



## **SALE OF LAND PARCEL AT NAN AO COUNTY**

**Location (very near to Qing Ao Bay)**

**Qing ao Hou Lan Zai Highway (South Side),  
Shantou City, Guangdong Province**

**Ownership**

**Jianrong Trading Company  
(Singapore-owned)**

**Land Use**

**Leisure & Tourism Related  
Hotels, Resorts, Theme Parks**

**Land Area**

**112mu(亩)  
(即 74592 平方米)**

**Price per mu 单价 (dated July 2014)**

**Rmb 190 万/亩**

**Selling price 总价**

**Rmb 2.12800 亿元 (approx S\$43m)**

**Direct Flight from Singapore**

**Jetstar flies direct to Jieyang International Airport  
Every Saturday, Monday, Wednesday & Friday (4 hours)**



## Table of Contents

- (1) Shantou, an Emerging Historical City
- (2) Strong Influence of Unique Chaozhao Culture
- (3) Robust Economical Development
  - Economy
  - Three Economic Belts
  - Infrastructure
  - Tourism
- (4) Nan Ao County
  - Qing Ao Bay
  - Citic Resort
  - Huanghua Mountain
  - Marine Migratory Birds Preservation Zone
- (5) Current & Future Developments in Shantou, Nan Ao County/ Qing Ao Bay



## (1) Shantou, an Emerging Historical City

Shantou City is situated in northeastern Guangdong province, facing the South China Sea and geographically located between 116 °14'40" and 117 °19'35" East Longitude and between 23 °02'33" and 23 °38'50" North Latitude.

Shantou has a monsoon-influenced humid subtropical climate, with mild, short winters, and long, hot, and humid summers. Monthly means range from 13.8 to 28.3 °C (56.8 to 82.9 °F), for an annual average of 21.5 °C (70.7 °F). Annual rainfall averages 1,640 millimetres (64.6 in), being the heaviest during the monsoon from April to September.

Shantou is a promising second tier city. It is a well developed economy with sizable consumer base as well as commercial coverage over the eastern Guangdong, southern Fujian and Jiangxi provinces. As one of the original five special economic zones in China (besides Shenzhen and Zhuhai; Xiamen in Fujian province and the entire province of Hainan), the city uses its convenient locale to its advantage and has attracted substantial foreign investment.

Shantou City has always been an important transportation hub, an import and export port and a commodity distribution center in East Guangdong, South Jiangxi and Southwest Fujian, and known as the "**Communication Center of South China and Gateway of East Guangdong**". Shantou has economic relations with 165 countries. Over 50 multinational corporations and 11 of the world's top 500 enterprises have investments in Shantou.

The municipality of Shantou consists of six districts and one County

- Longhu
- Jinping
- Haojiang
- Chenghai
- Chaoyang
- Chaonan
- Nan Ao County



<b>Major Economic Indicators 2011</b>	
Land Area (km sq)	2,064.4
Population (million)	5.3
GDP (RMB Billion)	140.34
GDP Composition	
- Primary Industry (Agriculture)	5.1%
- Secondary Industry (Industry & Construction)	56.4%
- Tertiary Industry (Service)	38.5%
GDP per capita (RMB)	25,958
Unemployment Rate	2.43%
Fixed Asset Investment (RMB Billion)	43.87
Actually Utilized FDI (USD Million)	345.63
Total Import and Export (USD Million)	8,790
Export (USD Million)	5,950
Import (USD Million)	2,840
Sales of Social Consumer Goods (RMB Billion)	97.22
Source : Shantou Economic & Social Dev Report 2011	

### **Shantou Free Trade Zone (FTZ)**

Shantou FTZ is located in the southern part of Shantou and was approved as a State-level development zone by the State Council in 1993, and has an area of 2.34km. It is the 6<sup>th</sup> state-level free trade zone in Guangdong Province and enjoys special economic policies and flexible government measures and mainly encourages investment in the logistics, warehousing sectors and export-oriented enterprises.

