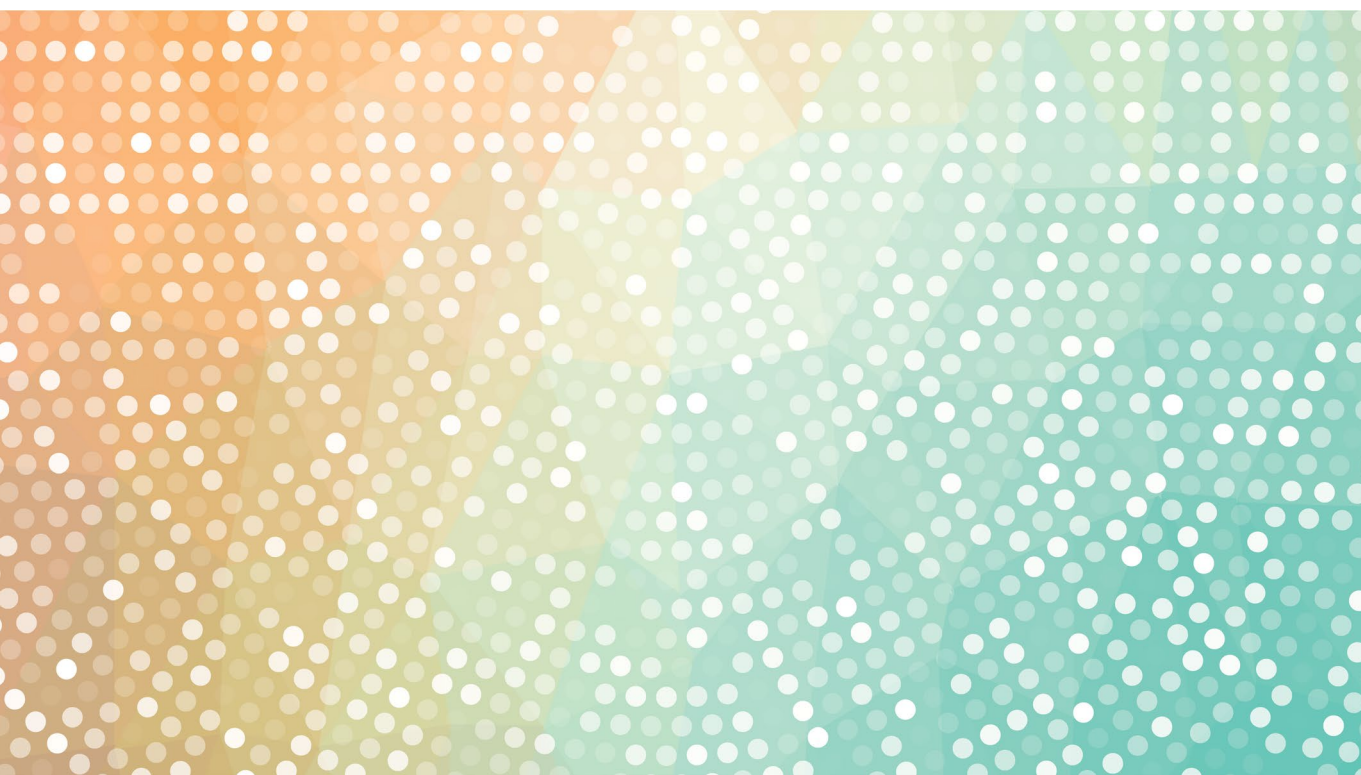


# 投资中山

INVEST ZHONGSHAN



中山市商务局  
Zhongshan Bureau of Commerce

# 序章

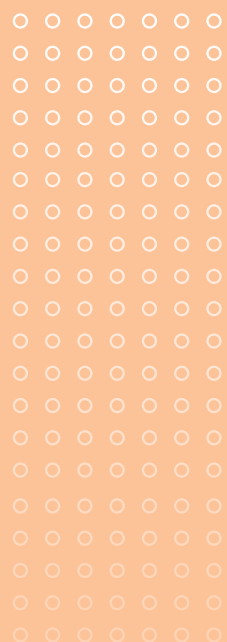
## Prologue

浩浩伶仃洋，  
巍巍五桂峰。  
九百年钟灵毓秀。  
中山——中国唯一一座以伟人名字命名的城市。  
博爱包容领风气之先，  
革故鼎新创新发展传奇。

一百年前，敢闯的中山人志向世界。  
四十年来，优质的中山货誉满全球。  
巨擘挥就湾区画卷，  
风云际会枢纽节点。  
人才、资金、信息、技术云集而来。  
度势如你我，  
共书新时代。

Spacious Lingding Bay and the towering Wugui Peak are shining symbols of this elegant city with a history stretching back 900 years. Zhongshan is the only Chinese city named after a great man who was known for his benevolence, inclusiveness, and innovative spirit.

A century ago, the bold Zhongshan people spread out across the globe. In the past four decades, high-quality Zhongshan products have become world renowned. As an important hub of the Guangdong-Hong Kong-Macau Greater Bay Area, Zhongshan has attracted human, financial, informational, and technological resources to embrace the new era.



