



Qingdao **Investment Guide**

Invest in Qingdao for a Shared Future



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PROFILE OF QINGDAO

GEOGRAPHICAL LOCATION

Area

A land area of **11,000** square kilometers and a sea area of **12,000** square kilometers, with **905** kilometers of coastline.

Geographical Location

On the sea, Qingdao serves as an important hub facing Northeast Asia, connecting Japan, the Republic of Korea, and the Pacific.

On the land, Qingdao is the economic gateway of the Yellow River Basin, extending its influence westwards across the region and linking Central Asia and Europe.

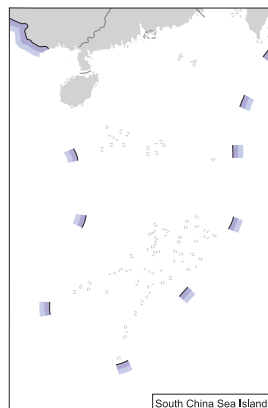
Administrative Divisions

Seven districts: Shinan, Shibei, Licang, Laoshan, Huangdao (Qingdao West Coast New Area), Chengyang, and Jimo

Three county-level cities: Jiaozhou, Pingdu, and Laixi

Population

The resident population registers **10.5155 million**.





A LIVABLE CITY



Qingdao boasts a mild and moist climate. It is a lovely city embraced by beautiful sea bays, breathtaking mountains, and the vast ocean, and an ideal escape from the winter chill and summer heat, featuring red roofs nestling among green trees and the blue sea meeting the azure sky. It has been rated by the United Nations as one of the most livable cities in the world.



CULTURE AND HISTORY

The history of Qingdao's civilization can be traced back to more than 7,000 years ago. There are historical relics reflecting the integration of marine culture and the culture of Qi and Lu, such as Langyatai, which was visited three times by the First Qin Emperor, and Laoshan Mountain, which is known as the “most famous mountain on the sea”. Many cultural celebrities, including Shen Congwen, Lao She, and Wen Yiduo, once stayed in Qingdao.





BRANDS OF THE CITY

Qingdao enjoys the reputation as a World Architecture Expo, City of Beer, Sailing City and City of Film. It has won many honorary titles such as National civilized city, National Sanitary City, and National Double Support Model City. The city ranks among China's happiest and most livable cities. Qingdao has been selected among "Amazing China - The Most Attractive Chinese Cities in the Eyes of Foreign Talent" for 14 consecutive times. It is also known as the "Switzerland of the East".





TARGETS AND POSITIONING

Qingdao is an important coastal central city, a national famous historical and cultural city, a modern ocean city, and an international comprehensive transportation hub in China. Qingdao is positioned with core functions as an advanced manufacturing base in northern China, a gateway of opening up in northern China, and an international coastal tourism destination.

Since 2018, President Xi Jinping has visited Qingdao twice and asked Qingdao to capitalize on the opportunity of hosting flagship international events to bolster the city's development and to build a modern international metropolis.

The urban development goals of Qingdao are as follows

By 2035

It aims to become a leading modern ocean city in China and build itself into a socialist modern international metropolis in the new era.

By 2050

It aims to fully establish itself as a socialist modern international metropolis with global influence, contributing to China's maritime strategies and advancing its status as a major maritime country.





ECONOMIC STRENGTH

In 2025

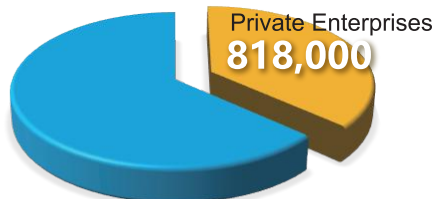
Qingdao's GDP reached **1.756 trillion** yuan, up by **5.4%**.

The city's total import and export volume amounted to **912.89 billion** yuan, ranking **5th** among China's sub-provincial cities.

The total retail sales of consumer goods stood at **696.07 billion** yuan, a year-on-year increase of **3.2%**, securing the second position among northern cities.

The added value of the service sector increased by **5.6%** year-on-year, accounting for **63.6%** of the city's GDP.

By the end of 2025



86 Listed Companies

2.068 Million Market Entities





LEADING LOCAL ENTERPRISES

Hisense has ranked **No.1** in China for global TV shipments for 22 consecutive years;

Haier has maintained its position as the world's **No.1** major home appliance brand in retail sales for 17 consecutive years, and it is the **first** Chinese enterprise to achieve overseas D-share listing;

The “Fuxing” high-speed trains produced by CRRC Sifang boast the **fastest** operating speed in the world;

Tsingtao Brewery is the **first** overseas-listed company in the Chinese mainland;

TGOOD is the **first** company listed on the Growth Enterprise Market;

COSMOPlat has grown into China's **first** industrial internet brand valued at over 100 billion yuan.





FOREIGN INVESTMENT

Qingdao's economic and trade cooperation extends to more than 230 countries and regions worldwide. The city has attracted 424 investment projects from 181 Fortune Global 500 companies. It has been repeatedly recognized by the World Bank as a "Gold Medal City" for China's investment environment.

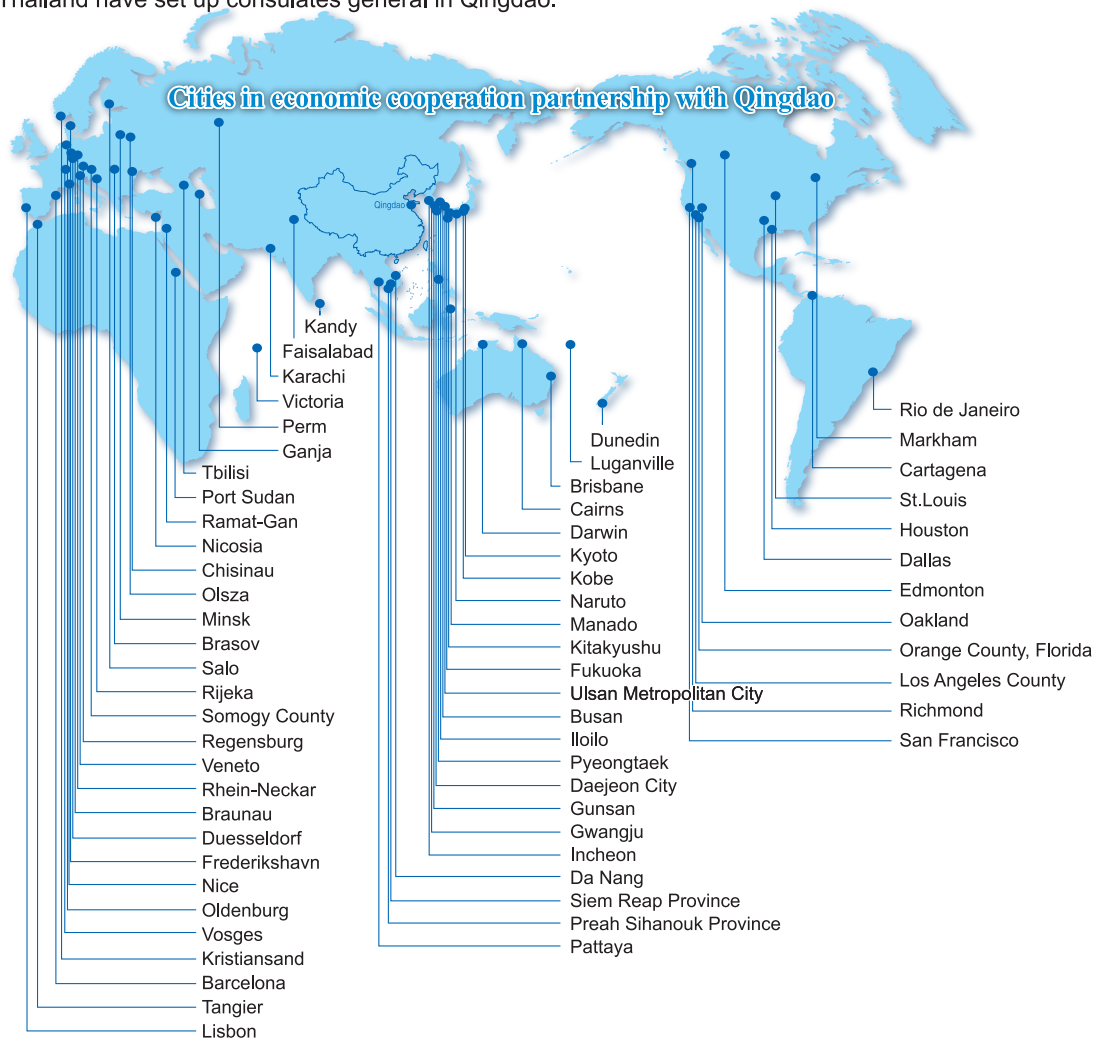
Some Renowned Foreign-Funded Enterprises Based in Qingdao





INTERNATIONAL GATEWAY

Qingdao continues to expand its “international circle of friends”, extending the friendship-city network to 95 cities across 54 countries. Qingdao has established sister-city ties with 30 cities in 28 countries and friendly cooperative city relationships with 65 cities in 38 countries. Additionally, Qingdao has set up seven overseas business centers in Singapore, the Republic of Korea, Germany, Japan, Hong Kong, the United Kingdom, and Russia. Japan, the Republic of Korea, and Thailand have set up consulates general in Qingdao.





