

TIANJIN 2012

BASIC FACTS





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Chinese Rose *City flower*
Symbolic of peace and friendship

Chinese Ash *City tree*
Resistant to alkaline and cold,
suitable for Tianjin's soil and climate



Cover Photo: Jinwan Plaza, Jinmen and Jinta

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New Growth Pole

Origin of Tianjin
Understanding Modern China through Tianjin
New Growth Pole



The Scene of Tianjin (Qing Dynasty)

Origin of Tianjin

Located by the Grand Canal, which stretches between Beijing and Hangzhou in the south of China, Tianjin enjoys easy access to both land and water transportation. As a hub of water transportation, Tianjin plays a remarkable role in the economic exchanges between the north and the south of China. After the middle period of Tang Dynasty (618–907), Tianjin developed into a ferry terminal for the transportation of silk and grains from the south to the north. In Jin Dynasty (1115–1234) and Yuan Dynasty (1206–1368), Tianjin became a town of great military significance as well as a hub for the water transportation of grains.

In 1400, Prince Zhu Di led his army southward through Zhigu and across the river to seize power. Three years later, the designation of the imperial reign was changed into Yongle. As a town of great military significance, Tianjin was established as a city fortress in 1404. In 1405 and 1406, two more fortresses were established on the left and right wings of Tianjin. In 1652, the three fortresses were merged into one, which is known as *Tianjinwei*. Since the founding of the city fortress in 1404, Tianjin has existed as a city for 608 years.

Understanding Modern China through Tianjin

Tianjin is one of the first Chinese cities to get in contact with modern western civilization. After Tianjin became a treaty port in 1860, Tianjin became a pioneer in the north of China in opening and a base for the Westernization Movement. Besides, Tianjin also took the lead in China in military modernization, the construction of railroads, telegraph, telephone, modern education, etc. At that time, Tianjin was the second largest industrial and commercial city in China and the largest financial and trade center in the north of China. The historic and cultural heritages of Tianjin have been well preserved and developed. Especially, the historic buildings in Wudadao Foreign-style Tourist Area and Italian Style Town have become the core of the historic tourist resources of Tianjin, hence the tourist brand *Understanding Modern China through Tianjin*.

New Growth Pole

After the founding of the PRC in 1949, Tianjin became a municipality directly under the Central Government. Since then, the city has undergone tremendous development. After the policy of reform and opening was adopted in China in 1978, Tianjin became one of the first coastal port cities to open to the outside world. The city has scored brilliant achievements in economic development and social undertakings.

In 2006, Tianjin Binhai New Area became part of the overall national development strategy, indicating a new stage of development for Tianjin. As a national pilot area for comprehensive reform, Binhai New Area will explore new ways in reform and opening up. In May 2011, President Hu Jintao pointed out that Binhai New Area had entered a new phase of development and opening up. In 2012, Premier Wen Jiabao emphasized in the government work report that Binhai New Area should better play its role of exploring new paths in reform and opening up. To seize the historic opportunity, Tianjin has accelerated its construction of the international port city, economic center in the north of China, and eco-city, with increased innovative strength, service capacity, and international competitive power. Under its influence, Bohai-rim Region has become a new pole of economic growth in China, following the Pearl River Delta and the Yangtze River Delta.



Geography and Resources

Location Advantages

Land Area

Administrative Divisions

Climate

Natural Resources



Tianjin Port

Location Advantages

Tianjin is located on the west shore of the Pacific Ocean, in the northeast of the North China Plain. With several rivers flowing through, it has been a portal to the capital of China since ancient times. With its advantageous geographic location and convenient transport conditions, Tianjin became the east starting point of the Eurasian Land Bridge. It is not only



Tianjin's Position on the Earth

a significant hub linking the domestic and the abroad, the north and the south, the west and the east of China, but also a key channel for the neighboring inland countries to reach the sea. Now, it is being constructed into an international port city.

Tianjin lies at the joining point of Bohai-rim Economic Belt and Beijing-Tianjin-Hebei Urban Agglomeration, the center of Bohai-rim Region, which is one of the top three vigorous coastal regions in China. Backing onto the north, northeast and northwest of China, Tianjin enjoys a rich supply of economic opportunities at home. Facing North-east Asia and the Asia-Pacific Economic Circle, Tianjin has become an important window for China to participate in the integration of regional economy and economic globalization.

With Binhai New Area being involved in the national overall development strategy, Tianjin enjoys even greater advantages, and its vitality and competitiveness have increased so significantly that it has become a leader and pioneer in regional development. According to the *Blue Book on the Competitiveness of Chinese Cities 2011*, in terms of convenience based on geographic location, Tianjin is ranked the first in China.



Haihe River – the Mother River of Tianjin

Land Area

The total land area of Tianjin is 11916.9 square kilometers. The farming land covers 7097.7 square kilometers, accounting for 59.6% of the total, including arable area 4407.5 square kilometers. The construction area is 3946.1 square kilometers, accounting for 33.1%; the unused land covers 873.1 square kilometers, accounting for 7.3%.

Administrative Divisions

As one of the four municipalities directly under the central government, Tianjin has jurisdiction over 13 districts, 3 counties, 123 towns, 11 townships, 110 neighborhood offices, 1456 residents' committees



Sketch Map of the Administrative Districts, Tianjin

and 3784 villagers' committees. In addition to 6 districts in the city proper (Heping, Hedong, Hexi, Nankai, Hebei and Hongqiao), there are also Binhai New Area District, Dongli District, Xiqing District, Jinnan District, Beichen District, Wuqing District and Baodi District, as well as three counties: Ninghe, Jinghai and Jixian.

Climate

Located in the north temperature zone, Tianjin has sub-humid monsoon climate. The four seasons are clearly cut. In winter, controlled by the Mongolian cold

high, Tianjin is frequented by northwest wind, which brings cold and dry weather. In summer, the subtropical high in the Northwest Pacific often brings southerly wind, as well as high temperature and humidity, accompanied by rain. In spring, it is dry, windy, with great variety in temperature. In autumn, the sky is usually clear, bright and sunny. The climate in Tianjin is mainly continental, but by the impact of Bohai Sea, sometimes it also shows features of marine climate. Sea-land breezes are quite obvious.



► Climatic Conditions of Tianjin in 2011

Month	Avg. Temperature (°C)	Maximum Temperature (°C)	Minimum Temperature (°C)	Avg. Relative Humidity (%)	Sunshine (hour)	Precipitation (mm)	Avg. Wind Speed (m/s)
Total Year	14.2	36.1	-10.1	49	2047.3	621.5	1.1
Jan.	-3.2	8.3	-10.1	25	159.8	0.0	1.0
Feb.	0.9	13.7	-7.5	50	76.1	12.5	0.8
Mar.	8.8	23.6	-1.0	26	235.4	0.0	1.2
Apr.	15.4	29.9	3.6	38	227.2	40.1	1.4
May.	21.6	32.6	12.6	40	254.9	50.5	1.0
Jun.	26.6	36.1	18.5	54	174.5	53.2	1.2
Jul.	27.9	36.0	20.7	67	152.8	269.8	1.3
Aug.	27.0	34.7	20.2	68	157.8	96.6	1.1
Sept.	21.2	29.9	13.2	56	204.4	57.0	1.2
Oct.	15.9	26.0	3.9	56	169.0	22.4	1.0
Nov.	8.2	20.3	-1.4	57	107.7	18.9	1.0
Dec.	0.1	9.1	-6.7	49	127.7	0.5	1.2

The annual average temperature in Tianjin is 11.4°C–12.9°C. In January, the coldest month, the average temperature is -5.4°C–3.0°C; In July, the hottest month, the average temperature is 25.9°C–26.7°C. The average annual precipitation is 566 mm, about 85% of which occurs in summer and autumn. The average annual sunshine time is 2471–2769 hours. The average annual wind speed is 2.3 m/s.

Natural Resources

Tianjin enjoys a rich supply of natural resources. First of all, there are abundant oil and gas resources. Bohai and Dagang Oilfields are key oil and gas fields in China, with a proven reserve of 4 billion tons of petroleum. The oil fields cover an area of more than 100 square kilometers and their annual output of natural crude oil reached 31877800 tons in 2011. The proven geological reserves of natural gas is more than 150 billion cubic meters. In 2011, the annual output of natural gas reached 1.843 billion cubic meters. Secondly, with its coastline stretching 153.3 kilometers, Tianjin has inexhaustible sea salt resources. Changlu Salt Field, a famous sea salt production base in China, turned out

1840200 tons of crude salt in 2011. Thirdly, Tianjin possesses rich mineral resources. There are over 20 kinds of metallic minerals, including jimboite, manganese, gold, tungsten, molybdenum, copper, zinc, iron, etc. Non-metallic minerals include cement limestone, barite, stromatolite, marble, natural stone, purple clay, medical stone, etc.; they all have a high value of exploitation. Fourthly, plentiful geothermal resources are available in Tianjin. Ten zones with geothermal resources have been discovered, with a total area of 2434 square kilometers; the water temperature ranges from 30°C–90°C. In terms of the quantity and applicability of the geothermal resources, Tianjin is ranked among the top few in China. Now, large-scale hot spring resorts have been established in Baodi District, Dongli District, Wuqing District and Jinghai County.



Offshore Oil Drilling Platform of Bohai Oil Field



Eco-city

Environment

Circular Economy

Energy Saving and Emission Reduction

Sino-Singapore Tianjin Eco-city



Youyi Park

Adhering to the basic national policy of environment protection and the strategy of sustainable development, Tianjin strives to construct a resource-saving and environment-friendly city, exploring new paths of sustainable development featuring low investment, high output, low consumption and reduced emissions. Tianjin has been ranked by the Ministry of Environmental Protection as a *Model City of Environment Protection*, the ultimate honor in this regard. Over the past years, Tianjin strove to accelerate the transformation of its urban development mode to a low-carbon one characterized by low pollution, low emission and high efficiency.

In 2011, Tianjin launched the second three-year program of eco-city construction. About 25.4 billion yuan will be invested in seven projects, including energy saving and consumption reduction project, and circular economy project. By the end of 2011, of the 24 indexes for the evaluation of eco-cities, 16 in Tianjin reached the required standards, including the energy consumption for 10000 yuan GDP, major pollutant emission intensity, etc., which indicates a remarkable progress in the construction of an eco-city.

Environment

In 2011, the air quality of Tianjin reached or exceeded the second grade for 320 days. The drinking water qualification rate remained at 100% for ten consecutive years. The concentrated treatment rate of urban sewage reached 87.5%. The total number of quiet residential communities reached 260, including 23 newly-built ones. The trees planted throughout the year cover an area of 273000 mu. By the end of the year, there were 8 nature reserves, covering 91100 hectares. Xiqing District took the lead in the city to build a national ecological district, and 23 towns accomplished the task of eco-town construction.

Circular Economy

Over the past years, to develop circular economy and accelerate the construction of the pilot project of circular economy, Tianjin cultivated several demonstration areas of circular economy, promoted the circular economy development modes in TEDA and Tianjin Lin'gang Industrial Area, established and improved circular economy industrial chains, continuously improved the efficiency of resource application, and constructed a system of circular use of resources that cover the whole society. Significant progress has been made in the construction of Tianjin Ziya Circular Economy Industrial Area, one of the first national circular economy urban mining demonstration bases in China. 1.909 billion yuan will be invested in this project in 2012. The development of industrial areas, rural areas, and scientific and technological service areas will be well coordinated, so as to construct a national circular economy demonstration area that features circular economy, ecology, convenience and livability.

Energy Saving and Emission Reduction

In 2011, the energy consumption for 10,000 yuan GDP dropped by 4.28%, marking a satisfactory start for the *12th five-year plan period*. The emission of major pollutants dropped on average by 2%. The objectives for 2012 are as follows: the energy consumption for 10000 yuan GDP shall drop by 4% and the emission of major pollutants shall drop by 2%.



Shajingzi Wind Power Generation Project

Great efforts are made in Tianjin to develop strategic emerging industries and low-energy-consumption industries; especially, significant progress has been made in the development and utilization of new energies. Tianjin enjoys a leading position in China in several fields of new energy technology, such as wind power generation, solar energy PV and green energy storage. Now, it is on its way of becoming a base of new energy industry in China. The first phase of Dagang Shajingzi Wind Power Generation Project has been put in operation, with a capacity of 100 million kW·h green power per year, saving 30000 tons of SCE. As the largest and most advanced waste incineration treatment project in China, Tianjin Binhai New Area No.1 Waste Incineration Power Plant was put into operation in September 2011. Its first phase can treat 500,000 tons waste per year and generate 126 million kW·h. In sea water desalination technology and application, Tianjin also enjoys a leading position in China. The capacity of sea water desalination projects in Tianjin is 217000 tons per day, accounting for 41.4% of the total in China. 3 sea water desalination projects will be constructed in 2012, which will increase the desalination capacity in

Tianjin to 427000 tons per day. In 2012, with 460 electric-power-motivated buses put in use, Tianjin will launch a demonstration project of purely electric-power buses operation. Tianjin Climate Exchange, the first comprehensive institution for the trading of emission rights, has developed into an international platform promoting energy saving and emission reduction.

Sino-Singapore Tianjin Eco-city

Jointly constructed by the Chinese and Singaporean governments, Sino-Singapore Tianjin Eco-city is an ecological city characterized by energy saving, environment protection, high livability, and harmony with nature. By adopting green construction



Sino-Singapore Tianjin Eco-city

standards, constructing a green transport network, developing clean energy, and establishing a system of renewable energy supply, the eco-city has explored new paths of sustainable development, striving to become an energy-saving, environment-friendly city whose practice can be copied and applied to other cities. By the end of February 2012, the construction of the 8-square-kilometer starting area of the eco-city took shape. The Wantuo Housing Project won the national award for innovation of green construction. The first intelligent power grid demonstration project in China will be completed and put in operation, with 15 technologies reaching the top levels in the world. It has also been listed as one of the first 13 demonstration areas of PV power concentrated application in China. Paces of the construction of *Gold Sun Demonstration Project* have been quickened. The construction of the first *LOHAS* community in China has been started here. The first state-level animation industry demonstration park has been opened to guests. The first green enterprises have settled in the ecological industrial park. The number of enterprises in the eco-city is above 600. By 2020, when the eco-city will have been completed, the population there will reach 350000 and the green GDP will reach 46 billion yuan.



Population, Employment and Living

Population

Employment

Living Standards

Social Security and Housing Security

Social Welfare and Assistance

Harmonious Tianjin



Population

By the end of 2011, Tianjin had a permanent population of 13.5458 million, an increase of 552900 over the previous year. Of the total permanent population, the urban population is 10.9044 million, and the rural population is 2.6414 million. At the end of the year, the registered population is 9.9644 million, including 3.8250 million rural residents and 6.1394 million non-rural residents; 5.0096 million male and 4.9548 female. With a birth rate of 8.58‰ and a death rate of 6.08‰, the population natural growth rate is only 2.50‰.

► Composition of Registered Population in Tianjin 2011

By Registered Permanent Residence



■ Non-agricultural 61.6%
■ Agricultural 38.4%

By Gender



■ Male 50.3%
■ Female 49.7%

Employment

In 2011, eight measures were taken to improve employment levels in Tianjin, including greater effort to create job posts, and better employment service to the public. With 471200 people newly employed in the year, the registered urban unemployment rate is controlled within 3.6% at the end of the year, 0.5% lower than the average in China. The proportion of families with *zero* employment remains at zero. Priority was given to the employment of college graduates. Thanks to the implementation of on-campus employment services and other supportive plans, the employment rate of college graduates in 2011 reached 90%.

