



Missouri International Trade & Investment
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China

Market Overview

The education industry, and the demand for education alike, have grown substantially in parallel with China's rapid economic expansion. While there has been a substantial expansion of supply within China, there still exists unmet demand for overseas education. This is partly because it is seen as a path to employment and opportunities abroad, and also due to the fact that an overseas education is valued greater than most domestic options. Additionally, for some, it is seen as a more pleasant alternative to the rigorous high-school coursework and application process that is associated with Chinese universities. However, the biggest decision making factor for Chinese applicants looking to go overseas is still reputation, with significantly less focus on whether there is appropriate 'fit' between the individual and the institution.

In 2014, over 450,000 Chinese nationals went overseas to study, and now are the single largest group of international students in US universities, with a full third of the international student population. And this continues to grow. The 2013/14 school year saw a 16 percent growth in the number of Chinese students at the university level.

This has been a financial boon for US academic institutions, as 60 percent of these Chinese national students cover the full cost of their education.

A sizeable application industry has sprung up, mostly for university level, but also a growing sector for high-school level. These companies work as middle-men between students and schools in China, and institutions abroad. However, poorly regulated and with significant incentive to make successful placements, the application industry has become notorious for fraud. According to a 2011 report, 90 percent of Chinese college applicants surveyed submitted false recommendations, and 70 percent had other individuals write their personal essays.

The domestic education industry has been growing in recent years, both as a market response and through government initiatives and policies.

Online education has been growing in China. What are known as massive open online courses (MOOC) have seen a surge in participation in recent years, and have also been attracting private sector investment. Private and non-profits alike have sprung up in this sector, and so too have partnerships between Chinese and foreign institutions emerged. In addition, foreign platforms like courser have sought to enter the market. However, they remain mostly as supplemental learning as opposed to a replacement for traditional degree programs.

In addition, the Chinese government has been working to spur the development of vocationally-oriented education. Chinese Premier Li Keqiang called for growth in vocational schools and a move away from a 'diploma-oriented society'. This is in part a response to the economic needs of an economy that is seeking to climb the value chain, which requires skilled workers with technical knowhow, and a shrinking labor force.

Tutoring and preparation courses, which have seen significant growth in response to demand for such topics such as English and test-prep, have begun to cater towards vocational training as well. Providing higher-value training in areas such as IT, and management training.

Priority: We highly encourage Missouri's educational institutions to attend the China Education Expo (CEE). CEE is an extensive four city event that receives large international participation each year, and offers tremendous opportunities to attract new international students and develop on-going, long term engagements with Chinese schools.

More details can be found in the [Upcoming Trade Shows in Greater China](#) section. We also have more information on one of the Expo locations – Chengdu – in this edition's [Cityscape Profile](#).

Hong Kong

Market Overview

Despite its relatively small size, Hong Kong has developed strong education institutions. Recently, three Hong Kong universities ranked in the top 50 of a global university ranking. However, there is still substantial demand for overseas education at both the high-school and university level. Both due to an overseas education being viewed as prestigious and as a door to opportunity beyond Hong Kong's borders.

With its colonial history and strong ties to the common wealth, many Hong Kongers pursue overseas educations in the UK or other common wealth nations. However, top US universities hold strong appeal, as they do across the globe. However, there is little in the ways of scholarship resources within Hong Kong, so the majority of those who are able to pursue education abroad are those of well-off background.

Domestically, higher education has become an issue in the city due to caps on the number of publicly funded spots within Hong Kong's universities. The availability of government-funded spots at the city's universities have not kept up with population growth and demand for higher-education among the local population. Even meeting the mandated academic requirement for government funding does not provide a guarantee for students. In 2013, government funding only covered 18% of graduating Hong Kong high school students.

One result of this has been an increase in, and perhaps over-reliance on sub-degree (or associate-degree) programs. With such a limited number of funded university spots, more and more students have been turning to sub-degree programs. However, in Hong Kong, these programs were conceived as a bridge, a two year program that would set students up to continue higher-education and place them on a full degree track, not to place them directly into the work force. Additionally, the sector is largely privatized and has seen significant tuition growth, making it a very pricey option for many in the city.

