

## About Shandong

Shandong province is located on the east coast of China covering a land area of 157,000 km<sup>2</sup>, with a population of 98 million. The land area is almost 4 times larger than the Netherlands and the population is a bit more than that of Germany. It is the second most populous province and third economic power in terms of GDP output after Guangdong and Jiangsu. Shandong shows specifically strengths in agricultural production, manufacturing, energy, chemical and pharmaceutical industries and ICT. Shandong is in a good position geographically; enjoying a 3,000-kilometer coastline which is 1/6 of country's total and has a favorable location in between Beijing and Shanghai. It is a rich province with oil fields, gold deposits and other natural resources.

The business culture of Shandong is less westernized than in, for example, Shanghai and therefore Dutch government support for Dutch companies interested in doing business in Shandong could be an important stepping stone to develop contacts and navigate local regulations. Opportunities in Shandong include, but are not limited to: sustainable development, planning, and design, restructuring inefficient industries, supporting Chinese companies go global, modernizing the agro-food, life sciences and elderly care sectors.

## About Qingdao & Yantai

Qingdao is the economic center of Shandong province, and one of first open coastal cities in China. It is home to the world's 7<sup>th</sup> biggest seaport in throughput handling and a number of well-known Chinese brands for example: Tsingtao Beer, Haier and Hisense. Qingdao is an international business hub; it is the base for many foreign companies in China and a total of 126 top 500 multinationals have invested in the city. It also plays a key role in setting up the free trade agreement among China, Japan and South Korea. Many infrastructure projects are currently underway, such as the harbor expansion, construction of a new airport and the metro network. Featured as marine economy, the city focuses on the following industries: logistics, shipbuilding & marine technology, ICT, water management, health care, wealth management, tourism and fishery. For Dutch companies there will be opportunities in health care, water management, marine technology and trade.

Yantai is the largest industrial city in Shandong. A large number of auto parts manufacturers have set up facilities in Yantai, among them several Dutch companies. GM invested in a large production base for passenger cars in Yantai. The University of Groningen plans to establish a presence in Yantai; from 2017 it will be the first Dutch university to open a branch campus in China. Yantai is also a large producer of apples and grapes. The city focuses on the following industries: logistics, shipbuilding & marine technology, chemical, automotive, electronics & IT, and agro-food. For Dutch companies there will be opportunities in high-end manufacturing, marine technology and machinery for food processing.