

经济学人集团中国区媒体业务案例



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关于经济学人集团

经济学人集团是国际商业和全球事务分析的重要信息来源。178年来，经济学人集团一直致力于研究、报道和推动塑造世界的政治、经济、社会、文化和技术力量，倡导求知和前瞻思维。

经济学人集团拥有丰富的媒体资源。作为全球政界和商界领袖最受欢迎的信息源，我们在世界领先品牌和全球领袖之间架起了一座桥梁。除传统杂志，经济学人集团旗下还有思想领袖白皮书、峰会、影片等平台，可提供全方位的媒体推广服务。

24年来，我们为中国通讯设备商、金融机构、科技公司和众多走出去企业提供内容营销服务，帮助客户打造可信赖的企业形象，助力中国企业迈向全球。



经济学人集团媒体业务客户一览

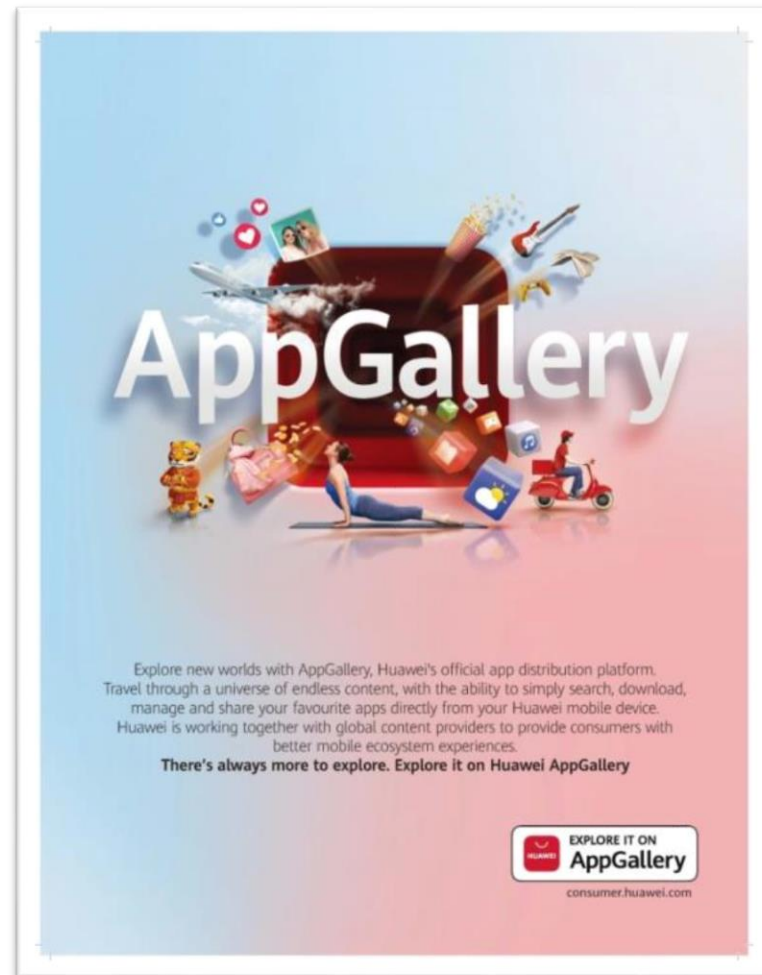


科技

华为-广告

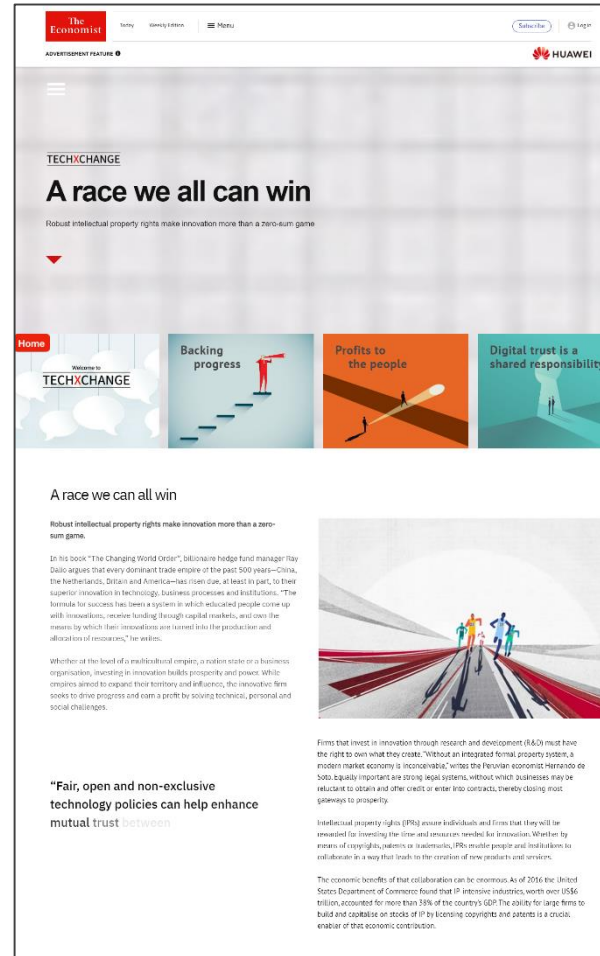
华为与经济学人集团在全球的合作已经超过30年，合作形式多种多样。

广告合作方面，经济学人集团为华为提供了一系列的媒体解决方案，其中包括：《经济学人》杂志投放整版广告；经济学人网站投放线上广告；在经济学人旗下的Espresso App应用上投放广告。



华为-专属内容中心

经济学人集团为华为定制了专属的网站内容中心，定期发布华为最新科技和成果文章，并通过线上广告的形式，为该内容中心吸引大量在线读者。一系列的合作，极大提升了华为作为全球科技企业的领军品牌的形象。



华为-思想领袖白皮书

2020年，新冠疫情加之保护主义抬头，华为公司与经济学人集团合作，推出《逆全球化和贸易脱钩的代价》及《进入新世界：新冠疫情与创新》白皮书。

两份报告聚焦逆全球化及新冠疫情对于创新的影响，包含建模分析及数十位行业专家访谈，帮助华为树立全球化倡导者及创新领头羊的企业形象。



华为-经济学人峰会

Sponsored by

| | | |
|--|---|---|
| <p>Craig J. Burchell Senior vice president global trade affairs Huawei Technologies Co. Ltd, Shenzhen, China.</p> | <p>Suren Thiru Head of economics British Chamber of Commerce</p> | <p>David Henig Director, UK Trade Policy Project European Centre for International Political Economy (ECIPE)</p> |
| <p>Isabelle Durant Acting secretary-general UNCTA</p> | <p>Anastasia Kouvela Managing director & partner London, BCG</p> | <p>Daniel Franklin Executive and diplomatic editor The Economist London, United Kingdom</p> |

Transforming supply chains: Domestic versus global

October 6th 2021

ECONOMIST IMPACT

EVENTS

Virtual panel

Unleashing innovation through collaboration

| | | | |
|---|--|---|---|
| <p>Antony Walker Deputy chief executive officer techUK</p> | <p>Susan Athey The economics of technology professor, senior fellow Stanford Institute for Economic Policy Research</p> | <p>Andy Purdy Chief security officer Huawei Technologies USA</p> | <p>Martina Szabo Lead World Economic Forum's COVID Action Platform</p> |
|---|--|---|---|

Watch the panel discussion

Sponsored by HUAWEI

Events

INNOVATION SUMMIT
September 21st 2017
Hong Kong

WINNER OF THE TIGER'S LAIR: ENTREPRENEURSHIP CHALLENGE

Antoine Markarian, chief executive officer and co-founder of Kello received a cheque for US\$10,000 to expand its operations and next development phase, which was presented by Joe Kelly, vice-president, International affairs at Huawei.

