

[Yangtze River Delta Design and Creative Center
—Ningbo Hefeng Creative Square(NIDC)]



[General Introduction of Ningbo]







Ningbo is located at the Yangtze River delta area which has the most powerful comprehensive strength in China, and is adjacent to Shanghai, Hangzhou.



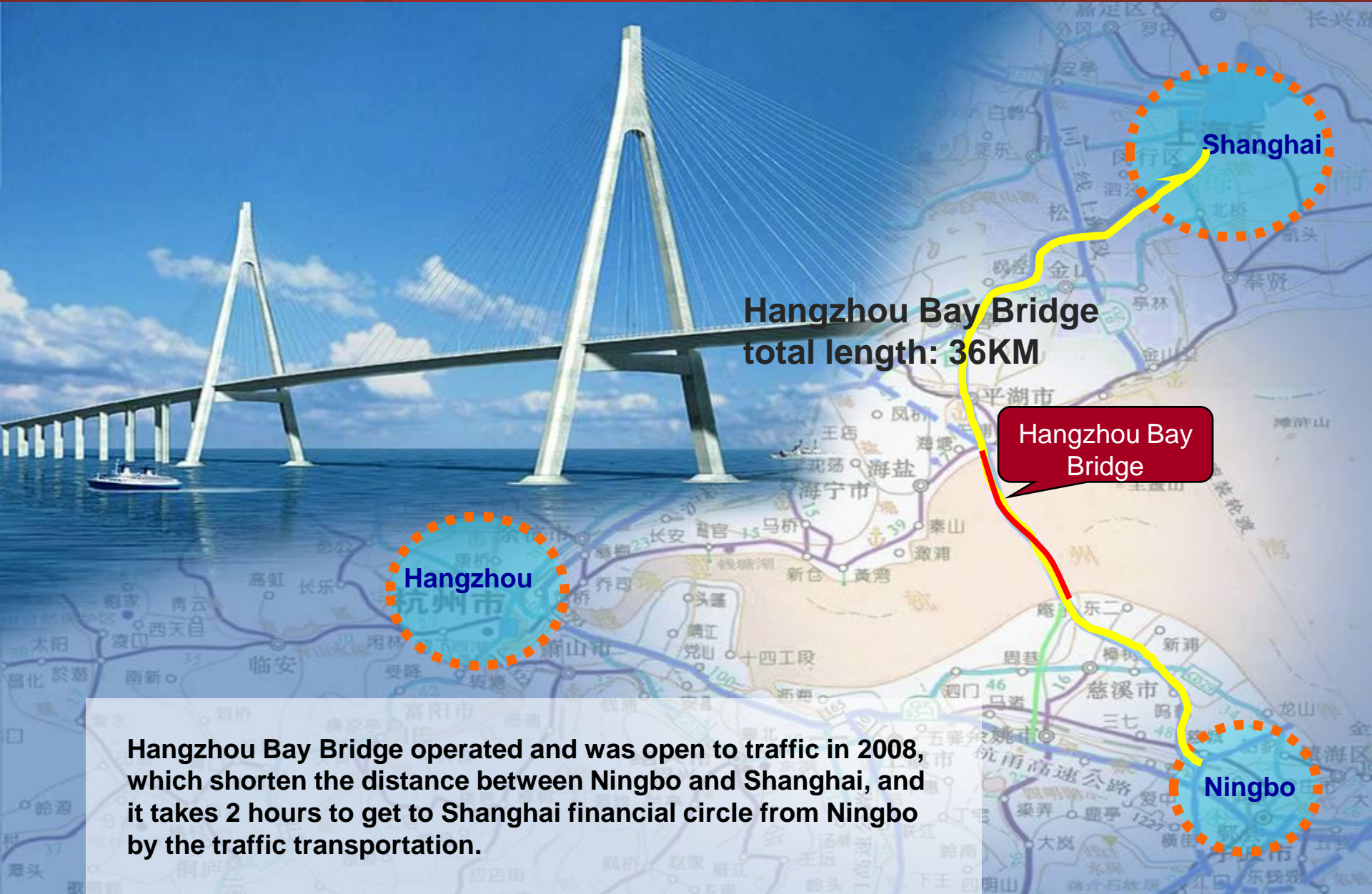
- The economic center of the south wing of Yangtze River delta
- City specifically designated in the state plan with subsidiary provincial level
- Advanced manufacturing base
- Modern logistics base
- Modern international port city

2010 per capital GDP exceeded 10,000 US dollars





One third of Shanghai families are generated from Ningbo. The leading power of modern Shanghai industry and commerce is derived from Ningbo with a good reputation that *it cannot be a city without Ningbo*.



Hangzhou Bay Bridge
total length: 36KM

Hangzhou Bay
Bridge

Hangzhou

Shanghai

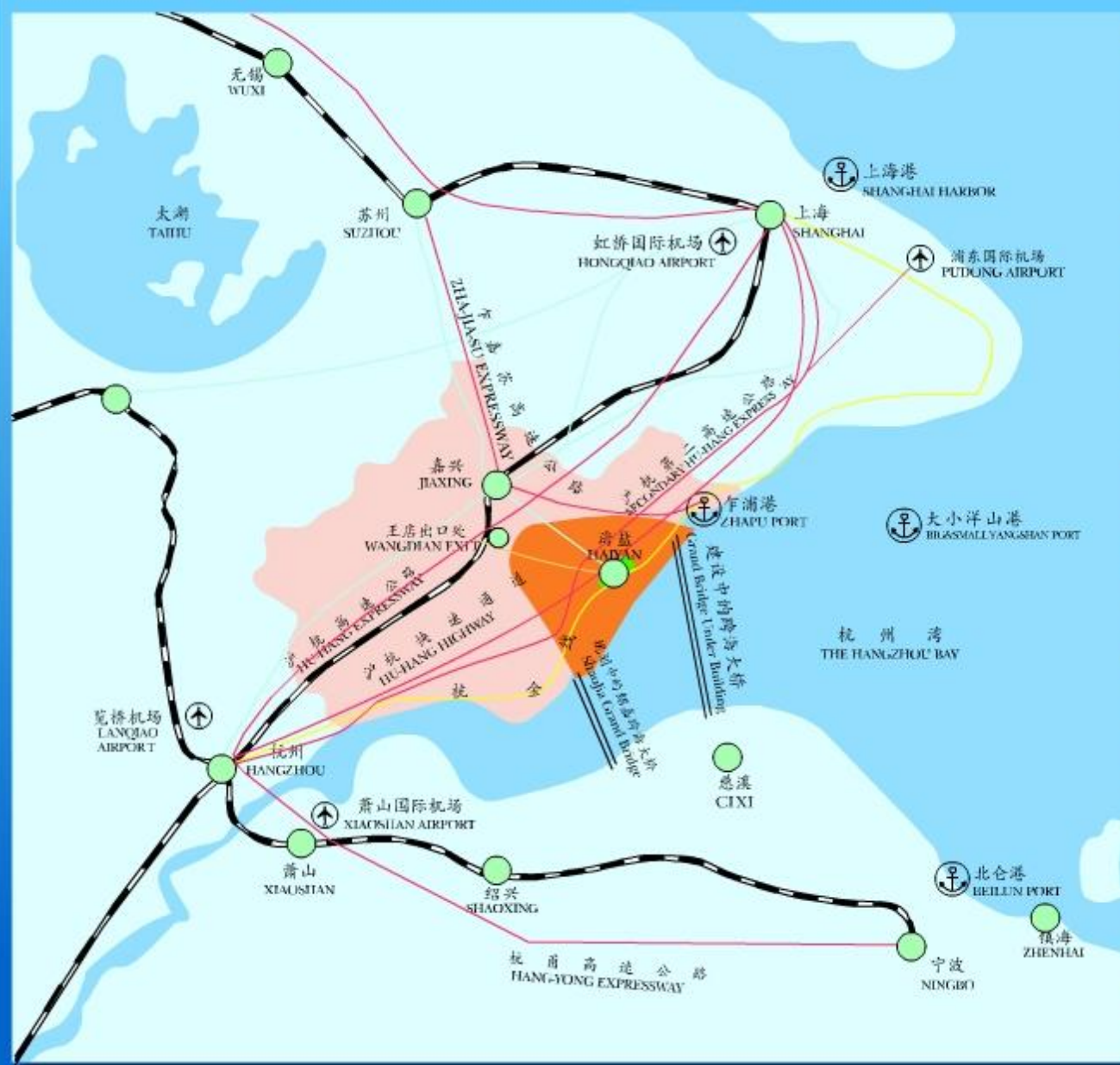
Ningbo

Hangzhou Bay Bridge operated and was open to traffic in 2008, which shorten the distance between Ningbo and Shanghai, and it takes 2 hours to get to Shanghai financial circle from Ningbo by the traffic transportation.



In 2011, Beijing-Shanghai express railway, Nanjing-Hangzhou express railway and Hangzhou-Ningbo express railway will be open to traffic.

Across Hangzhou Bay Railway
(Shanghai-Ningbo express railway)



地理位置

长江三角洲
杭嘉湖平原
杭州湾

太湖
上海
杭州
宁波
苏州

海港

公路

沪杭快速通道
沪杭高速公路
乍嘉苏高速公路
杭甬高速公路

杭金线

铁路

某某线
某某线

机场

虹桥国际机场
浦东国际机场
萧山国际机场
笕桥机场

港口

上海港
乍浦港
大小洋山港
北仑港

大桥

杭州湾跨海大桥
绍嘉跨海大桥



Ningbo Lishe International Airport



Port of Ningbo



Harbor industry: petrochemical, steel, electric power, papermaking, boat repairing and building.

Advantage industries: Daily household appliances, mechanical industry, automobile accessories industry, textile clothing industry, mould, stationery, etc.

The total industrial output value of 2010 broke through trillion Yuan.



1100
stationery
enterprises



3200
appliance
enterprises

5,500
clothing
enterprises

4200
stationery
enterprises



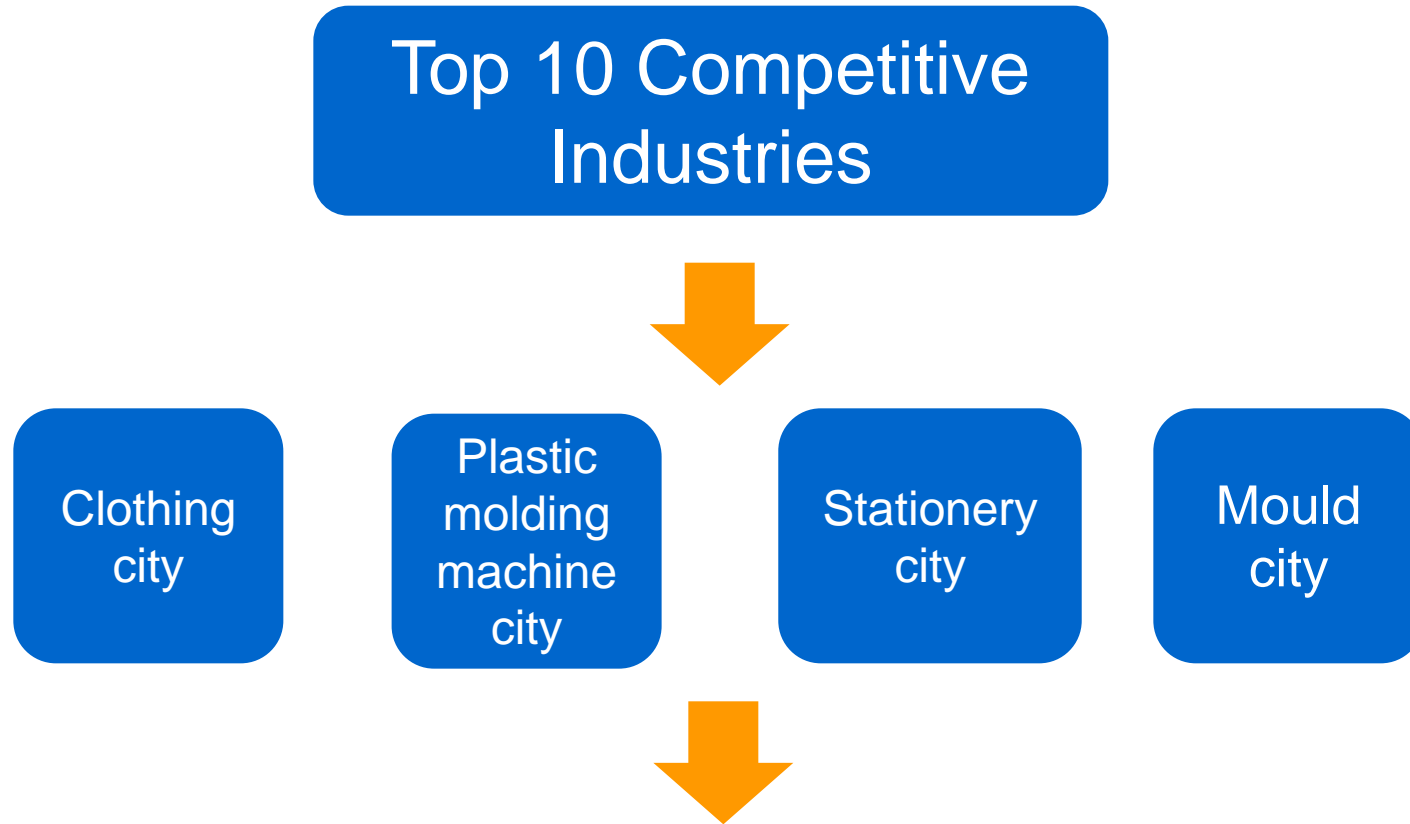
750
automobile
enterprises



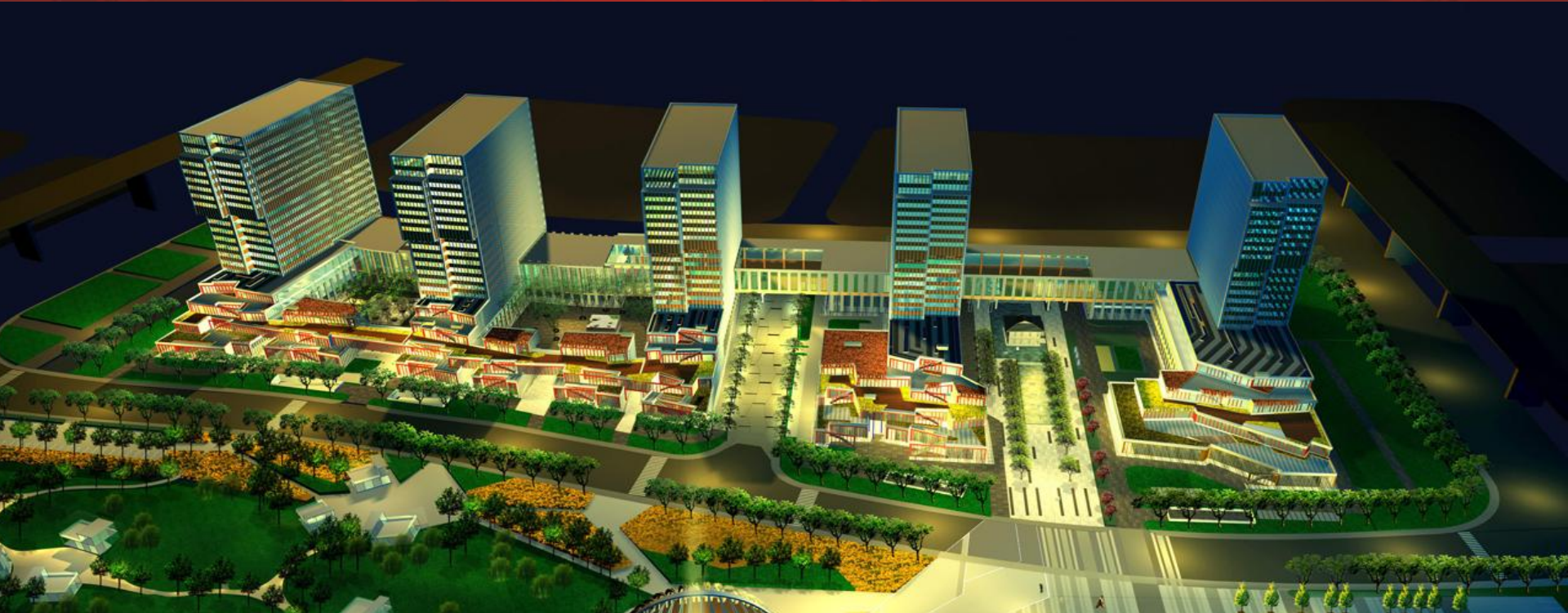
Ningbo also has won " China famous brand city ", "China injection molding machine city", "China kitchen ware city", "China stationery city", "China electrical appliances city", "China mould city" and other state-level honors title.



