

# Manual Instructions of 2<sup>nd</sup> China (Shenzhen) Innovation & Entrepreneurship International Competition



**INNOVATION &  
ENTREPRENEURSHIP  
INTERNATIONAL  
COMPETITION**  
[Shenzhen.China](http://Shenzhen.China)

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# Introduction

The second China (Shenzhen) Innovation & Entrepreneurship International Competition is guided by the Ministry of Science and Technology, P.R.C and State Administration of Foreign Experts Affairs, P.R.C. Being hosted by Shenzhen Municipal Government of the P.R.C, the competition is organized by Bao'an District People's Government of Shenzhen Municipality, Longgang District People's Government of Shenzhen Municipality, Pingshan District People's Government of Shenzhen Municipality, Human Resources and Social Security Administration of Shenzhen Municipality and Science and Technology Innovation Committee of Shenzhen Municipality. To implement the concept of an international, high-end oriented, market-oriented and professional competition in accordance with the call of 'Public entrepreneurship and innovation', the competition aims to provide a platform stimulating mutual learning and innovations for competitors.

Without limitation of nationality, high-level talents and projects are admitted to this competition. Bonus of this competition totally reaches RMB 10.91 million, which includes individual bonus up to RMB1.4 million (Government subsidies and venture capital investments are not included). A venture capital pool of RMB 20.9 billion has been set up by 34 investment institutions, which helps support outstanding projects. Equal opportunities of social investment are going to be distributed via the platform to all participants which are going to be invited to the Conference on International Exchange of Professionals in Shenzhen as well.

Additionally, policies for professionals, industrial incentives, technology and financial policies and project incubation are going to be provided in this competition.

# Competition Organization

## **Guided by:**

The Ministry of Science and Technology, P.R.C  
State Administration of Foreign Experts Affairs, P.R.C

## **Sponsored by:**

Shenzhen Municipal Government of the P.R.C

## **Hosted by:**

Human Resources and Social Security Administration of Shenzhen Municipality  
Bao'an District People's Government of Shenzhen Municipality  
Longgang District People's Government of Shenzhen Municipality  
Pingshan District People's Government of Shenzhen Municipality  
Science & Technology Innovation Committee of Shenzhen Municipality

## **Executed by:**

Shenzhen Liaison Office for Overseas High-Caliber Personnel in North America, China  
Shenzhen Liaison Office for Overseas High-Caliber Personnel in Australia, China  
Shenzhen Liaison Office for Overseas High-Caliber Personnel in Japan, China  
Shenzhen Liaison Office for Overseas High-Caliber Personnel in Europe, China  
Shenzhen Green Pine Innovation Capital Management Co., Ltd.  
Australia Chinese Television Station  
Bao'an District Five Industrial Top 100 Enterprise Federation Greenbox Global Holding GmbH  
Silicon Valley Technology Innovation and Entrepreneurship Forum  
Shenzhen Life Science and Biotechnology Association  
Shenzhen New Generation Information Technology Institute Co.,Ltd.  
China-Europe Innovation Center  
Shenzhen CRI Innovation Center  
Shenzhen Longgang Tianan Cyber Park Co.,Ltd.  
Bao'an Sina-German (Europe) Industrial Development Cooperation Alliance  
Sci Innovation Centre  
China Israel Innovation Center (Shenzhen) Co., Ltd  
Japan Chinese Overseas Magazine News Agency

# Events

## Overseas Division Competitions: March, 2018

Sydney Competition, Australia Division
Toronto Competition, Canada Division
Berlin Competition, Germany Division
Tel Aviv Competition, Israel Division
Tokyo Competition, Japan Division
Stockholm Competition, Sweden Division
Boston Competition, U.S.A Division
Silicon Valley Competition, U.S.A Division
London Competition, U.K. Division

