Sino-European Sustainable Urbanisation Park (SUP)
– better city, better life
4th, June 2012
Briefing for EU 27 Member States
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Aims: Addressing the challenges of Urbanisation in China

- **Support China** on its path towards a sustainable urbanisation and harmonious society according to the 12th Five-Year Plan.

- Facilitate the exposure and access of Chinese decision-makers to the European expertise and technologies.

- **Contribute** to and leverage the China-EU Partnership on Sustainable Urbanisation.

- Create a pioneering city for Sustainable Urbanisation in China.
The Response from Business:
Creating a „Sino-European Sustainable Urbanisation Park“(SUP)

Concept

Under the China-EU Partnership on Sustainable Urbanisation, a pilot project for an “Sino-EU Sustainable Urbanisation Park” is set up by Euro Sino Invest together with CWG of the EUCCC (A Memorandum of Understanding was signed already).

The project consists of 50% residential area and 50% business park area. It will be 1.000 Mu or 666,000 sqm site area. The business park is divided into two parts: 25% is Commercial & Office & Research, and another 25% is Light Industrial.

The SUP delivers three times from the sustainability and environmental friendly angles:

- During the construction phase (Design and incorporation of technologies)
- During the exploitation phase (demonstrating power over the whole lifecycle)
- Via the selection of private companies settling in the Park

  ➢ Timing: Start of the project shall be in 2012

  ➢ Development and Financing: fully covered by private sector (Euro Sino Invest)
MOU with CWG of EUCCC

Memorandum of Understanding

Between

The Construction Working Group of the European Chamber of Commerce in China

And

Euro Sino Invest Consulting (Beijing) Co., Ltd.

Party A: The Construction Working Group of the European Union Chamber of Commerce in China (hereinafter referred to as CWG of EUCCC)

Party B: Euro Sino Invest Consulting (Beijing) Co., Ltd. (hereinafter referred to as ESI)

Considering:

The CWG of EUCCC and ESI both support the efforts of the European Union and Chinese Governments in promoting sustainable urbanization. This support will be further exemplified through movement towards the establishment of an EU-China Sustainable Business Council (hereinafter referred to as the Council). The focus of the Council will be to further promote sustainable urbanization in China through the use and promotion of advanced European technology and know-how adapted with Chinese characteristics to meet the specific needs of the Chinese market.

Pursuant to the above mentioned mandate to support sustainable urbanization in China, the CWG of EUCCC and ESI will collectively work together towards a common goal of promoting European advanced construction products, technologies and design in China.

The aim of this memorandum of understanding is to support a pilot project that will showcase the application of European and Chinese products and designs in order to promote and encourage further advancements towards sustainable urbanisation.

Party A and Party B both sign this memorandum of understanding upon mutual consent.

Party A (CWG of EUCCC) will continue to work towards the establishment of the Council within the normal scope of business operations.

Party B (ESI) will be responsible for procuring the financing for the project in its entirety by itself or through the support of other bodies.

Beijing, November 14, 2011

Michael Adams
Chairman, Shanghai CWG

Masimo Bagnasco
Chairman, Beijing CWG

Florian Schmied
Managing Director

The Construction Working Group of the

Euro Sino Invest Consulting
Key Figures:

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<td><strong>Item</strong></td>
<td><strong>Number</strong></td>
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<td>Site area</td>
<td>666,000</td>
<td>SQM</td>
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<td>Estimated Investment volume</td>
<td>4 billion</td>
<td>RMB</td>
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<td>Residential</td>
<td>50%</td>
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<td>Office &amp; Research</td>
<td>25%</td>
<td>Site area</td>
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<td>Light Industry</td>
<td>25%</td>
<td>Site Area</td>
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<td>Business Park</td>
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<tr>
<td>Development period</td>
<td>6-8</td>
<td>Years</td>
</tr>
<tr>
<td>Phases</td>
<td>3</td>
<td>3.5 years/ phase</td>
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The Response from Business: Creating a „Sino-European Sustainable Urbanisation Park“(SUP)