TRANSPORTATION HUB

Qingdao has strengthened the coordinated development of its sea ports, land ports, airport, and railways, achieving national recognition as an international comprehensive transportation hub.

Aviation ▼



As of 2025, Qingdao Jiaodong International Airport, the first 4F-level airport in Shandong Province, had been operating a network of 222 air routes, including 184 domestic routes and 38 international and regional routes. Looking ahead, this airport is projected to accommodate an annual passenger capacity of 55 million passengers.



Marine Transport

Boasting expansive and deep waters, Qingdao Port is ice-free and silt-free all year round. It has over 230 shipping routes, connecting to more than 700 ports in over 180 countries and regions across the globe. It leads northern China's ports in both the number and density of shipping routes. In 2025, the port's cargo throughput reached 741 million tons, and its container throughput reached 32.89 million TEUs, ranking 4th and 5th globally in these categories, respectively. Additionally, its automated terminals boast the world's highest handling efficiency. Since April 1st, 2023, Qingdao Port has implemented the port of origin tax rebate policy as a port of exit.

Freight Routes

230+

Ports Accessible

700+



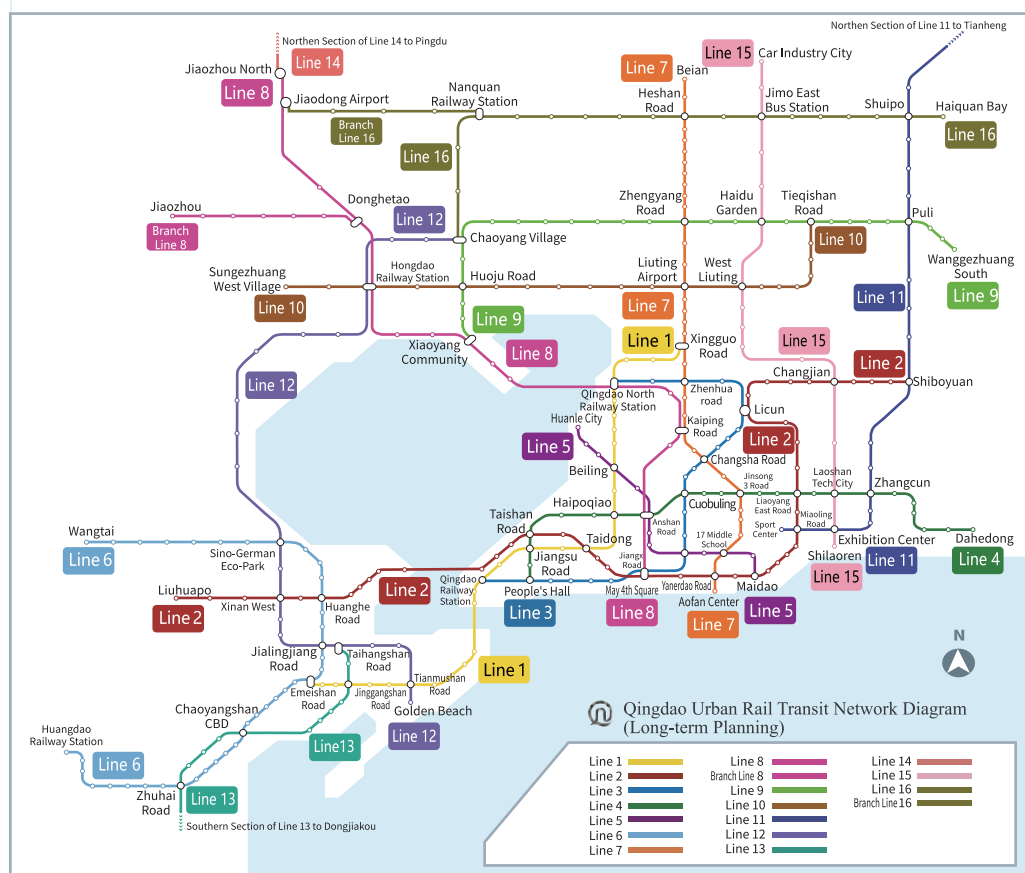
Multimodal Transport

Leveraging the supervision mode of "land-sea multimodal transport and sea-rail direct transport", Qingdao handled 2.829 million TEUs of sea-rail multimodal transport in 2025, an 11% year on year increase, ranking No. 1 nationwide for the eleventh consecutive year. The city operates 32 domestic and international cargo railway lines, reaching 54 cities in 23 SCO countries and countries along the Belt and Road.



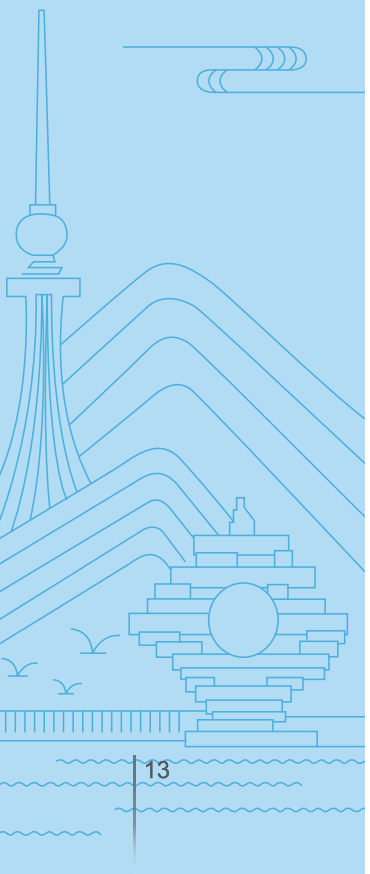
Railways and Expressways

Qingdao continues to expand its railway and expressway networks, serving as a key pivot in the coastal route of China's "eight vertical and eight horizontal" high-speed railway corridor. It provides three-hour access to the Beijing-Tianjin-Hebei region and the Yangtze River Delta Economic Belt, along with a one-hour economic circle linking surrounding major cities. The city has eight metro lines, creating a 352-kilometer rail transit passenger corridor.



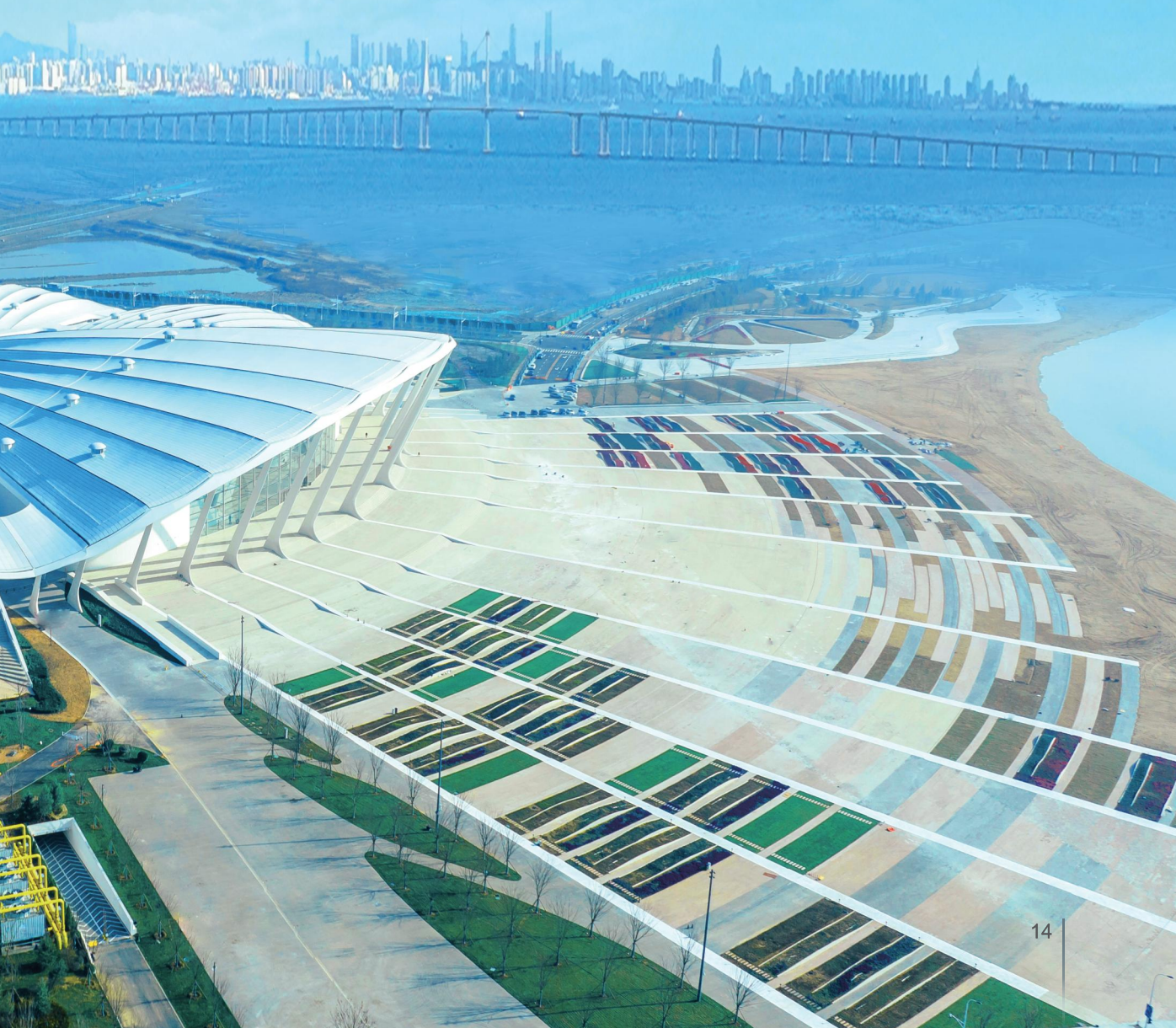
INVESTMENT ENVIRONMENT

NATIONAL STRATEGIES



China-SCO Local Economic and Trade Cooperation Demonstration Area (SCODA) ▼

In June 2018, President Xi Jinping announced at the SCO Qingdao Summit that the Chinese government supports building a demonstration area in Qingdao for local economic and trade cooperation between China and the SCO. During an inspection visit to Shandong in May 2024, General Secretary Xi Jinping emphasized accelerating comprehensive reforms in SCODA and building it into a demonstration area for institutional opening-up. Qingdao is striving to build a new platform for Belt and Road international cooperation. The city plays a leading role in the Belt and Road New Eurasian Land Bridge Economic Corridor and maritime cooperation, and shoulders major responsibilities in the opening up through links running eastward and westward, across land and over sea.