Since the first 24-hour job-hunting apartment in Tianjin was established in Xiqing District in February 2011, it has helped over 23000 people to get employed.

In 2012, such job-hunting apartments will be built in all the districts and counties in Tianjin, which will serve as a bridge between the enterprises and the job hunters. China Tianjin Vocational Skills Public Training Center, the largest and best-equipped training base for advanced technical personnel, was put in operation and provided training services to 200000 person times in the year.



In 2012, more proactive employment policies are adopted in Tianjin, with emphasis on both the increase in quantity and the improvement of structure; both help for the job-hunters and help for the employers. Throughout the year, 470000 people will be newly employed; the registered urban unemployment rate will be controlled within 3.8% and the proportion of *zero* employment families will continue to remain at zero. Paces are quickened in Tianjin in the construction of a pilot area for the creation of new job posts through starting new business; the year 2012 will see the accomplishment of the objectives set for the four-year plan for this purpose.

Living Standards

In 2011, 20 measures were implemented in Tianjin to increase the

residents' income. As a result, not only has the people's income increased, but their life has been improved continuously. The per capita salary of employers in enterprises increased by 16.5%. In 2011, the per capita disposable income of urban residents increased by 10.8% to 26921 yuan; that of rural residents increased by 15.5%. The per capita consumption of urban residents is 18424 yuan, a rise of 11.2% over the previous year. The *Engel's Coefficient* of urban residents is 36.2%. The minimum salary in Tianjin increased from 1160 yuan per month to 1310 yuan in April 2012, a rise of 13%.

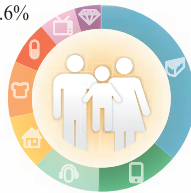
In 2011, the CPI in Tianjin rose by 4.9% over the previous year. Of the eight categories of commodities and services, the prices have risen in 6 categories and dropped in two categories. The price of food rose by 11.4%, bringing the general CPI higher by 3.2 percentage points, with an affection degree of 65.3%.

Social Security and Housing Security

Tianjin has vigorously promoted the extension of social insurance from full coverage of system to full coverage of people. It has taken the lead in China in establishing a basic pension and basic medical insur-

► Per Capita Expenditure for Consumption in the Urban Area of Tianjin in 2011

- Food 36.2%
- Transportation and Communication 14.6%
- Entertainment, Education and Culture Articles and Services 11.5%
- Residence 9.6%
- Clothing 9.5%
- Health Care and Medical Care 7.7%
- Household Appliances and Maintenance 6.4%
- Miscellaneous Products and Services 4.5%



► CPI of Urban Residents in Tianjin 2011

Indicator	Index (Index of 2010=100)
CPI of Urban Residents	104.9
Food	111.4
Tobacco and Alcohol Goods	104.8
Clothing	102.1
Household Appliances and Maintenance	106.1
Health Care, Medical Care and Personal Necessities	101.8
Transportation and Communication	99.9
Entertainment, Education and Culture Articles and Services	99.5
Residence	104.7

ance system for urban and rural areas. It is the first in China to implement the system of universal health insurance and additional accident insurance. At the end of 2011, the number of urban workers who participated in basic old-age insurance was 4587000, and that of rural residents was 978000. The insurance rate of basic medical insurance is more than 90%. At the end of the year, the number of urban workers involved in the basic medical insurance is 4745200 and that of rural residents is 4983000. In 2012, the basic medical insurance policy for urban and rural residents will be adjusted to increase government subsidies, raise per capita funding criteria and reimbursement for outpatients and emergency patients, and further improve the level of residents' health insurance.

Tianjin enjoys a leading position in China in the construction scale and coverage scope of low-income housing. Tianjin has constantly improved the housing conditions of mid- and low-income residents through such measures as low-rent housing, public rental housing, affordable housing, commercial housing with price ceilings, and housing rent allowances. In 2011, 30.677 billion yuan was invested in the construction of social security housing, accounting for 28.4% of the total investment in real estate. In 2011, Tianjin started the construction of social security housing 239000 units, 16 million square meters, ahead of the schedule for the year. Rent allowances were pro-



Sale of Capped-Price Commercial Housing

vided to 85000 households. At the end of 2011, the per capita construction area of housing in the city is 32.77 square meters, a rise of 4.8% over the previous year. From 2011 to 2015, Tianjin will construct housing 95-120 million square meters, including social security housing 52.05 million square meters.

Social Welfare and Assistance

The social welfare and assistance in Tianjin has been further improved. In 2011, the subsistence allowance for urban and rural residents, the living allowances for some entitled groups, the poor, the old, the childless and infirm rural residents have all increased. 3554 more beds were provided in old-age care institutions in 2011, and 4000 more will be provided in 2012. In 2012, the old-age pension for the retirees from enterprises will be increased for the 8th year, from 1700 yuan to 1880 yuan per capita per month.

In 2011, 3070 disabled people were newly employed; 5046 people received aid from 11 aid stations in Tianjin; a total of 27.906 million yuan was received as donation; the sales of social welfare lottery amounted to 1.607 billion yuan, raising fund for public welfare 486 million

yuan. In April 2012, the minimum living standard for urban residents in Tianjin rose from 480 yuan per capita per month to 520 yuan; that for rural residents rose from 280 yuan per capita per month to 320 yuan.

Harmonious Tianjin

In 2011, the fifth of the *20 welfare projects* was implemented in Tianjin, further improving the mechanism between the rise of prices for basic necessities in life and the allowances for poor people, increasing the number of beneficiaries from 184000 to 337000. The year also saw the establishment of Tianjin Legal Service Center – the first professional legal service institution in China, and a legal aid information service platform that covers the whole city. The program of Safe Tianjin has been carried through, and the public security is under better protection thanks to stricter control measures including patrol. Intensified efforts were made to supervise food and drug safety and punish illegal application of additives to food, so as to guarantee the safety of food and drugs for Tianjin citizens.

By constructing an internet-based interactive platform and the Tianjin government affairs microblog, the government not only releases authoritative information in time, but also effectively collects the citizens' opinions on a larger scale. The *8890 Household Service Network Center*, established with fund from Tianjin Government, has helped the citizens solve over 10 million problems. This practice has been recommended by the Ministry of Commerce to spread all over China. In 2012, on the basis of a study of public opinions and suggestions, Tianjin will implement the sixth of the *20 welfare projects*, including the improvement of housing conditions, with its investment accounting for over 90% of the total fiscal expenditure.

In November 2011, a campaign was launched to summarize the Tianjin Spirit. On the basis of public opinions and experts' research, *Tianjin Spirit* was summarized as *Patriotic and Honest, Practical and Innovative, Open and Magnanimous*. Tianjin Spirit, an embodiment of Tianjin people's will and wisdom, will serve as a motivating power to promote the scientific and harmonious development of Tianjin.



Overall Strength

Economic Aggregate
Fiscal Revenue and Expenditure
A Day in Tianjin
Tianjin's Position in China



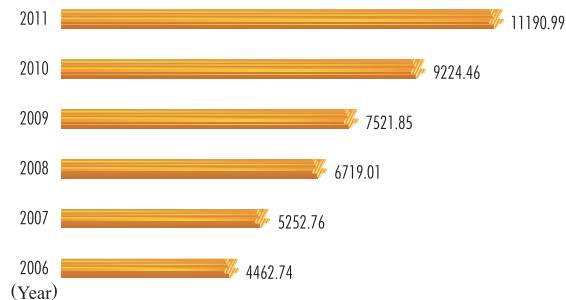
Jinwan Plaza

Economic Aggregate

In 2011, by implementing the *Scientific Outlook on Development* and the central government's macro-control policies, adhering to the work plan toward its objectives, and striving for coordinated development on different levels, Tianjin achieved a sound start for the *12th Five-year Plan Period (2011-2015)* with new development, new changes and new breakthrough in economic and social development.

The economic aggregate exceeded 1000 billion yuan. According to a preliminary accounting which is

▶ Tianjin's GDP (100 million yuan)



approved by National Bureau of Statistics of China, the GDP in Tianjin in 2011 reached 1119.099 billion yuan, a rise of 16.4% in comparable price, the growth rate being among the highest in China. Calculated on the basis of permanent population, the per capita GDP in Tianjin reached 84337 yuan (USD 13059), a rise of 10.8%.

Fiscal Revenue and Expenditure

The fiscal revenue keeps increasing rapidly. In 2011, the local general budget revenue in Tianjin is 145.487 billion yuan, a rise of 36.1%, the growth rate being 6 percentage points higher than in the previous year. The tax revenue contributed significantly to the growth in fiscal revenue. Throughout the year, the local tax revenue was 100.425 billion yuan, up 29.3%, accounting for 69% of the local general budget revenue. The corporate income tax rose by 45.1%; the business tax grew by 24.3%; the value-added tax increased by 18.6%; and the individual income tax rose by 21.1%.



Tianjin Economic-Technological Development Area

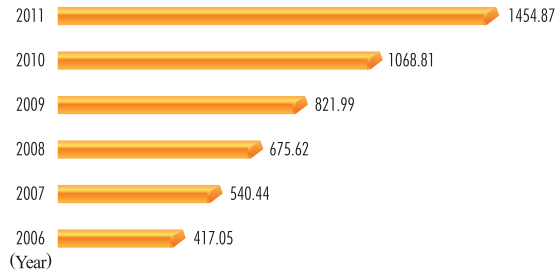
The expenditure on people's livelihood has increased. In 2011, the general budget expenditure in Tianjin is 175.586 yuan, up 28.2%. The expenditure on social security and employment, health care, education, culture and media rose by 28.9%, 29.7%, 35.6% and 28.3% respectively. In 2012, Tianjin will allocate 261.5 billion yuan to improve the livelihood, which accounts for 76.3% of the total fiscal expenditure.

A Day in Tianjin

Dashentang Village in Binhai New Area is the first in Tianjin to bask in sunshine every day. Tianjin, a glamorous pearl by Bohai Sea, composes a new chapter each day. The wealth created through economic and social activities each day in Tianjin reveals the economic strength and development potentials of the ancient yet vigorous city.

▶ Local Government General Budget Revenue

(100 million yuan)



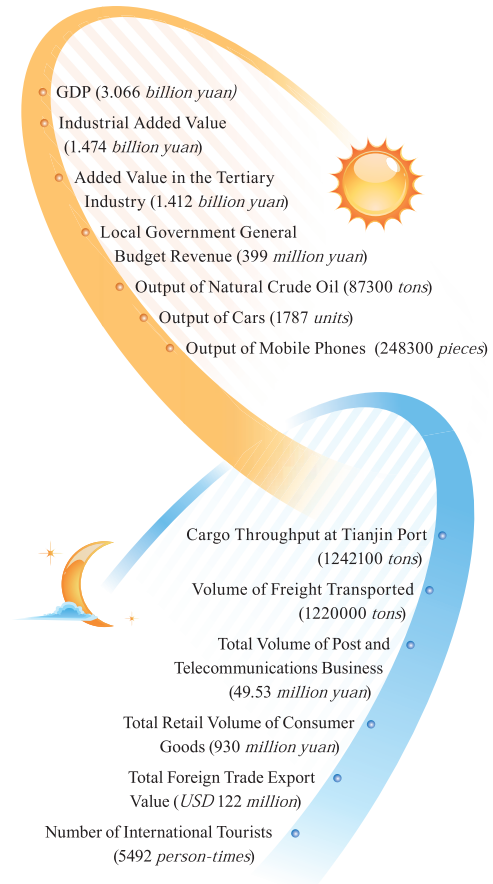
Tianjin's Position in China

Tianjin, a municipality directly under the central government, one of the first Chinese coastal cities opened to the outside world, is vigorous, practical, innovative, open and magnanimous. The development objective of Tianjin is to become an international port city, economic center in the north of China, and ecological city.

As a base of Westernization Movement and the second largest industrial and commercial city in modern China, Tianjin demonstrates its distinctive glamour with its profound historic and cultural heritages. It is a cradle of folk arts in the north of China, and the center of Mazu culture in the coastal region in the north. Yangliuqing is one of the four renowned towns in the history of China. *Yangliuqing Woodblock New Year Paintings*, *Clay Figurine Zhang's color sculptures* have been listed as intangible cultural heritages in China.

Since the beginning of the 21st century, Tianjin's influence has kept increasing both regionally and internationally. As the east starting point of the Eurasian Land Bridge, Tianjin enjoys an economic hinterland of 5 million square kilometers. It lies

▶ Major Daily Economic and Social Activities in Tianjin 2011



at the center of Bohai-rim Region — one of the three most vigorous coastal regions in China. Its excellent location makes Tianjin an important link between the home and the abroad, the north and the south, the east and the west. China Tourism Industry Exposition and Tianjin-Taiwan Investment Cooperation Forum were held. The generous support to Xinjiang, Tibet, and other provinces or



Taijeng Park

autonomous regions has enhanced Tianjin's standing in China. Tianjin is one of the first Chinese cities that have carried out friendship exchanges with foreign cities. The convening of *Summer Davos Forum*, the establishment of *Confucius Institutes*, *Tianjin Week*, *Approaching Tianjin* and other exchange activities have acquainted the world with the distinctive charm of the city.

After Binhai New Area became part of the national development strategy, Tianjin grasped the historic opportunity to explore new paths of development. With improved innovation ability, service capacity and international competitive power, Tianjin has become one of the most attractive regions in China with high rate of return on investment. It is now playing an increasingly important role in regional economic integration in China. In the *List of Competitive Cities in China 2011* released by China Institute of City Competitiveness and the Chinese Committee of the World City Cooperation Organization, Tianjin is ranked the first in terms of city growing competitiveness.

▶ Percentage of Major Indicators of Tianjin in China 2011

Indicators	Unit	China	Tianjin	Percentage (%)
Permanent Population	10000 persons	134735	1354.58	1.0
GDP	100 mln yuan	471564	11190.99	2.4
# Secondary Industry	100 mln yuan	220592	5878.02	2.7
Local Government General Budget Revenue	100 mln yuan	54186	1454.87	2.7
Balance of Home and Foreign Currency Deposits	100 mln yuan	826701	17586.91	2.1
Balance of Home and Foreign Currency Loans	100 mln yuan	581893	15924.71	2.7
Output of Major Industrial Products				
Natural Crude Oil	10000 tons	20400	3187.78	15.6
Natural Gas	100 mln m ³	1030.6	18.43	1.8
Steel	10000 tons	88258.2	5163.77	5.9
Ethylene	10000 tons	1527.5	134.26	8.8
Cars	10000 units	1012.7	65.23	6.4
Total Investment in Fixed Assets	100 mln yuan	311022	7510.67	2.4
# Investment in Real Estate Development	100 mln yuan	61740	1080.04	1.7
Cargo Throughput in the Major Coastal Ports	100 mln tons	90.7	4.53	5.0
Total Freight Transport Volume	100 mln tons	368.5	4.47	1.2
Volume of Post and Telecommunications Business	100 mln yuan	13379	180.78	1.4
Retail Value of Consumer Goods	100 mln yuan	183919	3395.06	1.8
Foreign Exchange Earnings from Int'l Tourism	USD 100 mln	485	17.56	3.6
Foreign Trade Export Value	USD 100 mln	18986	444.98	2.3
# Foreign and HK-Macau-Taiwan-invested Enterprises	USD 100 mln	9953	308.68	3.1
Actually Used FDI	USD 100 mln	1160	130.56	11.3
Number of Students at Colleges and Universities	10000 persons	2308.5	44.97	1.9
Sick Beds in Hospitals and Clinics	10000 beds	471	4.47	0.9
Per Capita Disposable Income of the Urban Residents	yuan	21810	26920	5111 yuan higher
Per Capita Net Income of the Rural Residents	yuan	6977	13200	6223 yuan higher



Economic Vitality

Striding Development
Upgrading of Industrial Structure
Investment Invitation



Xiaobailou CBD

Striding Development

To implement the *Scientific Outlook on Development*, Tianjin has accelerated the transformation of economic development modes, the improvement of economic structure, and the development of real economy, and achieved coordination between speed, quality and profit in the economic development. In 2011, Tianjin's GDP reached 1119.099 billion yuan, up 16.4% over the previous year, the growth rate being among the highest in China. According to a survey on the most competitive cities in the world released by the *Information Department of the Economist* in March 2012, Tianjin is ranked the first among the 120 cities in terms of *economic competitiveness*.

