

Document of Haizhu District Bureau of Science, Industry, Commerce and Information Technology of Guangzhou Municipality

Hai Ke Gong Shang Xin Gui Zi [2022] No. 1

Notice of Haizhu District Bureau of Science, Industry, Commerce and Information Technology of Guangzhou Municipality on the Release of the *Measures of Haizhu District of Guangzhou Municipality for Supporting the Accelerated Cultivation and Construction of an International Consumption Center City*

To: all related units

In order to further promote the development of our district to become a benchmark district for an international consumption center city, the *Measures of Haizhu District of Guangzhou Municipality for Supporting the Accelerated Cultivation and Construction of an International Consumption Center City* is hereby released to you. Please act accordingly.

Haizhu District Bureau of Science, Technology, Industry, Commerce and Information of
Guangzhou Municipality
July 1, 2022

Measures of Haizhu District of Guangzhou Municipality for Supporting the Accelerated Cultivation and Construction of an International Consumption Center City

Chapter I General Provisions

Article 1 These Measures are formulated in accordance with the *Opinions of the General Office of the State Council on Further Unleashing the Potential of Consumer Spending and Promoting the Sustained Recovery of Consumption* (Guo Ban Fa [2022] No. 9), the *Guidelines on the Cultivation and Development of International Consumption Center Cities* (Shang Yun Fa [2019] No.309) and other relevant documentation requirements, on the basis of the actual conditions of this District and with a view to speeding up the pace of turning Guangzhou into an international consumption center city, improving the overall development level of the consumer industry in this District and turning Haizhu District into a benchmark district for the construction of an international consumption center city.

Article 2 In order to implement the work arrangement of Guangzhou Municipality on accelerating the construction of an international consumption center city and in accordance with the requirements specified in the *Notice of the People's Government Guangzhou Municipality on the Release of the Implementation Plan of Guangzhou Municipality for Accelerating the Cultivation and Construction of an International Consumption Center City* (Sui Fu [2021] No. 15)), Haizhu District shall give full play to its leading role as the main front of Guangzhou Municipality in the cultivation and construction of an international consumption center city and further speed up the pace of turning itself into a benchmark district for an international consumption center city.

Chapter II Support Content

Article 3 Supporting the construction and transformation of commercial activity carriers

(1) Encourage high-standard construction and operation of large-scale commercial activity carriers in this district, encourage existing large-scale commercial projects to dock with international consumption centers through upgrading and transformation and encourage commercial activity carriers to introduce the entry of high-end international brand operators.

(2) Ever since January 1, 2022, there has been an incentive mechanism that a maximum of RMB 5 million is awarded each year to each commercial activity carrier (e.g. a large shopping center, a large shopping mall, etc.) that has been operating normally in this district for more than one year with a business area of more than 100,000 m² and a main business income of more than RMB 2 billion in the current year.

(3) Support the optimization and upgrading of existing shopping malls, supermarkets and commercial blocks. For each shopping mall that strives to become a green shopping mall and is entitled as “National Green Shopping Mall”, a one-time reward of RMB 200,000 will be given in the year of awarding the title; for each pedestrian street that is entitled as “Provincial Model Special Pedestrian Street (Business Area)”, a one-time reward of RMB 100,000 will be given in the year of awarding the title.

Article 4 Supporting well-known domestic and foreign brands and time-honored Chinese brands to open their first stores, flagship stores and set up perennial exhibitions

(1) Support the introduction of the first stores of well-known domestic and foreign brands. For each well-known domestic and foreign brand that opens in this district its first store in Asia, in China (Mainland) or Guangzhou with a total investment amount of more than RMB 5 million, a one-time reward of up to RMB 1 million will be given.

(2) Support the introduction of flagship stores of well-known domestic and foreign brands. For each well-known domestic and foreign brand that opens in this district its flagship stores in Asia, China (Mainland) or Guangzhou with a total investment amount of more than RMB 5 million, a one-time reward of up to RMB 500,000 will be given.

(3) Support the introduction of time-honored Chinese brands. For each enterprise that opens a time-honored Chinese brand store in this district with a business area of more than 200m² and a total investment amount of more than RMB 1 million, a one-time reward of up to RMB 300,000 will be given.

(4) Support the holding of perennial exhibitions in commercial activity carriers. For each enterprise that has participated in exhibitions in this district within three years from the starting date of the such exhibitions, a perennial exhibition held in a commercial activity carrier covering a contracted area of more than 500m² will be available with a subsidy of 50%, 30% and 20% of the rent specified in the rental contract will be granted for the first, second and third year of settling in the commercial activity carrier in this district respectively, provided that the maximum cumulative subsidy amount is RMB 1 million.

Article 5 Supporting the development of new consumption modes

(1) Cultivate a group of e-commerce parks with cluster effect and e-commerce enterprises with strong demonstration and driving effects, promote Asian leading Internet enterprises to establish live e-commerce bases for cosmetics, clothing and personal care in this district, and focus on introducing merchants of good standing and powerful anchors. For any enterprise that has established in this district a live broadcast e-commerce base with an area of more than 2,000m², more than 50 live broadcast rooms, more than 30 registered active anchors, and more than 10 signed local brands, a one-time reward of up to RMB 2 million will be given.

(2) Support the introduction of duty-free shops. A one-time reward of up to RMB 1 million will be given to enterprises that open duty-free shops in this district. This article is not subject to the limit of the amount calculated according to “the actual rewards received by an enterprise shall not exceed 70% of its comprehensive contribution to the development of this district in the current year”, as stipulated in the Supplementary Provisions.

Article 6 Supporting the establishment of high-end restaurants by famous catering brands

(1) Encourage such high-end catering brands as Michelin restaurants and Black Pearl restaurants to set up restaurants in this district, and a one-time reward of up to RMB 200,000 will be given to each of such restaurants.