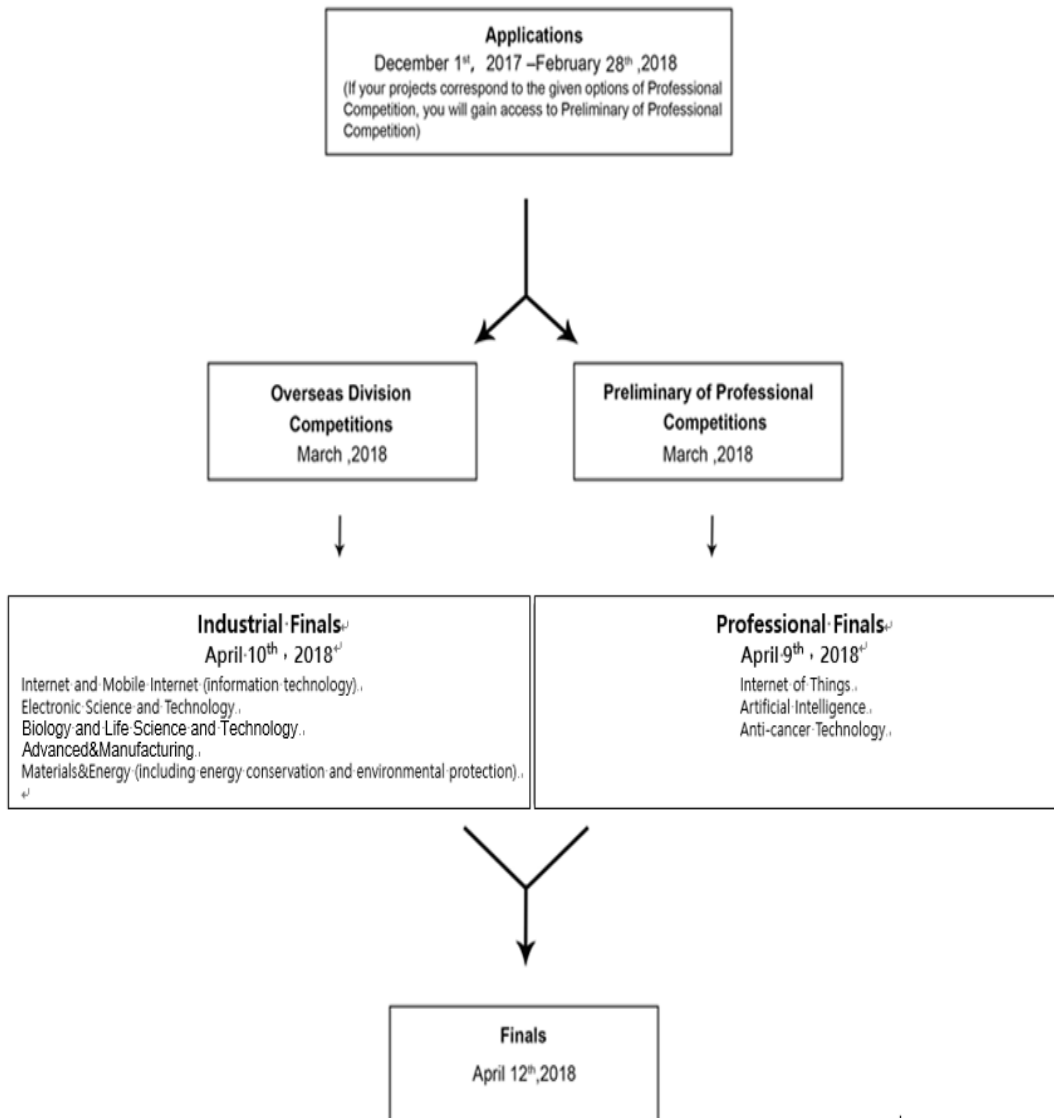
## Professional Competitions: March, 2018 ( Preliminary ) April 9<sup>th</sup>, 2018 ( Finals )

Internet of Things
Artificial Intelligence
Anti-cancer Technology

## **Industrial Finals: April 10<sup>th</sup>, 2018**

Internet and Mobile Internet (information technology)
Electronic Science and Technology
Biology and Life Science and Technology
Advanced Manufacturing
Materials & Energy (including energy conservation and environmental protection)

## **Finals: April 12<sup>th</sup>, 2018**



1.

