

HUANGPU GUANGZHOU

DEVELOPING THE FUTURE ECONOMY
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

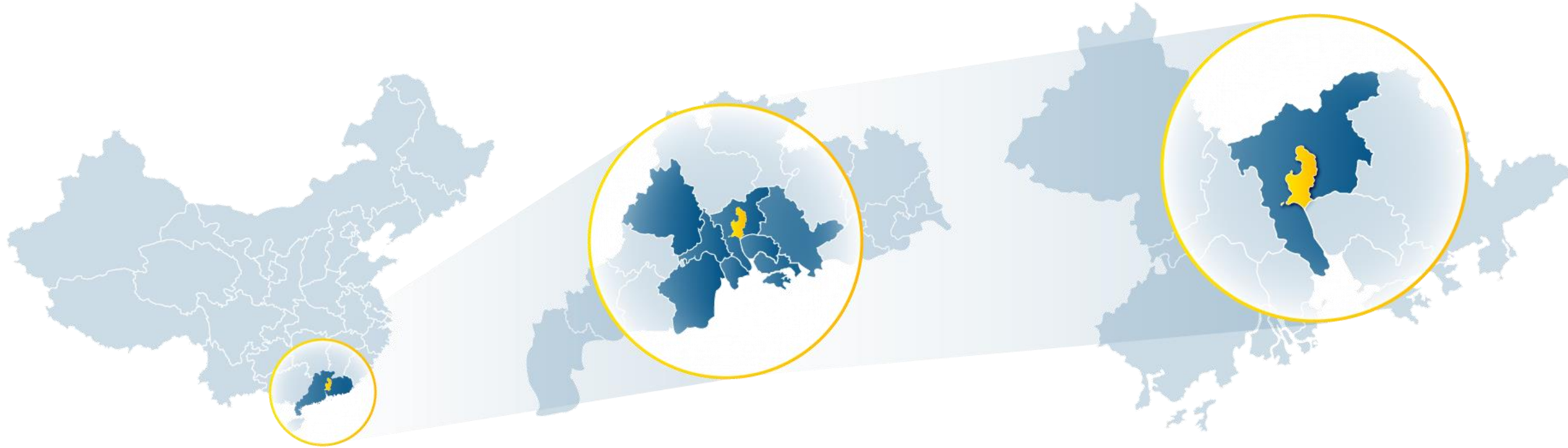
Guangzhou and Huangpu District offer all the perks for researchers, state-of-the-art academic institutions and talent services of a Chinese Tier I city, but at very competitive cost – especially compared to cities like Beijing, Shanghai, Hong Kong or Shenzhen.

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 worlds
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

