

HUANGPU GUANGZHOU

DEVELOPING A LEADING
BIOMEDICINE INNOVATION CLUSTER
AT THE HEART OF GREATER BAY AREA

prepared for

2023

HUANGPU – AT A GLANCE



CLEAR PATH TO THE FUTURE

The Greater Bay Area with Huangpu at its centre is one of the world's main HUBs where the economy of the future advances. China has emerged as the vanguard of research & application of new technologies and Huangpu is one of China's main laboratories where the successes of our future evolve.



GATEWAY TO CHINA

For centuries, Huangpu has been the one and only entry point into China, the world's second largest economy today. Huangpu sits at the outset of China's maritime SilkRoad and is one of the central transportation nodes of the 2022 RCEP free trade agreement, allowing companies in the district direct access to 30% of the world's population.



RANKED 2ND IN CHINA

Every year, Huangpu District ranks in the top 3 of China's 218 Development Zones Ranking, which compares the Development Zones in terms of economic strength, infrastructure, operating cost, HR & CSR, environmental protection and especially technological innovation.



EASY ACCESS & INVEST

A range of important institutions like the South China IP court or the South China Patent Registry are located in Huangpu District. Together with extra fast online processes for company registrations, the filing of patents or fast tracks for residence permits for foreign talents make Huangpu the most convenient location to make business in the Greater Bay Area and the whole of China.



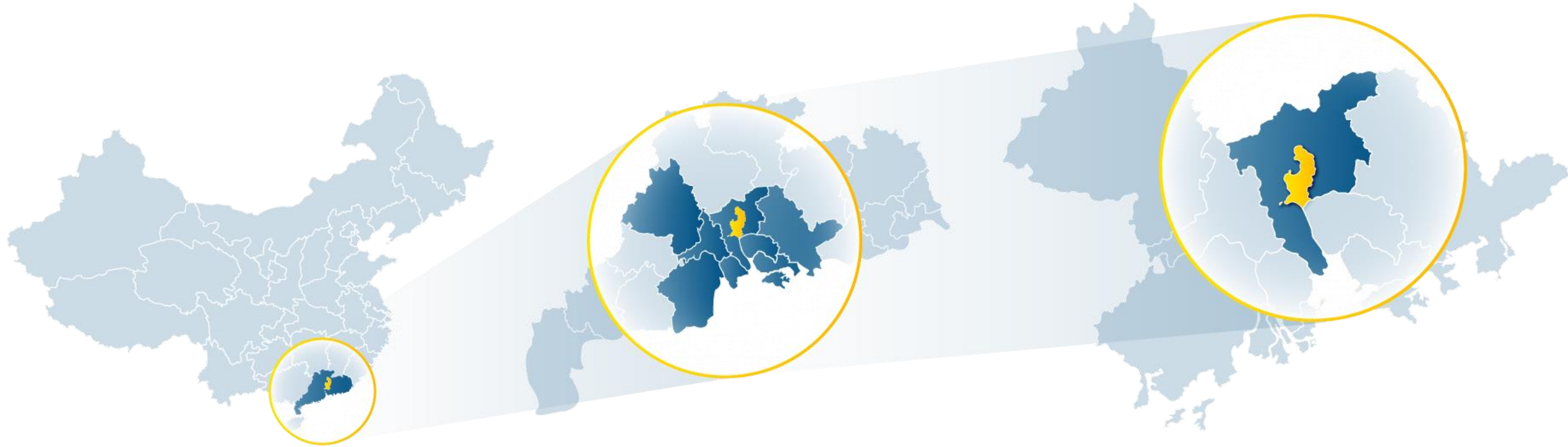
EXCELLENT TALENT & RESEARCH

Guangzhou and Huangpu District offer all the perks for researchers, state-of-the-art academic institutions and talent services of a Chinese Tier I city, but at very competitive cost – especially compared to cities like Beijing, Shanghai, Hong Kong or Shenzhen.

THE GUANGZHOU-HONGKONG-MACAO GREATER BAY AREA ONE OF THE BIGGEST BAY AREAS IN THE WORLD



LOCATED AT THE HEART OF THE WORLD'S IOT, GREEN TRANSITION & FUTURE URBANISATION MEGA-CLUSTER



GUANGDONG PROVINCE

Huangpu District is located in Guangdong province at China's South.

Guangdong's economy reached a GDP of almost 2 trillion USD in 2022, surpassing the economy of South Korea and making up around 15% of China's total economic output.

With its world-known industrial backbone as well as logistic infrastructure it has outstanding economic importance for Asia and is geographically located at the centre of the world's largest free-trade-agreement (RCEP).