# **Applications & Requirements**

## **( I )Applications & Requirements**

The Participants (Teams or individuals) should:

1. be those who have innovation achievements and business plans;
2. have plans of entrepreneurship in Shenzhen within 6 months after the competition;
3. should possess full ownership of all rights related to the product, the technology and the patent, have no property dispute with any other person, and assume full responsibility caused by any possible infringement;
4. be those who had not won prizes in the 1<sup>st</sup> China (Shenzhen) Innovation Competition of International Talents, the 1<sup>st</sup> China (Shenzhen) Innovation & Entrepreneurship International Competition and previous China (Shenzhen) Innovation and Entrepreneurship Competition shall not compete in this Competition.

## **( II )Industrial Fields**

Projects should correspond to Shenzhen Industrial and Technical policies, superior innovation abilities, advantageous marketing competitiveness and potential economic and social performance, which will not only be able to possess core technique, complete intellectual properties and high added-value products but also bring High-tech products of new industries into being.

Five categories are involved in Industrial Competitions: Internet and Mobile Internet (information technology), Electronic Science and Technology, Biology and Life Science and Technology, Advanced Manufacturing, and Materials & Energy (including energy conservation and environmental protection). As for key industries of Shenzhen, Internet of Things (IOT), Artificial Intelligence (AI), and Anti-cancer Technology are set in the Professional Competitions.

## **( III )Entry Requirements**

1. In case of any change in registration information during the Competition, participants shall make a written request for changes at the Secretariat of the Organizing Committee. Updated information shall not be used in subsequent competitions and applications for relevant preferential policies until duly recorded and updated by the Secretariat of the Organizing Committee.
2. Any participant who quits during the course of the Competition will be deemed to give up all rights and interests of the Competition.



# Procedures

The procedures of the competitions are: Applications, Overseas Division Competitions, Professional Competitions, Industrial Finals, and Finals.

## ( I )Applications

1. Application method: Visit the official website of the Competition ([www.itcsz.cn](http://www.itcsz.cn)) to register and apply.
2. Deadline: February 28th, 2018

Notes: The deadline of application and the time of competitions are subject to the final confirmation on the official website.

You will directly gain access to Preliminary of Professional Competitions if your projects correspond to the given options of the Professional Competitions.

## ( II )Overseas Division Competitions

**Time:** March, 2018

**Divisions:** Sydney (Australia), Toronto (Canada), Berlin (Germany)  
Tel Aviv (Israel), Tokyo (Japan), Stockholm (Sweden),  
Boston (U.S.A), Silicon (U.S.A), London (U.K.)

Overseas Division Competitions are divided into 2 rounds.

In the first round, experts are going to be organized to review projects. Top 4 Candidates of each division are going to be selected out from every industry in accordance with scores to enter the Overseas Division Finals.

In the second round, experts of each division are organized to review projects for the Overseas Division Finals. Candidates are going to compete live by means of roadshow. Winners of the first, second, and third prizes are going to be ranked in accordance with scores. Top 2 candidates of each industry are going to be qualified into the Industrial Finals in Shenzhen.

During the Overseas Division Competitions, experts shall be invited to perform entrepreneurship coaching and training for candidates selected to compete in the Industrial Finals.

## ( III )Professional Competitions

**Time:** March, 2018(Preliminary)  
April 9<sup>th</sup>, 2018(Finals)

**Categories:** Internet of Things, Artificial Intelligence, Anti-cancer Technology  
Professional Competitions are divided into 2 rounds.

In the first round, famous experts of professional fields are going to be organized by organizations of every professional competition to review projects. Top 15 participants of each profession are going to enter the Professional Finals in accordance with scores.

The second round is the Professional Finals. Candidates are going to compete respectively by means of roadshow. Winners of the first, second, and third prizes are going to be ranked in accordance with scores given by professional experts. Top 3 candidates of every professional finals are going to be qualified into the Finals.

#### **(IV)Industrial Finals**

**Time:** April 10<sup>th</sup>, 2018

**Categories:** Internet and Mobile Internet (information technology), Electronic Science and Technology, Biology and Life Science and Technology, Advanced Manufacturing, Materials & Energy (including energy conservation and environmental protection)

Distinguished candidates of 5 industries in the Industrial Finals are going to compete respectively by means of roadshow. Winners of the first, second and third prizes are going to be ranked by professional experts. Top 3 candidates are going to be qualified into the Finals.

