



青岛市市南区

投资指南

SHINAN · QINGDAO · CHINA INVESTMENT GUIDE



青岛市市南区

Shinan District, Qingdao City

市 Qingdao
南区 Shinan

青岛国际大都市
的客厅

·Living room of Qingdao International Metropolis·



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Qingdao

Profile

青岛市概况



· 常住人口 **950** 万人
· Population: 9.5 million

· 幅员面积 **11282** 平方公里
· Area: 11282 km²



2019 年青岛市 **GDP** 为
11741.3 亿元

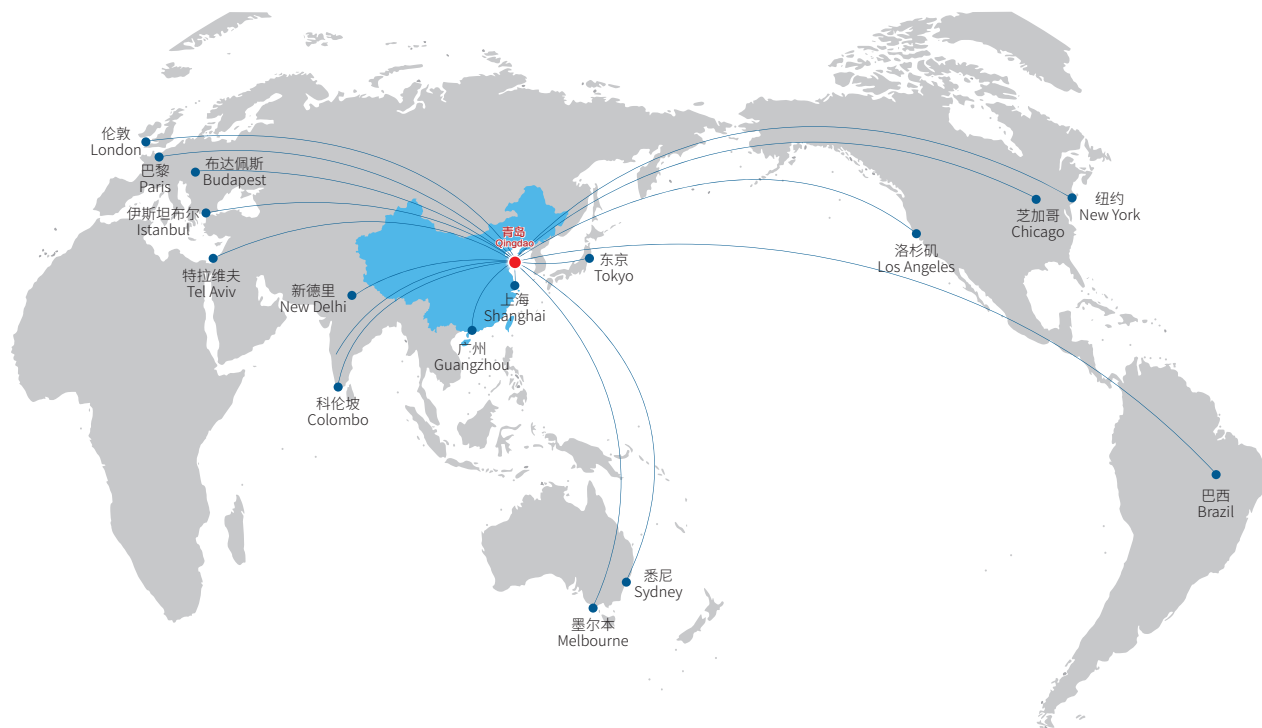
Qingdao's GDP in 2019:
1174.13 billion Yuan

- 排名全国城市第 14 位
· Ranked 14th among all cities in china
- 排名北方城市第 3 位
· Ranked 3rd among northern cities in china
- 排名全省城市第 1 位
· Ranked 1st among all cities in Shandong Province



• 国际化水平

Internationalization Level



青岛与全球 216 个国家和地区有贸易往来，与 73 个海外城市结为友好城市，日本、韩国、泰国在青岛设立领事馆。

Qingdao has built trade relations with 216 countries and regions, and established sister-city relations with 73 cities in foreign countries. Japan, South Korea, and Thailand have set up their consulates in Qingdao respectively.