目录  
Contents

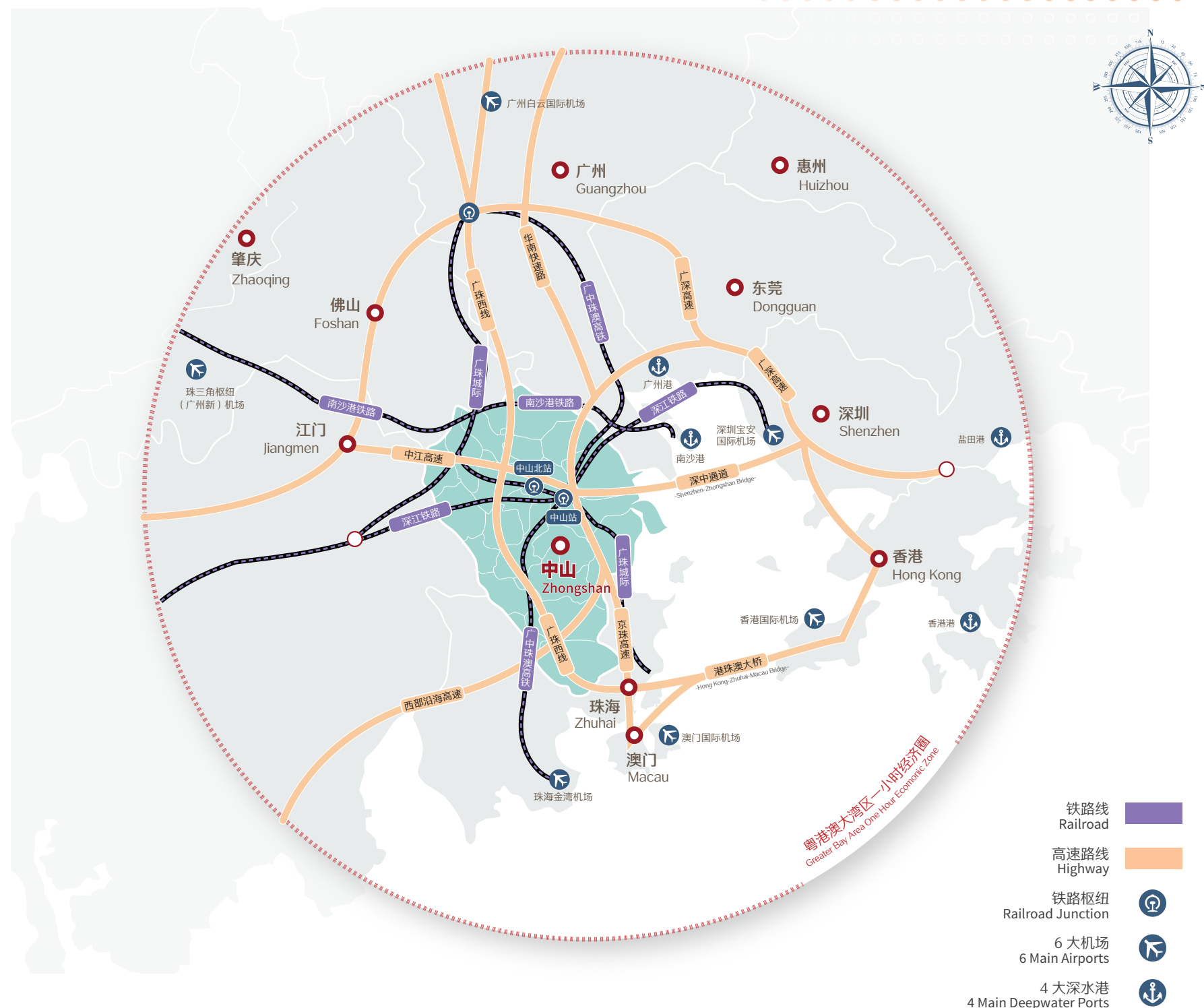
<b>1 地缘   Geography</b>	<b>P.6</b>
畅达湾区 Accessibility	P.8
联通全国 Connection	P.10
接轨国际 Conformance	P.12
<b>2 印象   Impression</b>	<b>P.14</b>
城市简况 City Profile	P.16
历史人文 History and Culture	P.18
民风民俗 Folk Customs	P.20
人居环境 Living Environment	P.22

<b>3 兴业   Economy</b>	<b>P.24</b>
经济实力 Economic Strength	P.26
集群优势 Cluster Advantages	P.28
产业战略 Industrial Strategy	P.30
科研创新 Science Research and Innovation	P.31
智力支撑 Talent Pool	P.32
政府服务 Government Services	P.33
惠企政策 Enterprise Favorable Policies	P.34
<b>寄语   Wishes</b>	<b>P.36</b>

# 1 地缘 Geography

毗连港澳，  
邻接穗深。  
雄踞四方繁华中心，  
通达八面节点枢纽。  
地利赋能发展的中山，  
畅行是她的禀赋，  
迅捷是她的蓝图。

Zhongshan enjoys an advantageous geographic location in the vicinity of Hong Kong, Macau, Guangzhou, and Shenzhen, as well as highly accessible traffic system.







一乘往返，朝夕万里。

从中山市可乘坐高铁直达国内数十个大中城市：

北京、上海、郑州、重庆、南宁、桂林、贵阳、昆明、长沙、武汉、南通……

在建 / 待建：深江铁路、南沙港铁路、广中珠澳高铁、中深惠、深南高铁，城市轨道交通将直连广州、佛山中心区。

Rapid transportation with access across the nation.