Ningbo has taken the development of creative design industry and the creation of industrial design famous city as one of the main strategy of the future urban sustainable development support for five years.



Design Requirements:
design and creative demand in Ningbo exceed 10 billion each year.



Hefeng Creative Square is an important platform for Ningbo to realize transition from *famous manufacturing city* to *famous design city* and promotion of optimizing and upgrading industrial structure, a push power for Ningbo's core demonstration area of industrial design and creative industries, driving area of optimization and promotion of industrial structure, leading area of urban creation development and assistant push area of urban economic development.

[Introduction of Hefeng Creative Square]





Hefeng Creative Square(NIDC) is located in the San Jiang Kou of the city centre, south shore of the Yongjiang and the former address of Hefeng textile mill. It is 1 km from it to city center.

The main architecture will be completed in June 2011. The square will officially open and run in October 20, 2011.

Hefeng Creative Square will become one of the core center centralizes design and creative industries in the south wing of Yangtze River delta through 5 years efforts.

More than 300 design and creative organizations, R&D from manufacture companies and regional headquarters.

More than 10,000 people working in design office, achieving output 3 million, create tax more than 200 million Yuan.







1 km to city center

5 km to high-speed entrance

30 minutes to airport

Ningbo Hefeng Creative Square

3 hours to Shanghai by driving

< 2 hours to Hangzhou, Wenzhou, Taizhou, Zhoushan

The special support for Industrial Design enterprise

Within five years beginning from the output, the enterprise shall get reward based on 85% of actual contribution to the local finance in the same year.

The leading enterprise shall get the reward of 100% of the first three years, and get the reward of 85% in the later two years

In the first year, the company shall get 100% of the reduction or exemption of the rental. The second years shall get 80% of the reduction or exemption of the rental. The third year shall get 60% of the reduction or exemption of the rental.

- “The executive opinion of Ningbo people's government on accelerating Ningbo industrial design and creativity street construction”
- “The opinions on speeding up the development of industrial design industry”
- “The industrial development planning of Ningbo industrial design (2010 ~ 2012)”
- “The opinions on Ningbo Jiangdong district people's government on further strengthening the construction of the new and shortage of innovative talent team”

6 Million Hefeng
Design Award

[Objective of Hefeng Creative Square]





"Product innovation" is the core of manufacturing enterprise innovation. And the design and innovation can provide enterprises with the most direct and rapid, strong motility.

In the new economic situation, attaching importance to the design, and investment in the design is the key if the manufacturing enterprise can change the development mode.

Introduce international top design and creative companies enter NIDC according to local industry development demand

Industrial Design companies from Germany、Holland、England、America、Korea enter NIDC

Domestic well-known design companies from Beijing、ShenZheng、Shanghai and Hangzhou enter NIDC

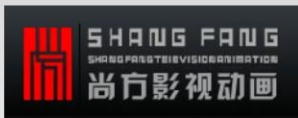
Domestic design companies



亿法德



和 寧波民和文化藝術中心
NINGBO MINHE ARTS CENTER



快速制造国家工程研究中心



逸飞文化



宁波天之鹰影视动画有限公司



宁波中鼎建筑文化发展有限公司



中意文化
ZhongYi Culture



完美动力动画学院
CGPOWER ANIMATION SCHOOL
宁波天之鹰培训中心



设计工程有限公司
NO.8 Qianhu Designing and Engineering Co.,Ltd

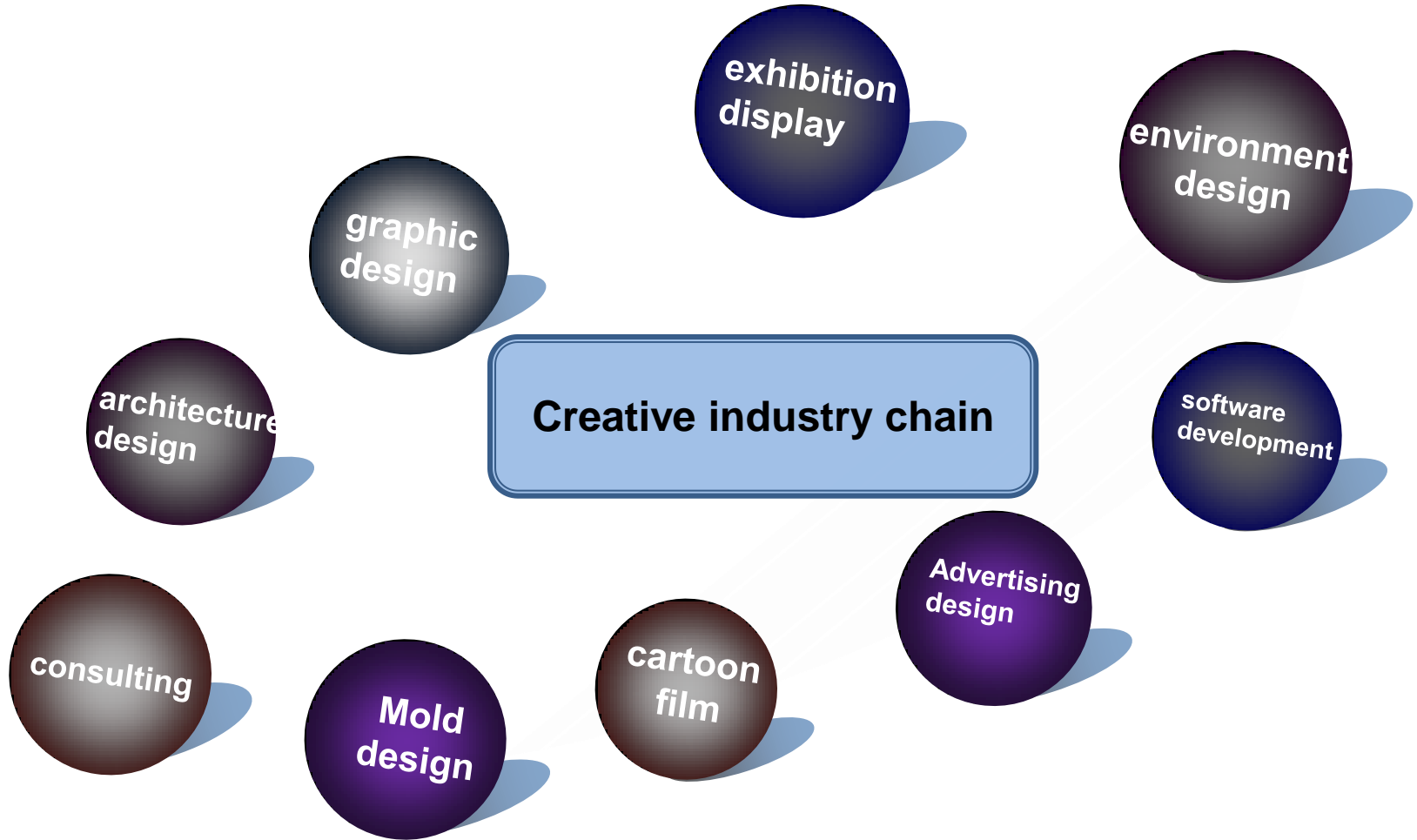


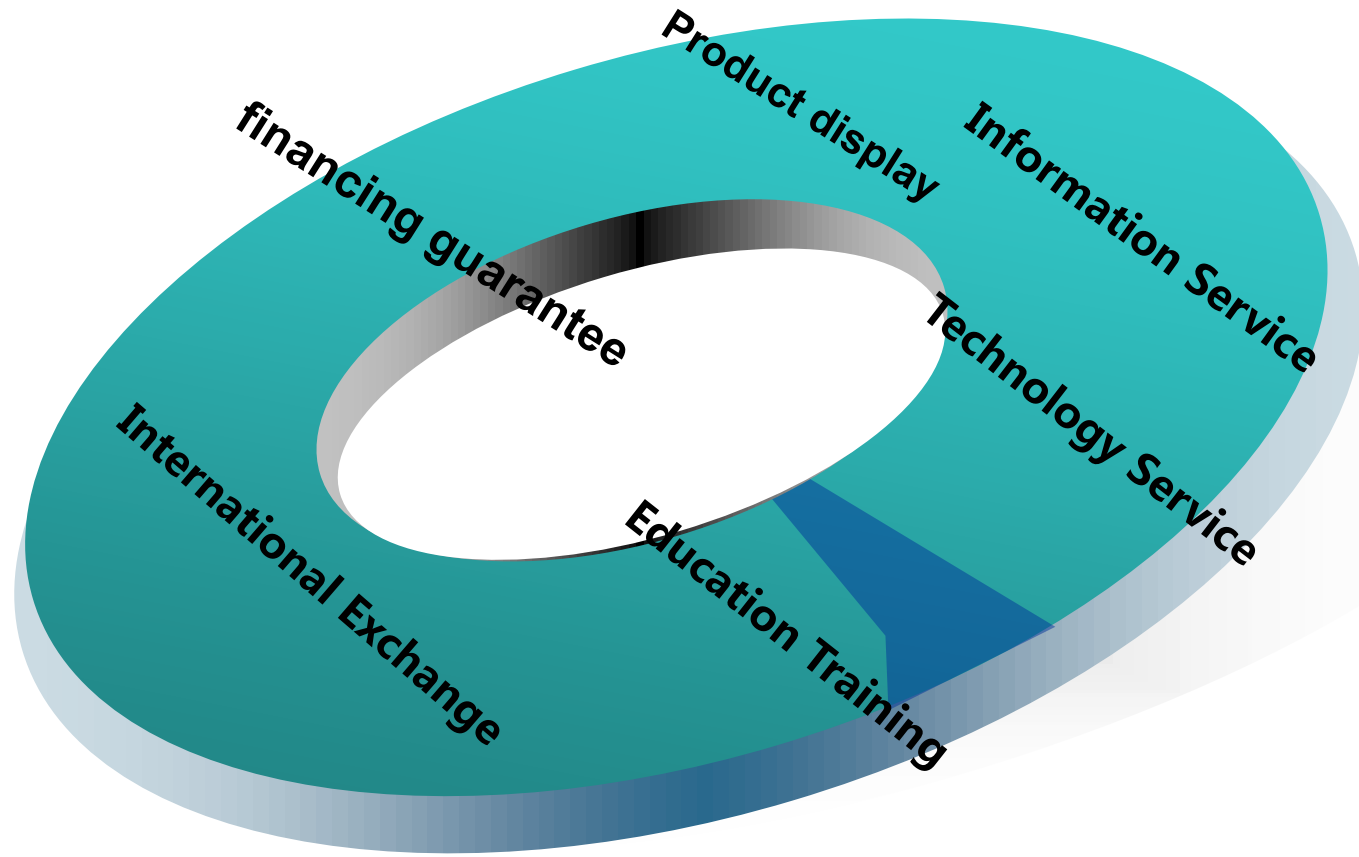
International design companies

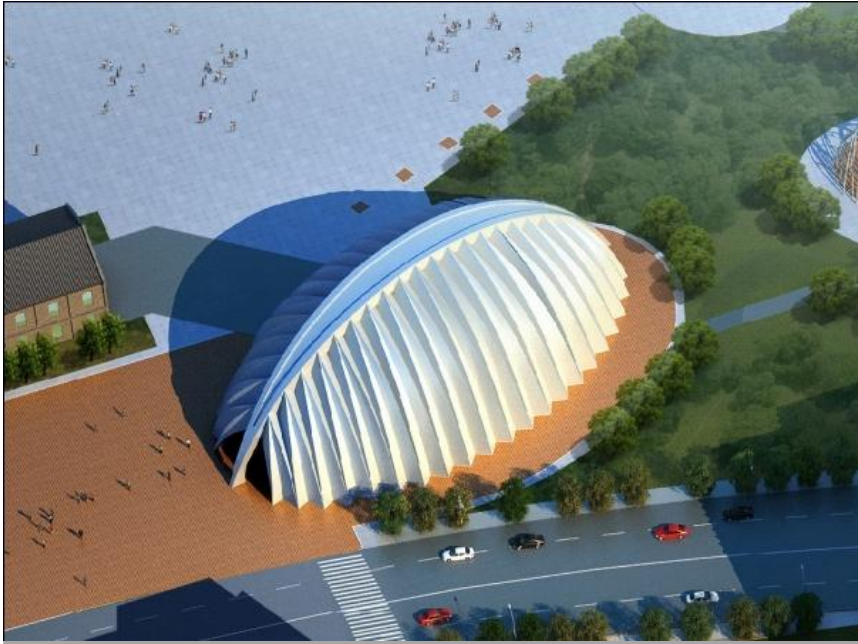


Famous manufacture companies









Hefeng Creative Square will build 1500 square meters of display center in the greening area of Binjiang, and will have the largest professional T type platform in Ningbo, integrating new product launches, exhibition, business negotiation, and other functions.

In the commercial block, Hefeng Creative Square will set up the complete set of display space for the enterprises, to make the enterprises having the space integrating design, sales, and display.



Professional design consultation center, integrating professional books, image, consultation advisors, and software; to offer the latest design information.

Platform to meet the design requirements and trading, search out the most suitable design of cooperative organization for the manufacturing enterprise.