Some overseas institutions have stepped in, offering partnerships or 'top-up' programs, to complement sub-degrees and offer a complete education.

Reform Watch

1. China pushes for the gaokao to be recognized by foreign universities

Source: China is pushing for its national college entrance examinations, or gaokao, to be accepted by more foreign universities in their admissions process, according to an official with the country's top education authority. "We are currently working on having foreign countries recognize the grades of China's gaokao," Yu Jihai, deputy director of the Division of International Education at the Ministry of Education, said during a conference about education internationalization on Sunday. Some universities in the US, Australia and Italy have started to accept the gaokao scores of Chinese students looking to enroll in degree programs.

English: <http://www.globaltimes.cn/content/923544.shtml>

2. State Council releases opinions on promoting entrepreneurship through higher education

On May 13 the State Council published "Opinions on Implementing and Deepening Higher Educational Innovation, Entrepreneurship, and Educational Reform." The opinion paper highlights that deepening reform and promoting innovation in China's higher educational institutions as well as improving the entrepreneurship and employment opportunities of graduates are key drivers of economic growth in new national innovation-based development strategies. In order to promote quality education and to adapt to the economic New Normal, schools should focus on education of future leaders, while the government of every province and district has a responsibility to mix education with real-world technology, economics, and society.

Chinese: http://www.gov.cn/zhengce/content/2015-05/13/content_9740.htm

3. Li Keqiang: China to improve Internet speed, cut fees

The State Council, China's cabinet, on May 13 pledged faster broadband and lower prices for Internet services, a common concern in China. China will accelerate construction of a high-speed network with lower charges, support "Internet Plus" and foster new growth impetus, according to a statement released after a State Council executive meeting presided over by Premier Li Keqiang. Telecom companies should publish detailed plans to increase speeds by over 40 percent, reduce prices and offer free upgrades to existing customers. Stricter monitoring of broadband services and charges will protect consumers. Optical and broadband networks will be expanded in the countryside to improve access in 14,000 villages by the end of this year. Greater bandwidth is needed to help the country connect with the world more easily and attract investment, the statement said.

English: http://news.xinhuanet.com/english/2015-05/14/c_134236614.htm

4. Competition for inland FTZ intensifies; ten provinces have already applied

According to reports from the Lanzhou New Area, the State Council has already transferred Gansu province's application materials for a Lanzhou Free Trade Zone to MOFCOM for processing. The reports further claim that construction for a Lanzhou tax-free zone are 90% complete and will be finished by the end of June this year. In the end, total investment will equal 2.16 billion yuan. Whether Lanzhou will be able to become the first inland FTZ, however, is unclear. Already, Chongqing, Xi'an, Chengdu, Xinjiang, Guangxi, Henan, and

other areas have applied for chances to establish China's first inland FTZ, and it will ultimately be up to the State Council to approve an application.

Chinese: <http://www.yicai.com/news/2015/05/4615666.html>

5. Hong Kong pro-Beijing politicians rue their missed opportunity in political reform debate

Five minutes. That's how long it took for the pro-establishment camp's unity to crumble as its members messed up a Legislative Council walkout and descended into acrimony, pointing fingers at each other and fearing a reprimand from Beijing. Having hoped to exploit a pan-democrat-led no vote for electoral gain, they now fear it is they who will be punished. The final, farcical twist in the 20-month reform saga began to take shape at 12.27pm, when Legco's bell sounded, alerting lawmakers that they had five minutes to get to the chamber and vote on the government's package for the 2017 chief executive election. As the bell rang, Jeffrey Lam Kin-fung left the chamber while talking on the phone to his Business and Professionals Alliance colleague Lau Wong-fat. The rural kingpin, whose loyal supporters provide a powerful voting bloc for the pro-establishment camp, was still en route and desperate to vote. Lam then returned in the fourth minute of the five and rose to request a 15-minute suspension for "further discussion", a plea Legco president Jasper Tsang Yok-sing refused. With less than 30 seconds left, Lam and Ip Kwok-him stood up, with Ip ushering their fellow Beijing loyalists out. Most followed but, crucially, nine stayed behind - enough to ensure the legislature did not fall below its quorum, the minimum number of lawmakers who must be present for a vote. Tsang, who like government officials present seemed caught by surprise, proceeded to the vote after prompting by pan-democrats. Those who left did not realize the vote was about to take place. By the time Tsang announced the result - a crushing 28 votes against to eight in favor - it was too late. There was no going back.

