

Going for gold in China



Li Yong, Chairman of TEDA

Overseas investors face a bewildering choice of locations for their China projects, but those who have done their homework know that they will be hard pushed to find a better place to settle down than the Tianjin Economic-Technological Development Area (TEDA).

Multinationals including Motorola, Honeywell, Coca-Cola and Nestlé have set up operations in TEDA, making it one of China's most successful and profitable economic development areas.

TEDA's chairman Li Yong is justifiably proud of the zone's achievements, which he attributes

to never losing sight of his guiding principle that "the investor is king and emperor." He puts TEDA's success down to several key factors.

First, its unique strategic location and excellent road, rail, and sea links, which provide fast and efficient transport and communication routes to the rest of the world and within China. TEDA is just 140km south of the capital Beijing and 40km from Tianjin International Airport, the largest airfreight centre in China. Tianjin's New Port, the largest general port for international trade in northern China and the country's second largest container terminal, is on the doorstep with shipping routes to more than 300 ports in more than 70 countries. TEDA is also plugged into the country's rail network, with direct routes to most major cities in the country and to Europe. More than 10 highways and expressways provide links to China's main cities and industrial centres.

Companies are also attracted by the area's large pool of skilled and educated labour. Tianjin is home to some 30 universities and colleges, the third highest number in the

country. Tianjin University, which specialises in engineering and sciences is among China's top five universities. TEDA has set up its own successful professional school within the zone, which also houses a Sino-German training centre.

But perhaps what sets TEDA apart from most other economic development zones is its highly professional and efficient management and administration system, which is designed to keep bureaucracy to a minimum and create the best possible investment climate. Excellent relations with key central government departments mean it can help smooth the application procedure for large-scale projects.

If you're looking for a profitable home for your foreign investment in China, come to TEDA. Join a winning team. ■

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