#### **(V)Finals**

**Time:** April 12<sup>th</sup>, 2018

On the day of the Finals, 24 finalists are going to compete by means of roadshow. The First, Second and Third prizes will be selected and awarded by score ranking by professional and public judges.

During the Competition, a field visit to local innovation and startup environments will be arranged for overseas talents and teams to promote cooperation with local enterprises and institutions, startup parks, investors, and businesses in relevant industries. Travel subsidies will be provided by the Organizing Committee to the finalists who come to Shenzhen for the Finals (2 persons for every project at most).

#### **(VI)Review**

The Competition is going to follow the principles of ‘fairness, justice and openness’. Experts of technological, human resources, and investment fields are going to organized to ensure justice and equity of the whole competition.

# Awards and Supporting Policies

## ( I )Cash Prizes

No.	Category	Prize	Quantity	Prize
1	Finals	First	1	RMB 1,000,000
2	Finals	Second	3	RMB 500,000
3	Finals	Third	6	RMB 300,000
4	Industrial Finals	First	1	RMB 150,000
5	Industrial Finals	Second	2	RMB 100,000
6	Industrial Finals	Third	3	RMB 50,000
7	Professional Finals	First	1	RMB 150,000
8	Professional Finals	Second	2	RMB 100,000
9	Professional Finals	Third	3	RMB 50,000
10	Overseas Division Competitions	First	1	RMB 100,000
11	Overseas Division Competitions	Second	2	RMB 50,000
12	Overseas Division Competitions	Third	3	RMB 30,000

## ( II )Talents Policies

No.	Supporting Organization	Contents	Remarks
1	Human Resources and Social Security Administration of Shenzhen Municipality	Winners who are certified as Peacock Plan Class C Talents by regulation, and will be awarded RMB 1.6 million.	<ol style="list-style-type: none"> <li>1. Prize-winning Projects in the Finals;</li> <li>2. Core member of project (one man only);</li> <li>3. Working in Shenzhen within 3 years after the competition or the project has been settled in Shenzhen;</li> <li>4. Application based on relevant laws and regulations.</li> </ol>

## ( III )Industrial Incentive Policies

No.	Supporting Organization	Contents	Remarks
1	Science & Technology Innovation Committee of Shenzhen Municipality	Winning projects in overseas division competitions that are eligible for local industrial supporting policies and are based in Shenzhen will be awarded up to RMB 1 million as start-up funds by regulations.	<ol style="list-style-type: none"> <li>1. Projects shall conform to local industrial supporting policies;</li> <li>2. Projects shall be settled down in Shenzhen;</li> <li>3. For winning projects in overseas division competition;</li> <li>4. Priority will be given by regulations.</li> </ol>

## ( IV )Science & Technology Finance Policies

No.	Supporting Organization	Contents	Remarks
1	Science & Technology Innovation Committee of Shenzhen Municipality	Winning projects in overseas division competitions will be awarded government equity investment and priority will be given to projects that are eligible for local industrial supporting policies and	<ol style="list-style-type: none"> <li>1. Projects shall be settled in Shenzhen;</li> <li>2. For winning projects in overseas division competition;</li> <li>3. Priority will be given by regulations.</li> </ol>

		have won prizes from division competitions held in Shenzhen.	
2	Cooperative Investment Institutions	A pool of RMB 20.9 billion has been set up by 34 investment institutions, which helps support outstanding projects. Moreover, professional management, consulting, business planning and other supporting services are provided.	
3	China Merchants Bank	1.Helping instruct competitors to complete the registration of Shenzhen business affairs, and recommending cooperative lawyers who are able to provide legal services for competitors; 2.Provide financial services of settlement for competitors, including but not limited as below: personal settlement accounts, application of personal credit cards, personal social security cards, reserved fund cards and housing mortgage loans.	
4	Bank of Jiangsu	Enterprises with certificates of talents and intellectual properties can debit and credit maximum amount of RMB 30 million.	