Offer patent application & protection; technical inspection; testing institutions and various types of technical support.



Training education, international exchange, financing guarantee, etc.



[THANKS]

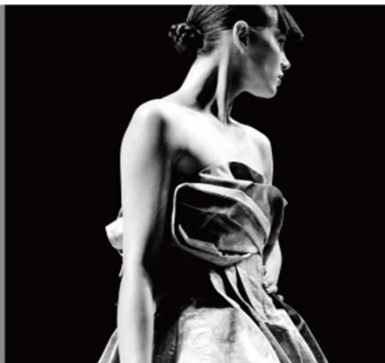




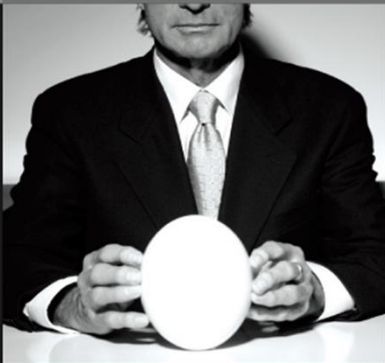
HED@和达

创意企业的生长引擎

杭州和达文化创意产业园



园区概况



业态布局



园区定位



相关政策



园区璀璨夜景





高品质的物业标准， 文化创意的服务追求



和达文创园坐落于杭州经济技术开发区8号大街，处核心区位。整体布局工整合理，景观水系融合有序、生机盎然。

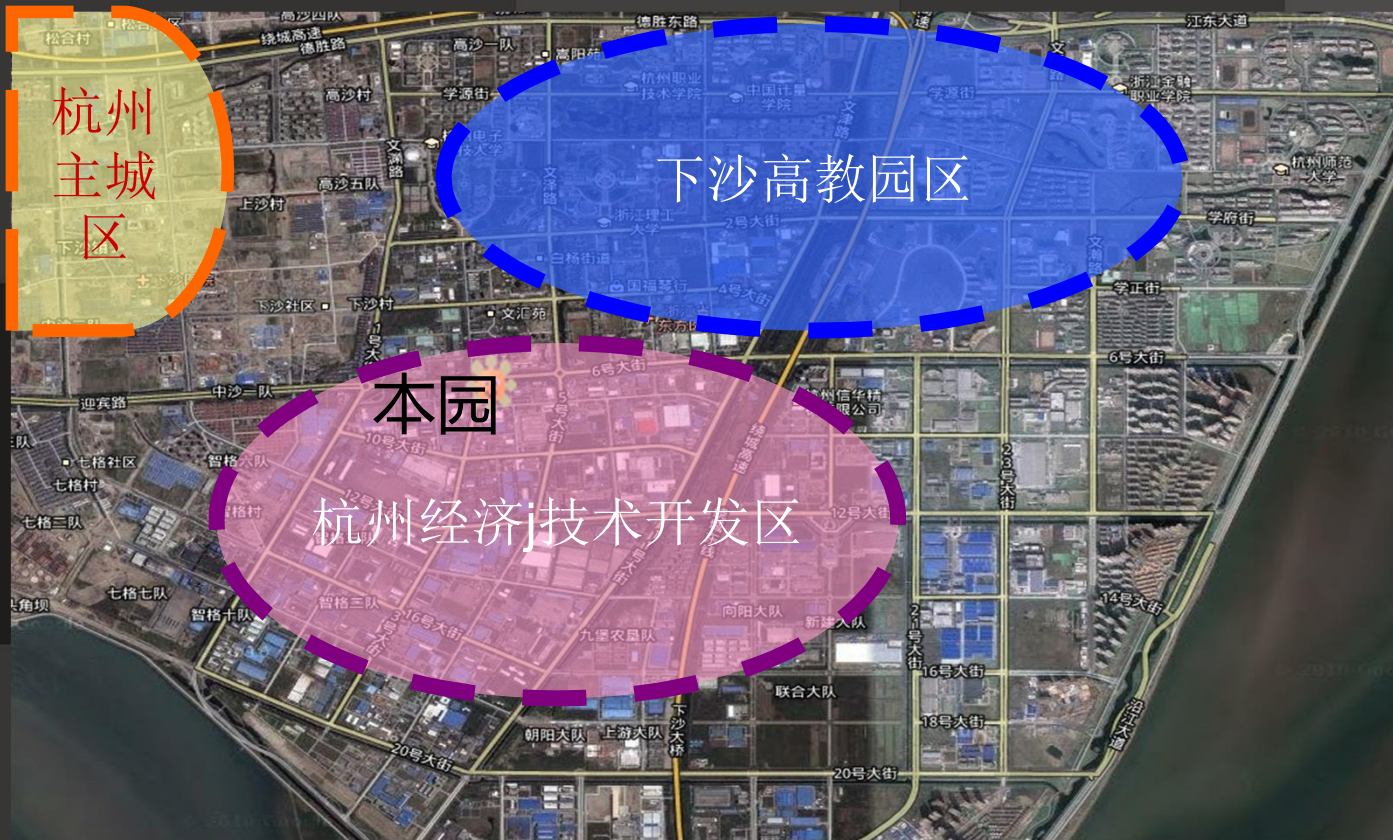


园区基本技术指标

项目名称	杭州和达文化创意产业园	
占地面积	34997.6m ²	
建筑面积	1-6号楼 共计5.6万m ²	
绿地率	30%	地上车位 256个

核心区位

和达文创位于8号路和3号路的交叉口，是杭州经济技术开发区的核心地段，周边配套一应俱全，是目前杭州下沙最繁华、最具商业氛围的地方。



周边有物美综合商业中心、开发区管委会、交通银行、建设银行、工商银行、四季风情餐饮、瓯江大酒店、便利零售、B1快速公交、火车售票点等配套，园区内有中国银行。



通达交通

园区交通便利，到主城区有多条交通路线可供选择，可以走德胜快速高速路或者沿江景观大道或者沿艮山西路均可通达，和滨江九堡也有多条路线可供通达，另外地铁一号线通车后，跟主城区的交通将更加便利。



高校林立

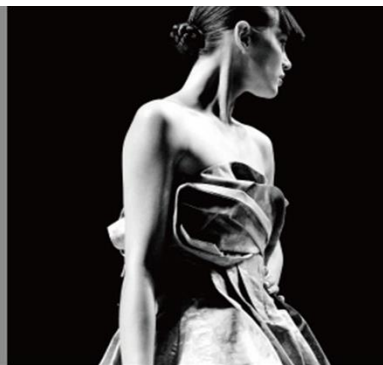
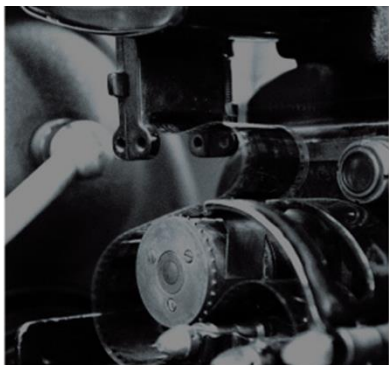
14所高校的人才培育堪比14朵初夏盛开的莲花



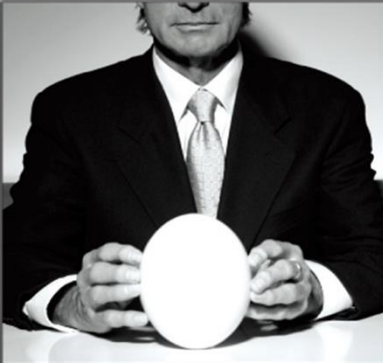
周边高校的人才辈出，堪比初夏的莲花。浙江理工大学、中国计量学院、杭州电子科技大学乃至江南大学相关创意产业现已入驻本园.....



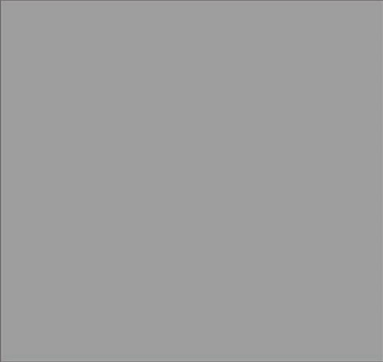
杭州下沙高教园区共计14所高校，涵盖130个文化创意产业相关专业，并拥有动画高端实验室、工业设计实验室等创意产业相关的实验室200余个。其中设有校园工业设计专业的院校包括浙江理工大学、杭州电子科技大学、中国计量学院等，拥有校园服装设计专业的院校有浙江理工大学、杭州职业技术学院等。这些都为创意人才的挖掘创造了极佳的源动力。下沙，创意产业的温床，集大成者必成大器。



园区概况



业态布局

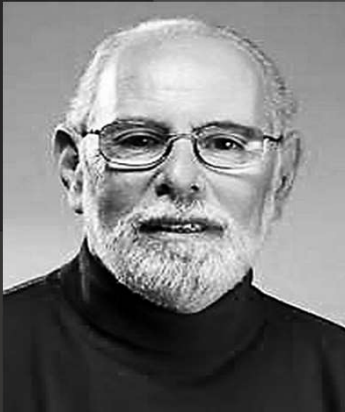


园区定位



相关政策





朗·纳巴罗



雷蒙德·罗维



COCO香奈儿



川久保玲

下一个雷蒙德·罗维？下一个香奈儿？下一个朗·纳巴罗？
杭州最具使命感的文创园，一切皆有可能。



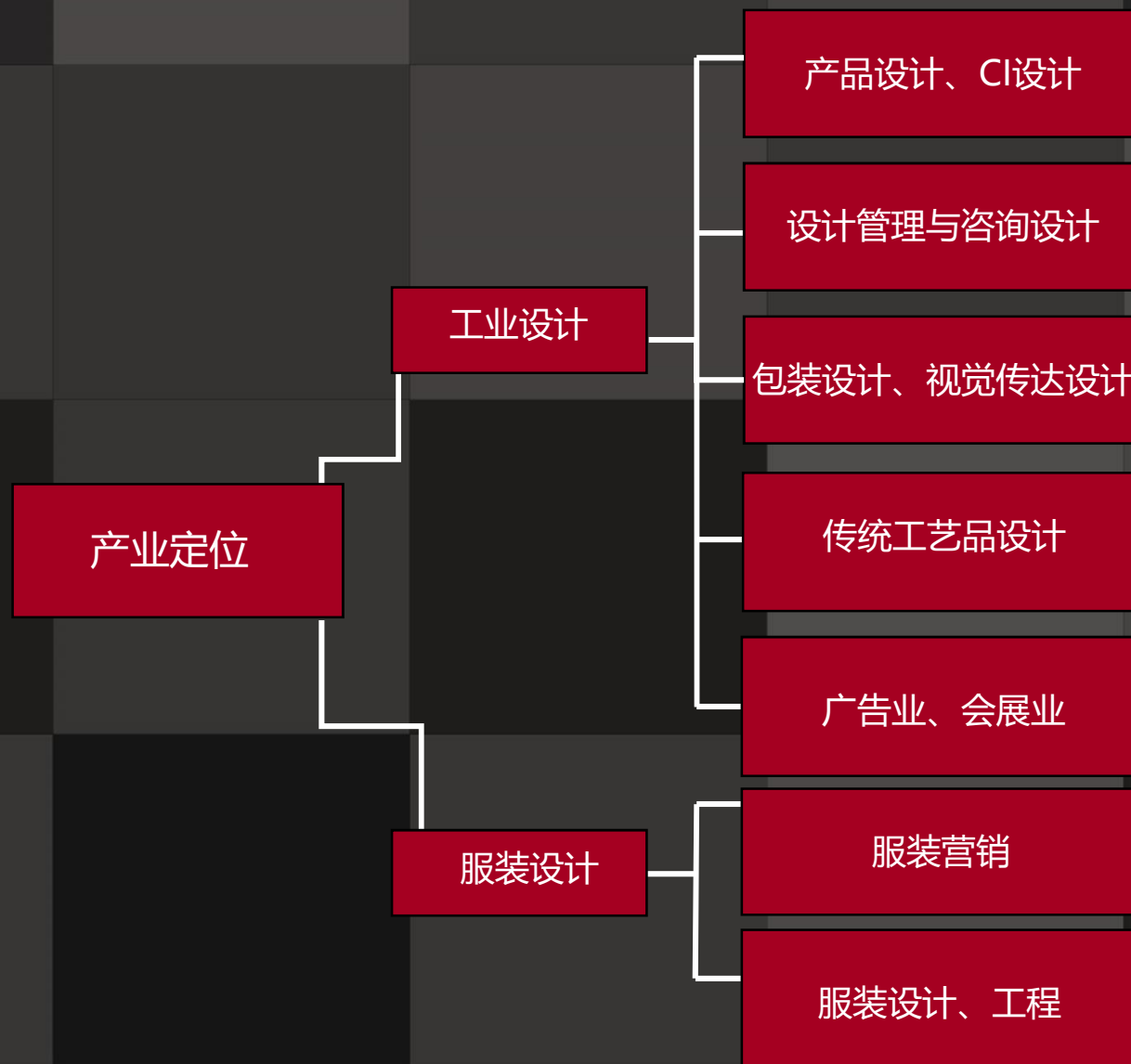
基于早期文创园充当“房东”的角色和日益发展的企业需求不相匹配这一矛盾。深刻洞察到产业的发展变迁后，和达文创园提出了“**创意企业的生长引擎**”这一运营理念。

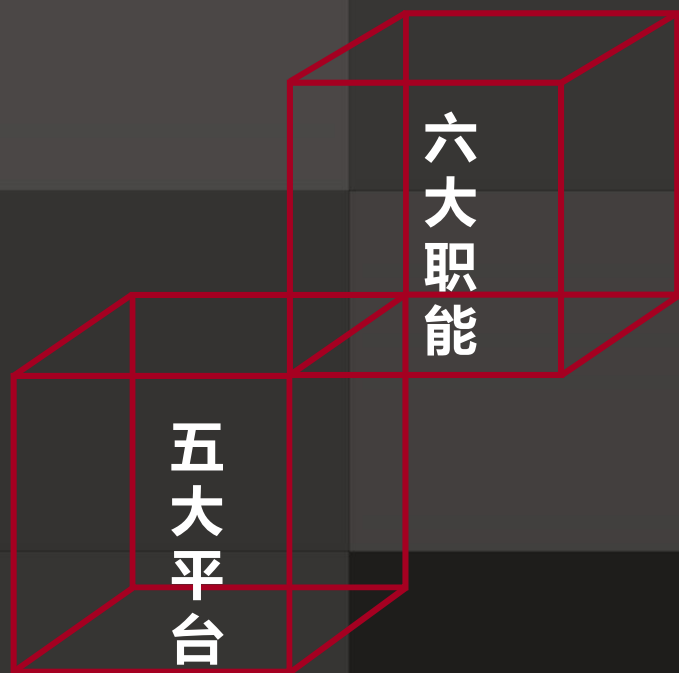
早期“房东”的角色

如今“创意企业的生长引擎”

