

GUIDE INVESTMENT

投资指南 INVESTMENT GUIDE



昆山
Web Page Kunshan



昆山市商务局
WeChat Kunshan Bureau of Commerce

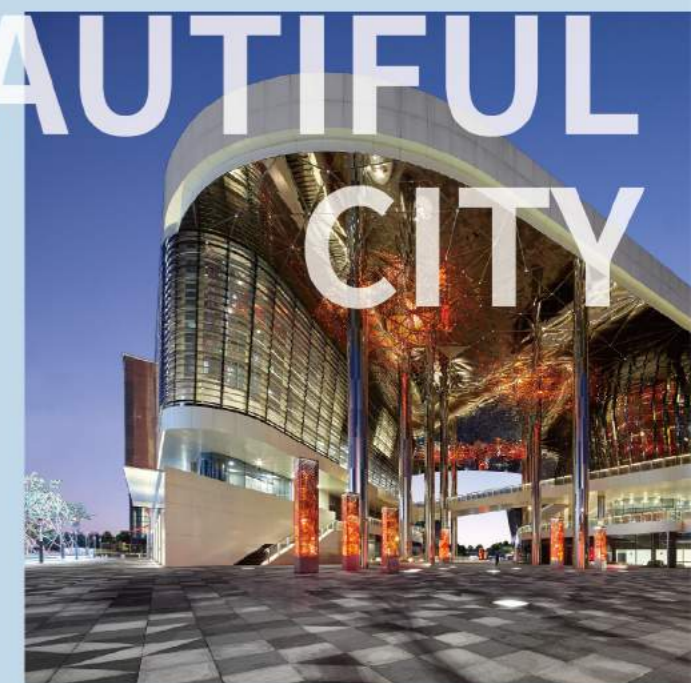
昆山市招商服务中心
Kunshan Bureau of Commerce
Kunshan Investment Service Center

“昆山的发展现在已经处于一个标杆地位,但是没有停滞不前,还提出这样一些赶超目标,难能可贵。苟日新、日日新,自强不息、止于至善,有这样一种精神,有这样的劲头,我想一定会有一个新的超越。像昆山这样的地方,包括苏州,现代化应该是一个可以去勾画的目标。”

—习近平

“It is praiseworthy that Kunshan has advanced more ambitious goals, when the city is already a benchmark for development. Kunshan never hesitates to pursue progressive improvement and continuous self-renewal, and rest only in the highest excellence. With such a spirit, with such strength, I am sure that Kunshan will make new breakthroughs. Places like Kunshan and Suzhou are well positioned to achieve modernization.”

—Xi Jinping



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Business-friendly and Livable Environment

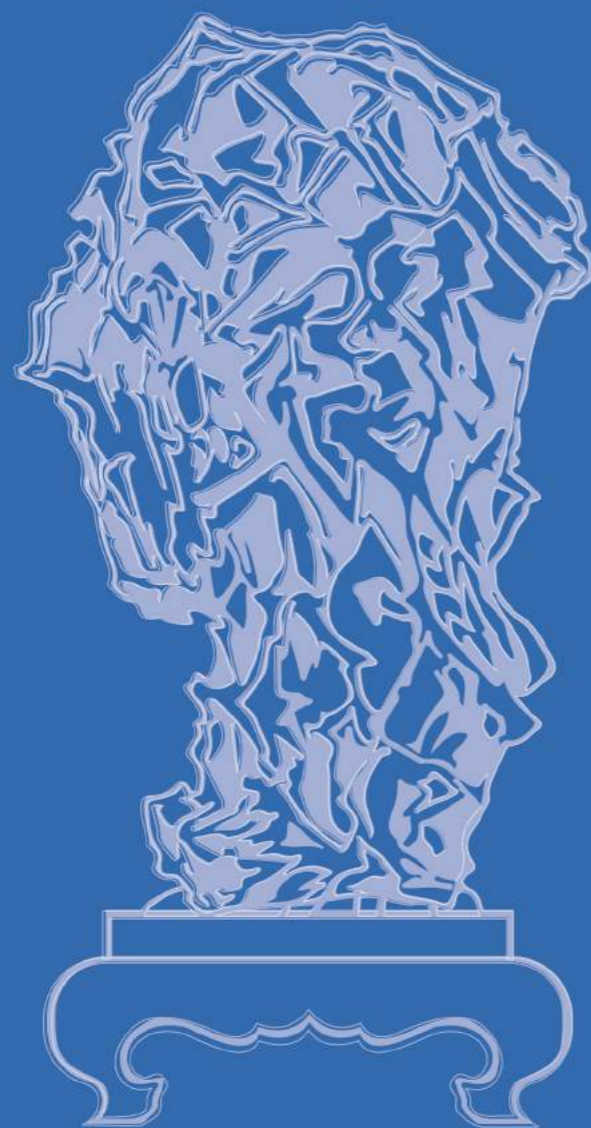
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OVERVIEW OF KUNSHAN CITY 城市概况



硬核之城 A City of Strength and Fortitude

昆石，产于昆山玉峰山，集天地之精华，坚硬如磐，温润如玉，体现了硬核昆山综合实力雄厚，市民温文尔雅的城市特色。

A treasure of Yufeng Mountain in Kunshan, the Kun Stone is solid as rock and mild as jade, which symbolizes the city's formidable strength as an industrial city, balanced against the cozy life and rich heritage as a water town.

01 自然概况 Basic Facts



地理 LOCATION

昆山，东邻上海，西依苏州，北至东北与常熟、太仓两市相连，南至东南与上海嘉定、青浦两区接壤，西与吴江、苏州交界。

A county-level city favorably situated in the southeast of Jiangsu Province. It is bordered by Shanghai to the east, Suzhou and Wujiang to the west, and Changshu and Taicang to the north/northeast.



气候 CLIMATE

北亚热带南部季风气候区，气候温和湿润，四季分明，光照充足，雨量充沛。

Temperate and humid subtropical monsoon climate, with clear seasons, sufficient sunshine and abundant rainfall.



人口 POPULATION

212.52 万人（截至 2022 年）
2.1252 million (at the end of 2022)



面积 LAND AREA

931 平方公里
931 km²



语言 LANGUAGE

普通话
Mandarin Chinese



02 交通区位 Transportation & Location

-  距上海虹桥国际机场约 **40 分钟** 车程
A 40-minute drive from Shanghai Hongqiao International Airport
-  距上海浦东国际机场约 **90 分钟** 车程
A 90-minute drive from Shanghai Pudong International Airport
-  京沪高速等 **5** 条高速公路贯穿全境，京沪高铁、沪宁高铁穿城而过
Traversed by 5 expressways, including the Beijing-Shanghai Expressway, and by the Beijing-Shanghai High-speed Railway and the Shanghai-Nanjing Intercity Railway
-  上海轨道交通 **11 号线** 延伸到昆山花桥
Shanghai Metro Line 11 extended to Huaqiao in Kunshan
-  苏州市轨交 **S1 线** 正在建设中
Suzhou Rail Transit Line S1 (under construction)
-  距太仓港、上海港约 **90 分钟** 车程
A 90-minute drive from Taicang Port and Shanghai Port

03 获得荣誉 Titles & Honors



开放 OPENNESS

全国 18 个改革开放典型地区之一
One of China's 18 models in reform and opening-up

中国最具投资潜力中小城市百强县市第一
No.1 among China's 100 best county-level cities or business

江苏省社会主义现代化建设试点
A pilot area of the socialist modernization drive in Jiangsu Province



融合 INTEGRATION

联合国人居奖
UN Habitat Scroll of Honour Award

国家生态园林城市
National Ecological Garden City

全国文明城市提名城市
Nominated as National Model City

全国绿色发展百强县市第一
No.1 among China's top 100 county-level cities in terms of green development



创新 INNOVATION

全国科技创新百强县市第一
No.1 among China's 100 most active county-level cities for science and technology innovation