Upgrading of Industrial Structure

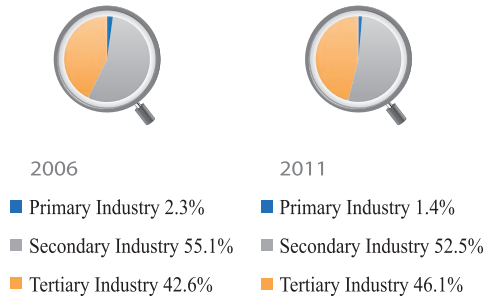
To establish a high-end, high-quality, and high-tech modern industrial system, Tianjin attaches importance to big and good projects, lays emphasis on technological innovation, and strives to realize industrial upgrading and to improve the overall quality and level of economic development.

Continued efforts are made to construct big and good projects. In 2011, with 340 new major projects launched, the number of major projects in Tianjin reached 1280, with total investment more than 2.2 trillion yuan. The completion of the 700 major projects contributed to the upgrading of industrial structure and provided motivation for further development. In February 2012, a new batch of 160 major projects were decided upon, with total investment 212.1 billion yuan, in the fields of industry, service, countryside, innovation, and transportation. The effect of industrial agglomeration has shown conspicuously. The eight pillar industries (aerospace, petrochemical industry, equipment manufacturing, electronic information, biomedicine, new energy and materials, light and textile industry, defence-related science and technology) contributed to 90% of the industrial growth. Biotechnology and health, new-generation information technology and other strategic emerging industries have developed rapidly. The industrial agglomeration districts have taken shape for aerospace, equipment manufacturing, petrochemical industry, etc. The paces have been quickened to implement the *Little Giant Scientific and Technological Growth Program* to promote the development of small and medium-scaled technology-oriented enterprises. The number of small and medium-scaled technology-oriented enterprises increased by 8500 in the year, and the number of *Little Giant* enterprises exceeded 1000, which became a new point of economic growth. Proactive measures have been taken to develop building economy, including the policies to promote building economy in the central urban area. 128 key projects have been decided on, and the number of buildings where the tax revenue exceeded 100 million yuan increased from 27 to 67, effectively promoting the development of modern service industry.



In 2012, Tianjin will deepen the campaign to adjust structure, improve livelihood and upgrade to a higher level. Especially, great efforts will be made to accomplish major projects, assist *Little Giants* and develop building economy. Meanwhile, the integrated, intensive and agglomerated development of industries will be promoted, and the real

▶ Industrial Structure of Tianjin



economy will be strengthened. New progress will be made in the transformation of economic development modes and the improvement of economic structure.

Investment Invitation

Over the past years, Tianjin has adopted a more proactive and open strategy to focus on major and promising projects, optimize its investment environment, innovate its mechanism of investment invitation, and exploit new channels to attract investment from both home and abroad. As a result, not only more invest-



Tianjin Production Base of Great Wall Motors

▶ Economic Structure Indicators of Tianjin (%)

Indices	2010	2011
GDP Structure of Tianjin	100	100
Primary Industry	1.6	1.4
Secondary Industry	52.4	52.5
# Industry	47.8	48.1
Tertiary Industry	46.0	46.1
Structure of Total Investment in Fixed Assets	100	100
Primary Industry	0.8	0.8
Secondary Industry	44.2	44.0
Tertiary Industry	55.0	55.2

ment has been made in Tianjin, but a greater profit has been achieved continuously.

In 2011, the domestic investment in Tianjin reached 208.587 billion yuan, up 27.7% over the previous year; 347 major projects above 100 million yuan were introduced. The actually used FDI amounts to USD 13.056 billion, up 20.4%; 170 major foreign projects above USD 10 million were introduced. By the end of the year, out of the *Fortune Global 500* enterprises in the world, 150 have their investment in Tianjin.

In 2012, even greater efforts will be made to attract investment. The foreign capital actually used and domestic investment will increase by 12% and 20% respectively. Emphasis will be put on the leading projects in pillar industries, strategic emerging industries, and modern service industries. Efforts will be encouraged to establish regional headquarters, R&D centers, etc. in Tianjin. In 2012, Tianjin Projection Base of Great Wall Motors (second phase), with total investment 12 billion yuan, will be completed and put in operation. The largest insulin factory in the world, with USD 400 million investment from Novo Nordisk, will be completed and put in operation in 2012, too. Tianjin has become a hot land for investment for both domestic and foreign enterprises.



Industry

General Condition
Competitive Industries
High-tech Industries
Industrial Economy Profits

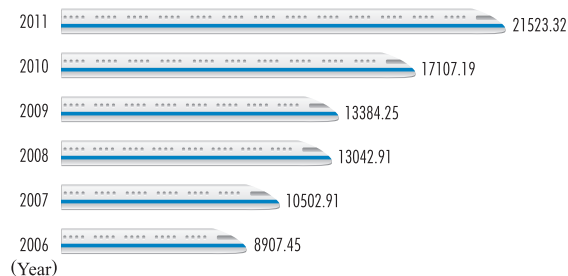


Airbus A320 Final Assembly Line in Tianjin

General Condition

With support from major and promising projects, Tianjin's industry strives to promote development modes and accelerate energy saving and emission reduction through technological innovation. Now it is on a track of sustainable development featuring high growth and low consumption. In 2011, the industrial output value of Tianjin exceeded 2 trillion yuan for the first time, reaching 2.152332 trillion yuan, up 28.7%. The industrial added value reached 538.053 billion

► Gross Output Value of Industry in Tianjin (100 million yuan)



yuan, up 19.3%, stimulating economic growth in Tianjin by 9.2%, with a contribution rate of 56.3%. The output of industries above the designated scale reached 2.085772 trillion yuan, up 29.2%. The industrial added value of industries above the designated scale rose by 21.3%. Meanwhile, the energy consumption for 10000 yuan output dropped by 4.28%.

► The Ninth Batch of 20 Key Industrial Projects in Tianjin

Projects	Investment (100 million yuan)
1. Superlarge Spacecraft AIT Center of Spaceflight Shenzhou Science and Technology Development Co., Ltd.	15
2. New-generation Photoelectric Technology Industrialization	16
3. High-performance Data Transfer and New-generation IT Products Research, Development and Manufacturing	20
4. Design of Integrated Circuits and Manufacturing of High-end Digital Display Products	21
5. Internet of Things and Cloud Computing	11
6. Biochemical Pharmacy	12.7
7. Industry Headquarters R&D Base of Tianjin Ringpu Bio-technology Co., Ltd.	10
8. New-energy Automobile Batteries and High-performance Batteries	50
9. High-performance New Metal Composite Materials	30
10. Production of Ultrafiltration Membranes for Water Treatment	12
11. FAW-Toyota Capital Increase and Upgrading Project	18
12. Manufacturing of Automobiles and Spare Parts	45
13. R&D and Manufacturing of High-end Motors and Transmission Devices	10
14. Manufacturing of Special Electrical and Cable Products	23
15. Adjusting and Upgrading of Metallurgical Structure	24.2
16. Polycarbonate Project of SINOPEC SABIC Tianjin Petrochemical Co., Ltd.	120
17. New-type Chemical Industry Materials	20
18. Upgrading of Traditional Industrial Products	23
19. Waste Heat Power Generation Project of Tianjin Tian'gang United Special Steel Co., Ltd.	21.3
20. Hua'neng Gas-based Cogeneration Project in Tianjin Port Economic Area	32

► Composition of Output Value of Advantageous Industries of Tianjin in 2011

- Equipment Manufacturing Industry 43.7%
- Petrochemical Industry 20.6%
- Electronic Information Industry 13.9%
- Light Industry and Textile Industry 13.4%
- Other Industries 8.4%
 - including: New Energy and New Materials 4.3%
 - Biomedicine Industry 2.9%
 - Aerospace Industry 1.2%



In February 2012, Tianjin put forward the ninth batch of 20 key and major industrial projects, with total investment 53.42 billion yuan, including one project in aerospace industry, two in petrochemical industry, five in advanced equipment manufacturing, etc. In 2012, five programs (major industries, major bases, major groups, major projects, and major brands) will be implemented in Tianjin to cultivate industries above 1 trillion yuan and corporate groups above 100 billion yuan.

Competitive Industries

Focusing on the establishment of high-end, high-quality and high-tech industrial structure, Tianjin has developed eight pillar competitive industries (aerospace, petrochemical industry, equipment manufacturing, etc.). Tianjin has become one of the first six comprehensive national high-tech industrial bases in China.

The competitive industries play a significant role in supporting economy. In 2011, the eight competitive industries accomplished total output 1.888152 trillion yuan, up 29.0%, accounting for 90.5% of the total output of industries above the designated scale. Industrial agglomeration districts have taken shape for aerospace industry, equipment manufacturing and petrochemical



AVIC Helicopter Tianjin Base

industry, with output value 22.773 billion yuan, 825.627 billion yuan, and 389.480 billion yuan respectively. Strategic emerging industries, such as new energy and materials, biomedicine, and electronic information, have undergone rapid development, with output value 81.484 billion yuan, 55.237 billion yuan and 261.250 billion yuan respectively.

High-tech Industries

The high-tech industries in Tianjin (such as aerospace; electronic information; optical, mechanical and electrical integration) accomplished output value 648.793 billion yuan in 2011,



accounting for 31.1% of the total output of industries above the designated scale, a rise of 0.5 percentage point over the previous year. The output value of new products amounted to 641.409 billion yuan, up 38.2%. By the end of 2011, the number of national high-tech industrialization bases in Tianjin reached 16.

Tianjin Binhai High-tech Industry Development Area, one of the first innovative technological parks in China, has striven to develop through scientific and technological innovation. The major economic indicators of the core zone maintained an annual growth rate of 30% or above. Tianjin Future Science and Technology Town, one of the four science and technology town projects in China, will be built within ten years into a center of scientific innovation and a base of high-tech industries that attracts innovative talents from both home and abroad. It will become a prototype of intelligence economy and a pioneer of innovation.

Industrial Economy Profits

The industrial economy profits have kept increasing. In 2011, the industrial enterprises above the designated scale achieved main business income 2.071191 trillion yuan, up 26.5% over the previous year, with profit and tax 277.758 billion yuan, up 42.0%, including profit 166.926 billion yuan, up 39.5%. Of the 37 categories of industrial trades, 36 trades yielded profits and 30 trades underwent growth.



Service Industry

Internal Structure of Service Industry

Financial Industry

Domestic Trade

Transportation Industry

Convention and Exhibition Industry

Tourism Industry

Culture Industry



Tianjin Port Ro-Ro Wharf

The service industry in Tianjin shows a trend of sustainable, sound, and robust development. With growing contribution to economic development, it is now playing an increasingly important role. Well laid out in space, the service industry is now on a new stage of development. In 2011, the added value in Tianjin service industry rose by 14.6%, 0.4 percentage point higher than in the previous year; it accounted for 46.1% of the total output of Tianjin, 0.1 percentage point higher.

In 2012, Tianjin will continue to promote building economy, introduce more high-end service trades, and increase the number of buildings with tax and revenue above 100 million yuan to 50. Steps will be quickened to construct and put in operation the second phase of *Jinwan Plaza*, *Galaxy Shopping Mall*, etc. The pace will also be quickened to construct *China Tourism Industry Park*. The second phase of *Tianjin Meijiang Convention and Exhibition Center* will be completed. The construction of a national large-scale convention and exhibition will be started. Care will be taken to organize large-scale exhibitions and conventions like *Summer Davos Forum 2012*. A new batch of 20 key projects in the service industry will receive total investment 32 billion yuan in 2012,

as represented by the supportive commercial project for Tianjin Cultural Center and Chou Tai Fook Binhai Center Project.

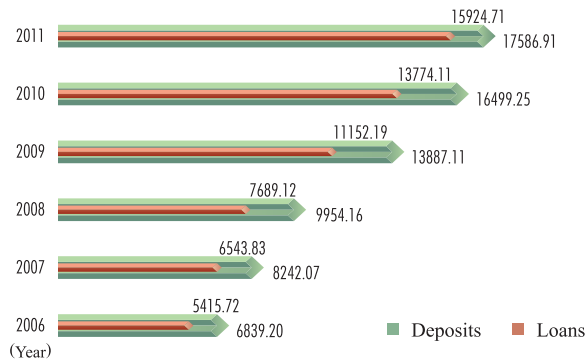
Internal Structure of Service Industry

In 2011, the service industry (tertiary industry) in Tianjin achieved added value 515.388 billion yuan, up 14.6%. Of the sum, transport, storage and post industry achieved 69.898 billion yuan, up 10.6%, accounting for 13.6% of the total in service industry, a drop of 0.6 percentage point; wholesale and retail industry achieved 137.706 billion yuan, up 18.1%, accounting for 26.7%, 1.4 percentage points higher; hotel and catering industry achieved 18.622 billion yuan, a rise of 10.0%, accounting for 3.6%, the same as in the previous year; finance industry achieved 70.179 billion yuan, up 16.3%, accounting for 13.6%, the same as in the previous year; real estate industry achieved 42.728 billion yuan, up 5.5%, accounting for 8.3%, 0.3 percentage point higher; other service industries achieved 176.255 billion yuan, up 15.6%, accounting for 34.2%, a drop of 1.1 percentage points.

Financial Industry

Making full use of the favorable policies for the pilot area, Tianjin has made new breakthroughs in financial reform and innovation. A modern financial service system has been established, corresponding to Tianjin's role as the economic center in the north of China, which will provide motivating power for sustainable and robust economic development. The development of rental business in Tianjin is among the most rapid and promising in China. Tianjin takes the lead in China in terms of financing lease contract balance and innovation policy. In 2011, the number of equity investment fund enterprises and management institutions registered in Tianjin reached 2408, indicating that Tianjin has become a center of private equity fund in China. The number of financing leasing institutions reached 56, with financing leasing contract balance above 220 billion yuan, the business volume accounting for a quarter of the total in China. 73 petty-loan companies were put in operation, making loans 14.7 billion yuan in total. Industrial Bank of Taiwan has won permission to establish a representative office in Tianjin, which will bring an end to the

▶ Year-end Deposit and Loan Balance of Domestic and Foreign Financial Institutions (100 million yuan)



history that there was no Taiwan bank in Tianjin.

Credit scale has kept increasing steadily. At the end of 2011, the balance of loans from Tianjin financial institutions (including foreign ones) in home or foreign currency reached 1.592471 trillion yuan, up 15.7%, a drop of 7.8 percentage points from the previous year. The new loans in the year amounted to 216.297 billion yuan, 45.130 billion yuan less than in the previous year. At the end of the year, the balance of deposits in Tianjin was 1.758691 trillion yuan, up 6.7%, a drop of 12.1 percentage points from the previous year. New deposits in the year amounted to 109.437 billion yuan, 150.821 billion yuan less than in the previous year.