Geographically, Shantou is bordered by Chaozhou to the north and Jieyang to the west. It is only 187 nautical miles from Hongkong and 180 nautical miles from Kaoshiung, Taiwan. Shantou Harbor boasts superior conditions with deep water and is one of the 25 state-leveled major harbors in China having freight intercourse with 268 harbors in the world.

Easily accessible via railways, highways and airways. The Guangzhou-Meizhou-Shantou Railway links the city with other major cities in China, while the Shenzhen-Shantou Highway and the Shantou-Fenshui Highway connect Shantou with Shenzhen and Xiamen, both of which are special economic zones and Shantou Waisha Airport is within one hour's drive of the zone.



## (2) Strong Influence of Unique Chaozhao Culture

The Chaoshan region, comprising of Shantou and the neighboring Chaozhou, has strong local Chaozhou (also called Teochew) culture featuring its own dialect, which is close to Fujian's Min-nan dialect, its own cuisine – Chaozhou cuisine, Chaozhou Opera and music and its unique way of drinking tea, which are distinctive from mainstream China culture.

According to the China Daily, Shantou people, like other Teochew people, drink more tea than anyone else in China, to a tune of US\$100million (RMB700million) per year.

A kinship which binds people originating from the Chaoshan region, along with entrepreneurship spirit, have made domestic and overseas Chaoshan people successful in business, including Hong Kong based tycoon – Li Ka-Shing. Chaoshan culture still influences the business community in the region.

## (3) Robust Economical Development

- Economy
- Three Economy Belts
- Infrastructure
- Tourism

### - ECONOMY

The city is eager to become an engine for the economy in eastern Guangdong, comprised mostly of industrial processing and manufacturing as well as services while primary agriculture accounts for a fragment.

Textiles, garments, chemicals, plastics, foodstuff, toys and handicrafts, medicine, audio-visual products have become pillar industries in the city. The municipal government has beefed up efforts to develop logistics, advanced manufacturing, infrastructure and port economy in addition to those of well developed industries.



The Chaozhou business spirit has spurred the private sector to become the largest contributor to the economy. Privately owned business accounts for two thirds of the city's gross domestic production. Official statistics show there are 1600 private own enterprises among the 2,100 designated size enterprises in the city. In addition, there are numerous local small and self-employed business owners.

In 2010, the average wage of a direct employee in Shantou was approximately RMB 1,408 per month. However, in early 2011, the minimum wage increased from 810 RMB per month to 950 RMB per month, and the average wage of a direct employee was approximately 1,758 RMB per month. These increases in minimum wage are seen throughout China as legislation is attempting to curb China's high inflation as well as raise the standard of living. Legislature has commented that it is likely provinces, municipalities, and SEZ's will see increases in the minimum wage through 2015.

#### - THE THREE ECONOMIC BELTS

The planned construction of the three economic belts is a major strategic initiative of the Party Committee and the Government of Shantou for the promotion of present and future sustainable development of Shantou.

**Industrial Economic Belt** – further development in port facilities, fuel and power grid as well as industrial parks accommodating such industries as petroleum and chemical.

**Urban Economic Belt** – this will become the new urban area for commerce, accommodation, education, recreation and public services

**Ecological Economic Belt** – planning for eco-related tourism and agriculture modernization. The ecological economy zone will show a green ecological economic corridor, taking the new town group and Niu Tian Yang Ecological Farming Demonstration Area in the south as the starting points, with emphasis lying in ecological farming, aquiculture, **tourism**, high and new technology, and educational and cultural industries, bringing along the harmonious development of Shantou's regional economy.

From the blueprint to reality, the three major economic zones will link the surrounding cities together, forming a One-Hour Economic Life Cycle in East Guangdong, placing Shantou in good stead as a regional central city, a modern harbor city and an environment-friendly coastal city.



