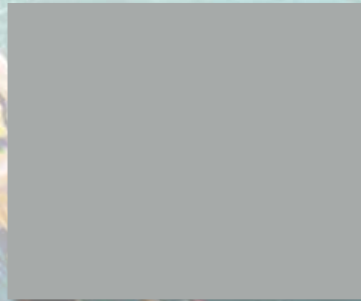




WELCOME TO FOSHAN

Foshan

April 2019





INTRODUCTION

WHO AM I?

FONS KLEIN TUENTE

FOSHAN GOVERNMENT

INVESTMENT PROMOTION

Foshan: Foreign talent, advanced products

Transformation for famed Pearl River Delta manufacturing hub



happy stay in Foshan proves to foreign investors that Foshan is a good place for foreigners to work and live.

Investment promotion and further opened up our minds to new ideas for developing Foshan's economy."

ZHOU ZHITONG
Chair of the FOSHAN BUREAU OF COMMERCE

During an overseas business trip two weeks ago, the strong investment promotion team from the Foshan Bureau of Commerce surprised their hosts in the United States, including a senior executive at FT giant Oracle and a Stanford law lecturer.

"The US hosts were impressed when Nicolas Santos, a 26-year-old Uruguayan, presented his business card with the title of international investment promotion consultant for the government of Foshan.

Although it is common to meet expats working for foreign businesses or as English teachers in China, it is still highly unusual to see a foreigner in the government.

In addition to Santos, another three foreigners work in the investment promotion team from Foshan, Guangdong province — two from the United Kingdom and one from Mexico.

"People we meet in the US were very interested in knowing more about our practice of employing foreigners. Our international team has become a signature of Foshan," Zhou Zhitong, chair of the Foshan Bureau of Commerce, told China Daily.

Mel Coughlin, a law lecturer and founder of the China Guiding Cases Project at Stanford University, had planned to have a 30-minute talk with Zhou but changed her mind after seeing Santos, asking the question that should be on the mind of every international investment promotion team for about an hour.

"Foshan is building an open, international business environment," Zhou said. "The employment of foreign talent shows the Foshan government's determination and their

International vision

"We don't have the foreign staff as a publicity stunt," said the bureau chief. "They have brought much-needed help to our investment promotion and further opened up our minds to new ideas for developing Foshan's economy."

Researching Sino-US relations has become a specialty for Zhou Zhitong, chief of the Foshan Bureau of Commerce, told China Daily.

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Local officials

Local officials said Foshan will play a leading role in the zone that includes five cities in Guangdong.

"Total industrial output in Foshan's equipment manufacturing industry is projected to reach 1 trillion yuan by 2020."

Equipment manufacturing

Equipment manufacturing already accounts for 10 percent of Foshan's GDP. The city is expected to reach 1 trillion yuan by 2020.

Foreign investment

Foreign investment has reached about \$1.54 billion. The city will set up a development fund for the equipment manufacturing industry which aims at least 10 million yuan will be invested every year to support technological development starting in 2015.

Smart city

Smart city construction is in full swing. The city is expected to reach 1 trillion yuan by 2020.

Limburger lukt tech uit Westen naar China

Nederlander leert hoe lokale overheid werkt

door Marcel Vink



Fons Klein Tuente, buitenlander in Chinese overheidsdienst. FOTO MARCEL VINK

FOSHAN • Nog niet zo lang geleden behoorde de stad Foshan tot de fabriek van de wereld: de Pearl Riverdelta in China die de - vooral westerse - wereld voorziet van strijkijzers, lampen, tafels en beha's.

Tegenwoordig is de lokale overheid vooral op zoek naar buitenlandse bedrijven in de geavanceerde technologiesector. Een Nederlander is aangemoedigd om ondernemingen warm te maken voor de stap naar de ambitieuze stad.

Lichte zijn blonde haar en met zijn zijden Foshan Klein Tuente er niet bepaald uit als de doorsnee Chinese ambtenaar. Toch is de 29-jarige Heerleenaar in augustus aangesteld als 'international investment promotion consultant' bij de overheid van de miljoenenstad waar de wortels van Bruce Lee liggen.

Klein Tuente is de eerste Nederlander in de geschiedenis die - nadat hij op een vacature reageerde - direct door de Chinese overheid is aangemoedigd. Hij maakt deel uit van een team jonge professionals uit alle hoeken van de wereld, een project waar het Foshan Staatsbureau van Commerce in 2014 mee is begonnen.

Het - in Chinese en westerse ogen - gedurfde initiatief wordt door de centrale overheid in Peking aangemoedigd. Het ministerie van Handel wil dat Foshan, dat circa 7 miljoen inwoners heeft, een voorbeeld is voor veel meer steden in de Volksrepubliek.

De buitenlandse ambtenaren (collega's van Klein Tuente komen uit bijvoorbeeld Italië, Letland en Mexico) zoeken naar interessante mogelijkheden voor met name westerse

ondernemingen.

En die zijn er zeker, zegt Klein Tuente. „Foshan heeft tot 2012 een economische groei gekend van 17,35 jaar lang”, vertelt hij in het overheidskantoor. „Zo hoog is het weliswaar niet meer, maar er is nog altijd een groei van 8,6%.”

„China zit bovendien niet stil. En deze regio zeker niet. Een op de twintig mensen in Foshan heeft zijn eigen bedrijf. Er heerst een enorme ondernemingsdrang. Het bbp per hoofd van de bevolking ligt hier beurt veel op het gebied van robotisering en hoogwaardige productie. Voor westerse ondernemingen in die branches liggen er volgens Klein Tuente, die een achtergrond heeft als tolk en vertaler, veel kansen.

„Vooral deze twee sectoren worden hier gepromoot. Er is een zeer uitnodigend beleid. Bedrijven die zich hier willen vestigen kunnen binnen vijf dagen geregistreerd staan. Er worden ook veel incentives geboden, zoals de eerste paar jaar gratis huur van kantoorruimte bijvoorbeeld. Het is eigenlijk

„Veel interesse in robotisering”

ook op het niveau van Peking en Shanghai. Terwijl de kosten voor levensonderhoud veel lager liggen.”