The transactions in the securities market are steady. At the end of 2011, 37 companies in Tianjin were listed in Shanghai and Shenzhen Stock Markets, including one company which was newly listed in the year. The transaction volume of various securities was 1.283936 trillion yuan, including 1.116117 trillion yuan for stocks and 2.552 billion yuan for bonds, a rise of 36.6%; 19.012 billion yuan for funds, up 29.5%. The number of accounts in the securities market was 2.7574 million, up 3.9%.

34.1261 million transactions were made in the futures market, with a volume of 4.157431 trillion yuan. Insurance industry has developed smoothly. At the end of 2011, there were four insurance headquarters, 46 sub-companies, 527 insurance branches, offices or sales departments, 91 professional intermediary institutions, and over 2800 agencies. The total premium income in the year was 21.174 billion yuan, up 13.6%. The total insurance compensation in the year was 6.617 billion yuan, up 27.5%.



Bank of Tianjin

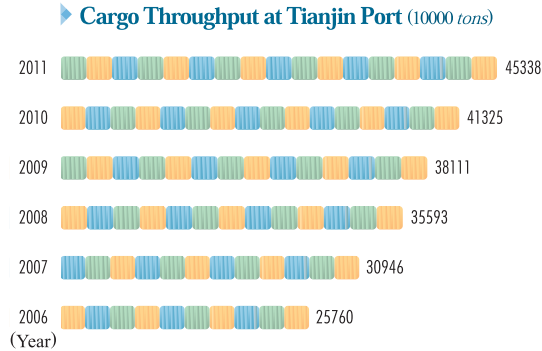
Domestic Trade

The consumption market is till vigorous. In 2011, the wholesale and retail industry in Tianjin achieved a sales volume of over 2 trillion yuan, reaching 2.083144 trillion yuan, up 33.2%. The volume of business in hotel and catering industry rose by 27.1% to 49.481 billion yuan. The retail volume of consumer goods rose by 18.7% to 339.506 billion yuan. Automobiles, metal materials, petroleum and petroleum products have become hot commodities for consumption. Of wholesale and retail enterprises above the designated quota, the sales volume of automobiles, petroleum and petroleum products, metal materials rose by 47.9%, 31.3% and 42.9% respectively. The sum of their sales volumes accounts for 72.7% of the total.

The commercial network has been improved and the market upgrading has been quickened. A new commercial network system has been established, with municipal commercial centers as its core, local commercial centers and community-based commercial centers as its supplements. A commercial mode has also taken shape with department stores, large-scale supermarkets, and specialty shops complementing each other with their different functions and roles.

Transportation Industry

The transportation volume of freight and passengers has increased



steadily. In 2011, the passenger transport volume was 253.3079 million people, up 2.1%, including 220.5333 million passengers by highway, up 1.1%, 28.0130 million passengers by railway, up 8.0%. The freight transportation volume was 446.5125 million tons, up 8.6%, including 234.26 million tons by highway, up 12.3%, 72.8602 million tons by railway, up 5.1%, and 127.1070 million tons by waterway, up 5.2%. The turnover of passenger traffic was 34.214 billion passenger-kilometers, up 7.1%. The turnover of freight transport was 1012.144 billion ton-kilometers, up 2.4%.

Tianjin port is a top-level artificial deep-water port in the world, one of the ports with the most advanced facilities and the most complete functions in China. In 2011, its cargo throughput was ranked the fourth in the world, reaching 453 million tons, a rise of 9.7%. With the establishment of the Regional Marketing Center in Xi'an and dry ports in Erdos and Zhangjiakou, there are altogether 21 dry ports distributed over 14 provinces, municipalities or autonomous regions which take 52% of the total area of China. The construction plan for the core function area of Northern International Shipping Center has won approval from the State Council. Several pilot projects have been

launched, including international ship registration, international shipping taxation, etc. These efforts provide the thrust for Tianjin port to become an important international comprehensive port.

As for aviation, Tianjin Binhai International Airport is one of the largest modern international airports in China and the first electronic freight transport airport on the mainland of China. In 2011, 74000 planes from Tianjin Airport were engaged in transport, a rise of 1.1%. The passenger throughput rose by 3.8% to 7.5542 million person-times; the cargo throughput dropped by 9.7% to 182900 tons.

Convention and Exhibition Industry

With numerous favorable conditions in location, transport, facilities, industry, etc., Tianjin has hosted a large number of national and international conventions or exhibitions, demonstrating vigor in the convention and exhibition economy. In 2011, 165 large-scale conventions or exhibitions were held in Tianjin, including the first International Helicopter Expo Tianjin China, China Tourism Industry Expo, etc. The convention and exhibition industry brought direct income more than 500 million yuan, stimulating relevant consumption of nearly 10 billion yuan.

In September 2012, the *Summer Davos Forum* will be held in Tianjin Meijiang Convention and Exhibition Center. In March 2012, the Ministry of Commerce and Tianjin Municipal Government signed an agreement to build an internationally first-rated convention and



exhibition complex in Tianjin. A comprehensive pilot area of convention and exhibition industry will be built with the national convention and exhibition project as its core. The rapid development of convention and exhibition economy will contribute to a greater influence of Tianjin in the regional economy. Meanwhile, it will also play an active role in attracting investment from home and abroad and stimulating development in tourism, catering industry, and hotel industry.

Tourism Industry

Tourism industry developed robustly. The tour along Haihe River and other tourist routes, which are increasingly popular with tourists, have become an important window to display the image of Tianjin. Tianjin International Cruise Home Port has received 39 international luxury cruise ships and served inbound and outbound tourists 72000 person-times. At the end of 2011, there are 112 star hotels and 368 travel agencies, including 20 international travel agencies. There are 65 Class-A scenic spots and 14 demonstration spots for industrial and agricultural tourism. The number of inbound tourists in the year is 2.0044 million person-times, a rise of 20.7%. The foreign exchange revenue from tourism rose by 23.7% to USD 1.756 billion.

The General Plan of Tianjin Tourism Industry has been officially adopted. In 2012, the total income from Tourism industry will reach 178 billion yuan, with 2.31 million inbound foreign tourists and foreign exchange earnings from tourism USD 2.1 billion. By 2015, the total tourism revenue will reach 300 billion yuan, with 3.7 million inbound tourists, foreign exchange revenue from tourism USD 3.7 billion, 300000 direct practitioners in tourism, and 1.5 million indirect practitioners.



Tianjin Goldin Metropolitan Polo Club

Culture Industry

To achieve the goal of establishing a charismatic and vigorous city with keen cultural atmosphere, Tianjin has adopted a series of measures and supportive policies to promote the development of culture industry, which has shown remarkable



Tianjin National Digital Publishing Valley

vigor. Proactive measures have been taken to implement *Tianjin Culture Industry Development Plan*. The added value in the culture industry has increased from 10.289 billion yuan in 2006 to 39.273 billion yuan in 2011, with an average annual growth rate of more than 30%, higher than the growth rate of economy in Tianjin. The added value of culture industry accounts for 3.5% of the GDP in Tianjin. In 2011, the National Animation Industry Comprehensive Demonstration Park was put in use, with nearly 200 enterprises; the public technology service platform for animation industry has reached the advanced level in the world. The China (Tianjin) Performing Art Industry Expo 2011 was successfully held, with an on-site transaction value 230 million yuan and an agreement transaction value nearly 500 million yuan. Tianjin Municipality has signed framework agreements on strategic cooperation with the Ministry of Culture, the State Administration of Radio, Film and Television, the General Administration of Press and Publication. Many major and promising culture projects have been introduced to Tianjin. Eight national culture industry parks or zones (including China Tianjin 3D Film and Television Creativity Zone, National Digital Publishing Valley, etc.) have become a highlight of Tianjin culture industry, and produced an accumulative and leading effect.

In March 2012, 42 key projects were launched in Tianjin culture industry, so as to accelerate the development of the industry, promote the combination of technology and culture, cultivate a base of culture innovation, demonstration and incubation, and establish and improve a market of culture industry. Steps are quickened to construct the key projects such as the second phase of the National Animation Industry Comprehensive Demonstration Park and 3D Film and Television Creativity Park.



Rural Economy

Agriculture

Construction of New Countryside



Wuqing District Junli Modern Agriculture Demonstration Park

Agriculture

In 2011, the total agricultural output value in Tianjin is 34.943 billion yuan, a rise of 4.2% over the previous year. The total output of grains achieved continuous increase for eight consecutive years, reaching 1.6183 million tons, a rise of 1.3% over the previous year.

Coastal urban modern agriculture has developed steadily. From 2008 to 2011, Tianjin invested nearly 20 billion yuan in the development of facility agriculture. During the four years, high-standard facility agriculture expanded over 30000 hectares, increasing the total area to 40000 hectares. In addition to 20 modern agriculture industrial parks, 100 modern animal husbandry demonstration parks and 55 competitive aquatic products breeding demonstration parks have been completed. It is obvious that the modern agriculture in Tianjin develops on a higher level than before. In March 2012, a memo was signed between Tianjin and the Ministry of Agriculture, which will cooperate with each other to implement the strategy of developing agriculture through science and education and accelerate the development of modern crop farming and recreational agriculture, so as to explore a new

path of agricultural modernization in China. By 2015, a national demonstration area for urban modern agriculture will be basically established in Tianjin.

Construction of New Countryside

The infrastructure and environment in the countryside have been further improved. The length of rural highways rebuilt in 2011 is 1000 km. 139 more villages were ranked as civilized and ecological villages. Ten water conservancy projects were implemented in the rural area, including drinking water safety, water-saving irrigation, etc., so as to develop water-saving agriculture, improve the water environment and guarantee the safety of drinking water in the countryside. Paces have been quickened to implement the development strategy of urban and rural integration. All the 800 major projects in different districts and counties have been started, with planned investment 580 billion yuan. The urbanization rate in Tianjin rose by 0.95 percentage point to 80.50%. At the end of 2011, the number of professional cooperatives for peasants reached 2414. The number of key corporate champions of agricultural industrialization at or above the city level reached 152, and 90% of the peasant households participated in the industrialization system.

The construction of demonstration small towns has accelerated in an all-round way. The construction of 47 demonstration small towns has been started in four batches and twenty demonstration small towns have been completed. The year saw the



Huaming Town

start of the construction of peasants' housing 10 million square meters. The completed peasants' housing covers 18 million square meters, and 400000 peasants have moved in the small towns. As a success in the construction of small towns through exchanging homesteads for housing, Huaming Town was selected as *the best practice area in the urban area* displayed at the World Expo 2010 Shanghai China.



Binhai New Area

- Strategic Position
- Economy and Finance
- Industrial Development
- Investment and Construction
- Business Invitation and Investment Attraction
- Development Objectives for 2012



Core Region of Binhai New Area



Sketch Map of Tianjin Binhai New Area District

Strategic Position

Lying at the center of Bohai-rim Region, Tianjin Binhai New Area District covers a land area of 2270 square kilometers, with a 153-kilometer coastline. It is one of the most promising, vigorous and open modern new areas in China, as well as another pole of economic growth in China, following Shenzhen Special Economic Zone and Shanghai Pudong New Area. Binhai New Area is a state-level pilot area for comprehensive supplementary reforms. Shouldering the responsibility of accumulating experiences in reform and opening up for China, Binhai New Area will play a greater role in promoting the development

► Major Economic Indicators of Binhai New Area 2011

Project	Unit	Statistics	Growth over the Previous Year (%)
GDP	100 mln yuan	6206.87	23.8
# Secondary Industry	100 mln yuan	4273.89	26.9
# Industry	100 mln yuan	4036.40	27.9
Tertiary Industry	100 mln yuan	1924.15	16.9
GDP in Infrastructure	%	55.5	
Government Revenue	100 mln yuan	1379.30	37.1
Gross Output Value of Industry	100 mln yuan	12732.22	29.4
Total Investment in Fixed Assets	100 mln yuan	3702.12	32.0
Total Investment in Fixed Assets in Infrastructure	%	49.3	
Total Retail Volume of Consumer Goods	100 mln yuan	882.53	24.3
Total Value of Imports and Exports	USD 100 mln	711.21	27.1
# Imports	USD 100 mln	434.45	33.1
Exports	USD 100 mln	276.76	18.9
Total Value of Imports and Exports in Infrastructure	%	62.2	
Contracted Value of FDI	USD 100 mln	129.53	10.7
Actually Used FDI	USD 100 mln	85.02	20.8
Actually Used FDI in Infrastructure	%	65.1	
Total Domestic Investment in Actual Use	100 mln yuan	459.38	30.4



Tianjin Port Container Wharf

of Tianjin, boosting the economic revival in Beijing-Tianjin-Hebei and Bohai-rim Region, and motivating coordinated economic development in China and international exchanges.

In 2006, the development and opening of Binhai New Area became part of the national overall development strategy. In 2010, General Secretary Hu Jintao pointed out that Tianjin should seize the historic opportunity and took the lead in China to implement the scientific outlook on development. In May 2011, during his inspection in Tianjin, he stressed that the opening and development of Binhai New Area had entered a new stage and proactive and bold measures should be taken. In the government work report for 2012, Premier Wen Jiabao pointed out that Binhai New Area should play a greater role in exploring new paths in reform and opening up. This is the sixth time that Binhai New Area has been mentioned in the *Government Work Report* delivered during the NPC and CPPCC. With its quickened paces of development and opening, Binhai New Area takes an ever-increasing part and position in the reform and opening of China.

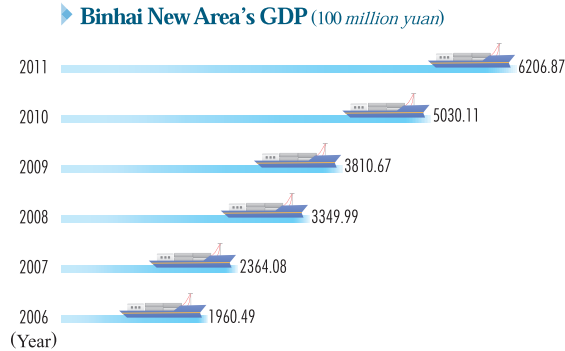
Binhai New Area boasts remarkable advantages and huge potentials for development. Firstly, it enjoys a

favorable geographic location. Lying at the joint between Bohai-rim Economic Belt and Beijing-Tianjin-Hebei City Agglomeration, backing onto the northwest, northeast and north of China, Binhai New Area enjoys a broad hinterland and serves as a hub linking the home and the abroad, the north and the south, the west and the east. As the east starting point of the Eurasia Continental Bridge, it provides the neighboring inland countries with an access to the sea. Secondly, it enjoys a wide range of service functions. In Binhai New Area, there are nine industrial function zones (Advanced Manufacturing Industry Zone, Airport Industry Zone, Binhai Hi-Tech Industrial Development Area, Tianjin Port Industry Area, Nan'gang Industrial Zone, Port Logistics Area, Binhai Tourism Area, Sino-Singapore Tianjin Eco-city, Central Business District) and Tianjin Port, a comprehensive trade port with the fourth largest freight throughput in the world. Thirdly, it enjoys obvious advantages in industries, science and technology. In Binhai New Area, there are eight competitive industries (aerospace, petrochemical industry, electronic information, biomedicine, new energy and materials, high-tech textile, automobile and equipment manufacturing, modern metallurgy). High-tech and technology-intensive industry clusters have taken shape.

