



Night view of Beijing CBD, now home to many internationally known landmarks.

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## Chaoyang hosts int'l business festival

By ZHUAN TI

The Beijing CBD International Business Festival will be held in Chaoyang district Oct 28 to Nov 7, featuring forums, exhibitions and exchange.

Highlighted activities include the World CBD Alliance Summit & Beijing CBD International Forum, the International Talents and Regional Development Summit Forum and the Beijing CBD International Financial Forum.

Also taking place is a China Business District Roundtable, International Urban Forum and a Multinational Corporation CEO Roundtable.

Organizers have invited nearly 30 foreign government delegations and more than 50 domestic government delegations.

Ministry officials, foreign ambassadors, multinational corporate senior executives, and international experts will also be in attendance.

The festival will host nearly 1,000 well-known domestic and international enterprises.

### Fostering cooperation

The World CBD Alliance Summit & Beijing CBD International Forum is entitled "International business center, engine of urban development."

Held Oct 29, the gathering marks the Alliance's first in Beijing. Members will discuss sustainable and international CBD development, as well as urban planning.

The next chairman of the World CBD Alliance will be elected during the event. Beijing CBD is expected to take the office.

The Beijing CBD International Financial Forum will take place Oct 31 and focus on characteristics and trends following the world economic crisis.

It will also address the impact of international financial institutions on Beijing's urban construction.

The International Talents and Regional Development Summit Forum will be held Oct 30. This is the first time it has taken place in conjunction with the business festival.

Participants will cover international talent development and training strategies.

Organizers hope this year's Beijing CBD International Business Festival can become an exchange and cooperation platform for foreign and domestic governments and enterprises.

They expect it will play a role in promoting the international development of Beijing CBD and the construction of a "world city with Chinese characteristics."

Officials added that as Beijing steps into a new phase of modern international metropolis construction, it will fully showcase its unique charm, creativity and vitality.

It will become the most influential district in Beijing and even in China, Chaoyang district authorities said.

# Beijing CBD goes global

An area blending tradition and modernity, the Beijing CBD is home to several international financial institutions and media organizations

By ZHANG ZHAO

Beijing citizens say the city boasts two important landmarks. The Imperial Palace demonstrates the region's glorious past, while the modern Central Business District (CBD) in Chaoyang illustrates its bright future.

Far from slowing down in the midst of the recent economic recession, CBD development has quickened.

The China World Trade Center Tower III, the tallest building in the nation's capital, was recently completed in the area. It will host the Beijing CBD International Business Festival, opening today.

Officials from global organizations, foreign embassies in China

and leading experts of finance, mass communication and urban planning will take part in an international business and cultural exchange forum.

The landmark China World Trade Center complex is just a microcosm of CBD development, one of the city's windows to the outside world, said officials.

The area is often referenced as Beijing's Wall Street, and has attracted companies from around the world.

### Statistical overview

Global corporations currently account for 80 percent of rented office space in the CBD.

The district has more than 20,000 enterprises and 1,000 financial service providers and

leading media organizations.

Around 200 top global business consulting companies, including PricewaterhouseCoopers, McKinsey and China International Capital Corp, have established offices in the area.

More than 150 Fortune 500 companies like Cisco, Hewlett-Packard and Samsung are attracted there to set up divisions.

The district boasts 70 percent of the city's overseas financial institutions and Fortune 500 enterprises.

More than half of Chaoyang's industrial added value, retail sales and tax income come from the CBD.

About 100 multi-national companies, including Shell, Toyota and GE, have set up their regional

headquarters in the area, accounting for more than 80 percent Beijing's total.

The CBD has established partnerships with renowned universities and media including China Central Television, Beijing TV Station and People's Daily.

### Sources of growth

Over the last decade, the Chaoyang district government has attached great importance to exploring new sources of economic growth and new ways to foster social harmony, said officials.

The CBD provides more opportunities for the development of international financing, high-end business services and mass media, they noted.

About 90 percent of overseas press offices in Beijing — including those of BBC, VOA, AP, AFP, Time magazine and the Wall Street Journal — are based in Chaoyang.

With its expanding electronics market, industrial parks optimization and infrastructure upgrades,

the district's post-Olympics economy has brought about social return, said authorities.

The CBD highlights the culture of the nation, and improves Beijing's image, they added.

In coming years, a focus will be placed on enhancing CBD's traditional pillar industries including sales and business services.

Officials will also emphasize high-end markets, highlighting modern services, cultural and creative industries and high-tech sectors, with more attention on resources preservation.

Local government will try to set up a model of seeking new sources of economic growth, and build the district into a testing zone of world city with influential economy and culture and promoting the urban-suburb integration and social harmony.

They will establish an ecological tourism area, a development zone for emerging industries and an education and service cluster during the next Five-Year Plan (2011-15).

## NUMBERS

# 1,000

financial service providers are located in the CBD,

# 200

top global business consulting companies, including PricewaterhouseCoopers, McKinsey and China International Capital Corp, have established offices in the area.

# 150

Fortune 500 companies set up divisions in the CBD.

# 70

percent of Beijing's overseas financial institutions and Fortune 500 enterprises are in the CBD.

# 50

percent of the industrial added value, retail sales and tax income of Chaoyang district comes from the CBD.

# 100

multi-national companies, including Shell, Toyota and GE, have set up their regional headquarters in the area

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percent of overseas press offices in Beijing — including BBC, VOA, AP, AFP, Time magazine and the Wall Street Journal — are based in Chaoyang.



The CBD is well known by locals as Beijing's Wall Street.



The CBD offers residents pleasant places to live, work and play.

### BEIJING CBD INTERNATIONAL BUSINESS FESTIVAL SCHEDULE OF EVENTS

Thursday Oct 28

Opening ceremony

Friday Oct 29

World CBD Alliance Summit &amp; Beijing CBD International Forum

International Urban Forum

China CBD Roundtable

Saturday Oct 30

International Talents and Regional Development Summit Forum

Sunday Oct 31

Beijing CBD International Financial Forum

Friday Oct 29 - Sunday Oct 31

Beijing CBD International Business Festival Exhibition

Friday Nov 5 - Sunday Nov 7

The 4th Chinese and Foreign Multinational Corporation CEO

Roundtable

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