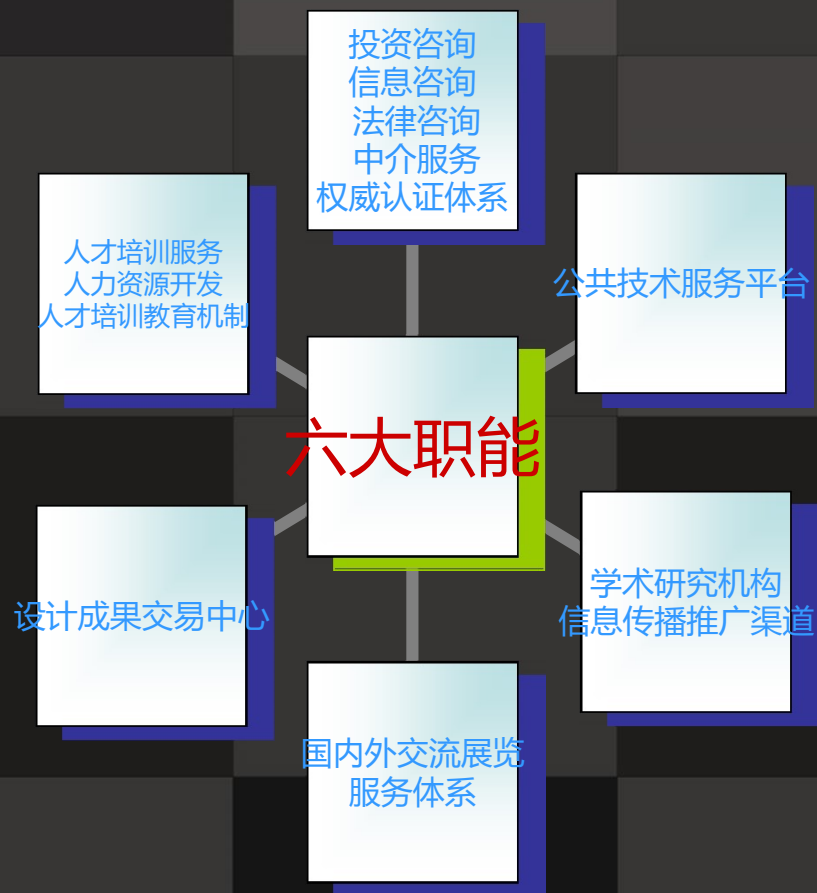


产业定位：
重点发展工业设计、服装设计为主导的文化创意企业，
并重点建设6大职能，搭建5大服务平台。





围绕创意企业的生长引擎这一理念，和达文创园打造了六大职能和五大平台的服务体系，旨在促进园区企业“又快、又好”的发展，为此，在产业定位上又构筑了一个“聚合式生态链”。



- 1、杭州最活跃的设计成果交易中心，协助推进杭州创意产业的发展和建设；
- 2、创意产业的公共技术服务平台。如园区为创业企业提供中央服务器、交换机、正版的制作软件与模板、传真机、打印机等创业初期需要的设备集成服务；
- 3、创意产业的投资咨询、信息咨询、法律咨询、中介服务及权威认证体系；
- 4、创意产业学术研究机构和信息传播推广渠道。如园区组织或经常邀请影响力专家、企业家等一线人物跟和达内部企业分享心得、经验、专业技术；
- 5、创意产业相关的人才培训服务，人力资源开发及人才培养教育机制的建设。如园区邀请相关专家、大师等组织或举行业内交流和培训，或建立长期的培训机制；
- 6、创意产业相关展览和国内外交流活动，协助创意个人及企业进行产品展示等。如创意集市长期举行，联合其他产业园区各类创意企业，在和达文创园展示中心定期（或不定期）举行创意设计作品的展示、交易等活动。

五大平台

网络信息平台

投资咨询平台

人才培养平台

展示交易平台

国际交流平台

1、网络信息平台：以创意产业园运营管理为实体，专业运营开发区创意产业网，并以整合网络资源、发布创意产业信息，实现网络设计买卖、进行网络创意商品交易、集聚创意人才、提供网络信息服务。

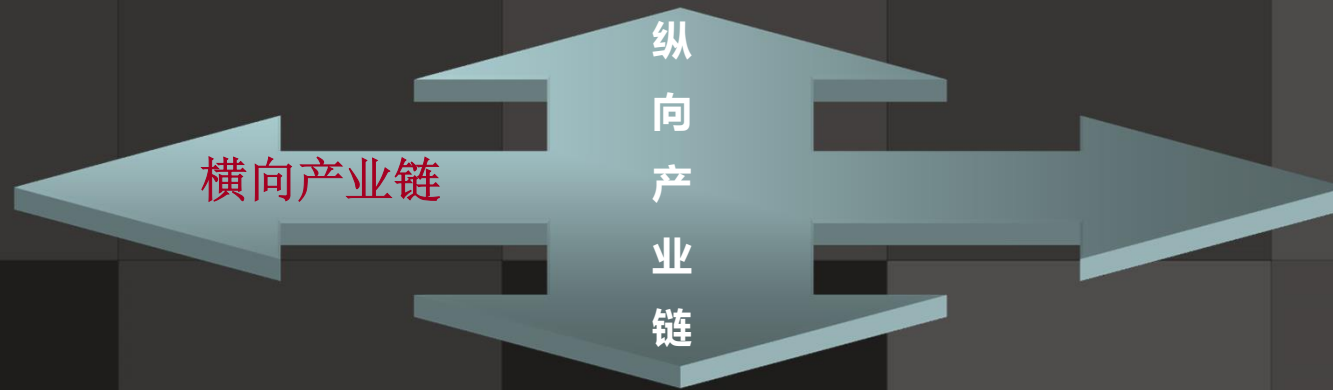
2、投资咨询平台：以创意产业园运营管理公司为实体，以创意产业为重点投资方向，主要服务：项目评估、咨询服务、知识产权、展示交易、创投基金、品牌构建、产学研一体化。

3、人才培养平台：以创意产业园运营管理公司为实体，以开发区大学城为主力军，与国内外其他院校联合办学，搭建创意人才实训基地，在满足人才实训的同时，也给创意产业企业培养专业人才。

4、展示交易平台：该平台作为产业园长期向外展示、交流、发布、交易的一个常设窗口，将与杭州其它创意产业园共同合作。

5、国际交流平台：该平台的创建将是产业园发展的一个重要资源创建点。我们希望能与国内外更多地区和国家的创意产业机构建立联系，加强与世界同行的交流沟通，在提升推广我们产业园的同时，也能吸引其它区域的创意机构集聚杭州。

