

# Platforms coming to fortify Nansha's import role

By YIN RUOWEI  
yinruowei@chinadaily.com.cn

Nansha district in Guangzhou, Guangdong province will present a holistic picture of the work in its demonstration zone, which was established in November 2020, as well as of results achieved through several effective measures, at the fourth China International Import Expo from Nov 5 to 10.

Six import platforms will officially go into operation at the CIE. They focus on quality goods across the globe, food and wine, cold chain logistics, automobiles, airplanes and grain.

The six import platforms are part of Nansha's plan to refine support strategies for its demonstration zone. In July, the government launched a series of special policies in platform construction, facilities improvement, building of key categories and service support.

The zone aims to double its import volume of over-the-counter medicine, food and cultural artwork by the end of this year. It also aims to create a three-level innovative environment with high standards. "Policies and rules are adjusted according to market demand," a local official said. "Innovative services can compete with first-class global counterparts. And business models follow industry trends."

To cultivate new foreign trade formats, a distribution center for medicine was put into use on April 23. The center was set up to offer a fast pass to overseas pharmaceutical products listed in Hong Kong and Macao or approved for import and export licenses on the Chinese mainland.

On April 15, an international freight center was established in Nansha, which connects airports in the Guangdong-Hong Kong-Macao Greater Bay Area. In May, Shenzhen's airport joined the center.

The district has also been working to improve its digital service trade platform. Its customs declaration service system has been collaborating with seven countries. Nansha's role as a shipping hub has been comprehensively enhanced, according to the government.

Nansha has comprehensively upgraded its customs system to become smarter, thus reducing the overall clearance time for imports and exports by more than 50 percent in 2020. The fault-tolerant and error-



A half dozen themes will take stage at event, focusing on various consumer goods and food products



Clockwise from top: The view of Nansha district, Guangzhou. Staff members from Nansha Customs check goods at a cross-border distribution center in Nansha. China Southern Airlines has contributed to the development of Nansha's aircraft leasing industry. PHOTOS PROVIDED TO CHINA DAILY



correcting mechanism of imported goods having submitted declarations in advance has greatly improved. Goods can be shipped and exported immediately after arriving at Nansha Port, with most procedures finished in other ports before.

In addition to its customs system, Nansha has updated its financial system to accommodate international trade.

It has launched cross-border finance pilots with focuses on free trade accounts, two-way cross-border RMB financing and foreign exchange management.

To ensure enterprises can easily obtain the advanced Authorized Economic Operator recognition from customs, the district has invented a method called Xinyi + AEO. By means of simulation assessment and testing, enterprises can enjoy multiple upgraded services offered by the gov-

ernment. According to local officials, Nansha will echo the nation's call for high-quality trade development, supply-side structural reform and high-standard opening-up in the near future. Nansha will leverage its abilities and build itself into a demonstration district with an innovative supervision system, complete service functions, flexible trading modes and unique connections within the Guangdong-Hong Kong-Macao Greater Bay Area.

Nansha will also make good use of the regional comprehensive economic partnership and other free trade agreements, and increase its presence in both ASEAN member countries and regions involved in the Belt and Road Initiative. It will draft a long-term plan for its development in industrial transformation, upgrading and consumption promotion.

Nansha district is located in the geographic center of the Guangdong-Hong Kong-Macao Greater Bay Area. It is a hub that connects the city clusters on both sides of the Pearl River with Hong Kong and Macao. It covers an area of 803 square kilometers, and its population is about 1 million.

The Nansha Pilot Free Trade Zone is the largest among all FTZs in Guangdong province, covering an area of 60 sq km and consisting of seven functional areas.

Data show that from January to August, the total import and export value of Nansha reached 181.52 billion yuan (\$28.39 billion), ranking second among all districts in Guangzhou.

This accounted for 25 percent of the total import and export value of the city during the same period, with a year-on-year increase of 20.4 percent.

## Six platforms contribute to region's success

### 1. Cold chain logistics distribution center

Nansha Harbor, as the major harbor of Guangzhou Port and the largest individual harbor in South China, has 16 100,000-tonnage special container berths and several special berths as well as vehicle ro-ro berths. It is the largest comprehensive hub port in South China, contributing much to Guangzhou Port's position as an active market player globally. Nansha is accelerating construction of cold storage facilities including its international logistics center and building its comprehensive cold chain logistics distribution base in South China.

