

## Find great business potential at the Bohai Rim

- Question: Beijing, Shanghai, Guangzhou, Shenzhen and Chongqing are often cited as investment opportunities. Any other areas of interest?
- Answer: The next major areas for growth is definitely the Bohai Rim.

China has one of the fastest growing urbanisation plans in the world. Within this plan, there are a number of hot spots to watch. The hottest topic of all, and the focus of many articles in the Chinese press, is the development of a third growth area in China – to rival the Shenzhen/Guangzhou area of the 1980s, and the Pudong/Shanghai area of the 1990s.

### TBNA plans

This area is close to Beijing and hugs the coast of the Bohai sea within the municipality of Tianjin and is called 'Tianjin Binhai New Area' (TBNA for short).

Tianjin has a population of more than 10 million and covers the area between the Bohai Sea and the border with Beijing. It has long been of strategic importance to the capital, with north China's largest and most important port. It is also a transportation hub for many national rail lines and is north China's main cargo airport.

Being a mere 112 km kilometres from Beijing, and just 30 minutes by the new high speed train, its connection to the capital is turning it into one of China's most promising places to do business. Anyone who watched, or was involved in, the development of Pudong from sleepy farmland to bustling metropolis within the space of 10 short years will understand that, when the Chinese government puts its mind to a project, it will be realised.

Wide opportunities The comprehensive plan for TBNA comprises nine areas: advanced manufacturing, airport industry and logistics (based around the Airbus factory), a hi-tech zone, a seaport development and logistics zone, a Central Business District (including a new financial district that bears an uncanny resemblance to Canary Wharf), an Eco-City, a leisure and tourism park and a very ambitious plan for a vast new port with chemical, petrochemical, metallurgical and logistics as its core industries.

This last and brand new project is to be spearheaded by Tianjin's highly successful development zone, TEDA, which has consistently outperformed China's other zones and come first in China's own league table of successful zones for the last 12 years. It would be difficult to pick a British industry which did not have an opportunity to grow a business there and, given that so many UK industries already have, (GSK, Standard Chartered, Standard Life, IMI, BOC, Airbus, to name a few) there are plenty of friendly faces around to help companies to get a head start.

## FACTS

- The Yellow River delta and wider Bohai Rim is a natural landmark nestled between the Liaodong Peninsula to the north and the Shandong Peninsular to the south. It includes three bays, Laizhou Bay, Liaodong Bay and Bohai Wan.
- Tianjin is the municipal capital and also the sixth largest city in China.
- The area has a number of industries. Tianjin has always been a centre for aviation, shipping and logistics, while Beijing is the centre of government as well as a centre for R&D and education.
- A new express train service, capable of 300kmph, now links Beijing and Tianjin cutting the journey down to just half an hour.
- The area is developing rapidly with clusters of businesses in the automotive, electronics and petrochemicals industries.
- The government has committed to backing up the rapid development on the Rim with better highways, railways, digital communications and education resources.

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