聚合式生态链



聚合：产业定位以工业设计、服装设计为主。

生态链：健康的上下游配套和产业优胜劣汰的进化环境。

聚合式生态链图示

工业设计、服装设计



纵向生态链

明星品牌企业

具有较高潜力的成长型企业

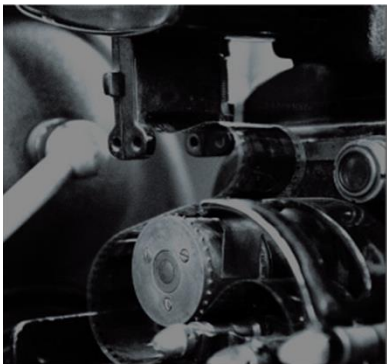
小部分创业型企业

横向产业链

上游业务单位窗口

工业设计、服装设计

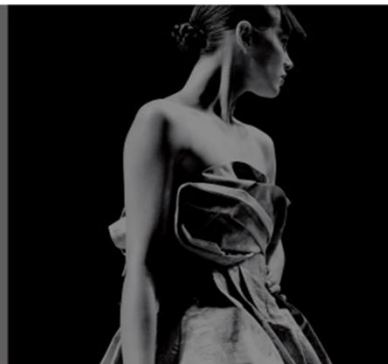
下游配套业务单位窗口



园区概况



业态布局



园区定位



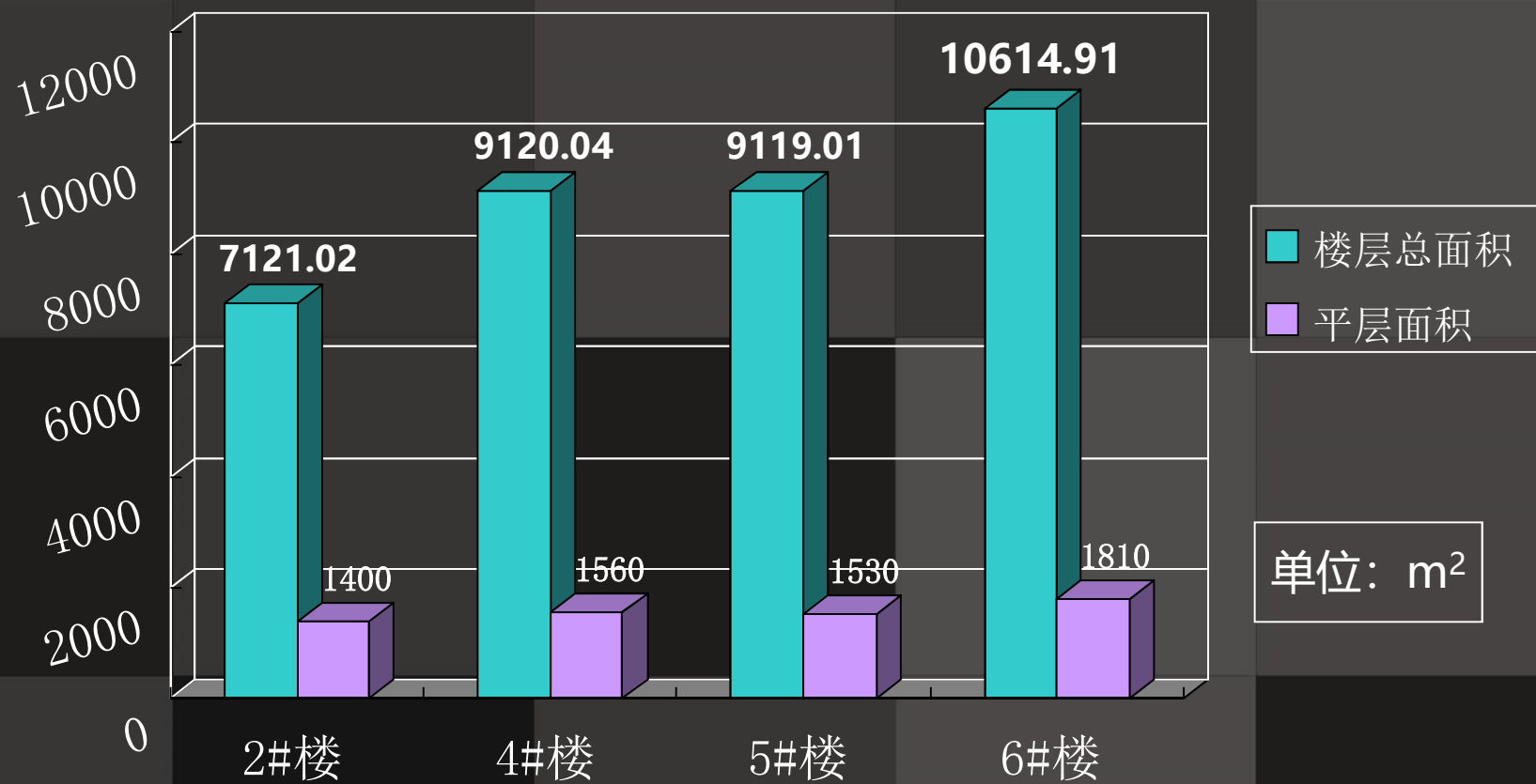
相关政策



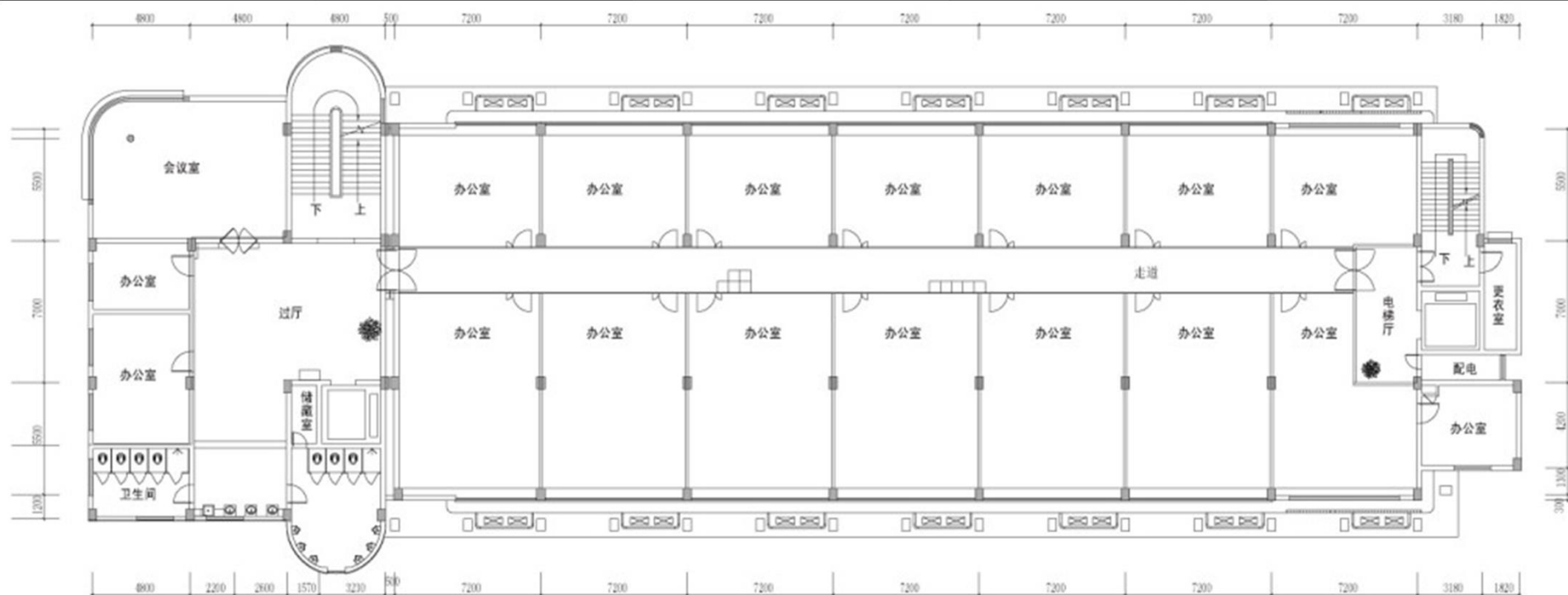
创意产业整体布局：1-6#楼（图示）



相关楼层面积分布情况

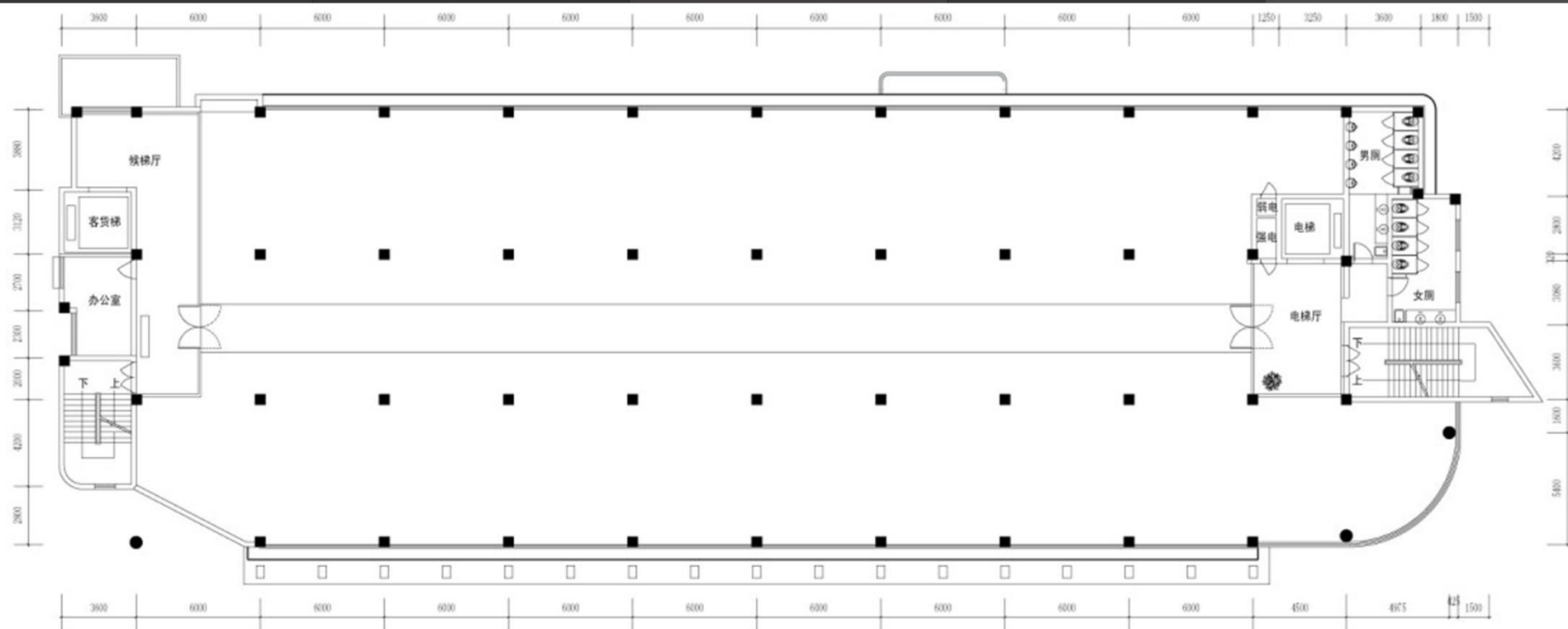


楼层面积：1286m²-1815 m²
各楼层1层的层高为4.6米，标准层高在4.4米。



2#标准层(约1445m²)

每个平层允许自由分割，已预留空调机位等设施平台，公共部分由园区统一装修。



4#标准层(约1542m²)

周边配套及交通



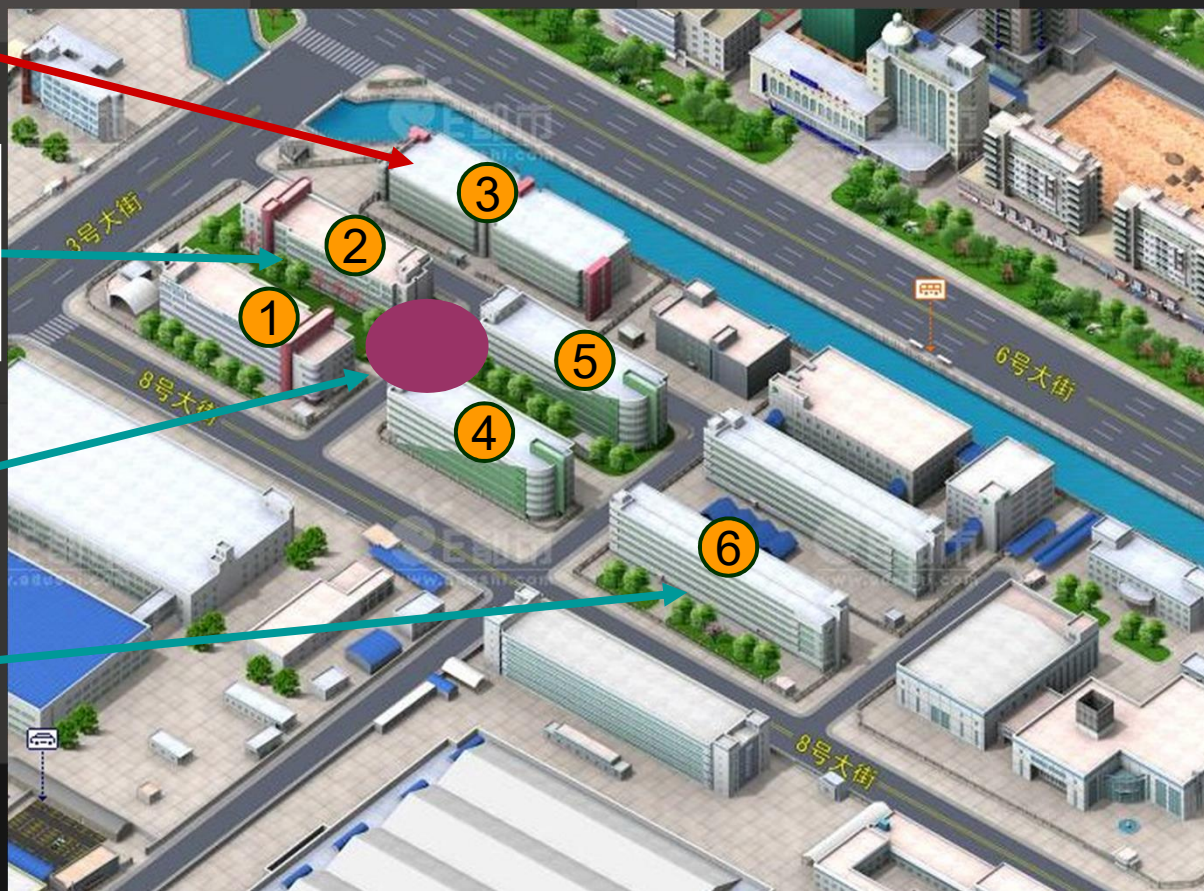
功能配套分区

中国银行

1层：一站式服务、展示中心
3层：园区办公、培训中心、法律咨询

公共服务中心

1层：员工餐厅、沿街创意零售
2层：特色餐厅



公共服务配套业态

展示中心

一站式服务中心

大型会务中心

中型会议室

两个小会议室

园区企业打样、制模场所

展示中心：园区承接展览展示活动、或企业举办个展活动的场所

大型会务中心：园区或企业举行的交流、培训、讲座、企业年会等大型课题活动的场所

中型会议室：园区或企业举行的小型讲座、培训、演示等活动的场所

小会议室：企业商务洽谈、会议等活动场所

一站式服务中心：园区为企业提供投资咨询、信息咨询、法律咨询、中介服务及权威认证体系、信息发布、其他服务范围内的帮助等

商业配套



休闲咖啡吧：休憩、放松身心，调节紧张脑力劳动的场所，也有商务简餐提供

书吧：知识的海洋，只提供对口的专业书籍，没有时间杀手的印刷品

休闲健身：生命在于运动，健康身体的场所，智力型企业的绝佳配套

员工食堂：入驻企业的头等大事，园区优先到位，保质保量

特色餐饮：方便换个口味，主要是提供商务会餐的功能

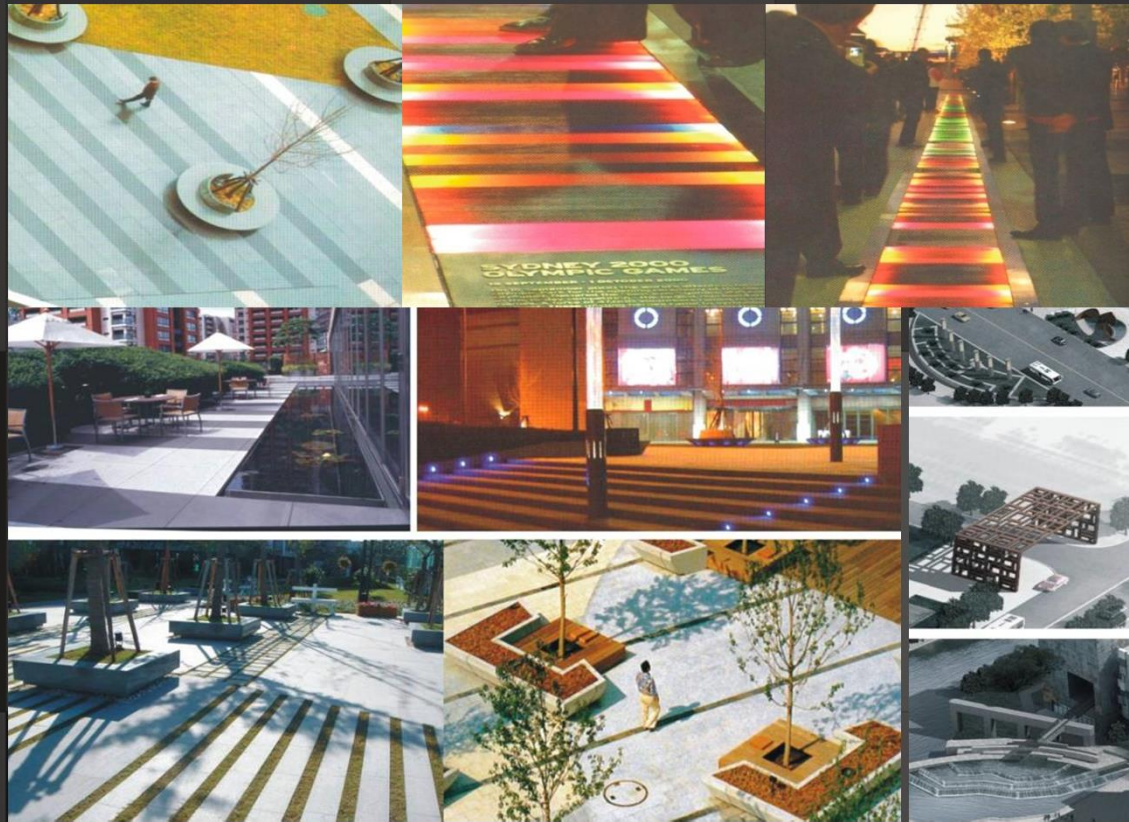
园区小超市：有香烟、口香糖、文具、饮料.....，方便你我他的一个配套

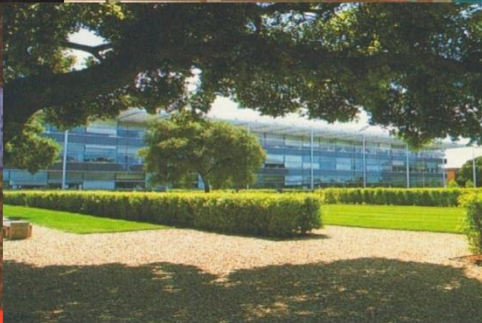
沿街商铺：企业可以365天举行个展的地方，只管摆着，园区会给你吆喝的

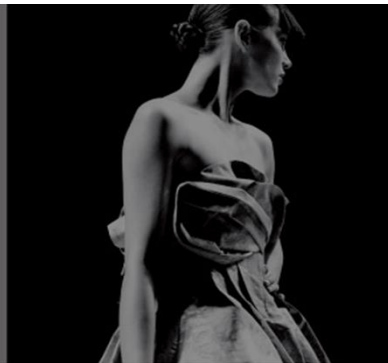
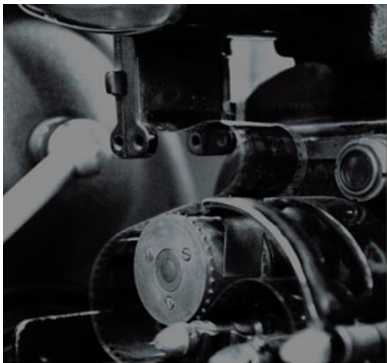
一站式服务中心 咖啡吧 健身中心 办公走道 입점시설소개



园区创意景观小品 공원 디테일







园区概况



业态布局

园区定位



相关政策



关于鼓励文化创意产业发展的相关政策 (2010年度)

- 一、对年销售收入首次超过500万元的创意企业，给予企业一次性奖励30万元。对国内外知名创意企业在开发区建设企业总部，予以优先供应土地。
- 二、凡获得国家、省、市各类创意产业专项支持的创意企业，开发区按相关规定给予资金配套，并一次性给予企业30万元、15万元、5万元的奖励。
- 三、企业参加由开发区统一组织的各类创意型展会，给予摊位费全额资助，单个企业年度会展补贴金额不超过30万元。

四、对新引进的开发区重点鼓励发展创意企业租用区内办公用房进行研发、设计活动的，经开发区相关部门认定后，给予企业自设立之日起三年按当年租价的80%、50%和30%补贴，享受租金补贴面积不超过500平方米。

五、对开发区重点鼓励发展的创意企业为发展文化创意产业向银行借贷资金，给予每年不超过50万元的贷款贴息。对获得市以上立项资助的文化创意产业公共服务（技术、创作、培训、版权等）中心和平台项目，贷款利息超过50万元部分，再给予50%的贷款贴息，单个项目贴息期限不超过三年。