江苏省“推进高质量发展先进县(市、区)”
An advanced county/county-level city/district for promoting high-quality development in Jiangsu Province

国家知识产权示范城市
National Intellectual Property Demonstration City



卓越 EXCELLENCE

连续 18 年获得全国综合实力百强县市第一
No.1 among China's top 100 county-level cities in terms of comprehensive competitiveness for 18 consecutive years

连续 7 年获得福布斯中国“最佳县级市 30 强”第一
No.1 on Forbes China's list of top 30 Chinese county-level cities for 7 consecutive years

7 次被台湾电业公会评为大陆综合实力极力推荐城市第一
7 times ranked on Taiwan Electrical and Electronic Manufacturers' Association (TEEMA) list as No.1 highly recommended city in Chinese mainland in terms of comprehensive strength

全国新型城镇化质量百强县市第一
No.1 among China's top 100 county-level cities in terms of new urban development

04 经济概况

Overview of Local Economy

2022年地区生产总值5006.66亿元，社会消费品零售额1638.11亿元，实现进出口总额1033.09亿美元。年末拥有市场主体108.21万户，成为全省首个市场主体突破100万户的县级市，新登记市场主体5.7万户。并形成电子信息、装备制造、小核酸及生物医药四大特色产业。

In 2022, Kunshan's GDP reached RMB 500.666 billion, retail sales of consumer goods stood at RMB 163.811 billion, achieving a total export-import volume of USD 103.309 billion. The number of market entities at the end of the year was 1,082,100, becoming the first county-level city with market entities surpassing 1 million and newly registered market entities of 57,000. In addition, Kunshan has formed a development pattern driven by four pillar industries-optoelectronics, semiconductors, RNAi and biomedicine and smart manufacturing.

外商投资情况(2022年累计)

Foreign Investment (as of the end of 2021)



Over 9,600 foreign-invested enterprises based in Kunshan



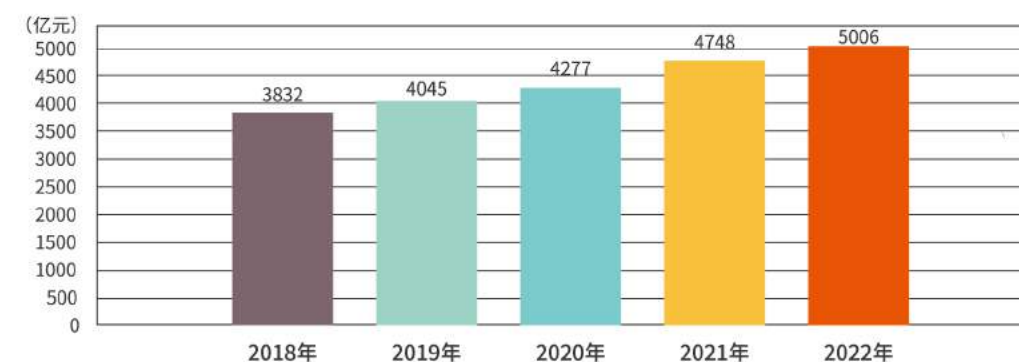
A total investment of more than USD 120 billion



A registered foreign capital of more than USD 50 billion

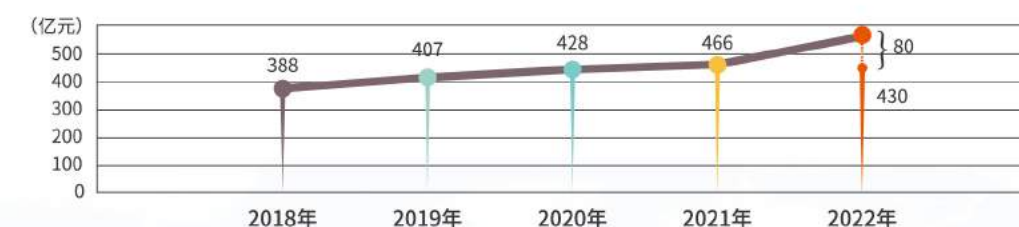
地区生产总值(亿元)

Regional GDP (in RMB 100 million)



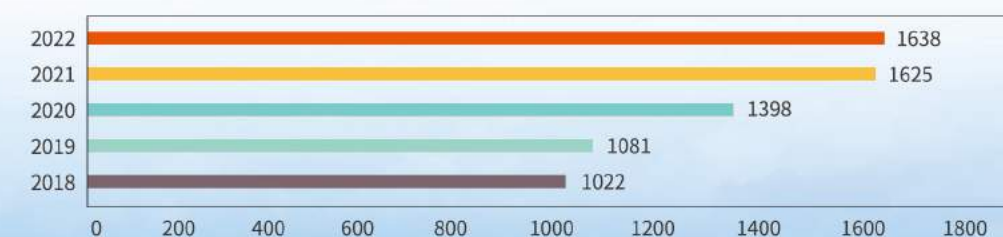
一般公共预算收入(亿元)

General Public Budget Revenue (in RMB 100 million)



社会消费品零售总额(亿元)

Total Retail Sales of Consumer Goods (in RMB 100 million)