GREATER BAY AREA

Precisely, **Huangpu District** is located at the heart of Greater Bay Area.

On a land area the size of Croatia, the GBA includes 9 of China's largest megacities, the highest density of Fortune 500 companies in China and is home to China's most innovative companies.

With soon 90 million inhabitants, the GBA compares to the joint population of Germany & Switzerland and is developing into a powerhouse of future technologies – especially IoT, Green Transition and Smart Urbanisation related.

GUANGZHOU

Huangpu is a **District** of the Tier 1 city Guangzhou (Kanton) – the capital city of Guangdong Province.

With USD 60 Billion, Huangpu generates a local GDP that compares to those of the city of Cologne (Germany), the metropolitan region of Toulouse (France), or Malmö metropolitan area (Sweden).

Since more than 2,000 years, Huangpu's harbor is the offspring of the "Silk-Road" to the sea and today the district leads in terms Of economic and innovative performance in the GBA.

ECOSYSTEM | LOGISTIC



5 international airports



Fast train connections to all large Chinese cities



South China's Central Cargo Handling Railway Center



Home to 3 of the world's biggest harbours



More than 70 Million TEUs are moved annually through the ports of the GBA



INNOVATION | ECOSYSTEM



Full 5G coverage, +220,000 5G-base-stations



+200'000 patents filed each year at the South China IP court



+200 Universities with more than 2.5 Mio. students



2/3 of global drone production



+25,000,000 kilometers autonomous driving realised

GBA – GLOBAL INNOVATION ENGINE



2nd among the world's top 100 S&T Hotspots!





1840s
TRADING HUB

1980s
INDUSTRIAL PRODUCTION

2000s-today
HIGH TECH MANUFACTURING

NOW
INNOVATION & KNOWLEDGE ECONOMY

STRONG TRADITIONAL SECTORS AND EMERGING FUTURE CLUSTERS

HUANGPU IN NUMBERS

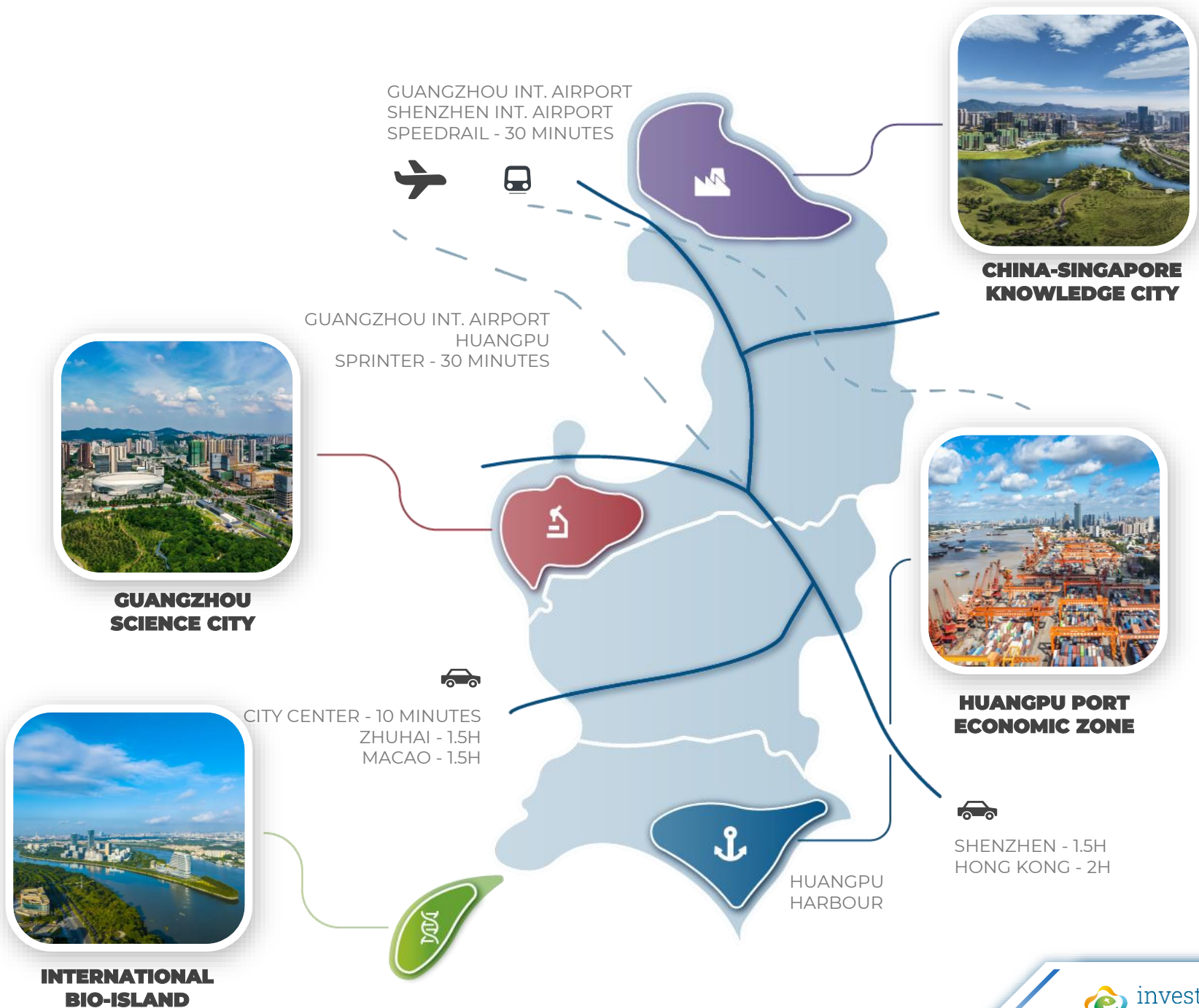
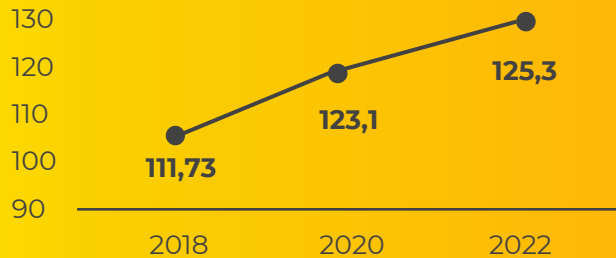
FIXED ASSET INVESTMENT
USD 20 Billion

