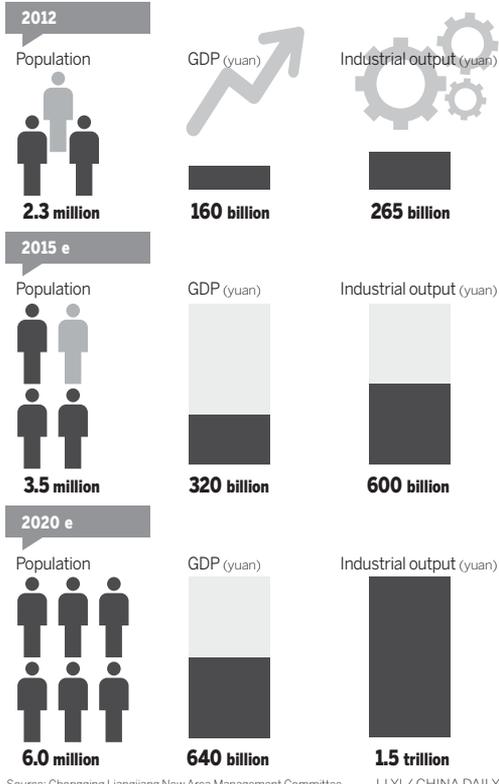




# NEW CITY, NEW BUSINESS

## DEVELOPMENT OBJECTIVES OF LIANGJIANG NEW AREA



Residents enjoy their leisure time in Minxinjiayuan community, a public rental project in Liangjiang New Area, Chongqing. By 2020, the city aims to have nearly four million more permanent residents in the 1,200-sq-km area.

WANG JING / CHINA DAILY

# Creating the modern face of urbanization

## Chongqing's all-new communities attract people from far and wide

By **WANG HAO** and **WEI TIAN** in Chongqing

Sitting on the south bank of the Jialingjiang River, the ancient buildings of Hongyadong — famous for its resemblance to the bathhouse in the Oscar-winning animation *Spirited Away* — are a must-see landmark in Chongqing.

And just like in the film, in which the bathhouse aims to "attract eight million gods by providing them with the best possible service", the southwestern city also has ambitions to improve its resi-

dents' quality of life.

Realizing that goal lies on the north bank of the Jialingjiang River, where skyscrapers and high-grade apartment buildings are rising fast.

In Liangjiang New Area, the city's dream of building itself into a first-tier city of the future is already taking shape.

As the third national development area approved by the State Council, after Shanghai's Pudong and Tianjin's Binhai, Liangjiang is the only one of its kind in an inland region.

By 2020, Chongqing aims to have moved nearly four million more permanent residents

into the 1,200-sq-km Liangjiang New Area, half of which will be urban development.

Its GDP is expected to reach 640 billion yuan (\$104 billion) by that time.

In addition, according to the State Council's plan, Liangjiang will also be a pilot program for the country's inland urbanization strategy, said Tang Zongwei, deputy head of its administration.

Premier Li Keqiang has been urging a new type of urbanization, which instead of simply expanding urban areas and moving farmers into cities, should focus on providing them with a livable community, and more rights as urban residents.

This spirit has already been put into practice in Liangjiang, where the government's reloca-

tion program is transforming local farmers into urban residents, first by addressing their two top concerns — housing and employment.

One of the districts within the area to have been created for relocated farmers is Hehejiayuan.

The construction cost of the apartments in the area was more than 3,000 yuan per square meter. A future home for 50,000 residents, the whole project is expected to cost 24 billion yuan, according to Kuang Xunhua, who is in charge of its development.

A total of 12 projects similar to Hehejiayuan are being built in Liangjiang.

"The quality of the building means more people are willing to move in," Tang said.

"By setting the bar this high, even for affordable housing, commercial developers know what standard they have to reach," Tang said.

The financing of Hehejiayuan involved 10 billion yuan in bank loans, 10 billion yuan in corporate debt, and the rest coming from the government, Kuang said.

But since most of the buildings are rented to lower-income groups at just 13 yuan per sq m each month, Kuang admitted that development costs will take quite a while to be recouped.

"In fact, that may take at least

## LOWER LIVING COSTS A MAJOR APPEAL

Zhang Ke moved to Chongqing a year ago, after spending two years in Beijing.

His salary as a civil servant in the city's Liangjiang New Area is two-thirds what he earned as a newspaper reporter in Beijing, but his life is much easier.

The 32-year-old recently bought a riverside apartment in downtown Chongqing for slightly more than 10,000 yuan (\$1,600) per square meter, a fraction of the cost in either Beijing or Shanghai.

"Surging housing prices are a headache for every young person in a first-tier city. Once that problem is solved, you just feel relieved and suddenly there is much more room for development," he said.

Chongqing's average housing price has long been the lowest compared with Beijing, Shanghai, and Tianjin, the nation's three other municipalities directly under the central government.

In April, Chongqing's average housing price was 7,366 yuan per sq m, ranking 46th among major Chinese cities, according to real estate market data provider cityre.cn.