Binhai New Area is supposed to fulfill the following functions: with support from Beijing, Tianjin and Hebei Province, Binhai New Area is to offer services to the Bohai-rim Region and the northwest, northeast and north of China, and take Northeast Asia as its further development region; it is to be constructed into a window for opening to the outside world, a base of high-level modern manufacturing industry and R&D achievement industrialization, and an international shipping center and logistics center; in the long run, Binhai New Area will become an ecological livable urban district with economic prosperity, social harmony and beautiful environment.

Economy and Finance

In 2011, Binhai New Area achieved total output value 620.687 billion yuan, a rise of 23.8% over the previous year calculated at comparable prices; it accounts for 55.5% of the total output value in Tianjin, 0.3 percentage point higher than in the previous year. In finance, by the end of



2011, more than 2000 equity investment fund and management enterprises are registered in the New Area, with subscribed capital nearly RMB 400 billion yuan; 128 enterprises are listed at Tianjin Equity Exchange; voluntary exchange settlement has been adopted in 16 enterprises in Sino-Singapore Tianjin Eco-city, the first pilot area for voluntary exchange settlement in China; The transaction network of Tianjin Financial Assets Exchange covers the whole country; the number of financial leasing companies has reached 209, and their business volume accounts for nearly a quarter of the total in China, over 80% of that in Tianjin. Tianjin



Binhai Financial Street



Sinopec Tianjin Million-ton Ethylene Refining-Chemical Integration Project

Binhai Intellectual Property Exchange International, the first one in China, has been put in operation, which provides a new mode of financing for the industrialization of patent rights and the growth of small and medium-scaled science and technology enterprises.

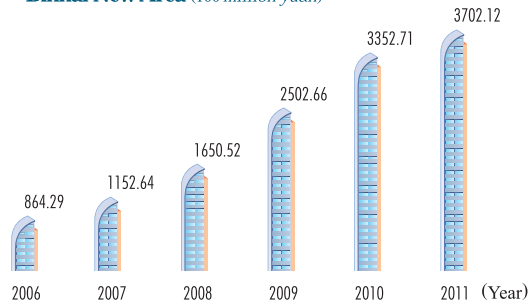
Industrial Development

In 2011, the total industrial added value increased by 27.9% to 403.640 billion yuan, stimulating economic growth in the district by 17.5%, with a contribution rate of 73.4%. The output value of industries above the designated scale in the year is 1273.222 billion yuan, up 29.4%. The eight competitive industries (aerospace, petrochemical industry, electronic information, etc.) achieved a total output value 1153.08 billion yuan, accounting for 90.6% of the output value of industries above the designated scale in the district, stimulating its growth by 25.9%. 91 major projects have been completed and put in production, such as Tianjin Production Base of Great Wall Motors (first phase), Samsung OLED Electronics, and AVIC Helicopter Base. The first phase of the new generation carrier rocket industrialization base has been completed. The construction of 192 projects has also been started, such as Futong Optical Fiber and John Deere Engine.

Investment and Construction

The fixed assets investment in Binhai New Area increases rapidly. In

► Amount of Total Investment in Fixed Assets in Binhai New Area (100 million yuan)



2011, it rose by 32.0% to 370.212 billion yuan, accounting for 49.3% of the total fixed assets investment in Tianjin.

Paces were quickened in Binhai New Area to implement the strategy of *developing one core and two ports, seeking support from nine districts, and playing a leading role*. Full use has been made of the absorption function of the *starter* project. *Ten campaigns* have progressed profoundly and become a robust engine to accelerate development and opening up.

By the end of 2011, two 5000-ton general wharfs had been built in Nan'gang Industrial Area; Nan'gang Port had been open to trial operation. In Tianjin Port



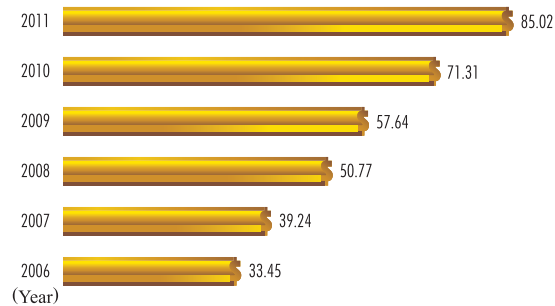
National Animation Industry Comprehensive Demonstration Park



Tianjin Binhai Hi-Tech Industrial Development Area

Economic Area, the reclaimed land covered an area of 23 square kilometers; the 100000-ton channel was open to navigation. The principal part of the construction of the core area of modern service industry zone in TEDA has been basically accomplished. The second phase project of the service outsourcing base has been launched. In the Marine Hi-Tech Development Area, the industry carrier function has been further strengthened. The main structure of the 20 business buildings in Xiangluowan Business Area has been capped, five of them have been completed, and Minmetals International Plaza has been put in operation. The 9+3 project in Yujiapu Financial District has progressed smoothly. The construction of Tishman Speyer Financial Plaza and Rose Rock IFC has been started. In the south part of Sino-Singapore Tianjin Eco-city, the infrastructure construction has been completed. The first phase of National Animation Industry Comprehensive Demonstration Park has been put in operation, with the film and television park, science and technology park, industry park and information park taking shape. In Tianjin Dongjiang Free Trade Port Zone, a whole piece of land has taken shape; the second phase is ready for operation. Paces have been accelerated in the construction of Finance and Trade Service Center. In Binhai Tourism Area, 16.4 square kilometers of land have been filled; the *starter* project has been basically completed; Tianjin Pavilion of the World Expo has been completed; the construction of Mingyuan Culture and Commerce Town and other projects has been accelerated. In the western area, 35 square kilometers of land in the west part of the

▶ Actually Used FDI in Binhai New Area (USD 100 mln)



development area have been consolidated; the new construction area of Bolong Lake Headquarters Economic Zone reached 800000 square meters; Tianbao Business Park has been established in Airport Economic Area, attracting 40 enterprise headquarters and research and design institutes. The first phase of Beitang Economy Zone Enterprise Headquarters Base has been basically completed; the Bestown now takes a new outlook. The 5000-ton cargo wharf at the Central Fishing Port has been put in operation; the construction of Aquatic Town and other projects has started.

In 2012, following the guideline of concentrating projects in parks, developing industries in clusters, intensively using resources, and integrating functions, Binhai New Area will deepen the construction of such key projects as new-generation carrier rocket industrialization base (2nd phase), Sino-Russian Tianjin 13 million tons/year Oil Refinery Project, Tianjin Production Base of Great Wall Motors (2nd phase), Sino-Australia Royal Yacht Town.

Business Invitation and Investment Attraction

Binhai New Area is opened to the outside world on

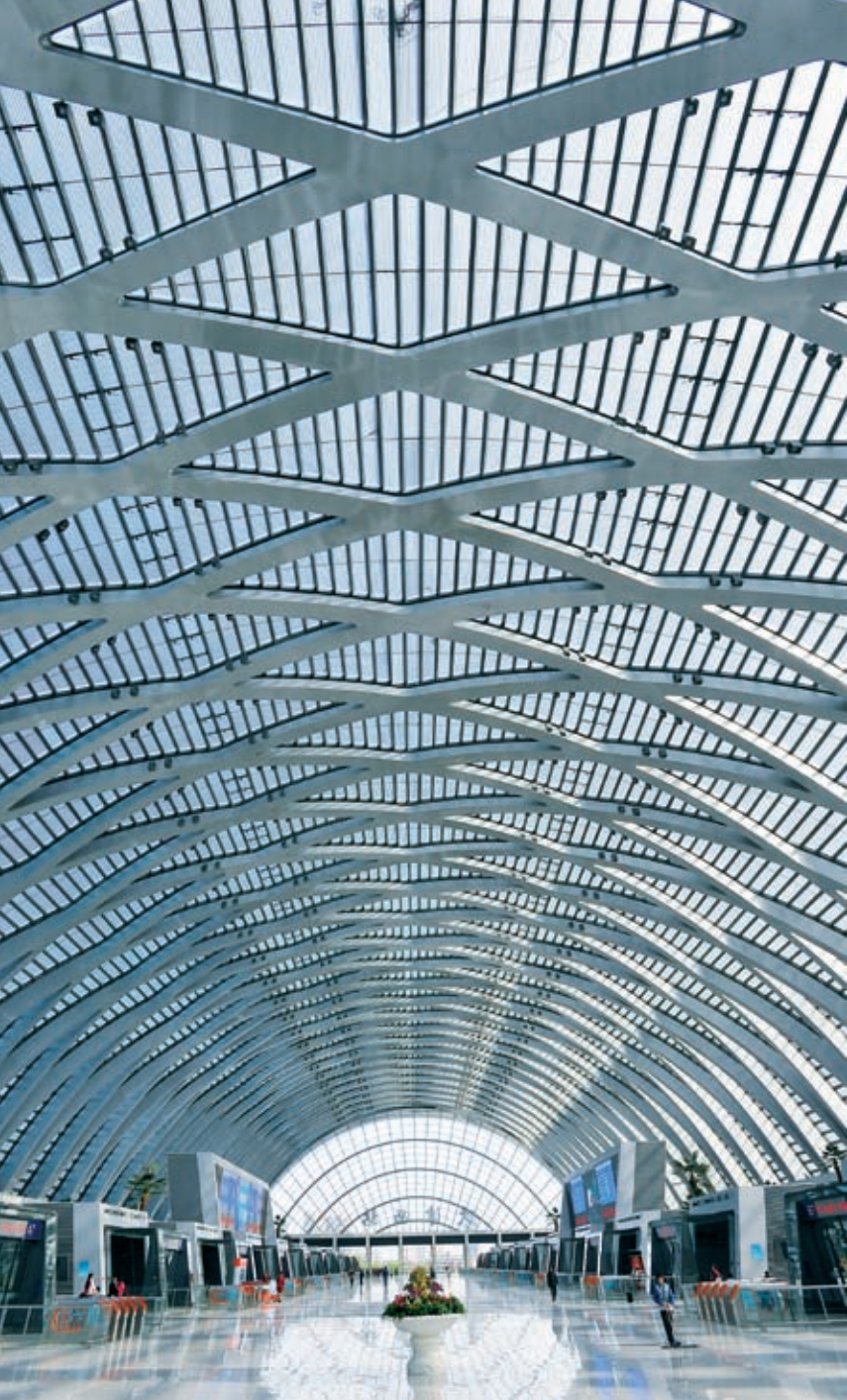
an ever-increasing level. With its improving investment environment, excellent services and favorable policies for the pilot area, Binhai New Area has attracted numerous high-end enterprises and projects from both home and abroad. In 2011, it attracted contracted foreign investment USD 12.953 billion, up 10.7%; the actually used FDI was USD 8.502 billion, up 20.8%; the domestic investment in actual use was 45.938 billion yuan, a rise of 30.4%, 15.5 percentage points higher than in the previous year.

In 2012, Binhai New Area will continue to improve its investment environment, integrate policies and intensify efforts to attract business and investment, put emphasis on strategic emerging industries, high-end service industries, and industry chain aggregation projects, so as to switch from the business invitation mode on the basis of separate projects to the mode based on carriers, clusters and industry chains.

Development Objectives for 2012

The main objectives of economic and social development in Binhai New Area are as follows: to increase GDP by 18%; to increase total output value of industries above the designated scale by 23%; to increase both general fiscal revenue and local fiscal revenue by 22%; to make total fixed assets investment grow by 20%; to increase total retail sales of consumer goods by 25%; to increase foreign investment in actual use by 13% and domestic investment in actual use by 30%; to increase total import and export value by 14%; to get both per capita disposable income of urban residents and per capita net income of rural residents grow by 12%; to accomplish the assigned task for energy conservation and emission reduction.





City Planning and Construction

Key Urban Construction Projects

Public Utilities

City Landscape

Smart Tianjin

Urban Spatial Development Strategy Plan



Tianjin Cultural Center

On a new stage of development, Tianjin people are dedicated to constructing their homeland into an international port city, economic center in the north of China, and ecological city. Adhering to the development strategy of planning with high aims, constructing with high levels, managing with high efficiency, they will deepen the urban spatial development strategy, improve the general and regional planning, and carry out the urban infrastructure construction with a high standard, so that the city carrier function, service function and comprehensive safeguard function will be significantly enhanced.

Key Urban Construction Projects

In 2011, the investment in infrastructure in Tianjin is 156.778 billion yuan, a rise of 8.8% over the previous year.

With its interior decoration in the final stage, Tianjin Cultural Center, the largest comprehensive culture service facility in Tianjin, will be open to the public in May 2012. Integrating Tianjin Museum, Tianjin Library, Tianjin Art Museum, Tianjin Grand Theatre, Sunshine Land, and Galaxy Shopping Mall, the culture center

serves as an urban drawing room that reflects the profound cultural heritage of Tianjin, and plays a significant role in improving the urban functions. *Jinmen* and *Jinta*, two important projects in Tianjin service industry, were put into operation in 2011. Upon the completion of its second phase in July 2012, Tianjin Meijiang Convention and Exhibition Center will host the *Summer Davos Forum 2012*.

Smooth progress has been made in the construction of Xiangluowan Business Area and Yujiapu Financial District, the largest and most vigorous international business concentration areas in Tianjin or even the Bohai-rim Region, the indicative areas of the development and opening of Binhai New Area. Minmetals International Plaza, completed in 2011 in Xiangluowan Business Area, has attracted such large-scale enterprises as the State Grid Corporation. The construction of Tishman Speyer Financial Plaza and Rose Rock IFC will be started in 2012 in Yujiapu Financial District. Edifice 117, a core structure in Gaohai Yintai CBD in Binhai Hi-Tech Industrial Development Area, will be completed and put in operation in 2016. With a design height of 600 meters, Edifice 117 embodies such functions as top-class store, office building, hotel and business apartment. Once completed, it will remarkably promote the development of high-end service industry in Binhai Hi-Tech Industrial Development Area.

Tianjin West Railway Station, one of the five starting stations of Beijing-Shanghai High-speed Railway, was completed and put in operation in 2011, becoming an important hub of transport between Bohai-rim



Tianjin West Railway Station

Region and the Yangtze River Delta. Smooth progress is made in the railway construction projects of Jinbao Railway, Tianjin-Qinhuangdao Passenger Line, Underground Diameter Line linking Tianjin West Railway Station with Tianjin Railway Station, Yujiapu Junction Station. Subway Line 1 has been put in operation, and Subway Line 9 is in trial operation. Subway Lines 2 and 3 have entered the stage of decoration and debugging. The construction of Subway Lines 5 and 6 has been accelerated. The expressways Jinning, Binbao and Hai-bin have been open to traffic, increasing the total traffic mileage of expressways to more than 1100 kilometers. A network of expressways has taken shape, radiating to the north, northeast, east, and northwest of China. The construction of the second phase of Tianjin Binhai International Airport has been started and it will



Xianluowan Business Area under Construction

be put into operation in June 2014. Smooth progress is made in the construction of Nanjiang China National Aviation Fuel Petrochemical Terminal Project in Tianjin Port, and it will be put into trial operation by the end of 2012. In 2012, Tianjin will invest 130 billion yuan in constructing a perfect transport network by land, air and sea.



Sketch Map of Rail Transit in Tianjin

Public Utilities

The public utilities services are of an ever-increasing level. In 2011, the total electricity consumption in Tianjin is 69.515 billion kW·h, up 7.7%. The underground pipelines for the supply of water, gas and heat newly built in the year stretch 1000 kilometers, and central heating is accessible to an additional 20.40 million square meters. In the year, 1200 buses were replaced, 20 pedestrian overpasses were built, 45 traffic islands were established, and 20000 more parking berths were provided. At the end of the year, the total length of paved roads reached 5764.56 kilometers, an increase of 6.0%; the area of paved roads reached 99.8612 million square meters, an increase of 9.0%.

