

Business Opportunities in Shandong Province, China

中国山东省城市处处商机



CANADIAN MUNICIPAL BUSINESS GATEWAY
加拿大城际商务促进中心

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www.cmbgateway.com Info@cmbgateway.com (+1) 647-209-6186
Address 地址：Unit 28, Lower Level, 360 Hwy 7 East, Richmond Hill, ON L4B 3Y7, Canada
Project Director 项目总监：Will Sung 宋伟
Editor-in-Chief 总编辑：Miranda Tsui 姚霞
Design 设计：Cliff Yau 邱卓庭
Project Manager 项目经理：Kim Tran 陈钰兰
Project Coordinators 项目统筹：Alan Chen 陈锡林 (China 中国) / Philip Ho (贺明国) (Canada 加拿大)
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Preface

Not only are business dealings for-profit activities, but at a higher level, they are also the co-operation between the parties through interactions and the test of time that lead to the culmination of a lasting business relationship; business is also about mutual trust, integrity and support. In order to maintain a long business relationship, both parties must seek to understand each other's background, culture, economic situation and needs, to be coupled with their incessant efforts in co-operation to finally create a win-win situation.

The Canadian Municipal Business Gateway (CMBG) has specifically selected Qingdao, Zibo, and Liaocheng in Shandong Province as bridgeheads for promoting business between Canada and China. There are two reasons for the choice. First of all, Shandong Province is the backbone of Chinese culture, the long history of the teachings of Confucius and Mencius originated from there. There is no better place for Canadian business people who want to do business with China to further understand Chinese culture and the Chinese way of doing business other than Shandong.

The other important reason is that friends from Shandong living in Toronto perpetually give advice and assistance to CBMG and we are so grateful to them. They spare no efforts promoting business opportunities and local cultural activities to the benefits of Canadian business people.

We are hoping that publishing this brochure could initiate the effects of flinging away a few sprats to catch mackerels and let Canadian business people (whether ethnic Chinese or non-Chinese) to further understand the production capacity of the cities in Shandong and the business opportunities they provide.

A handwritten signature in blue ink, appearing to read 'W. Sung'.

Will Sung
President, Canadian Municipal Business Gateway

前言

商业往来，不只是一项逐利的活动，更深层次是买卖双方经由合作的互动，时间的验证，继而历练出的商业关系：是互信、诚意和支持。能够维持长久的商业交往，是要双方明白对方的背景、文化、经济和需要，加上努力合作，才可以如鱼得水，成就双赢。

加拿大城际商务促进中心特别选择山东省的城市青岛、淄博和聊城作为推广加中两地商业的桥头堡，原因有二。第一，山东省文化实为中华文化之骨干，当中孔孟之道源远流长。加拿大的商人与中国之文化交流和生意合作，焉能不由山东文化进而明白与中国营商之道，才能使得加中商务互通有无，共赢共荣！

另外的一个重要原因，乃本中心长期得益于旅居多伦多的山东朋友的指导，他们在加推广山东的商业机会和风土文化，不遗余力，吾等加国商人获益良多。

印刊本小册子是希望燃起抛砖引玉的作用，让加拿大商人，无论是华裔或非华裔，能够多了解山东城市的产能和他们提供的商业机会。

宋伟
加拿大城际商务促进中心理事长



Liaocheng – An emerging eco-friendly 聊城——历史文化浓厚的新兴环保

Liaocheng is located in western Shandong Province of China, adjacent to Hebei and Henan provinces. It is an emerging eco-friendly industrial city, with new materials, high-end equipment manufacturing, new energy vehicles and medical and health care being its four new industrial clusters, along with its five traditional industrial clusters, namely, nonferrous metals and metal deep-processing, green chemicals, textile and garment, cultural tourism, and modern and high performance agriculture. Known as the Water City in the north of Yangtze River and the Ancient Capital of Grand Canal, it is a city rich with history and culture.

聊城位于山东省西部，冀鲁豫三省交界，是个新兴的环保工业城市，将着力打造新材料、高端装备制造、新能源汽车和医养健康这四大新兴产业集群，以及有色金属及金属深加工、绿色化工、纺织服装、文化旅游和现代高效农业这五大传统产业集群。以中国“江北水城·运河古都”而著称的聊城，是中国历史文化深厚的名城。



industrial city rich with history and culture

工业重镇



Liacheng is comprised of eight counties (county-level cities and districts), one national economic and technological development zone, one provincial high-tech industrial development zone, one provincial tourism and resort zone, and eight provincial economic and technological development zones.