In comparison, the price was 34,977 yuan per sq m in Beijing, 25,849 yuan per sq m in Shanghai, and 13,723 yuan per sq m in Tianjin.

"I decided to move to Chongqing because I thought there would be some opportunities resulting from the development of the nation's western regions. Now I'm thinking

of staying here for good," Zhang said.

"The skills shortage is the biggest challenge faced by inland cities such as Chongqing," said Tang Zongwei, a senior local government official, explaining that coastal cities have attracted most of the nation's skilled employees.

Chongqing's advantages have become more apparent in recent years, due to surging housing prices in coastal cities.

In addition, the local authorities have come up with all a number of favorable policies to attract skilled employees, including tax reduction for senior executives, and low-rent apartments for college graduates.

"We may not break even on these projects, but by saving employers' costs, Liangjiang gains in terms of tax revenues and other economic benefits."

Local companies are being encouraged to offer 15 percent of their vacancies to relocated farmers.

The extra investment being

made in Hehejiayuan distinguishes it from normal affordable housing projects, with the building of tennis and basketball courts

From the balcony of an apartment on a higher floor, you can also see a new school rising just a few hundred meters away.

However, despite the new surroundings, you can still see and hear some familiar traditional activities, such as the sound of mahjong being played.

"Urbanization isn't simply about building apartments and creating a welfare system — people need jobs," Tang said.

"We have never had the problem of youth unemployment."

While companies move into Liangjiang to cash in on labor costs that are 30 percent lower than in coastal cities, the local government is offering residents aged 20 to 30 a daily subsidy of 20 yuan if they are willing to undergo training before starting to work in factories.

"What we are most concerned about is providing jobs for middle-aged workers, those aged over 40, who have never received training," Tang said.

To tackle this problem, the district has created a gardening company, as well as a modern agricultural company, which provides jobs suitable for residents aged over 40.

"We must guarantee that each family has at least one person employed," he said.

Contact the writers at wang-hao@chinadaily.com.cn and weitian@chinadaily.com.cn

WEI TIAN

## Invitation for Bids

Date: May 24, 2013

Loan name: Gansu Jiuquan Integrated Urban Environment Improvement Project

Loan No.: 45506-PRC; Contract Name: Xiyi Bridge; Contract No.: T-C07

Deadline: July 5, 2013

- The People's Republic of China has applied for a loan from the Asian Development Bank (hereinafter referred to as ADB) towards the cost of **Gansu Jiuquan Integrated Urban Environment Improvement Project** and it is intended that part of this loan will be used for payments under Contract **Xiyi Bridge**.
  - COC International Tendering Co., Ltd.** (hereinafter referred to as "Procurement Agent" or "COCITC"), authorized by **Jiuquan Economic Development and Investment Company** (hereinafter referred to as "Employer"), invites sealed bids from interested eligible bidders for the construction and completion of the following works.
    - Xiyi Bridge is a cable stayed bridge with full length 577 meters, main bridge width of 37.6 meter and ramp bridge width of 33 meters. The construction site is located near the Silk Road Park and Jiujiu New District of Jiuquan City, Gansu Province, the planned time for completion is 27 months.
  - International Competitive Bidding will be conducted in accordance with ADB's Single Stage: One Envelope Bidding procedure and is open to all bidders from eligible source countries.
  - Only eligible bidders with the following key qualifications should participate in this bidding:
    - Domestic bidders shall hold business license as issued by industry and commerce administration departments and the Grade-1 Professional Contracting Qualification Certificate for Bridge Engineering or Grade-1 and above Municipal Utilities Engineering Construction General Contracting as issued by the Ministry of Housing and Urban-Rural Development of the P. R. China. For more details, please refer to the Bidding Document.
    - Bidders should have successfully completed at least three similar civil works of cable stayed bridge in past five years, of which the total length of bridges shall be no less than 400 meters. In addition, the bidders shall have corresponding construction competence with regard to personnel, equipment, funds, technology etc.
  - To obtain further information and inspect the bidding documents, bidders should contact: the Procurement Agent  
Name of Procurement Agent: COC International Tendering Company  
Address: Room 601, 803, Aulife Mansions B2, No. 115, Qingyang Road, Lanzhou City, Gansu Province 730030, China  
Contact Person: Ms. Lei Chen  
Email: lei.chen@cocitc.com; Tel: +86-931-4807881-802; Fax: +86-931-4807881-809
  - To purchase the bidding documents in English, eligible bidders should:
    - write to address above requesting the bidding documents for contract Xiyi Bridge, Contract No.: T-C07.
    - Pay a non-refundable fee of RMB3,000 or USD600 per set by cash or bank deposit
  - Deliver your bid:
    - to the address above
    - at or before the deadline: 9:30 am (Beijing time), July 5, 2013.
    - together with a Bid Security as described in the Bidding Document
    - late bids will be rejected.
- Bids will be opened immediately after the deadline for bid submission in the presence of bidders' representatives who choose to attend.
8. When comparing Bids, ADB's Domestic Preference Scheme will not be applied in accordance with the provisions stipulated in the Bidding Document.

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