

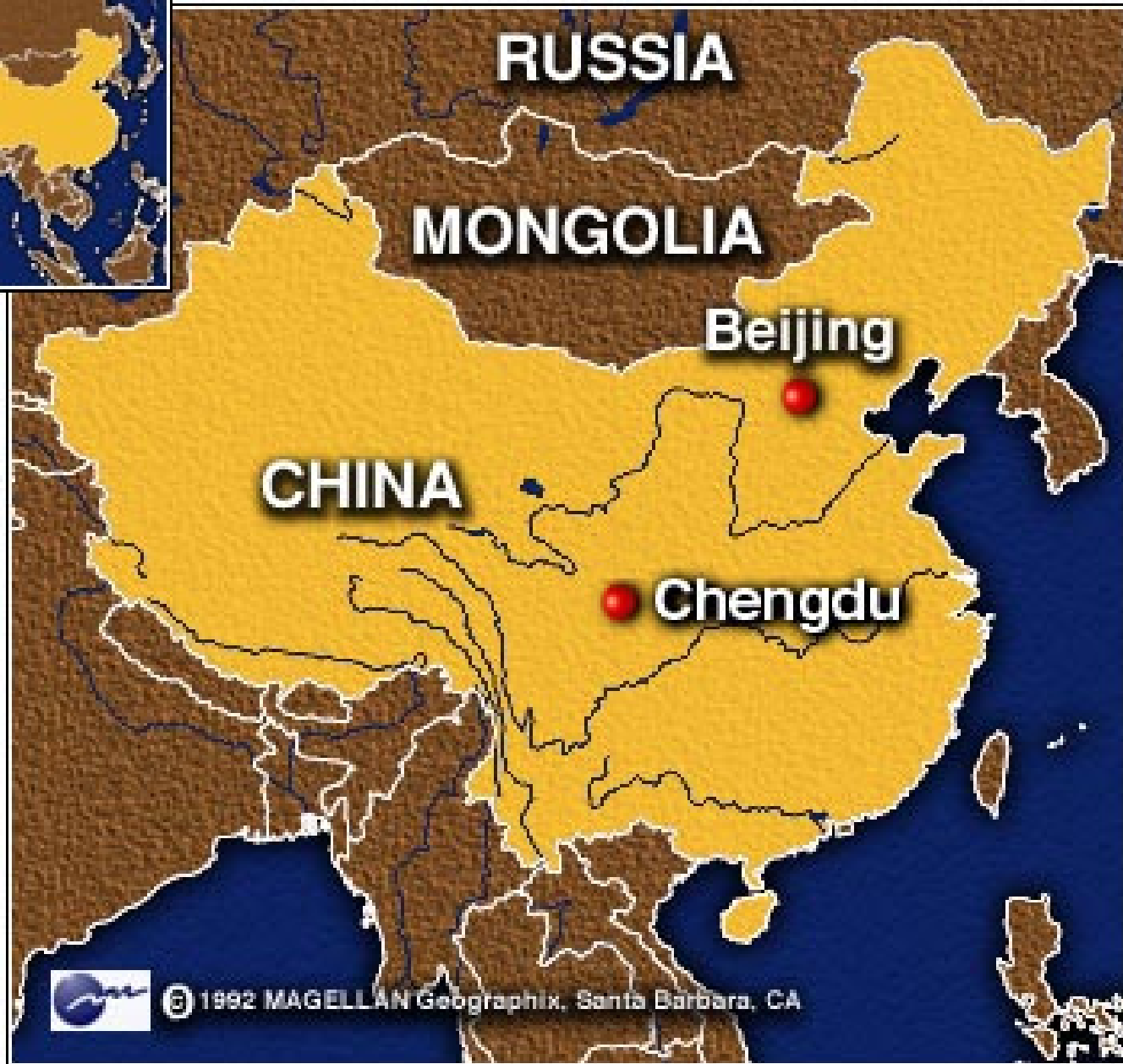
EE 459

Case Analysis I

Strategic Planning for the Industrial Park in
Chengdu

Background

- **Chengdu**, formerly translated **Chengtu**, is the capital of Sichuan province in Southwest China. It holds sub-provincial administrative status. The urban area houses 14,047,625 inhabitants: 7,123,697 within the municipality's nine districts and 6,730,749 in the surrounding region.
- Chengdu is one of the most important economic, transportation, and communication centers in Western China. According to the 2007 Public Appraisal for Best Chinese Cities for Investment, Chengdu was chosen as **one of the top ten cities to invest** in out of a total of 280 urban centers in China.
- In 2006, it was named **China's 4th-most livable city by China Daily**.



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www.ChinaTouristMaps.com



Industrial Development in Chengdu

- Chengdu has become a popular city in recent years for companies looking to develop their operations in China, progressing from its image as a city of **low-cost manufacturing plants** to become known as a center for **high tech and financial services**.
- Efforts by the city to create an attractive investment destination, as well the national government's **“Open Up the West”** program that offers **incentives to companies setting up in western China** appear to be working: **the city's GDP nearly doubled in a three year period, surpassing RMB 450 billion in 2009**.
- Companies that come to Chengdu are also noticing new infrastructure improvements. In October 2009 construction finished on the Chengdu Shuangliu **International Airport's second runway**, the city's **first subway line** will officially begin operations in October 2010, and **six national highways** allow both people and products to move in and around Chengdu more easily than in the past.

Source: <http://rightsite.asia/en/article/get-know-chengdus-5-leading-industrial-parks>

Wuhou Industrial Park

- Wuhou Industrial Park is located at southwest of Wuhou District, Hi-tech and Cultural Area of Chengdu, with the planning area of **8.6km²**. The park is closely adjacent to West Section I of the Third Ring Road of Chengdu, with the freight avenue of Chengdu Shuangliu Airport and New Sichuan-Tibet Highway crossing it.