## - INFRASTRUCTURE

Transportation by land, sea and air to Shantou are well developed. It strategically serves as the ocean gateway for Eastern Guangdong, Southwestern Fujian and Southeast Jiangxi. It is also center of commerce, finance, transportation and information for the region.

**Land** – Highway networks are well developed in Shantou, providing easy access to Shenzhen and Xiamen. It only takes three hours to drive to either city. Construction has started to connect Shantou with Kunming.

Shantou is also a stop for major railways including Guangzhou-Meizhou-Shantou Railway, Coastal Xiamen-Shenzhen Railway and the Beijing-Kowloon Railway.

**Sea** – Initially opened in 1861, the port of Shantou was one of the first in China to serve international trade. With 16 berths of 10,000 Deadweight tonnage (DWT) and above, Shantou became one of the hub ports in China's five coastal port clusters.

Strong economy has dramatically boost the cargo and container turnover in the ports of Shantou. Cargo ships connect the city to more than 268 ports around the world. It also operates ferry services to many coastal cities in South China, including Hong Kong, Guangzhou and Hainan provinces.

**Air** – Shantou Waisha Airport located eight miles northeast of the city center operates 42 domestic and international flights bound for Thailand and Singapore, annually servicing three million passengers.

The Jieyang Chaoshan International Airport lies at the junction of Paotai Town and Denggang Town in Jieyang City, centrally located between Jieyang, Shantou and Chaozhou. It is respectively about 22km, 28.5km and 24km away from the city centers of Jieyang, Shantou and Chaozhou.

Opened in 2011, the terminal building currently covers an area of 54,995 square meters (13.6 acres) allowing an average annual throughput of 4.5 million persons and a peak hour throughput of 2,074 persons. At present, 22 domestic airlines connect Jieyang Chaoshan International Airport with about 20 cities in China, such as Beijing, Shanghai, Guangzhou, Shenzhen, Hangzhou, Kunming, Xian, Wuhan and Changsha. Three international airlines serve Hong Kong, Bangkok and Singapore. Additionally, two periodic international flights serve Naypyitaw and Seoul.



- **TOURISM**

With long coastlines and comfortable subtropical marine climate, natural beaches, exquisite islands, marine scenery plus the highly reputed Chaozhou cuisine, Shantou is an attractive destination for many domestic and overseas tourists.

The hotel and restaurant sector is developing in Shantou. There are hotels and hostels of all standards at reasonable prices. The city is a center for business conferences in the region that feeds business to upscale hotels (including 3, 5-star hotels eg The Singapore invested Meritus, Hong Kong invested Regency and the domestic Golden Bay).

Improved infrastructure by rail and air have resulted in an increase in visitors to Shantou and in recent years, there has been a rising trend of wealthy young urbanites patronizing many of the recreational locales in the city, such as malls, cinemas, restaurants, clubs, bars and coffee shops.

Some of Shantou's famed places of interest include :-Shipaotai Park (石炮台公园)

- Chen Cihong's Former Residence (陈慈黉故居)
- **Nan'ao Island (南澳島): rated as Guangdong's most beautiful island by China's National Geographic magazine**
- Palace-Temple of Old Mother (老媽宮): dedicated to the goddess Matsu
- Temple of Emperor Guan (關帝廟) dedicated to Guan Yu
- Tropic of Cancer Symbol Tower (北回归线标志塔 The Tropic of Cancer slips through Centipede Mountain, which is 20 kilometers away from the city proper.
- Cultural Revolution Museum (文革博物馆) The country's only museum dedicated to the Cultural Revolution.

Regency Hotel	5 Star
Meritus Hotel	5 Star
Golden Bay Hotel	5 Star
International Hotel	4 Star
Longhu Hotel	4 Star
CITIC Resort Hotel	4 Star
Chenghai Garden Hotel	4 Star
Chaoyang Hotel	4 Star
Jinjiacheng Hotel	4 Star
Jincheng	4 Star

Star Rated Hotels in Shantou (Shantou Statistics Yearbook 2008)



#### (4) Nan Ao County

Nan Ao County has won the title “National Model County in Environment Greening” and has been praised as “Oasis on South China Sea” by experts home and abroad. The area is composed of the main island and then another 22 smaller surrounding islands, all covering an area of approximately 130 square kilometers (32,000 acres).