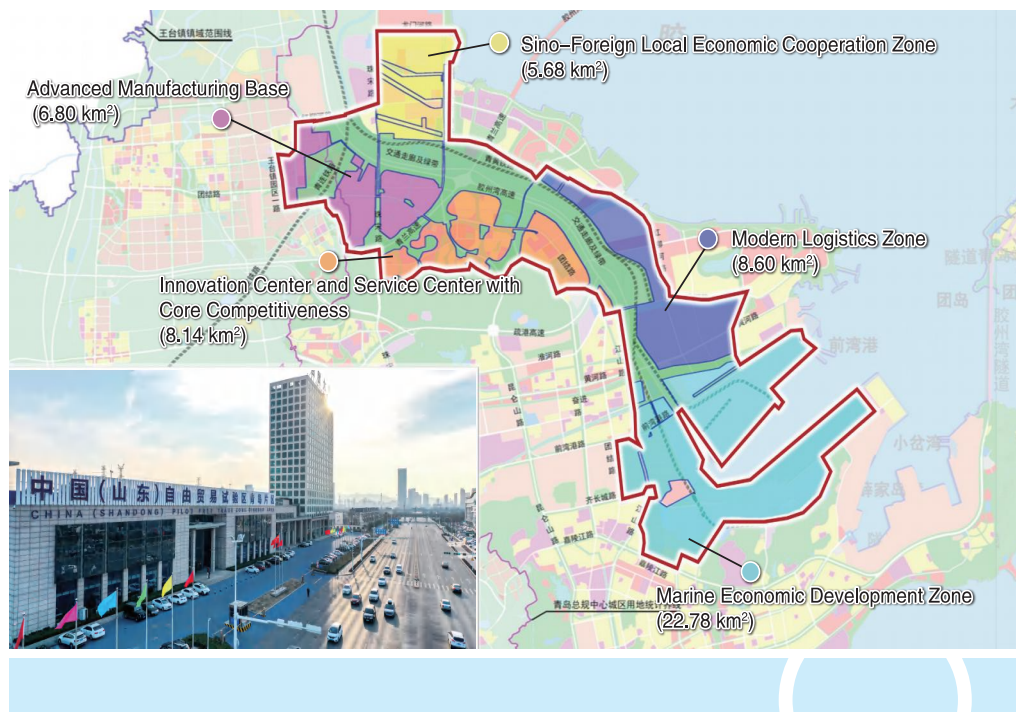


China (Shandong) Pilot Free Trade Zone Qingdao Area ▼

In August 2019, the State Council approved the establishment of the China (Shandong) Pilot Free Trade Zone, with the Qingdao Area spanning 52 square kilometers. This area aims to serve as an international shipping hub in Northeast Asia, a key innovation center along China's eastern coast, and a model for marine economic development, supporting Qingdao's transformation into a major coastal central city in China. In 2024, the



central government launched the strategy to strengthen pilot free trade zones, fostering pioneering and integrated exploration. By actively aligning with international high-standard economic and trade rules, the China (Shandong) Pilot Free Trade Zone Qingdao Area has emerged as a significant economic contributor. Despite comprising just 0.46% of the city's total area, it accounts for 9.65% of employment, 26% of revenue from wholesale enterprises above the designated size, 20% of foreign trade volume, and 9.7% of paid-in foreign investment in 2025.





Strategy for Ecological Protection and High-Quality Development of the Yellow River Basin

In January 2020, President Xi Jinping emphasized the pivotal role of the Shandong Peninsula city cluster in driving the high-quality development of central cities and city clusters along coastal regions. This assertion was made during discussions on the strategic imperatives of ecological protection and high-quality development within the Yellow River Basin at the 6th meeting of the Central Commission for Financial and Economic Affairs. In May 2024, during an inspection visit to Shandong, General Secretary Xi Jinping reiterated that Shandong needs to position itself strategically within the national development framework, undertake substantial responsibilities, and take the lead in ecological protection and high-quality development of the Yellow River Basin. This provides Qingdao with new opportunities to enhance its core competitiveness and leverage its advantages as an international comprehensive transportation hub.





SCIENTIFIC AND TECHNOLOGICAL INNOVATION

Qingdao is home to 16 state key laboratories and 86 provincial key laboratories. The city boasts 8,160 high-tech enterprises, 9,487 technology-based SMEs, and 256 national-level “little giant” enterprises that use specialized and sophisticated technologies to produce novel and unique products. It has attracted 268,000 skilled professionals in various sectors, bringing the total talent pool to over 3 million. Qingdao also boasts abundant marine science resources and strong research capabilities. The city gathers a large number of leading marine research institutions, including Laoshan Laboratory, Ocean University of China, and the Institute of Oceanology, Chinese Academy of Sciences. It has one national laboratory and six national key laboratories in the marine field, and 25 academicians specializing in ocean-related disciplines based in the city. By strengthening fundamental research, accelerating breakthroughs in core and critical technologies, improving talent development systems, and promoting deep integration of scientific research and industry, Qingdao is building an internationally influential center for marine science and technology.





WEALTH MANAGEMENT AND FINANCE



Qingdao is home to the only comprehensive financial reform pilot zone focused on wealth management in the Chinese mainland. For seven consecutive years, it has hosted the Qingdao Venture Capital Conference and is building a comprehensive, wide coverage financial empowerment system that strongly supports the high quality development of the real economy. As of now, Qingdao has 67 banking institutions, 70 insurance institutions, 74 securities firms, 227 local financial organizations, 322 registered private equity fund managers, 2,326 registered fund products, and a total fund management scale of 225.776 billion yuan. The total asset management scale has exceeded 4.8 trillion yuan, and the city ranks 33rd in the Global Financial Centres Index.





DIVERSIFIED CONSUMPTION

In 2025, Qingdao released a “1+11” package of policies to boost consumption and promote the deep integration of commerce, tourism, culture, sports, healthcare, and exhibitions. The city secured 4.4 billion yuan in funding for its consumer goods trade-in program, ranking first in Shandong Province. These policies drove the sale of 130,000 automobiles and 4.64 million units of home appliances and digital products, generating 34 billion yuan in consumption and benefiting 5 million consumers. More than 1,000 “Enjoy Shopping in Qingdao” themed events were held, while new consumption hotspots—such as the Qingdao Beer Exchange and Midnight Diners—gained nationwide popularity. Qingdao has cultivated 123 time-honored brands at various levels, including Qingdao Foods and Jimo Laojiu, and has welcomed 112 first stores of well-known brands such as Huang Doujun (HDJ/Mr. Huang). For the first time, the city earned recognition for two “Black Pearl” restaurants, marking a historic breakthrough. Qingdao also launched the “Eternal Love, Romantic Qingdao” destination wedding city IP, and partnered with Douyin to promote six major consumption sectors, achieving nearly 3 billion yuan in transaction volume.







EDUCATIONAL RESOURCES

Higher Educational Institutions	30	Students on Campus	520,000+
Regular High Schools	95	Special Education Schools	15
Middle Vocational Schools	54	Junior High Schools	294
Primary Schools	588	Kindergartens (Private and Public)	1,705

To date, 439 primary and secondary schools and kindergartens in Qingdao are qualified to enroll international students, and the city hosts 9 schools for children of expatriates.





MEDICAL INSTITUTIONS

Qingdao provides abundant medical resources. In 2024, the University of Health and Rehabilitation Sciences officially opened in Qingdao.



By the end of 2025, the city had over 9,000 medical and health institutions at various levels. Currently, Qingdao has 35 tertiary hospitals, including the Affiliated Hospital of Qingdao University, Qingdao Municipal Hospital, Qilu Hospital of Shandong University (Qingdao), and Qingdao Hiser Medical Group.







FASHION EXHIBITIONS AND CONFERENCES

A series of major festivals, exhibitions, and conferences have been held in Qingdao, such as the Qingdao Multinationals Summit, China International Consumer Electronics Exposition, the First Ocean Decade International Coastal Cities Conference and China Fisheries & Seafood Expo, attracting numerous businessmen from home and abroad to come to Qingdao for investment inspections, trade negotiations, and leisure tourism.





