

# "ONCE THE WORLD'S FACTORY FLOOR, CHINA'S PEARL RIVER DELTA IS NOW THE SILICON DELTA."

David Liao — President and Chief Executive Officer, China, HSBC

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# Our second Sinopolis guide

This is the second in our Sinopolis series of city guides. They are designed to give you insights into China's larger cities, and are written with the business person in mind.

As we pointed out in our first Sinopolis (which looked at Hangzhou), we know that knowledge of Beijing and Shanghai is already quite strong, so our goal here is to create a series of useful overviews of China's other, less well-known major cities. There is far more to China than Beijing and Shanghai.

This guide focuses on the southern metropolis of Guangzhou, one of China's biggest cities by population (14.04 million). It has also played a major role through the centuries as China's window on world trade. Our guide begins by explaining its history and what makes Guangzhou unique.

Known in former centuries as Canton, the city is the birthplace of Cantonese food – the variety that Chinese restaurants around the world still predominantly serve. Our Visitor Information chapter gives guidance on how to navigate this vast sprawling city and where to sample the best Cantonese food.

Given the complexity of Guangzhou's geography, this Sinopolis goes into some detail on each of the different

zones and business areas, explaining the local government's development plans and visions for each. Thus aside from its traditional role as a trade centre (the Canton Fair has been held in the city since 1957), we look at Guangzhou's priority industries (such as the automotive sector); and its goal to become a southern transport hub (capitalising on its port facilities, high-speed rail links, expressways and airport).

The strength of local consumption is analysed in our Retail chapter, while the state of the all-important property sector is also looked at in depth in a separate chapter. Guangzhou's educational establishments and their contribution to economic growth are considered in the penultimate chapter.

Finally, we look at the forthcoming launch (scheduled for 2018) of a new high-speed train linking Guangzhou to Hong Kong – cutting the journey time to around 48 minutes. This will likely trigger a new phase of growth for the capital of Guangdong province.

We hope you find this edition of Sinopolis of interest. And if a visit to Guangzhou wasn't on your agenda, perhaps after reading this you might consider adding it onto your next trip to Hong Kong.

**Guangzhou has played a major role through the centuries as China's window on world trade**



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# GUANGZHOU

Our guide to Southern China's trade metropolis

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