(2) Cultivate a batch of “Famous Cantonese Cuisine Restaurants” to polish the golden signboard of “Eating in Guangzhou”. A one-time reward of up to RMB 100,000 will be given to the catering enterprises newly awarded the National Five-diamond Restaurant.

Article 7 Supporting the development of high-end business hotels

(1) A one-time reward of up to RMB 1 million will be given to any domestic and foreign well-known high-end brand or chain hotel that is newly built or settled in this district and meet the five-star or four-star standards as per the *Classification and Accreditation for Star-Rated Tourist Hotels (GB/T 14308-2010)*.

(2) A one-time reward of RMB 300,000 and RMB 200,000 will be given to newly rated five-star and four-star hotels in this district.

Article 8 Supporting cultural, tourism and sports consumption

(1) Support the development of night-time consumption, promote the improvement of the quality of tourist attractions, strive to build a number of 5A and 4A tourist attractions, and create a number of international tourism consumption clusters. A one-time reward of RMB 1 million and RMB 200,000 will be given to newly rated national 5A and 4A tourist attractions respectively.

(2) A one-time reward of RMB 500,000 and RMB 200,000 will be given to the newly rated national and provincial nighttime cultural and tourism consumption clusters.

Article 9 Supporting fashion industry consumption

(1) Support fashion apparel parks to participate in the rating of China National Pilot Parks (Platforms) for Textile and Apparel Creative Design. Newly rated enterprises or those passing the re-evaluation will be given a one-time reward of RMB 500,000.

(2) Support winners of “China Fashion Award” and “China Top Ten” designers to start new businesses in this district (sole proprietorships or cooperative enterprises with more than 51% equity), and a maximum of RMB 500,000 will be awarded each year to those reaching the specified standard of scale, qualification or quota in the current year and the following year (requiring to reach the quota for two consecutive years).

Article 10 Supporting long-term substantial development of local enterprises

(1) Enterprises that make great contributions to the local economy and society shall be recognized as headquarters enterprises and unicorn enterprises in accordance with the industrial policies of this district. Favorable treatment will be given to qualified senior management and employees of such enterprises in terms of medical treatment, education and residency, and overall arrangements will be made, as per the relevant policies of the local city and district, for the school-age children of the senior management and employees to enter the compulsory schools in this district; support will be given to the senior management and employees when handling residency procedures according to relevant policies of the local city and district.

(2) For key projects with strong driving force and great contribution to local economic development, additional support will be given with the approval of the District Party Committee and District People’s Government.

Chapter III Supplementary Provisions

Article 11 The guidelines for rewards and subsidies application specified herein shall be publicly released by the District Bureau of Science, Industry, Commerce and Information Technology.

Article 12 The term “total project investment” herein refers to the decoration cost of a single store, including decoration design, project construction and decoration materials (excluding soft decoration). The specific amount shall be calculated based on the design contract, construction contract, purchase contract, and the corresponding invoice, the applicant needs to present a special audit report issued by a qualified third-party.

The term “perennial exhibitions” herein refer to staged exhibitions that are different from general exhibitions, and in particular, a brand-new business model that combines commodity display with market models in such commercial activity carriers as exhibit trading centers and commercial complexes.

The term “enterprises reaching the specified standards for scale, qualification or quota” herein shall be subject to the classification standards according to the provisions of the National Bureau of Statistics.

Article 13 The identification of “newly established”, “newly settled”, “newly rated” and

“newly awarded” herein shall start from the effective date of these Measures.

Article 14 These Measures are applicable to duly registered enterprises that pay taxes and make statistical declaration by scale according to law, have a sound financial system and independent legal person status, and practice independent accounting. Only the enterprises without bad credit records may apply for the support specified herein after signing the relevant letter of commitment, and shall return the support funds in case of violating the commitment.

Article 15 For an enterprise applying for multiple support measures specified herein on the ground of the same subject matter, the measure with the highest reward amount shall be implemented; for an enterprise, on the ground of the same project and the same subject matter, that concurrently meets the conditions for applying support measures as per other support policies of this district (including policies and regulations that the superior department requires this district to give support or share the burden of the funds), support shall be given based on the principle of one-time highest amount support, unless otherwise provided by laws and regulations. The actual rewards that an enterprise can receive as per these Measures shall not exceed 70% of its comprehensive contribution to the development of this district in the current year. The tax-payable expenses for receiving the rewards shall be solely borne by the enterprise or individual. The establishment of new branches, name changes, and business split of enterprises in this district are expressly excluded from the scope of these Measures.

Article 16 The monetary unit involved in these Measures shall be Renminbi (RMB). For any provisions describing a number by adding a word of either “more than”, “less than”, “within” or “no more than”, it shall mean INCLUDE the number, and “below”, “over” or “lower” DON’T include the number.

Article 17 These Measures shall come in force 30 days after the date of its release, and shall be valid for 3 years. When the validity period expires or the basis of relevant laws and policies changes, evaluation and amendment will be made according to the actual situation. Where these Measures cannot be implemented due to force majeure, the acts of higher-level governments or departments, or the promulgation of relevant laws, regulations, rules, and policies, relevant support shall be terminated. In case of any inconsistency between these Measures and the provisions of the superior laws, regulations, rules and policies due to the change of these superior laws, regulations, rules and policies, the provisions of the superior laws, regulations, rules and policies shall prevail and the corresponding provisions of these Measures shall no longer be implemented. The interpretation of these Measures shall be vested in the District Bureau of Science, Industry, Commerce and Information Technology.

Disclosure method: Active disclosure

Released by the General Office of the Haizhu District Bureau of Science, Industry, Commerce and Information Technology of Guangzhou Municipality on July 1, 2022