TOTAL INDUSTRIAL OUTPUT
USD 125,3 Billion

TOTAL FISCAL REVENUE
USD 21 Billion

REGIONAL GDP
USD 60 Billion

INDUSTRIAL OUTPUT (USD Billion)



HUANGPU ECONOMIC ECOSYSTEM

20 000

PRIVATE SMES

4000+

MULTINATIONAL
ENTERPRISES

2100+

HONG KONG
INVESTED COMPANIES

300+

GLOBAL FORTUNE
500 PROJECTS

70+

LISTED
COMPANIES

21

NATIONAL
INDUSTRIAL
BASES AND PARKS

4

STRATEGIC
EMERGING
INDUSTRIAL BASES

6

MUNICIPAL
LEVEL STRATEGICALLY
TECHNOLOGICAL
EMERGING
INDUSTRIES BASES



R&D ENVIRONMENT



Semiconductors



Information &
Communication
Technology



Biomedicine



New Materials



New Mobility



Hydrogen
Economy



Huangpu Healthcare Hub

Corporate R&D



Scientific R&D



Biosafety



SME Manufacturing



Large Manufacturing



Intellectual Property



Lonza



South China IP Court

GBA Patent Registry

NMPA South China Branch

Annual Industrial Output: USD 16 Billion (500+ Companies)