CULTURAL TOURISM

Qingdao is home to 96 A-level tourist attractions, including the Laoshan Scenic Area, the Olympic Sailing and Marine Culture Tourist (OSMC) Areas, and the Seaside Scenic Area. In 2025, the city received over 135 million visitors. The 35th Qingdao International Beer Festival welcomed 6.97 million visitors, with beer consumption exceeding 2,900 tons. As the only National Demonstration Pedestrian Street in Shandong Province, Taidong Pedestrian Street recorded 110 million visits annually, with the turnover surpassing 11 billion yuan. The centenary Zhongshan Road Pedestrian Street continues to cultivate new business forms and create new consumption scenes, attracting over 79 million visitors throughout the year.





LEGAL SERVICES

Qingdao has long been committed to creating a first class business environment that is market-oriented, law-based, and internationalized. The city innovatively launched the system of “intelligent registration for the establishment of enterprises”, and “online examination and approval” for multinational companies, fully implemented the investment management model of “pre-establishment national treatment plus negative list”, and constantly improved the menu-style service experience featuring “one-stop procedures”. Qingdao has been recognized as a national model city for law-based government construction.

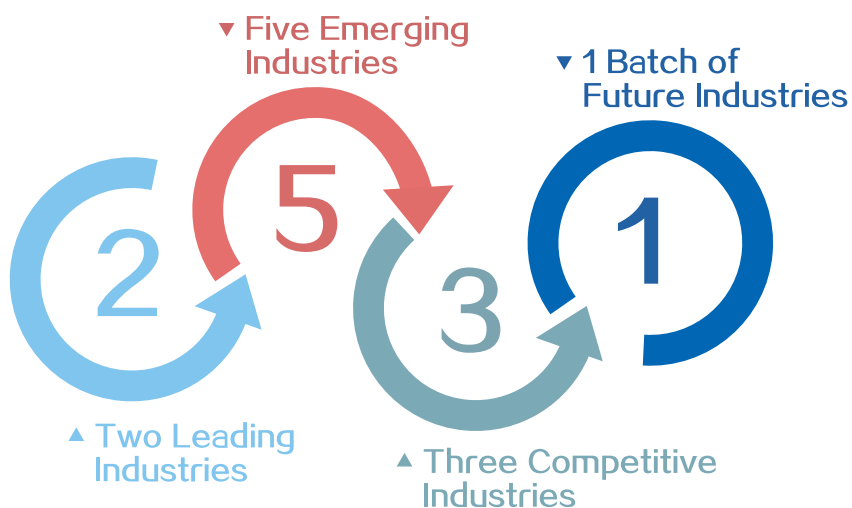


INDUSTRIAL PRIORITIES

Qingdao focuses on integrating deeply into the new development paradigm by prioritizing key areas such as the “10+1” innovative industrial system, the “4+4+2” modern marine industry system, and the ten modern service industries.

“10+1” INNOVATIVE INDUSTRIAL SYSTEM

Guided by technological innovation, Qingdao aims to prioritize the development of two leading industries, seek breakthroughs in five emerging industries, upgrade three competitive industries, and strategically position itself in future industries. The city is rapidly building an innovative industrial system by focusing on niche sectors.







Prioritizing the Development of Two Leading Industries ▼

Next-Generation Information Technology

Qingdao is prioritizing digitalization, intelligence, cross-industry integration, and convergence development, focusing on sectors like automotive-grade chips, new display technology, magnetic storage chips, and advanced packaging. The city is driving breakthroughs in key technologies, developing major products, and promoting demonstration applications to establish a distinctive hub for next-generation information technology.



Artificial Intelligence

Implementing an innovation-driven development action plan for the AI industry, Qingdao is focusing on sectors such as marine Large Language models (LLMs), AI robots, and vertical domain LLMs. The city is building computing power infrastructure and expanding AI-enabled application fields to elevate the capacity of the National Pilot Zone for AI Innovation and Application. Qingdao aims to create a globally competitive marine AI cluster.



Seeking Breakthroughs in Five Emerging Industries ▼

Life and Health

Focusing on biomedicine, medical devices, and healthcare, Qingdao targets niche areas such as synthetic biology, marine medicines and biological products, gene and cell therapy, and rehabilitation medical devices. The city is building an industrial landmark known as the Marine Medicine Hub-China Health Valley.

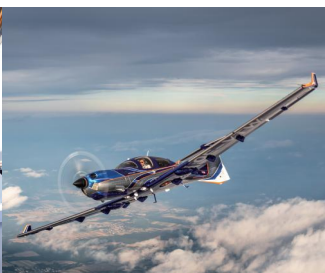


Intelligent Connected New Energy Vehicles

Focusing on intelligent connected systems and new energy vehicles, Qingdao highlights sectors such as solid-state batteries, functional unmanned vehicles, intelligent cockpits, and vehicle-road-cloud integration. The city is improving key components such as electronic control systems and motors to enhance the production capacity of whole vehicles and the local supply rate.



Low-Altitude Economy



Focusing on aircraft manufacturing and low-altitude flight services, Qingdao prioritizes sectors such as industrial drones, low-altitude flight service systems, and electric vertical takeoff and landing aircraft. The city is expanding scenarios for low-altitude service applications to build a hub for low-altitude economic development.



Green Energy

Focusing on wind power, photovoltaics, hydrogen energy, and energy storage, Qingdao underscores sectors such as perovskite batteries, wind power equipment manufacturing, new energy storage, offshore new energy development, and comprehensive utilization of hydrogen energy. The city aims to build a ten-million-kilowatt offshore new energy base.



Intelligent Equipment

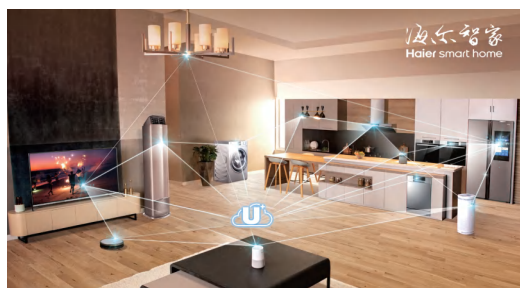
Focusing on rail transit equipment, marine equipment, and intelligent manufacturing equipment, Qingdao is emphasizing sectors such as medium- and low-capacity rail cars, shipbuilding and marine engineering equipment, and intelligent inspection equipment. The city is making breakthroughs in the R&D and manufacturing of complete machines and key core components to build a nationally leading hub for intelligent equipment.



Upgrading Three Competitive Industries ▼

Smart Home Appliances

Focusing on smart homes and audiovisual electronics, Qingdao is emphasizing sectors such as smart service-oriented home appliances and wearable smart devices. The city is breaking through in the development of independent and controllable core chips, ultra-high-definition core components, and basic materials to enhance the perception, interaction, and control technologies of smart home appliances. Qingdao is promoting the deep integration of AI, big data, and other technologies with home appliances to build a world-class high-end smart home appliance cluster.



High-End Chemicals and New Materials

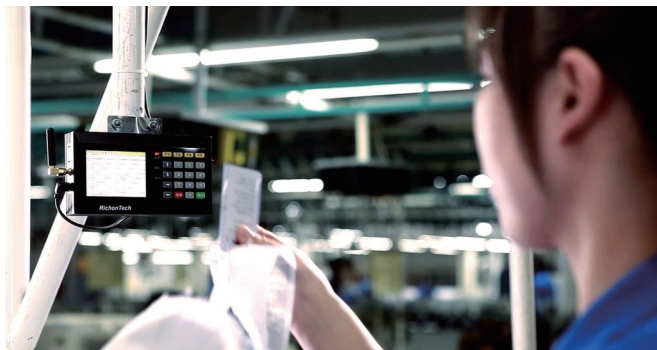
Focusing on chemical new materials, green rubber, and advanced alloys, Qingdao is emphasizing sectors such as special tires, special steel, and advanced alloy materials. The city is advancing the construction of high-end refineries and deep processing bases to build a first-class high-end chemical industry base in China.





Modern Light Industry

Focusing on food and beverages, textiles and apparel, Qingdao is emphasizing sectors such as healthy food and beverages and new textiles and apparel. The city is further implementing the “Three Products” initiative of increasing the variety, improving the quality, and creating brands to significantly enhance the leading power, quality competitiveness, and brand influence of the modern light industry.



Advance the Development of a Batch of Future Industries ▼

Qingdao is strategically planning and advancing future industries like future information, future manufacturing, future materials, and future space technology. It aims to rapidly scale up mature technologies such as terahertz, marine electronics, deep-sea development, and aerospace systems in the near term. For emerging technologies like brain-computer interfaces, quantum information, advanced semiconductor materials, and photonic technology, Qingdao is working to establish them as key drivers of new industries in the long term. The city is actively pursuing the creation of a national pilot zone for future industries.





“4+4+2” MARINE INDUSTRY SYSTEM

Qingdao is actively building a modern marine industry system to create a hub for modern marine economic development. In 2025, the city's gross ocean product exceeded 590 billion yuan, accounting for 5.4% of the national total and 31.2% of the provincial total, and representing over 33% of Qingdao's GDP. The number of above-scale sea-related enterprises has surpassed 3,300, marking a comprehensive enhancement in the city's capacity and core competitiveness as a modern ocean city. Qingdao is working vigorously to establish itself as a leading modern marine central city featuring pioneering marine technology, developed marine economy, a marine talent pool, world-class port and shipping services, beautiful marine ecological environment, thriving marine culture, and dynamic international exchanges in marine sectors.



