

China South City project brings ASEAN benefits

By HAO NAN, HUANG ZHAOHUA, AND HUANG FEIFEI

Nanning, the capital of the Guangxi Zhuang autonomous region has plans for a large trade and logistic project to bring prosperity and to increase cooperation with ASEAN countries, with help from the local government.

Additional support for the China South City Nanning (CSC Nanning) project is coming from the China Council for the Promotion of International Trade and the China Chamber of International Commerce.

That is partly because Nanning is growing in popularity, thanks to the China-ASEAN Expo (CAEXPO) and investment promotion activities.

The city itself has become one of the nation's "Top 10

exhibition city brands" and its exhibition business has become a moneymaker thanks to its capacity and efficiency.

In 2004, it became the permanent host of the CAEXPO and the China-ASEAN Business and Investment Summit, and, "It is an ideal place to build the China-ASEAN Trade and Logistics Center, thanks to its huge business potential," according to Cheng Chung Hing, co-chairman of China South City Holdings Ltd.

Advantageous location

One other reason for their interest and investment, Cheng said, is the city's particular geographic position.

The region borders Vietnam and is within easy reach of Burma, Laos, Cambodia, Thailand and other Southeast

Asian Nations and has convenient airports, railways, port facilities and highways.

And, CSC Nanning, as a major investment project, can be significant for the region's development.

It is expected to help an integrated group of logistic services, in trading, exhibitions, information sharing, and warehousing.

It has also reached agreements with the economic development offices of six ASEAN countries — Burma, Laos, Vietnam, Brunei, Cambodia, Indonesia, and Singapore.

"CSC Nanning will lower product procurement costs and logistic costs and make procurement more efficient and profits greater for the city's enterprises," a local government official has said.

In addition, there is the

China-ASEAN Free Trade Area, and nearly 90 percent of products will have zero tariffs in China-ASEAN trade. CSC Nanning is expected to provide a first-class investment and trade environment, he added.

"It will bring in new management concepts for Nanning and Guangxi's manufacturers and provide an exchange platform for industrial materials and products."

More companies and jobs

CSC Nanning is located in the city's Jiangnan district with a site area of about 2.3 square kilometers, with a gross floor area of about 4.88 million square meters.

It will have 10 industrial-materials trade centers for various types of manufactur-

ing and a series of supporting services.

It will cost more than 12 billion yuan (\$1.86 billion), and be built in two phases. Work on the 1.6 million-sq-m phase one began in Oct 2009, with an initial cost of about 6 billion yuan, and a completion date of two to three years.

The construction of its logistics squares, exhibition centers, infrastructure, and other supporting facilities is going smoothly.

The number two and number three logistics squares will put into service in October, while the number four square for exhibiting goods from the ASEAN countries is expected to complete construction in October and start operation early next year.

China-ASEAN Business

and Investment Summit's secretariat and CSC will work together for business development.

When it is completed, China South City Nanning is expected to bring in more than 100,000 Chinese and foreign companies, and provide jobs for 200,000 to 250,000 people.

Annual trade volume of these companies has been estimated at 100 billion yuan.

The project overall includes a 50,000-sq-m trade and exhibition center for ASEAN goods and trade and business services for displaying and marketing ASEAN products.

CSC Nanning will provide a series of preferential policies to the AESAN members, such as a five-year rent abatement period, to assist

ASEAN economies and promote economic development and regional integration.

The CSC Nanning's Trade and Exhibition Center for AESAN Goods is expected to give markets a real boost, with exhibitions planned monthly to make the city an enduring exhibition showcase, according to government officials.

NUMBERS

4.88
million square meters

of floor space at CSC Nanning

12

billion yuan

in total investment for the CSC Nanning project.

100k

Chinese and foreign companies expected to be doing business in CSC Nanning when it is completed. It will also provide jobs for 200,000 to 250,000 people.

100

billion yuan

annual turnover is expected for CSC Nanning.

50k

square meters

of floor space at the trade and exhibition center for ASEAN goods.



Artist's rendering of China South City Nanning — a large trade and logistics project that is expected to bring prosperity to Nanning and increase cooperation between Guangxi and ASEAN countries.

Light industry expo beckons this autumn

By ZHUAN TI AND LIU XIAOQIONG

The 2011 China-ASEAN Light Industrial Products Exposition to be held in Nanning, the capital of Guangxi Zhuang autonomous region, October 21 to 26, will have a vast array of products that are closely related to everyday life.

The expo, which is a part of the 8th China-ASEAN Expo, will center on the 20th anniversary of China-ASEAN dialogue, the year of friendly China-ASEAN contacts, and the first anniversary of the China-ASEAN Free Trade Zone.

It will be held in Nanning's China South City Convention and Exhibition Center, in a 15,000-square-meter space with 614 booths,

and will have four main areas: jewelry, handicrafts, watches and clocks; gifts and consumable electronic goods; everyday-use items; and imported goods.