With a population of 6.22 million on a territory of 8,715 square kilometers, Liacheng is a national famous historical and cultural city, a national model tourist city, a national model city in environmental protection, a national hygienic city, a garden city and a hot spring city.

Abundant natural resources

Liacheng is richly endowed in natural resources. Its usable water resources throughout the year amount to 2.1 billion cubic meters, and installed capacity reaches eight million kilowatts, accounting for one-tenth of Shandong's total. Its proven coal reserve registers 24.2 billion tons, crude oil reserve 30 million tons, salt mine reserve 31 billion tons, and natural gas 1 trillion cubic meters. In addition, Geothermal resources are found below 62% of its ground.

Transport hub in northern China

Situated in the western edge of Shandong Province, Liaocheng is a transport hub in northern China. The Beijing-Kowloon Railway, Handan-Jinan Railway, Qingdao-Yinchuan Expressway, and Jinan-Handan Expressway all run through it. In the near future, it will accommodate three more high-speed railways, namely, Zhengzhou-Jinan High-Speed Railway, Beijing-Kowloon High-Speed Railway and Liaocheng-Handan-Changzhi High-Speed Railway, as well as a number of expressways and an international airport.

Big enterprises are built here

Liaocheng has a solid industrial foundation. It is known for its nonferrous metals industry, machinery manufacturing, textile, pharmaceutical, papermaking, chemical and deep processing of agricultural and sideline products. A number of prestigious big enterprises, including Xinfu Aluminum & Electricity Group, Xiangguang Copper, Shifeng Machinery, Zhongtong Bus, Luxi Chemical, Dong-E-E-Jiao and Shandong Tralin Group, are proud to build and grow here.

It is also a national demonstration zone of agricultural modernization. Its grain output takes up 1% of the national total. Its melon, vegetable and fungus yields rank the first in Shandong and its husbandry leads the country.



聊城辖下有8个县（市、区）、1个国家级经济技术开发区、1个省级高新技术产业开发区、1个省级旅游度假区和8个省级经济技术开发区，总面积达8,715平方公里，总人口有622万。

这个中国历史文化名城，适合居住和发展旅游，有多项头衔，是中国优秀旅游城市、中国环保模范城市、中国卫生城市、中国园林城市和中国温泉之城。

天然资源丰富

聊城天然资源丰富，全市每年可利用水资源21亿立方，发电装机容量达到800万千瓦，占山东省的十分之一，已探明煤炭储量242亿吨，原油储量3,000万吨，盐矿储量310亿吨，天然气1万亿立方米，而62%的土地下面有地热资源。

重要交通枢纽城市

位于山东省西部边陲的聊城交通便捷，京九铁路、邯济铁路、青银高速公路、济聊高速公路都在这里交汇。这里还将建设郑济、京九、聊邯长三条高铁，以及一批高速公路和聊城国际机场，是中国华北地区重要交通枢纽城市。

知名企业汇聚

聊城产业基础雄厚。在工业方面，聊城是中国重要的有色金属、机械制造、纺织、医药、造纸、化工和农副产品深加工基地，拥有信发铝电、祥光铜业、时风机械、中通客车、鲁西化工、东阿阿胶、泉林纸业等一批中国知名的企业。



Highly educated workforce

A well-educated workforce is key to city prosperity. Liaocheng has rich and high-quality human resources. Besides Liaocheng University, it has three vocational and technical colleges, providing strong intellectual support for its economic development.

Liaocheng has established tiered partnership with over 50 countries and regions and its future is promising. They are happy to work with you to pursue common prosperity and a better life in Liaocheng.

在农业方面，聊城是国家现代农业示范区，粮食总产量占中国的1%，瓜菜菌总产居山东省第一，畜牧业处于全国领先地位。

人力资源质量高

劳动人口教育水平高是一个城市繁荣的关键因素。聊城拥有高质量的人力资源，除了聊城大学之外，还有3所职业技术学院，为聊城培养其经济发展所需要的人才。

聊城已与50多个国家和地区建立了多层次合作关系，有远大的发展前景，诚意与您共谋合作，共同发展，创造聊城人民更加幸福美好的生活。







Zibo—A city of charm in China

Is suitable for both residence and business

淄博市—— 中国魅力之城

居住营商两皆宜

Zibo is located in the central area of eastern coastal province of Shandong, China. It is a historic while modern and open city, with industry clusters of advanced manufacturing, fine chemicals, life sciences, ceramics, new energy and new materials. In 2015, Zibo ranked 35th in Forbes China's Best Cities for Business, and 40th in China's Top 100 Cities of Comprehensive Strength published by China National Bureau of Statistics.

