



Dongcheng's business district near East Second Ring Road and Chaoyangmenwai Avenue is home to the headquarters of a number of big name companies.

JIANG JUN / FOR CHINA DAILY

Dongcheng combines tradition, modernity



The Forbidden City is the largest palace complex in the world.

WU QIANG / FOR CHINA DAILY

By HAO NAN

From the world's largest imperial palace to Tiananmen Square, Dongcheng district in Beijing houses more than 600 years of national history.

The area, which recently merged with Chongwen district to the south, will soon be the nation's cultural demonstration zone, said a 20-year government strategic development plan.

The plan calls for protection of cultural heritage sites. It also aims to build the district into a modern international metropolis, developing the region's commerce, tourism, sports and service sectors.

The service industry currently accounts for 95.3 percent of Dongcheng's gross domestic product.

Industrial areas

In recent years, a number

of industrial centers have emerged in Dongcheng. The Yonghe Cultural Creativity Area has 246 enterprises, and an annual sales revenue of nearly 44 billion yuan.

The Qianmen area, to the north of Tiananmen Square, showcases several of the nation's time-honored brands.

The zone's 103 businesses include famed roast duck restaurant Quanguide, tea retailer Wuyutai and cloth shoe-maker Neiliansheng.

In Wangfujing, luxury hotels and high-end shopping malls abound.

A walk along the area's commercial street is a must, a site nearly as popular as the Forbidden City and Great Wall.

Wangfujing is hosting an international brands festival this September. Government officials hope the event will attract world-renowned businesses to the area.

Along the East Second Ring Road and Chaoyangmenwai Avenue lies Dongcheng's business district.

The area houses China National Petroleum Corporation, China National Offshore Oil Corp, Shenhua Group and Beijing Mobile headquarters.

The Longtan Lake region is home to the country's only State-level sports industry base.

All-China Sports Federation, the Olympic Committee of China, the General Administration of Sports and 31 sports management centers are all located there.

The area has already become a global sports industry zone, said officials.

The Dongcheng government hopes its many development projects will showcase a dually modern and traditional Beijing.



LU ZHONGQIU / CHINA DAILY

A carnival is held in Beijing's Jinbao Street yesterday to celebrate the opening of the first Wangfujing international brand festival.

District to be cultural demonstration zone

By XIAO HAO

Newly expanded Dongcheng district, home to more than half of Beijing's historical protection sites, will become a cultural demonstration zone within 20 years.

To reach this goal, government officials have organized a number of events in recent years, including temple fairs, a Chinese traditional medicine festival and the South Luoguan Lane opera.

"We are devoted to perfecting our public cultural service system to better satisfy residents' demands," said a district authority.

"We hope to raise awareness of cultural legacies during the process of internationalization

and modernization."

A series of activities such as intangible cultural heritage exhibitions and free film shows have already been scheduled.

New libraries, galleries and recreation centers are also in the works.

Dongcheng district houses Tiananmen Square, the Forbidden City, Temple of Heaven, Temple of Earth and the Confucian Temple.

The area also has a large number of *siheyuan*, or ancient courtyards, and *hutongs*.

Government officials hope that in addition to such historic sites, tourists will also frequent shopping centers like Wangfujing Department Store, Oriental Plaza and Sun Dong An Plaza.

Beijing hosts 1st international brand festival

By LU WEI

The first Wangfujing international brand festival opened in Beijing yesterday.

The three-day event features forums, promotion conferences and exhibitions. Participants include senior officials from the Ministry of Commerce and Beijing municipality, as well as

multinational corporation executives.

A brand development and world city forum will be held this morning. Discussions will center on the role of globally recognized brands in the construction of international cities.

At an afternoon forum, business leaders are expected to reach a consensus on top-

level commercial street brand development.

Delegates from the United Kingdom, Japan, Germany, Canada, Singapore, France, the United States and Russia will discuss related issues with domestic representatives and experts.

A promotion conference set for tomorrow morning will introduce businesses to

Beijing's commercial investment environment and key industries and policies.

Manufacturers and dealers of more than 200 well-known foreign brands will attend.

Officials hope festival participants can find time to visit Beijing's historical sites, as well as study the city's cultural heritage and tourism projects.

A brand culture exhibition

will take place on Wangfujing Street thru Sunday.

The festival is sponsored by the Beijing Commission of Commerce, Foreign Affairs Office of Beijing, Beijing Bureau of Culture, Beijing Investment Promotion Bureau, Beijing Branch of China Council for the Promotion of International Trade and the Dongcheng district government in Beijing.

Wangfujing Street remains vibrant shopping area

By HAN TIANYANG

Wangfujing Street in Dongcheng district is one of Beijing's oldest and most famous shopping areas.

The 810-meter-long pedestrian street is home to more than 1,000 famous brands, including Hermes, Gucci, Cartier and Armani.

Shoppers may also purchase the works of local brands such as Shengxifu, Ruifuxiang, Donglaishun and Quanjude.

The street receives more than 200,000 visitors in an average day, a figure that can easily rise to 500,000 during holidays, said government officials.

A prosperous history

"Wangfujing Street is the epitome of the business development history of New China," said the area's resident surnamed Zhao.

"In the 1950s, the street was not as wide as it is today. The most presentable building was the department store," he continued.

Wangfujing Department

Store first opened on the street in 1955.

In less than three months, its sales revenue stood at 16 million yuan, leading residents to dub it the nation's No 1 store.

Staff members quickly became local celebrities. Zhang Bingui, a candy counter salesman was widely known for his ability to measure weight by hand.

Newly constructed Wangfujing Xinhua Bookstore, the then largest bookseller in the country, also became a popular stop.

And other businesses soon followed suit, opening their doors on the vibrant shopping street.

But after reform and opening-up, the 700-year old stretch of road faced a new competitive business world.

Modern adjustments

In 1992, the Beijing municipal government began building a modern international shopping center along Wangfujing Street.

The project was completed

in 2001, increasing the street's commercial space from just 90,000 sq km to 360,000 sq km.

And in addition to government funded buildings,

new shopping malls such as Oriental Plaza also sprang up.

Chen Dachun, a 69-year-old resident living nearby Wangfujing Street, was particularly

fond of the road's red granite paving.

"It is wide, flat and clean," he said, adding that new signs were a similarly positive addition.



WANG HUIMING / FOR CHINA DAILY

Wangfujing Street, with stores housing many world-famous brands, is the commercial hub of Beijing.