English: <http://www.scmp.com/news/hong-kong/politics/article/1823635/hong-kong-pro-beijing-politicians-rue-their-missed>

6. ICAC steps up cooperation with mainland anti-graft counterparts

Hong Kong's anti-graft agency is cementing greater ties with the mainland as Beijing continues its unprecedented crackdown on corruption. Latest figures on cross-border cooperation involving the Independent Commission Against Corruption and its mainland counterparts reveal a steady rise in investigations by agents on each other's patch. In its annual report, out yesterday, the ICAC revealed it had made 18 visits to the mainland last year, 11 more than in 2012. The number of interviews with witnesses involved in live ICAC investigations carried out on the mainland had also shown a steady increase, with graft-busters cross-examining 36 witnesses last year, up from 23 in 2013 and 12 in 2012. Investigators from the mainland also visited Hong Kong 16 times last year, interviewing five residents under the mutual case assistance scheme. In 2013, mainland investigators came to Hong Kong 25 times and interviewed four witnesses. The growing cooperation comes as President Xi Jinping's anti-corruption drive - in the shape of operations Skynet and Foxhunt - continues apace.

English: <http://www.scmp.com/news/hong-kong/law-crime/article/1826282/icac-steps-cooperation-mainland-anti-graft-counterparts>

Business Update

1. **China beats Japan in Asian university rankings, 6 Hong Kong universities included**

Chinese institutions outnumbered Japanese for the first time in the annual Times Higher Education Asia University Rankings, released yesterday. While the University of Tokyo retained its crown as the region's best, Japan "has lost ground overall, taking 19 of the top 100 positions, down from 20 last year," the rating body said. "By contrast, mainland China has increased its presence in the prestigious league table, taking 21 places, up from 18 last year," it said. Six universities from Hong Kong and one from Macau were in the top 100. By institution, the National University of Singapore ranked second and the University of Hong Kong ranked third, the same spots from last year. Tellingly, China's top-ranked institutions gained ground, with Peking University taking fourth place and Tsinghua University fifth. Japan's second-best institution, Kyoto University, came ninth, and Tokyo Institute of Technology 15th, both down two notches from last year. In contrast, China has made significant progress, with Sun Yat-sen University (42nd) securing a top 50 spot, rising 14 places, while Shanghai Jiao Tong University (39th) jumped eight notches.

English: <http://hongkong.coconuts.co/2015/06/12/china-beats-japan-asian-university-rankings-6-hong-kong-universities-included>

2. **International and private schools in Hong Kong seek to raise fees by up to 30pc**

Hong Kong parents are set to see school fees soar, with the majority of international and local private schools seeking permission to increase rates - in some cases by as much as 30 per cent. Some 46 international primary and secondary schools - 90 per cent of all international schools - had applied to the Education Bureau to raise fees for the new academic year starting in September, bureau figures released yesterday show. Eleven sought increases of between 7 and 20 per cent, with the remaining 35 applications falling below 7 per cent. The bureau had approved 20 applications. A total of 47 local private schools - about 57 per cent of all such schools - had applied for fee increases. Five proposed to raise fees by between 21 per cent and 30 per cent, 12 wanted to push up fees by 7 per cent to 20 per cent, and 30 applied for increases lower than 7 per cent.

English: <http://www.scmp.com/news/hong-kong/education-community/article/1825446/international-and-private-schools-hong-kong-seek>

3. **China vows massive investment to improve Internet services**

The country plans to spend more than 430 billion yuan (70.4 billion U.S. dollars) in 2015 and more than 700 billion yuan total in 2016 and 2017 on Internet infrastructure, according to a guideline issued by the State Council, China's cabinet. It said China will accelerate building of high-speed broadband networks and improve Internet access in more than 14,000 villages by the end of 2015. According to the guideline, the telecom market will continue to be opened and more competition will be encouraged, through policies including expanding a pilot scheme for broadband services this year.