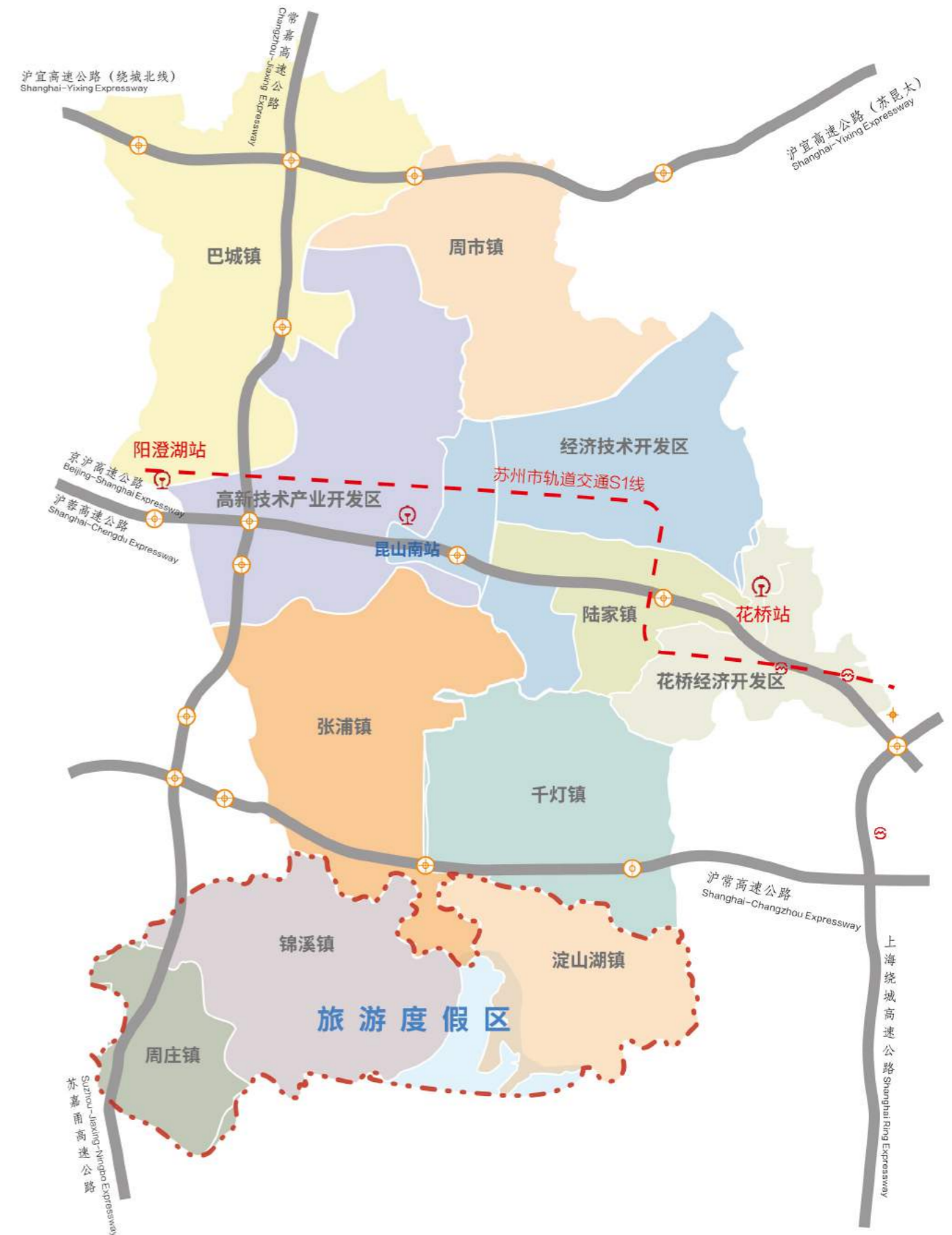
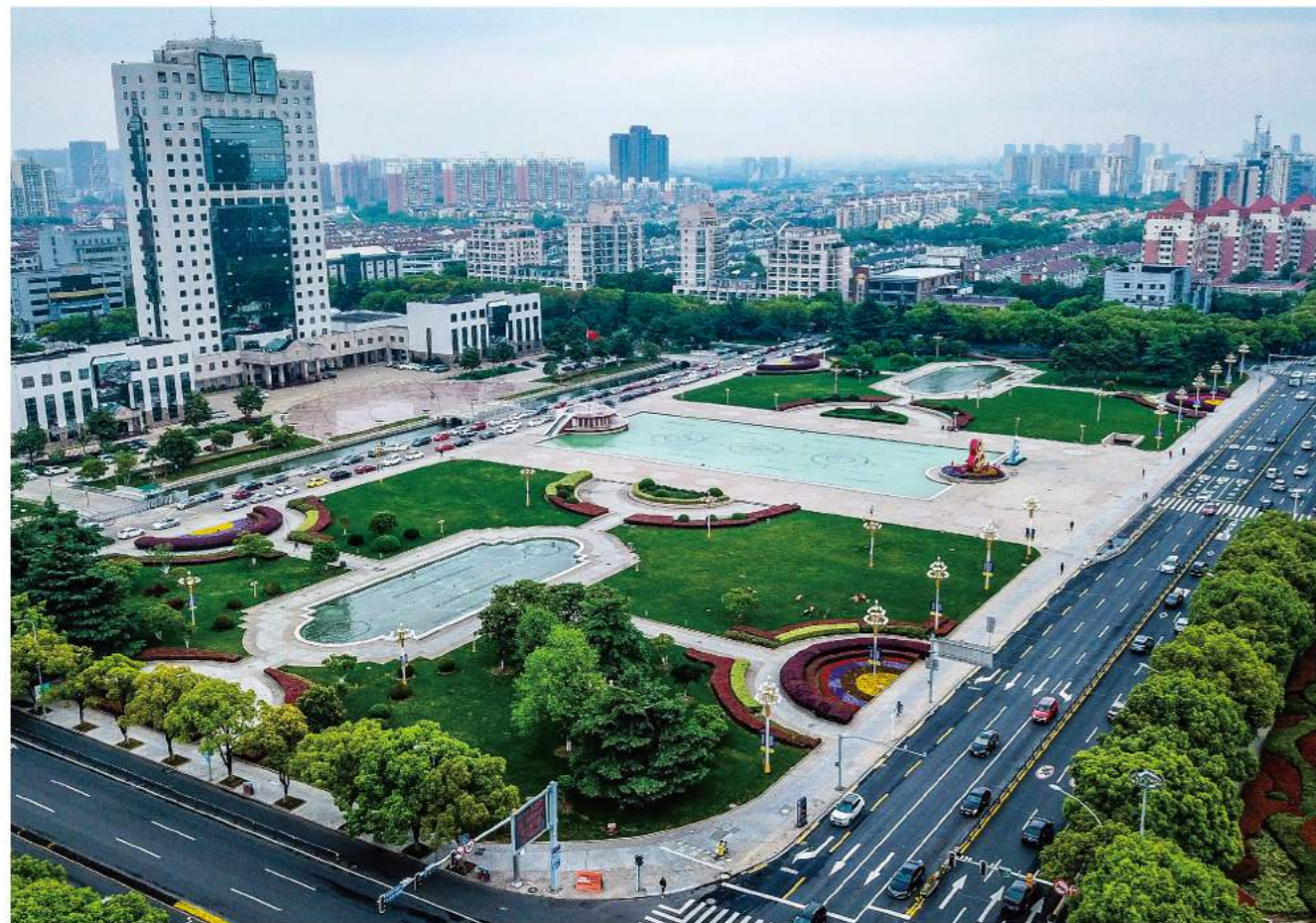
05 行政区划

Administrative Division

- **昆山不足中国万分之一的土地面积**
Kunshan occupies less than one ten-thousandth of the total land area of China
- **聚集了中国 5.3‰ 的外资**
Accounts for 5.3‰ of foreign investment in the country
- **创造了中国 2% 的进出口**
Creates 2% of China's imports and exports

昆山市下辖昆山经济技术开发区、昆山高新技术产业开发区2个国家级开发区；花桥经济开发区、昆山旅游度假区2个省级开发区，以及张浦、周市、陆家、巴城、千灯、淀山湖、周庄、锦溪8个镇。

Kunshan City is home to two state-level development zones – Kunshan Economic & Technological Development Zone (KETD) and Kunshan New & Hi-tech Industrial Development Zone (KSND). It is also home to two provincial-level development zones – Huaqiao Economic Development Zone (HEDZ) and Kunshan Tourism Resort. The city has eight towns: Zhangpu, Zhoushi, Lujia, Bacheng, Qian-deng, Dianshanhu, Zhouzhuang and Jinxi.





昆山经济技术开发区

Kunshan Economic & Technological Development Zone (KETD)

国家级经济技术开发区。在国内率先建成综合保税区、光电产业园、留学人员创业园等一批国家级特色功能园区，形成光电半导体、电子信息、智能装备、新能源汽车、现代服务业五大主导产业。

KETD is approved as a state-level economic and technological development zone and has taken the lead in establishing a number of state-level functional parks such as the Kunshan Comprehensive Bonded Area, Photoelectric Industrial Park and Pioneering Park for Overseas Chinese Scholars. It has five pillar industries-optoelectronic semiconductor, electronic information, smart manufacturing, new energy vehicles and modern services.



昆山高新技术产业开发区

Kunshan New & Hi-tech Industrial Development Zone (KSND)

昆山高新技术产业开发区是全国首家县级市国家高新技术产业开发区，重点发展新一代电子信息技术、机器人及智能装备、小核酸及生物医药三大支柱产业。

Listed as the first state-level hi-tech industrial development zone in a county-level city, KSND features three pillar industries-new-generation IT, robotics and smart manufacturing and RNAi and biomedicine.



花桥经济开发区

Huaqiao Economic Development Zone (HEDZ)

首个以现代服务业为主导产业的省级开发区，国家现代服务业综合试点区，江苏对接上海的“东大门”“桥头堡”，与上海同频共振的现代化商务新城。

The only provincial-level development zone for modern services in Jiangsu Province. HEDZ is listed as a national pilot zone for developing China's modern services industries and is acclaimed to be the "east gate of Shanghai" of Jiangsu Province. It provides a business-enabling environment and dynamic interaction with Shanghai.



昆山旅游度假区

Kunshan Tourism Resort

昆山旅游度假区是江苏首批省级旅游度假区，与淀山湖、周庄、锦溪三镇一体化运行，全力打造昆山南部生态宜居滨湖城市副中心，整体纳入长三角生态绿色一体化协调发展示范区。

Kunshan Tourism Resort is one of the first provincial-level tourist destinations approved by the Jiangsu Provincial Government. Integrating Dianshanhu, Zhouzhuang and Jinxi and serving as a demonstration zone of green and integrated ecological development of the Yangtze River Delta, the resort aims to build an eco-friendly and livable city subsidiary-center at southern Kunshan.



