

CHENGDU FORTUNE Overseas firms flock to the city

Multinational companies drawn by its 'can do' spirit, innovative capacity

By ZHUANTI in Beijing and LIYU in Chengdu

In December 2012, pharmaceutical company Roche Holding AG unveiled its regional headquarters: West China Management Center in Chengdu, its first full-function regional headquarters, to boost its presence and sales in the west.

Western China contributes about 11 percent of Roche's sales in China. The company expects that to grow much more quickly than developed regions in the country, said Luke Miels, regional head of Roche Pharmaceuticals Asia-Pacific.

Roche is seeking to seize the initiative amid a general shortage of medical services and relatively low accessibility to innovative drugs in the western region. It has also joined up with local hospitals and medical institutions to help raise their laboratory testing techniques.

Roche is not alone. Dozens of multinational companies, including IBM and Siemens, have also set up regional offices or moved research and development centers to Chengdu. Chengdu is now home to more than 230 other Fortune Global 500 companies.

The city in June will host

the prestigious Global Fortune Forum, which will see several Fortune Global 500 firms and their top brass, along with State and industry leaders.

The word "Chengdu" has often proved to be a tough nut to crack for those who are not too comfortable with speaking Chinese — so much so that Chengdu often ends up being pronounced as "can do". But that is exactly the attitude the city has adopted in the past few years.

814 billion yuan

Chengdu's gross domestic product last year

It is the steadily increasing foreign direct investment from multinational companies that has propelled the lesser-known Chinese city into the big leagues. It is currently the only inland Chinese city that appears in the 2011 and 2012 Annual Top 10 Best Foreign Investment Strategy Cities in Asia and the Pacific Region lists from FDI — a magazine owned by the UK-based Financial Times.

Industry experts say that Chengdu's success can be best summed up in three words — "China's New Future".

The real success of Chengdu, however, can be measured in the vast range of high-tech industries that have bases there. Companies in sectors as diverse as IT, new energy, new materials, bio-pharmaceuticals, aviation and aerospace, automobile, equipment manufacturing and petrochemicals are in Chengdu.

For example, Chengdu is growing to be an automobile production hub in China. But the industry barely took off until a decade ago.

In 2011, FAW-Volkswagen Automotive (Chengdu) Co produced 59,888 vehicles, generating 438.13 million yuan (\$71.4 million) in revenue. The revenue is expected to reach 44 billion yuan in 2015. In October 2012, the company set up a factory to make vehicle engines. The arrival of FAW-Volkswagen was like a magnet for car-parts suppliers and later a drawing card for global rivals like Toyota Motor Corp and AB Volvo, who have set up operations in Chengdu.

Longquanyi District — covering 556 square km and 13 km east of downtown Chengdu and 28 km from Shuangliu International Airport — has attracted more than 500 major industrial projects involving nearly 140 companies from the United States, Germany, France, Canada, Japan and other countries. City officials are proud to note that investors include 41 Fortune Global 500 companies.



PROVIDED TO CHINA DAILY

Chengdu has been at the forefront of western development, with its economic growth rate being the fastest among all 12 provincial capital cities in central and western areas.

Karl-Thomas Neuman, president and CEO of Volkswagen China, has predicted that the southwestern city will become a Chinese version of Germany's Wolfsburg, the home of the VW empire.

But why is Chengdu so attractive? The city's efforts on intellectual-property creation and protection are certainly part of the equation.

The capital of Sichuan is also known as the country's model city for IP creation.

It launched a "Week IP Protection" between April 19 to 26, the World Intellectual Property Day, aiming at further raising

IP protection awareness across the city.

Chengdu filed 48,901 patent applications, with more than 32,500 of them approved in 2012, according to official figures.

The total number of invention patent filings was 10,886, up by 46 percent. A total of 26,008 patents came from companies, an increase of 48 percent over 2011.

More than 110,000 trademarks were registered in Chengdu in 2012.

The significant IP achievements have helped the city enhance its capacity for inno-

vation that boosts growth in the local economy.

A story in the newspaper alliance European News Agencies said Chengdu has "the lowest investment risks as well as the best IP protection across the country".

The writer also called on European companies to seize the opportunity to locate their projects in the city for faster growth.

During the past 13 years, Chengdu has been at the forefront of western development in China, and its average annual economic growth rate is the best among all 12 provin-

cial capital cities in central and western areas.

Chengdu's GDP last year reached 813.89 billion yuan, making the inland city the third-largest economy among China's all 15 deputy provincial level cities.