From Shantou, one can reach Nan Ao Island via a bus ride or a 45min ferry ride. **With the completion of the New Link Bridge, it will only take 10-min to reach Nan Ao Island.**

The most attractive spots here are

- **Qing Ao Bay,**
- **Citic Resort**
- **Huanghua Mountain and**
- **Marine Migratory Birds Preservation Zone.**

Nan Ao Island has much to offer tourists: blue skies, white waves, sandy beaches, beautiful mountain scenery, historic temples and parks rich in wildlife. The climate is warm in the winter, and yet cools in the summer, thanks to a strong breeze that blows in from the sea. The average annual temperature is 21.5C (70.7F). It is honored as the 'Pearl on Sea' due to its romantic and charming marine sights and large varieties of marine creatures.

#### Qing Ao Bay

Qing Ao Bay lies to the east of Nan Ao Island, 11 kilometers (about 7 miles) away from the Nan Ao County in Guangdong Province. The Qing Ao Bay is one of the two A-grade natural bathing beaches in Guangdong and boasts the reputation of '**Hawaii in East**'.

The bay covers an area of 1 square kilometers, and the jade-blue seawater is mirror-like in its clarity. The overall look of this bay is of a huge blue moon. The bay boasts a fine soft sand beach which is 100 meters wide with a length of 2.4 kilometers. The sand beach stretches into the sea in a gentle slope, and the seawater here is only 5-10 meter deep. It is a perfect natural bathing place.



Not far from the beach, there is the windbreak of casuarinas. It covers an area of 0.35 square kilometers. Among the trees, stand various newly built pavilions. One of them is called 'Lanyue Pavilion' (Moon-Watching Pavilion). Standing in this pavilion, one could see the breathtaking view of clear blue water touching on the white soft sand beach.

Around the bay, there are about 50 hotels (local brands with no star categorization) and an amusement park. The only 3-Star Hotel is The Hai-wan Hotel. It has an excellent view of the sea and the sandy beach. This hotel provides comfortable rooms and considerate service as well as amenities like a fitness center, and assembly rooms.

### **Citic Resort**

Citic Resort is an amazing recreational center combining offshore bathhouses, beaches, villas and Golf clubs. On the Dragon and Tiger beach, you can appreciate the charming sea sights; enjoy the exciting sail boarding or swim in the city's only seawater swimming pool.

The exquisite villas near the beach present an architectural style of natural and fresh rural beauty, providing a perfect resort. Perhaps the most symbolic attraction here is the Citic Golf Club. Designed by world famous American Pearson Golf Design in accordance to the local geography with grounds that are complies with the international standards.

### **Huanghua Mountain**

Nan Ao Island's mountains are commonly praised as 'pearls above the sea'. The mountain area contains many kinds of botanical plants, which can be found at the National Forest Park of Huanghua Mountain. In the park, visitors are surrounded by the most stunning natural scenery: beautiful flowers, singing birds and awe-inspiring views. So it has earned another name - 'Natural Arboretum at Sea in Southern China'.

### **Marine Migratory Birds Preservation Zone**

The Bird Island is 3.9 sea miles away from the main island. It is the migratory birds Nature Reserve and is home to over 90 avian species.



### **Other Places of Interests in Nan Ao County**

The nearby Bullion Island is also worth a visit, with highlights including a winding, nine-bend bridge and a historical stone-carved statue which is said to guard the bullion and treasure on the island.

Another of Nan Ao Islands' most famous sites is the Song Wells. There are three Song Wells in total; the Dragon Well, the Tiger Well and the Horse Well. Historically, these were used to provide emperors, ministers, soldiers and their horses with drinking water. However, today the wells have begun to sink into the sand on the seashore, although the water from the wells still remains amazingly fresh.