With about 200 kilometers west of the famous port of Qingdao, 900 kilometers north of Shanghai, and 500 kilometers south of the Capital Beijing, Zibo is a key transport hub in Shandong Peninsula.

淄博市位于中国东部沿海山东省的中心地带，是个具有悠久历史而又现代化的开放城市。淄博的经济以工业为主，其中以化工、生命科学、机电、建材、陶瓷、纺织、新能源和新材料为其工业支柱。在2015年，淄博在福布斯《中国大陆最佳商业城市排行榜》中排名第35位，并在中国国家统计局公布的中国大陆综合实力百强城市中位列第40。

位于著名的青岛港以西约200公里，上海以北900公里，以及首都北京以南500公里的淄博，是山东省重要的交通枢纽，亦是连接中原地区和山东半岛的咽喉要道。



The city comprises five districts, 3 counties, one National New & High-tech Industrial Development Zone, provincial-level Wenchang Lake Tourist Resort, and Zibo Economic Development Zone.

Satellite-group urban structure

With an area of 5,965 square kilometers, and a population of 4,642,000, Zibo is a city of Shandong Peninsula Economic Open Zone approved by China's State Council. It is a city of National Independent Innovation Demonstration Zone and one of the four central cities in Shandong Peninsula Urban Agglomeration. The City's GDP in 2015 amounts to 413.02 billion yuan, with the per-capita GDP topping 14,000 US dollars. The people here lead a well-off life in a society with stability and prosperity.

Zibo serves as the key transportation hub of Shandong Province, with 70 kilometers east of Ji'nan International Airport, and 210 kilometers west of Qingdao Port. Through its highways and railways, one can reach all major cities in China from Zibo. There are high-speed rails shuttling back and forth to Beijing and Shanghai, establishing a convenient transportation network for trips, covering four major economic areas within a radius of 1,000 kilometers, including Shandong Peninsula, Beijing-Tianjin-Hebei Region, Yangtze Delta and the Central Plain.

National model green city

Known as the National Forest City, ecology has always been the priority of development in Zibo. It has a total green space area of 12,215 hectares, with a green coverage ratio of 45% across the city.

Zibo has a time-honored historic culture. It was the capital of the ancient Qi State, which was established in 1046 B.C, and known as one of the largest cities of Orient during that period. As a national-level historical and cultural city, Zibo has preserved a great many historical sites, not least the well-preserved ancient building complex of Ming and Qing Dynasties. There are also beautiful sceneries here, such as distinctive landscape in Mata Lake and Dalu Lake of the north, and Karst Caves of the south, all being famous and intoxicating.

总面积约5,965平方公里，人口约464.2万的淄博下辖有五个区(张店、淄川、博山、周村、临淄)和三个县(桓台、高青、沂源)、一个国家级高新科技产业开发区、省级文昌湖旅游度假区，和淄博经济开发区。

自主创新示范区

淄博是中国国务院核准的山东半岛经济开放区城市，也是山东半岛自主创新示范区城市，为山东半岛城市群四个中心城市之一。2015年，淄博市地区生产总值达到4,130.2亿元人民币，人均地区生产总值为14,330美元。人民生活富足，社会安定繁荣。

位处中心地区的淄博，是山东省的主要交通枢纽，距离济南国际机场70公里，与东部的青岛港相距210公里。通过高速公路和铁路网络，可从淄博直达中国各主要城市。此外，来往淄博与北京和上海的高铁班次相当频密，交通十分方便。四个主要经济区，包括山东半岛、北京-天津-河北地区、长江三角洲和华中平原，均在其1,000公里的半径范围内。

淄博获授予国家森林城市的称号。保护生态环境一直是开发淄博优先处理的问题。目前这城市的绿色空间占地12,215公顷，绿色占全市的面积比率为45%。

历史悠久 风景优美

淄博拥有悠久的历史文化。它是古代齐国的首都，建于公元前1046年，在当时是东方其中一个最大的城市。淄博作为国家级的历史及文化城市，保存了很多历史遗迹，包括保存完好的明清古建筑。这里还有秀丽的风景，例如位于北部的马踏湖和大芦湖、南面的开元溶洞等，全都是有名的景点，令人陶醉。



Being a famous industrial city of China, Zibo has been developing modern industries for over a century. Numerous industrial categories are covered with chemicals, pharmaceutical, electromechanics, building materials, ceramics, textile, machinery manufacturing and new materials as pillar industries. Ceramics and silk are conventional special industries of Zibo, featuring a production history of more than 8,000 years. Besides, Zibo is one of the five ceramic capitals in China, honoured as China's Famous City of Ceramics.