De Limburger is momenteel bezig met een Nederlands bedrijf dat zich graag in de stad wil vestigen.

„Daar is een investering van \$3 miljoen mee gemooid. Ik kan er niet veel over vertellen, maar het is een mooi en veelbelovend plan.”

In de regio die vroeger als Kanton bekendstond, ge-

Grote pensioenfondsen hoeven niet te korten

Limburgs anker bij Chinese overheid



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Download met de Limburgs nieuwspap

Download met de Limburgs nieuwspap

Limburgs

Limburgs

Limburgs

Limburgs

Limburgs

Limburgs

11/13 朋友圈

佛山有个“外籍雇员F4”

意大利人Giovanni, 荷兰人Fons, 拉脱维亚人Michael和墨西哥人Maria组成佛山商务局外籍雇员团队, 服务当地招商引资。



Giovanni (Italian) is the first foreigner in the history of Foshan to be directly recruited by the local government. He is currently working as an international investment promotion consultant at the Foshan Bureau of Commerce.

Fons (Dutch) is also a foreigner in the history of Foshan to be directly recruited by the local government. He is currently working as an international investment promotion consultant at the Foshan Bureau of Commerce.

Michael (Latvian) is a foreigner in the history of Foshan to be directly recruited by the local government. He is currently working as an international investment promotion consultant at the Foshan Bureau of Commerce.

Maria (Mexican) is a foreigner in the history of Foshan to be directly recruited by the local government. She is currently working as an international investment promotion consultant at the Foshan Bureau of Commerce.

Equipment manufacturing fuels new growth

Located at the heart of the booming Pearl River Delta region, the Guangdong city of Foshan is a compelling destination for equipment manufacturers because of its solid industrial foundation and huge local demand.



The Yuzumi Precision Machinery Co factory, which supplies plastic injection molding and die casting machines to meet local demand and beyond.

Equipment manufacturing

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Local officials

Local officials said Foshan will play a leading role in the zone that includes five cities in Guangdong.

"Total industrial output in Foshan's equipment manufacturing industry is projected to reach 1 trillion yuan by 2020."

HOME TO FOREIGN BUSINESSES

The Foshan Sino-European Industrial Services Zone (above) is a destination for domestic and foreign businesses providing services ranging from R&D and design to testing, certification, training, conversion and exhibitions for manufacturers in the city.

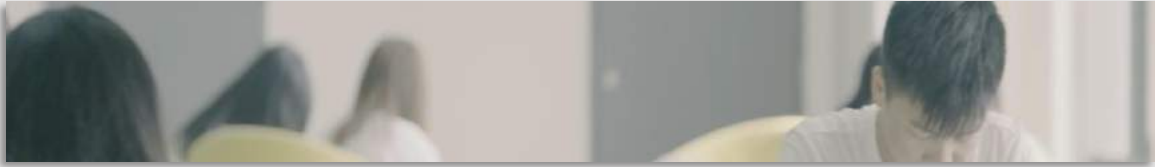


The Yuzumi Precision Machinery Co factory, which supplies plastic injection molding and die casting machines to meet local demand and beyond.

Home to foreign businesses

The Foshan Sino-European Industrial Services Zone (above) is a destination for domestic and foreign businesses providing services ranging from R&D and design to testing, certification, training, conversion and exhibitions for manufacturers in the city.

With a total area of about 1 square kilometer, Foshan European Industrial Park (below) is a base for advanced manufacturers from Europe and other regions offering incentives including reduced rents and subsidies for research.