The island's religious temples are also popular with visitors. There are more than 30 large temples in total. Among these is the Dieshiyan Old Temple, considered one of the most important of its kind in Southeast Asia. The features of another nearby temple, the Guandi Temple, match the architectural style of the ancient palace. It was built on a similarly large scale, and is also renowned throughout the southeastern coastal region.

The island has more than 50 areas containing cultural relics and places of historical interest, such as the General Mansion of Army and the Changshanwei Emplacement, both of which have been recently restored to their former glories. The County Museum of Cultural Relics and Historic Sites is also conveniently situated near to these sites.



## **(5) CURRENT & FUTURE DEVELOPMENTS IN SHANTOU & NAN AO COUNTY/QING AO BAY**

### **SHANTOU**

Shantou boasts bright sunshine, agreeable climate, green mountains and blue waters, blue seas and azure sky, numerous scenic spots, and a beautiful natural environment. The general urban environment quality is good, as its score in quantitative examination of comprehensive urban environment has ranked among the top few in the whole country and whole province for years running. It is also a place with good social order where people live together in harmony.

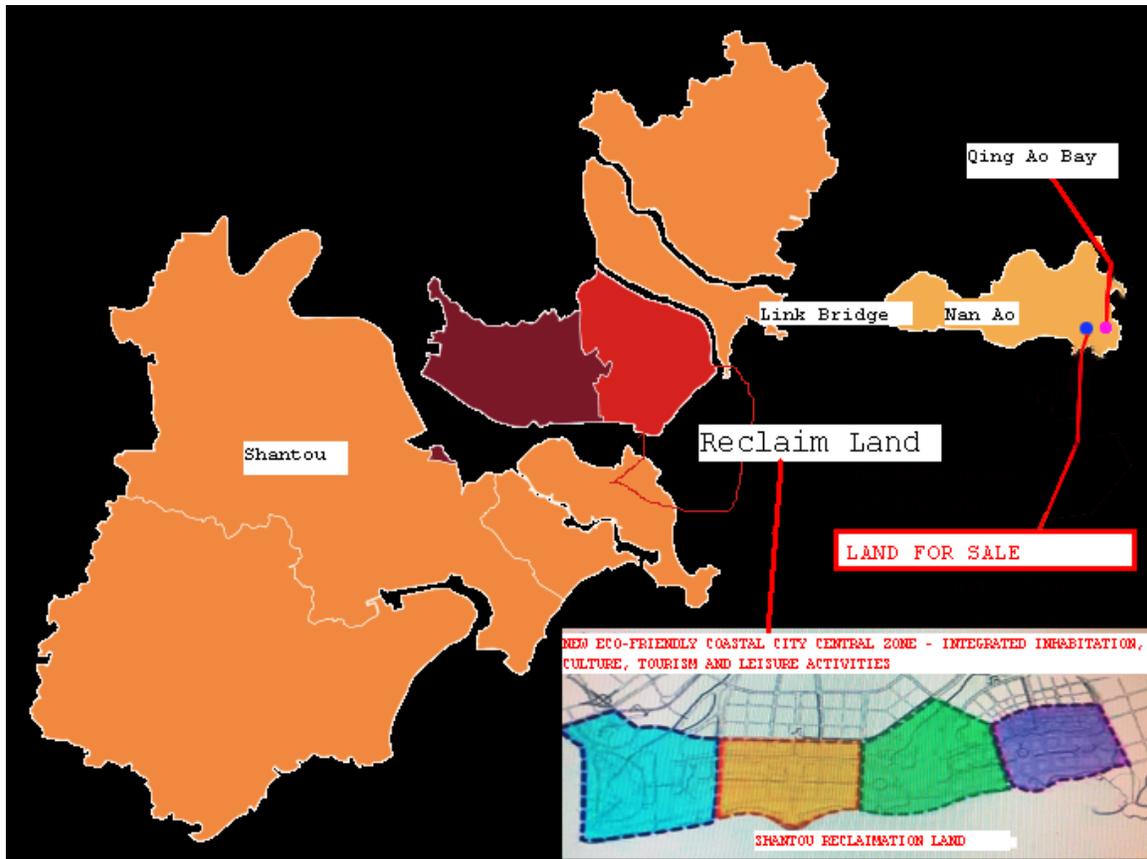
Shantou's water and air quality is excellent, and the greening coverage rate of the urban areas is 36.3%. There are sophisticated urban life facilities in it. Garden-like residential zones are distributed throughout the city, characteristic of a superior habitation quality.