HEALTHCARE FOOTPRINT



Large Hospital/Clinic



Medical College/University



Guangzhou Regenerative Medicine & Health Laboratory



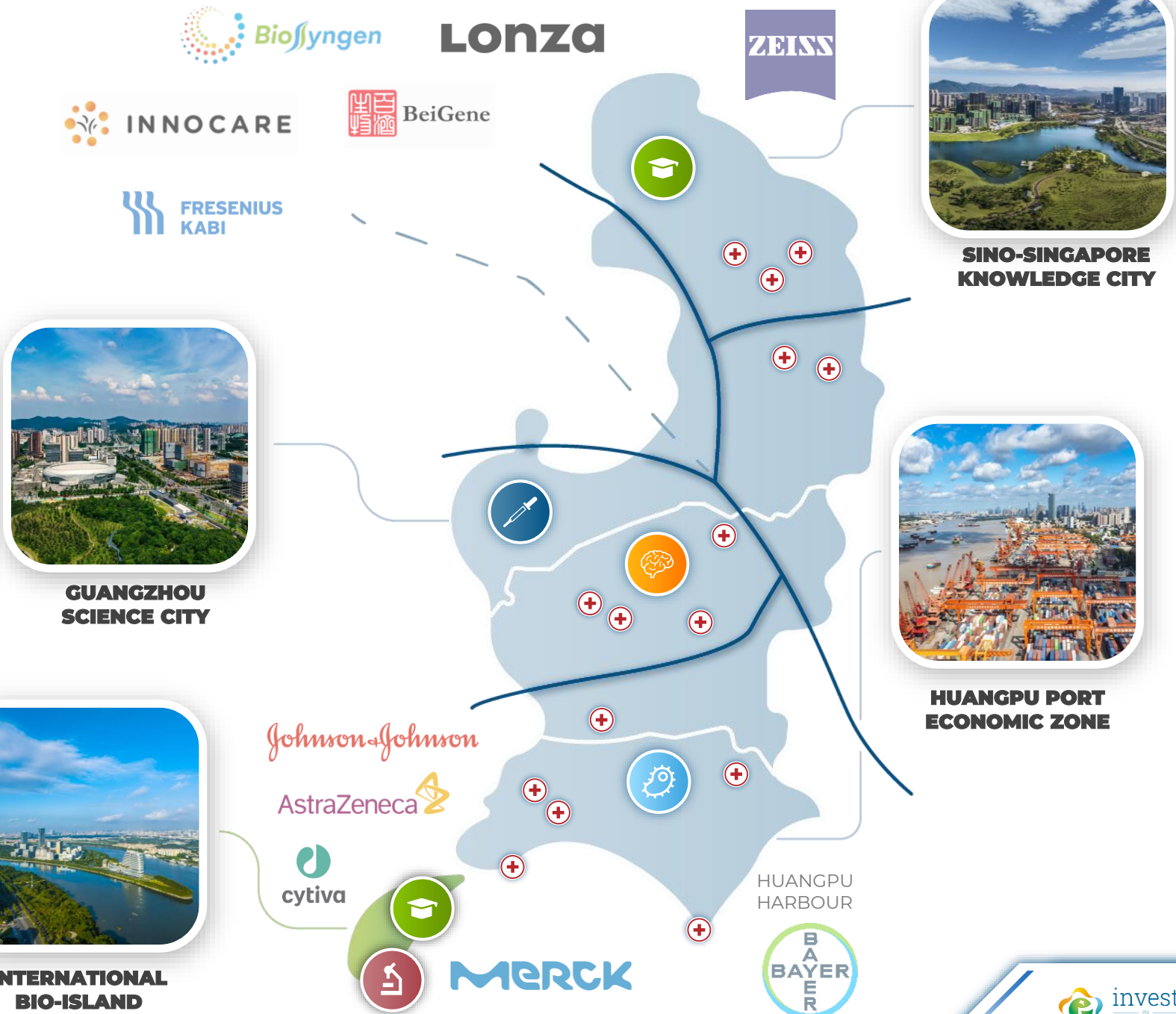
South China Stem Cell Institute



South China Innovative Pharma Institute



Guangzhou Biomedicine & Health Institute



GUANGZHOU INTERNATIONAL BIO-ISLAND

1.83 SQKM

350+ COMPANIES

8 FORTUNE 500

80+ LABORATORIES



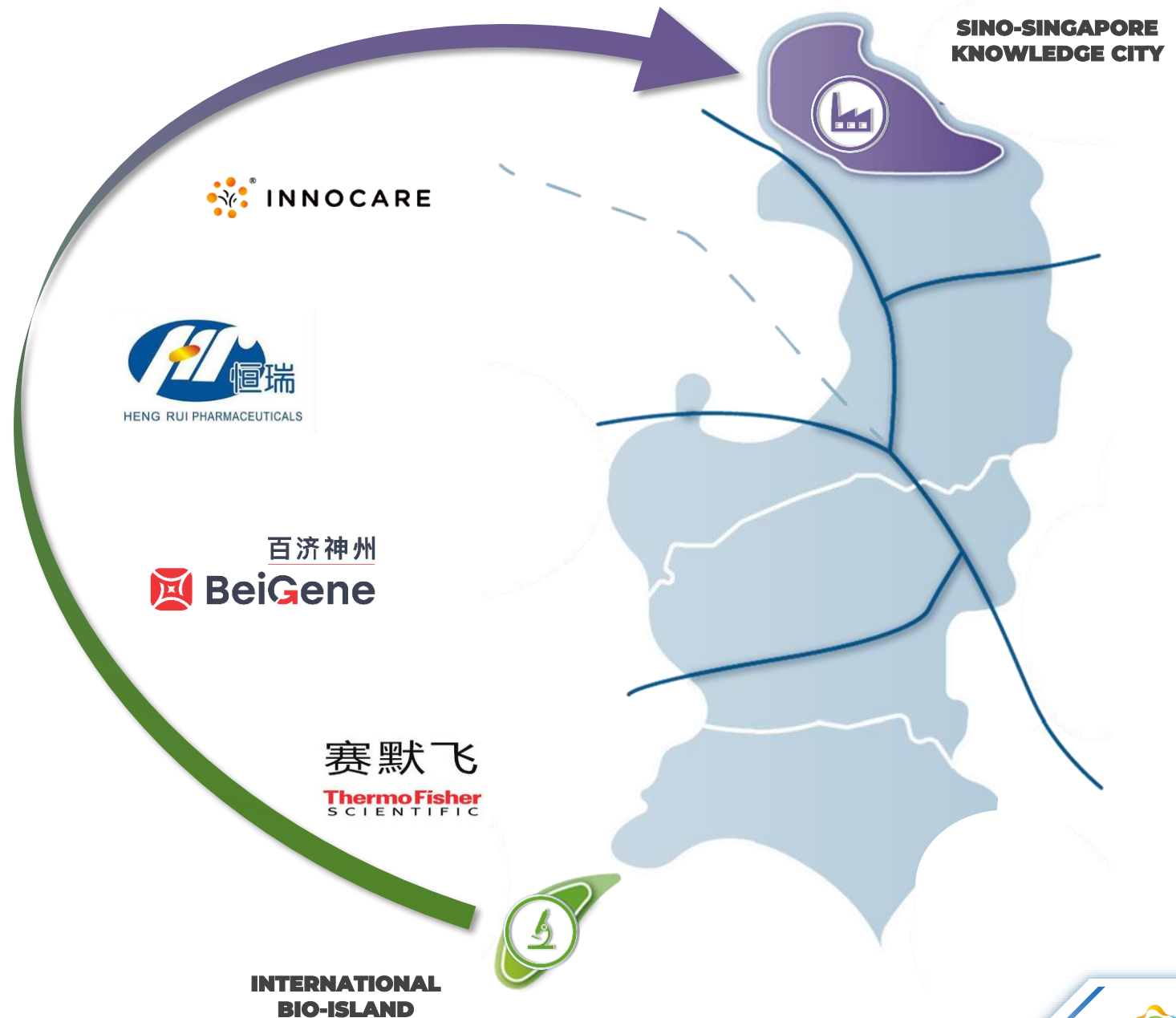
Biomedicine Huangpu Two-Pillar Strategy



PILLAR 2
PRODUCTION &
MANUFACTURING



PILLAR 1
RESEARCH &
DEVELOPMENT



TOP HEALTHCARE EDUCATION SUN YAT-SEN UNIVERSITY



SUN YAT-SEN UNIVERSITY HEALTHCARE FOOTPRINT

- Sun Yat-Sen College of Medical Sciences
- **80 000** students enrolled across all discipline
- **9** Designated Medical Departments
- **5** general hospitals
- **3** specialized hospitals
- **13** community hospitals

Out of all Chinese universities, Sun Yat-Sen University supports the most extensive healthcare system.



89TH

WORLDWIDE

7TH

CHINA

2ND

SOUTH CHINA

HEALTHCARE RESEARCH FOCUS



One of China's **most prestigious Universities** with a heavy focus on Healthcare lies just across the river from Biolsland.

- | | |
|------------------------|-----------------------------|
| 1 Endocrinology | 2 Oncology |
| 3 Neurology | 4 Pathogenic Biology |
| 5 Toxicology | 6 etc... |