### 2. Distribution center for global superior products

Distribution Center for Global Superior Products' digital service trade platform is the world's leading open service trade aggregation platform. The platform is based on big data, the internet of things, AI, 5G and other technologies. Through the integration of Nansha's global traceability system, it empowers enterprises to transform the integration of trade services such as logistics, distribution, customs clearance, payment, finance and insurance. It provides digital decision-making and management services such as global operation decision-making, supply and demand smart contracts, international trade compliance, global traceability, intellectual property protection, international logistics planning, global smart customs clearance, supply chain finance and international performance management to support international brands worldwide.

### 3. Food and wine distribution center

Jointek Business Holdings' global wine and food industry chain platform is composed of three major segments: Jointek Global, Jointek Fine Wines, and Jointek International Supply Chain. Jointek Global provides core property platform support, Jointek Fine Wines is engaged in liquor business operations, and Jointek International Supply Chain focuses on one-stop

B2B supply chain services. The businesses of each segment are undertaken independently of each other, forming the "one body and two wings" business structure of Jointek Business Holdings.

### 4. Global aircraft leasing center

Nansha has become a major financing and leasing base in China with business accounting for 80 percent of Guangzhou's total. With 2208 related companies and more than 500 billion yuan worth of contracts, it is the area where financing and leasing business has been developing the fastest in Guangdong. It has also been the largest aviation leasing area in South China involving leasing business of 174 aircraft. China Southern Airlines ranks 19 in leasing field globally and has become the leader and pioneer in South China.

### 5. Comprehensive hub of automobile trade

Nansha boasts the largest and best special ro-ro automobile wharf in the Guangdong-Hong Kong-Macao Greater Bay Area. With innovative policies, it has been the nation's largest domestic car trade port and second-largest port for parallel vehicle import. Nansha has over 160 firms involving import car industrial chain, one of which is Guangzhou B&B Luxury Automobiles International Trading Co Ltd.

### 6. Bay Area cereal distribution center

The Nansha General Wharf for Cereal of Guangzhou Port covers an area of 1.30 million square meters with four general berths and two special cereal berths already in service. From January to September, Nansha Port imported over 6 million tons of agricultural products, an increase of 96 percent from a year ago. Louis Dreyfus, a Fortune Global 500 company, which is one of the world's leading agricultural products trade and processing enterprises, has set up a world-class comprehensive industrial base for green agricultural products, making it an industrial park integrating its South China headquarters.

## New blueprint takes aim at local enterprises

By LI YOU  
liyout@chinadaily.com.cn

With the support of local authorities and help of beneficial policies, enterprises are set to enjoy boundless opportunities in Nansha, Guangzhou, business insiders said.

Nansha district is located at the geometric center of the Guangdong-Hong Kong-Macao Greater Bay Area. Its shipping routes cover 14 large and medium-sized cities such as Foshan, Dongguan, Zhongshan, Jiangmen and other cities in the western region of the Pearl River Delta area.

In recent years, Nansha has focused on building a high-quality development model driven by innovation, especially in the fields of commercial system reform, financial management and land utilization, said Dong Lei, deputy manager of Guangzhou Nansha International Cold Chain.

Enjoying the multilayer policy advantages as a national-level new area, bonded port area, free-trade pilot zone and comprehensive bonded zone, Nansha's business environment ranks at the top of other

national-level new areas, laying a solid foundation for high-quality development, Dong said.

Nansha Harbor, located in the Nansha New Area, is one of the main parts of Guangzhou Port. It is one of the few terminals that can berth the world-level large container ships.

Guangzhou Port Group operates the largest part of the business in Guangzhou Port, which is playing a significant role as a transportation hub connecting different ports, railway transitions and high-speed road networks in the Pearl River Delta region.

Its main businesses cover the handling and transporting of containers, petrochemicals, coal, steel, grain, automobile and other goods, as well as warehousing, domestic and foreign cargo proxy service and waterway cargo transportation and logistics services.