Shantou has received new rankings and accolades as follows :-

- Honorary title of 'China's Tourism City of the Highest Investment Value' - 2011
- Top 50 Cities of China in Comprehensive Strength
- National Model City in Environmental Protection
- National Model City in Hygiene
- China's Brand Economy Cities
- China's 100 Best Cities in Investment Environment
- Top 50 Cities of China in Information-Oriented construction

Shantou's comprehensive strength in post and tele-communications ranks first in the middle-sized cities of China. Asia-Europe, China-America and Asia-Pacific II submarine cables have landed on Shantou, making Shantou into one of the largest international submarine cable terminal stations in the world.

The commercial service is first-rate, with highly developed food and lodging facilities; all kinds of cultural, sports and amusement facilities are spread all over the city; it has many large comprehensive hospitals, and the overall medical technology level ranks among the first in Guangdong Province.



Shantou is characterized by more people and little land, with a unique cultural tradition. Shantou is one of the regions with the densest population and smallest per-capita cultivated area in China.

A major land reclamation project at the three major sections of Xinjin, Xinsi and Tagangwei Sections. Its intent is to build a 22.89km long flood control sea bank for controlling floods occurring once in a century, 16km long bank road coupled with a high standard municipal avenue, and to develop a 20km<sup>2</sup> inter-tidal zone.

Within this reclaimed land, **a new city central zone** will be built. It will be **an eco-friendly new coastal city** mainly used for administrative office business, high end commercial trades and headquarters economy and concurrently used for **integrated inhabitation, culture, tourism and leisure activities**.



The implementation of this project will greatly enhance the city's flood control, moisture resistance and flood drainage capacities, effectively alleviate the contradiction between dense population and insufficient city development space, and boost the transformation of Shantou from an inner sea bay city to a coastal city with inner sea bay features.

### **NAN AO COUNTY/QING AO BAY**

The Nan Ao Link Bridge from Shantou to Nan Ao Island is targeted to complete by June 2012. With this new link, the traveling time will be cut down by almost 30mins, bringing the total traveling time to only ten brisk minutes.

This will greatly elevate the number of local and overseas tourists visiting the Nan Ao Island. In 2009, the average annual domestic and overseas tourists to this island alone have reached 660,000 and with the new eco-friendly coastal city plans, this figure is set to reach 2,000,000 by 2015.

Currently, there are only around 50 local brand hotels and 1 3-Star Hotel in Nan Ao Island and room rates capped at RMB100-350/room/night. With all the new plans and influx of tourists, there are huge potential to build more hotels (3-5 Stars) in this island.

It is a known fact that land is very scarce in Nan Ao Island due to its mountainous terrains. Property prices have been on the rise since 2009 with prices pegged around RMB4000-6000 per square meter for new properties and RMB10, 000 for new shophouses. Second-hand housing prices have risen from RMB1000 to 2500 per square meter.

With the progress of the new link bridge, prices have been affected by this 'bridge-effect' and have shot up to a current RMB7000-8000 per square meter in Shantou coastal area.

### **Qing Ao Bay**

A new mega mall is currently being built in Qing Ao Bay (very near to the proposed land for sale) and is targeted to complete by June 2014. The Qing Ao Bay Central Square projects occupy 33 acres encompassing 3 main themes within the square.

End