Qingdao will Boost the Quality and Efficiency of its Four Key Traditional Industries •

It will speed up the transformation and upgrading of modern fisheries, drive the marine chemical industry toward high-end and eco-friendly growth, develop high-end port and shipping services, and elevate the quality of marine cultural tourism.



Qingdao will Cultivate and Expand Four Emerging Marine Industries •



It will prioritize high-end, intelligent, green, and clustered development, build a high-end marine equipment manufacturing base, boost innovation in marine pharmaceuticals and biological products, advance the full industrial chain of seawater desalination and utilization, and achieve breakthroughs in marine renewable energy.

Qingdao will Promote Two Future Marine Industries •

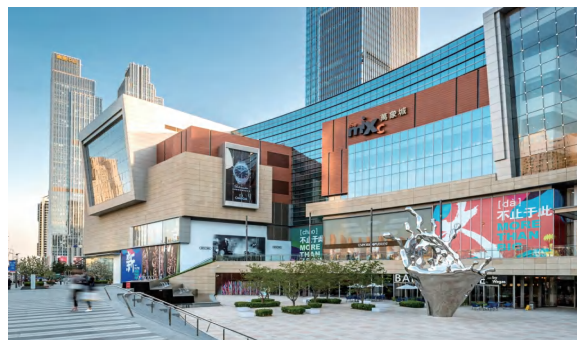
It will secure a leading position in the deep-sea development sector, attracting deep-sea development enterprises and institutions to establish operations in Qingdao. The city will build a first-mover advantage in the marine electronic information industry, create a full industrial chain from hardware to software, and develop a world-class industrial cluster for marine artificial intelligence large models.





TEN MODERN SERVICE INDUSTRIES

Qingdao focuses on developing a modern industrial system to enhance producer services with specialization and high-end value chains, while refining consumer services for higher quality, supporting its goal of becoming a modern socialist international metropolis in the new era.

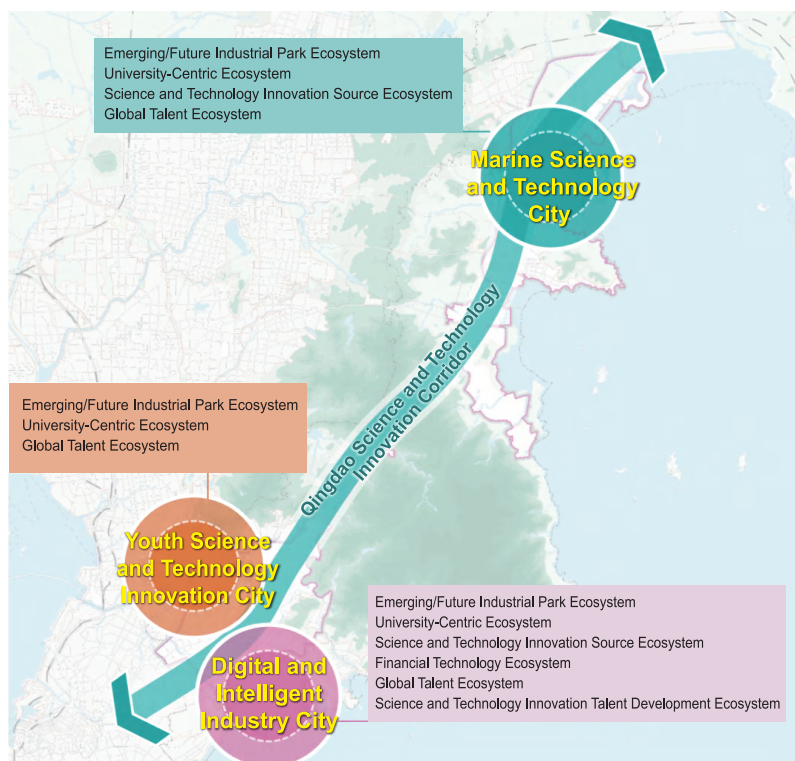


Qingdao will prioritize ten modern service industries, including modern logistics, modern finance, modern commerce and trade, software and information services, technology services, cultural tourism, convention and exhibition services, business services, human resources services, and inspection, testing and certification. In 2025, the service industry's added value reached 1.1 trillion yuan, making up 63.6% of the city's GDP and establishing a high-quality and efficient service sector.



BUILDING A MAJOR SCIENCE AND TECHNOLOGY INNOVATION CORRIDOR

The Qingdao Science and Technology Innovation Corridor is a leading and strategic innovation initiative of Qingdao. Construction officially commenced in November 2025. Centered along Binhai Avenue, the corridor connects Laoshan, Licang, and Oceantec Valley, stretching 53 kilometers with a planned area of approximately 190 square kilometers. It is designed to form a development pattern of “one corridor linking three innovation hubs with multiple synergized innovation circles”.





Leveraging national-level key scientific platforms such as Laoshan Laboratory, the corridor brings together 8 universities, 8 national key laboratories, 14 provincial-level research institutes, 21 provincial-level new R&D institutions, and nearly 1,000 high-tech enterprises. It hosts the largest number of marine-related academicians in China and represents the most concentrated cluster of innovation resources in Shandong Province and the broader northern region. The corridor will focus on four key industries—marine, digital intelligence, life sciences, and future industries—and strive to build a global hub for marine sci-tech innovation, a national highland for intelligent manufacturing, and a dynamic center for youth innovation and entrepreneurship. By 2027, it aims to become a major engine for regional innovation, with over 45% of the city's innovation resources concentrated within the corridor and achieving over 15% growth in scientific research output, talent reserves, and the number of enterprises.





ADVANCING THE DEVELOPMENT OF “CHINA HEALTH BAY” INITIATIVE

The development of “China Health Bay” is a major strategic initiative launched by the CPC Qingdao Municipal Committee and Qingdao Municipal People’s Government. It is grounded in the new stage of development, guided by the new development philosophy, and aims to implement the Healthy China Initiative while seizing emerging opportunities in the silver economy and the big health industry.

With the vision of building “a mountain and sea wellness city and a vibrant health bay area”, China Health Bay leverages high level platforms such as the University of Health and Rehabilitation Sciences. Focusing on “all region wellness and all age health”, it promotes deep integration across real estate, healthcare, wellness services, and cultural tourism. The initiative will accelerate the creation of a health science and technology innovation hub, a high ground for health industry development, a premier destination for wellness and recuperation, and a livable haven for healthy aging. By 2027, Qingdao aims for its life and health industry to reach a total output value of 120 billion yuan.





BUILDING AN INTERNATIONAL CONSUMPTION CENTER CITY

Cultivating and developing an international consumption center city is a major national strategic decision aimed at fostering a new development paradigm. It is also essential for promoting high-quality economic growth and meeting people's aspirations for a better life. Relying on the Qingdao's Action Plan for Building an International Consumption Center City (2024-2026), Qingdao is focusing on implementing six major enhancement initiatives. By aligning with national pilot policies on international consumption environment development and new consumption forms, models, and scenarios, the city is accelerating its efforts to build an international consumption center that serves Shandong, radiates across China, and connects to the world. By 2027, Qingdao aims for its total retail sales of consumer goods to exceed 750 billion yuan.





ADVANCING THE COMPREHENSIVE PILOT PROGRAM FOR EXPANDING OPENNESS IN THE SERVICE SECTOR

The national comprehensive pilot program for expanding openness in the service sector is a major initiative launched by the CPC Central Committee and the State Council to deepen opening-up. In 2025, the State Council approved Qingdao as a pilot city in the new round of this national program. The pilot focuses on 15 key service industries—including value-added telecommunications, financial services, medical and wellness services, commercial trade, and cultural tourism—and introduces 112 pilot tasks. These include 106 common tasks, such as removing equity restrictions on certain value-added telecommunications services for foreign investors and deepening the QFLP pilot program, as well as 6 differentiated, exploratory tasks, such as piloting “cruise-to-nowhere” maritime tourism routes and improving mechanisms for the transfer and commercialization of marine scientific and technological achievements. The initiative aims to promote reform, development, and cooperation through greater openness.





BUILDING A WORLD-CLASS INTERNATIONAL SHIPPING CENTER

Qingdao regards its port as a pivotal anchor for integrating land and sea development and for advancing its strategy of becoming a strong maritime city. The city is accelerating the development of a world-class international shipping center, aiming to play a greater role in serving China's maritime power strategy, the national strategy for building a strong transportation system, and high-level opening-up. According to the Xinhua-Baltic International Shipping Centre Development Index Report (2025), Qingdao's overall ranking rose from 15th to 13th globally, surpassing Tokyo, Japan and Busan, Republic of Korea for the first time and continuing to lead all port clusters in northern China. By 2028, Qingdao aims to establish the core functions and framework of its international shipping center, and by 2035, to fully build a world-class international shipping center.





