



# Boom Time

## 繁荣时代

By Tim Lyddiatt

Qingdao is rapidly becoming a global city able to hold its own with the big boys of international trade and commerce. What comes next for our little town?

青岛正迅速成长为全球化城市，并拥有众多国际商贸巨头。接下来还会有什么机遇与挑战呢？

If you are reading this, then you will undoubtedly already know the story of China's monumental shift in character: how Deng Xiaoping's introduction of a 'socialist market economy' has transformed the country both economically and culturally. In fact, were these changes not to have taken place - the formation of rural enterprises and private businesses, the liberalisation of foreign trade and the investment in industrial production and education of its workforce - then I almost certainly would not be here to write this article, nor you to read it. China would have remained closed. Beyond that though, what were the results, and where is China and Qingdao headed? REDSTAR dived into the research papers and met with local business people to find out.

To many Western business people, China in general, and the East Coast and Qingdao specifically, can seem like the Holy Grail of business opportunities: a land of near limitless labour resources, an economy that is still growing

- and growing fast, even whilst the rest of the world stagnates, weighed down by a mountain of toxic debt - and a vast population that just keeps on getting richer. Even better news, for those of us already here, is that, according to research undertaken by China Fortune Magazine, HSBC and others, the East Coast, and Qingdao and Shandong in particular are at the vanguard of China's next wave of economic development. China is undoubtedly a powerhouse, but in the next 20 years or so, the world is going to see exactly what the Mother Land is made of.

According to the IMF, "while pre-1978 China had seen annual growth of 6 percent a year (with some painful ups and downs along the way), post-1978 China saw average real growth of more than 9 percent a year," with fewer and less painful spikes and troughs. The IMF notes that in several peak years, growth topped out more than 13% and "per capita income has nearly quadrupled in the last 15 years."

阅读至此，毫无疑问您已经了解或知道中国那段具有里程碑意义的重大变革：邓小平是如何引入“社会主义市场经济”，使整个国家在经济和文化上都产生了变化。事实上，倘若这一切都没有发生 - 乡镇企业和私营企业的形成，对外贸易开放，对工业生产的投资和对劳动力的教育 - 那么我相信，我是不会在这里撰写这篇文章，亦或是您不会有幸读到它。中国依旧会闭关锁国。该变革带来了何种好处呢？中国和青岛都在哪些方面走在前列？红星通过一系列研究与访问当地相关商务人士，为您解答。

对于大多数在中国，特别是在东部沿海和青岛的西方商务人士来说，这里的商业契机如同圣杯一样：大量的劳动力资源，在全球处于债务危机，经济滞后萧条之时，这里的经济还能持续且迅速发展，庞大的人口体系却使社会更加富裕。对于在这

里的我们来说还有更好的消息，那就是根据《财富》杂志中文版，汇丰银行和其他机构的最新调查结果表明，东部沿海地区，特别是山东和青岛，将成为中国下一轮经济发展的先锋。中国毫无疑问已成为巨大的动力源，在接下来20年左右，世界将真切看到祖国的魅力。

据国际货币基金组织统计“中国在1978年以前每年的可见增长为63%（一路跌宕走来），1978年以后平均每年的增长率超过9%”，这其中的阻碍和低迷期较少。国际货币基金组织注意到最高的几年增长率超过13%，“人均收入几乎是过去15年的四倍”。一些分析师预测中国经济在未来20年甚至不到20年便将赶超美国。根据相关评测，中国已经赶超日本，跃居第二。

这些不是过去的故事，而将成为未来的传说，上述内容还包括了一些对未来的设想。如果

Some analysts are today predicting that the Chinese economy will be larger than that of the United States in 20 years - maybe less. It has, by some measures, already surpassed Japan to take the second spot.

But this is not a story about the past, it is a tale of the future, and the above is included purely to frame what happens next. If China's development since the late 70s has been about the creation of a manufacturing leviathan that sees nearly all of the world's most wanted consumer electronics - and much else, including foreign branded cars and trucks, as well as much of the world's emerging green technologies - produced here, and an agricultural industry that can now not only feed China's 1.6 billion people, but export its excess to a world clamouring for cheap foodstuffs (much to the chagrin of US farmers) - not to mention minerals, heavy metals and energy, both green and black - then the next phase is about China getting smarter:

developing its own products and industries and exporting them to the world.

