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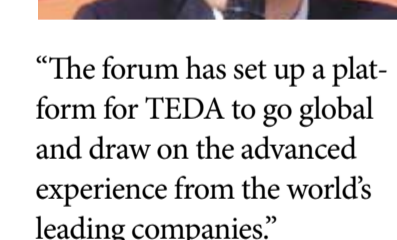
"The rapid development of Tianjin endsows the city's great capacity to convene major international conferences such as Summer Davos. In this session we will try to develop a model that will mutually benefit to both Tianjin and the forum, making it the most influential in China and an important platform to publicize Tianjin."



"Airbus Tianjin has shown itself to be a great investment for both Airbus and the local economy. The Tianjin government and the Tianjin Free Trade Zone have been very supportive from the outset and there is a great talent pool in the area."



"Tianjin Port will enjoy the good opportunities provided by the forum to communicate with related industries, which will help enhance its competitiveness."



"The forum has set up a platform for TEDA to go global and draw on the advanced experience from the world's leading companies."



"In this rapidly changing world, the World Economic Forum in Tianjin offers business, government and other stakeholders a unique opportunity to connect and discuss important issues in an informal setting."



"The forum will help us cooperate with foreign bio-drug producers and achieve the goal of going global."

Finance sector the target of reform

By ZHANG ZHAO zhangzha@chinadaily.com.cn

The government of Tianjin recently unveiled a master plan for reform of the finance sector over the 12th Five-Year Plan period (2011-2015). The measure would help the financing industry generate an added value of 180 billion yuan (\$28.3 billion) by 2015, about 10 percent in the city's GDP.

The number was only 56.1 billion yuan in 2010. According to the plan, the financing industry will be seen as a "pillar industry" in the service sector. The government will help establish regional centers for private equity fund management, leasing, capital markets and settlement in Chinese currency.

The leasing companies build the plants, install the equipment and facilities, and provide office supplies such as computers. You simply have to come with your employees in a number of ways.

In 2006, the city's Binhai New Area was named a national pilot zone by the State government to encourage innovative financial services and companies.

The administration of the area has been attempting to "break down the barriers that confined improvements in market-oriented economy, and lead the way in the development of the entire region around the perimeter of Bohai Bay," said Vice Mayor Cui Lin.

"The development of the service sector, especially innovation in financing services, will be promoted nationwide," he said. Innovative approaches to leasing are one of the highlights in the Binhai New Area.

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2012 SUMMER

In its second time hosting the high-profile Summer Davos Forum, Tianjin is set to further enhance its global reputation while boosting international investment.



'New Champions' gather in vibrant Tianjin

Port city fueled by innovation welcomes economic world. Li Fusheng reports.

A large number of entrepreneurs, experts and government heads have been drawn from across the world to Tianjin as the coastal city hosts the World Economic Forum's 8th Annual Meeting of New Champions from Sept 11 to 13. The Swiss-headquartered World Economic Forum "is an independent international organization committed to improving the state of the world by engaging business, political, academic, and other leaders of the society to shape global, regional and industry agendas," according to its official website.

Best known for its annual meeting in Davos, a mountain resort in Switzerland, its annual meeting of "new champions" has become commonly known as Summer Davos since it was initiated in Dalian in 2007.

"In the tech city, an entire industrial chain can be found in a single building — from product design, material purchase, marketing, logistics distribution, financial settlement and after-sales services," said Liu Xianming, vice-director of the economic development administration in neighboring Beijing's Industrial Development Area.

In a meeting with delegates from Tianjin during the 2012 National People's Congress, Premier Wen Jiabao stressed the significance of the tech city. "We need a new champion city as host," he said.

"The primary goal is to draw in 10 world-class research institutes. In addition, it will invest most of its funds in development, with the R&D spending reaching 10 percent of its GDP.

THE NEXT STOP FOR URBAN REFORM: BINHAI NEW AREA

With the success of Shenzhen and Pudong, China's leaders turn their eyes toward Tianjin

The reform of China's urban economy is advancing northward along the nation's coastline, said Huang Xingqiu, mayor of Tianjin.

"The reform started in Shenzhen in the 1980s. Then it was Shanghai's Pudong district in the 1990s," he said. "And in the 21st century, it's Tianjin."

"Shanghai is the financial center of China, and neighboring Beijing is the nation's capital and a cluster of the world's major financial institutes, so Tianjin doesn't have to become a financial center, but we will improve the financial service system and build a national financial innovation base to meet the requirements of a regional economic hub," Huang explained.