In 2020, the cargo throughput of Guangzhou Port ranked fourth in the world. The throughput of the container in the port ranks among the top in the world.

Guangzhou Port is one of the four major hub ports in China to operate the automobile import and export business and also the largest port to

transport energy and grain in South China.

Top Ideal Group's Guangdong, Hong Kong and Macao International Supply Chain is operating its digital service trade platform in Nansha. The platform is a model and regulatory innovation project incubated in Nansha and one of the world's first digital cross-border industry platforms.

Its President Yu Chonggang said since the beginning of the third decade of this century, many excellent enterprises have started to build internet targeting businesses focusing on connecting the core resources in manufacturing and supply chains.

However, many people have ignored the foreign trade service industry, Yu said. He added that several major obstacles are hampering the foreign trade service industry.

"First, we lack the power of discourse and bargaining," he said. "Second, our service capability is far from adequate."

"We're able to buy and sell products around the globe, but it is still a stretch to say every enterprise has the ability to serve the world. If the service capacity of the foreign trade industry is not enough, it will affect the discoursing process in trade negotiations," Yu said.

In Yu's view, the third obstacle in the foreign trade service industry is the insufficiency to make proper use of digital tools.

Therefore, a digital service trade platform for better distribution of high-quality products is an innovative model built for the digital age.

By aggregating the service resources, the model is conducive to forming local industrial competitiveness so that all enterprises can participate in international competition and build up the power of the discourse, while enhancing their position in the international value chain.

"Leveraging the power of business models, we cooperate with the government and industry to boost capacity, national strength and international competitiveness in the foreign trade industry. This is what we are pursuing," Yu said.



Cars await shipping at Guangzhou Port. PROVIDED TO CHINA DAILY

## Investments empower district's economic growth, prosperity

By ZHANG LINWAN  
zhanglinwan@chinadaily.com.cn

At the ongoing fourth China International Import Expo held in Shanghai, Nansha district of Guangzhou, Guangdong province, will hopefully reap a batch of projects covering fields such as foreign trade, logistics and healthcare.

Among them, Shanghai-based plastic supplier Bolu Trade plans to build a distribution center of polymer pellets in the district.

Meanwhile, the Nansha commerce bureau will team up with Guangzhou Junhelian Health-tech to create a comprehensive platform featuring medical device production, medical care and research.

Nansha district has seen a boom in investment this year, with a great number of projects and companies signed, launched or becoming operational, according to the local government.

From January to September, Nansha attracted 20 projects from Fortune Global 500 companies,

bringing the total number of such projects to 217.

During the same period, 56,000 enterprises were launched in the district with the registered capital hitting 180 billion yuan (\$28.15 billion).

Local officials said these projects, from high-end to advanced industries, are vital to Nansha's industrial transformation and will become new drivers of its high-quality economic growth.

Nansha district is striving to nurture a new energy vehicles industry worth 100 billion yuan as a growing number of carmakers established their offices in the district.

Sino-Japanese joint venture GAC-Toyota Motor, for example, saw the first phase of its expansion project put into operation in late July, which is expected to manufacture 100,000 vehicles annually.

The domestic all-electric car brand Hycan signed up for a production base in Nansha in June, while the new factory of Japanese auto parts supplier Denso became operational in July.

In terms of artificial intelligence, the district is home to more than 300 AI companies so far, including tech startup Cloudwalk and domestic driverless car manufacturer Pony.ai which has a value of \$5.3 billion.

Local authorities have reached a strategic cooperation agreement with Chinese AI giant Huawei to jointly construct an AI innovation center and promote the transformation of AI research.

The biomedicine, logistics and modern agriculture industries also maintain strong growth momentum as major projects are going smoothly. The Mingzhu Modern Agriculture Park just completed its first-stage of construction in September, and shipping service enterprise Seacon Shipping has gained approval for its South China headquarters in Nansha.

The district has become an attractive destination for investors and talents since the local government is committed to improving the business environment, said local officials.



The Guangzhou Port is one of four major hub ports in China to operate the automobile import and export. PROVIDED TO CHINA DAILY