Benefits

- Chance to establish the accessibility of EU standard and quality into Chinese construction field
- Bring European advanced technology to China
- Create opportunity to boost European soft expertise coming to China
- Give European companies the chance to transform from the mode of equipment-exportation to the local production

- Develop a tailor-made approach to adapt sustainable technology to Chinese local conditions and environment
- Establish a sustainable living area
- Create a primary destination for European VIPs visiting and meeting in China
Political Credentials of the project: genuinely European

- **EUCC in the lead**, with well diversified chairmanship of the construction working group (IT, DE, UK)

- **Inclusiveness** is another necessary component: in the coming weeks, EUCCC will explore to what extent the other stakeholders wish to be associated to the project

### European Chamber of Commerce
- Europe-China Trade Project
- EU-China Clean Energy Centre
- EU-China IPR Helplines
- EU-China SME Centre
- Switch-Train the Trainers Project
- DENA (Germany)
- ADEME (France)
- UbiFrance
- EcoNet China (AHK)

### The UK-China Eco-cities & Green Building Group
- CENTEC Center (Sweden)
- Danish “Green Business Club”
- Fit Agency (Flanders/ Belgium)
- CSTB Centre Scientifique et Technique du Batiment (France)
- CEN-CENELEC (European standards)
Letter of Support from EU Ambassador Ederer

Beijing, Thursday 03 May 2012
D 603 (2012)

Davide Cucino
President
European Union Chamber of Commerce in China

Subject: Letter of support for the EU-China Sustainable Urbanisation Park in Shenyang

Dear EUCCC President Cucino,

At the 14th EU-China Summit held in February 2012 in Beijing, Premier Wen Jiabao and the EU leaders announced the establishment of the China-EU Partnership on Urbanisation, which aims at promoting exchanges and cooperation in a wide range of sustainable urban development.

On 3rd of May 2012, the Partnership on Urbanisation was further deepened with the signature of a Joint Declaration between Vice Premier Li Keqiang and President of the European Commission Barroso.

The common responsibility of all European and Chinese stakeholders is now to convert the initial momentum around the Urbanisation Partnership into a sustained stream of multi-dimensional initiatives and activities, coming from government, mayors, private sector, scientific community and civil society.

As a horizontal theme, sustainable urbanisation will be of direct relevance and interest for many of your working groups such as construction, energy, smart grids, automotive, environment, ICT and many more. The idea of an “EU-China Sustainable Urbanisation Park” pilot project as put forward by the EUCCC and its Construction Working Group would constitute a remarkable contribution from the business sector to the Urbanisation Partnership.

As long as the political credentials of the project (genuinely European; truly sustainable; and bilaterally exemplary in sourcing, procurement and jobs localisation) are ensured along the lines presented to me on 15 March 2012 by the leadership of the construction working group, the Delegation of the European Union to China will be delighted to provide the necessary political support.

I thank you and the EUCCC for wholeheartedly embracing the nascent EU-China Partnership on Urbanisation and for putting forward such significant contributions to it.

Looking forward to working hand-in-hand with the European business to deliver on the promise of a “Better City Better Life”.

With kind regards,

Markus EDERER

Attachments:
- EUCCC letter “Sustainable Urbanisation Park Pilot project – request for support”, registered Monday 23 April 2012
- Confidential presentation “Sino-European Sustainable Urbanisation Park (SUP) – better city better life” 15th March 2012, briefing to the EU Ambassador
Political Credentials of the project: truly Sustainable

- The project should be unchallengeable on technical grounds
- Proposed parade: seeking an independent opinion, by submitting the blueprint of the SUP to the Joint Research Center of the European Commission

Joint Research Centre (JRC)

Scientific and technical support to the Covenant of Mayors

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http://www.irc.ec.europa.eu/
Political Credentials of the project: bilaterally exemplar

- The **Sourcing & procurement** test: in the construction phase, one of the objectives of the park is to showcase the advanced European urban solutions. This will obviously be reflected to the maximum extent possible in the procurement. Whenever a Chinese contractor has to be chosen, the **safety aspect** will be a **key parameter**.