## (V) Incubation and Other Policies

No.	Supporting Organization	Contents	Remarks
1	Entrepreneurial Parks in Shenzhen	Winning projects in overseas division competitions that are settled down in Shenzhen will have priority to access the creative and industrial parks as well as incubators at the municipal and district level. Rent reduction/exemption, bonus and other benefits will be offered as well.	1. Projects shall be based in Shenzhen; 2. Prize-winning projects in overseas division competitions.
2		Information query, engagement meeting organization, centralized project demonstrations, closed-door meetings and other services will be provided to the Participants and engaged investors.	
3		Winners who plan to settle in Shenzhen will be provided with supporting services such as start-up trainings, management consultations, mentorship guidance, patent applications, and innovation resources. Chances to professional exhibitions, international communication, and talent recruitments will be provided as well.	1. Projects shall be settled in Shenzhen; 2. Prize-winning projects in overseas division; 3. Priority will be given by regulations.

4	Shenzhen Green Pine Capital Partners Co., Ltd	<ol style="list-style-type: none"> <li>1. Providing free venues as innovation incubators.</li> <li>2. Providing more than 400 cooperative teams and more than 40 quoted enterprises.</li> <li>3. Providing resources of business incubation services.</li> <li>4. Providing resources of research institutions from universities, such as the South University of Science and Technology.</li> <li>5. Providing instructors of business incubation.</li> </ol>	<ol style="list-style-type: none"> <li>1. All competition projects are involved;</li> <li>2. Projects shall be settled in Shenzhen.</li> </ol>
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Please pay attention to the official website, official Wechat and official Weibo to know more information above. Policies and settlement of this competition are subject to official announcement. (Policies of Bao'an, Longgang and Pingshan are constantly updating)

# Cooperative Investment Institutions & Finance Institutions





# Notes

The Competition will be video-recorded and broadcast on TV media to promote candidates' projects. The Organizing Committee will organize related training activities for participants who are qualified to the second round. Schedules and venues will be published on the official website. Changes prior to the schedule will be announced in the Notification section of the official website. The Organizing Committee of The Second China (Shenzhen) Innovation and Entrepreneurship International Competition reserves the copyright and the final interpretation rights of the Competition Manual. The Competition Manual is for reference only. In case of any changes, please refer to the official website of the Competition.

**Official website of the Competition:**

[www.itcsz.cn](http://www.itcsz.cn)

**Official WeChat of the Competition's Organizing Committee:**

Shenzhen Innovation International Competition

**Official Weibo of the Competition's Organizing Committee:**

Shenzhen Innovation International Competition

**Secretariat of the Organizing Committee:**

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Application Service: ( 86 ) 0755-83556951、 82126842

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# Introduction of Shenzhen, China

Shenzhen is a coastal city in South China. It is located on a southern tip of the Chinese mainland and on the eastern bank of the Pearl River, neighboring Hong Kong. The country's first special economic zone - the brainchild of late Chinese leader Deng Xiaoping - was established here in 1980. Shenzhen has been a touchstone for China's reform and opening-up policy since then. In merely 37 years, Shenzhen, once a tiny border town of just over 30,000 people, has grown into a modern metropolis. It established many firsts in the history of world industrialization, urbanization and modernization and has become a prosperous, chic, innovative, harmonious and beautiful city.

As a city of migrants, Shenzhen is open-minded, tolerant and innovative. It is an ideal place for domestic and international talent to start businesses. It has been voted as China's Most Dynamic City and City Most Favored by Migrant Workers. By the end of 2016, the permanent resident population reached 11,908,400, of which 3,845,200 had permanent hukou. In 2016, expenditure of R&D of Shenzhen accounted for 4.1% of its GDP. By the end of 2016, Shenzhen was home to 1.44 million professional technicians. Of those technicians, more than 60,000 had studied abroad. In 2016, the city attracted 10,509 talents from overseas. The Peacock Plan, aiming to attract top talents from overseas, helped 632 professionals settle in the city in 2016 and helped 1,996 talents in total, providing them with a total subsidy of 410 million Yuan.

The city is the high-tech and manufacturing hub of southern China, a State-level innovative city. It has set up new standards of "Shenzhen Quality." The total output value of high-tech products made in Shenzhen reached over 1.93 trillion Yuan in 2016, up 11.13% from the previous year. In 2016, expenditure of R&D of Shenzhen accounted for 4.1% of its GDP. The PCT applications amounted to 19,647, comprising 47.63% of the nation's total and stayed at the top of China for several consecutive years. There are 8,037 recognized State-level high-tech enterprises in Shenzhen. Shenzhen has ranked first among all large and medium-sized Chinese cities in export volume for 24 consecutive years. Of the Fortune Global 500 companies, 197 had branches in the city by the end of 2016.