Harry Jiang heads up the Qingdao office of the China-Britain Business Council. He told REDSTAR that, going forward, "China needs to stop being the world's factory; it needs to develop its own R&D and start innovating." Research and development then is critical to the next phase of China's development. Jiang says Qingdao is particularly well placed to make pioneering steps in this regard. "Our location, a port city, means that Qingdao is a well established centre for export. But our proximity to other high tech countries such as Korea and Japan mean that Qingdao already has good links with technology hubs there."

According to Jiang, Qingdao is already leading in what HSBC says is the next phase of Chinese economic development. They say: "sizzling growth should continue for at least another five years" as local governments have managed



说中国自70年代末开始发展，造就了制造业的传奇，那时全球都在期待电子消费产品-外国品牌的轿车、卡车，还有大量的世界新兴绿色科技-都在这里生产，农业生产不止是供给中国1.6亿的人口，还会出口到世界其他需要低廉食物的地方（这遭到了美国农民的痛恨）-更不必说矿产品，重金属和能源（绿色和黑色）了-下一阶段中国将变得更聪明：发展自有产品和行业，并向世界出口。

Harry Jiang是英中贸易协会青岛办事处的领导。他告诉笔者，向前看“中国要停止成为世界工厂；需要发展自主研发与创新。”研究与发展是中国下一步发展的关键。Jiang还介绍到在这方面青岛特别适合成为发展先驱。“我们有区位优势，港口城市意味着青岛很适合建设出口贸易中心。加上靠近韩国日本这样的高科技国家，青岛已经成为了良好的科技枢纽。”

据Jiang介绍，青岛已经位列汇丰银行提出的第二轮中国经济发展城

市。“高速增长应该再持续五年”，当地政府自1980年起每年都以北京的增长为目标。“已经公布的未来五年计划（2011-2015）显示出大多数省份依旧保持着雄心勃勃的目标。”

同样，这些增长目标增强了区域间的竞争。“各省在国家目标的基础上制定了更深远的计划，包括扩大铁路覆盖网和清洁能源等。有时候，地区目标会是国定目标的双倍。其一便是为了在国内获得提升，需要比同级区域做得更好。”山东便是如此。

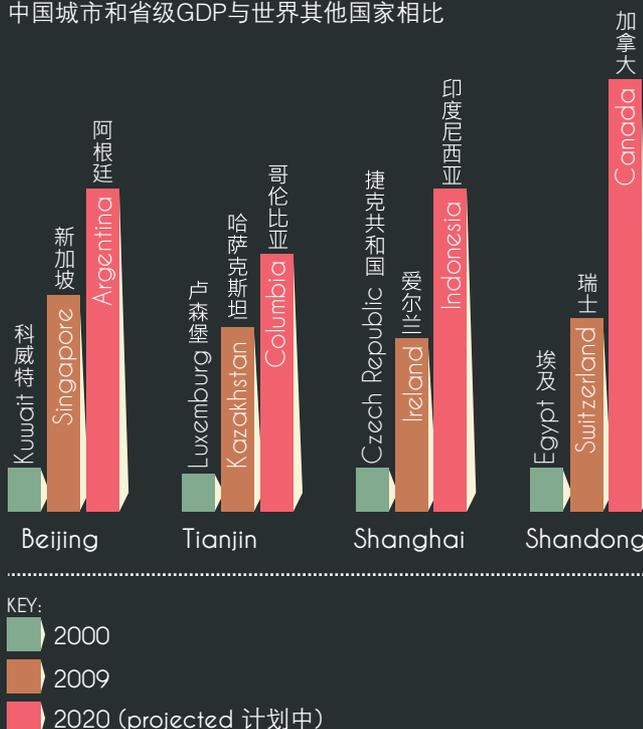
鉴于中国东部地区的增长，报告继续指出，青岛和东部省份比国内其他地区更能融入到全球经济当中：“事实上，所有跨国公司的总部都设在东部地区，逐步向外扩大。”包括北京上海在内的地区并不仅限于他们快节奏的发展-“进一步扩大出口，研发支出和高等教育资源等。”

与此呼应，《财富》杂志中文版也揭示了对东部沿海城市的调查-“中

## China's Changing fortunes 中国的财富变化

China city and provincial GDP in comparison to countries around the world over time

中国城市和省级GDP与世界其他国家相比





to beat Beijing's growth targets every year since 1980. "Published data for the coming Five-Year Plan (2011-2015) show most provinces remain ambitious in their targets."

Similarly, these growth ambitions have increased inter-regional competition. "Provinces have far more ambitious plans for the expansion of their rail networks and clean energy activities than those stipulated by national targets. In some cases, the local target is double the national one. One reason for this is that to get promoted in China, you have to outperform your peers." Shandong has aspirations higher than most.

