



Beijing's CBD is a showcase of development and one of the city's most influential business centers.

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Beijing takes presidency of global business district alliance

By WANG SUJUAN

The Beijing CBD is now holding the presidency of the World CBD Alliance — its first time — and will be hosting the Alliance's annual meeting from Sept 15 to 19.

The Alliance was established on Nov 28, 2008 in Paris, France with the goal of pursuing sustainable development in CBDs around the world and increasing exchanges and cooperation for common development.

16

members

currently in the Alliance

It now has 16 members and its business is handled through a rotating presidency that lasts two years. China will have it to 2012.

A Beijing CBD Administrative Committee was set up in 2010 at the Beijing CBD Business Festival, to prepare for its stint as president.

Beijing's CBD has done everything it can to handle its new responsibility skillfully and has had some success in recruiting new members.

The administrative committee have reached out to a number of other CBDs and enterprises that are interested in joining the alliance, including Amsterdam's, in the Netherlands, Korea's Incheon Songdo International Business District, the Hongkong Land Co, and the United Arab Emirates' International Investment Group.

During the 2011 Beijing CBD International Business Festival, these CBDs and enterprises will be able to apply for membership formally. Observers expect that, after the festival, the World CBD Alliance will see even further expansion.

Since taking the presidency of World CBD Alliance, Beijing CBD has always developed the Alliance as a platform for exchange and cooperation, exploring new thought for its development and increasing its promotion.

At the same time, Beijing CBD has organized international conferences and seminars, added website content and expanded the Alliance expert team.

Another business festival high point will be the release of the 2011 World CBD development report, which is a systematic analysis of global CBD development.

It combines a creative evaluation system with case studies and is expected to give the CBD group more attention and contribute to its leadership in urbanization and future, development trends.

This report is part of the World CBD Alliance's pioneering work and is one way to fill in some of the gaps in the systematic study of CBDs.

World CBD festival lights up Beijing

By WANG SUJUAN

The spotlight will be focused on Beijing again this autumn, for the 2011 Beijing CBD International Business Festival, from Sept 15 to 19 at the China World Trade Center's Tower III.

A companion event of equal importance will be the Annual Meeting of World CBD Alliance.

Participants at these two events will include the representatives of international organizations, foreign ambassadors to China, CEOs of multinationals, and urban planning and management experts.

The two events have 11 sponsors, which include the World CBD Alliance, Beijing CBD Alliance, and Chaoyang district government.

The CBD festival has been held for 11 consecutive years, since 2000 and has become a major site of exchange

es between cities, business districts, governments, and industries.

It is also a showcase of the capital's development and one of the capital's most influential business activities.

Especially against the backdrop of China's rise among the global economic system, the event is expected to play a greater role in connecting China with other economies and promoting CBDs development.

This year's theme is "Scientific development, elements congregation, low-carbon demonstration and innovation".

In addition to the exhibitions and business activities, there will be a culture industry summit, a roundtable for commercial counselors of various embassies, and an international culture and design fair.

The two events will offer a chance to display the successes of the CBD area, in Beijing's Chaoyang dis-

trict, under the 11th Five-Year Plan (2006-2010) and to explain the goals of the 12th Five-Year Plan.

The World CBD Alliance will meet the afternoon of Sept 15, at the Chaoyang Planning Museum and will be followed by the opening of Beijing CBD Business Festival.

Participants can discuss the CBD's role in global and national economic recovery, the development of other cities, the future of CBD and growth patterns, financial innovations during the 12th Five-Year Plan, and e-commerce and the future of CBD.

In this regard, there will be an e-commerce seminar — a festival first — with the participation of business leaders from the Internet sector, with proposals for an action plan.

The Business Festival comes with a foundation-stone-laying ceremony for a new skyscraper, the "Zhongguo Zun", or China Goblet.



International Business Festival will be held in the CBD area, Sept 15 to 19.

It will be more than 500 meters high and will be one of Beijing's tallest buildings and an obvious land-

mark, one that people can admire as an example of Beijing's architecture and economic development.

Financing and internationalizing the city

By WANG SUJUAN

Under the 11th Five-Year Plan (2006-2010) Beijing's CBD, in the Chaoyang district, has developed a business-oriented, international finance industry in the midst of media-related businesses.

The CBD, which takes up 17.8 percent of the Chaoyang district area, had a 29-percent increase in taxes annually, on average and contributed more than half of district GDP, retail sales, and jobs.

