

Zhongshan Trade and Business Fair (2011)

1. Basic Information of Zhongshan City



Zhongshan, hometown of Mr. Sun Zhongshan - “Father of Modern China”

- ✧ Location: Guangdong Province, China
- ✧ Total Area: 1,800 km²
- ✧ Population: 2.5 million
- ✧ GDP: Equals to EURO 18 billion (in year 2010)
- ✧ Total Import: USD 2.25 billion USD (in year 2010)
- ✧ Total actual utilization of foreign capital: USD 10 billion USD (in year 2010)
- ✧ Honored title:
 - Habitat Scroll of Honor Award by UN's Human Settlement Center
 - National Top 10 Happiest City

2. Basic Information of Zhongshan Trade and Business Fair



In order to promote the investment environment of Zhongshan City in a better way and broaden the economic cooperation with Chinese and foreign business, Zhongshan Government holds the Trade and Business Fair every year since 1990 till now, Zhongshan has been successfully held 21 sessions with totally 4816 signing projects and contracted foreign capital of 16 billion U.S. dollars. Zhongshan Trade and Business Fair has been given a lot of attention, and becomes a brand exhibition. It is now considered as an important economic and trade cooperation platform and one of the most important economic and trade activities of Zhongshan.

3 . Idea of economic and trade cooperation with European companies

In year 2011, Zhongshan Municipal People's Government plans to invite the relevant industry associations (Chamber of Commerce) around the world and their member companies to participate in the 3-28 Zhongshan

Trade and Business Forum, and to bridge-up with the key industry clusters of Zhongshan. According to our study and the actual situation of Zhongshan, our preliminary ideas are as follows:

3.1 Target

To promote the economic and trade cooperation between companies of Zhongshan and European companies and realize mutual benefits. To help the European enterprises further understand the Zhongshan investment environment and to attract advanced manufacturing and modern services in Europe into Zhongshan for its industrial upgrading and export and domestic markets expand. Especially to build a new platform promote the deep and wide-ranging trade cooperation and exchanges between enterprises of Zhongshan and that of Europe.

3.2 Main Bridge-up Industries

3.2.1 Equipment manufacturing

Bridge-up with European car key-part manufacturers, elevator key components manufacturers, auto precision textile machinery manufacturers, large-scale printing and packaging equipment manufacturers, precision mold processing equipment manufacturers, etc. Draw into leading enterprises and key technology enterprises in the equipment manufacturing industry to further improve the equipment

manufacturing industry chain of Zhongshan.

3.2.2 LED Industry

Bridge-up with the European LED industry. With the "Zhongshan Lighting" regional brand and the large-scale production capacity of LED lighting products, Zhongshan tends to draw into the advanced manufacturing enterprises on the upper reaches of production of substrate, epitaxy and chip, and draw into the key technology for Zhongshan LED industry.

3.2.3 Clean and renewable energy equipment manufacturing industry

Bridge-up with renewable energy equipment manufacturing industry associations, especially with European leading companies of wind power industry and draw into the offshore wind power development technology, gearless wind turbine technology, exchange of light and heat technology etc.

3.2.4 Metal products industry

Bridge-up with large-scale import wholesale hardware companies and hardware and building materials chain companies, combine the European brand OEM export and Zhongshan independent brands export to broaden the European market distribution channels and improve the percentage of Zhongshan hardware products in Europe market.

3.2.5 Entertainment game industry

Bridge-up with European industry associations of games and amusement

parks. With Zhongshan's advantage of large play equipment design and manufacture, of sales base and of industrial agglomeration, the city wants to achieve the industrial upgrade from "sell equipment" to "build Paradise", which means Zhongshan will not only export game machines and play equipment, but also contract large-scale amusement park design to broaden the entertainment game industry development in our city.

3.2.6 Environment protection and energy-saving industry

Bridge-up with European energy-saving household appliances manufacturers, biomass power generation companies, waste incineration power generation companies, wind and solar street lighting systems manufacturers, LED outdoor lighting manufacturers, urban photovoltaic integrated-building applications companies, recycling of industrial solid waste disposal companies and other enterprises and institutions to draw into the European advanced technology and solutions in the green energy industry and to upgrade the related products to meet the strong demand in the domestic market and export to the European market.

3.2.7 Health & Medical Industry

Based on the National Health Medicine Base in Zhongshan, the city focuses on drawing into the European bio-pharmaceutical enterprises, R&D outsourcing company, manufacturers of rehabilitation and auxiliary equipment for the disabled, etc., in order to meet the rapidly growing domestic market needs.