The expo's theme is "environmental protection and cooperation" and it will have some high-level conferences and forums, including the China-ASEAN environmental protection forum.

At last year's Expo, the light industrial products exhibition proved to be a major success, with 335,000 visitors and 1.45 billion yuan worth of deals.

This year's activity is intended to "optimize light industrial resources and procurement in the Pan-Beibu Gulf region and ASEAN countries, through a large-

scale, intensive trading event involving the most recent light industrial materials and products", according to local government officials.

More opportunities

The stream of visitors at the first day of last year's exhibition amazed Xu Yang, an executive director of China South City Holdings, who spoke at one of its forums.

Xu's company is building the China South City Nanning, a trade center serving as an integrated logistics platform for industrial materials and products.

The center is expected to boost the city's economic prosperity as well as further drive the cooperation between Guangxi and ASEAN countries.

"I have great expectation and confidence in the possibilities of China South City Holdings in Nanning since the light industrial exhibition draws a lot of people and provides many opportunities," Xu said.

"Though located at the juncture of the urban and rural areas, the center, as a huge logistic complex for trade and business, must be full of business opportunities and be immensely attractive," he added.

Even though there are many successful exhibitions in Nanning already — for small commodities, industries, agriculture, and mining — this is the first time for it to hold an advanced light industrial products exhibition of goods that are closely related to local



I have great expectation and confidence in the possibilities of China South City Holdings in Nanning since the light industrial exhibition draws a lot of people and provides many opportunities."

XU YANG
EXECUTIVE DIRECTOR OF CHINA SOUTH CITY HOLDINGS

people's lives.

In fact, this year's exhibition, with its focus on "environmental protection and cooperation", gives priority to everyday items.

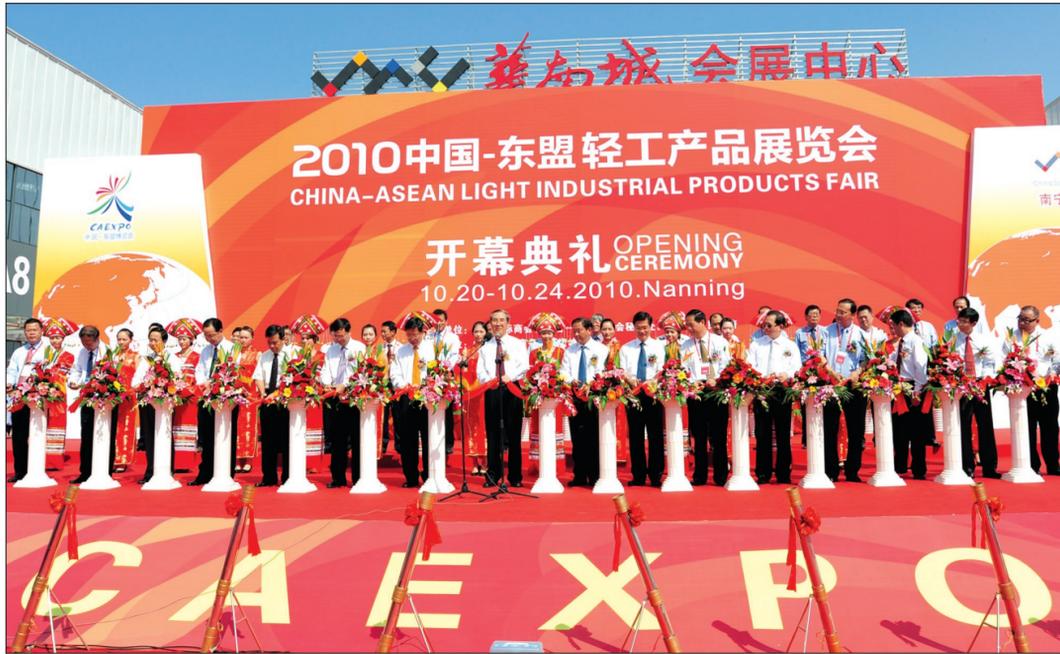
This light industrial products exhibition accords with China South City Holdings' own goals, which are to build a world-class trade site for raw materials and commodities for suppliers and purchasers in the AESAN countries.

China South City Holdings has in fact held the China (Shenzhen) International Industrial Expo four times already, so its maturity, operational experience, and reputation can help guarantee the coming exhibition's success.

This light industrial products exhibition could become an international display site for commodities for the China-ASEAN free trade zone, a combination of exhibit and market for a larger, more experienced, and specialized market.



Variety of ASEAN and Chinese goods on display at last year's light industrial products fair in Nanning (top, middle); it attracted an unexpectedly large number of visitors from the mainland and overseas (above).



Opening ceremony for the China-ASEAN Light Industrial Products Fair, 2010.

PHOTOS PROVIDED TO CHINA DAILY