张浦镇

Zhangpu Town

张浦镇位于昆山市版图中心，东邻上海，西依苏州，以昆山德国工业园为主要产业发展平台，形成精密智造、总部贸易、高端食品三大主导产业，是中德（昆山）中小企业合作区的核心板块，已成为长江三角洲对外开放的重要城镇。

Zhangpu Town is located in the center of Kunshan, adjacent to Shanghai in the east and Suzhou in the west. The town has set up several specialized industry development platforms such as the German Industrial Park. Zhangpu has developed three pillar industries – precision machinery, headquarter trade and high-end food. It serves as a core component to the Sino-German (Kunshan) SME Cooperation Zone and contributes significantly to opening up the Yangtze River Delta region to the world.



周市镇

Zhoushi Town

周市镇作为创新开放、宜居宜业的北部新城，依托国家火炬昆山高端装备智能制造产业基地，聚焦产业前沿，形成四大产业集群。先后被授予“全国环境优美乡镇”、“江苏省文明镇”、“苏州市2018年度推进高质量发展先进地区”等称号，2019年综合实力位列中国千强镇第26位。

Zhoushi Town is a new urban area ideal for living and working in northern Kunshan. Featuring innovation and openness, it hosts the Kunshan Advanced Equipment Manufacturing Park under the national Torch Program, and has developed four competitive industry clusters, focusing on driving the frontier of each industry. It has been awarded the titles of “National Township with Beautiful Environment”, “Model Town in Jiangsu Province” and “Advanced Region for Promoting High-quality Development in Suzhou in 2018”. Its overall strength ranks 26th among China’s top 1000 towns in 2019.

陆家镇

Lujia Town

外向明星镇，沪宁高速等五大交通动脉穿镇而过，形成以汽车零配件、孕婴童用品、智能制造为主导的产业集群，荣获2019年度苏州高质量发展先进地区。

As a well-known export oriented town in Kunshan, Lujia Town has formed industry clusters in auto parts, maternal and baby products and smart manufacturing. It enjoys a convenient transportation network supported by five traffic arteries including the Shanghai-Nanjing Expressway. The town has won the title of “Advanced Region for Promoting High-quality Development in Suzhou in 2019”.



巴城镇

Bacheng Town

阳澄湖大闸蟹之乡、昆曲发源地。以智能制造、汽车及其零部件、电子信息产业为主导，文旅文创产业为引领，依托高质量科创载体，打造人才科创重镇和首选地。

Bacheng Town is crowned as China’s First Hairy Crabs Town and is the birthplace of the Kunqu Opera. It focuses on developing auto and auto parts, smart manufacturing, electronic information, leisure tourism and cultural creativity. Supported by high-quality sci-tech innovation incubators, it has become an exemplary town of innovation and the first choice for creative minds.





千灯镇

Qiandeng Town

千灯镇以先进制造业为基础、现代服务业为突破、文化旅游及农业为特色，是先贤顾炎武的故乡。2019年位列全国千强镇第54位，是宜居宜业的昆南科创新城。

Qiandeng Town is dedicated to developing advanced manufacturing, modern services, cultural tourism and agriculture. It is renowned as the hometown of the sage Gu Yanwu. In 2019, it ranked 54th among the top 1000 towns in China and is an ideal place for living and seeking a career in southern Kunshan.



淀山湖镇

Dianshanhu Town

淀山湖镇得临沪之近水楼台，享沿湖之亲水宝地，积极营造宜居、宜业、宜游的优质环境，努力打造昆山融入长三角一体化综合发展示范区。

Neighboring Shanghai and boasting a picturesque scenery and abundant resources bestowed by the Dianshan Lake, Dianshanhu Town is actively building a high-quality environment suitable for living, working and traveling. It envisions to develop into a comprehensive development demonstration area in Kunshan for integrating into the Yangtze River Delta region.



周庄镇

Zhouzhuang Town

周庄，被誉为“中国第一水乡”，国家5A级旅游景区，获评国家火炬计划产业基地、国家级文化产业示范基地和全国版权示范基地。围绕“世界最美水乡”目标，正着力引育旅游度假、物联产业、康养医美、科教文娱产业。

Known as “China’s No.1 Water Town” and a national 5A tourist scenic spot, Zhouzhuang Town has been named the National Torch Plan Industrial Base, the National Cultural Industry Demonstration Base and the National Copyright Demonstration Base. To realize its goal of developing into one of the most beautiful water towns in the world, the town has made great efforts to develop industry clusters such as tourism and vacation, the Internet of Things, health care, medical cosmetology, science education, and cultural entertainment.



锦溪镇

Jinxi Town

锦溪镇域面积一半为水面，拥有大小16个湖泊，是华东地区水体面积最大的古镇，初步形成电子信息、智能装备、民生用品制造和现代服务等重点产业，多元整合延展旅游产业框架，发展精品旅游项目。

With half of its area covered by water, Jinxi Town has 16 lakes within its borders and holds the largest body of water among ancient towns in Eastern China. It has focused on developing sectors such as electronic information, intelligent equipment, consumer goods manufacturing and modern services, while integrating advantageous resources to further develop tourism.



BUSINESS AND INVESTMENT ATTRACTION

招商引资



聚力共创

Creating a New Glory Together

琼花，昆山市花，又名“聚八仙”，花大如玉盆，八朵五瓣，围合而成。“聚八仙”的花型寓意昆山聚集五湖四海之力，共创昆山辉煌的合作精神。

The floral emblem of Kunshan, the Chinese Snowball is known as the “Eight Immortals Flower” (eight jade-white flowers growing on one stalk) which symbolizes clustering. Its unique shape represents Kunshan’s desire to work in solidarity with all parties to create a new glory together.

CREATED IN KUNSHAN

昆山主导产业和新兴特色产业，不仅产业链完整、供应链系统集聚，而且产业集群规模大，创新资源集聚度高，转型升级、创新步伐日益加快，正在从“昆山制造”转向“昆山智造”。

Kunshan has developed a complete chain of pillar industries and special emerging industries which feature an intensive network of supply chain players, large-scale industry clusters and a high concentration of innovative resources. The city is stepping up efforts on industry upgrading and innovation-driven development, to drive a shift from “Made in Kunshan” to “Created in Kunshan.”



01 投资考察线路

Investment Investigation Routes

1. 电子信息产业生态之旅

Electronic Information

已构建包括智能终端、新型平板显示、集成电路、电子元器件、模具等上下游配套的完整产业链，电子信息规上产值约占全市的55%，呈现消费电子、新型平板显示、通讯、集成电路等“一强多元”的产品生产格局。

The electronic information industry of Kunshan has formed a complete value chain from intelligent terminals, flat-panel displays, integrated circuits (ICs), electronic components and molds to a series of upstream and downstream products. The output value of local electronic information enterprises with an annual revenue above RMB 20 million accounts for about 55% of the total output value of the industry in Kunshan. Following a multi-pronged production pattern, Kunshan has spearheaded in the production of consumer electronics, new flat-panel displays, electronic communications and ICs.



- 01 丘钛微电子
Q Tech Microelectronics
- 02 富士康集团
Foxconn Technology Group
- 03 仁宝制造中心
Compal Manufacturing Center
- 04 世硕研发设计中心
Shio R&D Design Center
- 05 立讯产业园
Luxshare Industrial Park
- 06 传感器产业基地
Sensor Industrial Base

2. 高端装备制造和机器人产业生态之旅

Advanced Equipment Manufacturing and Robotics

已形成工程机械、高端数控机床、智能制造装备、专用设备、机器人等特色鲜明的产业集群。

Kunshan has developed a series of specialized industry clusters such as engineering machinery, high-end numerical control machine tools, smart manufacturing equipment, special equipment and robotics.