City Landscape

Thanks to 900 days', or nearly four years' effort to improve the city landscape, Tianjin takes on a beautiful outlook. As a result, the citizens' life happiness index has been increased.

From 2008 to 2011, an area of 150 million square meters was affor-



Beining Park

ested in Tianjin, including 258 parks newly built or rebuilt and 7 million trees planted. 5400-km roads have been improved. 950 communities have been improved; old residences on 19.40 million square meters have been rebuilt to conserve energy; 4200 sets of fitness facilities have been equipped; the public service functions of the communities have been further improved. The lighting projects accomplished along Haihe River, Youyi Road, etc. stretch over 50 kilometers, which contributes to a beautiful night view of Tianjin. The Project Protection of Historic Buildings in Tianjin Italian-Style and German-Style Tourist Areas won China Habitat Environment Award 2011, the ultimate honor in habitat environment in China.

Smart Tianjin

During the *12th Five-year Plan Period (2011-2015)*, great effort will be made to promote the integration of informatization and industrialization, develop the Internet of Things, improve the public information service platform, accelerate the informatization in different economic and social fields, enhance the level of urban comprehensive informatization in an all-round way, and build an *smart tianjin* featured by intelligence,

integration, safety and benefits to the public.

From 2011 to 2015, 280 billion yuan will be invested in conducting six campaigns of informatization in Tianjin. (1) Efforts will be made to integrating the telecommunications network, the radio and television broadcasting network, and the Internet, and to construct an *optical fiber city* and *wireless city*. (2) The campaign of integrating informatization and industrialization will accelerate the establishment of an intelligent industry system with support from information and innovative elements. (3) The training campaign in emerging industries will help relevant people to master internationally advanced key core technology of informatization, and bring along the development of new-generation IT industry represented by cloud computing and the Internet of Things. (4) The pilot *smart city* campaign will deepen the application of new-generation information technology to the operation and management of the city, improve the collaborative government level, comprehensively promote the digital, gridded, and refined management, thereby forming an intelligent city operation and management system. (5) The campaign of information services for the public will help to improve the intelligence in fields of public services such as human resources, social security, medical treatment, education, and culture, and contribute to the forming of an intelligent service system that benefits all. (6) Information security campaign will help to establish a perfect system of information safety supervision and protection.



Binhai New Area Cloud Computing Park

Urban Spatial Development Strategy Plan

Tianjin Urban Spatial Development Strategy Plan is an improvement of *Tianjin Overall Urban Planning (2005-2020)*. Clearly defining the overall strategy of the spatial development of the city, the plan will contribute to the fulfillment of the city's role and the accomplishment of its goals.

With a secure footing in Beijing-Tianjin-Hebei, Tianjin is to offer services to the Bohai-rim Region and take Northeast Asia as its further



Meijiang Ecological Residential Area

development region. With a view to long-term development, Tianjin has made great efforts to improve its spatial layout and enhance its urban functions. In *Tianjin Spatial Development Strategy Plan*, the overall development strategy is defined as: *two cities and two ports, face-to-face expansion, one axis and two belts, and ecological regions in the north and south*.

Two cities refers to Tianjin City Proper and the core area of Binhai New Area District, which are the kernel carriers of the urban functions of Tianjin. *Two ports* refers to the north and south parts of Tianjin Port, which are the kernel strategic resources of urban development and the unique advantages for Tianjin to develop. By *face-to-face expansion* is meant that the two cities and two ports are to develop toward each other, which makes the dominating direction of urban development. *One axis* refers to the Jingbin Comprehensive Development Axis which links Wuqing District, Tianjin City Proper, the middle reaches of Haihe River, and the core area of Binhai New Area District. *Two belts* refers to the Eastern Binhai Development Belt which links Ninghe County and Binhai New Area District, and the Western Urban Development Belt that runs through Jixian County, Baodi District, Tianjin



Sketch Map of Tianjin Spatial Development Strategy Plan

City Proper, Xiqing District, and Jinghai County. The South Ecological Region refers to the ecological system in the south, whose core is the Tuanbowa Reservoir–Beidagang Reservoir Wetland Ecological Environment Construction and Protection Area south of Jingbin Comprehensive Development Axis. The North Ecological Region refers to the ecological system in the north, whose core is Jixian Mountain Ecological Environment Construction and Protection Area to the north of Jingbin Comprehensive Development Axis, and Qilihai–Dahuangpuwa Wetland Ecological Environment Construction and Protection Area.



Opening up to the Outside World

Foreign Trade

Foreign Investment

Foreign and HK-Macao-
Taiwan-invested Enterprises

Domestic Investment

Exchanges and Cooperation

Annual Meeting of the New Champions 2012



Tianjin International Cruise Home Port

Adhering to the strategy of opening to the outside world and making full use of favorable factors, Tianjin has actively participated in domestic and international exchanges and cooperation more broadly and profoundly. As a result, its opening to the outside world is of a better quality and a higher level, and its internationalization level and competitive power have also been enhanced tremendously.

Foreign Trade

Foreign trade underwent rapid development, which

► Constitution of Foreign Trade Export Market of Tianjin in 2011

By Country or Region

- U.S. 17.4%
- EU 16.7%
- ROK 10.6%
- ASEAN 10.3%
- Japan 9.0%
- Hong Kong SAR 5.8%
- Others 30.2%



► Foreign Trade Imp. & Exp. Volume of Tianjin (USD 100 million)

Year	Imp. & Exp.	Imp.	Exp.
2011	1033.91	588.93	444.98
2010	822.01	446.84	375.17
2009	639.44	339.59	299.85
2008	805.39	383.10	422.29
2007	715.50	333.89	381.61
2006	645.73	310.33	335.40

led to not only an improved trade structure, but also a higher quality and greater profit. In 2011, the foreign trade import and export value of Tianjin reached USD 103.391 billion, a rise of 25.9%, including USD 44.498 billion from export and USD 58.893 billion from import, up by 18.7% and 32.0% respectively. The export to the U.S., EU, ROK, and Japan remains stable, increasing by 1.7%, 22.3%, 10.9% and 20.5% respectively, collectively accounting for 53.8% of the total export of Tianjin. The export to the emerging markets in ASEAN, Russia, Australia increased tremendously by 44.7%, 38.5% and 33.3% respectively.

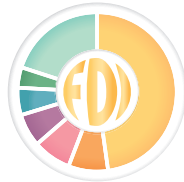
Foreign Investment

The use of foreign investment has continued to increase and its structure has been improved. Throughout the year, 634 foreign-funded enterprises were approved, with contracted foreign investment USD 16.837 billion, an increase of 10.1%; the actually used FDI increased by 20.4% to USD 13.056 billion. The foreign investment in actual use in the service industry rose by 25.9% to USD 7.226 billion, accounting for 55.3% of the total in Tianjin. The foreign investment in lease and business service industries rose by 120% and that in real estate industry doubled. In manufacturing industry, the foreign investment in actual use rose by 14.9% to USD 5.701 billion. The investment from Hong Kong remains great, with its contract investment and investment in actual use

► Constitution of Actually Used FDI in Tianjin 2011

By Country or Region

- Hong Kong SAR 48.0%
- British Virgin Islands 8.0%
- Japan 7.7%
- ROK 6.8%
- Singapore 5.5%
- U.S. 4.2%
- Others 19.8%



accounting for 49.2% and 48.0% of the total in Tianjin respectively. The investment from Japan increased significantly, with its contract investment and investment in actual use rose by 170% and 88.3% respectively.

Foreign and HK-Macao-Taiwan-invested Enterprises

Foreign and HK-Macao-Taiwan-invested enterprises take an important position in Tianjin's economy. By the end of 2011, 22878 foreign and HK-Macao-Taiwan-invested enterprises had been approved, with a contracted foreign investment USD 137.115 billion and actually used FDI USD 80.094 billion. The foreign and HK-Macao-Taiwan-invested enterprises above the designated scale turned out a total industrial output value 854.166 billion yuan, a rise of 25.2% over the previous year, accounting for 41.0% of the total output value of the industries above the designated scale in Tianjin; their main business revenue rose by 24.4% to 851.547 billion yuan; their total profit increased by 28.4% to 57.992 billion yuan; their taxes rose by 46.7% to 35.846 billion yuan. The export of foreign and HK-Macao-Taiwan-invested enterprises increased by 16.8% to USD 30.868 billion, taking up 69.4% of the total export of Tianjin.

Domestic Investment

The use of domestic investment has kept increasing robustly. In 2011, Tianjin attracted 4305 projects with domestic investment; the domestic investment in actual use was 208.587 billion yuan, an increase of 27.7%. Of the *Fortune* Top 500 Chinese enterprises, 43 were attracted to Tianjin; 346 projects above 100 million yuan were introduced to Tianjin, a rise of 47.8%, with funds available 165.367 billion yuan, up 27.9%. 3256 service projects were introduced to Tianjin, with funds available 148.75 billion yuan.

Exchanges and Cooperation

As one of the first Chinese cities to engage in friendship exchanges with foreign cities, Tianjin has established friendship relationship with 77 local governments from 45 countries by the end of 2011. In 2011, Tianjin



established friendship relationship with Wellington in New Zealand; in the future, the two cities will carry out exchanges and cooperation in social security, economy and trade, science and technology and urban management, etc. *Eric Liddell and Tianjin* photo exhibition, organized by Tianjin Municipal Government, was successfully held in London. The pictures aroused the British people's interest in Tianjin, and explores a new path in the exchanges and cooperation between Tianjin and the UK.

Tianjin Macao Week in March 2011 deepened the exchanges and cooperation between Tianjin and Macao in such fields as economy and trade, tourism, culture, etc. During the Fourth Tianjin Taiwan Investment and Cooperation Forum and 2011 Tianjin Taiwan Brand Products Fair, projects with investment 15 billion yuan were signed between Tianjin and Taiwan, which contributed to their win-win cooperation. The pilot project of food and logistics industry cooperation across the straits was also settled in Tianjin. As one of the two pilot cities, Tianjin will become a distributing center of Taiwan commodities in the north of China.



2011 Tianjin Taiwan Brand Products Fair

Bohai-rim Region Cooperation Mayors Meeting is the earliest regional government cooperation organization in China. On its 15th session in 2011, the *Tianjin Consensus on Strengthening Cooperation in Bohai-rim Region* was adopted, according to which all the provinces and cities in the Bohai-rim Region will be engaged in closer exchanges and cooperation in such fields as optimizing regional industrial structure, constructing integrated transport systems, etc.

Another round of offering aid to Xinjiang has got a good start, with government input 480 million yuan in the year. 63 projects to offer aid to Xinjiang were started, and 60 were completed. Smooth progress has been made in offering support to Changdu County in Tibet, Huangnan Autonomous Prefecture in Qinghai, Gansu Province, and Wanzhou District in Chongqing.

Tianjin has expanded its scale of economic cooperation overseas. The service outsourcing industry has developed rapidly. In 2011, its contract value increased by 120% to USD 933 million; its package delivery amount rose by 78.9% to USD 608 million. In the year, the contract value of overseas contracted projects reached USD 1.944 billion, an increase of 11.9%; the business turnover rose by 22.0% to USD 2.991 billion.

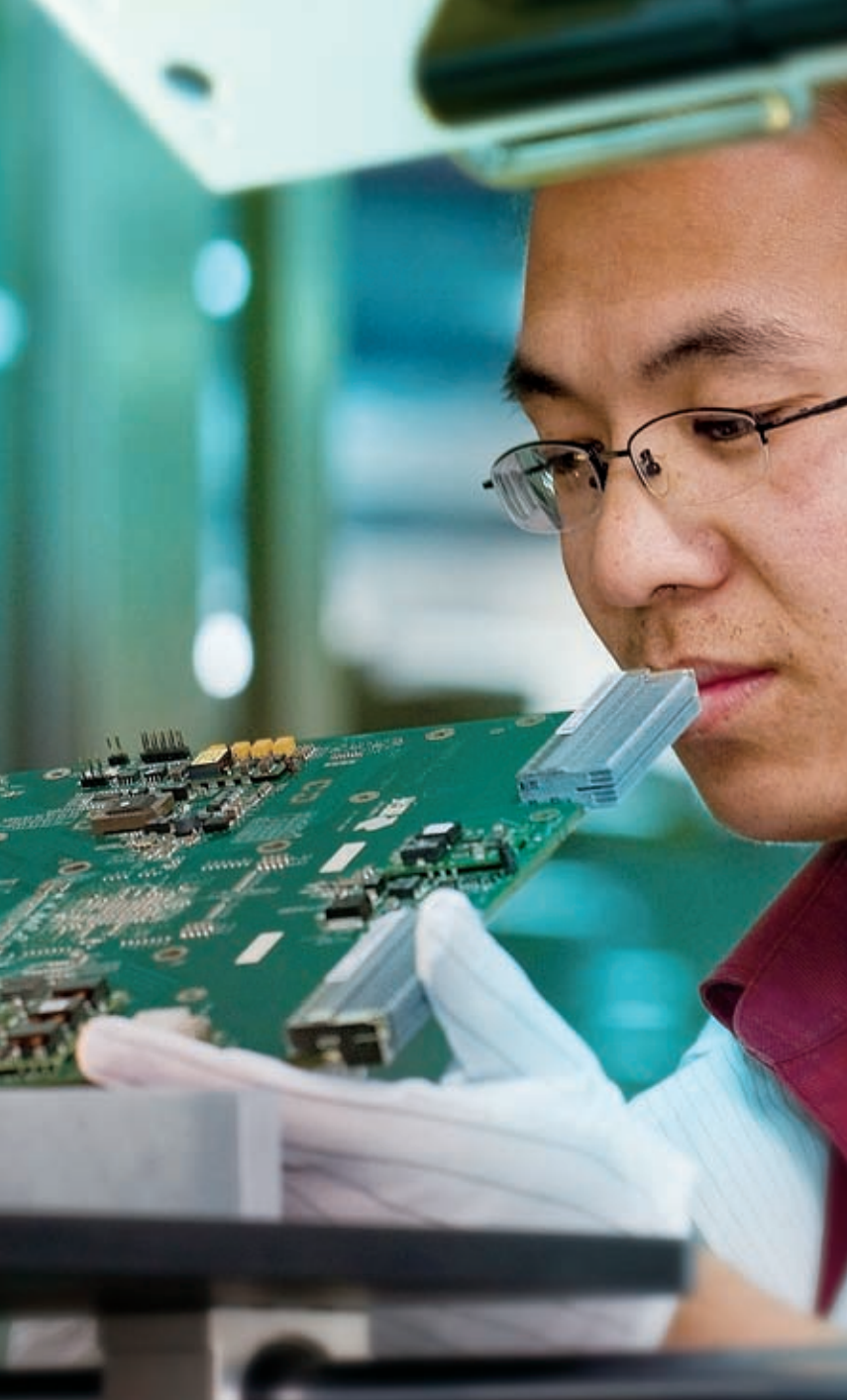
Annual Meeting of the New Champions 2012

Annual Meeting of the New Champions 2012 (the 6th *Summer Davos Forum*) will be held from September 11 to 13, 2012 in Tianjin Meijiang Convention and Exhibition Center. The theme of this annual meeting is *Creating the New Economy*. 1,500 delegates from about 90 countries and regions will attend the meeting to discuss how to achieve sustainable economic and social development in the world through science and technology and new business models.