Excellent investment environment

Zibo is an important commodity distribution and trade centre in Shandong Province, with a number of well-known chain enterprises invested here, and emerging industries like finance, insurance, logistics, real estates, tourism and information consultation have seen their rapid growth as well. It is possessed with abundant scientific research and human resources, including thirteen higher-education institutions and 130,000 technicians of different grades. In brief, Zibo is equipped with excellent comprehensive service functions, solid industrial foundation and strong supporting capacities. It is one of China's top 50 cities with excellent investment environment.

Fortune 500 Companies like Kohler, Gardner Denver Nash, Unifrax and Eastman of U.S.; Siemens, Bosch and B. Braun of Germany; Bucher of Switzerland; Asahi Glass, Mitsui and Citizen of Japan; China Resources and Everbright of Hong Kong, as well as other leading enterprises have settled in Zibo in succession, and gained favourable returns on investment. Zibo regards green chemicals, pharmaceutical and medical instruments, electronic information, equipment manufacturing, new materials and modern service as major industries for prospective development and the government will provide strong support for investors.

Zibo welcomes tourists and investors from all across the world. It is a city of charm, a great place to live and do business.

Contact information:

Charlie Liu
Investment Promotion Representative, North America
Cell: +1-416-8873298
Email: ZiboRep@hotmail.ca

这个著名的中国工业城市发展现代工业已有一个世纪多。其中化工、制药、机电、建材、陶瓷、纺织、机械制造，以及新材料都是淄博的工业支柱。陶瓷和丝绸是淄博的传统特色产业，具有八千多年的生产历史。此外，淄博位列中国五大陶瓷之都，被誉为中国陶瓷名城。

科研和人力资源丰富

淄博是山东省重要的商品集散和贸易中心，不少知名的连锁企业在这里投资，而金融、保险、物流、房地产、旅游，以及资讯顾问等新兴行业也快速增长。淄博拥有丰富的科研和人力资源，包括13所高等教育机构和13万名不同级别的技术人员。简言之，淄博具备提供优秀综合服务的功能，雄厚的工业基础和强大的配套能力。它是中国50个优质投资环境的城市之一。

财富500强公司，如美国的Kohler、Gardner Denver Nash、Unifrax和Eastman；德国的西门子、博世和布朗；瑞士的Bucher；日本的旭硝子玻璃、三井和西铁城；香港的华润和光大，以及其他龙头企业纷纷落户淄博，投资回报良好。淄博将绿色化工、医药和医疗器材、电子信息、设备制造、新材料和现代服务作为未来发展的主要产业，政府将为投资者提供全力的支持。

欢迎世界各地人士到来旅游或投资。淄博是一个充满魅力的城市，是居住和营商的理想之地。

联系方式:

Charlie Liu
北美投资推广代表
电话：+1-416-8873298
电邮：ZiboRep@hotmail.ca



Qingdao – A major international port and a beautiful city

Located in the south of Shandong Peninsula, Qingdao is a major seaport and a coastal tourism city of China. In 2016, Qingdao was the 7th largest port in the world. It has services to 450 ports in 130 countries and economies. The city ranked the 1st livable city and 17th competitive city in China, according to the Chinese Academy of Social Sciences in 2017.



青岛——中国沿岸重要中心城市

国际港口 产业多样 旅业兴旺

位于黄海之滨、山东半岛南端的青岛，是中国沿岸重要中心城市、国际性港口城市、滨海度假旅游城市和国家历史文化名城。在2016年的世界最大的港口排名中，青岛位列第7。它的服务遍及全球130个国家及经济体系共450个港口。根据中国社会科学院发布的2017年中国城市综合经济竞争力排行榜中，青岛名列17，而在中国宜居城市的排行榜中，青岛保持在首位。



Among the first coastal open cities, Qingdao is a specifically designated city at the sub-provincial level in the state plan. With a total area of 11,292 square kilometers, administering 7 districts and managing 3 county-level cities, Qingdao is the home of 9.29 million people.

The home of Haier Group

The industry sector accounted for 38% of the GDP in 2015. Pillar industries in the city include electronics, petrochemicals, fine chemicals, automobiles, machinery, metallurgy, building materials, biopharmaceuticals, textiles and garments, and food and beverage processing. Dominant enterprise in Qingdao is Haier, which is the world's largest white goods manufacturer. Emerging industries such as software, animation and creativity, marine industry, helicopter manufacturing, new energies and materials are growing fast.