In disciplines such as **Microbiology** or Pharmacology, the university ranks repeatedly among the **top 1%** in the world by ESI system!



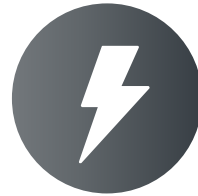
EASY ENTRY EXIT FOR BIOMATERIAL

SOUTH CHINA BIOMATERIAL EXIT & ENTRY PUBLIC SERVICE PLATFORM

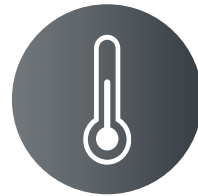
Huangpu is home to one of **only 3** Biomaterial Rapid Customs Clearance Platforms in China besides Beijing and Shanghai

IMPORT AND EXPORT OF BIOMATERIALS

- Companies in Huangpu can save about about **2-3 working days** for each shipment
- Additionally, they save 30-50% of customs clearing costs



FAST-TRACK INSPECTION PROCESSES



MULTI-TEMPERATURE STORAGE ROOMS



STATE OF THE ART IP PROTECTION ECOSYSTEM



Close proximity to all relevant IP institutions in South China (incl. WIPO)



Support and convenient facilitation for foreign invested enterprises



Review passes in less than 24 hours



Fast and easy online processes



Fast registration in 10 minutes



Huangpu District is responsible for 200 000 patents per year

HUANGPU SPEED

Huangpu's South China IP Court allows for self-service applications which are quickly done in 10 minutes and will be reviewed in less than 24 hours. In 2020, China granted 500'000 patents. Huangpu District is responsible for 200'000 of them. The European Patent Office granted 130'000 patents (Source: Statista 2022).