FOSHAN, AN OVERVIEW

ADVANTAGES & OPPORTUNITIES

INDUSTRIES

INCUBATORS & PLATFORMS

INFRASTRUCTURE

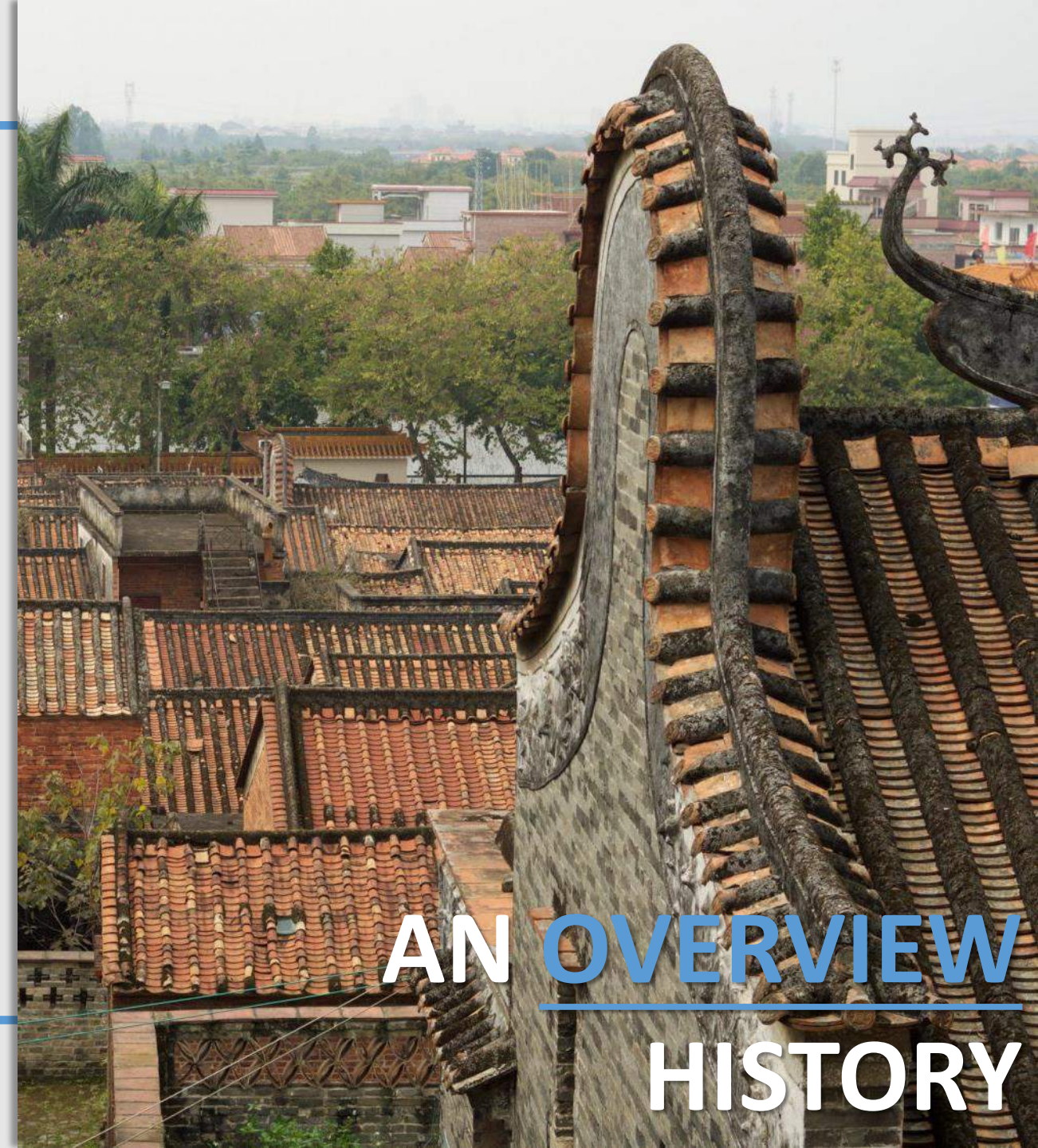
INVESTMENT RESULTS

A PLACE TO LIVE

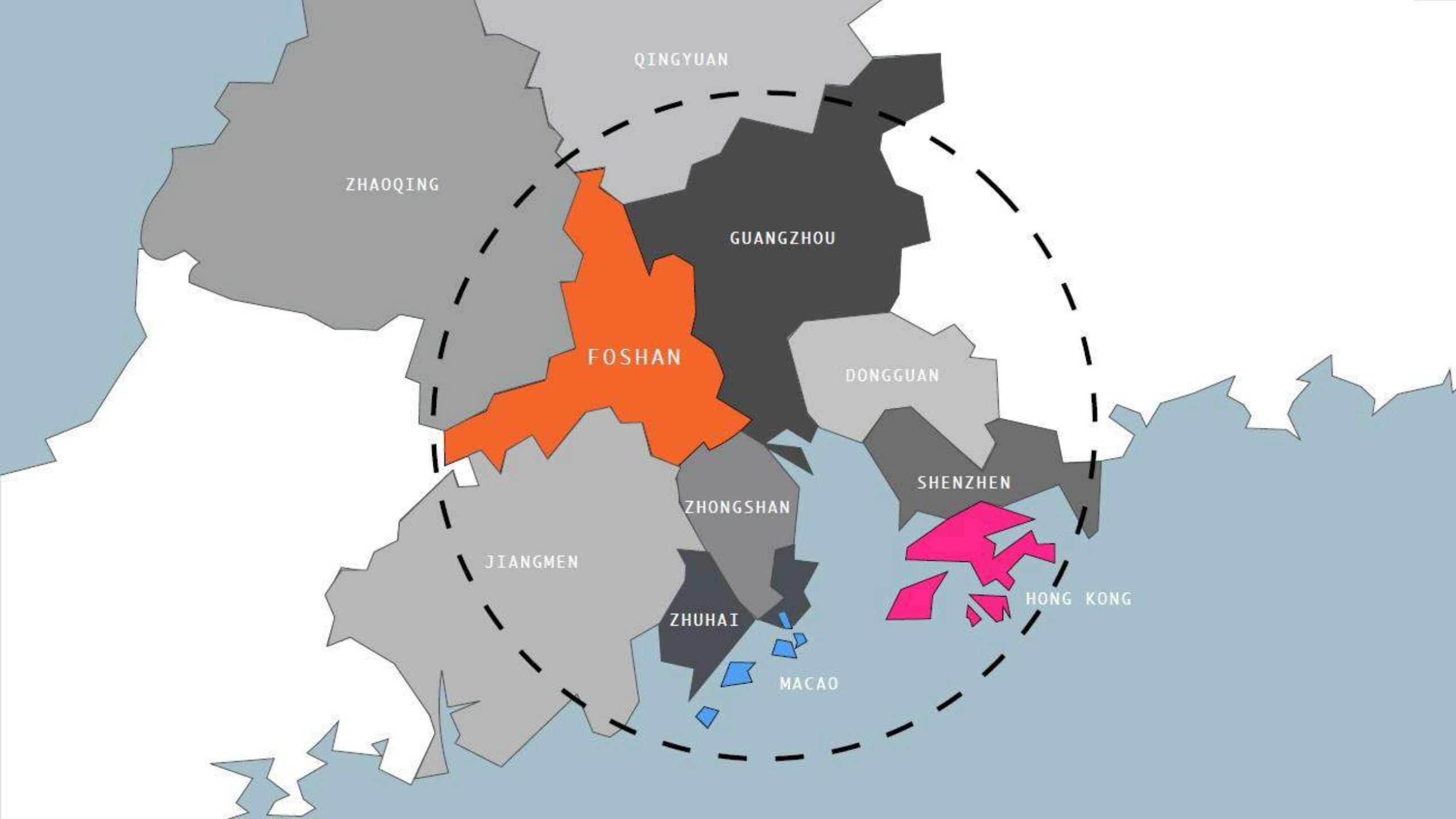
**“one of the Four Greatest
Places in the World”**