Tiger's Lair sponsor HUAWEI

经济学人峰会将严谨分析和睿智辩论带到国际论坛的舞台上。召集经济学人集团主编及全球顶级专家探讨一系列战略性商业问题。华为公司是多个经济学人峰会的主要赞助商之一，权益包括会议宣传材料中Logo露出并附以公司介绍、在大会发言、参与圆桌讨论等。

华为-经济学人影片



由华为赞助的经济学人影片

由华为赞助，经济学人影片出品的编辑视频，以前瞻性的全球视角，解读全球话相关问题，帮助华为塑造全球化领头羊的企业形象。



经济学人商业团队为华为定制的品牌视频

由经济学人集团出品的一系列华为定制视频，以前瞻性的全球视角，解读华为所关心的主题，影响全球最有影响力和好奇心的受众。

华为-经济学人纪录片



[纪录片预告视频](#)

2021年7月，由经济学人集团拍摄，记录中国企业华为探索“创新”的全新三部曲纪录片《创新》在全球上线。

跨越4大洲10个国家，历经为期一年的全球制作，以及对全球先驱企业家和最具创意企业的独家采访，三部曲纪录片带领观众穿越加拿大的北部，走过爱尔兰的大西洋沿岸，再去探寻旧金山、中国上海，以及非洲中部，一层层揭开华为在世界各地创新背后的故事。

- ❖ 第一部：《创新：血汗与梦想》Innovation: Blood, Sweat and Dreams
- ❖ 第二部：《创新：连接世界》Innovation: Connecting the World
- ❖ 第三部：《创新：开启未来》Innovation: Unlocking the Future

纪录片通过经济学人集团内容中心向全球受众推广

内容中心链接：<https://bloodsweatanddreams.econ-asia.com>

定制专属内容中心，帮助中兴开拓欧洲5G新市场，抓住新机遇

中兴公司希望向欧洲的运营商和监管机构推广5G解决方案。经济学人集团通过(E)品牌链接从信息安全、5G与物联网应用和5G与社会福祉三个角度为中兴撰写了文章并设计了专属内容中心。借助社交媒体发帖、经济学人网站、媒体联盟、和社交媒体广告导流，该内容中心获得超千万曝光（其中Facebook广告：930万次）。

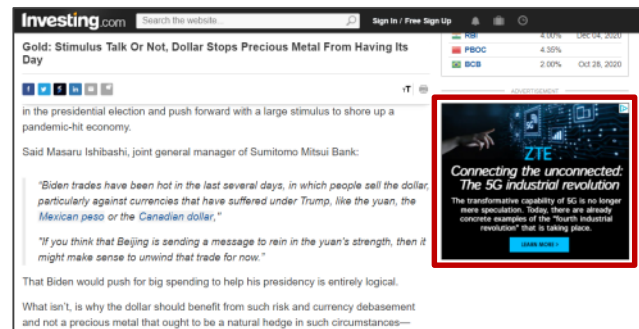
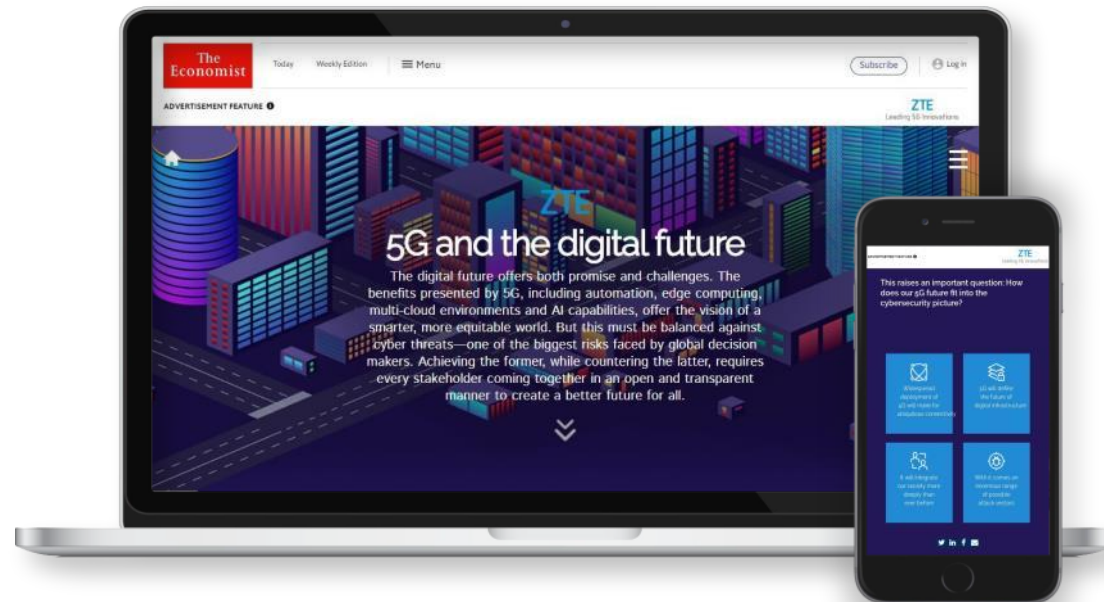


社交媒体发帖



“这三篇文章以更全面的视角阐述了中兴5G解决方案可为社会做出的贡献，行文风格与《经济学人》接近，质量上乘。”

——中兴通讯品牌部总经理

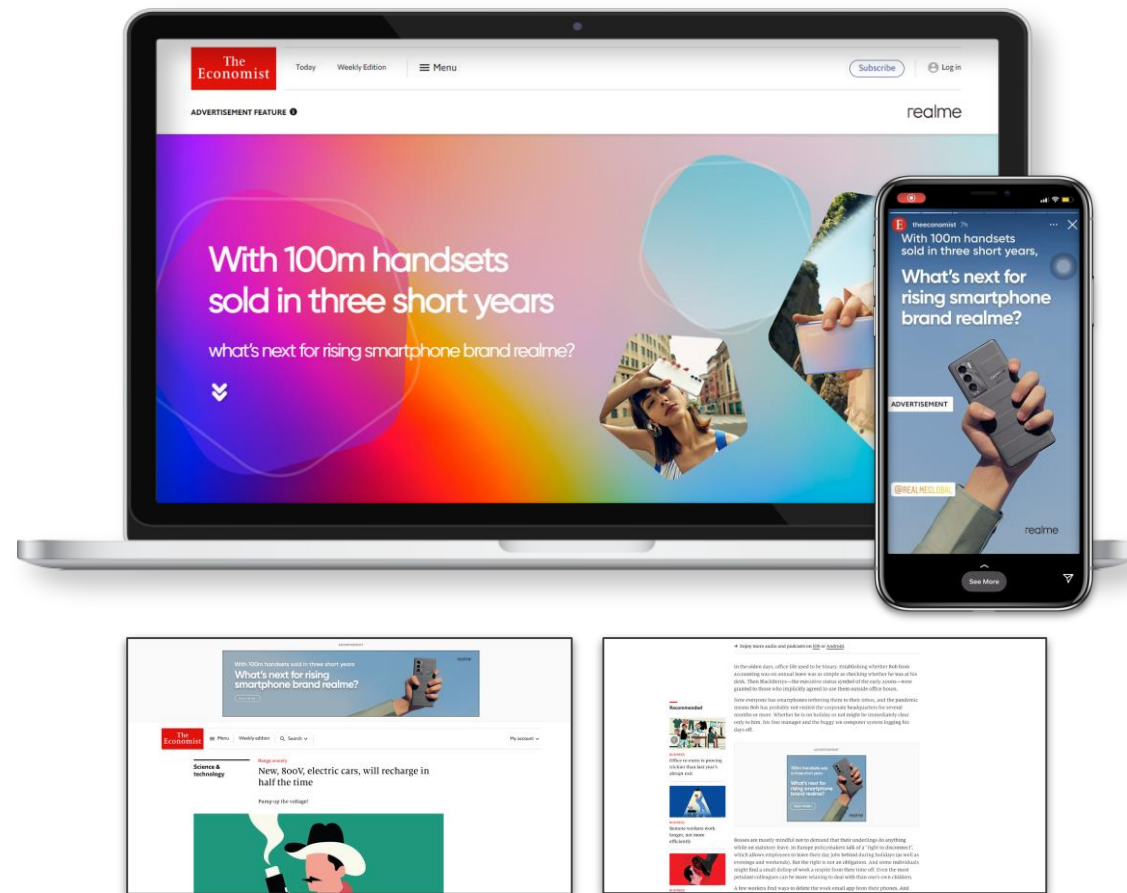


线上及Facebook广告

Instagram赞助结合定制化内容中心为realme新机发布拓宽渠道

经济学人Instagram账号拥有560万粉丝，且多为年轻群体。realme作为中国手机品牌出海新秀，近年来持续在海外发力。为配合realme新机发布，经济学人集团通过Instagram Stories向受众发布新机广告。此外，经济学人集团还为realme定制了内容中心并撰写相应文章，阐述高增长背后的故事，并通过经济学人官网及媒体联盟广告推广。

- Instagram Stories曝光量：102,033
- 内容中心访问量：6,619



内容中心、Instagram赞助及线上广告

蚂蚁金服


2019年下半年，由蚂蚁金服赞助，经济学人集团发布《商业透明度晴雨表：为廉价数据时代的终结做准备》，重点讨论数据保护的相关话题，并在全球范围内进行推广，迅速提升蚂蚁金服的国际影响力。

[白皮书链接](#)


The transparent business barometer: Preparing for the end of easy data

Download Whitepaper

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ANT FINANCIAL




Michael Gold
Editor, The Economist Intelligence Unit

The rapidly growing amount of data created in digital societies has led to an increase in personal data collection and usage for commercial purposes. Many large international companies use data to sell targeted advertising and services, while smaller organisations may also collect and sell such information to other businesses, or for other reasons. For instance, data gathering can reduce costs, help improve existing services and provide opportunities for innovation, such as geo-location information to match supply and demand in certain fields, like ride-sharing.