The Summer Davos programs also attract more participants this year, according to Zhi Jun, deputy secretary-general of Tianjin municipal government.

"We have the summer Davos meeting can help solve problems confronting the faltering world economy instead of merely serving as a platform for discussion. That is why we have chosen Tianjin to host the event. We need a new champion city as host."

170 global projects worth at least \$10 billion that cost \$13 billion in foreign investment have come to Tianjin. 200 domestic investment last year. 2,400 equity investment fund companies and management organizations have been set up.



Cultural center brings art to masses

70,000 to 80,000 on holidays. "I think it is more beautiful than Sydney Opera House and I am learning from it," said famous 43-year-old Italian architect Paolo Vincenzo Genovesi.

The largest public cultural facility of North China's Tianjin municipality, the Tianjin Cultural Center has been called the city's "living room" and has been open to the public since May 19.

The center has a total area of 14,000 sq m, with a floor area of 14,000 sq m. It includes a collection and exhibition center of historical relics consisting of 13 exhibition halls, such as the Ancient History Hall, the Treasure Hall and the Calligraphy Hall.

The Art Gallery is the first comprehensive plastics art museum in Tianjin. The gallery is responsible for the collection, research, popularization and exhibition of artworks. It includes the Contemporary Art Exhibition Area, the Modern Plastic Art Exhibition

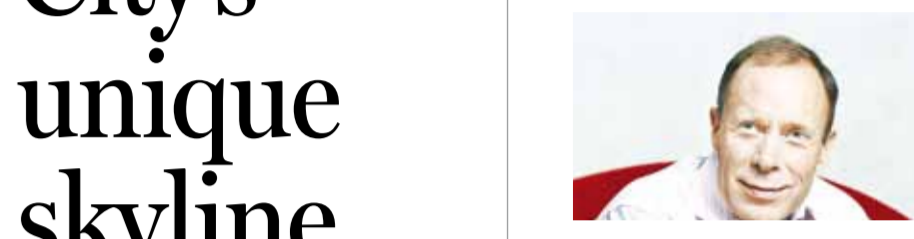
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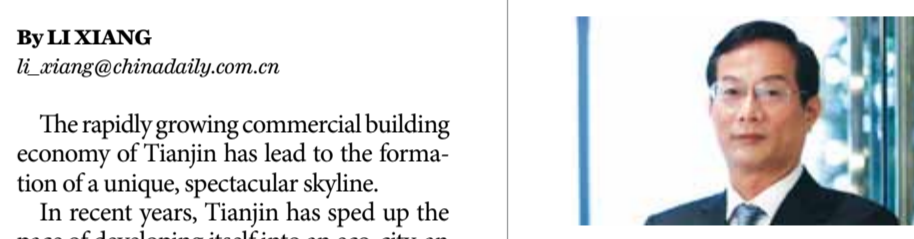
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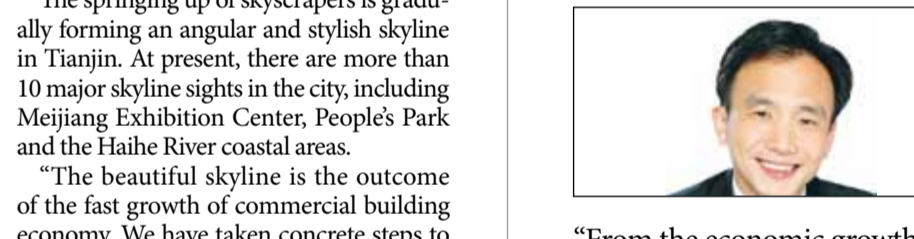
"Ranking 416 of the Fortune 500 firms 2012 and being a foundation member of the World Economic Forum, Tewoo believes that the event will help us monitor the pulse of world economic development and become familiar with international market rules and practices."



"The Tianjin Summer Davos 2012 provides a unique platform for truly important conversations in terms of creating the future sustainable economy."



"From the economic growth wave to creating a future economy — this is not only the essence of the forums' theme but also the key issue for all enterprises that are undergoing growth."



"The forum will bring the most advanced ideas in international economy to Tianjin and gather first-class financial enterprises to Yujiaobao Financial District, where our company lies."



"The event will provide an ideal platform for discussing critical world economic issues, such as securing a clean energy future, in which China will play a major role."



"We will also try to attract enterprises in second- and third-tier cities to settle their headquarters in Tianjin as it is very difficult for them to headquarter in Beijing. Tianjin, with its favorable conditions in terms of location, resources and transportation, has become a good alternative for them," Wei added.

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