Bullet trains with direct access to scores of major Chinese cities are available in Zhongshan City:

Beijing, Shanghai, Zhengzhou, Chongqing, Nanning, Guilin, Guiyang, Kunming, Changsha, Wuhan, Nantong...

Railways under construction or to be constructed include Shenzhen-Jiangmen Railway, Nansha Port Railway,

Guangzhou-Zhongshan-Zhuhai-Macau High-speed Railway, Zhongshan-Shenzhen-Huizhou High-speed

Railway, Shenzhen-Nanning High-speed Railway.

Urban rail traffic will be connected directly to downtown Guangzhou and Foshan.

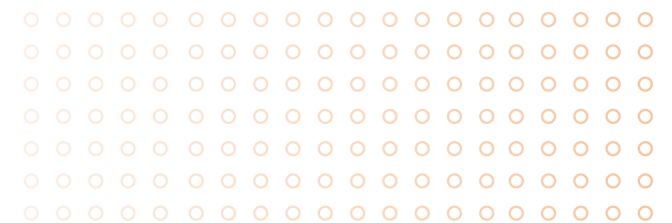


一桥飞架，天堑通途。  
深中通道 2024 年建成，  
中山——深圳仅需 20 分钟，  
大湾区各城均在 60 分钟生活圈内。



A flying bridge will turn a chasm  
into a thoroughfare.

When the Shenzhen-Zhongshan Bridge is completed  
in 2024, it will take just 20 minutes to drive from  
Zhongshan to Shenzhen, and all cities of the Greater  
Bay Area will be within a 60-minute radius.







国际都会，一如近邻。

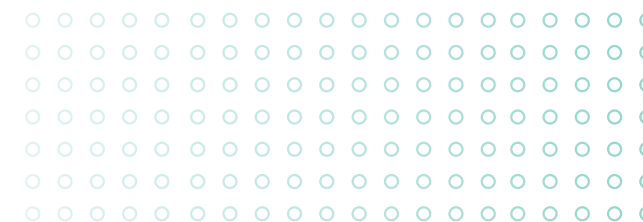
新中山港客运码头建成完工后，从中山到香港 50 分钟、深圳机场 28 分钟。

International metropolises are in close vicinity.

With the construction of the new passenger wharf of Zhongshan Port, it will then take just 50 minutes to sail from Zhongshan to Hong Kong and 28 minutes to Shenzhen airport.



# 2 印象 Impression



一个人，  
一座城。  
伟人故里，  
传承着博爱包容的厚重，  
承载起人杰地灵的底蕴，  
满足你对四季所有的遐想，  
诠释你对幸福全部的定义。

As hometown of the great man Dr. Sun Yat-sen, the city inherited the spirit of benevolence and inclusiveness. Within this beautiful city you may realize all of your dreams of beauty and happiness.





粤港澳大湾区生态之城、宜居之城。

An ecological and livable city  
in the Guangdong-Hong Kong-Macau Greater Bay Area.

幅员 1783.67 平方公里，  
人口 338 万，海外侨胞过百万。

Area: 1,783.67 km<sup>2</sup>, population: 3.38 million, overseas Chinese: over 1 million.



## 城市荣誉 City Honors



联合国人居奖  
UN Habitat Scroll of Honor Award

国家卫生城市  
National Sanitary City

国家森林城市  
National Forest City

中国最具幸福感城市  
China's Happiest City

全国文明城市  
National Civilized City

.....



绿水青山，尽在中山。

2020 年全市建成 18 个森林主题公园，17 个湿地主题公园，1 个地质公园，森林覆盖率 23.1%。空气质量长期保持全国重点城市前列。

A city full of green hills and clear waters.

In 2020, 18 forest parks, 17 wetland parks, and 1 geopark were built in Zhongshan. The city boasts forest coverage of 23.1%, and has been ranking top among the Chinese major cities in terms of air quality for a long time.



孙中山、郑观应、杨仙逸 .....  
近代中山人曾撑起民族的脊梁

Sun Yat-sen, Zheng Guanying, Yang Xianyi...  
Modern Zhongshan people were once the  
backbone of the nation.



岐澳古道——建于清咸丰十年（1860年），连接中山与澳门，是近代海上丝绸之路重要通道之一。

Built in 1860, the Qi'ao Ancient Path which connects Zhongshan and Macau was an important passage along the modern Maritime Silk Road.



孙中山故居——建于1892年，由孙中山先生设计，南洋风格小楼见证民主革命兴起。

The former residence of Sun Yat-sen was built in 1892. The residence was even designed by Dr. Sun Yat-sen. This small southeast Asian-style building witnessed the rise of the democratic revolution.

中山温泉宾馆——建于1980年，由霍英东、何鸿燊先生等投资，是中国第一家中外合作经营酒店。

Funded by Mr. Fok Ying Tung and Mr. Ho Hung San, and built in 1980, the Zhongshan Hot Spring Resort was the first Chinese-foreign joint venture hotel in China.





岭南水乡的婉约，  
孕育出恬静与质朴。  
醉龙舞的豪迈，  
咸水歌的多情，  
万人行的博爱，  
都映在岐江河的柔波里。

This Cantonese watery city is quiet, simple  
and graceful.  
Grand drunken dragon dance, romantic salty  
water singing and the benevolent Charity  
Parade are reflected in the soft waves of the  
Qijiang River.



历时 30 余载的“慈善万人行”，是博爱中山的城市名片。  
The Charity Parade that has been held 30 times is a symbol of this benevolent city.