Shenzhen is a financial hub of China, with the financial industry comprising a hefty portion of the city's GDP. Shenzhen ranked 22nd among the world financial centers, according to the Global Financial Centers Index, which was released by British think tank ZYEN Group. The number of Shenzhen Investment Institutions and management fund take up about 1/3 of China. There are more than 2500 Investment Institutions of all types. Management fund of Shenzhen is beyond RMB 3000 million Yuan. More than 300 Shenzhen enterprises invested by domestic or international institutions have managed to go public among 3500 projects of Shenzhen Investment Institutions.

The city is also well-known for design, with more than 6,000 design companies employing more than 60,000 people. Shenzhen was accepted as a member of the Creative Cities Network

by UNESCO on Nov. 19, 2008, and named a UNESCO City of Design, becoming the first Chinese city to win the honor. It was the sixth city in the world to earn the title.

Shenzhen has land, sea, air and rail checkpoints. Checkpoints in Shenzhen have the largest flow of people and goods in China. The city is also one of the most developed cities in modern logistics. It has many leading logistics companies and supply chain enterprises in China.

Shenzhen is working to establish a modern education system with high degrees of impartiality, modernization, globalization and sustainable development. The system aims to build Shenzhen into an education-oriented city that provides strong intellectual support to its citizens' welfare and the city's future development. There are 7 international schools in Shenzhen. Shenzhen has more than 5,000 expatriate students.

With a continuously expanding economy and fast evolving science and technologies, Shenzhen is upgrading its industries to promote an environment-friendly lifestyle and low-carbon growth. The quality, optimally structural and low-energy consuming development mode has become the city's new normal. About half of Shenzhen's total area is within a nature protection zone for suburban parks. Forests cover 41.2% of the city's total land.

Shenzhen has a network of first-class public cultural facilities that allows residents to enjoy thousands of cultural performances. It also has a beautiful natural environment, year-round blue sky, a deep-rooted volunteer culture. It has been called as the heaven for entrepreneurship and makers and a "city with no winter." It was elected one of the top 10 Chinese cities popular with expats in 2016.

# Introduction of Bao'an, Shenzhen

Bao'an District is located in the northwest of Shenzhen and on the east coast of the Pearl River Estuary, and sprawls over 397 square kilo-meters. With 10 neighbors under its jurisdiction, it has a population of 5.3million.

While its economy has grown rapidly, Bao'an has created a new pattern for development centered on production, life and ecology. The Bao'an region has 45 kilometers of coastline offering complete coastal resources, 7 kilometers of greenway forming a main loop, 32 hectares of wet-land park, and green coverage of more than 46%. It has a total of 171 parks of all different varieties, and 411 kilometers of greenway. Here you can find idyllic pastoral ecological farms with all kinds of fruits and vegetables; a waterscape featuring a lotus pond ferry and offshore boat fishing; Phoenix Mountain—a Zen resort and an escape from the crowds, with beautiful and picturesque scenery of Shiyan Lake; and the Yangtai mountain ridges and peaks.

Adjacent to Hong Kong, located in the main navigation channel of the Asia-Pacific Region, and seated at the center of China's Pearl River Delta Economic Zone, Bao'an serves as a bridge connecting Guangdong, Hong Kong and Macao, a passage leading to the Chinese mainland, and a key intersection along China's "Maritime Silk Road". With a 45-kilometer golden coastline, Bao'an features a 220 square kilometers of maritime space. Currently, through a process of conservation-oriented development, it is being turned into the most influential coastal districting southern China.

Bao'an is regarded as a nationally renowned industrial and export district with strong electronic information manufacturing at its forefront. It has formed a modern industrial system that is led by electronic information manufacturing and supported by strategic emerging industries, advanced manufacturing, and modern service industries. There are 309,000 enterprises, 2222 International High-Tech Enterprises, 69 Fortune Global 500 invested enterprises, 31 listed companies, more than 200 pre-IPO companies, 106 enterprises listed on NEEQ in Bao'an.

