



Shunyi, a new district in the north of Beijing, feels that its good environment makes it a natural for both living and doing business.

PHOTOS PROVIDED TO CHINA DAILY

# High-speed, sustainable development model

## Shunyi's proximity to city's airport makes it an ideal international exchange center

BY ZHANG ZHAO

One of three new districts in Beijing, Shunyi has been designated an airport economic zone and modern manufacturing base, and has been introducing various industries in recent years to help its economy.

The government plans to improve its industrial structure through improved manufacturing, a larger service sector, and more effective modern agriculture, according to local officials.

The local government has a high-speed, but sustainable development model, with key industries that include: telecommunications, auto manufacturing, food and beverages, modern logistics, air transportation, and conventions and exhibitions.

The district reported a gross domestic product (GDP) of 81.3 billion yuan (\$12.5 billion) for 2010, and an average annual growth rate of 26 percent, under the 11th Five-Year Plan (2006-2010).

It is worth noting that the service industry's contribution to local GDP — from logistics, finance, and tourism — was up nearly 60 percent over the last five years.

Because of its proximity to Beijing International Airport,

Shunyi is regarded as an international exchange center.

### Airport zone

The airport economic zone is the first of its kind in the country and one of six major industrial zones in Beijing. It has contributed 70 percent of the district's total revenues.

More than 20 of the world's top 500 enterprises have been attracted to the airport zone, along with 80 other prominent multinationals.

Understandably, it contains China's first airport bonded area — the Tianzhu Comprehensive Bonded Area.

This is one of the most open zones in China, with the greatest number of preferential policies, most complete functions, and most simplified business registration and approval procedures.

The bonded area began operation on December 20 last year, but more than 100 companies are already doing businesses in the area. They have brought in about 10 billion yuan in investment, and the import and export volume has exceeded 10 billion yuan.

A logistics base, to the north of the airport, has more than 70 logistics companies from around the world, including the Netherlands' TNT, Ger-

many's DHL, and Hong Kong's Asian Tigers Group.

Shunyi also has a convention and exhibition industry park, to the west of the airport economic zone, which is home to Beijing's New International Exhibition Center. It is expected to cover a 200,000-square-meter area after the completion of its second stage.

By the end of last year, the facility had played host to nearly 50 large exhibitions and conferences.

The park not only handles conventions and exhibitions, but the creativity industry as well. More than 150 such enterprises have started operations there.

The local government is looking at an aviation industry park for Shunyi, for equipment manufacturing, technology development, and services to make it a national aviation technology hub.

### Automobiles

The auto industry is another engine of economic development in the district, and brings in more than 100 billion yuan in revenues annually.

The Beijing Hyundai Motor Co and BAIC Motor Group, two of Beijing's key automobile manufacturers, are both in Shunyi, where a third Hyundai



The Tianzhu bonded area is China's first and only airport bonded area today.

factory is being planned.

The district government says it will have many other auto-related projects in future, including design and R&D centers, motor electronics, and auto shows.

The local government sees an improved auto manufacturing chain and plans to build an auto industry base with global influence.

The district is expected to have a production capacity of 1.4 million vehicles annu-

ally by the end of 2015.

In addition to these industries, some emerging sectors such as new materials, new energy, and IT are in Shunyi's industrial sights.

And the agricultural sector, a traditional industry, has not been left out. It is being pushed to a higher level with a 'green', circular production model. The district's agriculture is expected to increase its share of the Beijing farm produce market.



This traditional farming base of Beijing has been pushing the agricultural industry to higher levels with a 'green' and circular production model.



Shunyi is home to Beijing's Capital International Airport and is in a good position to become an international exchange center for the country.

# Olympic fame propels it to greater glory

BY TE KAN

The Shunyi district, just 30 kilometers northeast of Beijing's center, calls itself the "grain store of the capital" because of its large amount of farmland and resources.

It covers a 1,021-square-kilometer area and is one of the capital's rising stars, one that has attracted a lot of attention from businesses both inside and outside China.

First of all, it is home to Beijing Capital International Airport and has the nation's first and most advanced airport economic zone. But it is also expected to turn into a modern manufacturing center. Shunyi made itself better known to the rest of the world after it became the site of the Beijing Olympic Games' water sports events in 2008. It also played host to the seventh China Flower Expo in 2009.

These events contributed not a small amount to its infrastructure and environment.

Meanwhile, local policy makers came up with a development strategy that inte-

grates urban and rural areas and strikes a balance between economic growth and environmental protection.

So, while they were busy developing industry and infrastructure, they also kept an eye on protecting the farmlands, forested areas, and water resources.

The district government says that its forest coverage reached 21 percent by the end of 2010 and that more than 45 percent of the urban area is covered with plants. This earned it a place among China's "model cities in greening."

There are 15 rivers and

streams that flow through Shunyi and provide an abundance of water resources.

Still under construction is the Chaobai River Forest Park, which is expected to be Beijing's largest wetlands park.

Work on the 12.8-kilometer-long river bank actually began before the Beijing Olympics.

It will also include a vacation resort and a number of sports facilities.

To improve facilities, the local government has 10 major projects in mind, including a culture center and an educational park.

The district has 1,898 km of

roads and more than 800 buses using them. It has 912 stops on 75 bus lines, making getting around fairly easy. In addition, a new subway line is expected to start service this year.

Over the next five years, Shunyi plans to build itself into an international events center and headquarters of global companies.

A number of better-known Chinese companies have already set up their headquarters in the district, such as the China Minsheng Banking Corp and the software and e-business solution provider Kingdee International.



The district played host of the water sports events of the 2008 Olympic Games and has made a name for itself in the rest of the world in recent years.