At the same time, personal data-collection efforts have increasingly been met with scepticism among regulators and the general public alike about the type and amount of data that companies can hold about individuals and how it can be used, largely due to privacy and cyber-security concerns.

This report finds that companies are aware of the importance of data

More from this series



商业透明度晴雨表：为廉价数据时代的终结做准备

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The Economist INTELLIGENCE UNIT



商业透明度晴雨表：
为廉价数据时代的终结做准备

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Twitter

定制化报告帮助Twitter深耕中国市场

Twitter作为全球用户最多的社交平台之一，是众多中国品牌出海的重要合作伙伴。为深耕中国市场，提升客户关系，Twitter公司选择与经济学人集团(E)品牌链接合作，共同发布《迈向全球：2020年Twitter中国出海领导品牌报告》。该报告囊括各行业中国出海领军企业的案例研究，为中国出海企业提供行业洞察与行动指南。

报告发布当日，(E)品牌链接还在经济学人集团微信公众号同时发布了对该报告的解读。报告在发布后获得广泛关注，新浪、网易等主流线上媒体对其进行了大量转发。



SAS-全球商业晴雨表独家赞助

《经济学人·商论》

新冠肺炎疫情的出现给全球经济和企业带来了巨大的压力。为此经济学人集团策划并执行“全球企业高管调查项目”，旨在更好地了解企业如何应对当今局面，以及未来几年将采取的重建策略。全球知名软件公司SAS为该调研项目独家赞助商。经济学人集团为《全球商业晴雨表》设立了专属互动式内容中心，并提供执行摘要下载。SAS Viya系统提供为该内容中心提供了技术支持。通过赞助该调研项目，SAS公司向公众展示了其软件服务商领导地位，SAS Viya产品优势并获取了潜在客户信息（通过执行报告下载）。

为帮助SAS公司开拓中国市场，经济学人集团通过旗下《经济学人·商论》APP向受众展示《全球商业晴雨表》广告，并提供二维码和导流连接至SAS公司落地页。广告传播数据如右图所示：



曝光量：1,396,644 点击量：78,715
点击率5.6%

全球商业晴雨表

此外，经济学人集团通过微信公众号广告为SAS全球论坛提供导流。数据如下：

曝光量：133,112

(其他微信文末广告平均值：26,000)

点击量：4,496

点击率：3.4%

外链点击量：1,860

外链点击率：1.4%

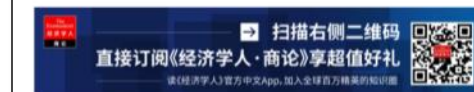
(平均值：0.07-0.10%)



全球央行大放水，人行为何按兵不动？

原创 经济学人·商论 经济学人集团

2020-08-28



中国人民银行货币政策司长本周表示下半年将保持稳健、“正常”的货币政策，提供更多稳定性，这与常年推动量宽并在今年大量印钞应对危机的美联储和欧洲日本央行形成了鲜明对比。中国的克制一方面是因为抗疫成效与经济走势较好，另一方面也反映了为提升人民币国际地位做出的努力。但人行的决策可能还有更深层次的原因：它正在逐步扭转过去一些非常规干预措施。上方扫码可直接订阅商论，中英对照阅读八月刊全文。



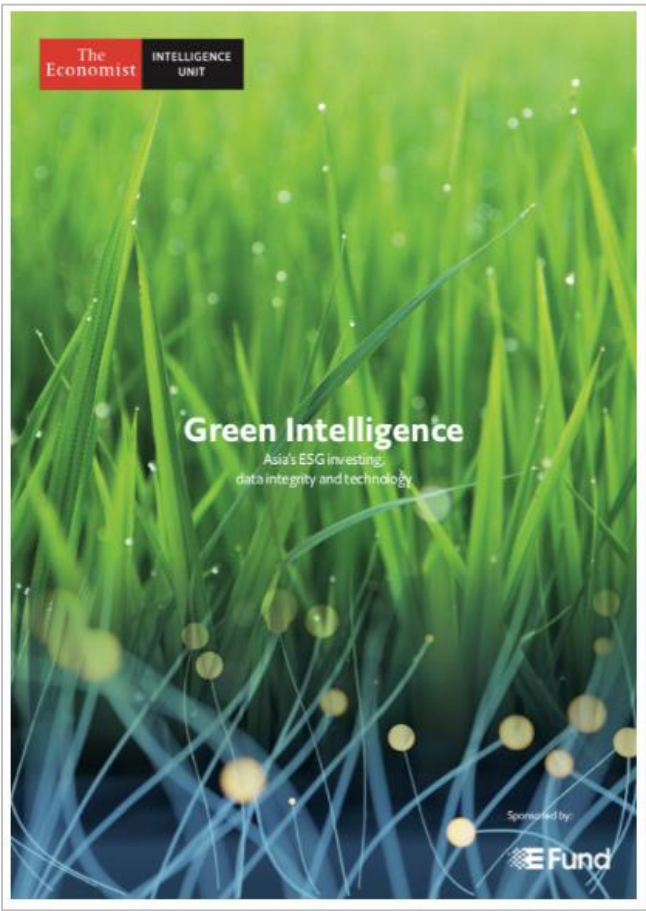
金融

易方达基金

绿色金融理念提升海外投资者关系

越来越多的外国投资机构关注企业的ESG评级。易方达希望在行业内竖立绿色金融思想领袖的形象，以更好地维护海外投资者关系，为此赞助经济学人集团调研项目。调研报告由经济学人智库完成，以《绿色智慧：亚洲的ESG投资，数据完整性和技术》白皮书的形式发布，包含对300名高管访谈的归纳总结，研究不同技术及其收益和环保方面的潜力，并展现全球资产管理机构的内部技术革新及投资方式优化的情况。

经济学人智库通过内容中心、社交媒体，邮件直投等方式向受众展示大型机构投资者如何通过科技投资来改变世界。



《绿色智慧：亚洲的ESG投资，数据完整性和技术》



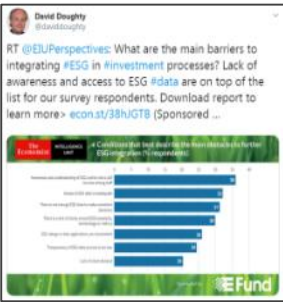
经济学人智库官网发布



社交媒体推广



邮件直投



专家转帖

交通银行


2013年，经济学人集团与交通银行私人银行服务部合作，出版《交通银行海龟指数——国际教育投资回报潜力的标杆分析》。该报告成为交行私人银行服务部当年重要的内容营销材料，与其高端客户进行深度沟通。



中国农业银行

中国农业银行从2011年起，与经济学人集团多个媒体平台进行全方位合作。包括：

在《经济学人》杂志连续投多次整版广告；在《经济学人》杂志电子版上，投放整版广告；在经济学人旗下的Espresso App应用上，赞助报道内容。通过线上线下的的全方位推广广告投放，极大提升了中国农业银行的国际品牌形象。





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 **中国农业银行**
AGRICULTURAL BANK OF CHINA



**To Build a World Class
Commercial Banking Group**


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**Agricultural Bank of China Limited
Released its 2019 Interim Results**

- Net profit was RMB122.37 billion in the first half of 2019, representing a year-on-year increase of 5.5%.
- Total assets reached RMB 23.98 trillion, an increase of RMB1.37 trillion over the end of last year.
- Deposit balance reached RMB18.53 trillion, an increase of RMB1.18 trillion (6.8%) compared with the end of last year.
- Balance of loans and advances reached RMB12.99 trillion, an increase of RMB1.05 trillion (8.8%) compared with the end of last year.
- The Non-performing loans and NPL ratio were RMB185.31 billion and 1.43%, down by RMB4.69 billion and 0.16 percentage points respectively, compared with the end of last year.