• 气候与自然环境

Climate And Natural Environment

青岛夏无酷暑，冬无严寒，依山傍海，风景秀丽，山海城浑然一体，加上特殊的历史积淀，早在 20 世纪初就成为中国著名的旅游胜地，素有“东方瑞士”之称。

Qingdao is a coastal and hilly city, endowed with a mild climate, neither too cold in winter nor too hot in summer. It has been a famous tourist place in China since 1920s and reputed as "Oriental Switzerland" for its beautiful sceneries.



Introduction Of Shinan District 市南区概况

胶州市



即墨市

城阳区



青岛流亭国际机场

李沧区

崂山区

市北区

市南区

西海岸新区



· 辖区面积 **30.01** 平方公里

· Area 30.01 km²

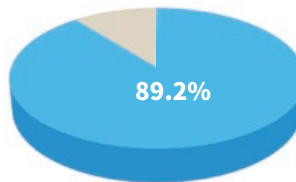
· 常住人口 **58.88** 万

· Population 588,800

2019 年市南区 **GDP** 为

1217.47 亿元

In 2019, Shinan GDP totaled 121.75 billion Yuan



服务业增加值占生产总值比重达

89.2%

Service industry accounted for 89.2% of the GDP

市南区位于青岛市南部沿海一线，是青岛市的**政治、经济、旅游、文化**中心，是 2008 年北京奥帆赛、残奥帆赛举办地，也是 2018 年上合组织青岛峰会举办地。

Shinan district, located in the coastal part of southern Qingdao, is the core of Qingdao's politics, economy, tourism and culture. It is also the host place of 2008 Olympic/Paralympic sailing regatta and 2018 Shanghai Cooperation Organization Qingdao summit.



Investment

Climate Of Shinan District

市南区投资环境

• 科技创新

Technology And Innovation

11 家

省级以上科研院所

Scientific research institutes
above provincial level

117 个

市级以上创新平台
科技企业孵化器

Innovation platforms and technological
enterprise incubators above municipal level

10 个

专业性产商平台

Professional industrial and
business platforms

创新服务体系完善

Innovation-Service System Complete

4425 件

有效发明专利拥有量

Invention patents

32 家

技术转移服务机构

Technological transfer service agencies

17.58
亿元

2019 年技术交易成交额

Technology transaction volume in 2019:
1.758 billion Yuan

高新技术产业发达 High-Tech Industry Developed

227 家高新技术企业
227 high-tech companies

4 家国家高新区瞪羚企业
4 gazelle enterprises of national high-tech zone

2 家省瞪羚企业
2 provincial gazelle enterprises

海洋科创水平位于全国前列

Marine Science and Innovation Level among the Forefront of China

聚集了中国海洋大学等高校，国家级海洋类科研院所、重点实验室**9**家。

Shinan has gathered higher education institutes like Ocean University of China, and 9 national-level research institutes for marine science and key labs.



• 人才储备

Talent Reserve

21 万

各类人才

Talents of all kinds:
210,000

14 名

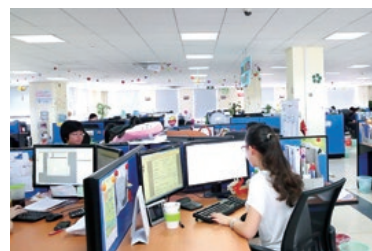
海内外院士

Domestic and Overseas Academicians

68 名

市级以上创新创业领军人才

Leading talents of innovation and
entrepreneurship above municipal level



• 教育医疗

Education And Medical Facilities

市南区汇聚了青岛市最优质的教育资源，拥有市实验小学、育才中学等中小学幼儿园近百所。

Shinan has the best education resources, with nearly 100 primary and secondary schools, including Qingdao Experimental Primary School and Qingdao Yucai Middle School.