- 01 川崎机器人
Kawasaki Robotics
- 02 国家火炬昆山高端装备智能制造产业基地
Kunshan Advanced Equipment Manufacturing Park (under the national Torch Program)
- 03 利星行机械
Lei Shing Hong Machinery
- 04 三一集团
SANY Group
- 05 昆山高新区机器人产业园
Kunshan Robot Industrial Park in KSND

3. 光电产业生态之旅 Optoelectronics

已形成从“原材料-面板-模组-整机-装备”的完整产业链条，其中小尺寸面板全球市场占有率超10%。
The optoelectronics industry in Kunshan has formed a complete value chain from raw materials, panels and modules to machines and equipment. Its small-size panels productions accounts for more than 10% of global market share.



- 01 艾杰旭显示玻璃
AGC Display Glass
- 02 之奇美材料科技
Zhiqimei Material Technology
- 03 友达光电
AUO Optoelectronics
- 04 龙腾光电
InfoVision Optoelectronics
- 05 光电产业园
Optoelectronics Industrial Park
- 06 维信诺科技
Vicsinox Technology

● 平台 Platform	🚉 火车站 Railway Station	+ 互通立交 Interchange
★ 企业 Company	🚇 地铁站 Metro Station	— 参观路线 Visitor Route

4. 半导体产业生态之旅 Semiconductors

以“强芯亮屏”为突破方向，推动半导体产业向中高端转型，初步形成“EDA/IP服务-IC设计-制造-封装测试-材料设备-终端应用”的完整产业链雏形。

Kunshan has focused on the design and manufacturing of both chips and displays to facilitate the transformation of the semiconductor industry from low to medium and high-end.

As a result, a complete chain of semiconductor production has started to take form. It features an integration of EDA/IP services, IC design, manufacturing, packaging and testing, material and auxiliary equipment supply and terminal application.



- 01 华天科技
Huatian Technology
- 02 澜起科技
Montage Technology
- 03 日月光半导体
Advanced Semiconductor Engineering
- 04 能讯高能半导体
Dynax Semiconductor

● 平台 Platform	🚉 火车站 Railway Station	+ 互通立交 Interchange
★ 企业 Company	🚇 地铁站 Metro Station	— 参观路线 Visitor Route

5. 小核酸和生物医药产业生态之旅 RNAi and Biomedicine

初步打造了全国有名的小核酸产业集聚区,使“做核酸,到昆山”成为共识,目前全国80%的小核酸服务及科研试剂供应、90%的小核酸原料及药物聚集在昆山。

Kunshan is home to a nationwide well-known RNAi industry cluster, making it a first choice location for RNAi businesses. Currently, 80% of RNAi services and R&D reagent supply and 90% of RNAi materials and medicines in China are produced in Kunshan.



- 01 永信药品
Yung Shin Pharm
- 02 科森科技
Kersen Technology
- 03 泽璟生物
Zelgen Biopharmaceutical
- 04 瑞博生物
Ribo Life Science
- 05 昆山小核酸及
生物医药产业园
Kunshan RNAi & Biomed Park

平台 Platform	火车站 Railway Station	互通立交 Interchange
企业 Company	地铁站 Metro Station	参观路线 Visitor Route

6. 现代服务业产业生态之旅 Modern Services

加快集聚“新技术、新产业、新业态、新模式”,促进“四新经济”成为昆山经济发展新的增长极。

Kunshan has sped up the development of “Four New Economies” (i.e. new technologies, new industries, new business forms and new business models), making them a new engine for local economic growth.



- 01 好活科技
Haohuo Technology
- 02 好孩子儿童用品
GoodBaby Child Products
- 03 花桥跨境贸易小镇
Huaqiao Cross-border Trading Town
- 04 京东数字经济产业园
JD Digital Economy Industrial Park

平台 Platform	火车站 Railway Station	互通立交 Interchange
企业 Company	地铁站 Metro Station	参观路线 Visitor Route

7.人才科创生态之旅 Talent-based Sci-Tech Innovation

加快搭建“一廊一园一港”等创新平台载体，加速集聚科创人才项目，建设国家一流产业科创中心。
Kunshan is accelerating its efforts in building innovation carriers and promoting talent programs with the aim of developing into a first-class industry sci-tech innovation center with international influence.



- 01 浦东软件园
Pudong Software Park Kunshan Location
- 02 阳澄湖科技园
Yangcheng Lake Science and Technology Park
- 03 夏驾河科创走廊
Xiajia River Innovation Corridor
- 04 花桥国际创新港
Huaqiao International Innovation Harbor
- 05 淞南科技园
Songnan Science and Technology Park

● 平台 Platform	🚉 火车站 Railway Station	+ 互通立交 Interchange
★ 企业 Company	🚇 地铁站 Metro Station	— 参观路线 Visitor Route

8.欧美日韩合作生态之旅 Foreign Cooperation

欧美日韩高端企业加速集聚，深度合作支撑我市经济加快高质量发展步伐。
The accelerated clustering of and deepening cooperation with companies from Europe, the US, Japan and South Korea have supported the quickening pace of high-quality development of Kunshan.

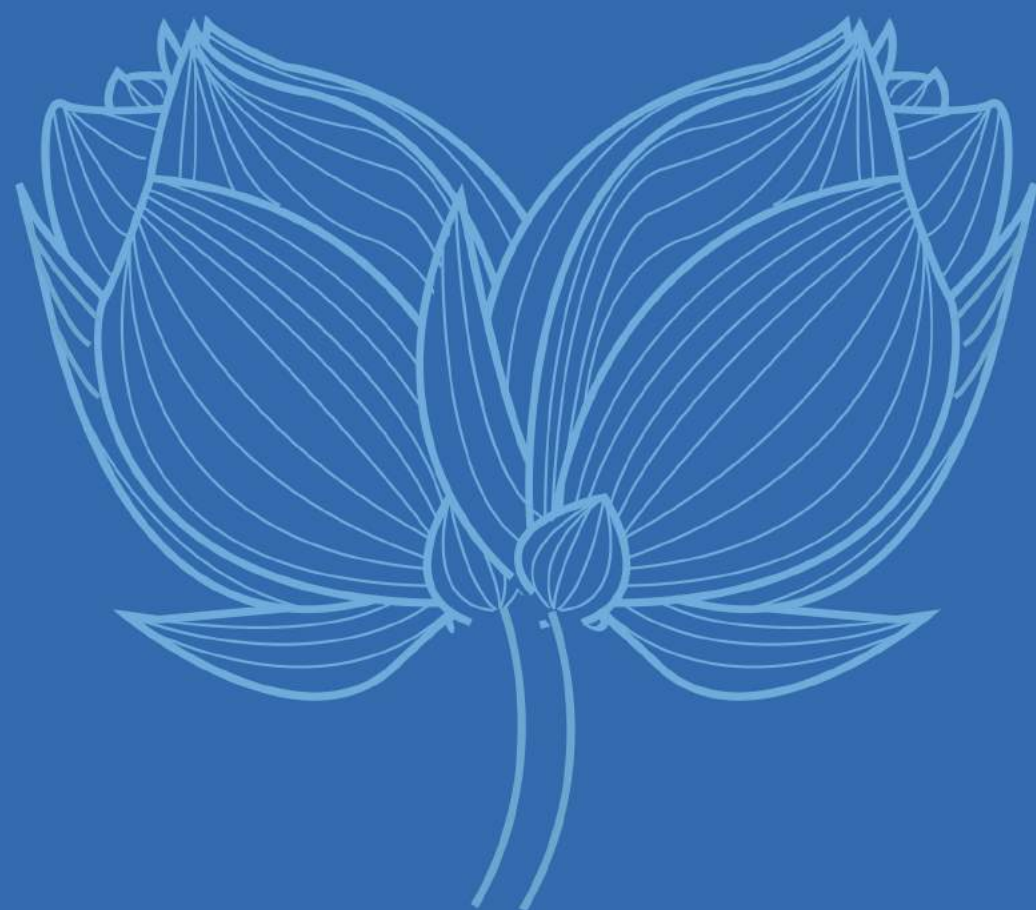


- 01 欧美日科创园
Europe-US-Japan Sci-Tech Innovation Park
- 02 日本机器人产业园
Japan Robot Industrial Park
- 03 牧田
MAKITA
- 04 浦项汽配
POSCO
- 05 西班牙蒙德拉贡工业园
Mondragon Industrial Park
- 06 德国工业园
German Industrial Park
- 07 通力电梯
KONE

● 平台 Platform	🚉 火车站 Railway Station	+ 互通立交 Interchange
★ 企业 Company	🚇 地铁站 Metro Station	— 参观路线 Visitor Route

3

BUSINESS-FRIENDLY AND LIVABLE ENVIRONMENT 宜业宜居



融合共享

A Harmonious City That Benefits All

并蒂莲，有“花中君子”之称，是荷花中的极品、吉祥之兆，茎秆一枝，花开两朵，可谓同生、同心、同根、同福的象征。

A precious lotus species praised as “the gentleman among flowers”, the Twin Lotus Flowers on One Stalk symbolizes shared happiness and auspicious omens.