中山醉龙舞，国家级非物质文化遗产。  
Zhongshan's drunken dragon dance is a state-level intangible cultural heritage.



崇文重教、健康医疗、安居乐业是中山民生实事，  
均衡优质、领先完善、和谐法治是落实的目标。  
Zhongshan's ultimate goals are to provide a high quality and  
balanced education, a high level medical care, as well as a  
harmonious living and working environment ruled by law.



- 中山是广东省第一批教育强市，
- 拥有全国百强中学中山纪念中学等一批优质学校，
- 高考总升学率、本科升学率、一本升学率多年来名列全省前茅，
- 链接丰富国际教育资源。

As one of the first cities offering strong education in Guangdong Province, Zhongshan has enjoyed a number of high-level schools, such as the Zhongshan Sun Yat-sen Memorial Secondary School. The city has maintained close ties with a range of international educational institutions, and has been ranking top in the province in terms of admission rate for many years.



- 医疗水平位居全国地级市前列，争创大湾区区域医疗中心。  
Zhongshan ranks top among all prefecture-level cities of China in terms of medical care, and it aims to be the medical hub of the Greater Bay Area.
- 4 家三甲医院、分级诊疗体系为居民健康服务。  
Zhongshan's tiered diagnosis and treatment system including four Class-A hospitals which serve residents' health.
- 中山市人民医院多项技术全国领先。  
The Zhongshan People's Hospital has many domestic leading technologies.



中山是全国最安全的城市之一，6 获全国社会治安综合治理优秀地市，4 捧“长安杯”。  
Zhongshan is one of the safest cities of China. It has won the Excellent City Prize at the National Comprehensive Public Security Management Award six times and the Chang'an Cup four times.

# 3 兴业 Economy

你的日常离不开中山品牌，  
一如中山制造深入产业肌理。  
灯饰、五金、红木、家电、服装、游艺 .....  
从厚植中迸发新生命；  
新一代信息技术、高端装备、健康医药、5G、  
人工智能、新材料、新能源 .....  
从新兴中凝聚新增极。  
这座砥砺奋进的科创之城，  
正厚积薄发，  
百业俱兴。



Your daily life relies on brands made in Zhongshan.  
Lighting, hardware, mahogany, electric home appliance, apparel, gaming and entertainment...  
Through years of hard work, this city of innovation is being reborn. Zhongshan is searching for new sources of growth from emerging industries, including those to be found in the fields of new-generation IT, high-tech equipment, health and medicine, new-generation IT, high-tech equipment, health and medicine, 5G technology, artificial intelligence, new materials, new energy, and more.

经济实力：高水平开放、高质量发展的基石。

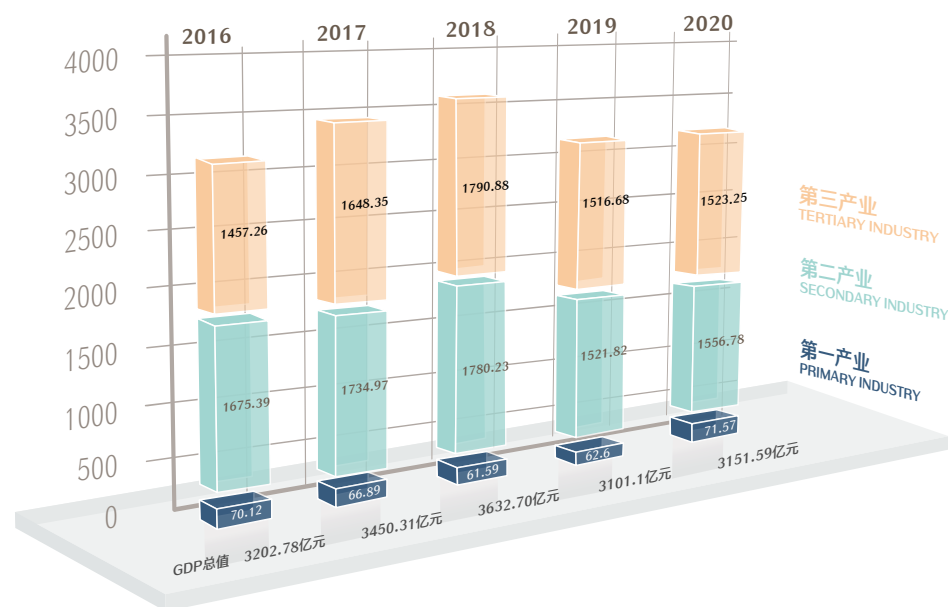
Economic Strength: Support for top-level opening market economy and high-level quality development.