5G

+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

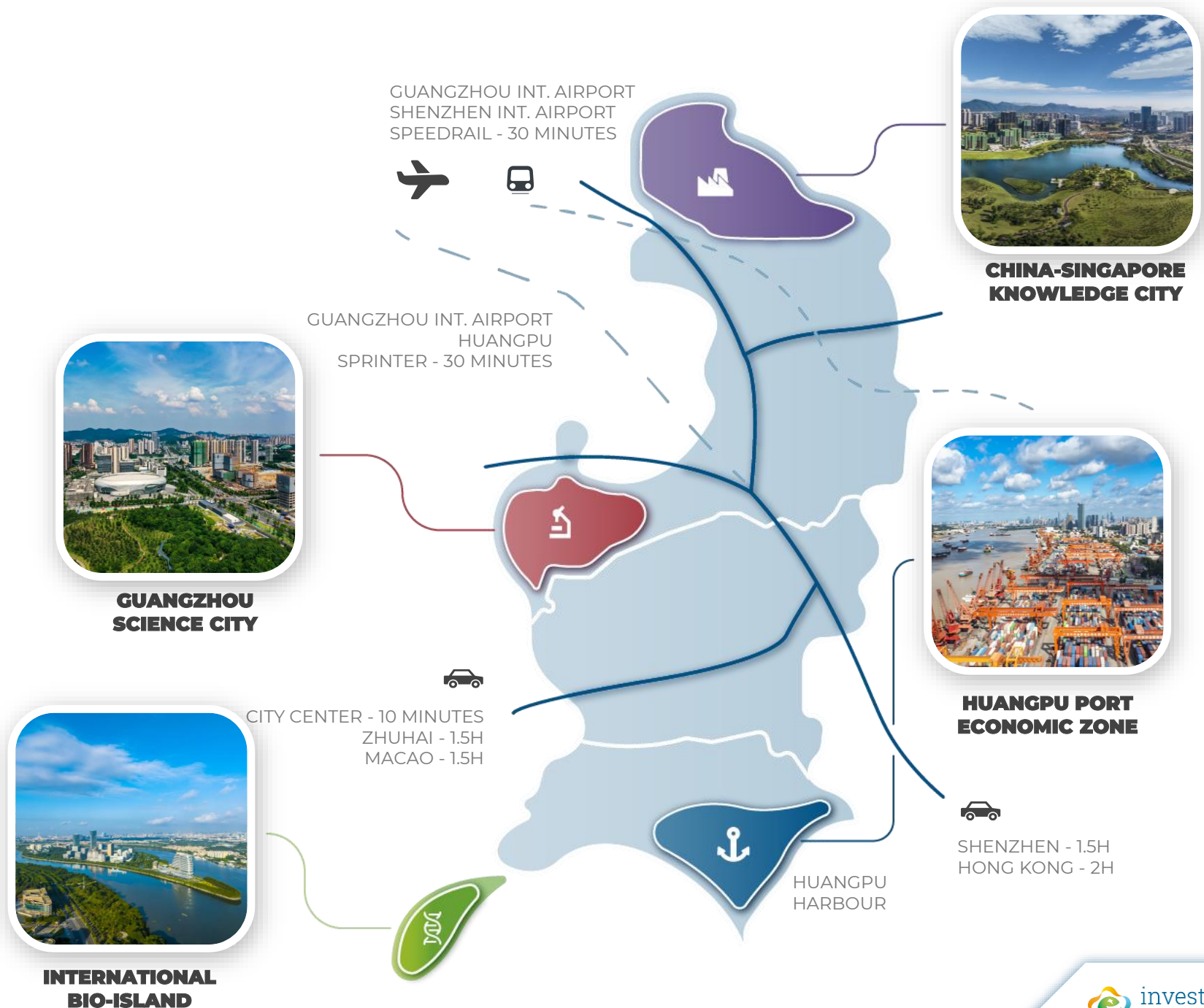
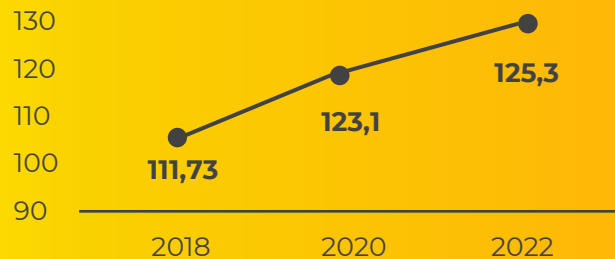
TOTAL FISCAL REVENUE