English: http://news.xinhuanet.com/english/2015-05/20/c_134255519.htm

4. **China Is Investing Billions in the U.S. Despite Tensions Between the Governments**

A new study, which looked at Chinese investment by congressional district, found the money was scattered across every region. Chinese companies are buying trophy properties in New York. They are building manufacturing operations in the Midwest. And they are

snapping up Internet companies in California. In all, Chinese companies have invested \$46 billion in the United States since 2000, with most coming in the last five years, according to a study prepared by the Rhodium Group, a New York research firm, to be released on Wednesday.

English: http://www.nytimes.com/2015/05/20/business/international/china-is-investing-billions-in-the-us-despite-tensions-between-the-governments.html?_r=0

5. Service industries contribute over 50% of China GDP in Q1 2015

Data released by the National Bureau of Statistics recently shows that in the first quarter of 2015 the added value of China's tertiary industry accounted for 51.6 percent of GDP, up 1.8 percentage points from the same period in 2014 and 8.7 percentage points higher than secondary industry. China's economy is changing from industry-dominated to service sector-leading, representing a new bright spot. Chi Fulin, president of China Institute for Reform and Development, attributed the higher growth rate of the tertiary industry to the following three reasons.

- First, effective government regulation addressing taxation, finance, and prices to support the country's service industry.
- Second, industrial upgrading and transformation.
- Third, technology, including the rapid development of cloud computing, Internet of Things, Internet finance, online medical care & education. Online retail sales of goods and services amounted to 760.7 billion yuan, seeing year-on-year growth of 41.3 percent.

English: <http://en.people.cn/n/2015/0508/c98649-8888988.html>

7. Hong Kong consumer confidence rises as 'political reform failure has no effect on retail'

Hong Kong consumers are feeling good about the economy and are set to embark on more shopping, according to a consumer confidence index. Economists say the monthly ANZ-Roy Morgan Hong Kong Consumer Confidence shows the local economy is doing well and the rejection of the government's political reform proposal on Thursday had not hurt consumer sentiment. Tourism, on the other hand, is not doing so well. The index rose 1.3 points from last month to 137.3 this month, with more people saying their families were better off financially than this time last year. The index is based on interviews with 1,000 people and their answers to five questions on their finances. It showed that about 58 percent of those polled expect good times economically in Hong Kong in the next 12 months, up 0.4 percentage points.

English: <http://www.scmp.com/news/hong-kong/economy/article/1825167/hong-kong-consumer-confidence-rises-political-reform-failure>

8. Why the internet of things represents a golden opportunity for Hong Kong

The arrival of the Apple Watch in stores may herald the first hands-on experience with the internet of things (IoT) for many in Hong Kong but it is almost certainly not the first time their lives have been touched by it. Put simply, IoT is the rapidly expanding universe of objects that have the ability to gather and transfer data over a network without requiring human interaction. If you think this is terribly futuristic you may be surprised to know the future is with us already. Depending on what you count and who's counting, IoT devices already exist

in their billions. For example, IT research and advisory firm Gartner forecasts that by the end of this year 4.9 billion connected things will be in use, 30 percent up from 2014, and by 2020 that will swell to 25 billion. The disruptive impact of IoT will be felt across all industries and all areas of society but it also creates a great opportunity for Hong Kong, which is already one of the world's most connected cities. With an advanced and reliable ICT infrastructure, very high broadband and mobile penetration rates, and excellent Internet connectivity we have a solid foundation on which to harness the power and potential of IoT technologies to build a smarter city. At the Hong Kong Science Park we've already identified "Smart City" as a cross-disciplinary theme around which we're building a synergistic cluster of companies to innovate and develop technologies, devices and applications.