地区生产总值及其构成（2016-2020 年）

GDP and composition (2016-2020)

单位：亿元人民币

Unit: hundred million RMB

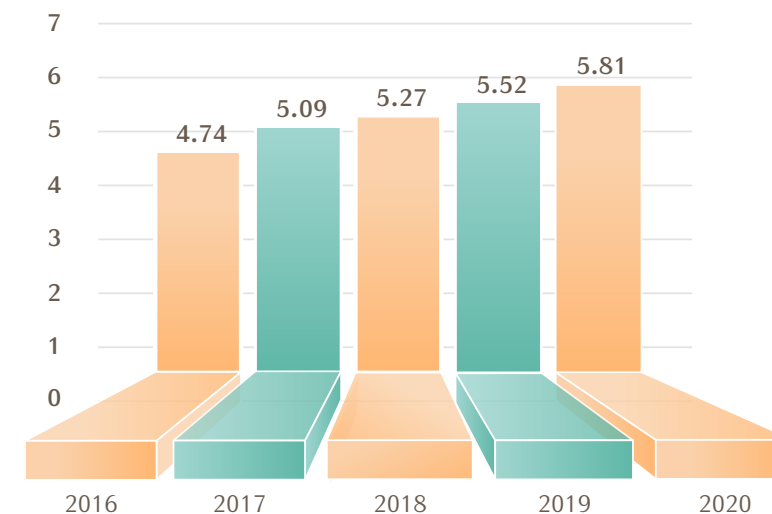


实际利用外资总额（2016-2020 年）

Actual utilization of foreign capital (2016-2020)

单位：亿美元

Unit: Hundred Million Dollars

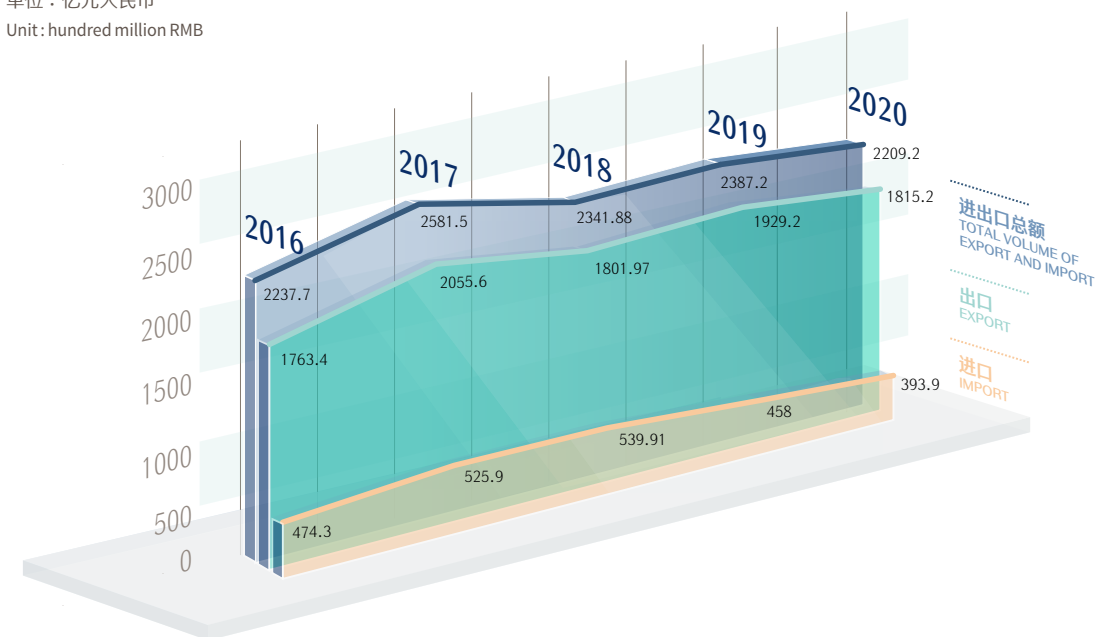


进出口贸易总额变化及一般贸易增长（2016-2020 年）

Change in total volume of imports and exports; growth of general trade (2016-2020)

单位：亿元人民币

Unit: hundred million RMB





集群优势：产业齐头并进，链条配套集聚，昔日的“广东四小虎”，今日的湾区科创城。

Cluster Advantages: Zhongshan's industries are developing synchronously, and the industry chain is becoming increasingly synergistic. Once known as one of the "Four Tigers of Guangdong Province", Zhongshan is now a technological innovation city for the Greater Bay Area.