汇聚了青医附院、青岛眼科医院等青岛最优质的医疗卫生资源，医疗卫生机构 416 处，国家、省级疗养机构达 17 所。

Shinan has 416 medical and health institutions, including the Affiliated Hospital of Qingdao University and Qingdao Eye Hospital. There are 17 national and provincial sanatoriums located here.



• 人文旅游

Culture And Tourism

市南区依山傍海、风景秀丽，具有“红瓦绿树、碧海蓝天、青山白帆”的海滨特色，凝聚了全市 3/4 以上的旅游景点，包括中国唯一入选“世界最美海湾”的青岛海湾、被誉为万国建筑博览会的“八大关”建筑群、2018 上合峰会主会场——奥帆中心等等。

"Red Tile and Green Tree, Blue Sea and Azure Sky, Vivid Hill and White Sail" has characterized the coastal area of Shinan District. More than three quarters of the tourism spots in Qingdao are situated here, including Qingdao Bay, one of the most beautiful bays in the world, Badaguan architecture cluster, Olympic Sailing Center—the venue of 2018 SCO Summit.



• 区域总部经济中心

Regional Headquarters Economy Center

总部楼宇

Office Buildings

市南区香港中路 CBD 是青岛市乃至山东省最繁华的中央商务区，海航万邦中心、中铁青岛中心、华润中心、远雄国际等地标性建筑均坐落于此，全区海天中心、绿城深蓝广场、鲁商中心、财富中心等在建高端城市综合体未来 2-3 年内也将陆续投入使用。

Shinan's Hongkong-Road CBD is the best in Qingdao, even in Shandong province. HNA Center, China Railway Qingdao Center, CR Center, and Farglory plaza are landmark buildings. In the next 2-3 years, Haitian Center, Greentown Plaza, Lushang Center, and Fortune Center will open for business.



知名企业总部集聚

Famous Companies' Headquarters Cluster

大型总部企业 147 家，约占全市 1/3。
壳牌、马士基、永旺等世界 500 强企业设立
的区域总部达 50 家。青岛啤酒、海信集团、
等青岛本土总部企业也坐落于此。

The number of big companies' headquarters total 147, accounting for about 1/3 in Qingdao. There are 50 Fortune 500 companies, such as Shell, Maersk, Aeon, etc. And some Qingdao famous companies' global headquarters are located here as well, like Tsingdao Beer, Hisense, etc.



• 国际贸易金融中心

International Trade and Finance Center



坐拥银行、证券、期货、保险等金融机构 145 家，其中，汇丰银行、渣打银行、德意志银行等外资金融机构 30 家，是全省金融机构最密集、业态最丰富的城区。

Shinan has 145 financial institutions including banks, securities' firms, futures and insurance companies, of which 30 are foreign-invested. It is the most financial-institution-concentrated urban area in Shandong province.



2019 年，市南区进出口总额达 **93** 亿美元，列全市第 **2** 位。

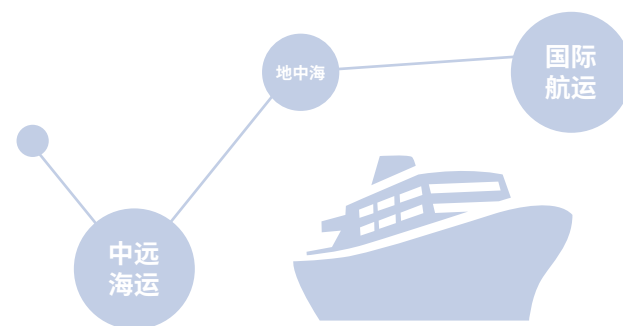
In 2019, the total import-and-export volume of Shinan has reached US\$9.3 billion, ranked No. 2 in Qingdao.