English: <http://www.scmp.com/comment/insight-opinion/article/1822702/why-internet-things-represents-golden-opportunity-hong-kong>

UPCOMING TRADE SHOWS

China Education Expo

Date: 24 October – 1 November 2015

Organizer(s): China Education Association for International Exchange (CEAIE)

Location: Shanghai, Beijing, Chengdu and Guangzhou

Website: <http://www.chinaeducationexpo.com/english/>

Industry: Education & Training

Reason to Attend:

Education Expo (CEE), an exhibition tour hosted by China Education Association for International Exchange (CEAIE), takes place every fall in Beijing, Shanghai and some other cities since 2000. Being acclaimed as the leading event for overseas school to expand their presence in the world's potentially largest recruitment market, CEE had the active involvement each year by more than 20 national pavilions and over 600 overseas schools from about 40 countries and regions attracted around 60,000 visitors across China. Apart from information booths where visitors will be able to collect relevant information from representatives of the participating institutions, study abroad presentations will also be staged where students can find out more about study opportunities and scholarship programs.

We have included more details on one of the Expo locations in this edition's [Cityscape Profile](#).

Hong Kong Trade and Development Council (HKTDC) Food Expo

Date: 13 – 17 August 2015

Organizer(s):

- HKTDC
- China Resources Ng Fung International Distribution Company Limited
- Hong Kong & Kowloon Confectionery, Biscuit & Preserved Fruit Wholesalers Association Limited
- Hong Kong & Kowloon Sauce & Preserved Fruit Amalgamated Employers Association
- Hong Kong Federation of Restaurants & Related Trades
- Po Sau Tong Ginseng & Antler Association HK Limited
- The Hong Kong & Kowloon Provisions, Wine & Spirit Dealers Association Limited
- The Hong Kong Food Council

Location: Hong Kong

Website: http://www.hktdc.com/fair/hkfoodexpo-en/s/2002-General_Information/HKTDC-Food-Expo/Fair-Details.html

Industry: Food and Beverage

Reason to Attend: HKTDC Food Expo is one of the most popular trade events in the city. It generates intense local and international interest from food industry professionals and retailers, the general public and the media. In 2014, more than 1,180 exhibitors came from 26 countries and regions. Trade Hall exhibitors' food products were seen by over 20,000 trade buyers while Public Hall exhibitors welcomed over 460,000 public visitors, a record high. The show is held concurrently with the HKTDC Home Delights Expo.

HKTDC Home Delights Expo

Date: 13 – 17 August 2015

Organizer(s):

HKTDC

- China Resources Ng Fung International Distribution Company Limited
- Hong Kong & Kowloon Electrical Appliances Merchants Association
- Hong Kong Electrical Appliance Industries Association
- The Hong Kong Electronic Industries Association
- Hong Kong Retail Management Association

Location: Hong Kong

Website: http://www.hktdc.com/fair/homedelights-en/s/7149-General_Information/HKTDC-Home-Delights-Expo/Fair-Details.html

Industry: Electrical Applications and Household Products

Reason to Attend: The HKTDC Home Delights Expo is an event dedicated to promote all kinds of quality electrical appliances and household products. In its first edition in 2014, over 140 brand names of quality household products were made available for consumers. Home Delights Expo, together with the concurrent HKTDC Food Expo, attracted more than 460,000 public visitors. Electrical appliances include healthcare electronics, kitchen appliances, home security products, lighting products; and household products include bar accessories, kitchen utensils, beauty & fitness products, tableware, and bedroom items.

The 15th Xinjiang International Agriculture Fair (CXIAF 2015)

Date: 14 August – 16 August 2015

Organizer(s):

- Xinjiang Zhenwei Exhibition Co., Ltd
- Agricultural Department of Xinjiang Uygur Autonomous Region
- Merchant Development Bureau of Xinjiang Uygur Autonomous Region (Economic and Technical Cooperation office)
- Scientific and Technological Bureau of Xinjiang Uygur Autonomous Region
- Animal Husbandry Department of Xinjiang Uygur Autonomous Region
- Forestry Department of Xinjiang Uygur Autonomous Region
- Supply and Marketing Cooperative of Xinjiang Uygur Autonomous Region
- Rural Enterprises Administration Bureau of Xinjiang Uygur Autonomous Region
- Agricultural Machinery Administration Bureau of Xinjiang Uygur Autonomous Region
- Agriculture Bureau of Xinjiang Production and Construction Corps
- Economic & Technical Cooperation Office of Xinjiang Production and Construction Corps