Visit us at Booth R131 SIBOS
23-26 September, London

www.abchina.com

 **中国农业银行**
AGRICULTURAL BANK OF CHINA

中金公司-思想领袖白皮书

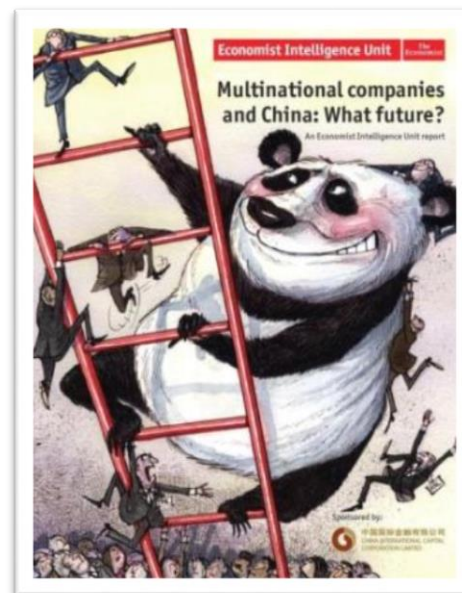
中金公司希望在国内市场吸引更多外资客户，经济学人集团借助旗下智库为中金公司定制了调研项目，并将研究成果以白皮书的形式向外资企业高管推广。

《前景剖析-跨国公司与中国》白皮书:

经济学人智库针对100位在华投资高管深度访谈后完成白皮书，在经济学人智库和中金公司官方平台发布，并以邮件简讯的形式向全球60万企业高管推送。

《勇闯新天地-纵观中国的海外并购》白皮书:

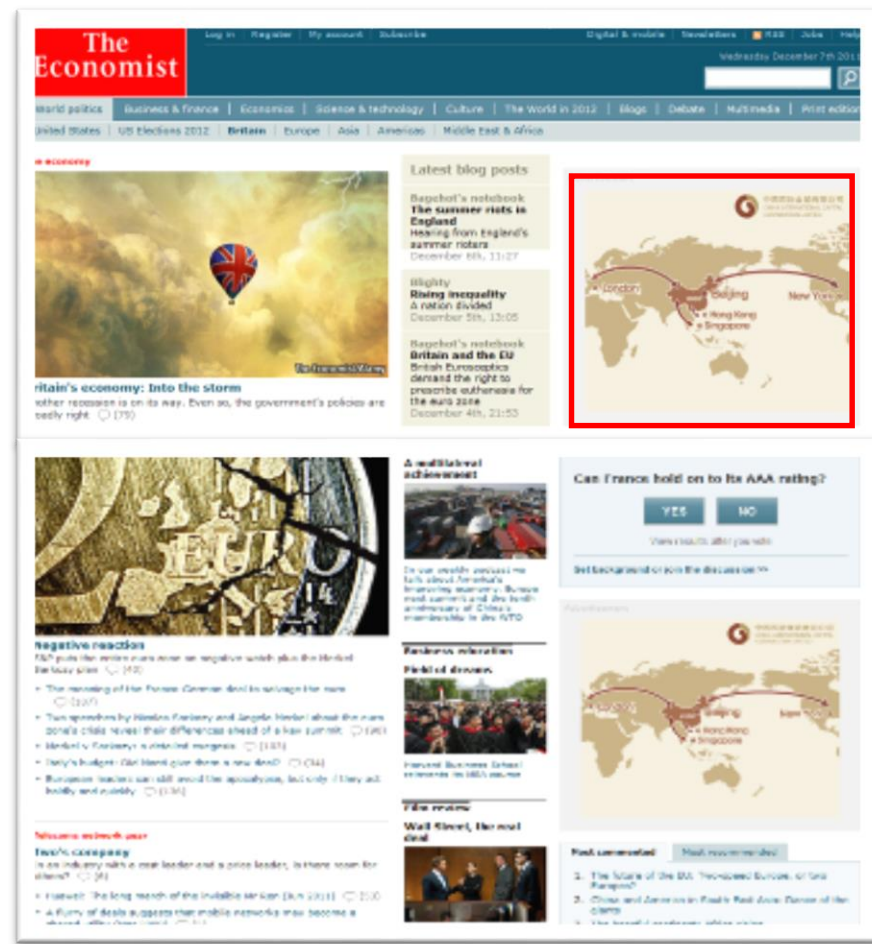
经济学人智库针对600位海外高管进行调查后（包括北美250位、欧洲250位、亚太100位）完成此项白皮书，并在经济学人智库和中金公司官方平台发布。



中金公司-杂志及网站广告



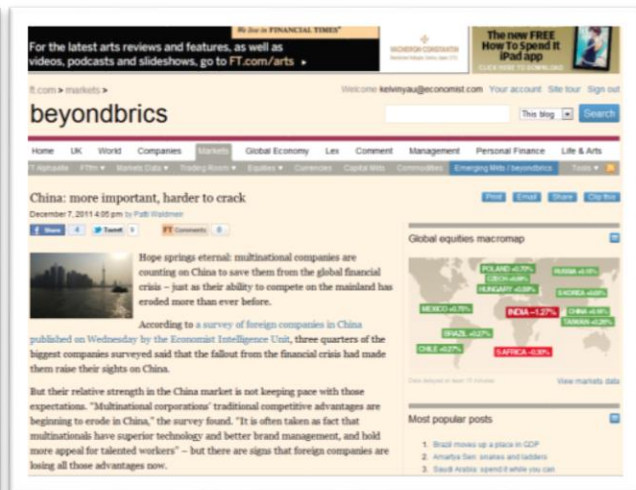
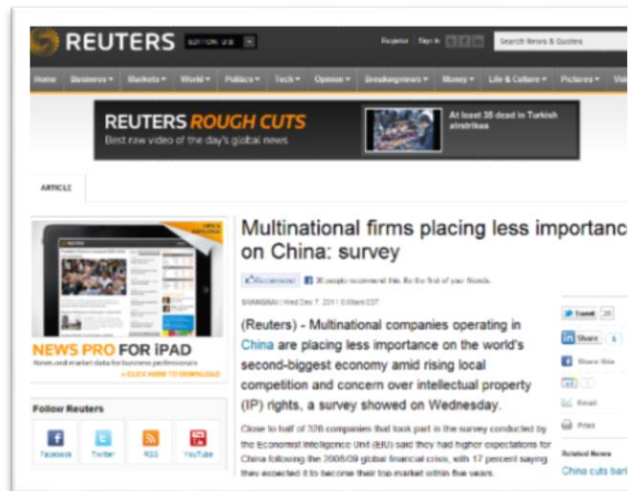
在《经济学人》杂志投放整版广告



在economist.com同步投放在线广告

中金公司-经济学人峰会

经济学人集团在上海为中金公司举办了” What Future” 大型活动，邀请近30名在华外资企业高管参加，40余家媒体对该活动进行了报道。



媒体

2017年，中央电视台英语频道更名为CGTN。《经济学人》作为唯一外媒合作伙伴，帮助CGTN在全球建立品牌认知度，获得全球关注。



2018年11月起至2021年，新华网与经济学人集团合作，在经济学人网站投放网站广告，链接到新华网英文官网。

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Weekly edition
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Business

Still ailing
USA Inc's ponderous recovery
Beyond the frothy stockmarket and the tech boom, much of American business is still struggling

Schumpeter
Which Japanese mogul will leave the biggest legacy?
Mickey v Masa

Video games
PlayStation 5 v Xbox Series X
New consoles and cloud gaming will shake up an industry turbocharged by the pandemic

Gobble, gobble?
Socially distanced Thanksgiving weakens appetite for big turkeys
Smaller gatherings raise demand for smaller birds

Mi time
Xiaomi takes advantage of Huawei's woes
A Chinese smartphone-maker shrugs off feelings of inferiority

Bartleby
Questionable behaviour
Companies are relying more and more on psychometric tests

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At CIIE, foreign enterprises show more interest, confidence in Chinese market

China's import expo records higher deals despite COVID-19 pandemic

China mulls tougher punishment for copyright infringement

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Business

Health care and technology
The dawn of digital medicine
The pandemic is ushering in the next trillion-dollar industry

Holiday shopping
Black Friday isn't what it used to be
The fading importance of America's favourite shopping spree

All inclusive
Social unrest has fuelled a boom for the diversity industry
An army of consultants and recruiters is helping firms become more inclusive

Bartleby
Why office morale will be hard to maintain this year
Covid-19 means fewer seasonal junkies

You've been bottled
Is the attention economy being captured by virtual eyeballs?
A short-selling row highlights the dodgy metrics of online commerce

Schumpeter
How Enel became Europe's climate centurion
Who says utilities are cold-hearted and dull?