• 国际航运服务中心

International Shipping Service Center

市南区是东北亚重要的国际航运服务中心，拥有 4000 余家物流企业，中远海运、地中海等 50 多家国内外知名航运企业区域总部在此集聚。

Shinan district is an important service center of international shipping with more than 4,000 logistic companies, including over 50 regional headquarters of international companies, like COSCO Shipping, MSC, etc.



• 国际交流中心

International Exchange Center

市南区是 2014APEC 贸易部长会与第二次高官会、2018 上合峰会的举办地，正在加快建设“上合组织成员国技术转移中心”、“上合组织国家人力资源开发合作创新基地”。市南区也是中欧企业家峰会青岛论坛、中法（意）电影周、国际管乐节等系列重要国际活动的具体承办方。

Shinan District is the place of APEC 2014 MRT/SOM2 and 2018 SCO Summit, and it is speeding up the development of "Technology Transfer Center of SCO Technical Member States" and "SCO National Human Resources Development Cooperation and Innovation Base". Shinan District is also the host of China-EU Entrepreneur Summit, Sino-France(Italy) Film Week, International Orchestral Festival and other important international activities.



友好城区：德国弗莱堡市、希腊沃洛斯市

Sister cities: Freiburg Germany, Volos Greece



▲ 德国 弗莱堡市
Freiburg Germany



▲ 希腊 沃洛斯
Volos Greece



• 国际时尚中心

International Fashion Center

市南区时尚特质鲜明，传统悠久，诞生了中国现存最早的商业电影院、亚洲第一个水族馆，中国第一个帆船俱乐部。时尚元素聚集，海信广场、华润万象城等 18 个高端时尚商业综合体云集千余个国际知名品牌；青岛赏花会、国际婚恋节、世界大学生时尚大赛等时尚活动精彩纷呈。

Shinan district has a distinctive feature and long history of fashion. It boasts the existing earliest commercial cinema in China, the first aquarium in Asia, and the first sailing club in China. There are 18 high-end fashionable and commercial complexes in Shinan, like Hisense and MIXc, which have brought in thousands of internationally famous brands. Many fashionable activities, such as Qingdao Flower Show, International Wedding Culture Festival, and World University Fashion Design Competition, have been hosted here.





Key

Investment Industries

重点招商产业

2 个特色产业

- 时尚经济
- 总部经济

2 Distinctive Industries

- Fashion economy
- Regional headquarters economy

4 个新兴产业

- 现代海洋
- 新一代信息技术
- 健康产业
- 节能环保……

4 Emerging Industries

- Maritime industry
- New-generation IT
- Health industry
- Energy conservation and environmental protection

“254” 现代产业体系

5 大优势产业

- 现代金融
- 商贸服务
- 现代旅游
- 商务服务
- 文化创意

5 Advantaged Industries

- Finance
- Retail services
- Tourism
- Commerce services
- Cultural creation

Operating Costs 运营成本

租金 RENT (元 / 平方米 / 月) Average price, CNY/m ² /month			
东部商铺 STOREFRONT East Area	一层 1 st Floor 210 ~ 360	二层 2 st Floor 150 ~ 210	三层 3 st Floor 90 ~ 150
西部商铺 STOREFRONT West Area	一层 1 st Floor 90 ~ 150	二层 2 st Floor 75 ~ 90	三层 3 st Floor 60 ~ 75
写字楼 OFFICE	甲级 Class A 120 ~ 180	乙级 Class B 90 ~ 120	其它 Others 60 ~ 90
写字楼售价 OFFICE PRICE for sale	26,000 ~ 39,000 (元 / 平方米)		