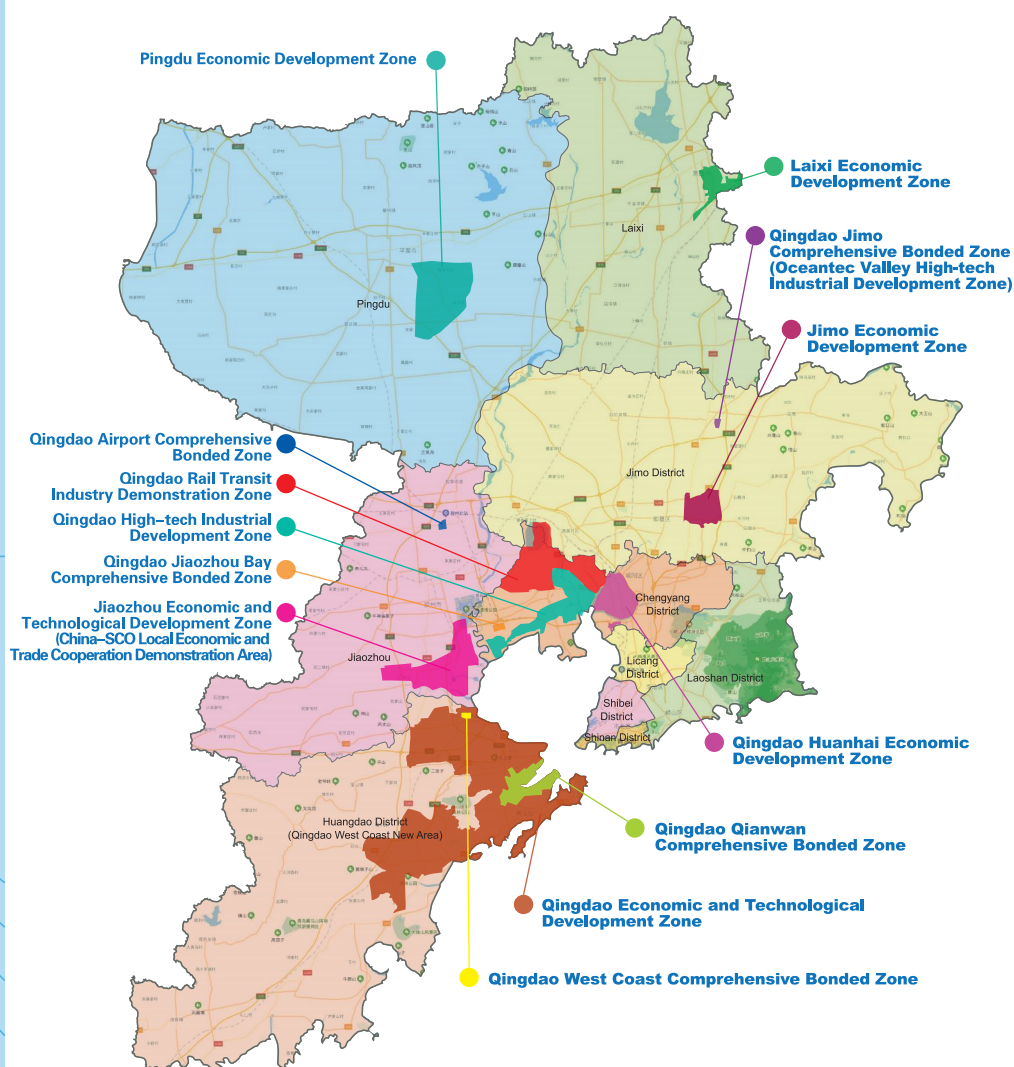
DEVELOPING AN INTERNATIONAL COASTAL TOURISM AND VACATION DESTINATION

Centering on the theme of high-quality development and the main line of supply-side structural reforms, Qingdao will explore cultural and tourism resources in an in-depth manner, continuously enriching its tourism product supply. By 2027, Qingdao's modern tourism industry system will be more complete, featuring a more balanced industrial structure, more diverse products and business forms, and a more optimized development environment. With the economic contribution of the tourism industry significantly enhanced, Qingdao will become a major tourism city. On this basis, Qingdao will further improve the modern tourism industry system, continuously consolidate the achievements of building a major tourism city, and further amplify its global influence as an international coastal tourism destination.





Economic Development Zones, High-tech Zones, and Comprehensive Bonded Zones at and above the Provincial Level



Qingdao Economic and Technological Development Zone

Competitive industrial clusters

- ◇ Home appliances and electronics, petrochemical, automobile, shipbuilding, and marine engineering.

Key areas for investment attraction

- ◇ New display technologies, smart home appliances, high-end equipment, and next-generation information technology.



Jiaozhou Economic and Technological Development Zone (China-SCO Local Economic and Trade Cooperation Demonstration Area)



Competitive industrial clusters

- ◇ Smart home appliances, machinery equipment, modern logistics, and modern commerce and trade.

Key areas for investment attraction

- ◇ Integrated circuits, intelligent manufacturing equipment, biomedicine and medical equipment, modern finance, modern logistics, modern commerce and trade, aerospace, and new energy.

Qingdao High-tech Industrial Development Zone

Competitive industrial clusters

- ◇ Biomedicine and medical devices, next-generation information technology, smart manufacturing, and modern service industry.

Key areas for investment attraction

- ◇ Biomedicine and medical equipment, healthcare, robotics and intelligent manufacturing equipment, integrated circuits, artificial intelligence and industrial software, productive services, modern commerce and trade, and modern culture, tourism, and sports industries.





Qingdao Qianwan Comprehensive Bonded Zone

Competitive industrial clusters

- ◇ International trade, warehousing and logistics, cross-border e-commerce, export consolidation (LCL), and international transshipment and consolidation.

Key areas for investment attraction

- ◇ International trade, modern marine industry, shipping logistics, modern finance, bonded zone + advanced manufacturing.



Qingdao West Coast Comprehensive Bonded Zone



Competitive industrial clusters

- ◇ Processing and manufacturing, bonded logistics, international trade, imported commodity display and trade.

Key areas for investment attraction

- ◇ Scientific and technological innovation, bonded processing, bonded logistics, international trade, cross-border e-commerce, bonded research and development, and testing and maintenance.

Qingdao Jiaozhou Bay Comprehensive Bonded Zone

Competitive industrial clusters

- ◇ Equipment manufacturing, electronic information, specialty foods, warehousing and logistics.

Key areas for investment attraction

- ◇ Bonded processing, bonded logistics, cross-border e-commerce, exhibition and trade, bonded maintenance and remanufacturing, rehabilitation medical devices, and green energy.



Qingdao Jimo Comprehensive Bonded Zone (Oceantec Valley High-tech Industrial Development Zone)

Competitive industrial clusters

- ◇ General aviation, comprehensive bonded business, and high-end manufacturing.

Key areas for investment attraction

- ◇ General aviation, comprehensive bonded business, high-end manufacturing, energy storage, automobiles and auto parts, cross-border e-commerce, prefabricated dishes, precision machinery, and new materials.



Qingdao Airport Comprehensive Bonded Zone



Competitive industrial clusters

- ◇ Aviation logistics, food processing.

Key areas for investment attraction

- ◇ Bonded processing, maintenance and manufacturing, next-generation information technology, cross-border e-commerce, and bonded exhibitions.

Jimo Economic Development Zone

Competitive industrial clusters

- ◇ Next-generation information technology, automotive industry.

Key areas for investment attraction

- ◇ Next-generation information technology, automotive industry, high-end equipment manufacturing, and textiles and apparel.



Qingdao Rail Transit Industry Demonstration Zone



Competitive industrial cluster

- ◇ Rail transit equipment.

Key areas for investment attraction

- ◇ Rail transit equipment, integrated circuits, new materials, new energy, next-generation information technology, high-end scientific research institutions, and high-end production service industry.



Qingdao Huanhai Economic Development Zone



Competitive industrial clusters

- ◇ High-end equipment manufacturing, next-generation information technology, new energy and new materials, modern service industry, and trade in services.

Key areas for investment attraction

- ◇ High-end equipment manufacturing, next-generation information technology, new energy and new materials, low-altitude economy, digital economy, modern service industry, trade in services, headquarters economy, and health and wellness industries.

Pingdu Economic Development Zone

Competitive industrial clusters

- ◇ Food and beverage, intelligent manufacturing, and biomedicine.

Key areas for investment attraction

- ◇ Food and beverage, automotive parts, marine equipment, mechanical engineering equipment, marine biomedicine, modern traditional Chinese medicine, eco-wellness industries, and high-end medical devices.



Laixi Economic Development Zone

Competitive industrial clusters

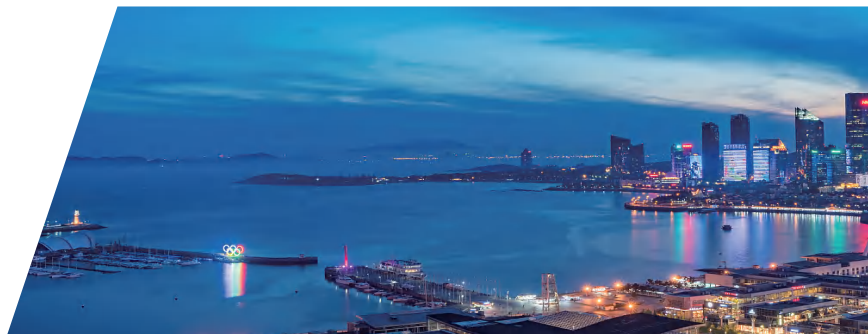
- ◇ Intelligent manufacturing, food and beverage, healthcare and elderly care, and new-energy vehicles.

Key areas for investment attraction

- ◇ Food and beverage, equipment manufacturing, complete vehicles and auto parts, and healthcare and elderly-care industries.