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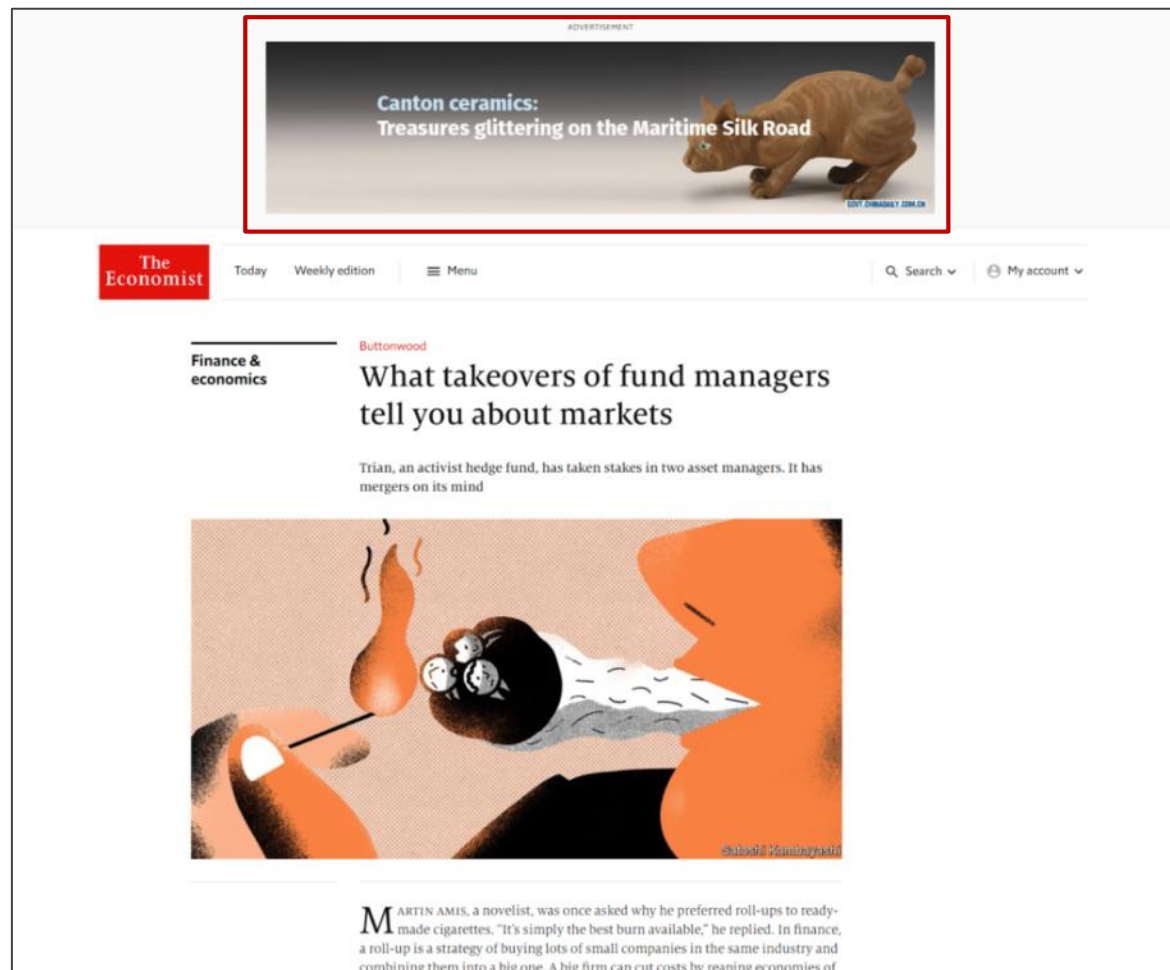
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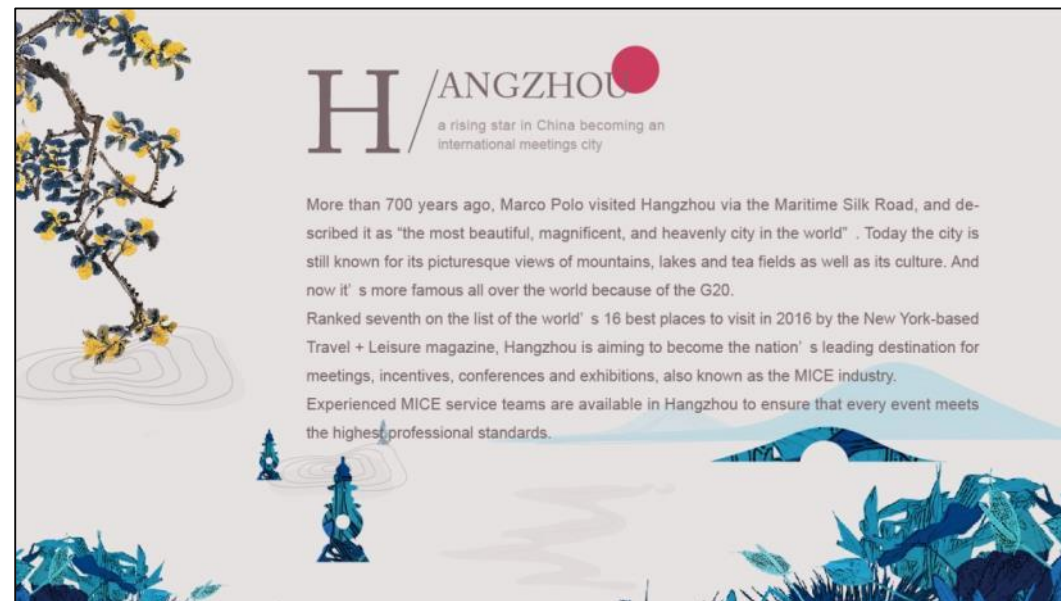


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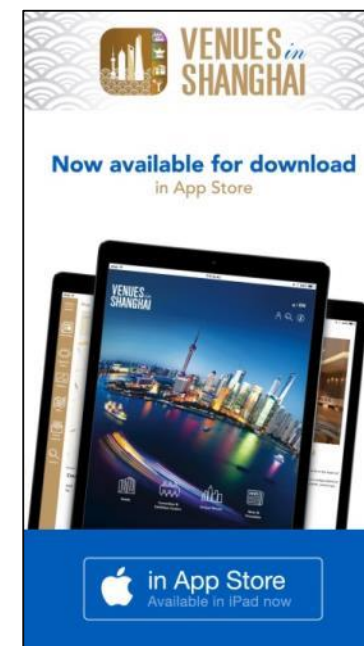
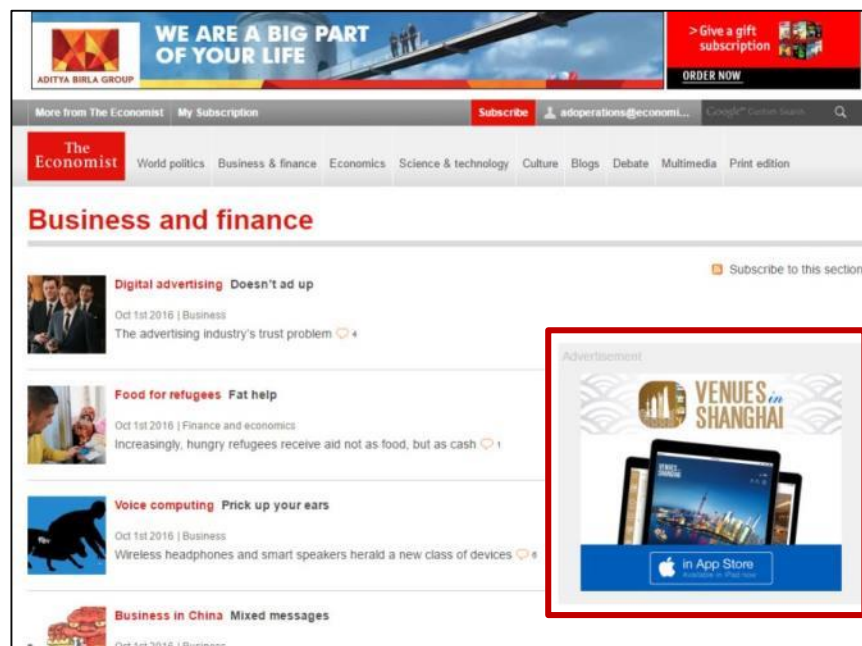


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2020年8月，正值珠海经济特区成立40周年之际，珠海市政府在《经济学人》杂志亚太版的印刷版和电子版上刊登开版软文《珠海经济特区40年：开放思维 潜力无限》，全面回顾珠海40年来走过的历史与取得的成就，展示了它的高效和开放。展望未来，珠海将吸引更多的外国投资，加强与全球市场的互联互通，成为中国与世界沟通交流的纽带。

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40 Years Growth of Zhuhai Special Economic Zone: Open Minds, Infinite Space

While the coronavirus pandemic has dented economic forecasts across the globe, it has allowed some cities to demonstrate their resiliency and potential. Zhuhai, a coastal city of over 2 million, has continued to draw foreign investment and promote trade despite the international economic downturn following COVID-19. Literally meaning "Pearl Sea," this strategic hub is poised for continued growth.

The first half of 2020 has been promising with exports valued at 1.1 trillion USD, and import value topped at 800 billion USD in China. In the first quarter of the year, Zhuhai has already signed more than 30 new key projects ranging from equipment manufacturing, new materials, information technology to pharmaceuticals. The value of these investments exceeds 5.8 billion USD.