01 一流营商环境 A Well-serviced Business Environment

打造卓越的营商环境一直是昆山人的不懈追求，如何形成优越的创新环境，培养肥沃的创业土壤，构建“亲清”政商关系，让企业“放心”落地，“安心”经营，是昆山政府不断探索与创新的目标。聚焦提升市场主体感受度，昆山重磅推出“昆如意”服务品牌，建立健全“七项服务机制”。

With an unwavering commitment to fostering an excellent business environment, Kunshan has strived to create a fertile seedbed for entrepreneurship and innovation, and form a friendly, transparent government-business relationship, giving companies confidence to settle down and run their business in the city. The city has made a focused effort to launch its brand of “Kunshan Best” and a “Seven-Government-Service System” to better satisfy the demand of businesses.

“昆如意”营商服务品牌：

Building the Brand of “Kunshan Best”:

昆山发布《昆山优化“昆如意”营商环境，打造投资创业“首选地”行动方案》，该《方案》总体围绕“3158”设计：

Kunshan publishes the *Action Plan of Kunshan on Optimizing the “Kunshan Best” Business Environment and Building the “Kunshan First” for Investment and Entrepreneurship*. The Plan is designed with a focus on “3158”:

“3”即“三个对标”，对标上级决策部署、对标企业群众期盼、对标最高标准水平；

“1”即“一个定位”，打造投资创业首选地（FIRST）；

“5”即“五个更加”，营造更加公平（Fair）的市场环境、更加包容（Inclusive）的人文环境、更加便捷（Rapid）的政务环境、更加优良（Superior）的信用环境、更加透明（Transparent）的法治环境，“公平、包容、便捷、优良、透明”五个词语对应的英文单词的首字母，组合成FIRST，即是打造投资创业首选地（FIRST），同时又寓意“敢于争第一、勇于创唯一”；

“8”即“八大亮点”，创新打造“昆如意”会客厅、着力构建“1+2+N”平台支撑体系、建立“项目长责任制”、提升跨境金融便利、建设人才科技创新高地、构建“四庭协同”对接联动机制、深化商事制度改革、推进企业集团加工贸易监管改革试点。

“3” refers to “three fulfillment”, i.e., the fulfillment of higher-up decisions and aspirations, the expectations of enterprises and the people, and the highest standards;

“1” refers to “one positioning”, i.e., building the FIRST place for investment and startups;

“5” refers to “five enhancements”, i.e., in creating a fairer market environment, a more inclusive social and cultural environment, a rapider governance environment, a superior credit environment, and a more transparent legal environment. The initials of “fair, inclusive, rapid, superior, and transparent” compose “FIRST”, symbolizing Kunshan as the first place for investments and startups. Meanwhile it also implies the ambition to “strive for the first place, and being courageous to build its uniqueness”;

“8” refers to eight highlights, i.e., building the innovative “Kunshan Best” living room; striving to build the supporting system composed by “1+2+N” platform; establishing “project chief accountability”; facilitating cross-border finance; building a technological innovation highland for talents; constructing an communication mechanism featured by “four-court collaboration”; deepening the reform of the business consultation system; and promoting pilots of supervision reform in processing trade among business groups.

昆山全力打造
投资创业

KUNSHAN

首
选
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F
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更加
公平
的
市场
环境

更加
包容
的
人文
环境

更加
便捷
的
政务
环境

更加
优良
的
信用
环境

更加
透明
的
法治
环境

02 《关于支持产业创新集群建设的若干政策》 Policies on Supporting the Construction of Industrial Innovation Clusters

(一) 大力提升产业创新集群策源能力

Vigorously enhancing the originality of industrial innovation clusters

· 招商政策

Investment Promotion Policies

1. 支持重大项目落户，对当年“世界500强”企业投资控股的新设重点产业项目，一年内实际到账1000万美元及以上，给予不超过150万元的一次性资金支持；

Support will be provided for major projects. For a newly established key industrial project invested and held by an enterprise from the “Fortune Global 500” in a year and receiving an actual annual paid-in amount of USD 10 million or above, we will grant the one-off financial support of up to RMB 1.5 million.



INDUSTRIAL INNOVATION POLICY

2. 对当年“中国企业500强”“中国民营企业500强”投资控股的新设重点产业项目，注册资本1亿元及以上，且一年内实际到账5000万元及以上，给予不超过100万元的资金支持。

For a newly established key industrial project invested and held by an enterprise from the “Top 500 Enterprises in China” and the “Top 500 Private Enterprises in China” in the year, with a registered capital of RMB 100 million or above and annual paid-in capital of RMB 50 million or above, financial support of up to RMB 1 million will be granted.

3. 对当年度新投资设立的重点产业项目，注册外资3000万美元及以上，到账500万美元及以上，给予不超过100万元的资金支持。促进外资提质增效，进一步推动外资企业多途径加大投资、增资扩产。对符合我市产业发展导向的已落户外商投资企业，增加注册外资且用于扩大产能、增加研发投入或技术改造的，单个企业最高奖励不超过800万元。

For a newly established key industrial project in the year, with a registered foreign capital of more than USD 30 million or above and paid-in capital of USD 5 million or above, financial support of up to RMB 1 million will be granted. Continue to improve the quality and efficiency of foreign capitals to further facilitate foreign-invested enterprises to increase investment, capital, and production. Registered foreign-funded enterprises that conform to the orientation of the industrial development and increase registered investment for capacity expansion, R&D investment or technological upgrading will be rewarded with a maximum of RMB 8 million.

(二) 着力增强产业创新集群竞争优势

Striving to enhance the competitive advantage of industrial innovation clusters

· 金融政策

Financial Policies

1. 对经国家金融监管部门批准，在我市新注册成立并依法经营的金融企业总部、金融企业专营机构或专业子公司、金融企业一级分支机构等，给予最高不超过5000万元奖励。

The headquarters of financial enterprises, specialized institutions or specialized subsidiaries of financial enterprises and first-level branches of financial enterprises that are newly registered and lawfully operated in our city with the approval of the national financial regulatory department will be rewarded with a maximum of RMB 50 million.

2. 鼓励私募股权投资机构持续加大对企业的投资力度，私募股权投资基金当年投资我市一家及以上企业的，给予最高不超过300万元奖励。发展绿色金融，企业参保绿色保险、发行绿色债券的，给予最高不超过200万元奖励。

Private equity investment institutions are encouraged to continuously increase their investment in enterprises. Private equity investment funds that invest in one or more enterprises in our city will be given a maximum reward of RMB 3 million. To develop green finance, enterprises participating in green insurance or issuing green bonds will be given a maximum reward of RMB 2 million.