工资 SALARY			
最低工资标准 Minimum Standard Salary		月工资 (元 / 月) Monthly 1910 CNY	小时工资 (元 / 小时) Hourly 19.1 CNY
		单位承担 Company Share	雇员承担 Employee Share
社会保险 (百分比基于雇 员月工资基数) Social Insurance (the percentage based on employee's monthly salary index)	养老 Endowment	16%	8%
	医疗 Medicare	9.5%	2%
	失业 Unemployment	0.7%	0.3%
	工伤 Work-related injury	0.1% ~ 0.95%	0
住房公积金 (百分比基于雇员 月工资基数) Public Housing Fund (the percentage based on employee's monthly salary index)		5% ~ 20%	5% ~ 20%

能源 ENERGY			
水 Water	电 Electricity	气 Gas	热 Heat
3.35 ~ 6.55 元 / 立方米 CNY/stere	0.9 元 / 千瓦 CNY/KW	3.6 元 / 立方米 CNY/stere	33.06 元 / 平方米 CNY/m ²

Famous Enterprises 知名企业



Key

Investment Projects

重点招商载体

• 前期项目 Projects in planning

■ 香港西路 52 号地块项目 / Lot 52, Hong Kong West Road

位置：香港西路 52 号地块

总占地面积 13.7 亩

投资总额：30 亿元

规划建筑面积：16 万平方米

拟建设一栋超高层商住办公综合体。

Location: Hongkong Road, in downtown Qingdao

Gross Land Area: 9133m²

Total investment: 3 billion Yuan

Floor Area: 160,000m²

To build a super high-rise commercial and residential office complex.

■ 青岛湾琴岛广场项目 / Qingdao Bay Plaza

位置：郯城路、太平路、朝城路、单县路、广州路、费县路围合区域

总占地面积：105 亩

投资总额：80 亿元

规划建筑面积：34.2 万平方米

拟打造集商务、旅游、文化于一体的城市综合服务区。

Location: near to Qingdao main railway station

Gross Land Area: 70000m²

Total investment: 8 billion Yuan

Floor Area: 342,000 m²

To build a business area combining office, tourist and culture facilities .

■ 中苑码头海洋主题乐园项目 / Zhongyuan Sea Plaza

位置：市南区西陵峡路

投资总额：40 亿元

规划建筑面积：待定

拟打造集海上观光、旅游休闲、商务办公及现代居住为一体的旅游综合体。

Location: Xilingxia Road, Shinan District

Total investment: 4 billion Yuan

Floor Area: undetermined

To build a tourist complex combining marine sightseeing, tourism and leisure, business office and modern residence.

■ 小港湾项目 / Xiao gang wan project

位置：四川路 17 号、19 号及小港湾周边

投资总额：100 亿元

规划建筑面积：待定

拟打造产城融合的高端商务、居住片区。

Location: No. 17, 19 Sichuan Road and around xiaogangwan

Total investment: 10 billion Yuan

Floor Area: undetermined

To build a high-end business and residential area integrating industry into city.

• 在建项目 Projects Under Construction

■ 华润大厦 A 座 /CRC Masion

位置：山东路 6 号
总占地面积：203 亩
投资总额：168 亿元
规划建筑面积：123 万平方米
集商务、购物中心、住宅公寓于一体，目前购物中心万象城已投入使用。

Location: No.6 Shandong Road

Gross Land Area: 135,000m²

Total investment: 16.8 billion Yuan

Floor Area: 1,230,000 m²

Combining office, shopping mall, and apartment. The shopping mall Mixc is open now.



■ 海天中心 / Haitian Center

位置：香港西路 48 号
总占地面积：67.5 亩
投资总额：137.6 亿元
规划建筑面积：49.5 万平方米
集商务、酒店、商业、公寓、大型会议等于一体。

Location: No.48 Hongkong Road

Gross Land Area: 45,000 m²

Total investment: 13.76 billion Yuan

Floor Area: 495,000 m²

Combining office, hotel, shopping mall, apartment, and conference hall.