Investment Policies

Announcement on the Tax Credit Policy for Direct Investment by Foreign Investors Using Distributed Profits

(Ministry of Finance, State Taxation Administration, and Ministry of Commerce, Announcement [2025] No. 2)

From January 1, 2025 to December 31, 2028, where overseas investors use profits distributed by resident enterprises in China for eligible domestic direct investment, they may receive a tax credit equal to 10% of the investment amount against their payable tax for the current year. Any unused portion may be carried forward to subsequent years. Where tax treaties between the Government of the People's Republic of China and foreign governments specify a tax rate lower than 10% for dividends or other equity investment income, the treaty rate shall apply.

Issued by: Ministry of Finance, State Taxation Administration, Ministry of Commerce

Policy effective from January 1, 2025 to December 31, 2028



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to access the full policy

(The above is an abstract)



Policies on Industries

— Advanced manufacturing industry

Policies and Measures to Support the Innovation and Development of Manufacturing Industry Chains and Supply Chains in Qingdao

(QZBZ [2026] No. 12)

For newly recognized provincial manufacturing innovation centers, a one-time reward of 1 million yuan will be granted. For newly recognized national industrial design centers and industrial design institutes, each will receive a one-time reward of 1 million yuan. The cultivation mechanism for manufacturing pilot platforms will be improved. Newly recognized national-level manufacturing pilot platforms will be granted a one-time reward of 2 million yuan. Newly approved technology-based enterprise incubators of the Ministry of Industry and Information Technology (MIIT) will receive subsidies of up to 2 million yuan, depending on their level of recognition.



For projects leading the formulation or revision of high-level international standards, national standards, and industry standards, subsidies of up to 400,000 yuan, 200,000 yuan, and 100,000 yuan will be granted respectively. For completed high-quality national and provincial standardization pilot projects, subsidies of up to 200,000 yuan and 100,000 yuan will be granted respectively.

Newly recognized national manufacturing single champion enterprises and national “Little Giant” specialized and innovative enterprises will receive one-time rewards of 2 million yuan and 1 million yuan respectively. Enterprises newly awarded the title of Shandong Province Unicorn Enterprise for the first time will be granted a one-time reward of 3 million yuan.

Enterprises are encouraged to focus on key links of the industry chain and jointly establish collaborative manufacturing bases and joint R&D centers with high-quality supporting enterprises at home and abroad through joint ventures, equity cooperation, and technology investment, thereby launching a number of key supporting projects. Expansion projects will be treated as newly introduced projects and will enjoy the same policy support at all levels.

Issued by: General Office of the Qingdao Municipal People’s Government

Policy effective from March 25, 2026 to March 24, 2029

(The above is an abstract)



Policies and Measures to Support the Development of Artificial Intelligence and Embodied Intelligent Robot Industries in Qingdao (QZBZ [2025] No. 47)

Accelerate the cultivation of benchmark and leading data infrastructure projects. For projects selected as aligned with national development priorities and demonstrating significant contributions to building a “Digital Strong Province”, subsidies will be granted in accordance with provincial standards, with a maximum of 10 million yuan and 5 million yuan respectively.

Encourage enterprises to take part in the provincial vertical industry large-model “task-leadership mechanism”, where teams claim responsibility for solving key problems. Provincial funds will be allocated to support vertical industry large-model products that conduct inference or training optimization and pass evaluation by national-level professional testing institutions. Each project may receive subsidies of up to 1 million yuan.

Support the implementation of the AI Corpus “Pooling Wisdom and Gathering Resources” Project, with provincial funds providing subsidies for high-quality corpora used in large-model development, training, and fine-tuning. Each corpus may receive subsidies of up to 1.5 million yuan.

Encourage the construction and application of high-quality datasets in key industry sectors. Considering indicators such as data scale and application scenarios, no more than five datasets will be selected annually. Each enterprise may receive a fixed subsidy of up to 400,000 yuan, in accordance with provincial standards.

Support data trading activities between data suppliers and demanders. Eligible enterprises will receive subsidies of 3% to 5% of the transaction amount, up to a maximum of 300,000 yuan.

Issued by: General Office of the Qingdao Municipal People’s Government

Policy effective until December 31, 2026



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to access the full policy

(The above is an abstract)





— Modern service industry

Policies and Measures to Promote the High-Quality Development of the Service Industry in Qingdao (QFGFW [2024] No. 77)

A batch of high-quality projects will be cultivated and reserved, focusing on the development of high-end productive services, high-quality consumer services, and the construction of high-capacity service platforms. Efforts will be made to support the inclusion of key service industry projects in Qingdao into the provincial key project database of the modern service industry, and to secure provincial guidance funds for the development of the service industry. For projects selected into the municipal key project database of the modern service industry that meet the construction progress requirements, evaluations will be conducted based on indicators such as fixed asset investment and construction progress. The municipal government will allocate 10 million yuan annually for subsidies as per regulations.



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The platform economy's development environment will be optimized, with strong support for cultivating platform enterprises. Qingdao's service industry platform enterprises will be assisted in joining the provincial platform enterprise database and securing provincial guidance funds for service industry growth. For enterprises selected into the municipal service industry platform enterprise database, evaluations will be conducted based on indicators such as economic and social contribution, financial capacity, and employment contribution. The municipal government will allocate 10 million yuan annually to provide subsidies in accordance with regulations.

Issued by: Development and Reform Commission of Qingdao Municipality, Qingdao Municipal Finance Bureau
Policy effective from March 29, 2024, to December 31, 2026

(The above is an abstract)

Measures to Support the High-Quality Development of National-Level Industrial Internet Platforms (QGZX [2023] No. 87)

Optimize the "one super platform, multiple specialized platforms" industrial internet platform system. Efforts will be made to maintain the leading position of national-level cross-industry and cross-sector platforms. A one-time reward of 10 million yuan will be given to newly selected national-level cross-industry and cross-sector industrial internet platforms. A one-time reward of 1 million yuan will be given to newly selected national-level specialized industrial internet platforms. For industrial internet platforms ranked among the top 10 in the provincial comprehensive evaluation, a one-time subsidy of up to 2 million yuan will be provided to each platform based on its revenue from online services and platform usage by enterprises in the previous year, in accordance with provincial policies.



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Support the continuous iteration of Qingdao's comprehensive service platform for industrial internet enterprises. The platform should launch at least 50 industrial apps or solutions annually, conduct at least 12 offline promotion and matchmaking activities by industry and region, and serve at least 500 enterprises. Based on the construction, operation, and service performance of the platform, an annual subsidy of 5 million yuan will be provided.

Issued by: Qingdao Municipal Bureau of Industry and Information Technology

Policy effective from January 1, 2024, to December 31, 2026

(The above is an abstract)



— Cultural tourism industry

Measures to Promote the Deep Integration of Culture and Tourism and Enhance the High-Quality Development of Tourism Industry in Qingdao

(QZZ [2023] No. 27)

Support the organization of nighttime cultural and tourism events such as art festivals, lantern festivals, specialty markets, and food festivals. Each year, five distinctive nighttime-themed events will be selected citywide, with each event receiving a maximum subsidy of 300,000 yuan. Public transportation routes for nighttime consumption will be optimized, and public transport capacity in nighttime economic clusters will be strengthened. During peak tourism seasons, the operating hours of buses and metros will be appropriately extended, and a “One-Yuan Citywide Travel” service will be introduced for buses and metros after 9:00 PM.



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Encourage the development of winter tourism products such as ice and snow tourism, hot spring tourism, and folk tourism. Support will be provided for hosting winter festivals and folk tourism events. Ski resorts with annual revenues exceeding 10 million yuan will receive a one-time subsidy of up to 500,000 yuan, equivalent to 3% of their annual revenue. The repurposing of idle industrial factories, warehouses, office buildings, and commercial spaces into ice sports venues will be encouraged.

Issued by: Qingdao Municipal People's Government

Policy effective from October 7, 2023, to October 6, 2026

(The above is an abstract)





— Modern finance industry

Policies and Measures to Further Promote High-Quality Development of Qingdao's Financial Industry (QZBF [2024] No. 6)

Give full play to the role of financial services in supporting the real economy by encouraging financial institutions to expand credit supply. Incentives will be provided based on either the incremental amount or the growth rate of eligible corporate loan balances compared to the previous year, with the higher prevailing.

Implement incentive measures for financial innovation achievements. Incentives will be provided for innovations in products, technologies, services, and models that support the real economy, social security, the construction of key economic functional zones, services for small and micro enterprises, and the development of agriculture, rural areas, and farmers, broadening financing channels, strengthening the application of financial technology, enhancing financial service efficiency, and maintaining financial stability.

Issued by: General Office of the Qingdao Municipal People's Government

Policy effective from October 29, 2024, to December 31, 2026



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(The above is an abstract)





Supportive Policies for Production Factors

Notice on Issuing the Operational Procedures for the Management of “Standard Land” Transfer (QZRZGZ [2020] No. 187)

Comprehensively implement the “standard land” transfer system for industrial land. A “5+X” land transfer control indicator system will be established, incorporating requirements such as fixed asset investment intensity, plot ratio, and tax revenue per mu into land supply conditions. This aims to enable enterprises to “start construction immediately upon acquiring land”.

Issued by: Qingdao Municipal Bureau of Natural Resources and Planning

The policy will remain in effect for the long term.

(The above is an abstract)



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Policies on Science and Technology Innovation

Ten Measures to Deepen Reform in the Transformation and Innovation of Scientific and Technological Achievements in Qingdao

(QZBZ [2024] No. 53)

Encourage research institutions to license scientific and technological achievements to small, medium, and micro enterprises under a “use first, pay later” mechanism. The parties may agree on payment methods such as “zero upfront fee + phased payments + revenue sharing” or “deferred payment” for transfer and licensing fees. Insurance and guarantee institutions are supported to provide related services in accordance with the principle of commercial sustainability.