On the basis of the comprehensive implementation of shenzhen policy, Bao'an district has launched three policy systems to promote scientific and technological innovation, enhance the competitiveness of enterprises and promote the priority development strategy of talents. Plan on investing 800 million yuan (200 million for talent work) each year to carry out aomni-directional and stereometric formula support for enterprises.

# Introduction of Longgang, Shenzhen

Situated in the northeast of Shenzhen, Longgang district is the central area of the Pearl River and Shenzhen, Dongguan, Huizhou. Just like the tower of a bridge radiating eastern and northern parts of Guangdong, Longgang is only half an hour driving to Shenzhen Airport, harbors and Hong Kong ports. Nowadays, Longgang has transferred from a frontier town into a modern sub-center where contains economic prosperity, social harmony, perfect living infrastructure, and favorable environment.

Longgang District is an important high and new technology industry and advanced manufacturing base, with traditional competitive industrial clusters, a logistics base, and a financial industry base. The total GDP of Longgang soared to RMB 317.706 billion with an increase of 9.9% , , ranking third in terms of GDP and second in growth rate in Shenzhen. As an important base of high-tech industry, advanced manufacturing industry, superior industries, logistics industries and financial industries in Shenzhen, Longgang develops rapidly. Strong industrial regions with Huawei, BYD, Hasee and other 500 enterprises and traditional pillar industry including communication and electronic equipment manufacture, electrical machinery and equipment manufacture, and power generation and supply of heat and electricity are also contained by Longgang. In recent years, new-type SMEs such as Royole are expanding rapidly. Future industry such as aeronautics and astronautics, robots and intelligent equipment are rising at a rapid speed, which has become the new point of economic growth in Longgang.

With the steady growth of medical and educational levels in Longgang, more and more high-quality schools are run in Longgang, such as the Shenzhen Middle School. International colleges accelerate speed of building in Longgang. CUHK, NSU-BIT University are flourishing as Queensland University Jilin and International Space Technology University has settled down in Longgang. 740 Medical institutions of various types have been set up in Longgang, and 15-minute medical service has been established around Longgang. What's more, extensions of large medical institutions in Longgang are under construction. Longgang has signed cooperation agreements with Nanfang Hospital of Southern medical University, which promotes the most influential construction of gastroenterology medical centers throughout southern China.

Longgang has a long history of Hakka culture, with more than 200 Hakka residences. With the rapid development of Culture and Creative Industries, Longgang contains more than 400 cultural and creative enterprises that realizes the value of RMB 43.5 billion yuan. As the venue of the World Universiade in 2011, most of international competitions gather in Longgang. ATP Tennis Game, WTA Tennis Game, NBA China, Asian Volleyball Cup, European Golf Tournaments, Midi Festival, Strawberry Music Festival, MMW and so on international events have been successfully held in Longgang.

# Introduction of Pingshan District, Shenzhen

The State Council formally approved the establishment of Pingshan District in September 2016. As the youngest administrative district in Shenzhen, Pingshan was formally established on January 17, 2017. Located in the northeast of Shenzhen, Pingshan covers an area of 168 Km<sup>2</sup>. It has 6 sub-district offices and 23 communities with an actual management population of about 670,000.

Outstanding location advantages. As the main battlefield for implementing the "Eastward Strategy" in Shenzhen and a bridgehead for radiation in eastern Guangdong, southern Jiangxi and western Fujian, Pingshan is also an important strategic node for the "3 + 2" economic circle of Shenzhen, Dongguan, Huizhou, Shanwei and Heyuan, and the Guangzhou-Shenzhen Science and Technology Corridor. Pingshan is to the east of Daya Bay (Huizhou), to the south of beautiful Dapeng Island, to the west of the world's largest port - Yantian Port and to the north of Longgang Center.

At present, Pingshan has nearly 32 Km<sup>2</sup> of land for construction, of which the potential for contiguous development covers an area of nearly 17.4 Km<sup>2</sup>. As one of the areas with the largest potential for development in Shenzhen, it can provide important space support and strategic support for the future development of Shenzhen, especially the development of high-tech industries.