**38** 个国家级产业基地  
State-level industrial bases

**18** 个省级科技专业镇  
Province-level specialized towns

**3** 个千亿级产业集群  
100 Billion RMB level industry clusters



装备制造  
Equipment  
Manufacturing



电子信息  
Electronic  
Information



白色家电  
White Goods

特色产业集群  
Characteristic industry clusters



健康医药  
Health and  
Medicine



五金制品  
Hardware  
Products



海洋工程装备  
Marine Engineer-  
ing Equipment



灯饰产业  
Lamp Industry



家具产业  
Furniture  
Industry

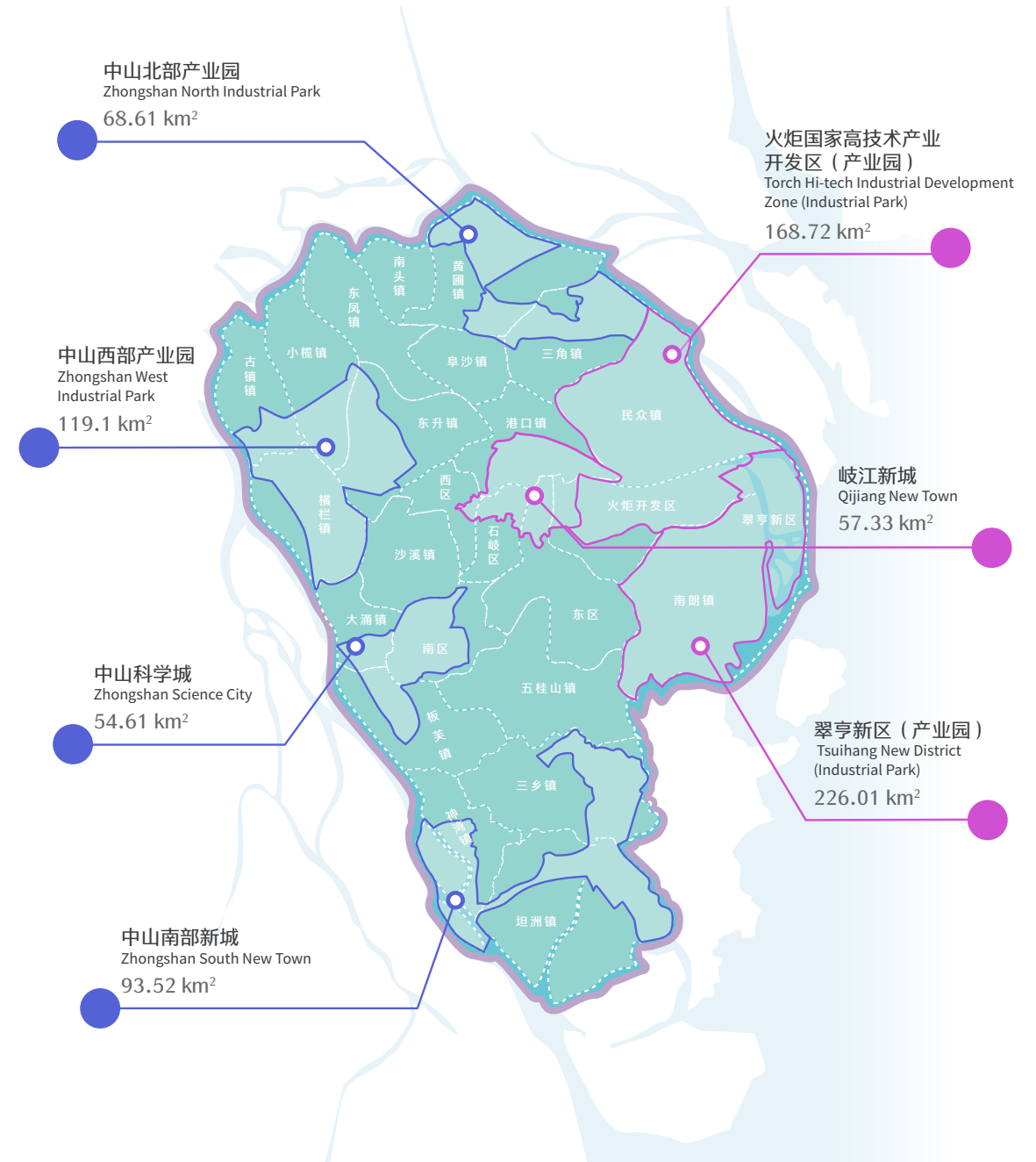


电梯产业  
Elevator  
Industry

## 3+4 产业平台 Major Industrial Platforms

大力实施重大平台“头号工程”，立足未来5—10年，谋划布局总规划面积超过780平方公里的7个重大平台。

Vigorously advancing the "key project" of building 7 major platforms with a total planned area of 780 km<sup>2</sup> in the future 5 to 10 years.



产业战略: 蓄力发展的新兴产业正强势崛起。  
Industrial Strategy: Emerging industries are rising rapidly with strong, healthy growth.

2022 年

产业战略目标 | Industrial Strategic Targets:



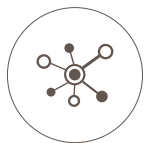
新一代信息技术产业规模超 1200 亿元, 超 100 亿企业 5 家, 推动 1000 家工业企业“上云上平台”。

The size of the new-generation IT industry will be over 120 billion RMB, with five enterprises of over 10 billion RMB. 1,000 industrial enterprises will be driven to enter the "cloud platform".



高端装备制造产业规模超 1500 亿元, 超 100 亿企业 5 家, 建成 5 个以上公共服务平台或产业创新研究中心。

The size of the high-end equipment manufacturing industry will be over 150 billion RMB, with five enterprises of over 10 billion RMB and five public service platforms or industrial innovation research centers.



健康医药产业规模超 1200 亿元, 超 100 亿企业 2 家, 在优势领域建设 1-2 家国家级工程技术研究中心和工程实验室。

The size of the health and medical industry will be over 120 billion RMB, with two enterprises of over 10 billion RMB and one or two state-level engineering research centers and laboratories in advantaged fields.



科研创新: 创新驱动是中山发展的第一动力。  
Science Research and Innovation: Innovation is the primary drive of Zhongshan's development.

全市共有  
The city has

2562

国家高新技术企业  
High-tech enterprises

50

省市创新科研团队  
Province-level innovation and scientific research teams

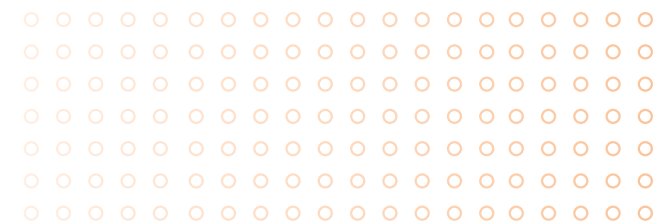
65

市级以上新型研发机构  
City-level and above new-type R&D institutions

73

市级以上科技孵化载体  
City-level and above high-tech incubators

中山知识产权快速维权模式被世界知识产权组织大会推广。  
The quick intellectual property rights protection pattern of Zhongshan has been extended by the WIPO Conference.