Zhuhai is a prime location port city in the heart of the Pearl River Delta, one of the most densely populated areas on earth. It also holds the honor as one of the first cities in China to be designated as a Special Economic Zone (SEZ).

This year marks the 40th anniversary of its status as a SEZ. Over the past four decades, it has demonstrated its capacity for efficiency and openness. As the city looks to the future, it seeks to welcome increased foreign investment, and greater interconnectivity with the global market, bridging China and the world.

THE BENEFITS OF SPECIAL ECONOMIC ZONE STATUS

China first started implementing Special Economic Zones in the year 1980. They were concentrated in southeastern coastal China, an area which had long been recognized within the country for its entrepreneurial spirit. Within designated zones, local governments were allowed to offer tax incentives to foreign investors and to develop their own infrastructure. This allowed businesses to be conducted with greater speed, efficiency, and returns.

A SEZ status offers myriad benefits that foster business success and investment returns. Beyond tax incentives to foreign investors, there are simplified customs procedures and fewer regulatory constraints. Due to the booming growth observed in these initial pilots, the Chinese government has continued to utilize this model, establishing additional free trade zones.

For the last several decades, China's economic rise has been observed by the global business community. The promise and resilience of the economy has been demonstrated by researchers and analysts. For example, according to the International Monetary Fund, China's economy is projected to grow this year while the global economy is expected to contract by an average of 3%. China is one of the few countries where analysts still expect to see growth. For those interested in engaging with China's economy, SEZs offer an open door.

For a city to attract initial rounds of investment, SEZs can rely on their competitive advantages such as preferential tax and tariff policies. To retain capital in the long run, however, the city must continuously maintain its competitive edge by refining and expanding the benefits it offers investors. To this end, Zhuhai has

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identified its next strategic advantage: strengthening cooperation with Hong Kong and Macao. The city also plans to build a hub for the efficient allocation of business critical resources such as human capital, technology and funding.

BRIDGING HONG KONG AND MACAO

Nothing epitomizes Zhuhai's efficiency and interconnectivity more than the Hong Kong-Zhuhai-Macao Bridge. At 55 kilometers long, it is the longest ocean crossing in the world, as well as one of the world's longest underwater tunnels. After eight years of construction and a \$15bn USD investment, the bridge serves as a main thoroughfare for vehicular traffic. Prior to the bridge, it would take a 4.5 hour drive to travel between Zhuhai and Hong Kong. That trip had been drastically shortened and now travelers and goods can arrive at their destination in just under an hour.

The thousands of cargo ships traversing the waters of this bustling port area remain unimpeded, however, thanks to forward thinking design. A portion of the passageway passes through an underwater tunnel, allowing large ships to pass without the need to navigate around or under bridges.

Chen Weich, the founder of JET Global Logistics, is intimately familiar with the scenic sight that this infrastructure has brought to the Guangdong-Hong Kong-Macao Greater Bay Area. Chen

witnessed Zhuhai's transition from sandy beaches to a forest of high-rise buildings. One particular area that Chen has observed is the Cross-Border Industrial Zone. Once Chen heard of the development plans, he seized on the chance to be a part of its growth, which he has called "a once-in-a-lifetime opportunity." As the president of the local Chamber of Commerce, Chen has been involved in the zone's development every step of the way. Thanks to Chen's input, the zone has a 24 hour customs clearance.

Another observer of Zhuhai's continual transformation is Chen's daughter, Chen Jinyang. After graduating from Cambridge University, Ms. Chen worked as a financial analyst for many years. During that time, she continued to monitor Zhuhai's growth; its prospects eventually prompted her to return. Now she is running a new branch of the family business that has expanded into cross border e-commerce.

For Chen, it is the efficient regulatory mechanisms, convenient customs clearance, and ideal location that have made Zhuhai a popular destination for multinational companies. After the opening of the Hong Kong-Zhuhai-Macao Bridge in 2018, many multinational consumer goods companies are looking to set up warehouses in Zhuhai. Enterprises enjoy low fixed costs and efficient service, as well as the ability to easily access managerial talents.

Ding Ligang and Chen Jinyang share a similar view. Ding and his team came to Zhuhai to set up a company specializing in cross-border e-commerce business. They have crafted an annual sales growth rate of over 50% for the past three years.

Ding says that e-commerce is the marketplace for the 21st century; the buying and selling of products is no longer subject to geographic or time zone constraints. In terms of global cooperation, Zhuhai is positioned to serve as an internationally competitive logistics hub. It is a new gateway connecting Chinese and overseas markets.

CHINA'S RIVERA

Over the past four decades, Zhuhai has seen several periods of growth and expansion. The earliest source of development was the logistics industry, when Zhuhai offered competitively priced land and labor to Hong Kong and Macao. As Zhuhai's infrastructure matured, visitors to the city recognized its natural beauty and high degree of livability.

The site became popular with country's eager tourism market, and is often referred to as "China's Riviera." Similar to France's Côte d'Azur, Zhuhai's sprawling coastline offers a sense of luxury.

The Zhuhai-Macao port artificial island, Hong Kong-Zhuhai-Macao Bridge.

charm. City planners, the local government and residents have been diligent in ensuring the city's natural ecology. Zhuhai has excellent air quality.

According to an annual report compiled by the Chinese Academy of Social Sciences, Zhuhai is China's most livable city. It's an accolade that "Pearl Sea" has been awarded for three consecutive years. With its stunning scenery, clear skies and sunshine, Zhuhai has also been named "China's Most Beautiful City." Thanks to its dining options, beaches, hot springs, mountains and parks, it also ranked first among Westerners' favorite cities in China.

Thanks to these assets, Zhuhai has a growing tourism and conference hosting sector.

A KEY ROLE IN THE GREAT BAY AREA

In February 2019, the Chinese government released the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area, proposing to strengthen cooperation between Chinese mainland, Hong Kong and Macao. The stated goal is to further enhance the leading role of the Guangdong-Hong Kong-Macao Greater Bay Area in economic development and opening up.

Shortly after this plan was announced, He Yicheng, Chief Executive of the Macao Special Administrative Region, issued a statement emphasizing that "developing Hengqin is a focus point to promote diversified economic development." Hengqin, the current key area of cooperation between Macao and Zhuhai, is in the spotlight again.

In his policy address, He Yicheng proposed combining Macao's advantages in resources and space. Leveraging these two city's assets will form a business hub with a higher level of openness. The verdant island of Hengqin, Zhuhai, just close to Macao, will be built into an international leisure and tourism island, which will promote the coordinated development of tourism to Macao and Zhuhai. Also, Hengqin will be the site for several new residential complexes. The site will be equipped with comprehensive services including transportation, education, health care and community services. Hengqin will be deeply integrated with Macao and support Macao's diversified economic development.

Zhuhai is symbolic of China's vast potential. It also represents how the Chinese government is able to promote development through the well-recognized reform and opening up policy. As the city celebrates 40 years of positive change, it looks to a bright future where it will play a key role in the nation's continued development.



ZHUHAI 珠海

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刊登于2020年8月22日《经济学人》周刊

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CHANGSHA THE INTELLIGENT CITY

Changsha, capital of Hunan Province, is a modern city with a traditional history. Expanding on both sides of the Xiang River, what was once an inland manufacturing centre has embraced artificial intelligence, media production and international trade. Over the past 20 years, Changsha has broadened to encompass the nearby cities of Xiangtan and Zhuzhou, creating an economic area of about 12 million people. High-speed rail services link it within a few hours to Guangzhou, Shenzhen and Wuhan, while air and road networks easily connect Changsha to the rest of China.

Since the Song dynasty, Changsha has been a centre of learning—with the founding of Yuelu Academy in 976, and around which Hunan University is now built. Other top universities include Central South University and Changsha University of Science and Technology. This combination of educational excellence, geographic location and human resources positions Changsha to capitalise on new technological developments, and prepares it to take the lead in new industries.

INTelligent NETWORKED VEHICLES

One of these innovation-led initiatives is the development of intelligent networked vehicles. Changsha has long taken an interest in the commercial application of this sector. Intelligent driving technology is not just limited to heavy truck transportation, and it can greatly improve safety, while also saving time, operating costs and fuel. The Changsha Municipal Government is one of the first local administrations in China to issue road test licences for intelligent driving vehicles, and also established one of the country's first intelligent driving test zones.

This made the city the perfect place to launch the Changsha Intelligent Driving Institute (CIDI) in 2017. CIDI's founder, Li Zengxin, saw that the vehicle industry was undergoing significant disruption, and believed there was an opportunity to combine Changsha's software resources with other aspects of industry to foster innovation.

CIDI focuses on the development of intelligent driving technology for commercial vehicles, and is committed to building intelligent driving products that can be implemented on the ground.