■ 绿城深蓝广场 /Greentown Blue Plaza

位置：东海西路 11 号
 总占地面积：52.4 亩
 投资总额：126 亿元
 规划建筑总面积：34.5 万平方米
 集商务、酒店、商业住宅公寓于一体。

Location: No.11 Donghai Xi Road
 Gross Land Area:345,000 m²
 Total investment:12.6 billion Yuan
 Floor Area: 345,000 m²
 Combining office, hotel, shopping mall, and apartment.



■ 鲁商中心 /Lushang Center

位置：燕儿岛路 7 号
 总占地面积：48 亩
 投资总额：34 亿元
 规划建筑面积：274970 平方米
 集商业、酒店、商务、精品休闲街为一体。

Location: No. 7 Yan' er 'dao Road
 Gross Land Area:32,000m²
 Total investment:3.4 billion Yuan
 Floor Area:274,970 m²
 Combining office, hotel, shopping mall, and boutique leisure street.



■ Q1 财富中心 /Q1 Fortune Center

位置：汕头路 10 号
 总占地面积：8.4 亩
 投资总额：16 亿元
 规划建筑面积：10.9 万平方米
 集商务、公寓、商业为一体。

Location: No.10 Shantou Road
 Gross Land Area:5600m²
 Total investment:1.6 billion Yuan
 Floor Area:109,000 m²
 Combining office, apartment, and shopping mall.



市南区各产业政策及联系方式

Industrial Policies And Contact Information Of Shinan District

产业政策 Policy Category	市南区主管部门 Administration Department of Shinan District	联系电话 Contact Phone No.
招商引资政策 Investment Policy	市南区商务局 Shinan District Bureau of Commerce	86-532-8872 9078
招才引智政策 Talent Introduction Policy	市南区人才工作领导小组办公室 Shinan District Office of Leading Group for Talents	86-532-8872 8907
社会化专业招商引资政策 Policy for Intermediaries of Introducing Projects	市南区商务局 Shinan District Bureau of Commerce	86-532-8872 9078
境外投资者来青投资政策 Foreign Investment Policy	市南区商务局 Shinan District Bureau of Commerce	86-532-8872 9708
总部经济政策 Headquarters Economy Policy	市南区商务局 Shinan District Bureau of Commerce	86-532-8872 9078
金融业政策 Finance Industry Policy	市南区地方金融监管局 Shinan District Bureau of Local Finance Supervision	86-532-8872 9586
时尚商业政策 Fashion Industry Policy	市南区商务局 Shinan District Bureau of Commerce	86-532-8872 9578
会展产业政策 Conference & Exhibition Industry Policy	市南区商务局 Shinan District Bureau of Commerce	86-532-8872 9730
航运服务业政策 Shipping Service Industry Policy	市南区发改局 Shinan District Bureau of Development and Reform	86-532-8872 9706
文化旅游业政策 Culture & Tourism Industry Policy	市南区文化旅游局 Shinan District Bureau of Culture and Tourism	86-532-8872 9770
健康产业政策 Health Industry Policy	市南区卫生健康局 Shinan District Bureau of Health	86-532-8872 9761
科技产业政策 Technology Industry Policy	市南区科技局 Shinan District Bureau of Technology	86-532-8872 9902



时尚 幸福的 *Modern international*
现代化 国际城区

· Urban area with fashion and happiness



微市南微信公众号
Shinan District
WeChat public number

青岛市市南区商务局

电话: 86-532-8872 9078
传真: 86-532-8872 9730
网址: www.qdsn.gov.cn
地址: 中国 青岛市宁夏路 286 号
邮编: 266071

Bureau of Commerce, Shinan District, Qingdao City

☎ 86-532-8872 9078
☎ 86-532-8872 9730
🌐 www.qdsn.gov.cn
📍 NO.286, Ningxia Rd, Qingdao, China
✉ 266071