六、鼓励企业参加国内外创意大赛，并对获奖项目给予相应奖励

1、获得国际知名的工业设计、创意大赛金奖，奖励10万元。

2、获得国际知名的工业设计、创意大赛银奖或国家级（包括协会组织）的工业设计、创意大赛金奖，奖励8万元。

3、获得国家级（包括协会组织）的工业设计、创意大赛银奖或省、市级（包括协会组织）的工业设计、创意大赛金奖，奖励5万元。

4、获得省、市级（包括协会组织）的工业设计、创意大赛银奖，奖励2万元。

已入园企业



JUKU

杭州聚酷网络技术有限公司
http://www.jukuchina.com



MINEDOOR

杭州麦道环境艺术设计有限公司
HANGZHOU MINE DOOR ENVIRONMENTAL ART & DESIGN CO.,LTD



纬五设计 WEIFIVE
杭州纬五家具设计有限公司
DESIGN



杭州元典文化艺术策划有限公司
HANGZHOU YODEL CULTURE & ARTS CO.,LTD



一碧环境艺术



www.we-art.cn

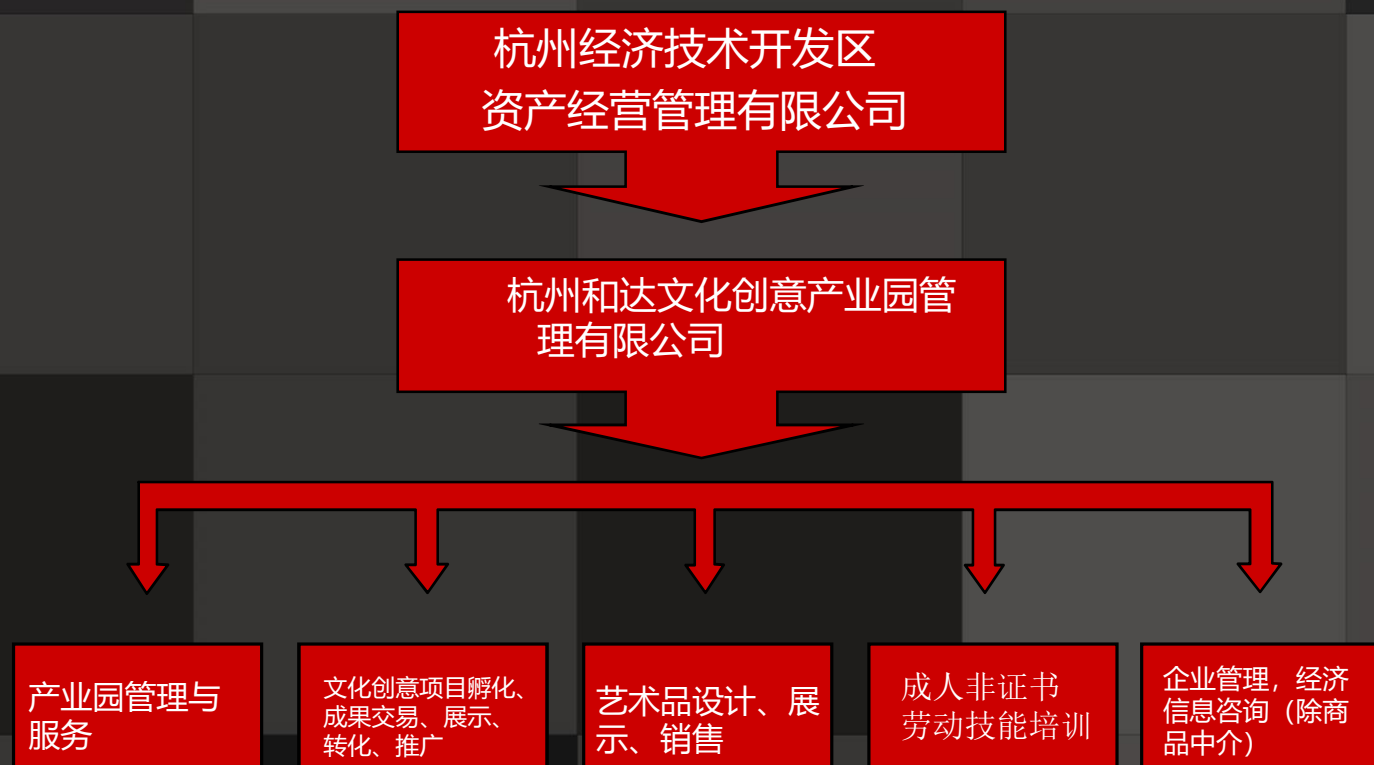


领导视察园区，
鼓励、支持文化创意产业发展。

2010年4月 园区成为杭州市级特色工业设计园



服务管理方



杭州和达文化创意产业园管理有限公司负责杭州和达文化创意产业园的日常运营服务。

The end

这一刻，邀请从握手开始...

招商热线：0571-86788105

A world map is shown in a light, semi-transparent style against a dark background. Overlaid on the map are several vertical bars of varying colors: red, orange, purple, cyan, blue, and dark blue. The text 'Welcome to Beijiao, Shunde' is centered over the map in a large, bold, yellow font.

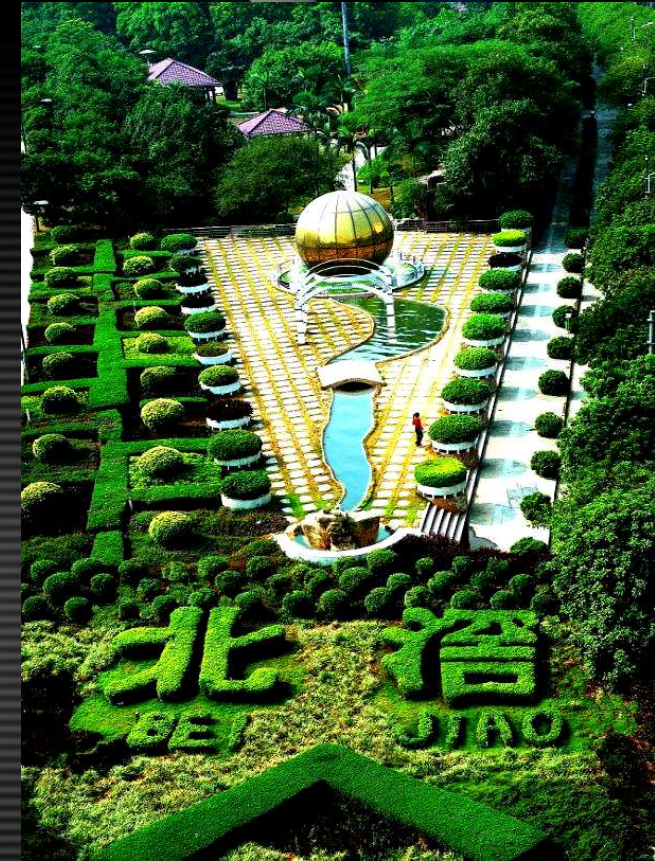
Welcome to Beijiao, Shunde

Beijiao-China's Key Town of Household Electrical Appliances Manufacturing



Important town in South of Guangdong

Beijiao -- in the South of Guangdong,
North East of Shunde,
is the new developing town
in Pearl River Delta.



Area : 92 km²
Population: 200 thousand

Beijiao-China's Key Town of Household Electrical Appliances Manufacturing



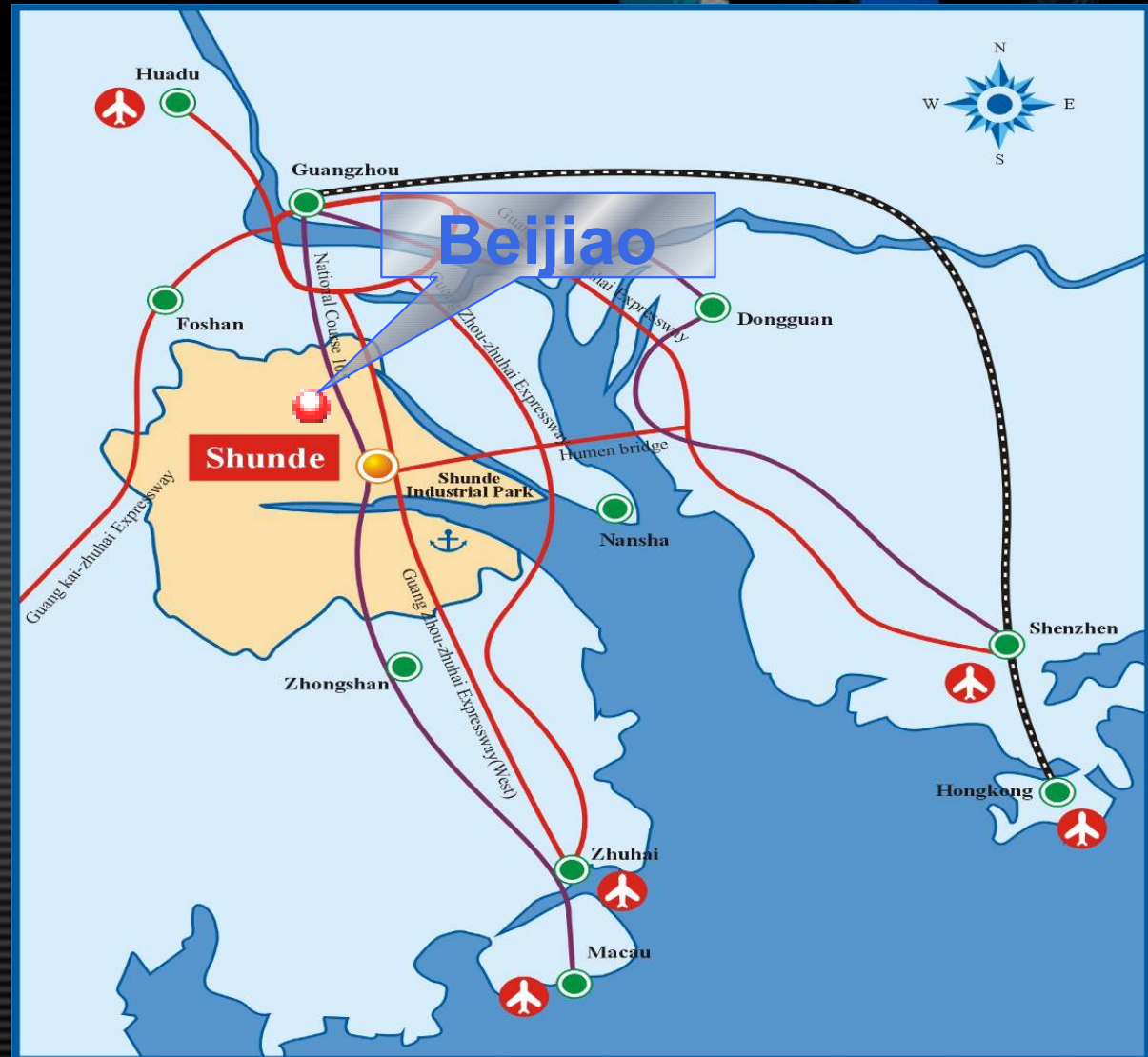
Traffic Network in Pearl River Delta

25 minutes to
Guangzhou

45 minutes to
Guangzhou
Airport

2 hours to
Hongkong

1.5 hours to
Macau

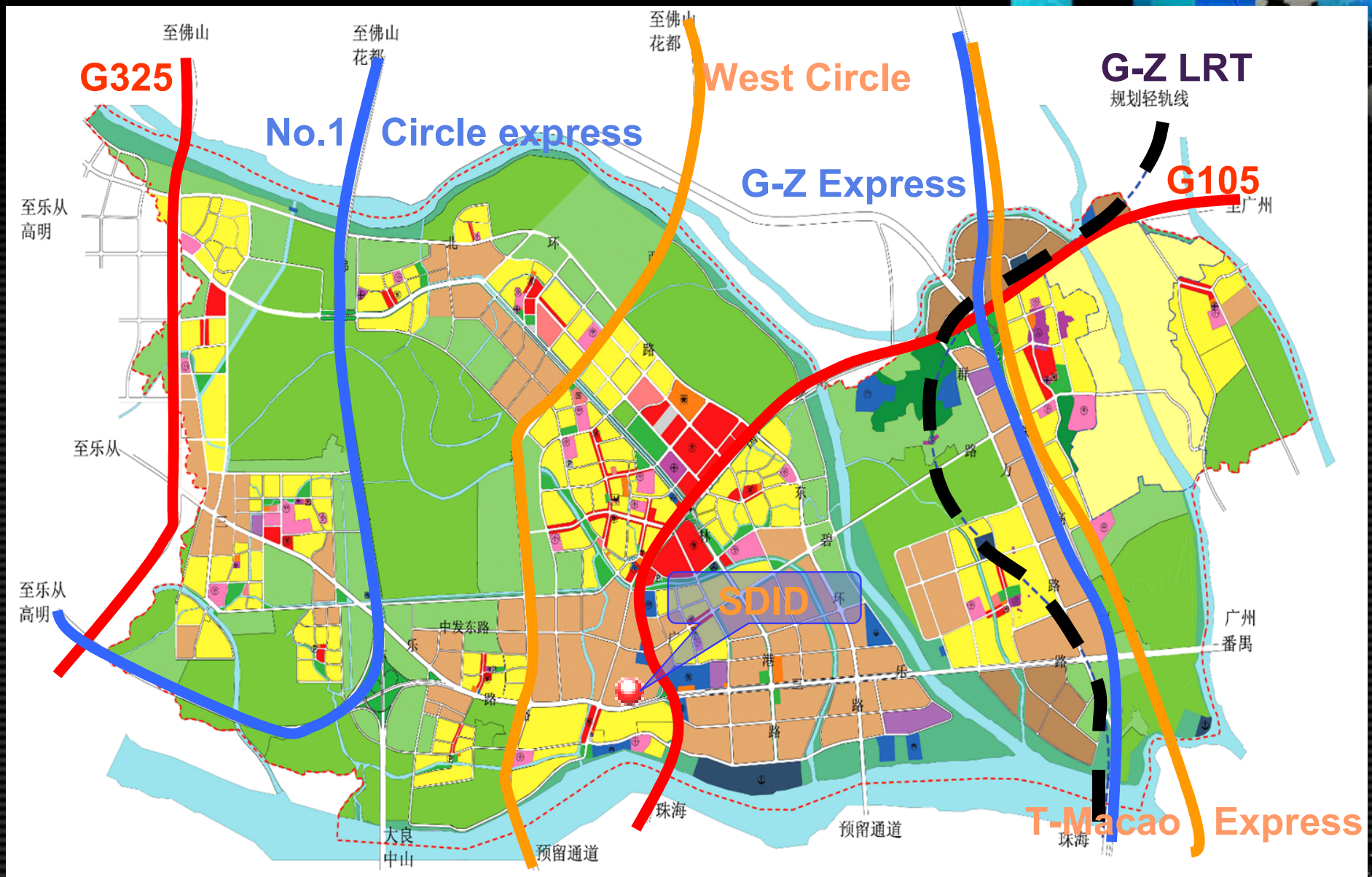


Convenient Transportation

Beijiao-China's Key Town of Household Electrical Appliances Manufacturing



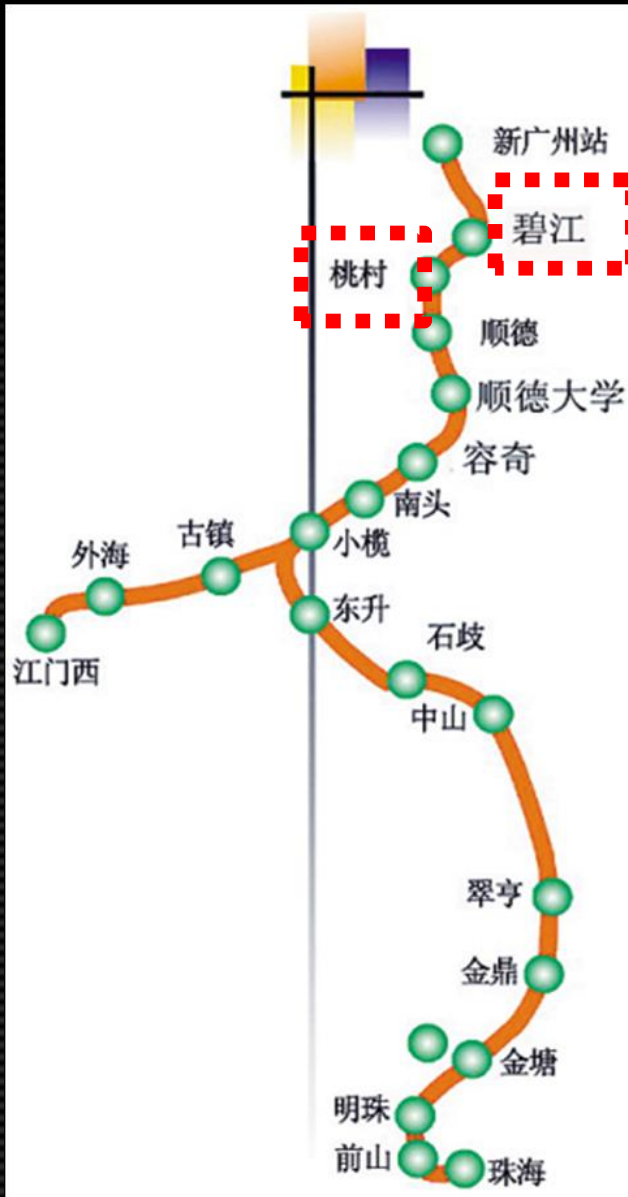
Traffic Network in Beijiao



Beijiao-China's Key Town of Household Electrical Appliances Manufacturing



The G-Z Light Rail Transit



The Guangzhou-Zhuhai Light Rail Transit will extend the great business opportunity from Guangzhou.