Each technological step forward takes the vehicle and its driver towards increased automation, in terms of assisted control, detection of obstacles and other functions, and improved safety and operational efficiency. "The competitive advantage is in commercial vehicles. We focus on actual products with economic value," says Albert Hu, CIDI Principal Scientist.

"You can see from our name that CIDI is a technology company. Our relationship with the city is specific. We have two kinds of cooperation: the government provides project parameters, we are responsible for providing appropriate solutions, and assisting the government in attracting investment while driving industrial development," says Ying Long, vice president of CIDI. The institute is a private enterprise, and the Changsha Municipal Government has supported CIDI with office and research space.

For CIDI, it's the best of both worlds. "When we have a problem, first we try to solve it with a commercial solution. But if it's not possible to do properly, then we can ask the Changsha Government for their suggestions," says Mr Ying.

THE FUTURE WILL BE TELEVISUAL

"In the north, there is Zhongguancun; in the south, there is Malanshan." This oft-quoted statement compares the scope and level of success of the Zhongguancun Science Park in Beijing, a hub of innovation that is home to nearly 9,000 high-tech firms, to the Malanshan Video Cultural and Creative Industrial Park in Changsha.

Malanshan's initial tenant over 20 years ago was Hunan Satellite Television, itself a bold initiative to create a media hub outside of China's largest cities. That experiment was so successful that it spawned an online broadcasting partner, Mango TV, which still maintains a significant presence in the park. "Video is being industrialised, and industry is being videoised. This is now a whole new kind of industry, which reduces distance and creates opportunity. It's an important opportunity for technology and creativity," says Jian Guojun, Deputy Director, Malanshan Video Cultural and Creative Industrial Park.

The park is now home to more than 1,140 companies, with a total output of approximately RMB32 billion (US\$5.32 billion). Around 30% of those companies focus on technology, and the rest on creative services. "It's not just the creativity, it's the

technology to back it up and support it," says Mr Jian. Augmented reality and virtual reality technologies are being developed in Malanshan, alongside advertising, programming and other ways to utilise the opportunities presented by these new platforms.

"This is the age of 5G, an era of unlimited bandwidth. This is a new kind of creativity. It's a new kind of communication; who knows how this will develop in the future? And what can it do for people?" says Mr Jian.

RAIL SAILING

For all that innovation is changing how we live, work and think, some aspects, such as geography, seem immovable and unchanging. Hunan is a landlocked province, so for 500 years transporting produce and goods to and from Changsha mainly meant travelling by river or canal. However, the advent of transcontinental, high-capacity, high-speed railway networks has made it more expeditious and cost-effective for inland cities like Changsha to transport goods over land.

The "land port" concept began with former mayor of Changsha Huang Qitan, who began exploring the moving and handling goods via railways in the same way that goods are moved along waterways. The idea gained momentum as part of China's Belt and Road Initiative, to link modern and traditional rail and road trade routes across the Eurasian continent. When coupled with warm international relations and favourable customs and trade agreements, inland trade has entered a new phase of growth.

To facilitate these trade opportunities, Changsha's Central South China International Land Port launched its first China-Europe freight train operation in 2018.

Logistics giant Sino-Trans owns 47% of the Land Port, with the Changsha Government holding the rest. In 2019 it successfully operated a total of 411 China-Europe freight trains, and the city is now expanding as an important logistics hub in central and southern China. Even in a year impacted by covid-19, local trade with Russia increased by 44% in 2020.

"When we need something, we look at the market and we solve it. For example, if we need wheat, then we source it from Russia. If we need milk powder, we can get it from Belarus. We can get frozen meat from Eastern Europe. All of this improves and raises the quality of life of people in Hunan," says Ye Hongbin, General Manager, China International Land Port Co., Ltd.

"For exports, it allows us to send our products directly to those markets. Hunan is a central port in China, there are similar places in Europe, including Munich, Budapest and Moscow. It makes more sense for us to send goods there by rail directly, over land. Why would I send products there by ship?" asks Mr Ye.

Previously, goods from Hunan could take as long as 40 days to reach Hamburg, Germany, now they can arrive in as few as 12, says Mr Ye. This is particularly advantageous for agricultural products, a leading Hunan export, as they arrive fresh by rail in European markets. This system can also be expanded and opened to Japan, Korea and Taiwan, to allow goods from those places to be transported overland, once they arrive by sea.

THE CITY OF CHANGSHA



ATTRACTING TALENT

Despite Changsha's leading position in a logistics, media and technology hub, the city faces stiff competition for top talent from other major cities. However, its ability to retain and attract qualified candidates for its growing number of positions is continuously improving.

"Up to several years ago, Hunan lost a lot of talent to bigger cities. We compete with places like Shenzhen. Now we are retaining more fresh graduates who want to stay closer and have more opportunities. Also, we are attracting more talent from other areas. The cost of land is cheaper, the cost of living is cheaper, and the quality of life is similar," says Ying Long, vice president of CIDI.

Gang forward, the companies see it as their responsibility to bring in the right talent. "If we become famous, then Changsha becomes famous. So, it's up to us to carry that forward. If people tell about us, they will talk about Changsha. If we do ground-breaking technology, people will know Changsha is a place for ground-breaking technology," says Mr Ying.

1,140 companies generating RMB35 billion

The Malanshan Video Cultural and Creative Industrial Park is home to over 1,140 companies, with a total output of approximately RMB36 billion (US\$5.37 billion).

60 days → 13 days

Previously, it could take 40 days for goods to travel from the province of Hunan, China to Hamburg, Germany by rail. Now, they can arrive in 13 days at the earliest.

46% increase

In 2020, trade between Changsha and Russia increased by 44%.


开版软文《智慧城市·长沙》
刊登于2021年1月9日《经济学人》周刊

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天津泰达与经济学人集团在全球的合作已经超过8年。合作中，经济学人集团为天津泰达提供了一系列媒体解决方案，其中包括：经济学人集团为TEDA进行开发区内调研项目、在《经济学人》杂志多次刊登整版广告。

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Investment keeps pouring in because TEDA's motto is "Investors are kings." With that kind of attitude and support, it's not surprising that so many companies in China and from other countries have chosen TEDA. It makes perfect sense.

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Development Area Industrial park in China as China's oldest hot fresh first again

During China's 12th five-year-plan period, Binhai aims to invest five billion renminbi into cloud computing services and infrastructure. said Zou Fiang, Deputy Director of the TEDA Investment Promotion Bureau. "These investments include details like the 890,000-square-kilometer park's ample and redundant fiber, as well as reliable power."

The focus led innovative groups to call TEDA home, including a shining portfolio of tenants - such as Tianjin International Joint Academy of Biotechnology and Medicine (TJAB), the National Research Center of Nanotechnology and Engineering, as well as Binhai Software and Service Outsourcing Alliance (BSOA).

Ranked the world's fastest supercomputer in 2010, TEDA's Tianhe-1A Computer has developed a cloud computing platform that supports 3D animation, oil exploration, industrial machinery and pharmaceutical research and development (R&D), simulative analytics, system forecasting, data mining and financial risk modeling.

TEDA offers such a robust eco-system that IBM partnered with TEDA in 2003 to set up its SaaS and IaaS data service joint venture called I8T. Under the partnership TEDA frequently organizes symposiums where its corporate clients, including IBM cloud computing experts, can gather and exchange notes.

By 2015 TEDA expects the value of its electronics information industry to reach about 250 billion renminbi.



I8T is not alone. TEDA is also home to Tencent's first-ever cloud computing center. The group operates the wildly popular instant-messaging platform called Tencent QQ, as well as one of the world's most active web portals, QQ.com. Tencent holds 29 patents directly related to cloud computing, all of which are in use in TEDA.

In addition, Hewlett-Packard (HP) has based its global cloud computing hub in TEDA, while Standard Chartered Bank has set up one of its three hubs there, from which it can service its global clients.

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The growth of diverse industrial clusters has led to numerous agglomeration benefits, including supply-chain efficiencies and the cross-fertilisation of ideas. Among Beijing ETOWN's many landmark achievements are the first domestically designed control system for subway trains, the world's biggest LCD display and a string of biomedical innovations.

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QIANHAI IS THE BLOSSOMING STARLET in the Pearl River Delta—the fastest growing region in the fastest growing large economy in the world. Just an hour from Hong Kong, this 15 square kilometre special economic zone in Shenzhen is attracting multinational corporations, SMEs and budding entrepreneurs seeking a base from which to tap into China's—and Asia's—growth story.

The Pearl River Delta has transformed completely over the past thirty-five years, in tandem with the liberalisation and rapid growth of China's economy. Shenzhen already boasts China's highest per-capita GDP yet the city is poised for even greater growth due to its key position in global supply chains. Qianhai is the impressive next step in Shenzhen's evolution.

