

WENZHOU 温州

PROVINCE: ZHEJIANG 浙江省

BASIC INFORMATION Source: China City Statistical Yearbooks

	2006	2007	2008	2009
GDP (RMB bn)	183.8	215.9	242.4	252.7
GDP per capita (RMB)	24390	28387	31555	32588
FDI (US\$m)	1053.6	1049.4	261.8	234.5
FDI projects (number)	223	141	69	21
FAI (RMB bn)	64.6	73.7	75.8	83.8

GROUPING BY ACTIVITY	GRADE
Overall	3
Overall domestic	3
Overall export	2
R&D	3
Sales	3

GROUPING BY CATEGORY	GRADE
Air	3
Rail	3
Automotive	3
Built Environment	2
Energy	3
Education	3
Health	3
Retail	1



Insights

- “Birthplace” of Chinese private enterprise
- Third-highest level of disposable income in China after Dongguan and Shenzhen
- Centre for the manufacture of small everyday items (eye glasses frames, lighters), shoes, garment components (zippers, buttons) and low-voltage domestic electronic items

Key Industries

- Electrical machinery
- Textiles and garments
- Leather products (shoes)
- Power equipment

Wenzhou is a city of varied and vibrant businesses. It was the first in China to set up individual and private enterprises, as well as to introduce a model of the shareholding co-operative economy

The city government is keen for all its traditional enterprises to move up the value chain by developing brands and incorporating better design and manufacturing processes.

Shipbuilding, related engineering and the manufacture of valves are “new” industries which have been developing and created a foothold in the local economy.

Foreign Direct Investment

Foreign investors include:

- General Electric
- Lear
- Schneider
- Ciba
- Coca-Cola
- Burberry

Opportunities

The following are projects which the city government is promoting in the next five years.

- Expansion of Yongqiang Airport, with the opening of routes to Taiwan
- New water-treatment plants
- RMB 4.5 billion investment in sewage treatment
- Reconstruction and expansion of hospitals

Projections

As a southern coastal city of Zhejiang Province, Wenzhou is as close to Fuzhou (provincial capital of Fujian Province) as it is to Shanghai. Unfortunately, it is not on the Beijing-Fuzhou rail link, but it is still connected by rail to Fuzhou and to Shanghai and Hangzhou via Ningbo.

Fully embracing new product development in the manufacture of traditional yet in demand products, and adopting branding techniques, should help local manufacturers maintain and possibly expand sales.

Useful Contacts

UK Support

UK Trade & Investment:

www.ukti.gov.uk

British Embassy Beijing:

www.ukinchina.fco.gov.uk

China-Britain Business Council:

www.cbcc.org

British Chamber of Commerce in China:

www.britcham.org

Local Government

Wenzhou City Government:

www.wenzhou.gov.cn

Wenzhou Foreign Affairs Office:

www.wzfao.gov.cn

Wenzhou Administration of Industry and Commerce:

www.wenzhou315.gov.cn

Development Zones

Wenzhou Economic and Technological Development Zone:

www.wetdz.gov.cn