1

China Intellectual Property Protection Centre

- IP Protection for new-gen IT Technology & Biomedicine
- Very fast processes for fast evolving industries

2

South China Intellectual Property Court

- Civil & Administrative Cases
- Technical Patents etc.

3

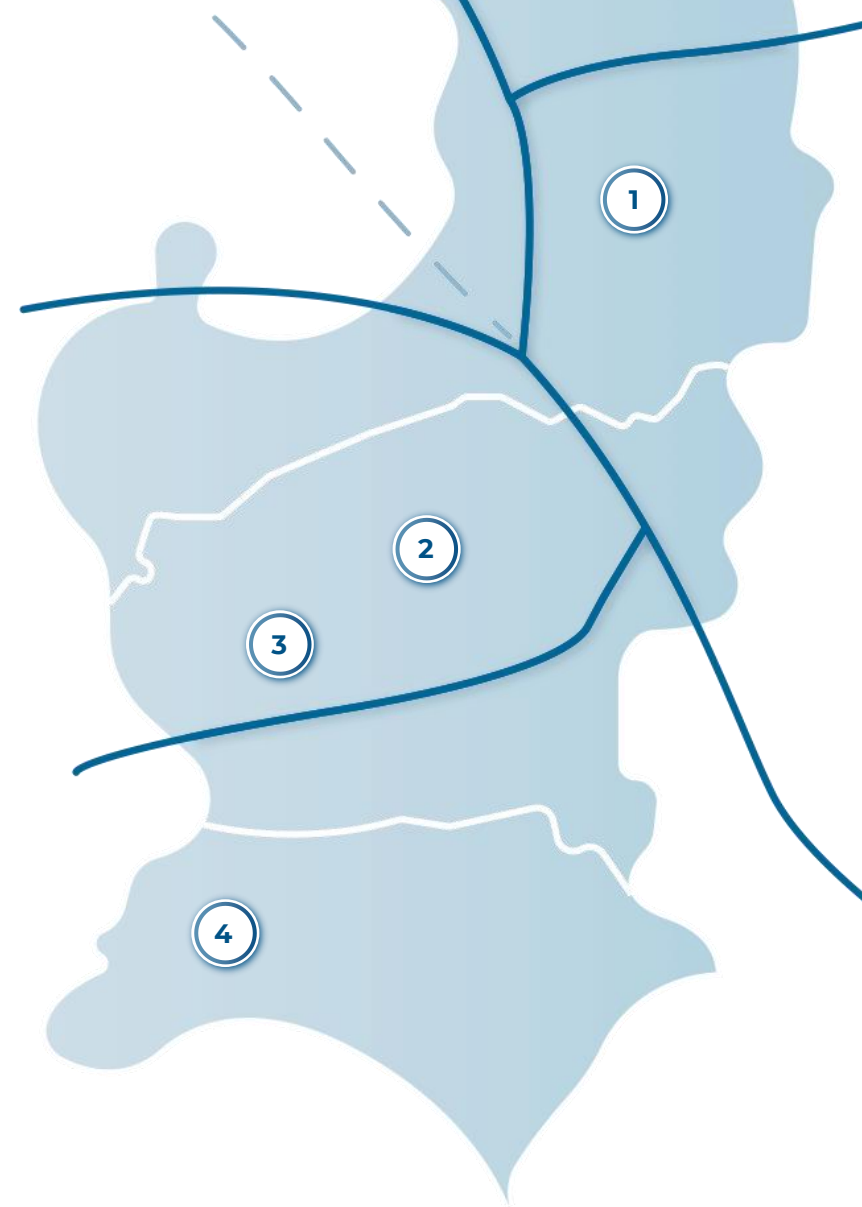
GBA Intellectual Property Mediation Centre

- Fast mediation services for IP disputes

4

Guangzhou Intellectual Property Notarial Office

- Fast IP notarization services for cross-border trade disputes



Patent Examination Cooperation
Guangdong Center at Huangpu District

COST OF DOING BUSINESS



COMMERCIAL LAND USE

Electricity: 0,16 USD/Kwh

Water: 0.8 USD/m³



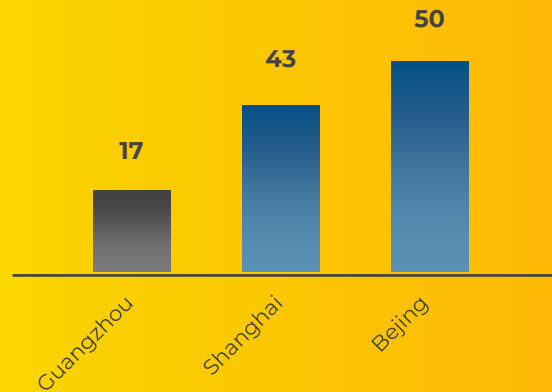
INDUSTRIAL LAND USE

Land: 8 USD/m²/month

Electricity: 0,25 USD /Kwh

Water: 0.8 USD / m³

MEDIAN MONTHLY OFFICE RENT (USD/M²)