Location: Urumqi, Xinjiang

Website: <http://www.cxiaf.com.cn/en/>

http://www.chinaexhibition.com/Official_Site/21-232-Xinjiang_Zhenwei_Exhibition_Co.,_Ltd.html

[http://www.chinaexhibition.com/trade_events/6384-CXIAF_2015 -](http://www.chinaexhibition.com/trade_events/6384-CXIAF_2015_-_The_15th_Xinjiang_International_Agriculture_Fair.html)

[_The_15th_Xinjiang_International_Agriculture_Fair.html](http://www.chinaexhibition.com/trade_events/6384-CXIAF_2015_-_The_15th_Xinjiang_International_Agriculture_Fair.html)

Industry: Agriculture

Reason to Attend: The Xinjiang International Agricultural Fair provides a venue for high-tech agricultural products and innovations. In 2015, organizers are expecting: over 15,000 exhibitors, over 50,000 visitors from 20 countries, 30,000 booths, and support from more than 20 associations and commercial associations. Previous years have received very high referral rates from previous exhibitors and participants. In 2014, the transaction volume was about 51.6 million RMB, and the contract volume reached to 1 billion RMB. More than 6,700 purchasing-and-selling contracts and intended contracts were signed during the exhibition.

Shanghai New-Energy and Electricity Show (a.k.a. Energy Show)

Date: 2 September – 4 September 2015

Organizer(s): Hannover Milano Fairs Shanghai Ltd.

Location: Shanghai, China

Website: <http://www.energyshow.com.cn/EN/>

Industry: Energy & Clean Power

Reason to Attend:

“Green Power” is the trend in China; new energy will share majority part of the total electric power in the next few years, which brings huge amount of opportunities. Organized by Deutsche Messe AG and Hannover Milano Fairs Shanghai Ltd, this show is usually co-held with other industrial show, such as Metalworking and CNC Machine Tool Show and Industrial Automation Show. In 2014, those 3 events were held together, attracting 121,000 trade visits. This year’s shows mainly focused on Industry 4.0 and industrial transformation in an era of intelligence, and celebrated a grand slam in exhibition scale and enterprise investment with various new products, covering power generating technology, control equipment, energy storage, renewable energy and energy transmission and conduction, etc. debuting on site and explicit interpretation of industry trend. Statistics from last year’s event:

- Exhibitor number: 2,101 (from 27 countries or regions)
- Visitor number: 141,315 (among them, 121,108 are professional visitors)
- Amount of sales/deals: RMB 471 million (USD 75.4 million)
- Any foreign country government entity: exhibitor groups from Japan, Germany, South Korea, Italy, Switzerland, and Taiwan

Information & Communication Technology Show

Date: 3 November – 7 November 2015

Organizers:

- National Development and Reform Commission
- Ministry of Commerce
- Ministry of Industry and Information Technology
- Ministry of Science and Technology
- Ministry of Education, Chinese Academy of Science
- Chinese Academy of Engineering
- China Council for the Promotion of International Trade
- Shanghai Municipal People’s Government

Location: Shanghai, China

Website: <http://icts.ciif-expo.com/list.php?catid=169>

Reason to Attend:

As a pillar show under the China International Industry Fair (CIIF), Information and Communication Technology Show (ICTS) focus on gathering and showcasing nowadays cutting-edge information technology and implementation from ICT manufacturers, suppliers, users all around the world in Shanghai China every November.

Considering as a rarely national-grade exhibition platform proved by China state council in China, ICTS aiming at connecting China supply and demand ICT market efficiently; creating a resourceful networking channel between enterprise and Chinese government; and offering a one-stop platform for ICT company to launch the new technology/product, branding, trading and communicating with potential clients, suppliers and vendors.