· 上市政策

IPO Policies

助力创新企业对接资本市场，登陆适合自身发展实际的上市板块，提升资本市场“昆山创新集群”影响力。常态化摸排产业创新集群中符合上市条件的企业，建立健全后备上市挂牌企业梯队。

We will help innovative enterprises connect with the capital market, get listed in the listed sectors suitable for their own development, and enhance the influence of the “Kunshan innovation clusters” in the capital market. Enterprises in the industrial innovation clusters that meet the listing requirements should be explored on a regular basis, and the backup list of listed enterprises should be established and perfected.

(三) 持续扩大产业创新集群人才供给

Constantly expanding the supply of talents for industrial innovation clusters

· 人才科创政策

Technological Innovation Policies for Talents

1. 对认定为“头雁人才”个人的项目给予最高2000万元资助；对认定为“头雁人才”团队的项目给予最高1亿元资助；对认定为“头雁人才”创新平台的项目给予最高2亿元资助。

We will grant a fund of up to RMB 20 million to a project initialized by “Head Goose Talent” individual; a fund of up to RMB 100 million to a project initialized by “Head Goose Talent” teams; and a fund of up to RMB 200 million to a project of initialized by “Head Goose Talent” innovation platforms.

2. 对入选昆山和苏州市级以上双创人才计划的项目分别给予最高400万元和1000万元资助；对入选昆山和苏州市级以上双创团队计划的项目分别给予最高1000万元和5000万元资助；对连续三年主营业务收入增长20%以上的高成长性人才企业，按地方贡献的一定比例给予最高1000万元奖励；对入选双创计划的人才，给予最高300万元安家补贴。

We will grant up to RMB 4 million and RMB 10 million to the projects selected in the Kunshan and Suzhou municipal entrepreneurship and innovation programs respectively. Grants of up to RMB 10 million and RMB 50 million will be given to the projects selected in the Kunshan and Suzhou municipal and above entrepreneurship and innovation team plan respectively. For high-growth talent enterprises whose main business revenue increased by more than 20% for three consecutive years, a maximum of RMB 10 million will be awarded according to its local contribution. Talents selected in the entrepreneurship and innovation programs will be granted a maximum residency subsidy of RMB 3 million.

“1311”分级挂钩服务机制：

“1311” Service Mechanism of Municipal Government Leadership Responsible for Development at Different Grades:

市领导挂钩区镇，实行一对一挂钩、点对点服务，统筹协调，帮助解决基层和企业遇到的具体困难。

Kunshan municipal government leaders are directly responsible for towns and districts under Kunshan jurisdiction to help address specific difficulties facing community-level administrations and local businesses in a point-to-point, coordinated manner.



政府专员“215”行动机制：

“215” Investment Promotion Mechanism Led by Government Coordinators:

从全市选聘200名干部担任招商护商政府专员，挂钩联系1000家重点企业，开展宣传落实政策、搜集企业诉求、解决问题困难、链接相关部门、服务企业等5项零距离服务，做到“有求必应、无事不扰”，实现全年问题反馈率100%、问题解决率不低于85%。

Kunshan has commissioned 200 officials as specialists to service 1,000 leading enterprises in five areas: promoting and implementing government policies, collecting the demands of enterprises, resolving business concerns, coordinating communication with relevant authorities, and facilitating business development. Those coordinators need to “respond to every need and avoid unnecessary connections”, with an annual goal of giving feedback to all of problems and solving at least 85%.



“5A”级人才科创服务机制：

“5A” Service Mechanism for Sci-tech Innovation Talent:

服务“网点全覆盖”。建立人才科创服务网格化工作机制，实现服务进程“零距离”。

服务“办理全线上”。积极推行“掌上办”“网上办”“帮助办”业务办理模式，实现服务办理“零跑腿”。

服务“时效全提速”。开通人才科创企业行政审批绿色通道，实现服务效率“零延误”。

服务“在线全天候”。全天候接受海内外人才咨询和业务办12345人才科创服务专线问题办结率达100%，实现服务时间“零时差”。

服务“人才全无忧”。不断丰富政策、生产、生活三张服务清单内涵，实现服务品质“零瑕疵”。

ALL areas covered. A grid service network has been established to ensure that service points are at “zero distance” from those who need sci-tech innovation services. **ALL services online.** Services can be completed on mobile phone clients, on internet or through agents to ensure “zero offline formalities” or no need of dealing with them in person. **ALL procedures accelerated.** Green lanes for administrative approval have been provided for sci-tech innovation enterprises to ensure “zero delay”. **ALL time available.** Consultation services and application processing are available 24/7 for domestic and overseas professionals, with problems collected through 12345 hotline 100% solved, to ensure “zero mistiming”. **ALL talents satisfied.** The three service lists covering policy, production and livelihood issues are expanding to ensure “zero omission”.



03 优越生活配套 Convenient Residential Amenities

打造15分钟生活圈；15分钟内必有公园绿地；15分钟步行可达社区卫生机构。
A range of amenities such as parks and community health facilities within a 15 minute radius.

160↑

各类公园
160
Parks of All Kinds

683↑

医疗卫生机构
683
Medical and Healthcare Institutions

150所

幼儿园
148
Kindergartens

48所

普通中学
48
High Schools

44.7%

城镇绿化覆盖率
44.7%
Urban Green Coverage Rate

33家

医院
33
Hospitals

67所

小学
67
Primary Schools

7所

在昆高校
7
Kunshan Higher Education Institutions

昆山杜克大学
Duke Kunshan University



东部、西部医疗中心
Eastern and Western Medical Centers

轨道交通S1号线
Suzhou Rail Transit Line S1



04 深厚文化底蕴 Rich Cultural Heritage

历史造就了昆山独特的文化，也馈赠了昆山丰富的旅游资源，昆山秉承历史之馈，赠每位访客以天然之美、人文之美及风情之美。
Kunshan's unique history endows the city with a unique culture and abundant tourism resources. Here visitors can get a taste of the city's charming landscape and splendid culture.



水乡文化 Water Town

以中国第一水乡——周庄为代表的柔美的江南水乡文化。Zhouzhuang, "China's No.1 Water Town", is a typical southern river town with ancient appeal.

昆曲文化 Kunqu Opera

以曲调幽雅婉转的水磨韵唱腔为代表的昆曲文化。The time-honored Kunqu Opera is renowned for its elegant, melodious singing style.



先贤文化 Wise Scholars

以顾炎武、归有光、朱柏庐为代表的先贤文化。Brilliant minds including Gu Yanwu, Gui Youguang, and Zhu Bailu conceived their philosophical ideas here in their hometown.

园林文化 Exquisite Gardens

以亭林园“昆山三宝”为代表的园林文化。The most popular is Tinglin Garden known for Kunshan's three treasures – the Kun Stone, the Eight Immortals Flower and the Twin Lotus Flowers on One Stalk.



美食文化 Local Specialties

以奥灶面、阳澄湖大闸蟹为代表的美食文化。Popular local cuisine includes Aozao noodles and Yangcheng Lake crabs.

重商文化 Mercantile Culture

昆山打造“亲商、安商、富商”的重商文化。Kunshan has long been keen on commerce, and committed to creating a favorable business environment that helps businesses thrive.



05 多彩文体活动 Colorful Sports & Recreation

为了提升昆山市民的幸福感和获得感，昆山市一直在加大对文化体育事业的投入，陆续建设了各种体育文化活动现场。To help its citizens live happy, fulfilling lives, Kunshan has been scaling up its investment in art and sports centers and has built recreational venues of various kinds.



昆山市民体育文化中心
Kunshan Citizen Sports Center



昆山文化艺术中心
Kunshan Culture & Art Center



昆山当代昆剧院
Kunshan Contemporary Kunqu
Opera Theatre



昆山体育中心
Kunshan Municipal Sports
Center Stadium

积极举办昆山汤尤杯世界羽毛球锦标赛、海峡两岸(昆山)马拉松赛，以及世界女子水球联赛总决赛、国际足球邀请赛、ITF国际网球巡回赛、国际男篮锦标赛等国际化、高规格体育赛事，丰富市民的业余文体生活，架起与世界深度融合的桥梁。

Kunshan has hosted a series of international sports events, such as the international badminton championship Thomas & Uber Cup, Cross-strait Kunshan Marathon, the final of 2018 FINA Women's Water Polo World League, FIFA Invitational, ITF World Tennis Tour, and FIBF Basketball World Cup, all of which help to enrich citizens' lives and promote the city's engagement with the world.