The CBD area used \$1.96 billion foreign capital in 2010, accounting for 32 percent of the city's total, and witnessed 34.99 billion investment in fixed assets, about 6.4 percent of the city's total.

With pillar industries of international finance, high-end business, and culture and media, the central

area is home to 50 regional headquarters of multinationals, 160 Fortune 500 companies, more than 100 international organizations, around 170 international media office, and more than 250 foreign-funded financial agencies.

Its three major finance centers — the World Trade Center, China Trade Center, and World Financial Center — took shape during that period.

Other landmarks from the period include the CCTV headquarters and China World Trade Center Tower III. Key projects included Beijing Fortune Plaza, Beijing TV building, Beijing Yintai Center, and Central International Trade Center.

The area's buildings contain 8 million square meters of space and it holds more than half of the city's Grade-A office buildings and star hotels.

New goals

Beijing CBD's overall development plan for the 2011-2015 period is to become a world-class business center with industry advantages, improved services, a harmonious environment, efficient development, and its own brands.

Its GDP growth has been set at 9 percent annually and an increase in revenues of 9.5 percent. By the end of 2015, its GDP is expected to reach 210 billion yuan, and revenues of 18 billion yuan (\$2.8 billion).

To reach this goal, it really needs to promote construction work, starting with the eastward expansion, and to increase the competitiveness of its modern industry, and improve urban life, management, and public services.

It also needs to speed up improvements to its traffic network.



The area holds 50 regional headquarters for multinationals.

The core area is expected to become a new calling card for Beijing, as a global center and an engine of growth in the capital city.

There are already around 41 companies bidding on development projects in Beijing, including the CBD, two of which are the China Investment Co Ltd and China's CITIC Group, both of them large State-owned enterprises.

In addition, 16 financial institu-

tions, three multinationals, and 20 real estate agencies are interested.

The CBD's companies are expected to bring in an aggregate of 50 billion yuan in annual taxes and, when upstream and downstream enterprises are added, a steady increase in tax revenues.

Beijing's CBD is the most internationalized part of the city will eventually represent the convergence of all global economic dynamics.

Chaoyang's projects are ambitious, but it's determined and hopeful

By WANG SUJUAN

District officials in Chaoyang, the center of Beijing's CBD, say they will use their international connections to serve as the capital's financial and business hub even better under the 12th Five-Year Plan (2011-2015).

And they are setting new economic development goals for the next five years, based on past experience.

They have reported that under the 11th Five-Year Plan (2006-2010), the district saw its GDP, revenues, imports and exports, and consumer spending all double.

Now, in looking forward to the next five years, they plan to adjust their economic development model further and consolidate international finance, trade, and communications.

Beijing's municipal government has come up with a strategy for better and faster social and economic development, the "High-tech Beijing, Green Beijing" plan.

Because of this, Chaoyang has its

eye on international development as an international business hub, while improving the standard of living and increasing the urbanization of rural areas.

And, its "Double-10" projects will be stepping stones for this.

It has 10 projects in 10 industrial zones as follows; the CBD core; an eastward CBD expansion area; the Olympic Park area; an eastward expansion area for electronics; a Bohai-Bay headquarters; a green entertainment zone along the Wenyu River; the CBD-Dingfu Village international media area; Jingzhan financial services zone; the greater Wangjing sci-tech business innovation zone; and the Dongba international trade center.

Ten later projects relate to education, health care, culture, transport and commuting, habitat cultivation, intelligent city services, employment services, social security, and community services.

Chaoyang district will also be using a "Five axes, three zones" development strategy.

The axes refer to Olympic culture and sports development, science and technology, fashion, finances, the media, commerce, an economic corridor around Bohai Bay, and cooperation with Hebei and Tianjin.

The zones are the core business area inside the 3rd Ring Road, the metropolis, the business zone inside the 4th Ring Road, and a metro functions zone.

The district plans to improve its industrial system, giving priority to services, culture and creativity, finance, and new technology.

It also wants to get more involved in the IT business, new energy, and new bio-medicines.

Its traditional commercial services, real estate, and modern agriculture also need to be improved.

These goals hover around the "Double-10" projects, but have a practical use and clear definition.

They also have a bright future, the district leaders say, in taking social and economic development to a better level.



The intended financial and business hub of the capital.