There are a number of industrial parks and development zones in Qingdao, such as Qingdao Economic and Technological Development Area (state-level), Qingdao Export Processing Zone (state-level), Qingdao Free Trade Zone (state-level), and Qingdao High-tech Industrial Development Zone (state-level). Big international corporations such as Mitsubishi, Panasonic, Eastman, Mediterranean Shipping, Sojitz Machinery, Tyco International, Maersk and Itochu are some of the major investors.

青岛是最早开放的沿海城市之一，是中国的副省级城市，面积达11,292平方公里，管辖7个区和3个县市，人口达929万人。

工业多元发展

除了港口业务之外，青岛也十分重视工业发展，在2015年，该市的工业占国民生产总值的38%。它的支柱产业包括电子、石油化工、精细化工、汽车、机械、冶金、建材、生物制药、纺织及服装，以及食品饮料加工。青岛最大的企业海尔集团，是全球最大的家电制造商。此外，新兴的产业如软件、动画与创意、海洋工业、直升机制造、新能源和新材料都增长迅速。

青岛有多个工业园和发展区促进产业发展，其中属国家级的主要有青岛经济技术开发区、青岛出口加工区、青岛保税区和青岛市高新技术产业开发区等，最大的投资者包括跨国公司如三菱重工、松下电器、伊士曼化工、地中海航运公司、双日机械株式会社、泰科国际有限公司、马士基航运和伊藤忠商事株式会社等。





To boost tourism sector

Tourism is an essential industry of Qingdao's service sector. Surrounded by sea and mountains, Qingdao is noted for its beautiful sceneries. The Qingdao Shilaoren National Holiday Resort is a state-level holiday resort, which is well known for its upscale hotels and beautiful beach.

Qingdao is also famous for beer. The city has the nation's second largest beer producer, Tsingtao Brewery. The Qingdao International Beer Festival in August has been held annually since 1991.

With a long coastal line, Qingdao is an international marine scientific research and education centre. There are more than 28 colleges and universities in the city, including Ocean University of China, China University of Petroleum, Shandong University (Qingdao Campus), Qingdao University and Qingdao University of Science and Technology, providing high-quality workforce.

The Best Emerging Business City

Having been selected by Fortune magazine (Chinese version) as the Best Emerging Business City in China, Qingdao is striving to become an important centre city on the coast of China. It aims to be built as a modernized innovative international city, a crucial domestic regional service centre, an advanced marine development centre in the world, as well as an advanced manufacturing base with international competitiveness.

Contact information:

Mr. YANG Guanglei
Tel: +86-13905331012
Email: yg169@163.com

发展旅游业

青岛风景优美，山青海碧，旅游业是其重要的服务业。其中石老人国家旅游度假区是国家级度假胜地，以其高档酒店和美丽的海滩而著称。

青岛也以啤酒闻名。该市拥有全国第二大啤酒生产商青岛啤酒。八月的青岛国际啤酒节自1991年以来每年举办一次，甚受游客欢迎。

现代化创新型国际城市

海岸线长的青岛，是国际海洋科学研究及教育中心，而位于青岛的中国海洋大学在这方面培养了不少人才。此外，青岛还有中国石油大学、山东大学(青岛校区)、青岛大学和青岛科技大学等20多所高等学府，为这城市培育高素质的人才。

曾获美国《财富》杂志(中文版)评选为中国最佳新兴商务城市的青岛，正向着中国沿海重要中心城市迈进，未来要建设成为一个现代化创新型国际城市、中国国内重要的区域性服务中心、国际先进的海洋发展中心，和具有国际竞争力的先进制造业基地。

联系方法：

杨光磊先生
Tel: +86-13905331012
Email: yg169@163.com



Sources: Qingdao Bureau of Commerce; www.qingdao.gov.cn; Invest in Qingdao, <http://en.qdbofcom.gov.cn>; Hong Kong Trade Development Council Research, <http://china-trade-research.hktdc.com/>; <https://www.youtube.com/watch?v=DIR0AgSYIkI>, Produced by Qingdao International Investment & Cooperation Promotion Bureau, Qingdao International City Strategy Promotion Centre, and Qingdao CHENGSHI Film & Video Media Co., Ltd.; Pictures: from the internet

资料来源：青岛市商务局；青岛政务网www.qingdao.gov.cn；Invest in Qingdao，<http://en.qdbofcom.gov.cn>；香港贸易发展局研究网页，<http://china-trade-research.hktdc.com/>；<https://www.youtube.com/watch?v=DIR0AgSYIkI> (青岛市商务局监制，青岛国际投资合作促进局及青岛市国际城市战略推进中心制片，青岛城视映画传媒公司出品)；图片来源：互联网



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