**one of the birthplaces of
Lingnan culture**

**Ceramics, cantonese opera,
martial arts**



**AN OVERVIEW
HISTORY**



QINGYUAN

ZHAOQING

FOSHAN

GUANGZHOU

DONGGUAN

SHENZHEN

HONG KONG

JIANGMEN

ZHONGSHAN

ZHUHAI

MACAO

874.22 SQUARE KILOMETERS

SANSHUI

1073.82 SQUARE KILOMETERS

NANHAI

MUNICIPAL GOVERNMENT

154 SQUARE KILOMETERS

CHANCHENG

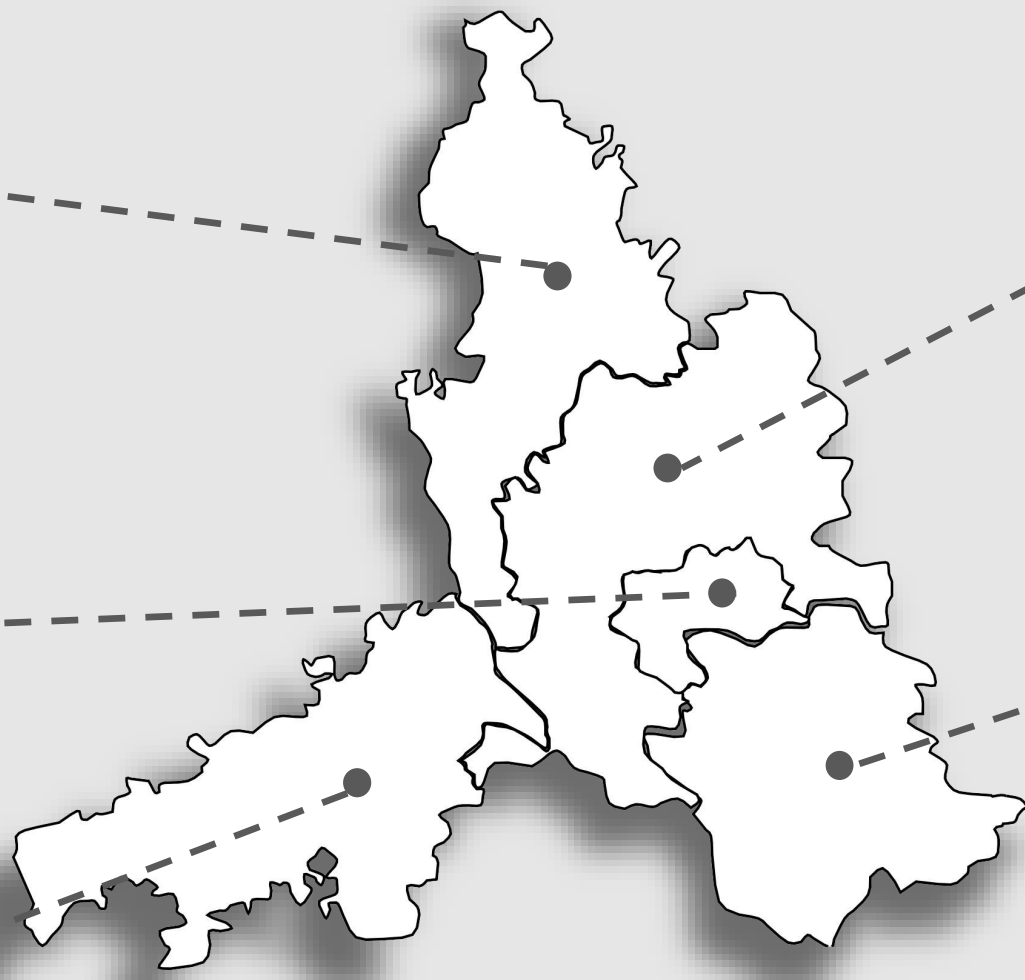
FIPA

806 SQUARE KILOMETERS

SHUNDE

960 SQUARE KILOMETERS

GAOMING



3,800 SQUARE KILOMETERS





ECONOMIC ADVANTAGES

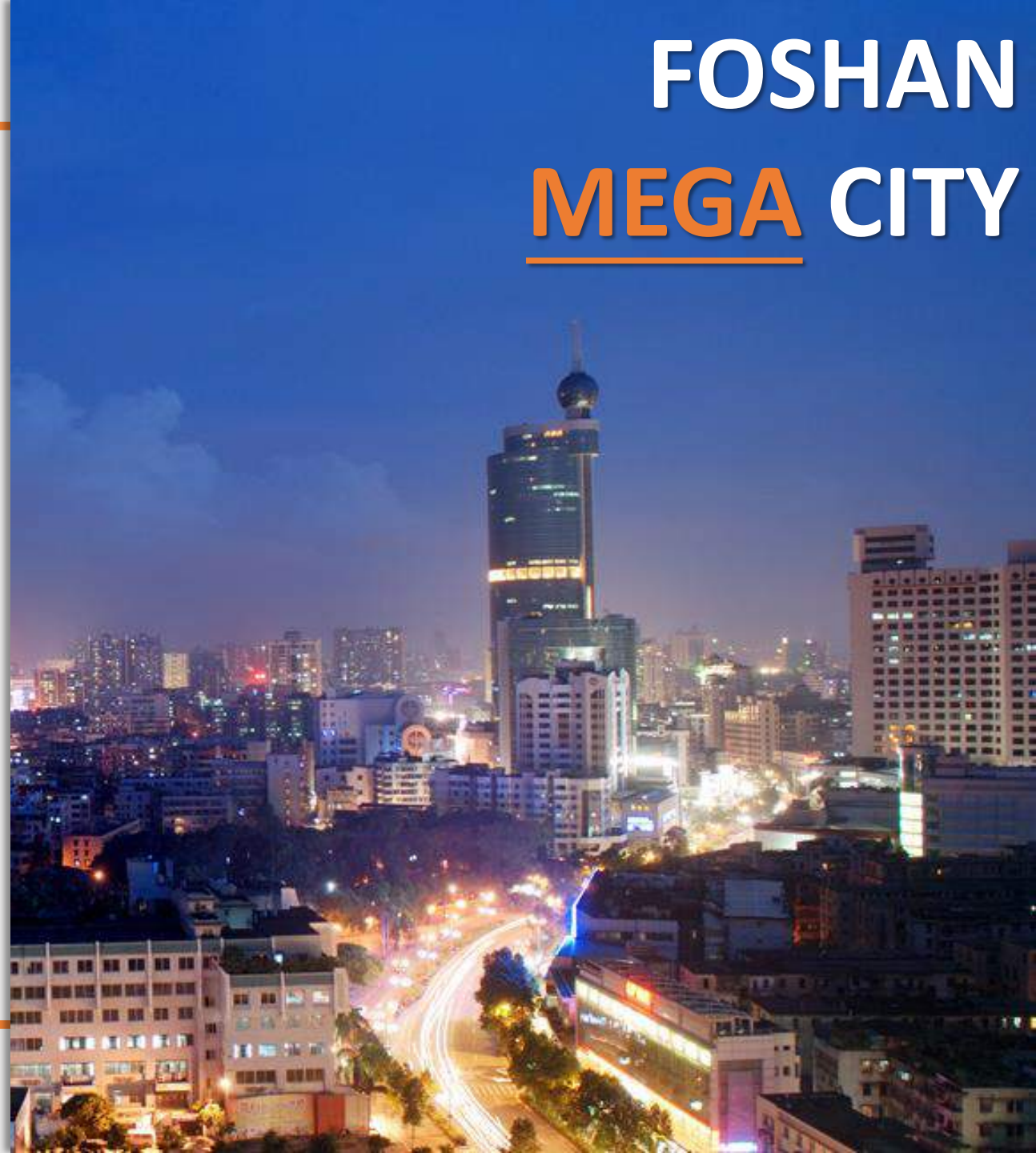
Lots of strengths

Bruce Lee 之 夫 功

FOSHAN MEGA CITY

7.6 million people