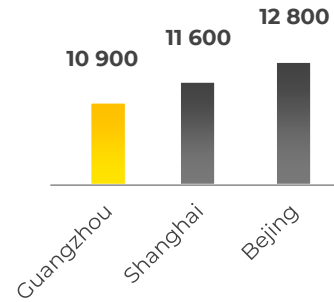


Source: Invest Huangpu; Statista 2022

Labour Cost in Huangpu District

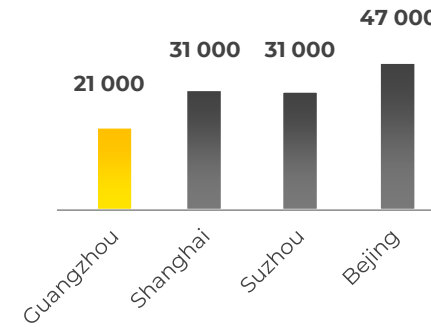
BLUE COLLAR WORKER MEDIAN YEARLY SALARY (USD)

Source: AHK Salary Report 2021



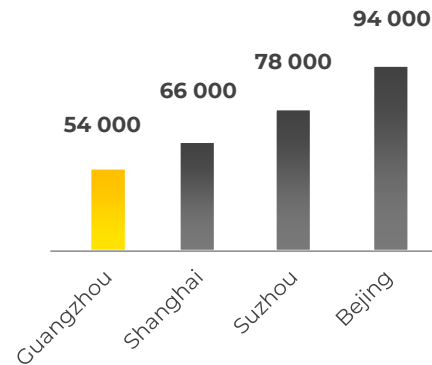
ENGINEER MEDIAN YEARLY SALARY (USD)

Source: Michael Page Salary Report 2022



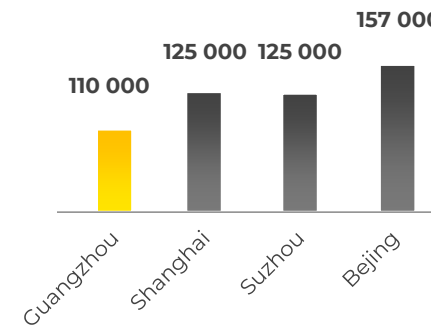
ENGINEERING MANAGER MEDIAN YEARLY SALARY (USD)

Source: Michael Page Salary Report 2022



CHIEF ENGINEER MEDIAN YEARLY SALARY (USD)

Source: Michael Page Salary Report 2022



KEY FACTORS TO YOUR WORK LIFE QUALITY



CLIMATE & WEATHER

Subtropical climate with mild winters and a yearly average temperature of 22°C.



HEALTHCARE

Top Quality Healthcare system with 6+ large international hospitals in Guangzhou.



EDUCATION

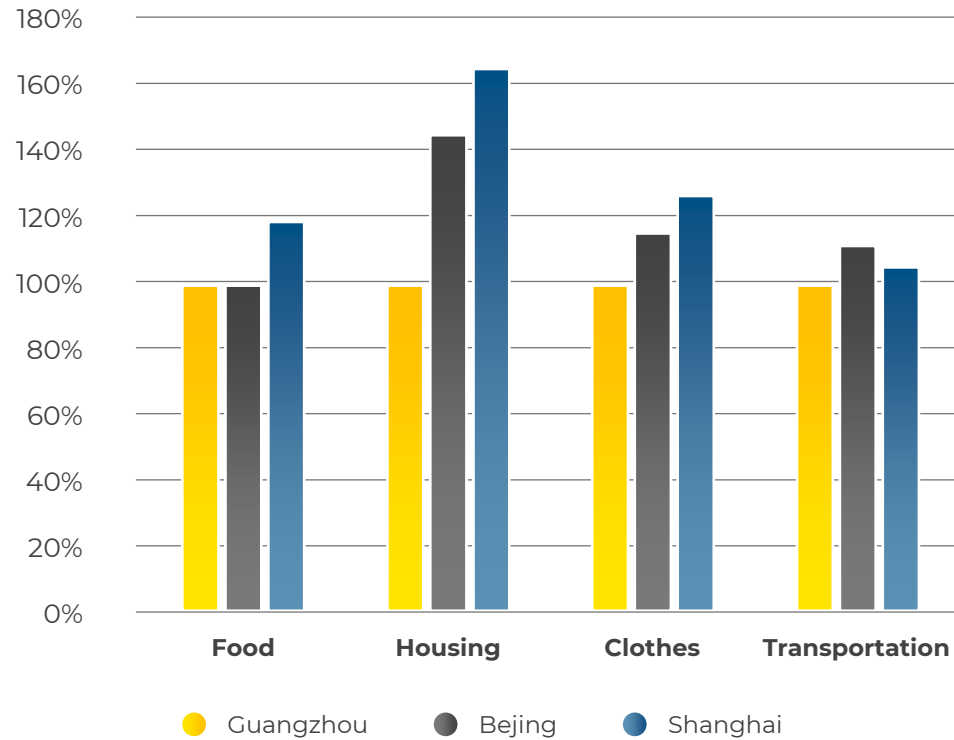
Guangzhou has an excellent education environment with 28 international schools.