Annual Meeting of the New Champions is a global summit proposed and established by the Chinese government and the World Economic Forum, with the goal to create a platform for growth companies and mature companies to discuss and share experiences with each other, so as to promote the development of world economy. The meeting, also known as *Summer Davos Forum*, has been held each year in China since 2007. The participants are mainly CEOs or director-level executives from global growth companies, or CEOs, CTOs, chief economists from the member companies of Forum Foundation, or politicians, business strategy experts, or young scientists from all over the world.

With the successful experience in holding *Summer Davos Forums* 2008 and 2010, Tianjin will adhere to the principle of organizing a *Green Forum* and demonstrate to the world a vigorous, practical, innovative, open and magnanimous Tianjin during the *Summer Davos Forum 2012*.





Science and Technology

Scientific and Technological Achievements

Scientific and Technological Innovation

Personnel Training

Quality Supervision



National Supercomputing Center in Tianjin

Scientific and Technological Achievements

Numerous scientific and technological achievements have been made in Tianjin. In 2011, 16 achievements won the State Science and Technology Award, the best record for three years. In addition to the construction of 15 carriers for high-level innovation and enterprise, the year also saw the development of internationally advanced USB 3.0 interface chips and lithium ion battery diaphragm materials. Especially, the development of high-energy nickel-carbon supercapacitors is a breakthrough in the field of power supply for purely electrical vehicles; such innovation achievements as wind power master control system and coronary artery drug-loading stents have filled in the gap at home. Binhai New Area Cloud Computing Park and Cloud Computing Center have been put in operation, indicating Tianjin's leading position in cloud computing in the world. In 2011, Tianhe-1A, a supercomputer of the National Supercomputing Center in Tianjin, topped the list of TOP 100 High-performance Computers in China; it will be applied to life science research projects such as the international *1000-Genome Project* and Biotechnical Breeding,

Scientific and Technological Achievements in Tianjin that Won the 2011 State Science and Technology Awards

Achievements and Awards

National 2nd Prize for Natural Science (1)

- Storage of Hydrogen, Lithium and Magnesium in Inorganic Materials and Battery Performance Research

National 2nd Prize for Technological Invention (1)

- Flexible On-line Automatic Measurement Methods, Techniques and Application

National 2nd Prize for Progress in Science and Technology (14)

- Key Technology for Intelligent Integrated Design of High-efficiency Motor under Complex Constraints and Its Application
- String Structure System Analysis and Design Theory and Key Construction Techniques
- Key Technology for Real-time Control of Major Water Conservancy and Hydropower Engineering and Its Application
- Cassava Non-Grain Fuel Ethanol Complete Technology and Engineering Application
- Oil and Gas Difference Enrichment at the Active Fault Zones of Bohai Sea and Discovery of the High-quality 100-million-ton Oil Field Groups
- Clinical Test for the Secondary Prevention of Myocardial Infarction with Qishen Yiqi Dripping Pills
- Yanda Railway Ferry System Integrated Technology and Application
- Key Technology for the Identification of High-flux Characterization and Features of Hazard Factors in Industrial Products and Its Application
- Research of Cotton Cold Pad-Batch Dyeing Technologies and Industrialization
- Optimal Operation Technology for Energy Conservancy and Consumption Reduction in Large PTA Devices
- Marine Concrete Structure Endurance Life Prolonging Techniques and Application
- Research and Application of Genuine Regional Drug's Formation Mechanism
- TCM Research of Metabolic Syndrome and Overall Treatment
- Construction and Application of the Efficiency Increasing and Poison Reducing Pattern for the Treatment of Systemic Lupus Erythematosus from Toxic-Stasis and Deficiency Perspective

thereby becoming the first supercomputer in the world applied to genome research.

New progress has been made in intellectual property rights. In 2011, 36258 applications were made for patents in Tianjin, with 13982 of them being awarded, an increase of 44.2% and 30% respectively. At the end of the year, the number of valid patents was more than 40000. Over 1200 high-tech SMEs made their first applications for patents; the number of enterprises with patents reached 4366. On average, the number of valid patents owned by 10000 people in Tianjin is 6.3, the third highest in China.

Scientific and Technological Innovation

The innovative capability of science and technology has been further improved. In 2011, Tianjin ranked the third in China in comprehensive scientific and technological progress; its expenditure on research and development accounted for 2.6% of its GDP. By the end of 2011, there were 9 national key laboratories, 43 ministerial-level key laboratories, 33 national engineering (technology) research centers, 16 national high-tech industrialization bases, 29 national enterprise technology development centers, and 370 municipal enterprise technology development centers. Tianjin has undertaken nearly 700 national key projects of science and technology, and Binhai New Area has become the first industrialization partner urban area for the 863 *Project*. Dawning High-performance Computer Tianjin Industry Base, capable of producing 500000 high-performance computers per year, is the largest production base of high-performance computers in Asia.

With the implementation of *Tianjin Science and Technology Little Giants Growth Program*, proactive measures have been taken to promote the sound devel-



Dawning High-performance Computer Tianjin Industry Base

opment of high-tech SMEs. In 2011, 8500 high-tech SMEs were certified, increasing their total number to 21000, including more than 1000 *little giant* enterprises.

The objectives of the Program are as follows: by 2015, the number of high-tech SMEs will increase to 30000, accounting for 15% of the total number of small and medium-sized enterprises in Tianjin, with a total sales revenue above 1 trillion yuan. 1500 *little giant* enterprises will be fostered; 100 incubators for science and technology enterprises, and 100 productivity promotion centers will be constructed or improved; 20 high-tech enterprise clusters will be formed in such fields as innovative medicine, LED lighting, and green battery.

In 2012, 12 major science and technology projects will be launched in Tianjin in such fields as electric automobiles and new anti-cancer medicines, so as to make breakthroughs in core and key technology; 8 science and technology engineering projects will be started in the fields of people's wellbeing, energy conservation and environment protection, with a view to promoting the technological progress in the whole society; the construction of 20 industrial technology innovation alliances will begin, and high technology carriers such as incubators, productivity promotion centers and technology parks will also be constructed; the national science and technology finance pilot project will be started in an all-around way; continuous efforts will be made to promote the development of high-tech SMEs, increasing their total number by 10000 in the year, and the enterprises will receive tailored development



strategies based on careful analysis, which will contribute to their sound development.

Personnel Training

The human resources in Tianjin have expanded significantly. In 2011, 1800 students abroad were attracted to Tianjin, increasing the total number to 17000; 537 foreign intelligence projects were introduced; over 4000 high-level foreign experts were employed. *The program to attract 1000 high-level personnel within three years* has been launched, and 332 top talents with independent property rights and key technology were employed. 6 academicians and 5 Nobel Prize winners have been invited as senior experts, increasing the total number to 66. 5 young scientists have won the National Science Fund for Distinguished Young Scholars, increasing the total number to 51. With 6 people becoming chief scientists of the *973 Program* in the year, the total number has increased to 17. The number of national excellent science and technology innovation teams reached 34, 1 more than in the previous year. The year also saw the organization of Talents and Intelligence Fair of the 18th China Tianjin Investment and Trade Fair, and the 7th On-line Fair to Attract

Overseas Talents and Intelligence. Talent service month, an event that has been organized for four consecutive years, has promoted the effective linking between talents and projects. Measures were taken to implement the campaign to organize 10000 experts to offer services to the grassroots, attract internationally top experts to Binhai New Area, and introduce intelligence to high-tech SMEs. Support was offered for the returned students from overseas to start their business, resulting in 105 new enterprises and nearly 900 innovation and enterprise projects at the national or municipal level. A new round of *131 Innovative Personnel Fostering Project* was launched. 12 postdoctoral research and work stations were established, increasing the total number to 210. 30 postdoctoral personnel in enterprises were sponsored in their application for 9 patents, four of which filled in the gap at home. Solid progress has been made in continuing education, with 12000 professional and technical personnel receiving training.

Quality Supervision

Product quality has been improved continuously. In 2011, Tianjin manufacturing industry was ranked the third in China in terms of quality competitiveness index. New progress has been made in implementing name-brand strategy. 111 name-brands in Tianjin were fostered and acknowledged, an increase of 57, the best record in history. Progress has also been made in the protection of products of geographical indication. *Lutaichun*, a kind of liquor made in Ninghe County, has been covered in the protection measures. At the end of 2011, there were 401 product quality inspection institutions in Tianjin, including 23 national testing centers; 5262 product certificates and 3659 industrial products production licenses (including QS) were issued in the year; the number of measurement verification technology institutions reached 48, and 1.88 million sets (pieces) of measuring instruments received compulsory verification. Tianjin Port intercepted 235 kinds of phytosanitary pests in 2869 batches, and 6 kinds of animal epidemics in 18 batches.



Social Undertakings

Education

Public Health

Culture

Radio, TV and Films

Press and Publication

Sports

Care for the Disabled

Red Cross Cause



Tianjin University

Education

Higher Education

Vigorous efforts were made to implement the college comprehensive investment program, so as to establish a system of higher education that corresponds to the functions of the city as well as the national industrial development. In 2011, 19 first-class disciplines obtained the right to grant doctoral degrees, and 91 obtained the rights to grant master's degrees. Two key national laboratories were established: Drug Chemistry and Biology Laboratory in Nankai University and Water Conservancy Engineering Simulation and Safety Laboratory in Tianjin University. With support from the Ministry of Education, a national college innovative achievements transformation center will be established in Binhai New Area, which will facilitate the opening and development in the district. In 2011, 84.94 million yuan national student loans were provided to 4836 person-times. At the end of the year, the registered students in ordinary colleges and universities numbered 449700; the number of postgraduates was 46100 and that of adult college students was 66600.

Basic Education

Basic education has developed in a balanced manner. Tianjin was the first in China to implement the three-year program of preschool education in China. In 2011, 485 kindergartens were built, expanded or rebuilt; to help the migrant workers and low-income families to have their children admitted to kindergartens, ten *sunshine lands* were put into operation exclusively for them. In 2011, there were 226100 children in the kindergartens in Tianjin, 8000 more than in the previous year.

Solid progress has been made in the modernization of compulsory education schools; 90% of the schools have reached the standards and won approval. Tianjin also took the lead in China to complete the school buildings safety project. Ordinary middle school characteristic construction project was implemented, turning out the first batch of experimental schools. In 2012, high school students will be admitted to the nearest schools without taking examinations; migrant workers' children will enjoy the same treatment; compulsory education will develop in a more balanced way.

► School Statistics of Tianjin in 2011

Category	Number of Schools (unit)	Students Enrollment (10000 persons)	Full-time Teachers (person)
Total	1554	154.32	116318
General Institutions of Higher Learning	55	44.97	28919
Secondary School	625	57.50	49942
Secondary Professional School	40	7.22	4755
Vocational High School	27	2.70	2168
Technical Workers Training School	33	2.84	1999
Regular Secondary School	525	44.74	41020
Primary School	874	51.85	37457



Vocational Education

Tianjin maintained its advantage as a birthplace of vocational education in China. In 2011, the Fourth National Vocational School Skills Contest was held in Tianjin; the National Vocational Education Reform and Innovation Demonstration Area – Tianjin Haihe Education Park (first phase) has been completed and put in operation, where 7 vocational schools with their 65000 teachers and students have moved in. 13 secondary vocational schools in Tianjin participated in the national project of demonstration secondary vocational school construction for education reform and development. In 2012, a cooperation agreement was signed between Tianjin Municipal Government and the Ministry of Education, on the joint construction of Tianjin Vocational Technology Normal University – the first university dedicated to cultivating teachers for vocational education.

Public Health

Public Health Resources

The distribution of public health resources in Tianjin was improved. In 2011, the Prevention and Treatment

Building of Tianjin Cancer Hospital was put into use; standard construction was completed for 6 hospitals at the district or county level and traditional Chinese hospitals, 11 community health service centers and health clinics in towns or townships, and 657 village clinics; 10 projects were launched to introduce nongovernmental investment to the construction of Tianjin New Century Children's Hospital, Meijin Yihe Women's and Children's Hospital, Zhongci Tianjin Hospital, etc.; several non-public hospitals were put in operation, such as Tianjin Maguang Community Chain Hospital and Hemujia Maternity Hospital. At the end of 2011, there were 4431 institutions of public health, with 49423 beds and 73300 healthcare personnel. In 2012, Tianjin will accelerate the adjustment of healthcare resources, and 15 large-scale public hospitals will be built, moved or expanded, including Tianjin No.2 Children's Hospital and Tianjin Nankai Hospital.

Reform

The year 2011 saw the deepening of medical care and health system reform in Tianjin, and the accomplishment of the reform tasks for the period 2009-2011. (1) The national system for basic drugs was implemented smoothly. In public community-level medical and health care institutions, basic drugs were sold with zero profit, which reduced the patients' expenditure by 300 million yuan. (2) The community-level medical and health care service system was improved. Tianjin took the lead in China to provide standard training to general practitioners and house physicians, and 152 general practitioners finished their training. (3) Progress was made in providing equal access to basic public health services. Tianjin was the first in China to implement 18 basic public health service projects. (4) Proactive measures were taken to conduct pilot projects for the reform of public hospitals. 36 third-level hospitals and 49 secondary-level hospitals received outpatients all the year around, including 3.955 million in public holidays, accounting for 20.6% of all the patients.

Disease Prevention and Control, Healthcare for Women and Children

Intensified efforts were made to prevent and control diseases. Xiqing

District became one of the first demonstration areas in China for the comprehensive prevention and control of chronic non-infectious diseases. The implementation of the campaign for women's and children's health was deepened, benefiting 2.892 million person-times; 1.308 million person-times were screened on three levels.

Health Indicators

Tianjin residents' health indicators were ranked among the top in China. In 2011, the average life expectancy of Tianjin citizens reached 81.46 years; the maternal mortality rate was 6.78/100000, controlled under 10/100000 for six consecutive years; infant mortality rate was 5.05‰, controlled under 6‰ for six consecutive years; the morbidity rate of Class-A and Class-B infectious diseases was 161.47/100000, far below the national average 255.80/100000, continuing the downtrend for five years.

Culture

Cultural Facilities

Public cultural facilities were continuously improved. All the public libraries, cultural centers and cultural stations in Tianjin were opened free to the public, offering convenient conditions and services. In 2011, Yangliuqing Woodblock New Year Paintings Museum and Residence of Li Shutong were opened to the public. Digital library project was implemented in Tianjin Library, Heping District Library and TEDA Library, the earliest practice in China. Heping District Library was elected as a national demonstration area for the construction of public cultural service systems. Tianjin Cultural Center, the largest comprehensive cultural service facility in Tianjin, will be opened to the citizens in May 2012.



Tianjin Yangliuqing Woodblock
New Year Paintings Museum



Literary and Artistic Works

A large number of excellent works have won awards from home and abroad. To celebrate the 90th anniversary of the CPC, a series of artistic works were created, including the TV play *The Revolution of 1911*; the Peking opera *Hua Ziliang* was chosen for a national performance tour as a representative achievement of the *Five-One Project*. The *Imperial Envoy Without a Decree* and the *Xianglian Case* won the first prizes at the sixth China Peking Opera Arts Festival, and *Liu Lanzhi* won the honorary adaptation award. The opera *Savage Land* won six awards at the first Chinese Opera Festival: excellent work award, excellent music award, etc. The dance *Moon-lit Night of Spring River* won the excellent performance award at the ninth national dancing contest. The acrobatic show *Handstand* won the *Excellent Acrobatic Show Award* at the third national acrobatics contest of the *8th China Acrobatics Gold Chrysanthemum Award*. *Three Monks* won the silver award at the fourth international circus festival in Russia. The TV drama *Liberation* won more than 10 honors, including the *28th Flying Goddess Award for Chinese TV dramas*, the *25th Golden Eagle Award*, etc. *Legend of a Rabbit* won the *Golden Angel Award* at the 7th Chinese American Film Festival and the British Vientiane International Chinese Film Festival *Best Animation Film Award*, a new record in the history of Chinese animation films. Distribution agreements have been signed with 62 countries and regions. Thus, it will become the first Chinese animation film that has been shown broadly across the world. Tianjin Creator World Comic

Co., Ltd. and Tianjin Northern Film Group won four Chinese Government Culture and Art Awards for animation – the highest awards in the field of animation in China.