- With the central area **5km away from Shuangliu Airport** and **6km away from South Railway Station**, the park enjoys convenient transportation conditions, logistics and advantageous location.
- Footed in Wuhou District, backed on hi-tech development zone and relying on Chengdu, Wuhou Industrial Park is an ideal place for gestation, hatching and industrialization of high technologies.

planning map of Chengdu wuhou industrial park



Source: <http://www.cdwhip.gov.cn>

7. Research Questions

- Q1.** What are the categories of exported products of China for its US, EU and Asian markets?
- Q2.** What would be the targeted industries to be located in the Wuhou Industrial Park and their priorities? (formulating your planning recommendations based on Global IO Table and ITC's trade map)

Sichuan Giant Panda Sanctuaries

- Covering a total of 9,245 km² (3,570 sq mi) over 12 distinct counties and 4 cities, [Sichuan Giant Panda Sanctuaries](#), lie on the transitional alp-canyon belt between the Sichuan Basin and the Qinghai-Tibetan Plateau. It is [the largest remaining continuous habitat for giant pandas and home to more than 80% of the world's wild giant pandas](#). Globally speaking, it is also the most abundant temperate zone of greenery. The reserves of the habitat are 100–200 km (62–120 mi) away from Chengdu.
- The Sichuan Giant Panda sanctuaries are the most well-known of their kind in the world, with [Wolong Nature Reserve](#), [generally considered as the "homeland of pandas"](#). It is a core habitat with unique natural conditions, complicated landforms, and a temperate climate with diverse wildlife. Siguniang Mountain, sometimes called the "Oriental Alpine" is approximately 230 km (140 mi) away from Chengdu, and is composed of four adjacent peaks of the Traversal Mountain Range. Among the four peaks, the fourth and highest stands 6,250 m (20,510 ft) above sea level, and is perpetually covered by snow.

Source: Wikipedia.com



Source: http://i.telegraph.co.uk/multimedia/archive/01704/panda2_1704147c.jpg