one of the two mega cities
in Guangdong Province





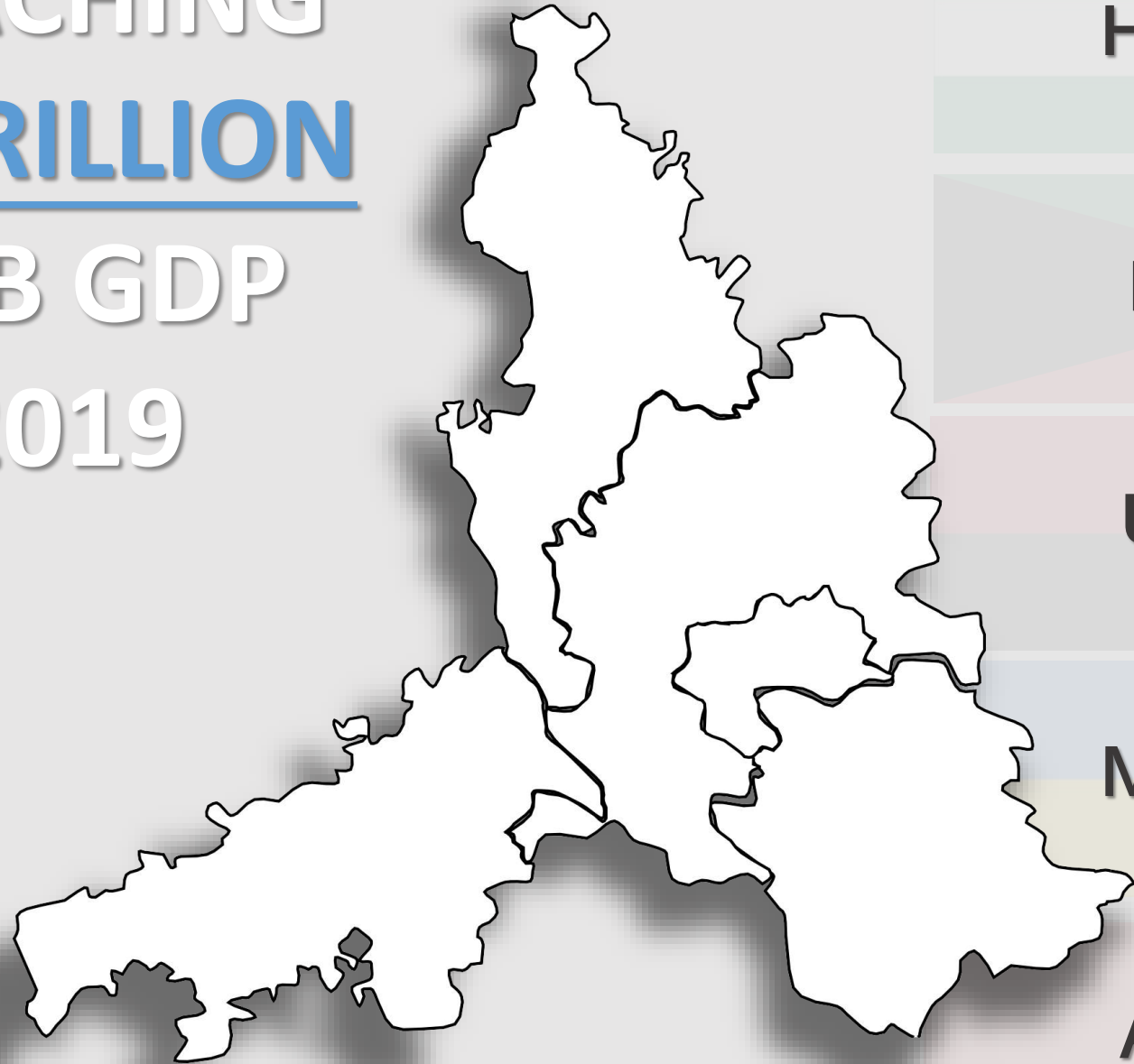
954.96 billion yuan GDP

8.5% increase

**In 2019 Foshan will reach a
GDP of 1 trillion**

**REACHING A
TRILLION GDP IN 2019**

REACHING A TRILLION RMB GDP IN 2019



HUNGARY



KUWAIT



UKRAINE



MOROCCO




ANGOLA



A person in a blue suit is holding a tablet displaying various data charts and graphs. In the background, there are several industrial robots in a factory setting, with one robot in the foreground producing a shower of sparks. The scene is overlaid with a semi-transparent grey banner containing text.