百戏盛典
Chinese Opera Gala (Kunshan)



海峡两岸中秋灯会
Cross-strait (Kunshan) Mid-Au-
tumn Lantern Festival



海峡两岸(昆山)马拉松
Cross-strait Kunshan Marathon



汤尤杯世界羽毛球锦标赛
International Badminton
Championship
Thomas & Uber Cup

06 企业注册流程

Corporate Registration Procedures

外资企业注册流程

How to Register a Foreign-invested Company

登录“江苏省市场监督管理局 (<http://scjgj.jiangsu.gov.cn/>)”进行线上申报,同时线下在行政审批局窗口提交资料。

Please visit the website of Jiangsu Provincial Administration for Market Regulation (<http://scjgj.jiangsu.gov.cn/>) to register online, and file paper documents with Kunshan Administrative Examination and Approval Bureau.

REGISTRATION PROCEDURES

名称自主申报

Register your company name

登录“江苏省市场监督管理局—服务—网上登记系统”
Visit the website of Jiangsu Provincial Administration for Market Regulation – Service – Online Registration System.



提交公司设立主体信息和商务部信息

Fill in the information about your entity and approval materials from the Ministry of Commerce

“外资登记—外商投资公司—设立”
“Foreign Capital Registration – Foreign-invested Company – Set up”



四级实名认证

Level 4 Real-name Verification

股东、法定代表、董监事、经理、委托人等自然人信息, 须通过“登记注册身份验证 app”实施认证
Information of shareholders, the legal representative, boards of directors and supervisors, managers, and the agent needs to be verified on the Corporate Registration and Verification app.



窗口提交纸质材料

File paper documents offline

具体材料清单请见“江苏政务服务”
全国一体化在线政务服务平台
The list of required materials can be found in the online administrative service platform
Jiangsu Administrative Service (<http://www.jszfw.gov.cn/>).

内资企业注册流程

How to Register a Domestic-funded Company

登录“江苏省市场监督管理局 (<http://scjgj.jiangsu.gov.cn/>)”进行线上申报,按选择的签名方式不同来完成设立。

Please visit the website of Jiangsu Provincial Administration for Market Regulation (<http://scjgj.jiangsu.gov.cn/>) to register online, and sign your name to complete your registration.

名称自主申报

Register your company name

登录“江苏省市场监督管理局”
Visit the website of Jiangsu Provincial Administration for Market Regulation.



提交公司设立主体信息

Fill in the information about your entity

“内资登记—公司—设立”
“Domestic Capital Registration – Company – Set up”



选择签名方式

Choose signature method

“录入—提交申报—选择签名”
“Enter – Submit Application – Choose Signature Method”



手工签名方式

Handwritten Signature

四级实名认证股东、法人、董监事、经理、委托人需通过“登记注册身份认证 APP”
The Level 4 Real-name Verification requires the information of shareholders, the legal representative, boards of directors and supervisors, managers, and the agent to be verified on the Corporate Registration and Verification app.



窗口提交纸质材料

File paper documents offline

具体材料清单详见“江苏政务服务”全国一体化在线政务服务平台
The list of required materials can be found in the online administrative service platform
Jiangsu Administrative Service (<http://www.jszfw.gov.cn/>).

电子签名方式

Electronic Signature

“签名信息及材料上传—进入签名系统—完成签名”
“Submit Signature Information and Related Materials – Enter Signature System – Complete Signature”



线上审批完成领取营业执照

You can get your business license when your registration is approved online.

07 企业运营成本

Business Operating Costs

最低基本工资

Minimum Salary

2020元/月

RMB 2020/month

工作时间

Regular Working Hours

8小时/天, 40小时/周

8 hours/day, 40 hours/week

加班时间

Overtime Working Hours

不超过3小时/天, 36小时/月

≤ 3 hours/day, 36 hours/month

保险及住房公积金

Insurance and Housing Provident Fund Contribution Costs

险种项目 Category	费率 Contributed Rates(%)		
	个人缴纳 By Employee	单位缴纳 By Employer	合计 Sum
企业基本养老保险 Basic Endowment Insurance	8%	16%	24%
基本医疗保险 Basic Medical Insurance	2%	7%	9%
工伤保险 Employment Injury Insurance	-	0.2-1.9%	0.2-1.9%
生育保险 Maternity Insurance	-	0.8%	0.8%
失业保险 Unemployment Insurance	0.5%	0.5%	1%
大病补充医疗保险 Critical Illness Supplemental Insurance	60元/年 RMB 60/Year	-	60元/年 RMB 60/Year
住房公积金 Housing Provident Fund	5-12%	5-12%	10-24%

大额医疗费用社会共济基金

Social Mutual Aid Fund For Large Medical Expenses

筹资标准5元/人/月

RMB 5 per capita/month

昆山

DEVELOPMENT OPPORTUNITIES

发展机遇

昆山主动融入“一带一路”建设、长江经济带建设、长三角一体化发展等国家战略大局，以昆山被列入江苏省社会主义现代化建设试点为契机，持续放大昆山深化两岸产业合作试验区载体功能，积极争取设立自贸区联动创新区，对接苏州片区开展协同发展，率先复制自贸区改革创新举措。

Kunshan has been proactively following China's strategic movements including the Belt and Road Initiative, the development of the Yangtze River Economic Belt and the integration of the Yangtze River Delta. Being listed as a socialist modernization pilot in Jiangsu Province, Kunshan continues to amplify its carrier function as a pilot zone for deepening cross-strait industry cooperation. It advances the establishment of an innovation zone to take the lead in applying reformative and innovative initiatives from China Free Trade Zone and promote the synergetic development of Suzhou.

01 五区一线

Five Zones Connected by One Metro Line

《昆山市城市总体规划(2017-2035)》于2018年7月获江苏省人民政府批准实施,是全省首个获批2035版城市总规。昆山拉开现代化大城市框架,规划建设“五区一线”,最高标准建设各具特色、具有标志性的“城市客厅”,打造城市精致化发展样板区。

The Master Plan of Kunshan for Urban Development (2017-2035) approved by the Jiangsu Provincial Government in July 2018 is the first 2035 city master plan approved in Jiangsu. This has initiated Kunshan's urban modernization journey. The city plans to build a high-end distinctive urban "living room" for every resident featuring five zones connected by one metro line, serving as a model for exquisite urban development.

五区 Five Zones

- 青阳港滨水城市中心
Qingyang Port Waterfront City Center
- 杜克智谷小镇科创中心
Duke Creative Park
- 昆山南站城市门户
Kunshan South Gateway

- 朝阳路商业中心
Chaoyang Road CBD
- 亭林园传统文化集聚区
Tinglin Park Traditional Culture Zone

一线 One Metro Line

- 轨道交通S1线走廊
Rail Transit Line S1 Corridor



关于我们

About Us

昆山市商务局(招商服务中心)作为昆山市政府招商引资工作的统筹协调机构,以推广、巩固昆山投资环境、营商优势为己任,致力于引进符合城市定位、产业政策的投资项目与人才团队,倾力为投资者提供优质、专业的政府服务,助力海内外企业在昆发展壮大。

As a coordinator for Kunshan Government to attract businesses and investments, Kunshan Bureau of Commerce (Investment Promotion and Service Center) is responsible for leveraging local advantages to consolidate Kunshan's investment environment. Committed to introducing investment projects and talent teams that match the city's positioning and industry policies, it provides investors with quality and professional government services and helps domestic and foreign enterprises develop and thrive in Kunshan.

联系方式

Contact Us

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昆山市招商服务中心
Investment Promotion and Service Center of Kunshan

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成功案例

Exemplary Cases