Deepen open innovation by cooperating with international technology transfer institutions, targeting SCO countries and countries along the Belt and Road, to establish channels for technology enterprises to expand overseas and accelerate integration into the global innovation network. Guide enterprises and social capital to diversify investment, and promote fiscal fund models such as “grant-to-investment conversion” and “grant-investment combination”. For three consecutive years, up to 10 million yuan per year will be allocated in accordance with laws and regulations to support the construction of the Marine Science and Technology Market, improving functions such as achievement evaluation and trading, precise supply-demand matching, talent training for technology transfer, enterprise incubation, and financial empowerment, thereby fostering new business models in the science and technology service industry.

Issued by: General Office of the Qingdao Municipal People's Government

The policy will remain in effect for the long term.

(The above is an abstract)



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Consumption Policies

Measures to Promote High-Quality Development of the Debut Economy in Qingdao (QXFB [2025] No. 2)

Support the opening of high-level flagship stores in Qingdao by high-quality, high-traffic domestic and international brands. Encourage “China Time-Honored” and “Provincial Time-Honored” brands to establish themed restaurants, intangible cultural heritage experience stores, and other distinctive flagship outlets, thereby enriching consumer supply. Guide Qingdao’s local time-honored brands to innovate business models and improve consumer experience.

Support consumer promotion activities such as high-quality, high-traffic domestic and international brand product launches or brand debuts held in Qingdao. Promote the transformation of city consumption IPs such as City of Film, Qingdao Shangjieli, Tsingtao Beer, and Olympic Sailing into debut projects including live performances and digital exhibitions. Fully leverage Qingdao’s role as one of the first national demonstration cities for cultural and tourism consumption to attract high-quality cultural and tourism products and projects for debut.

Strengthen exchanges and cooperation with renowned domestic and international art troupes and creators, introduce premium performing arts resources, and expand new performing arts formats such as environmental theater, small theater performances, and live music spaces, thereby enriching the types and styles of debut projects. Encourage the hosting of outstanding film premieres and promote the development of derivative products based on film IPs.

Issued by: Qingdao Consumption Promotion Office

The policy will remain in effect for the long term.



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Business Environment Policies

Measures to Further Optimize the Business Environment (QBF [2024] No. 10)

For standard factory building construction projects that adopt the land transfer with pre-approved plans in accordance with regulations, joint approval services for land use planning permits, engineering planning permits, and construction permits will be provided after signing the state-owned construction land use right transfer contract.

Strengthen targeted efforts to secure workforce supply for businesses. Establish a citywide enterprise labor service network. A “one policy for one enterprise” service mechanism will be improved to provide customized and precise labor supply for key enterprises, major projects, and enterprises facing labor shortages.

Implement parallel processing for matters such as construction project completion planning verification (including land verification), archive acceptance, and completion acceptance filing, with the acceptance timeline controlled within three working days.

Accelerate the pilot reform of digital management throughout the lifecycle of construction projects. Efforts will be made to promote simultaneous issuance and real-time collection of electronic and physical certificates for matters such as land use planning permits and construction permits.

Issued by: General Office of the CPC Qingdao Municipal Committee, General Office of the Qingdao Municipal People's Government

The policy will remain in effect for the long term.

(The above is an abstract)



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Guidelines for Streamlining Project Approval Processes in Engineering Construction (QJSBZ [2024] No. 1)

Continuously implement integrated handling for procedures such as construction permits, fire design reviews, construction waste disposal approvals, drainage permits, quality supervision for civil air defense projects, engineering quality supervision, and safety supervision.

Construction institutions can apply for permits for “foundation support and earthwork excavation” “underground” or “aboveground” construction based on the progress of projects. For privately invested projects, the earthwork construction permits can be processed within a maximum of five working days.

The government tailors factory construction to align with investment promotion agreements, while investors concurrently manage environmental impact assessments (EIA) and energy evaluations. Upon completion, equipment installation and production can commence immediately. This approach allows factory construction and project approval to progress simultaneously, ensuring swift project operation and results.

Issued by: Office of the Leading Group for the Reform of the Engineering and Construction Project Review and Approval System in Qingdao

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Policies on Talent Recruitment and Housing

Policies on “Strengthening Qingdao Through Talent” Program

Implement the high-level talent promotion program. Talents selected for the national and provincial talent projects will receive a one-time talent subsidy of up to 1 million yuan and 500,000 yuan, respectively.

Implement the program of gathering postdoctoral researchers in Qingdao. Those engaged in postdoctoral research in Qingdao could enjoy a monthly living allowance of 7,000-13,000 yuan during their stay at postdoctoral stations. Postdoctoral fellows from home and abroad who work in Qingdao after finishing their research at workstations will be provided with subsidies of 250,000 to 400,000 yuan.

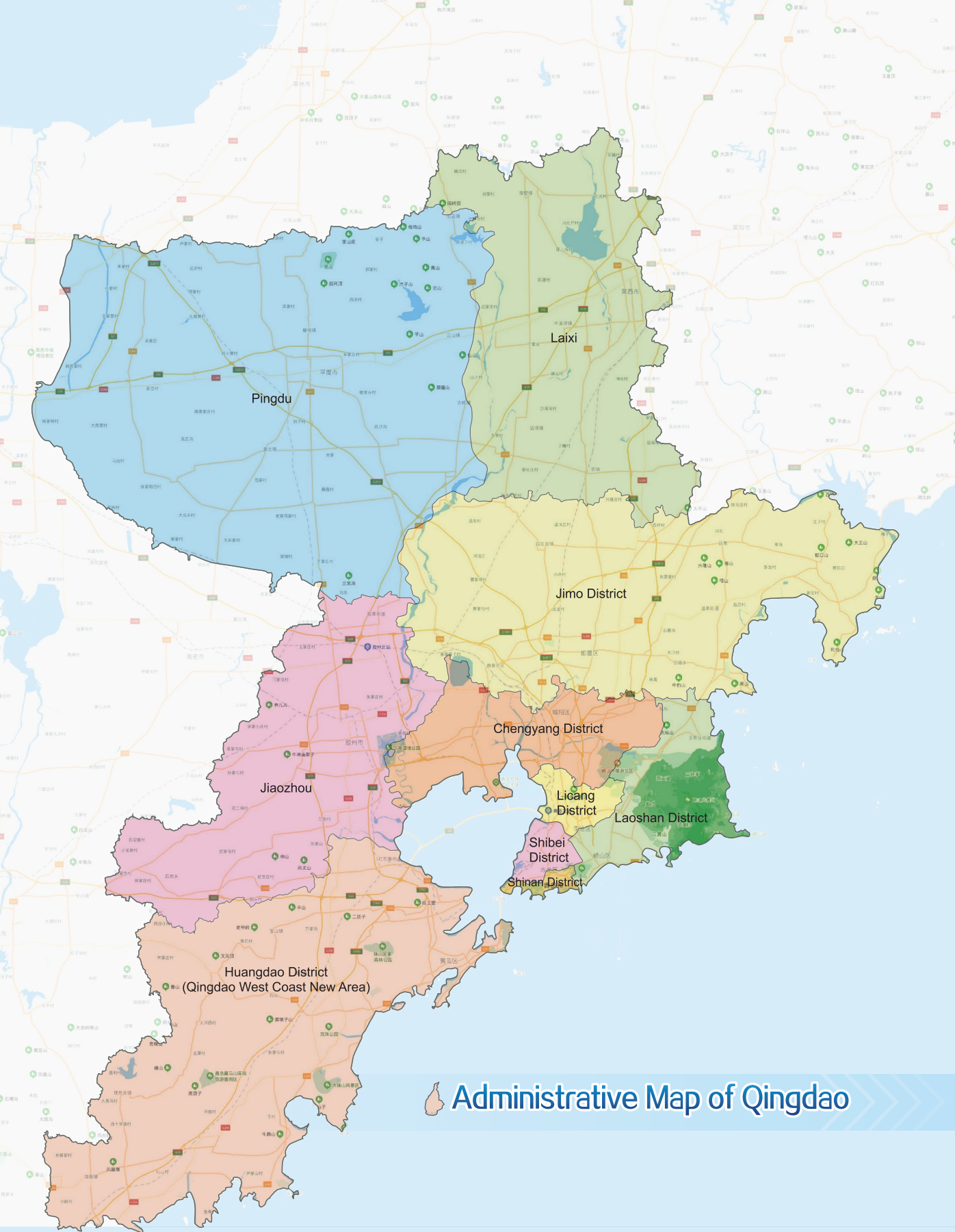
Implement the youth talent attraction plan. Graduates with doctoral, master's, and bachelor's degrees working in Qingdao can enjoy housing subsidies of 1,200 yuan, 800 yuan, and 500 yuan per month respectively for three consecutive years. Talent with a doctorate degree under the age of 40 and a master's degree under the age of 35 who hold household registration of Qingdao and purchase their only commercial housing in Qingdao will be rewarded a one-time settling-in allowance of 150,000 yuan and 100,000 yuan, respectively.



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Administrative Map of Qingdao





Invest in Qingdao for a Shared Future



Qingdao Municipal Bureau of Commerce



Qingdao Investment
Promotion Information
and Networking Platform



Qingdao Investment
Hotline

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