The city's total trade volume with foreign countries reached \$47.54 billion in 2012, up 25.5 percent compared with the year before.

Per capita disposable income rose 13.6 percent to 27,194 yuan, greatly outpacing inflation, which was 3 percent last year, according to official figures.

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Central Park - 新城国际 ID: 13606 188sqm, 3bedrooms ¥30,000 phase III, big balcony, garden view	Genertium Int'l Center - 通用国际中心 ID: 38082 345sqm, 4+bedrooms ¥35,000 16th floor, garden view	Palm Springs - 棕榈泉 ID: 10740 190sqm, 3bedrooms ¥24,000 garden view, good sunlight	Park Avenue - 公园大道 ID: 6603 197sqm, 3bedrooms ¥30,000 south facing, garden view, big balcony	SanlitunSOHO - 三里屯SOHO ID: 38386 250sqm, 3bedrooms ¥22,000 high floor, good view	Windsor Avenue - 温莎大道 ID: 2172 278sqm, 3bedrooms ¥25,000 middle floor, nice balcony, value for money	Shimao Gongyuan - 世茂公园 ID: 38757 220sqm, 3bedrooms ¥28,000 high floor, CBD view, value for money
Le Leman Lake Villa - 莱蒙湖 ID: 8259 578sqm, 4bedrooms ¥40,000 type B, detached, nice basement and garage	Beijing Riviera - 香江花园 ID: 0459 220sqm, 4bedrooms ¥35,000 type D, phase I, detached, big garden	Dynasty Garden - 丽都花园 ID: 8322 350sqm, 4bedrooms ¥35,000 type C, detached, big garden, nice garage	Yosemite - 伏山美地 ID: 0737 463sqm, 4bedrooms ¥53,000 type C6, detached, 300sqm garden, floor heating	River Garden Villa - 裕京花园 ID: 3518 300sqm, 4bedrooms ¥38,000 type B, phase II, detached, big sun room	Dragon Bay Villa - 龙湾别墅 ID: 7276 300sqm, 3bedrooms ¥27,000 detached, big garden, nice balcony	Lane Bridge Villa - 长岛澜桥 ID: 20187 375sqm, 4bedrooms ¥38,000 big garden and balcony, high ceiling