There are two stations in Beijiao.



Famous Enterprise: Midea Group



Midea Group is the leading electrical appliance manufacturer in China.

In 2008, sales RMB 90 billion.

Main field: household electrical appliances and components.



Beijiao-China's Key Town of Household Electrical Appliances Manufacturing



Famous Enterprise: Country Garden Group



The leading estate of
China.

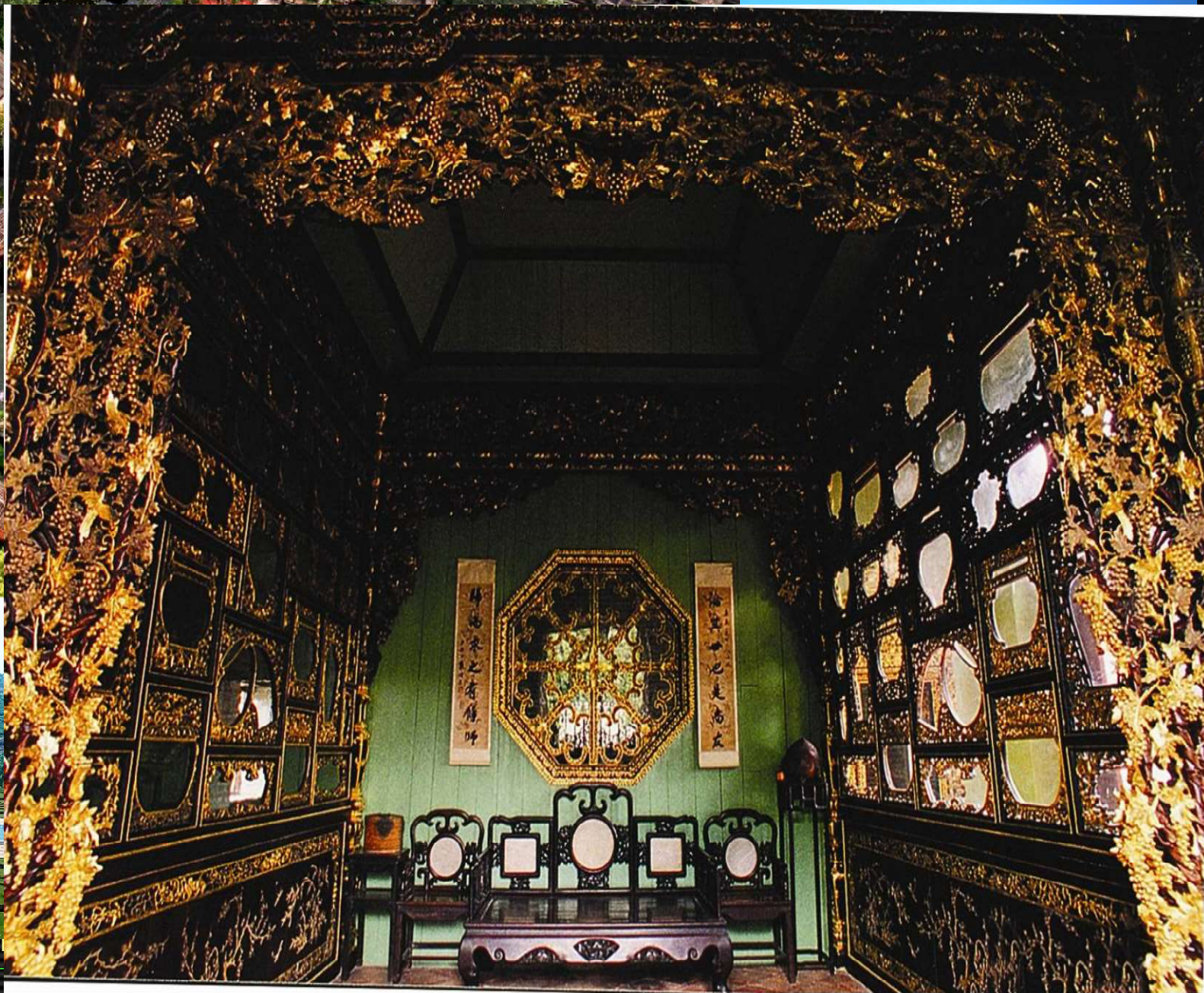
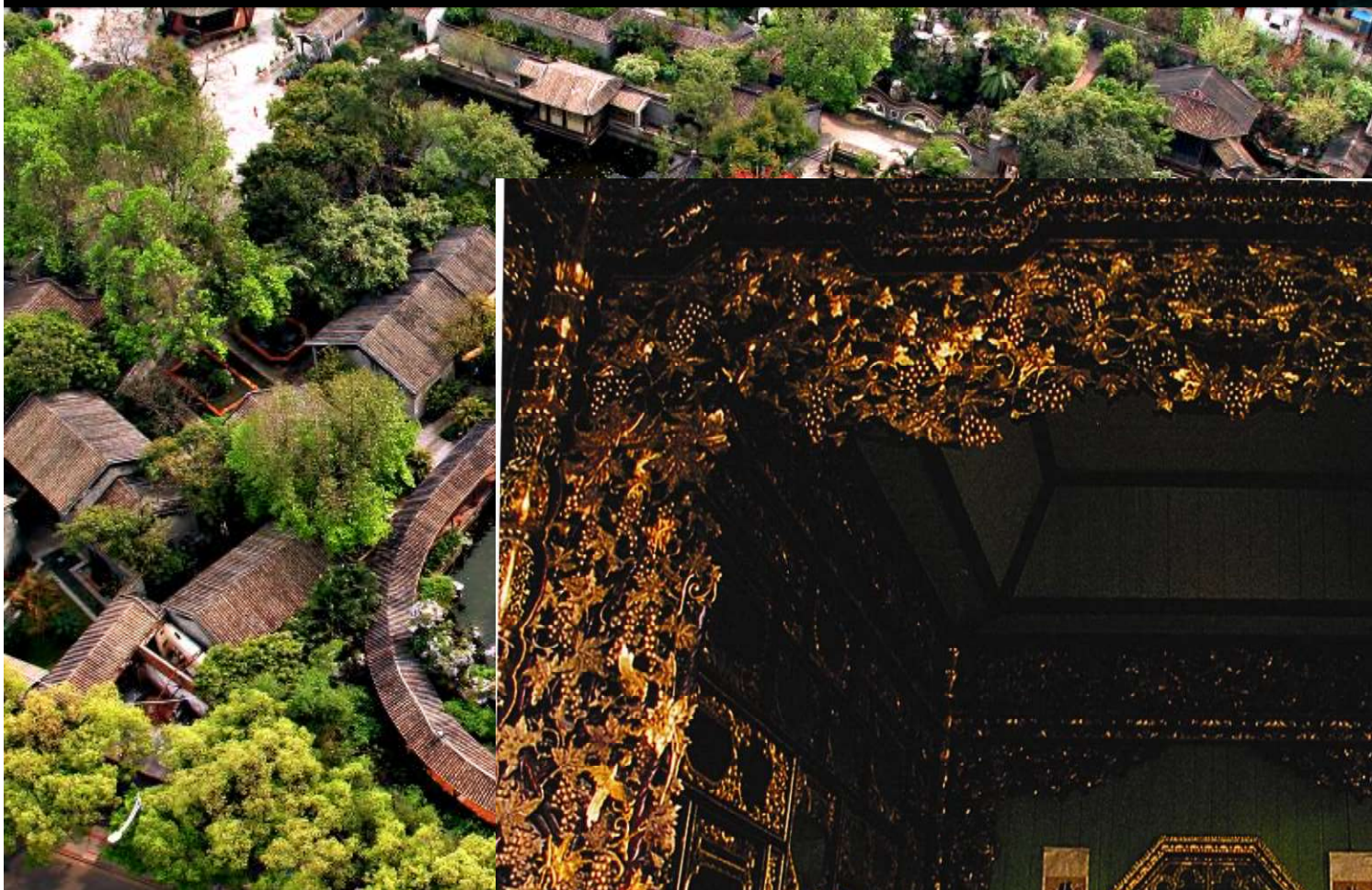
Rank 2nd listed estate
enterprise in China



Beijiao-China's Key Town of Household Electrical Appliances Manufacturing

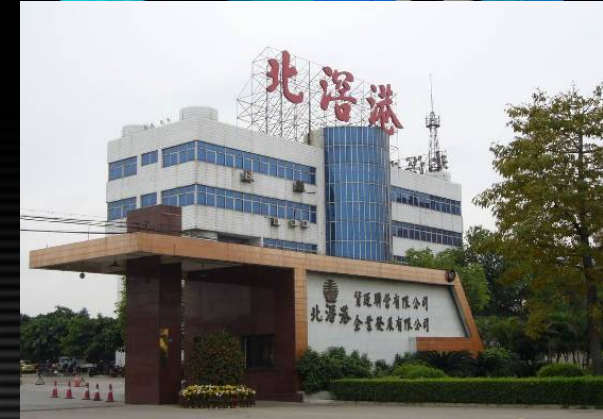


Humanity, History and Culture in Beijiao



Beijiao

Beijiao Port Container Terminal



Beijiao-China's Key Town of Household Electrical Appliances Manufacturing



Professional Service: Enterprise Service Office



**We are the
consultant,
chamberlaine
and supporter
for your
investment.**

Beijiao-China's Key Town of Household Electrical Appliances Manufacturing



Construction Programme for New Town Centre

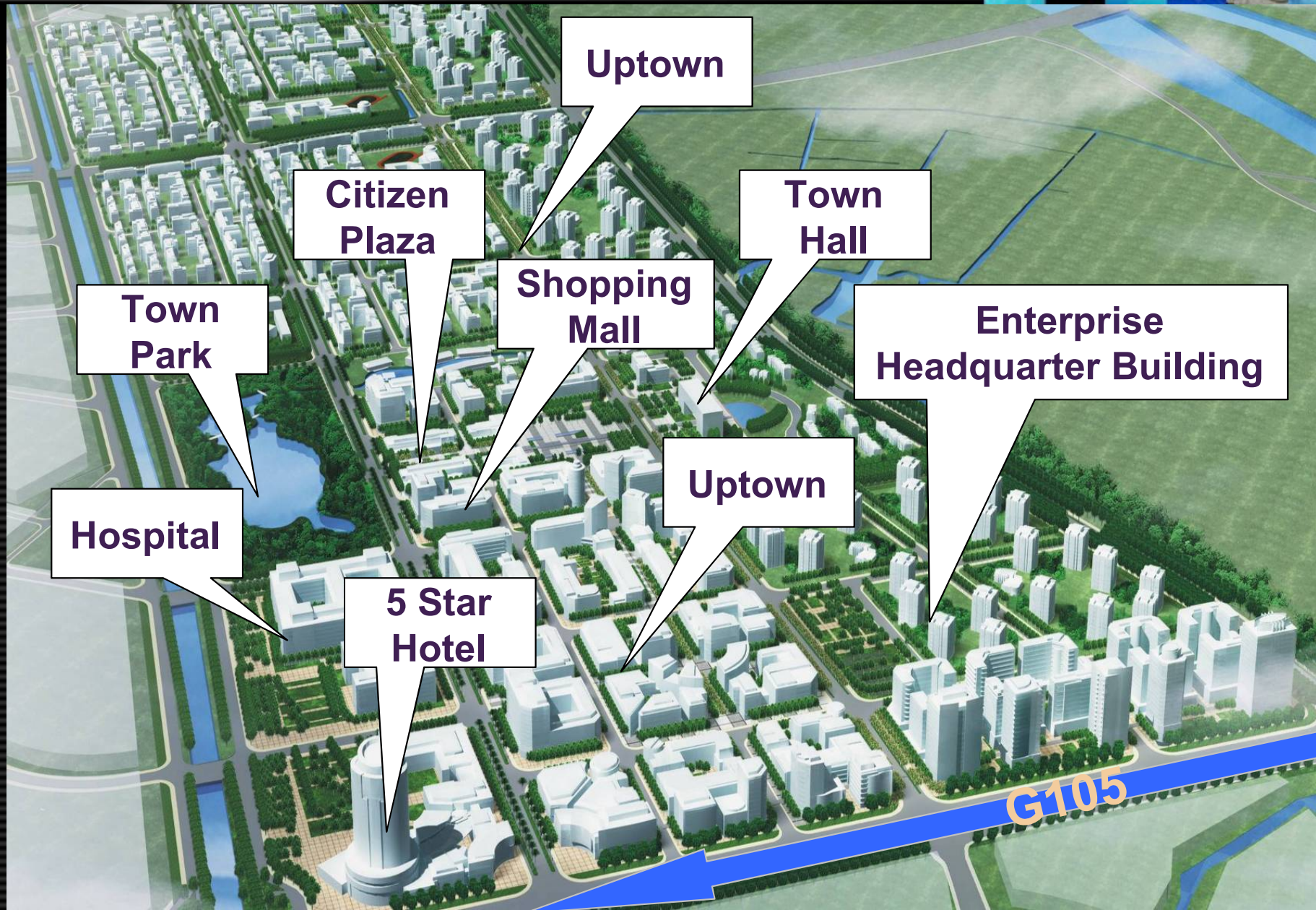


The New Town Centre including uptowns, government office building, enterprise headquarter buildings, plaza, park, shopping mall, hospital, etc.