USD 21 Billion

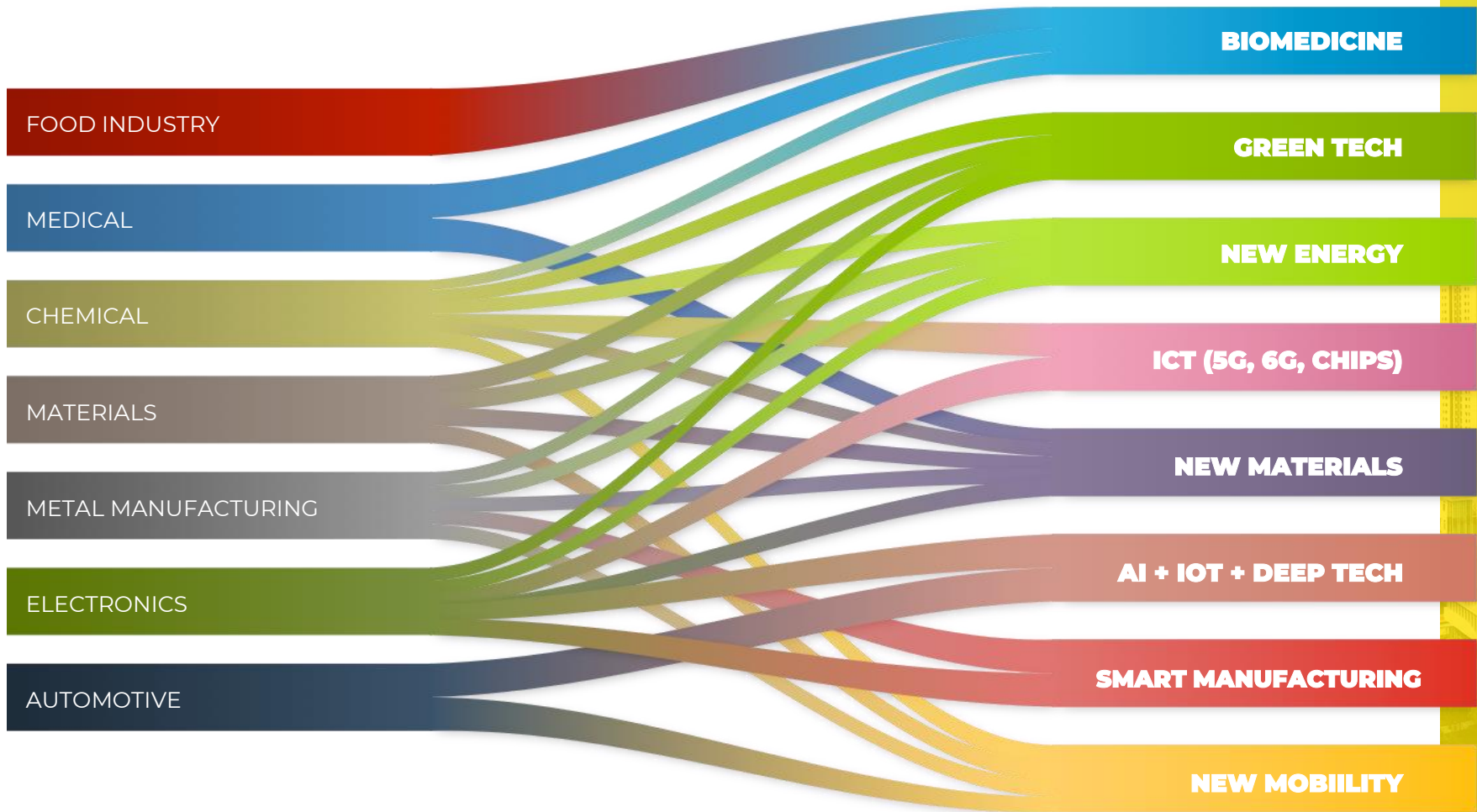
REGIONAL GDP

USD 60 Billion

INDUSTRIAL OUTPUT (USD Billion)



TRANSFORMATION FROM STRONG TRADITIONAL SECTORS TO FUTURE TECHNOLOGY CLUSTERS



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



STATE OF THE ART IP PROTECTION ECOSYSTEM



All relevant IP institutions are in Huangpu (incl. WIPO)



IP Services in 10+ languages (incl. Spanish, French, German etc.)



Processes are fully digitized



Fast registration in ca. 10 minutes



Review passes in less than 24 hours



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 2022, China granted 800'000 patents. Huangpu District is responsible for 200'000 of them. The European Patent Office granted 190'000 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

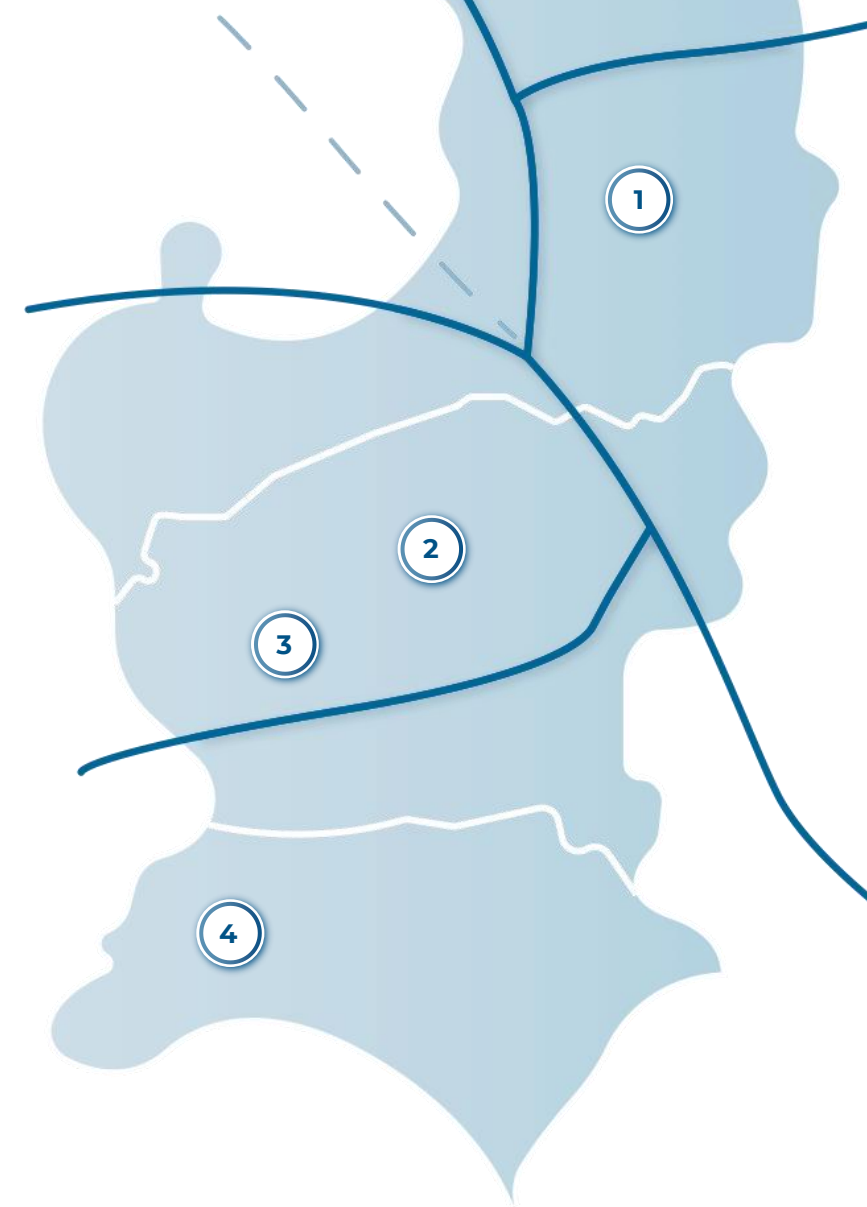
GBA Intellectual Property Mediation Centre