QIANHAI'S COMPETITIVE EDGE

Qianhai's development was initiated in 2010 as a key pillar of the Shenzhen-Hong Kong modern service industry cooperation. Its raison d'être is to complement Hong Kong, providing the space, infrastructure and expertise for companies in service sectors—including finance, accounting, legal, IT and logistics—to develop synergies across both cities.

This two-city strategy will enable firms to establish an operating base plugged in both to the outside world and Mainland China. In other words, Qianhai's development will enhance the attractiveness of Hong Kong's hinterland, positioning the city to better compete against the world's top global cities.

POLICY SUPPORT

Qianhai will require innovative policies in order to serve as a successful bridge between mainland China and the outside world. With that in mind, China has designated The Authority of Qianhai-Shenzhen-Hong Kong Modern Service Industry Cooperation Zone as the country's first statutory institution. It has municipal administrative authority with independent planning status to approve non-financial industrial projects.

This policy flexibility has already been expressed in financial and tax policies. For instance, Qianhai is at the leading edge of China's efforts to internationalise the renminbi, earning as a laboratory of sorts. In 2012, Hong Kong banks were allowed to lend offshore yuan to Qianhai firms, a move that is catalysing the back flow of Hong Kong yuan stocks, boosting the currency's global liquidity. Among many other financial liberalisations, banks in Hong Kong and Qianhai are allowed to set their own interest rates—without being constrained to central bank benchmarks—for RMB-denominated loans to Qianhai companies.

Meanwhile, Qianhai has rolled out a raft of tax benefits for individuals and corporations, including multiple exemptions for firms in the insurance, outsourcing and logistics industries. The headline tax rate for many companies and all individuals is capped at 15% (versus 25% and 45% respectively elsewhere in mainland China).

WORLD-CLASS "HARDWARE"

As a new development, Qianhai has been able to further improve on China's renowned infrastructural and urban efficiencies. Its location offers unparalleled global connectivity. It is near both the Hong Kong and Shenzhen airports, and is criss-crossed by multiple high-speed, regional and local rail lines. The Qianhai Bay Bonded Port Area enjoys deep-port access with China's most liberal customs regulations.

Additionally, urban planning in Qianhai has been geared towards attracting the world's elite talent. There is therefore a heavy emphasis on quality-of-life measures. This is seen in, for instance, the development of a coastal recreation zone that will offer premium seaside living; and the construction of sparkling water channels and breezy ventilation corridors that will slice through the building pockets. Along with its extensive recycling systems and renewable energy usage, Qianhai is a city designed very much with global environmental and resource conservation in mind.

INDIGENOUS "SOFTWARE"

To match its world-class infrastructure and progressive urban design, Qianhai is also busy importing softer skills from Hong Kong, including international business best practices in a bid to foster a fair, transparent, efficient and clean business environment. For instance, Qianhai plans to establish a local court based on Hong Kong's legal system for arbitration cases.

Furthermore, by streamlining all business-related administration through a "One-stop Electronic Service Centre", it is easier for big corporations and independent entrepreneurs alike to do business in Qianhai than in most other places in the world.

One of the many ingenious initiatives introduced in Qianhai is the "Qianhai Shenzhen-Hong Kong Youth Innovation and Entrepreneur Hub", a designated campus-like area, with offices and residential buildings alongside recreational spaces. Startup founders aged 18 to 45 will enjoy a rent-free first year and a 50% subsidised second year for office and residential space.

THE ECOSYSTEM IS GROWING—NOW IS THE TIME

Qianhai has now achieved a critical mass of domiciled companies: more than 20,000, with roughly 70 new firms registering every day. Global heavyweights such as HSBC and Standard Chartered Bank have started operations there, alongside many Chinese firms such as Tencent. Meanwhile, other leading Asian firms such as Indonesia's Lippo Group are also investing in Qianhai.

Over 1,000 Hong Kong firms have registered in Qianhai, and in their wake have followed young executives seeking out promising careers and entrepreneurial opportunities. They are sparking the development of a Qianhai community.

This confluence of trends means that now is the time to invest in Qianhai. Within a matter of days, your firm can be plugged in to the best new growth opportunity in the world's most dynamic region.

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QIANHAI IN NUMBERS

The headline tax rate for many companies and all individuals is capped at **15%** (versus **25%** and **45%** respectively elsewhere in mainland China).

With planned land use covering **15 square kilometres**, and a total construction area covering **28 million square metres**, plans are expected to create **650,000 jobs** and provide shelter for **300,000 residents**.

More than **20,000 companies** are now registered in Qianhai. On average **70 new firms** sign on every day. Over **1,000 Hong Kong firms** are now registered in Qianhai.

The Qianhai Shenzhen-Hong Kong Youth Innovation and Entrepreneur Hub is a combination of office and residential buildings, with education, recreation and sports facilities. **Startup founders aged 18 to 45** will enjoy a rent-free first year and a 50% subsidised second year for office and residential space.

Shenzhen boasts the highest talent in the following categories among major Chinese cities: 120% per capita, foreign export volume, number of patent applications and number of patent ownerships per capita.

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This service-sector hub is flourishing in Hong Kong's hinterland

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WORLD-CLASS "HARDWARE" AND "SOFTWARE"

Qianhai's location offers unparalleled global connectivity, with multiple air, sea, rail and land links. Additionally, urban planning in Qianhai has been geared towards attracting the world's elite talent. This is seen in the development of a coastal recreation zone that will offer premium seaside living.

To match its world-class infrastructure and progressive urban design, Qianhai is also busy importing softer skills from Hong Kong, including international business best practices in a bid to foster a fair, transparent, efficient and clean business environment. Qianhai plans to establish a local court based on Hong Kong's legal system for arbitration cases.

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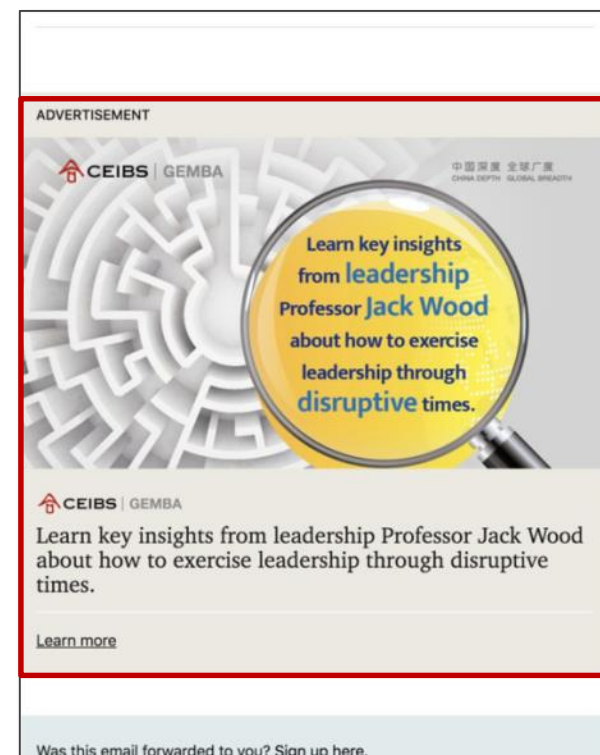
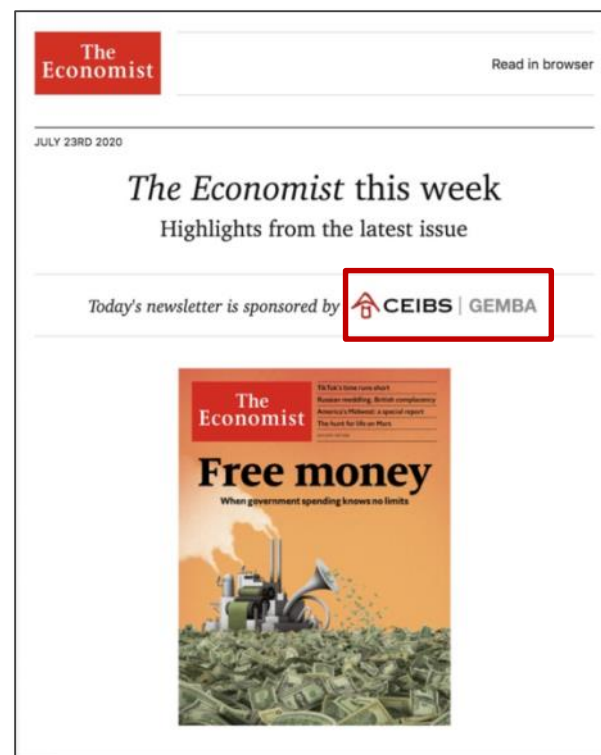
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