智力支撑：人才不振，无以成天下之务。

Talent Pool: Talent is the key to future success.

- 中山具有产业化、国际化的人才智力支撑。  
Zhongshan has intellectual support for industrialization and globalization.
- 与超过 200 家国内外顶尖高校、知名科研院所合作：  
Zhongshan cooperated with over 200 domestic and overseas top-class universities and famous research institutes, including:

#### 高校



#### 科研所



- 截止 2020 年底，培养引进国务院津贴专家 45 人、“市优秀专家拔尖人才”222 人，省市级创新科研团队 43 个。全市共建成 1 个国家级留学人员创业园，13 个国际级创新平台及分支机构，10 个省市级院士工作站，57 个博士后工作平台，56 个市级以上大师工作室。

As of the end of 2020, Zhongshan has trained and recruited 45 experts who enjoy allowance from the State Council, 222 "city outstanding experts and top-notch talents", and 43 provincial and municipal innovation research teams. One national venture park for Chinese returning from overseas studies, 13 national innovation platforms and branches, 10 provincial and municipal academician workstations, 57 postdoctoral work platforms, and 56 master studios at the municipal level and above have been established in the city.

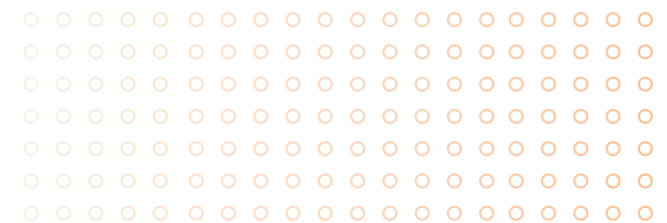
- 全日制本科高校 2 所，与澳门科技大学合作建设澳门科技大学（中山）（暂名），引进瑞士洛桑酒店管理学院课程标准和职业资格认证体系，筹建中山中瑞酒店管理职业学院。高职院校 3 所，中职中学校 10 所，中高职在校学生 7 万多人，为企业提供技能人才。

Zhongshan has two full-time undergraduate universities, has jointly built Macau University of Science and Technology (Zhongshan) (temporary name) with Macau University of Science and Technology, has introduced the curriculum standards and vocational qualification certification system of Ecole Hoteliere de Lausanne, and is preparing to build Zhongshan China-Switzerland Hotel Management Vocational College. Zhongshan has 3 higher vocational colleges and 10 secondary vocational and technical schools, with over 70,000 students enrolled in total. These schools train skilled talents for advanced enterprises.

政府服务：为每一个追梦者提供公平、友好、便利的创业和投资条件。

Government Services: This productive environment will provide fair, friendly, and convenient start-up and investment conditions for every dream-chaser.

- 依申请政务服务事项 100% 网上可办。  
Administrative services upon application can be handled completely online.
- 工程建设项目改革机制让项目审批时限压缩 70% 以上。  
The engineering construction project reform mechanism reduces project approval times by over 70%.
- 实行“多证合一”、“证照分离”，开办企业实现全流程网办。  
"Combination of multiple certificates", "reform of separating permits from the business license" for business license application sees a completely online enterprise establishment.
- 打造全生命周期公共技术服务平台体系。  
Create a full life-cycle public technical service platform.





惠企政策：强有力的政策支持，为企业发展深培沃土，给企业成长更多扶持。

Enterprise Favorable Policies: Strong policy support provides a better development environment for enterprises.

#### 实体经济十条 10 measures for the real economy

40 个政策礼包，从税收、用地、社保、用电、运输、融资等方面支持工业发展。  
40 policy packages are available to support industrial development in terms of taxation, land use, social security, electricity, transport, financing, etc.

#### 外资十五条 15 measures for foreign capital

15 项具体措施，对投资中山的外资企业最高给予 1.5 亿元的财政奖励。  
15 specific measures, where a financial incentive of up to RMB 150 million is granted to foreign-funded enterprises investing in Zhongshan.

超 20 亿专项扶持资金, 20 亿“过桥融资”资金, 5.5 亿“助保贷”、“科技贷”为企业分担风险。  
Over 2 billion RMB industrial support fund, 2 billion RMB "bridge financing" fund and 5.5 hundred million RMB "guaranteed loan" and "technology loan" help share risks for enterprises.

#### 用地保障 Land guarantee

对省、市优先发展产业且用地集约的工业项目，最低可享 7 折工业用地基准地价出让；对国家、省、市重点工业项目，最低可享工业基准地价出让。  
For industrial projects in prioritized provincial and municipal industries with intensive land, land will be transferred at as low as 70% of the industrial land benchmark price. For national, provincial and municipal key industrial projects, land will be transferred at as low as the industrial land benchmark price.

#### 人才服务保障 Talent Service Guarantee

为人才提供住房、入户、子女入学、配偶就业、医疗等多方面保障。  
Provide talents with housing, household registration, children's enrollment, spouse employment, medical care and other aspects of guarantee.



# 寄语

## Wishes



作为一个粤港澳大湾区迅速发展的城市，中山为在中国寻找商机的澳洲企业提供了发展的机会。

As a fast developing city in South China's Greater Bay Area, Zhongshan is a place of growing opportunity for Australian companies looking to do business in China.