Performance activities have flourished. *Fresh News in Our Village* created by Jixian Pingju Troupe took part in the national performance of excellent modern plays in 2011. To celebrate the 25th anniversary of the *100-Day Training*, Tianjin Youth Peking Opera Troupe put on 9 performances of 11 traditional plays.

International Cultural Exchanges

A wide variety of international cultural exchanges were conducted. In 2011, the performance market in Tianjin was greatly enlivened with large-scale performances by Russian Royal Ballet Group, Macao Chinese Orchestra, etc. Through cooperation between Tianjin Orchestra and a Korean orchestra from Changwon, *the Chinese and Korean Musicians' Orchestra Concert* was held in Tianjin Zhonghua Theatre, indicating a higher level of international exchanges and cooperation for Tianjin Orchestra. The *Korea-Tianjin Friendly Exchanges Week* held in Tianjin greatly promoted the exchanges and cooperation between Tianjin and



Eric Liddell and Tianjin Photo Exhibition

Korea. *Eric Liddell and Tianjin* photo exhibition in London was a great success, which paved the way for further exchanges and cooperation between Tianjin and the UK.

Radio, TV and Films

The radio, TV and films in Tianjin underwent rapid development. Companies were set up by peeling off the management assets such as the Satellite TV Channel, Children's Channel, and Program Sales Center of Tianjin TV Station, and Crosstalk Channel and Novel Channel of Tianjin Broadcasting Station, an unprecedented step in China toward the marketization of program production and marketing. Tianjin Northern Film Group, established through the integration of TV and film production, distribution and showing resources in Tianjin, switched from a public institution to a market-oriented enterprise. As a result, its products improved significantly both in quality and in quantity. In 2011, there were 21 radio channels, 36 municipal TV channels, and 2.70 million cable TV subscribers in Tianjin.

Press and Publication

Press and publication industry continued to thrive. The first digital publication experience center in China was built in Binhai New Area. Thanks to the huge number of innovative scientific and technological achievements in China, more advanced digital publication terminal medium products will make digital publication consumption accessible to the average citizen.

Sports

Exciting achievements were obtained in competitive sports. In 2011, Tianjin athletes won 69 gold medals, including 40 from international events and 29 from national events. Tianjin TEDA Football Team won the championship in Chinese FA Cup; Tianjin Women's Volleyball Team successfully defended its title in the National Women's Volleyball League, creating a brilliant record of winning 8 championships out of 9 seasons. Tianjin Men's and Women's Tennis Teams won champion-



Tianjin TEDA Football Team, Winner of the Chinese FA Cup Championship

ships at the national tennis team tournament. Tianjin Lions Baseball Team won the championship at China Baseball League.

Mass sports also flourished in Tianjin. Apart from the adoption of *Tianjin Fitness Plan For All (2011-2015)*, the 2nd Fitness Sports Meeting and the 7th Peasants' Games were held in Tianjin. 1500 fitness gardens and 30 sports parks were built or rebuilt.

The comprehensive strength in sport kept increasing. Tianjin Olympic Aquatic Center, known as *the third drop of water*, was completed and put in operation. The construction of Tianjin Tuanbo Sports New Town, with an investment of 10 billion yuan, was accelerated; several of its stadiums and gymnasiums will serve as venues for the 6th East Asia Games and the 13th National Games. Finals of the World Women's Water Polo were held in Tianjin. Tianjin also succeeded in bidding for the right to host the 9th University Games of PRC in 2012, the 6th East Asia Games in 2013 and the 13th National Games in 2017.

Care for the Disabled

New achievements were made in offering care to the disabled. On the 21st National Help-the-Disabled

Day, a project was launched in Tianjin to bring convenience and warmth to their life. The project to assist disabled children to recover was fully implemented, and 221000 disabled children received rehabilitation services; 98% of disabled school-age children were enrolled in compulsory schools. Proactive measures were taken to implement the policy of granting employment subsidies or awards to the disabled, and 92 special job fairs were organized for the disabled exclusively. The employed disabled people in the urban area totaled 34267. The legal aid workstations for the disabled at the municipal, district or county levels provided legal advices to 1147 person-times, handled 117 cases of legal aid to the disabled, and offered legal assistance services 2850 person-times. Barrier-free facilities were established in all the 16 districts and counties, and 1062 households with disabled people received barrier-free transformation. The year 2011 saw the establishment of 5 boarding institutions and 14 day care institutions, which accommodated 8547 disabled people all together.

Red Cross Cause

In 2011, Red Crosses at different levels in Tianjin made solid progress in organizing the provision of disaster relief, salvation and rescue and the donation of blood, hemopoietic stem cells, and human organs. The donations in the year amounted to 36.14 million yuan, a year-on-year increase of 35.4%. They helped 51546 needy people, especially poor students, orphans, the disabled and the elderly. Throughout the year, 7.43 million yuan was donated to the disaster-ridden areas in Zhouqu Gansu, Guizhou, Japan and Africa. Intensified efforts were made to instruct the public on emergency escape. 30000 copies of *Emergency Escape Booklet* were published and issued to the citizens all over Tianjin. Greater effort was made to advocate the donation of bodies and human organs, including a TV direct transmission of a large-scale memorial service for the deceased donors. Tianjin is well ahead of other cities in China in the donation of hemopoietic stem cells and human organs.



Prospects and Objectives

Major Objectives for 2012

Major Objectives for the Development during
the *12th Five-year Plan Period (2011-2015)*



Night View of Haihe River

Major Objectives for 2012

To have GDP grow by 12%; increase local fiscal revenue by 15%; increase fixed assets investment by 15%; increase retail sales of consumer goods by 16%; increase foreign trade import and export by 13%; keep urban registered unemployment rate under 3.8%; increase per capita income of urban and rural residents by 10% each; keep the rise of CPI under 4%; have the energy consumption for 10000 yuan GDP drop by 4%; and make the emissions of sulfur dioxide, NO_x, COD, and ammonia nitrogen drop by 2% each.

Major Objectives for the Development during the 12th Five-year Plan Period (2011-2015)

Phenomenal increase in comprehensive power. Growth in major indicators are among the country's top. An annual GDP growth of 12%. Visible improvements in Tianjin's position and capacity to serve regional development as the north of China's economic center.

Phenomenal improvements in the economic structure. Initial formation of a high-end, high-quality,

high-tech-oriented industrial structure. Added value from the service sector makes up half of the city's GDP.

Phenomenal upgrades in the city's capacity. Initial formation of a unique global, modern livable urban structure. Visible progress in the construction of a national-level garden city, clean city and ecological city. Fundamental change in urban-rural features and appearances. An 18% drop in energy consumption for 10000 yuan GDP from the end of the 11th Five-year Plan Period. Complete the central government's tasks in reducing carbon emissions and release volume of major pollutants.

Phenomenal improvements in social construction. Constant improvements in the development level of education. The average new labor receives more than 15 years of education. Put in place a basic medical care system that covers both urban and rural residents. Earnestly secure the benefits and rights of the people. More harmony and stability.

Phenomenal improvements in people's livelihood. Steady improvements in a system providing basic public services for urban and rural residents. Constant improvements in the people's quality and levels of life. Average life expectancy reaches 81.5 years. Control urban registered unemployment rate to within 4%. Urban and rural residents' per capita income both to grow by more than 10%. Initial formation of a social security network that covers town and country and is sound systematically. Initial formation of a socialized, home service for the elderly. Maintain basic stability of general price levels.

Phenomenally more rapid pace of reform and opening-up. New breakthroughs in comprehensive reforms and their supporting measures. Initial formation of a relatively solid socialist market economy. The open economy reaches a new level. Become one of China's most open, vibrant and competitive regions.



16

Tourism

Understanding Modern China through Tianjin

Metropolitan Touring

Touring along the Haihe River

Leisure Tour in Binhai New Area

Scenic Spots in the Suburbs

Tourist Festivals



Tianjin boasts a rich supply of tourist resources and a full range of landscapes. As a historical and cultural city and one of the excellent tourist cities in China, she has not only natural tourism resources like mountains, rivers, lakes, sea, springs, and wetlands, but also cultural tourist resources which reflect the modern history of China and the civilization of mankind. In this elegant and beautiful city, the western elements and eastern elements, the ancient and the modern are perfected integrated. The pace is quickened in developing tourism in Tianjin, so as to build her into a destination and distributing center of international tourism. A series of tourism brands have been developed, such as *Understanding Modern China through Tianjin*, *Metropolitan Touring*, *Touring along the Haihe River*, *Leisure Tour in Binhai New Area*, and *Scenic Spots in the Suburbs*, which project a new image of *Glamorous Tianjin*, a *Bright Pearl by Bohai Sea*.

In 2011, Tianjin saw the completion of ten major tourism projects, with total investment 18.629 billion yuan. Yangliuqing Folk Culture Compound, Florentia Village, Prince Qing's Mansion were completed and

open to the public. Tai'andao British Style Area, Rice Cube - Water World, and Rhine Town were basically completed. A number of hotels constructed in accordance with 5-star standards began to receive guests, including Tianjin Goldin Metropolitan Hotel, Tianjin Balizhou Biguiyuan Hotel, and St. Regis Tianjin Hotel. Ten world-famous hotel management groups (including Starwood, Marriott, Intercontinental, etc.) entered the Tianjin market, which contributed to greater accommodation capacity and better reception services.

The construction of China Tourism Industry Park, the first tourism industry park in China, was started in Binhai Tourism Area. Many major tourism attractions will be located here, including the National Maritime Museum, Happy Magic Water-cube, and Shell Dike Wetland Park. Apart from being a tourism destination, the tourism industry park will also become a base of research and development, demonstration and transaction for Chinese tourism equipment manufacturing industry. According to *Chinese Citizens Tourism Attention Report* released by CAS Tourism Research Center, Tianjin is among the top ten Chinese cities that receive the most attention from tourists.

Understanding Modern China through Tianjin

Tianjin is one of the first Chinese cities to have contact with modern western civilization. Since it became a treaty port in 1860, many western-style buildings have been constructed and preserved, hence the historical architectural complex



Tai'andao British Style Area

represented by Wudadao Foreign-style Tourist Area and Italian Style Town. In modern times, Tianjin was once China's political center. It witnessed the coming and going of the early Republican presidents, prime ministers, and a number of revolutionary pioneers. Each of the former residences of celebrities records a piece of history and tells the anecdotes of their owners. Thanks to these historic and cultural resources in 12 themes, Tianjin has become an ideal place for tourists

to develop a better understanding of modern Chinese history, hence the core tourism brand *Understanding Modern China through Tianjin*.

Metropolitan Touring

The museums and other cultural spots in Tianjin, such as Tianjin Cultural Center, Li Shutong Memorial, Yijuyong Wine Culture Museum, etc., not only record the changes of the city, but also demonstrate her profound culture. There is a keen local flavor in famous streets such as the century-old Hepinglu Golden Street, and Nanshi Food Street, The renovated Water Park, Changhong Ecological Park, and Xigu Park create a leisured atmosphere in the modern metropolis. Red tourism sites such as the Memorial to Zhou Enlai and Deng Yingchao, and the Memorial of Ping-Jin Campaign fully demonstrate the red tourism culture of Tianjin.

Touring along the Haihe River

Lying at the lower reaches of several rivers, Tianjin is also known as *a water city in the north*. The 72-kilome-



Scenery of Haihe River

ter Haihe River is the mother river of the Tianjin people and a symbol of the city. The river winds its way through the city before flowing into Bohai Bay, forming a distinctive water tourist route.

A series of landscapes have been developed along the river, including the waterscape, embankment, architecture, bridges, cultural sites, gardens, and night views. Along the river, one can see not only traditional Chinese architectural complexes represented by the Commercial and Trade Tourist Zone of the Ancient Culture Street and Gulou Commercial & Sightseeing Pedestrian Street, but also European-style classic architectural complexes, such as the Former Residence of Yuan Shikai Clan, Wanghailou Church. There are also modern buildings like Jinwan Plaza, *Jinmen* and *Jinta*, and well-designed bridges with their distinctive styles, such as the Jiefang Bridge and the Ferris Wheel at Yongle Bridge. Apart from being a core tourism industry belt, Haihe River is also famous for its role in showing the cultural heritage of Tianjin, demonstrating local folk customs, and displaying the prosperity of the city. The tour along Haihe River by boat has become a new attraction to tourists in Tianjin.



Tianjin Haichang Polar Ocean World

Leisure Tour in Binhai New Area

Binhai New Area, located on the east coast of Tianjin, has plentiful tourism resources and distinctive tourism products. The tourism resources include the ocean, the port, the beach, the fort, Binhai Bund Park, Polar Ocean World, World Expo Tianjin Pavilion, and Tianjin International Cruise Home Port, as well as industrial tourism resources like Airbus A320 Final Assembly Line in Tianjin and Tianjin Port Group. A series of tourism products have been developed for the tourists, who may appreciate the waterscape at the seaport and the bay; taste seafood and shop foreign commodities; take a fishing boat and experience the life of a fisherman; or board an aircraft carrier, visit the fort and take a cruise.



Huangyaguan Great Wall

Scenic Spots in the Suburbs

There are plentiful beautiful natural landscapes in Tianjin. Jixian County, located in the north of Tianjin, is known as an excellent resort for tourists. The scenic spots here include Panshan Mountain, a national 5A-class tourist scenic spot known as *the foremost mountain east of Beijing*; Huangyaguan Great Wall, a world cultural heritage; and Dule Temple, a key cultural and historical site under state protection. The Tropical Botanical Garden and Yangliuqing Folk Culture Compound in Xiqing District, the Regal Riviera Hot Spring Resort in Baodi District, the Hot Spring Happy Valley in Dongli District, the ancient shores and wetland national-level natural preservation area in Qilihai area of Ninghe County, the Baocheng Museum in Jinnan District are all ideal places for people to return to nature and enjoy their holidays. The urban tourists may experience the rustic charm of a countryside lifestyle by leading a farmer's life for a day, which will bring them great fun.

Tourist Festivals

China Tourism Industry Exposition has been held

in Tianjin for three times. With the purpose of providing a platform for win-win cooperation, the event has stimulated the development and integration of tourism and other industries. Tianjin is now playing a more significant role in the cooperation of regional tourism. The exposition attracted more than 250000 people from 46 countries and regions. Apart from the signed purchase contracts whose total transaction value reached 2.56 billion yuan, there were also 600 contracts of intention which had a transaction value 2.8 billion yuan. Under the influence of the exposition, nearly 100 tourism festivals and events were organized in Tianjin, including the 6th China Cruise Ship Industry Development Convention, Italian-style Tourism Festival, etc.

In 2012, effort will be made to ensure that there are tourism festivals each month and tourism activities each week. 123 tourism events will be organized throughout the year, one event per 3 days on average, including the 6th China Tianjin Mazu Culture Tourism Festival, the 3rd China Tianjin International College Students' Dragon Boat Championships, and the 13th Huangyaguan Great Wall International Marathon Tour.

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