Perfect traffic system. Pingshan is 30-40 km from Yantian Port and Daya Bay Port; Pingshan station of Xiamen-Shenzhen high-speed rail connects downtown, East Guangdong and West bank areas of Taiwan Strait, with 18 minutes away from Shenzhen North Railway Station and 30 minutes away from Futian District by HSR line; Shenzhen-Shantou Expressway, Shenzhen-Shantou Highway, Hengping Highway and other traffic thoroughfares go through the Pingshan District; Metro Line 14 and 16, cloud track tour line, the eastern transit high-speed and outer ring high-speed roads have been constructed. Nanping Phase III and Pingyan tunnel are ready to be constructed, which will form Pingshan, the downtown area, Dongguan, Huizhou, Hong Kong a convenient and efficient "half-hour traffic circle" after completion.

Distinct industrial characteristics. With three state-level "golden signboards" such as new energy (automobile) industrial base, bio-industrial base and export processing zone, as well as a provincial-level industrial base—Guangdong Province Intelligent Manufacturing Demonstration Base, owning BYD, Optimum, Nanjing Jinlong (Kaiwo New Energy), CAPCHEM, WOER, EBUSBAR, SMIC, Sanofi pasteur, Salubris, Microchip Technology, Hepalink, Shenzhen Main Luck Pharmaceuticals Inc, Zhijun pharmaceutical Co., EDAN Equipment, Snibe, LAPOO, JASIC, Nonfemet, Benzheng Fangcheng and other famous enterprises, Pingshan is working hard to create a one-hundred billion-level industrial cluster of new energy (cars), biology, a new generation of information technology and environmental

technology. Currently, 11 of the world's top 500 enterprises have invested in Pingshan, with 53 listed companies and affiliated enterprises, 257 state-level high-tech enterprises, 41 laboratories, engineering centers and technology centers of national, provincial and municipal levels. It has gathered more than 200 high quality projects around the three big hundred-billion-industries of biology, new energy vehicles and a new generation of information technology.

Currently, according to the municipal government's deployment requirements, Pingshan District is planning to build a Pingshan Park of Shenzhen National Hi-tech Zone (Pingshan Hi-tech Zone) with a area of 51.6 Km<sup>2</sup>, speeding up the Innovative Development Pattern of "West Nanshan, East Pingshan, Two Major Areas and Two Wings Together", striving to become a leading technology and industry innovation area with obvious late-mover advantages and a emerging industry with obvious cluster advantages to create a Science, Technology and Industry Innovation Center in Eastern Shenzhen.

Superior ecological resources. Pingshan is not only a land of innovation and entrepreneurship, but also a warmhearted home. Mainly in hills and basins with beautiful natural environment of Maluanshan Mountain, Tiantoushan Mountain, Julongshan Mountain, Pingshan River, one of the five major rivers in Shenzhen runs through the Pingshan district. With rich tourism resources, the district possesses a municipal-level country park- Maluanshan Country Park and the largest natural waterfall group in Shenzhen——Maluanshan Fall that integrates tourism and leisure, outdoor fitness, natural ecology education as a whole. Julongshan Wetland Park, Jingui camping town and plum garden covering an area of thousands mu within the district are also popular travel leisure places for citizens. In terms of cultural landscape, it includes the red cultural tourism base represented by Zeng Sheng's former residence and the Memorial Hall of the Dongjiang Column, Hakka Cultural Heritage represented by "Grand Residence" and "Longtian Residence". The Kirin dance and waist drum dance of local culture have been included in the provincial and municipal level intangible cultural heritage protection project, respectively.

Excellent development prospects. With the implementation of Shenzhen's "Eastward Strategy", Pingshan ushers its rare historic development opportunity. It shows a strong momentum of development by its obvious late-mover advantages of good industrial base, sufficient development space, rapid traffic improvement and excellent ecological environment.

On the key node of implementing the "13th Five-Year Plan", Pingshan will leverage on the development opportunities of the Guangzhou-Shenzhen technological innovation corridor and the planning and construction of Big Bay Areas of Guangdong, Hong Kong, and Macao. Insisting on quality leadership and innovation drive, accelerating the construction of Pingshan Hi-tech Zone, Pingshan will join hands with neighboring areas to build the "Third Pole" for the development of the Shenzhen Eastern Area and the Special Economic Zone and open a new chapter for accelerating and leaping development!