Beijiao-China's Key Town of Household Electrical Appliances Manufacturing



The planning of New Town Centre



Beijiao-China's Key Town of Household Electrical Appliances Manufacturing



Citizen Plaza



Beijiao-China's Key Town of Household Electrical Appliances Manufacturing



Midea Headquarter Building

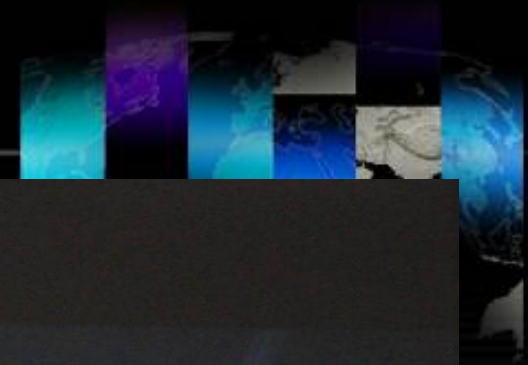
Designed by J.S.K SIAT International Architekten und Ingenieure GmbH



Beijiao-China's Key Town of Household Electrical Appliances Manufacturing



Beijiao Shopping Mall



Beijiao-China's Key Town of Household Electrical Appliances Manufacturing



5 Star Hotel



Living Environment



School

There are primary schools, high schools and polytechnic colleges distributing widely



Hospital

There is one central polyclinic in the new town centre and clinics serving each community and village



Parks

Parks are around in the town centre and garden per community or village



Gymnasium & Recreation



Gymnasium

Performing Centre

Watery Culture Street



Golf Course (Orchid)



Beijiao-China's Key Town of Household Electrical Appliances Manufacturing



SDID - - Shunde Industrial Design Park



6 months before

17.01.2009



Beijiao-China's Key Town of Household Electrical Appliances Manufacturing





Beijiao-China's Key Town of Household Electrical Appliances Manufacturing



Opening Ceremony—17.01.2009



The chairman of National Industrial Design Association, Mr. Zhu Tao attended the opening ceremony.



Shenzhen Sphinx Cultural Industry Investment Co., Ltd

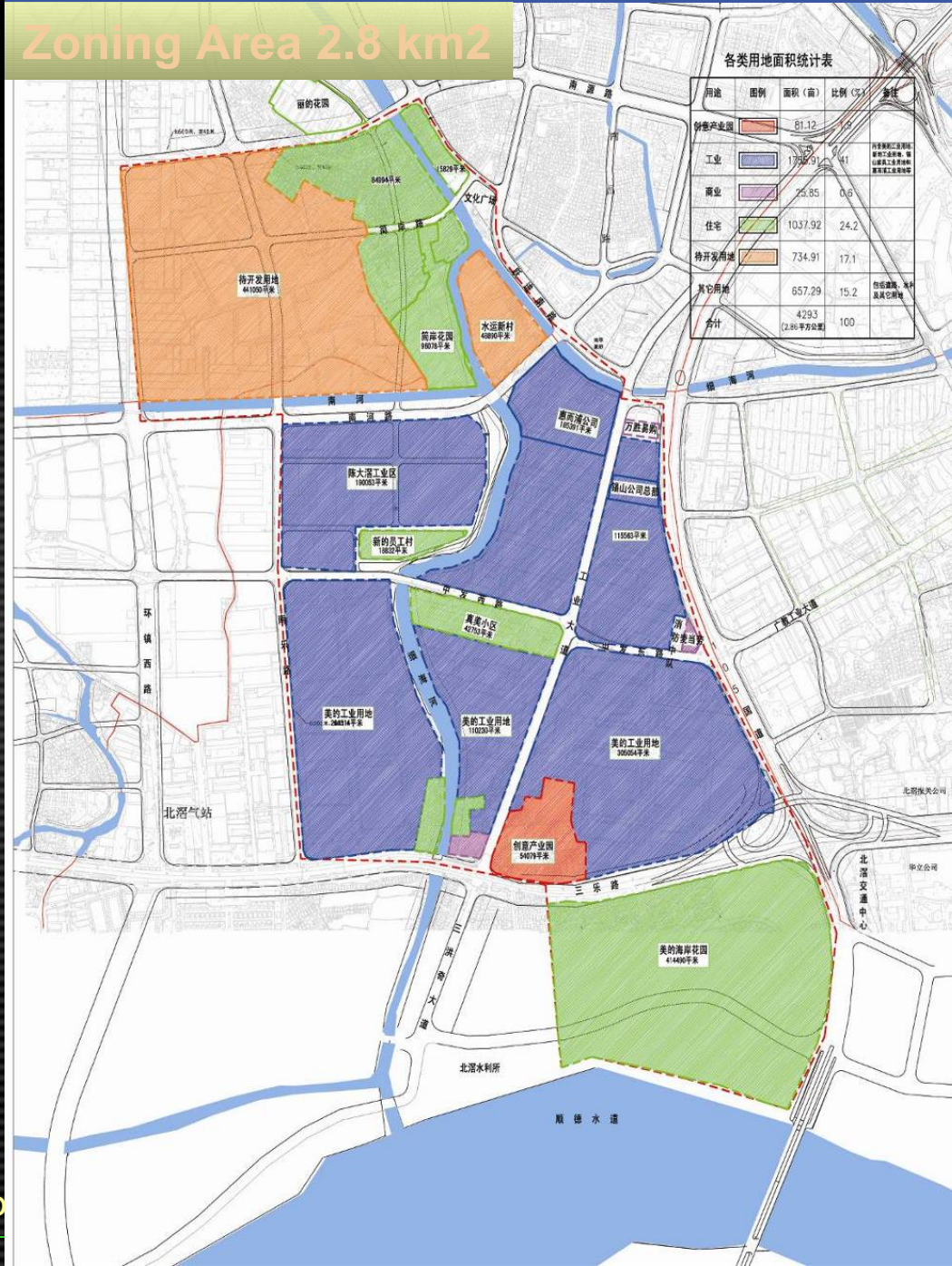


The outline plan of Industrial Design Town of Guangdong

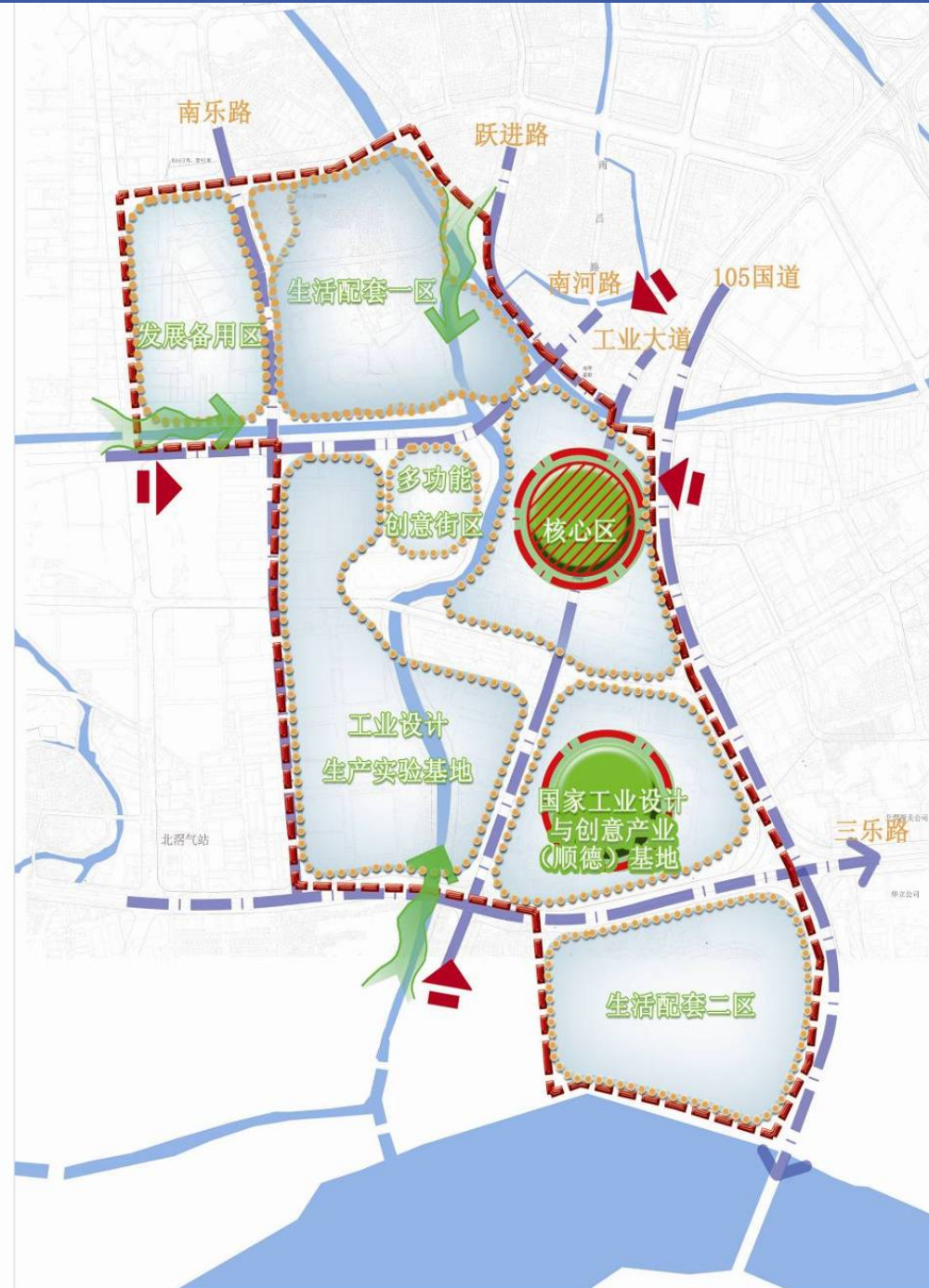
Zoning Area 2.8 km²

各类用地面积统计表

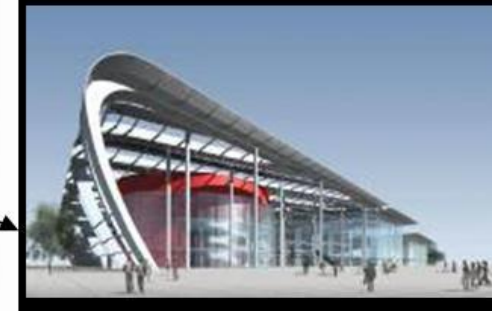
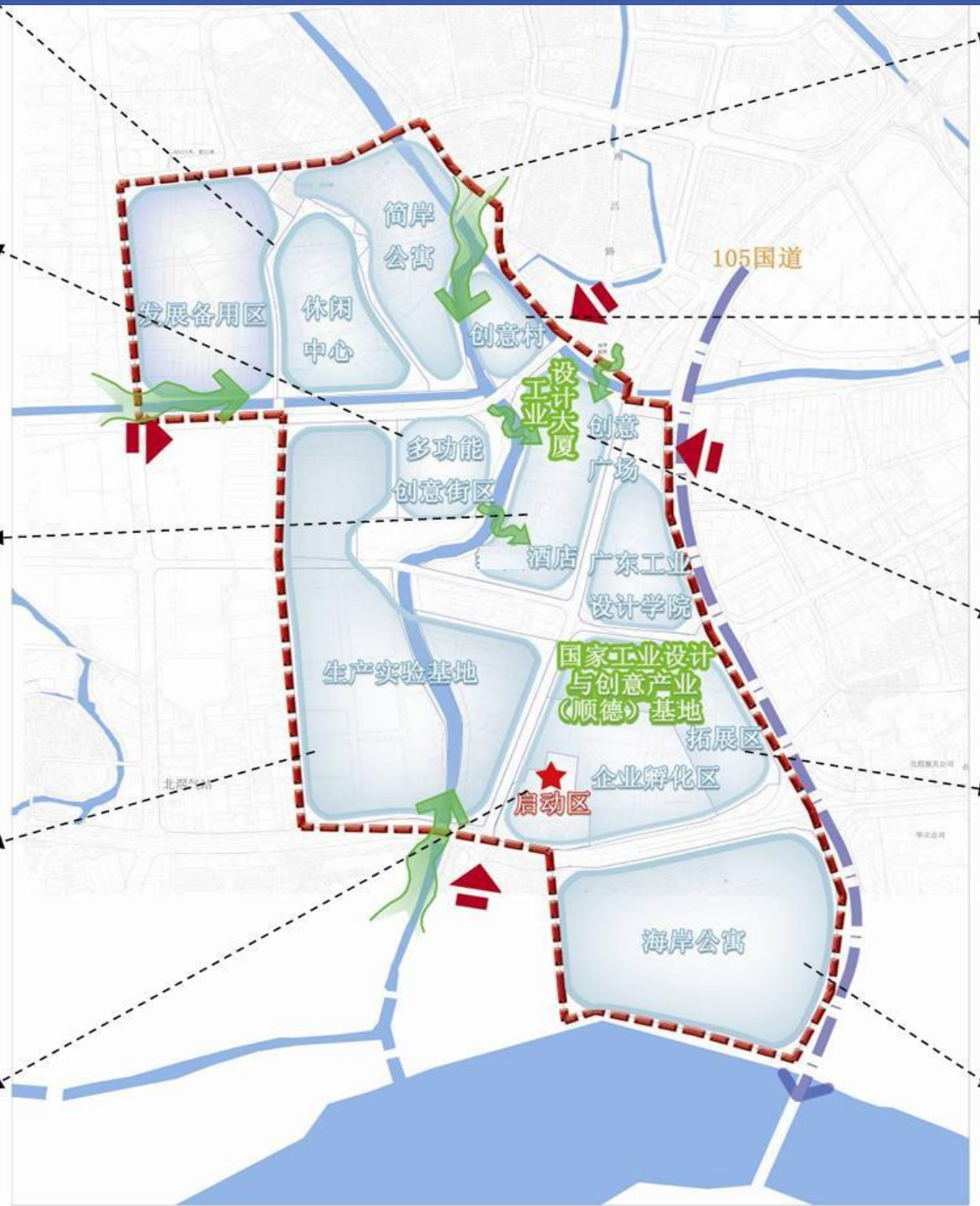
用途	图例	面积 (亩)	比例 (%)	备注
创意产业园	(Red hatched)	81.12	2.9	包含设计、研发、展示、培训、孵化、办公、居住、工业等多种用途
工业	(Blue hatched)	1728.91	61	包含工业厂房、研发、展示、培训、孵化、办公、居住、工业等多种用途
商业	(Purple hatched)	25.85	0.6	
住宅	(Green hatched)	1037.92	24.2	
待开发用地	(Orange hatched)	734.91	17.1	
其它用地	(Grey hatched)	657.29	15.2	包含道路、绿地、水利及其它用地
合计		4293 (2.86平方公里)	100	



The functional plan of Industrial Design Town of Guangdong



The functional plan of Industrial Design Town of Guangdong (Details)



A world map is shown in a light, semi-transparent style against a dark background. The map is overlaid with several vertical bands of color that transition from top to bottom: orange, purple, cyan, blue, and dark blue. The text "Thank you!" is centered over the map in a large, bold, yellow font.

Thank you!

Beijiao-China's Key Town of Household Electrical Appliances Manufacturing