- 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

HUANGPU TOP QUALITY TALENT POOL



80+ universities



1300+ study programs



400.000+ enrolled
bachelor students



150.000+ enrolled
Master students

GUANGZHOU IS SOUTH CHINA'S #1 SOURCE FOR TALENT!

Guangzhou's Top Universities
excel in the fields of Medicine,
Engineering and
Computer Sciences!

Top 3 STEM Universities Guangzhou



**GUANGDONG
UNIVERSITY
OF TECHNOLOGY**

40.000+ enrolled



**SUN YAT-SEN
UNIVERSITY**

80.000+ enrolled



**SOUTH CHINA
UNIVERSITY
OF TECHNOLOGY**

100.000+ enrolled



COST OF DOING BUSINESS



COMMERCIAL LAND USE

Electricity: 0,16 USD/Kwh

Water: 0.8 USD/m³



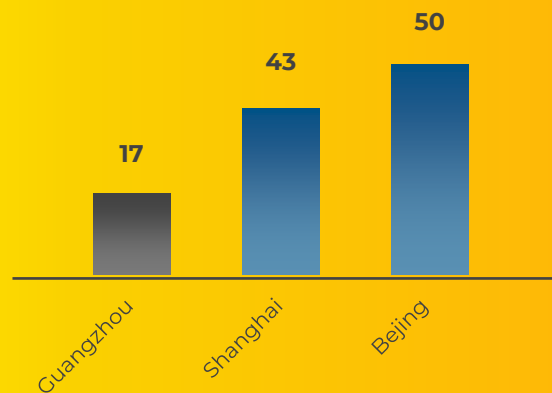
INDUSTRIAL LAND USE

Land: 8 USD/m²/month

Electricity: 0,25 USD /Kwh

Water: 0.8 USD / m³

MEDIAN MONTHLY OFFICE RENT (USD/M²)

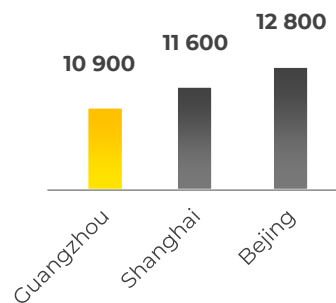


Source: Invest Huangpu; Statista 2022

Labour Cost in Huangpu District

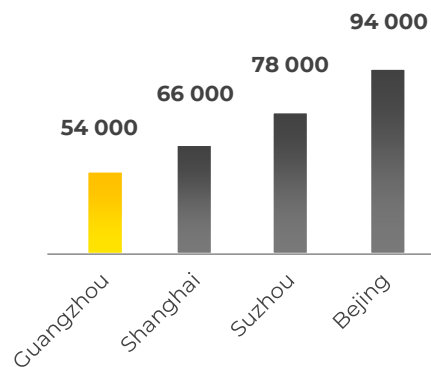
BLUE COLLAR WORKER MEDIAN YEARLY SALARY (USD)