中国澳大利亚商会 - 华南主席 Chairman of China Australia Chamber of Commerce - South China	Mike Chai
---	-----------



中山以其产业优势和区位优势，现已成为不同行业生产商在大湾区设厂的优选地。与此同时，政府为吸引高端产业所提供的支持，也为投资中山增加了吸引力。

Zhongshan is now a great area for manufacturers of diverse industries to place their production factories due to the low level of both labor and living costs, keeping the benefits of its location in the Bay Area. At the same time, having the support of the government to attract high end equipment industries also encourages investment in this area.

中国西班牙商会华南代表处执行总监 Executive Director of the Spanish Chamber of Commerce in China, South Delegation	Zhu Dan
---	---------



在创新创业与研发、检验检测、成果转化以及融资和孵化等方面的结合，中山的发展为此提供了绝佳的环境。

Zhongshan's developments provide an excellent environment for innovation and entrepreneurship with the integration of research and development, inspection and testing, the transformation of achievements, financing and incubation.

荷比卢商会主席 Board of Director, BenCham PRD	Kevin Cremer
---	--------------



中山有着悠久的历史和丰富的文化，近几年发展迅速，对外交流增加。大湾区非常适合投资发展。深中通道等项目的开通加强了连接，加上政府的支持，中山的未来发展一片光明。

Zhongshan with its great past and culture has incredibly developed and opened in these recent years. The Greater Bay Area has provided an environment propitious for investments and development. With the links and opening projects developing such has the SZ-ZS bridge and the support from local government, Zhongshan has a bright future ahead.

中国法国工商会董事会成员 Board Member, CCIFC	Benoit Auger
-------------------------------------	--------------



华南美国商会于 2 月 26 日发布的《2021 年华南地区经济情况特别报告》显示，绝大部分受访企业对粤港澳大湾区的发展前景持“乐观”或“较为乐观”的态度。其中，政府支持、基础设施支持及地区经济发展互补被认为是实现粤港澳大湾区成功发展的关键因素。因此，外资企业完全没有理由不在中山市——粤港澳大湾区的支柱城市——进行投资。

In our 2021 Special Report on the State of Business in South China, released on Feb 26, an overwhelming majority of the companies remain "optimistic" or "slightly optimistic" towards the future development of Greater Bay Area. Government backing, supporting infrastructure, and complementation of regional economic development are generally considered as the top three factors for success of the GBA. Therefore, I don't see reasons for foreign companies to not invest in Zhongshan, a city which is just as important a pillar as the others in the GBA.

华南美国商会会长 President of AmCham South China	哈利·赛亚丁博士 Dr. Harley Seyedin
---	--------------------------------



European Chamber  
中国欧盟商会

在欧盟商会会员的心目中，中山是一座四通八达的高效城市，以及中山政府的强力支持，都是顺利经营生意的有利条件！

European Chamber members find Zhongshan a well-connected and efficient city, conducive to running a successful business with the solid backing of the Zhongshan government.

中国欧盟商会华南分会总经理 General Manager, European Union Chamber of Commerce in China, South China Chapter	Francine Hadjisotiriou
---	------------------------



大湾区不断地建设基础设施，意味着中山与深圳、广州和香港的经济融合变得越来越密切。随着深中通道计划在 2024 年建成，粤东地区强健经济所带来的溢出效应，将会让中山受益，中山也将成为连接粤港澳大湾区东西部的物流中心。我们相信，从事专业服务、物流和高端制造业的加拿大企业会在中山寻找到机会。

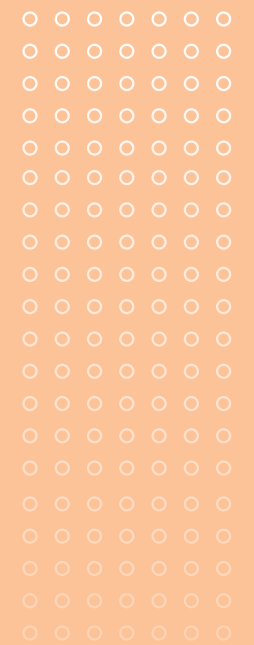
The continuing infrastructure development of the Greater Bay Area means Zhongshan is becoming even more integrated with the economies of Shenzhen, Guangzhou and Hong Kong. With the pending completion of the Shenzhen-Zhongshan Bridge in 2024, Zhongshan stands to benefit from the economic spill over of the robust economies in the eastern region as well as position itself as a logistics hub linking the western and eastern GBA. We feel there will be opportunity in Zhongshan for Canadian companies in professional services, logistics and advanced manufacturing.

珠三角加拿大商会总经理 General Manager of CanCham PRD	Cameron Turnbull
---	------------------

## 启航 Epilogue

这一方希望的土壤  
诚邀您  
不负时代  
不负韶华  
共同把未来  
抒写！

In this golden age  
this promising land  
invites you  
to draw  
our future blueprint  
with us!



# 投资中山

INVEST ZHONGSHAN

---

中山市商务局

Zhongshan Bureau of Commerce

广东省中山市中山二路57号

No.57, Zhongshan 2nd Road,

Zhongshan, Guangdong

(+86 760) 89892328

[www.zs.gov.cn/swj](http://www.zs.gov.cn/swj)

---



中山市商务局公众号

Zhongshan

Bureau of Commerce



中山市惠企政策公众号

Zhongshan Enterprise

Favorable Policies