Apartment for Rent in Beijing CBD Area Central Park - 新城国际(I-II) 2Br. 132sqm south facing ¥20,000 3Br. 148sqm high floor ¥23,000 3Br. 180sqm south facing ¥26,000 4Br. 265sqm garden view ¥40,000 4Br. 320sqm high floor ¥45,000 Central Park - 新城国际(III) 2Br. 140sqm garden view ¥21,000 3Br. 171sqm south facing ¥28,000 3Br. 188sqm high floor ¥30,000 3+1Br. 220sqm good view ¥35,000 Central Park - 新城国际(IV) 2Br. 138sqm garden view ¥22,000 3Br. 188sqm special offer ¥35,000 3Br. 148sqm high floor ¥23,000 3Br. 230sqm good view ¥45,000 Fortune Plaza - 财富中心 2Br. 140sqm middle floor ¥15,000 3Br. 167sqm high floor ¥18,000 3Br. 205sqm good view ¥23,000 CBD Private Castle - 圣世一品 2Br. 150sqm middle floor ¥16,000 3Br. 170sqm high floor ¥19,000 3Br. 230sqm good view ¥22,000 4Br. 390sqm good furniture ¥42,000 Xanadu Apartment - 禧瑞都 1+1Br. 110sqm CCTV view ¥14,000 2+1Br. 175sqm south facing ¥23,000 China Center Place - 华贸中心 2Br. 140sqm middle floor ¥13,000 3Br. 217sqm high floor ¥22,000 Gemdale Int'l Garden - 金地国际花园 2Br. 148sqm middle floor ¥15,000 3Br. 200sqm south facing ¥23,000 Sanlitun Area GuangCai Int'l Apartment - 光彩国际公寓 3Br. 217sqm good view ¥23,000 4Br. 270sqm high floor ¥32,000	SanlitunSOHO - 三里屯SOHO 3Br. 160sqm high floor ¥18,000 2Br. 147sqm middle floor ¥18,000 3Br. 209sqm high floor ¥28,000 3Br. 205sqm middle floor ¥30,000 4Br. 483sqm penthouse ¥70,000 Shimao International Center - 世茂国际中心 studio 84sqm high floor ¥11,000 1Br. 108sqm middle floor ¥15,000 1+1Br. 138sqm garden view ¥22,000 Joy court - 屯三里 1Br. 110sqm duplex ¥15,000 3Br. 220sqm south facing ¥32,000 Lido Area Upper East Side - 阳光上东 3Br. 180sqm high floor ¥15,000 2Br. 190sqm south facing ¥19,000 4Br. 248sqm high floor ¥25,000 4Br. 270sqm garden view ¥28,000 Upper East Side(III) - 阳光上东(滨河) 3Br. 206sqm middle floor ¥21,000 3+1Br. 245sqm 1st floor, nice garden ¥35,000 Upper East Side(IV) - 阳光上东(滨河花园) 2Br. 165sqm high floor ¥16,000 3Br. 200sqm middle floor ¥23,000 4Br. 280sqm good view ¥30,000 Richmond Park - 丽都水岸 2Br. 121sqm middle floor ¥12,000 3Br. 180sqm good view ¥16,000 3Br. 217sqm south facing ¥25,000 4Br. 330sqm penthouse ¥35,000 Lido Serenity City - 银河湾 2Br. 102sqm garden view ¥10,000 3Br. 168sqm floor heating ¥20,000 4Br. 204sqm floor heating ¥27,000 Lufthansa Area United Apartment - 美国联邦公寓 2Br. 166sqm high floor ¥16,000 3Br. 200sqm high floor ¥20,000 4Br. 230sqm high floor ¥22,000 Chevalier - 赛马都 3Br. 220sqm garden view ¥22,000 4Br. 290sqm high floor ¥25,000 Mistion Residence - 九都汇 1Br. 110sqm big terrace ¥13,000 3Br. 180sqm good view ¥25,000	Dongzhimen Area Seasons Park - 海晟名苑 2+1Br. 140sqm good view ¥16,000 3Br. 150sqm garden view ¥17,000 4Br. 250sqm garden view ¥33,000 MOMA - MOMA 3Br. 230sqm high floor ¥22,000 3Br. 245sqm good view ¥23,000 4Br. 300sqm south facing ¥32,000 POP MOMA - 当代MOMA 3Br. 210sqm south facing ¥25,000 4Br. 276sqm middle floor ¥35,000 Chaoyang Park Area Greenlake Place - 观湖国际 3Br. 180sqm nice furniture ¥16,000 4Br. 205sqm high floor ¥20,000 4Br. 260sqm middle floor ¥25,000 4Br. 298sqm garden view ¥30,000 Palm Springs - 棕榈泉 3Br. 190sqm high floor ¥15,000 3Br. 225sqm good view ¥28,000 3Br. 230sqm high floor ¥30,000 4Br. 370sqm park view ¥55,000 Park Avenue - 公园大道 3Br. 170sqm nice balcony ¥20,000 3Br. 193sqm high floor ¥22,000 3Br. 250sqm park view ¥30,000 3+1Br. 212sqm high floor ¥28,000 4Br. 280sqm 70sqm garden ¥38,000 4Br. 370sqm park view ¥48,000 Oceanwide Int'l Residential District - 泛海国际 3Br. 185sqm spacious layout ¥17,000 4Br. 245sqm high floor ¥24,000 4Br. 300sqm high floor ¥35,000 Beijing Golf Palace - 高尔夫公寓 3Br. 270sqm south