Source: AHK Salary Report 2021



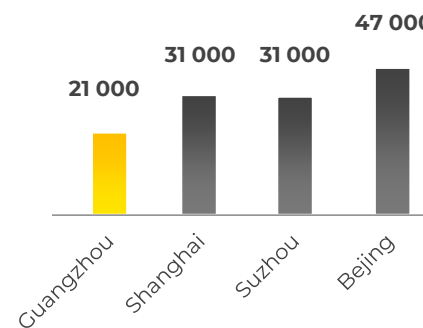
ENGINEERING MANAGER MEDIAN YEARLY SALARY (USD)

Source: Michael Page Salary Report 2022



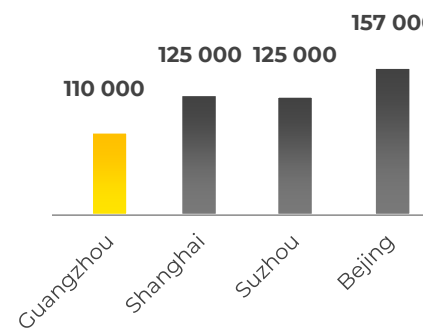
ENGINEER MEDIAN YEARLY SALARY (USD)

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

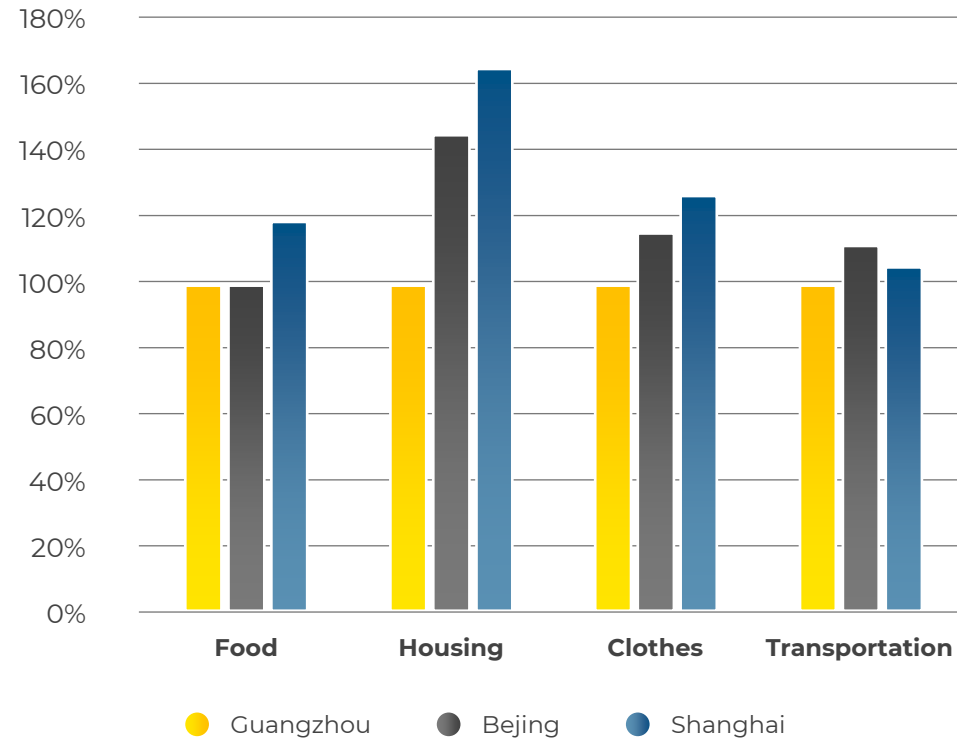
Guangzhou has an excellent education environment with **28** international schools.



KINDERGARDENS

Guangzhou is home to **12** international kindergardens.

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



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

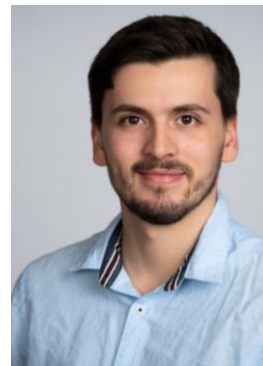


„Over the years, Zeiss has set up 6 legal entities in Huangpu District. Huangpu offers a comprehensive world-class ecosystem for the health sector“

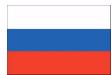
Peng Wei, General Manager Zeiss China (2021)



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.