By way of confirming that the driver for growth lies in China's Eastern Region, the report continues, describing how Qingdao and the Eastern province are more integrated into the global economy than other parts of China: "virtually all headquarters of multi-national firms are based in the Eastern Region, further widening its lead in talent concentration." And the region, which includes Beijing and Shanghai - but is not limited to them in terms of fast paced development - "continues to widen its lead in exports, R&D expenditure [and] post-secondary education resources."

Echoing this sentiment, a survey undertaken by Fortune China magazine reveals cities on the east coast to be the "best emerging cities for business in China." Dalian, Suzhou and Qingdao top the list, with other eastern cities joining them in the top 10. In addition, Qingdao topped the list for best quality of life (with Dalian in third place) and was found to be the third most "efficient new commercial city" and the second most "improved in terms of investing and doing business." In fact, such has been the rise in status of China's East Coast that an Economist Intelligence Unit study found that Suzhou, Dalian and Qingdao were the 73rd, 85th and 98th most liveable cities on Earth respectively. Not bad for cities that, just three decades ago, barely even registered on the global consciousness

But what does any of this mean for Qingdao? HSBC say, comparing the city to provincial capital, Jinan, that it "has been more aggressive in attracting FDI, upgrading industry and expanding foreign trade." Jinan has fallen behind and Qingdao and its peers are sucking in more capital from the wider world, taking it in and transforming the way of life here in terms of prosperity and aggressive development.

## Three of the best: Qingdao's Golden Flowers

- Tsingtao (beer)
- Haier (white goods)
- Hisense (electronics)

HSBC also note that: "Qingdao has had the fastest GDP growth [amongst their surveyed cities] for the last 10 years thanks to thriving local businesses and large FDI inflows; is China's fifth largest port city; its coastline, good living conditions, famous beer festival and boating culture make it a top tourist destination, boosting its tertiary industry; and that major industries include electronics, manufacturing, food processing and equipment manufacturing. The city plays host to at least five national and international brands - the Golden Flowers.

The future looks like bright for the East Coast. Denizens of Qingdao and the other leading lights of the Eastern Province look set to capitalise on the snowballing effect of innovation and change. HSBC say that, by 2020, China will have six provinces with an annual GDP of more than USD1 trillion, equal to six countries the size of Russia (or Spain or Canada)." Think about that for a while: in less than a decade, six provincial regions will have GDP parity with G20 nations, will have the clout, both internally and internationally to make considerable contributions to - and to influence - the global economy. Now think about how you can get your business online here, and how fast.

## 青岛的三朵金花

- 青啤 (啤酒)
- 海尔 (白色家电)
- 海信 (电子产品)

国新兴商业城市”在前十位东部城市中，大连，苏州和青岛位居前列。此外，青岛位居“生活质量最高的新兴商业城市”榜首（大连第三），“商业效率最高的新兴商业城市”第三，“改善投资和商务环境方面进步最大的新兴商业城市”第二。事实上，根据经济学人智库对中国东部沿海地区迅速发展的研究发现，苏州，大连和青岛位列全球最适宜居住城市的73，85和98位。这项结果并不差，相比数十年前，这些城市甚至不可能进入全球视野。

这些评选对青岛有何影响呢？汇丰银行指明，相比省会济南，“对吸引外商投资更具积极意义，工业提升了，对外贸易也扩大了。”青岛赶超济南，并且同全球范围内众多首都相提并论，使青岛在各方面都有了很大的发展。

汇丰银行还指出“青岛的GDP增长最快【在所有参与调查的城市中】，过去十年间要感谢当地商业繁荣发展和大量外商投资的引入；中国第五大港口城市；海岸线，良好的居住环境，著名的啤酒节和帆船文化成为旅游胜地，推进了第三产业的发展；还有电子产品，制造业，食品加工和设备制造等主要工业。整个城市拥有至少五项国内外品牌-众多金花。

东部沿海的未来一片光明。青岛和东部省份的其他城市居民应该充分利用创新与变革的雪球效应。汇丰银行指出，到2020年，中国将有六个省的平均GDP超过1万亿美元，等于六个俄罗斯（或西班牙，或加拿大）大小的国家。”试想一下，不到十年，六个省级地区将与G20国家的GDP等同，太具影响力了，国内外都应考虑到这一贡献对全球经济的影响。现在来考虑下如何使您的商业在这里连线并如何快速发展吧。