ICTS is an interface between present and future, she adopt herself to the Global ICT market trends constantly. For the year 2015, we refine our concept and create a transparent, user-oriented line-up. "Smart city" and "Industrie 4.0" will be defined as show topics and the technology implement will be focused on "Smart City solution", "Industrie 4.0/Industry internet", "Mobile Internet", "Next generation display", "Smart wearable devices" etc. Product/ technology display on the show will demonstrate how the advanced Information technology makes positive efforts upon all level of city life.

AgriPro Asia Expo Hong Kong

Date: 3 December – 5 December 2015

Organizer: Vertical Expo Services Company Ltd.

Location: Hong Kong

Website: http://www.verticalexpo.com/eeditor/index.php?expo_id=8

Reason to Attend:

Agripro Asia Expo is an established fair of equipment products of agriculture, animal husbandry, food industry as well as gardening. National and international exhibitors will present the latest products and production technologies.

Reason to Attend:

As an annual event of bio-industry, Biotech China offers a unique business and communication platform for decision-makers from industry, science and economy and represents an integral and valuable meeting point for international exhibitors and Asian vendors as well as cooperation partners, distributors and visitors. Last year's expo received 28,000 visitors for the 938 exhibitors.

Cityscape Profile – Chengdu



Overview

Chengdu, the capital of Sichuan Province, is the most important commercial center in Western China. This metropolis of 10.44 million lies 1,500 miles from China's eastern seaboard. The city has a market reach of 200 million consumers and it is the distribution center for southwest China encompassing Sichuan, Yunnan and Guizhou Provinces, the Tibet

Autonomous Region, and the Municipality of Chongqing. Sichuan Province boasts one of the most diversified industrial bases in the country and Chengdu is a key manufacturing center for the electronics, machinery, pharmaceuticals, chemicals, metallurgy and food processing industries. The IT industry has been designated as a key sector for growth in Sichuan Province. Sichuan is also the national headquarters for feed grain companies. In 2013, the city of Chengdu had a GDP of RMB 910.00 billion (US\$148 billion), a 10.2% increase over 2012.

Chongqing, the most recently established municipality directly under the Central Government since 1997, is the largest administrative municipality in China with a population of 32.4 million. Chongqing is strategically located in the upper reaches of the Yangzi River. According to current patterns of Chinese economic development, there are three economic regions: the eastern, western, and central belts. Chongqing has been identified as the connecting point between the eastern and western belts. Chongqing has received a great deal of financial and policy support from the Central Government, enabling its economy to grow rapidly and increasingly compete with Chengdu. Chongqing is famous for the scenic Three Gorges and the Three Gorges Reservoir.

Leading Industries

Pillar industries in Chongqing are machine building, metallurgy, chemicals and pharmaceuticals. Since the early 1980's, many companies in the national defense industry have shifted to manufacturing civilian products, playing an important role in the automobile and motorcycle industries in the city. With its strong heavy industry foundation, Chongqing is expected to become the automotive capital of western China. In 2013, Chongqing had a GDP of RMB 1.27 trillion (US\$207.18 billion), a 12.3% increase over 2012. Southwest China's economy has enjoyed relatively sustained growth in recent years and will continue to grow at 9 to 10% over the next few years.

Source - www.export.gov

Education in Chengdu

Chengdu is a large center for higher education and scientific research in Southwest China. The city is home to the highest number of colleges and universities in Southwestern China (more than 50), including the University of Electronic Science and Technology of China, Sichuan University, and Southwestern University of Finance and Economics. In 2010, over 140,000 students graduated from Chengdu colleges and universities, and more than half of them majored in IT, finance, economics, business management, or foreign languages studies. A growing number of universities and colleges now provide courses for international students on Chinese language and culture, traditional Chinese Medicine (TCM), among others.¹

More information can be found at the China Education Expo website:
<http://www.chinaeducationexpo.com/english/>

¹ <http://www.gochengdu.cn/culture/vigor-and-vitality/education-and-sports/education-and-sports-a93.html>



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