KINDERGARDENS

Guangzhou is home to 12 international kindergartens.

Cost of living comparison (in %)



„The Cost of Living in Guangzhou Huangpu are 11% lower than in Beijing and 33% lower than in Shanghai!“

Source: [Expatistan Cost of Living Calculator \(Link\)](#)
Data from 11.04.2022



HUANGPU INCENTIVES FOR CREATING THE FUTURE OF BIOMEDICINE



SUPPORT FOR RESEARCH & DEVELOPMENT

For certain approved high & new-tech R&D projects, capital support in subsidies of up to 100% are available



SUPPORT FOR FOREIGN FUNDED ENTERPRISES

For international companies settling down in Huangpu District, one-time reward payments in subsidies are available on a case by case bases and depending on certain factors like CAPEX



SUPPORT FOR INTERNATIONAL TALENT

When international top talent settles down in Huangpu District, they can receive support in form of housing subsidies, business incentive payments, easy access to residence permits etc.



SUPPORT FOR FAST GROWING COMPANIES

Companies with high year-on-year growth and expanding operating income can be rewarded with one-time financial subsidies on a case-by-case basis.



SUPPORT FOR LARGE SCALE PROJECTS

Companies who plan and undertake large scale projects in Huangpu District can receive financial support measured at their contribution to the local economy



SUPPORT FOR IP PROTECTION

Huangpu District awards financial support during IP registration processes for high & new-tech companies and provides subsidies for enterprises after they have won an infringement lawsuit at the South China IP court in Huangpu

COMPANY TESTEMONIAL CARL ZEISS

Carl Zeiss – Successful with Invest Huangpu

Carl Zeiss, the German manufacturer of optical systems & optoelectronics has entered Guangzhou Huangpu Development District for the first time back in **1995**.

Since then, constant expansion with the support of Invest Huangpu allowed Zeiss to establish **6 entities and manufacturing centres in Huangpu**, making it one of the largest lens production bases worldwide



„Over the years, Zeiss has set up 6 legal entities in Huangpu District. Huangpu offers a comprehensive world-class ecosystem for the health sector“

Peng Wei, General Manager Zeiss China (2021)



OPPORTUNITIES IN HEALTHCARE

GREATER BAY AREA HEALTHCARE FOOTPRINT

2000+

HOSPITALS

122+

LEVEL III (A)
HOSPITALS

200+

UNIVERSITIES/R&D
CENTRES

40+

CLINICAL TRIAL
CENTRES

1/3

CHINA'S CLINICAL
TRIAL REGISTRY

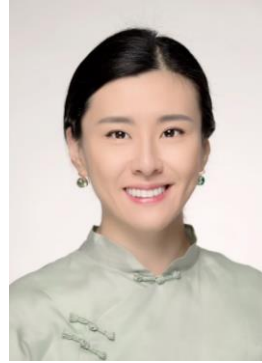
21

NATIONAL INDUSTRIAL
BASES AND PARKS

... ALL LESS THAN 2 HOURS BY CAR!



INVEST HUANGPU – YOUR RELIABLE PARTNER IN EUROPE



WE SPEAK...



CONTACT

Dr. Daniel Frerichs

Director Europe

E-mail: daniel.frerichs@huangpu-europe.com

Mobil: +49 (0) 159 / 0650 4658

HOW WE CAN HELP YOU



MARKET ENTRY (e.g., WFOE-Setup)



PUBLIC & REGULATORY AFFAIRS



TALENT RECRUITING



HELP TO FIND LAND/OFFICES



MATCHMAKING IN SOUTH CHINA



MARKETING & BUSINESS DEVELOPMENT



JOIN US AT THE HEART OF GREATER BAY AREA.