INDUSTRY ADVANTAGES

Large & strong

 Machinery equipment

 non-ferrous metals

 Household appliances

 Textile and Apparel

 Ceramics

 plastics



**FAMOUS MANUFACTURING
CITY IN CHINA**

FOOD & BEVERAGE SOUTH BASE

LOGISTICS HUB

SUPPLY CHAIN

SANSHUI

CITY GOVERNMENT

WORLD CAPITAL OF CERAMICS

CULTURAL CENTRE

CHANCHENG

FOSHAN'S NEW ENERGY REVOLUTION

FOSHAN'S NEW AIRPORT

GAOMING

AUTOMOTIVE CENTRE

BIGGEST DISTRICT IN FOSHAN

HIGH-TECH ZONE CORE AREA

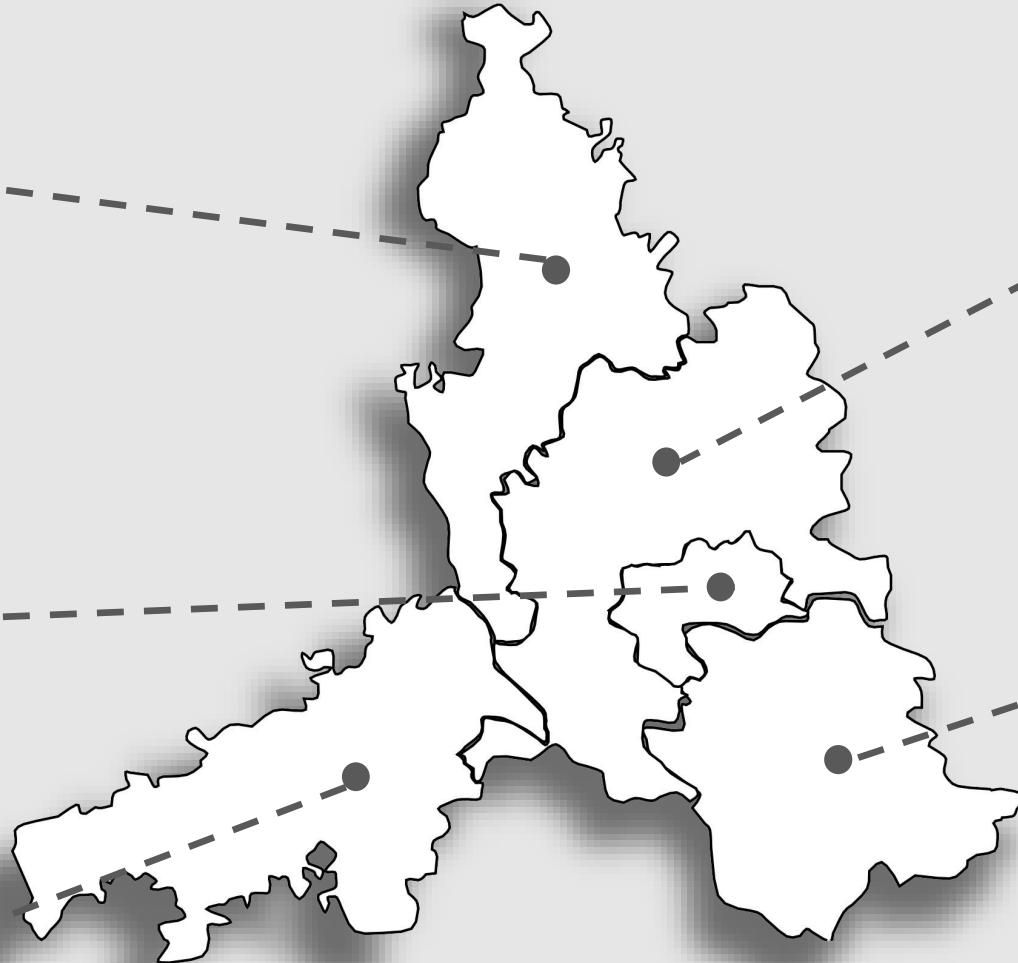
NANHAI

ROBOTICS EPICENTER

INDUSTRIAL STRENGTH

CAPITAL OF HOME APPLIANCES

SHUNDE



UNIQUE INDUSTRY CLUSTERS



1 OUT OF 8 FURNITURE IN ANY HOUSE OVER THE WORLD IS MADE IN FOSHAN

CHINA'S HOME APPLIANCES CAPITAL

First in the nation in the production and sales of microwave ovens, household washing machines, and household refrigerators

a large number of leading enterprises and famous brands



CHINA'S HOME APPLIANCES CAPITAL



Total output value of household electric appliance manufacturing industry in 2017 was 211.167 billion yuan

Yearly increase of 9.1% , accounting for 24.7% of the total output value of the six dominant traditional industries.

Midea, Galanz, Xinbao and Vanward.