- The **Jobs localisation** test: during the exploitation phase of the park, an ex-ante **screening of the business models** of the companies considering setting shop in the SUP will be carried out so as to **ensure** that the main activity is the **supply of the Chinese market** (i.e. not for re-export to EU market or frontal competition on third-country markets).
Getting real: Details on potential Park Location in Shenyang

Hunnan District of Shenyang City
Core area of the “New” City-Development
City Introduction

Shenyang, along with being northern China’s largest city, it is Capital of Liaoning Province, also one of the wealthiest, and the biggest railway hub.

- Former industrial base & “the home of machinery”.
- Key city of the revitalization plan for Northeast China.
- Expected to increase substantially over the next five years as a result of multinational cooperative projects such as the construction of 2 BMW factories.

- With other 7 radius cities, Shenyang is the center of the Shenyang Economic Region, within the scope of 150 km radius, and a total population of 23.59 million.
Hunan District Introduction

- Venue of the 12th National Sports Festival of China in 2013
- The new municipal government area
- Convenient location with good air and ecological conditions
- New design and landscape planning, it’s the ideal living circle for Shenyang’s new emerging middle and upper class;
- Convenient transportation with airport and train station both;
- Domicile of various universities
Getting real: Details on potential Park in Shenyang

Shenyang SUP Detailed Location

The SUP is located in the core area of New Hunnan Town of Shenyang

- The center of Shenyang metropolitan area
- Neighbored by the future administrative and cultural centre of Shenyang
- One of top natural environment of Shenyang and convenient transportation

P = SUP Projects
Getting real: Details on potential Park in Shenyang

Shenyang SUP Transportation

- 5km to Taoxian international airport
- 1 km to high-speed railway station
- Subway No.2, No.8 and No.10 runs through the whole area
- Right beside to Shendan Highway and 170 km to Yingkou Port.

P = SUP Projects
Getting real: Details on potential Park in Shenyang

Shenyang SUP
Urban planning relations

Total Area……750mu
Residential……500mu
Commercial…..250mu
- Research centre
- Offices
- Regional Headquarters

Total Area……250mu
- Exhibition centre
- Light industries
- Sustainable technologies Companies
- Technological Incubator
Getting real: Details on potential Park in Shenyang

Plot 1 – Residential and Business area

Total Area…….750mu
Residential……500mu
Business……..250mu
  - Research centre
  - Offices
  - Regional Headquarters

European Residential Town

Offices and Research Centre

Commercial Street

Main axis
Getting real: Details on potential Park in Shenyang

Relation to Main Transportation axis

The presence of the train line and the high traffic urban road make this location more suitable for the light industrial / exhibition district.
Getting real: Details on potential Park in Shenyang

Plot 2 – Light industry and Exhibition Centre

Total Area……250mu
- Exhibition centre
- Light industries
- Sustainable technologies
- Companies
- Technological Incubator

Exhibition centre

Courtyard Light industrial buildings,

Offices and Workshop

Landscaping

Main axis

- INTEGRATION
- EXCHANGE
- COOPERATION
Getting real: Details on potential Park in Shenyang

Shenyang SUP Environment

Infrastructure

High-standard roads system, advance underground pipe gallery, efficient & environmentally friendly drainage system. hood.

Ecological environment

Gathering leisure, sports and demonstration, the Mozishan park is a close neighbor of SUP.

A 27-km-long scenery water system with afforestation surrounds SUP.
Getting real: Details on potential Park in Shenyang

Surrounding undergoing projects

Texas instruments – Jude intelligence and vision engineering center

Internet of Things R & D Base

Shenyang Big Semiconductor R & D Production Base

The New Campus of Northeastern University

Kiev university china institute

The United States new energy system engineering technology research and development center

Titanium and alloy application development research institute

Healthy industry yard
Getting real: Details on potential Park in Shenyang

Shenyang SUP talent pool

- 29 academicians of CAS industry
- 107 independent institutes
- 40 higher education
- 369 engineering technical centers and key labs above provincial level
Discussion:

How the 27 Member States can participate and help

Thank you!