facing ¥33,000 4Br. 310sqm high floor ¥45,000	Boya Garden - 博雅园 2Br. 135sqm good view ¥12,000 3Br. 254sqm middle floor ¥32,000 3Br. 170sqm middle floor ¥15,000 4Br. 228sqm high floor ¥22,000 3Br. 265sqm good view ¥48,000 3Br. 317sqm middle floor ¥55,000 Star River - 星河湾 3+1Br. 256sqm big garden ¥26,000 4Br. 280sqm 1st. big garden ¥31,000 Victoria Gardens - 维多利亚 2Br. 156sqm south facing ¥18,000 4Br. 230sqm nice balcony ¥26,000 Park Apartment - 天安豪园 3+1Br. 245sqm middle floor ¥30,000 3+1Br. 265sqm big balcony ¥32,000 Parkview Tower - 景园 2Br. 164sqm big balcony ¥14,000 3Br. 201sqm high floor ¥18,000 Villas for Rent in Beijing Airport Expressway Area Chateau Regalia - 丽高王府 4Br. 323sqm viscount ¥32,000 5Br. 465sqm earl ¥40,000 Dynasty Garden - 丽都花园 4Br. B 365sqm special offer ¥28,000 4Br. G 500sqm big garden ¥40,000 5Br. F 420sqm nice garden ¥40,000 5Br. H 600sqm big garden ¥45,000 Rits Garden - 丽晶花园 4Br. 410sqm nice garden ¥40,000 4Br. 450sqm big garden ¥45,000 5Br. 500sqm full furniture ¥50,000 Australian Garden - 澳景园 4Br. 450sqm 400sqm garden ¥38,000 5Br. 600sqm nice garden ¥55,000 LA GRANDE VILLA - 壹天下 4Br. 275sqm nice garden ¥20,000 4Br. 375sqm full furniture ¥28,000 5Br. 600sqm big terrace ¥50,000 Jing Shun Road Close to WAB Beijing Riviera - 香江花园 4Br. A 403sqm big garden ¥42,000 4Br. B 406sqm detached ¥45,000 4Br. C 294sqm nice garden ¥40,000 3Br. E 240sqm modern furniture ¥32,000 Lane Bridge Villa - 长岛澜桥 3Br. 296sqm nice garden ¥30,000 4Br. 380sqm big garden ¥36,000 Orchid Garden - 卓锦万代 4Br. 270sqm nice garden ¥30,000 4Br. 350sqm big garden ¥35,000 4Br. 400sqm special offer ¥40,000 Grand Hills - 大湖山庄 4Br. C 502sqm big garden ¥60,000	4Br. K 480sqm nice garden ¥55,000 5Br. N 557sqm big terrace ¥65,000 Quan Fa Garden - 泉发别墅 4Br. 230sqm big garden ¥23,000 5Br. 700sqm nice garden ¥40,000 Jing Shun Road Close to ISB Yosemite - 伏山美地 4Br. B1 498sqm detached ¥48,000 4Br. B2 570sqm nice garden ¥55,000 4Br. B6 508sqm big garden ¥53,000 4Br. C6 453sqm nice garden ¥52,000 4Br. C9 358sqm big garden ¥48,000 Beijing Eurovillage - 欧陆苑 4Br. 252sqm big garden ¥25,000 4Br. 280sqm nice garden ¥27,000 Le Leman Lake Villa - 莱蒙湖别墅 4Br. A 682sqm big garden ¥50,000 4Br. B 578sqm big garden ¥45,000 4Br. C 516sqm 100sqm garden ¥40,000 4Br. F 286sqm full furniture ¥20,000 Capital Paradise - 名都园 3Br. 159sqm semi-detached ¥13,000 3Br. 196sqm nice garden ¥17,000 4Br. 229sqm detached ¥23,000 River Garden Villa - 裕京花园 3Br. A 200sqm 20sqm garden ¥25,000 4Br. B 247sqm big garden ¥32,000 3Br. C 260sqm nice garden ¥35,000 Dragon Bay Villa - 龙湾别墅 4Br. 400sqm big garden ¥40,000 4Br. 500sqm big garden ¥45,000 Rose and Ginkgo Villas - 龙湖玫瑰山 4Br. 350sqm big garden ¥34,000 4Br. 400sqm luxury decoration ¥42,000 Courtyards for Rent Dongcheng Courtyard - 东城四合院 3Br. 200sqm ¥35,000 Yonghegong Courtyard - 雍和宫四合院 4Br. 150sqm ¥40,000 Gulou Courtyards - 鼓楼四合院 3Br. 250sqm ¥30,000 Wangfujing Courtyard - 王府井四合院 4Br. 320sqm ¥35,000	Europark Residence Exclusively Managed Central Park ID: 2066 ¥20,000 136sqm 2Br. 7th floor, garden view Shimao Int'l Center ID: 14091 ¥19,000 144sqm 2Br. high floor, big balcony Park Avenue ID: 3415 ¥22,000 173sqm 3Br. 5th floor, big balcony Xanadu Apartment ID: 13924 ¥25,000 175sqm 2+1Br. 12th floor, good view Upper East Side (Twins Building) ID: 4753 ¥25,000 210sqm 3+1Br. duplex, high ceiling Boya Garden ID: 18099 ¥22,000 228sqm 4Br. 12th floor, garden view Palm Springs ID: 6746 ¥28,000 180sqm 3Br. 32th floor, arc bay windows Star River ID: 35780 ¥23,000 256sqm 4Br. 1st floor, big garden
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