CHINA'S HOME APPLIANCES CAPITAL

50% OF THE WORLD'S
MICROWAVES ARE BEING
PRODUCED IN FOSHAN





**CHINA'S HOME
APPLIANCES CAPITAL**

100 MICROWAVES EVERY 1 MINUTE

23 MILLION AIR CONDITIONERS A YEAR



CHINA'S HOME
APPLIANCES CAPITAL



Tens of thousands merchants
in China



Target to build China Ceramics Town /
Create a world-class ceramic innovation
center



The world's largest architectural
ceramics production base



Export to more than 100 countries and
regions



Potential value of RMB 82.574
billion (Assessment by the State
Administration of Quality
Supervision in 2016)

WORLD'S LARGEST

ARCHITECTURAL

CERAMICS

PRODUCTION BASE

'take robotics as priority'

29 enterprises as demonstration enterprises of 'Made in Foshan 2015'

27 demonstration technical innovative enterprises

2227 robotic applications

28 enterprises of strategic emerging intellectual manufacturing industry

7 outstanding robotic enterprises

Establishing the innovation center for national manufacturing industry in 2018



**THE
ROAD TO ADVANCED
MANUFACTURING**



LEADING THE **NEW** **ENERGY VEHICLES** INDUSTRY

Nanhai district

Establish a leading base for hydrogen fuel cell manufacturing

Chancheng district

Establish Lingnan dynamic town

Shunde district


New energy vehicle town

Sanshui district

Building an innovation park for new energy vehicles

Gaoming district

Building an industry cluster for intelligent connected vehicles industry

An overhead view of a meeting around a wooden table. Four people are visible, looking at various items on the table including a laptop, a tablet, several documents with charts and graphs, a smartphone, a succulent, and various office supplies like pens and paperclips. The scene is brightly lit and professional.

INCUBATORS & ACCELERATORS

No shortage of good platforms

A laptop is shown in the foreground, displaying a website. The website has a red header with the text "START UP BUSINESS" in large, bold, blue letters. Below the header is a navigation menu with links: "Homepage", "Demos", "Portfolio", "Blog", "About Us", and "Contact". The main content area features a cartoon illustration of a man in a suit sitting at a desk, surrounded by various business and technology icons such as a lightbulb, a smartphone, a laptop, a bar chart, a pie chart, a gear, a speech bubble, and a mail icon. The background of the website is white with a subtle pattern of small icons.

START UP BUSINESS

TECHNOLOGY & INNOVATION PLATFORMS

There are 77 technology-related incubators in Foshan, including 18 national-level and 25 provincial-level incubators

There are 59 innovation-related incubators in Foshan, of which 20 are national-level and 30 are provincial-level

THREE MAIN INDUSTRIAL ZONES



SINO EUROPEAN INDUSTRIAL SERVICES
ZONE



GUANGDONG FINANCIAL HIGH-TECH
SERVICES AREA



NATIONAL HIGH-TECH INDUSTRIAL
DEVELOPMENT ZONE

FOCUS ON

CONSTRUCTING 9

MAIN AREAS IN 2018

**Cooperative pilot area Guangdong Park of Foshan
West Station Hub Area / Guangdong-Guangxi-
Guizhou High-Speed Railway Economic Belt**

