval from the Market Supervision Administration of Shenzhen Municipality

03 Acquire approval from the Economy, Trade and Information Commission of Shenzhen Municipality or the economic service bureaus in different districts and areas. A certificate allowing a foreign-funded enterprise to be set up is issued after approval

04 Acquire a business license from the Market Supervision Administration of Shenzhen Municipality. Acquire suggestions from related competent authorities (pre-approval)

SALARY STANDARD

Minimum wage in Shenzhen is 2,030 Yuan a month.

INDUSTRIAL ELECTRICITY PRICES

The price of industrial electricity is 1.1992 Yuan per KWH at peak hours, 0.9120 Yuan per KWH at off-peak hours and 0.3376 Yuan per KWH during low hours. The price of electricity for commercial and service industries is 1.0357 Yuan per KWH at peak hours and 0.68 Yuan per KWH at off-peak hours.

REVIEW AND APPROVAL PROCEDURE FOR DOMESTIC FUNDED ENTERPRISES

01 Prepare materials according to the notice and requirements of establishing domestic-funded Enterprises

02 Acquire approval from the Market Supervision Administration of Shenzhen Municipality

03 Acquire a business license from the Market Supervision Administration of Shenzhen Municipality

04 Acquire suggestions from related authorities (pre-approval)

SHENZHEN IN MY EYES



UNESCO DIRECTOR GENERAL IRINA BOKOVA

Shenzhen is a clean and green city, the layout of the entire city and architecture Rich sense of design, has the color of vitality and distinctive. Shenzhen is impressive, very dynamic, sustainable development of city. TShenzhenPeoples best wishes.



THE WORLD HERITAGE CENTER DIRECTOR FRANCESCO BANDARINI

Culture is the key to sustainable development, Shenzhen is one of the principles of practice.



CHAIRMAN OF BERKSHIRE HATHAWAY INC WARREN BUFFETT

The development of Shenzhen beyond my imagination, 30 years can obtain such achievement is a miracle.



ALIBABA GROUP CHAIRMAN OF THE BOARD MA YUN

Shenzhen produced a lot of good company, the success of Shenzhen caused our thinking. Shenzhen is a great place, here is the most suitable for our place.



GERMANY SAP ASIA PACIFIC CHIEF OPERATING OFFICER AND CHINESE AREA PRESIDENT JI BINGMING

In the process of the establishment of China Southern headquarters in,also visited a plurality of finally Shenzheninvestment environment, relevant government departments, pragmatic style of work, the orientation of the city and the Shenzhen City headquarters economy and internationalization concept moved us deeply.



MASTER OF FRENCH ARCHITECTURE DENIS LAN

Shenzhen is a wonderful city. Shenzhen in a very short time, acquired other city for many years to achieve the cultural achievement. Shenzhen, I can say that the step by step, witnessed the development of Shenzhen. In my opinion, Shenzhen is not only the China, is also the world very livable city.



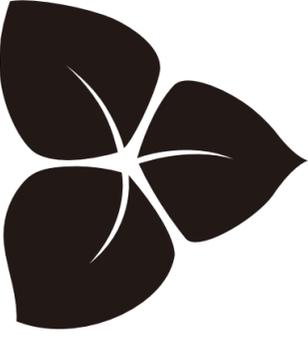
CONSUL GENERAL OF CANADA IN GUANGZHOU AI WEIDUN

I love Shenzhen city planning, especially its emphasis on green design. Shenzhen is a very modern city, innovation atmosphere. It is also a very cosmopolitan city, many Canada Company like into the Chinese market through Shenzhen.



RUI MOREIRA, MAYOR OF PORTO

Shenzhen's achievements in the past 30 years are impressive and that he expects the memorandum to boost exchange and cooperation between the two cities and fuel mutual economic and social development.



2015
Invest In
SHENZHEN
Build A Winning
投资深圳·共赢未来 **Future**