Sanshui New City

Chanxi New Town

Xijiang New City

Pearl River Delta New Line Airport

**Nanhai Sanshui military-civilian integration industrial
area**

GD Financial High-tech Service Area C

**Foshan Three Dragons Bay High-end Innovation
Cluster**

**Xingtang Civil and Military Integration Development and
Innovation Experimental Area**





INFRASTRUCTURE

Built for business

INTEGRATED
TRANSPORT
&
LOGISTICS
NETWORK

DOMESTIC MARKET ACCESS

OVER 5,000 KM IN HIGHWAYS

FOSHAN WEST STATION

FOSHAN STATION

HONG KONG RAIL SERVICE

HONG KONG PORTS

MAJOR PRD PORTS

ACCESS TO INTERNATIONAL SHIPPING LANES

11 METRO LINES COMPLETED BY 2024

GUANGFO LINE

1st INTERCITY METRO IN CHINA

GUANGZHOU SOUTH & EAST STATION

GUANGZHOU RAIL ADVANTAGES

NO.2 IN CHINA PASSANGER THROUGHPUT

1 MILLION TONNES CARGO ANNUALLY

GUANGZHOU BAIYUN INTERNATIONAL AIRPORT



Foshan to Shenzhen 55 minutes by car



1 hour 30 minutes drive from Foshan to Hong Kong

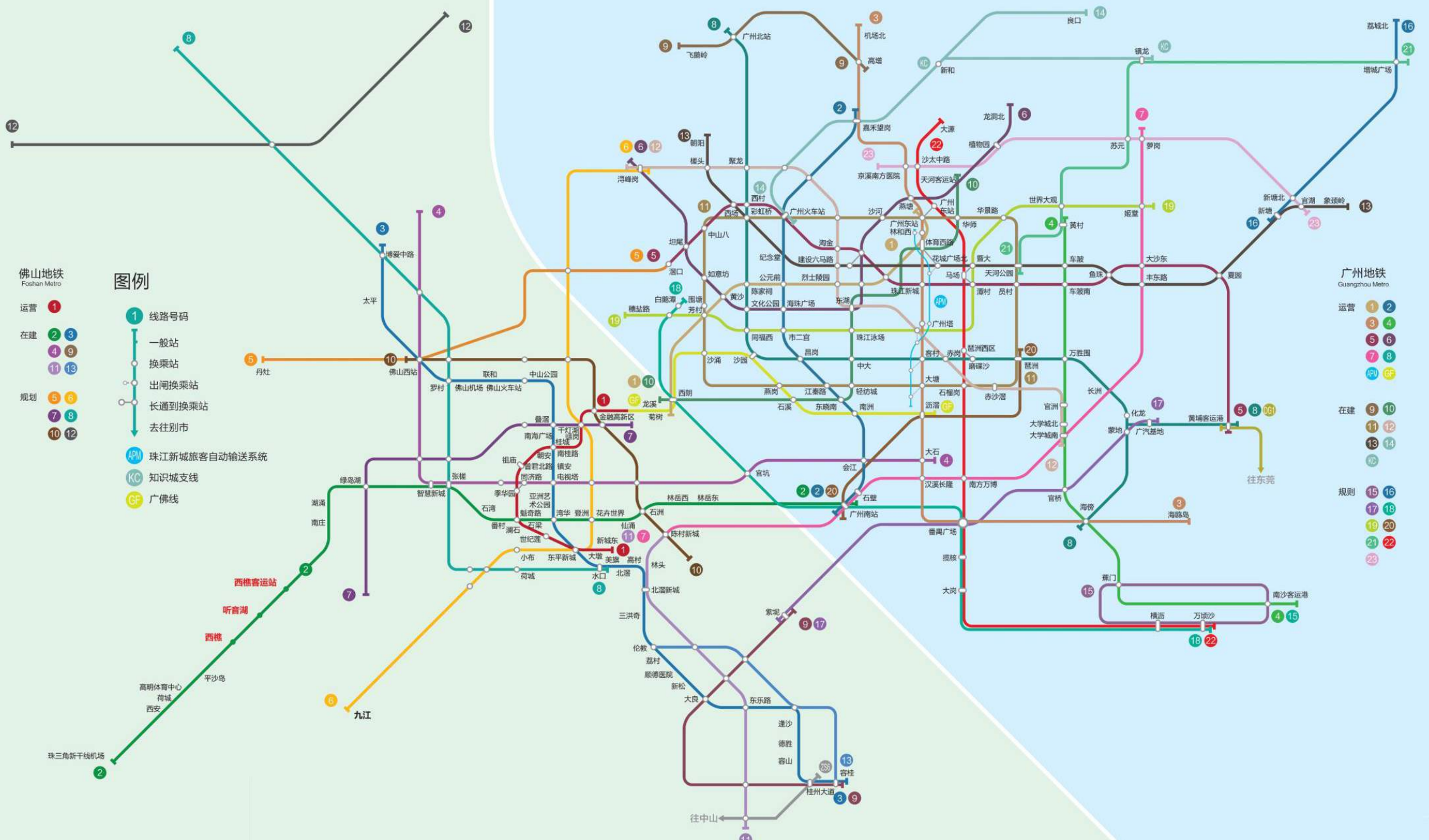


40 minutes from Foshan to Guangzhou Baiyun International Airport



30 minutes drive from Foshan to Guangzhou South Railway Station

GREATER BAY AREA TRANSPORTATION HUB



佛山地铁
Foshan Metro

- 运营 1
- 在建 2 3
- 规划 4 9
- 5 6
- 7 8
- 10 12

图例

- 1 线路号码
- 一般站
- 换乘站
- 出闸换乘站
- 长通到换乘站
- 去往别市
- APM 珠江新城旅客自动输送系统
- KC 知识城支线
- GF 广佛线

广州地铁
Guangzhou Metro

- 运营 1 2
- 3 4
- 5 6
- 7 8
- APM GF
- 在建 9 10
- 11 12
- 13 14
- 15 16
- 17 18
- 19 20
- 21 22
- 23

NEW FOSHAN GAOMING AIRPORT

SUPPORT HONGKONG,
GUANGZHOU AND
SHENZHEN

GREATER BAY AREA AVIATION HUB



A smartphone with a black case is propped up on a wooden surface. The screen displays several financial charts: a bar chart at the top, a pie chart on the left, a horizontal bar chart at the bottom left, and a stacked area chart at the bottom right. To the right of the phone is a dark coffee cup on a saucer. The background is a blurred indoor setting with warm, bokeh lights.

INVESTMENT ACHIEVEMENTS

Entrepreneurs circle with Chinese Hongbao



The growth rate of 2017 foreign investment ranks first in the nine cities of the Pearl River Delta including Guangzhou.

In 2017, Foshan signed 395 investment projects, each with a total investment of over 100 million yuan, leading to a total investment plan of 301.6 billion yuan;

46 FDI projects with each an investment of over ten million U.S. Dollars, leading to a total investment plan of 3.5 billion USD dollars

93 projects related to the equipment manufacturing industry, each exceeding 100 million yuan, leading to a total investment plan of 104.351 billion yuan



2017 INVESTMENT ACHIEVEMENTS

INTERNATIONAL MEDIA



McKinsey&Company

“As attractive to companies as leading tier-one cities, such as Shanghai and Shenzhen.”

The Economist

“Foshan best represents China's emerging economic frontier.”

Forbes

“Foshan featured in the Forbes ‘Top 10 Cities to do Business in China’ ranking.”



ANDRITZ



OSRAM

SIEMENS



TOSHIBA

Panasonic



KOHLER



AISIN

HITACHI

A wide-angle photograph of a massive outdoor Buddha statue, likely the Shide Guanyin in Foshan, China. The statue is seated on a high, tiered stone platform. A wide set of stone stairs leads up to the base of the statue, with several people walking up and down. The background is a bright blue sky with scattered white clouds. The image is overlaid with a semi-transparent white banner containing text.

FOSHAN

A Place To Live

LIVING FACILITIES

Convenient and secure residential areas, as well as five-star hotels.

HEALTH & SOCIAL CARE

Easy access to top hospitals, providing clinical and urgent care.

INTERNATIONAL EDUCATION

Choice of international education institutions from kindergarten to college.

ENTERTAINMENT

Abundance of leisure and dining facilities providing international services.



FOSHAN
A PLACE TO LIVE

A top-down view of a white ceramic bowl filled with a light-colored, textured soup, likely a traditional Foshan delicacy. The bowl is placed on a white lace doily with intricate floral patterns. The background is a plain, light gray surface. The text 'FAMOUS FOSHAN CUISINE' is centered over the bowl in a bold, black, sans-serif font.

FAMOUS FOSHAN CUISINE

佛山欢迎您 Welcome to Foshan



佛山市投资促进中心 Foshan Investment Promotion Agency
地址：广东省佛山市南海区桂城灯湖东路1号友邦金融中心二座33层
电话：0757-8636-0279



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