



Learn more in WeChat Mini Program  
罗企 微信小程序



Promotional Video of Luohu, Shenzhen  
“罗湖向新 筑梦未来”宣传视频

# INVEST IN LUOHU FOR THE FUTURE

投资罗湖 共赢未来



# INVEST IN LUOHU FOR THE FUTURE

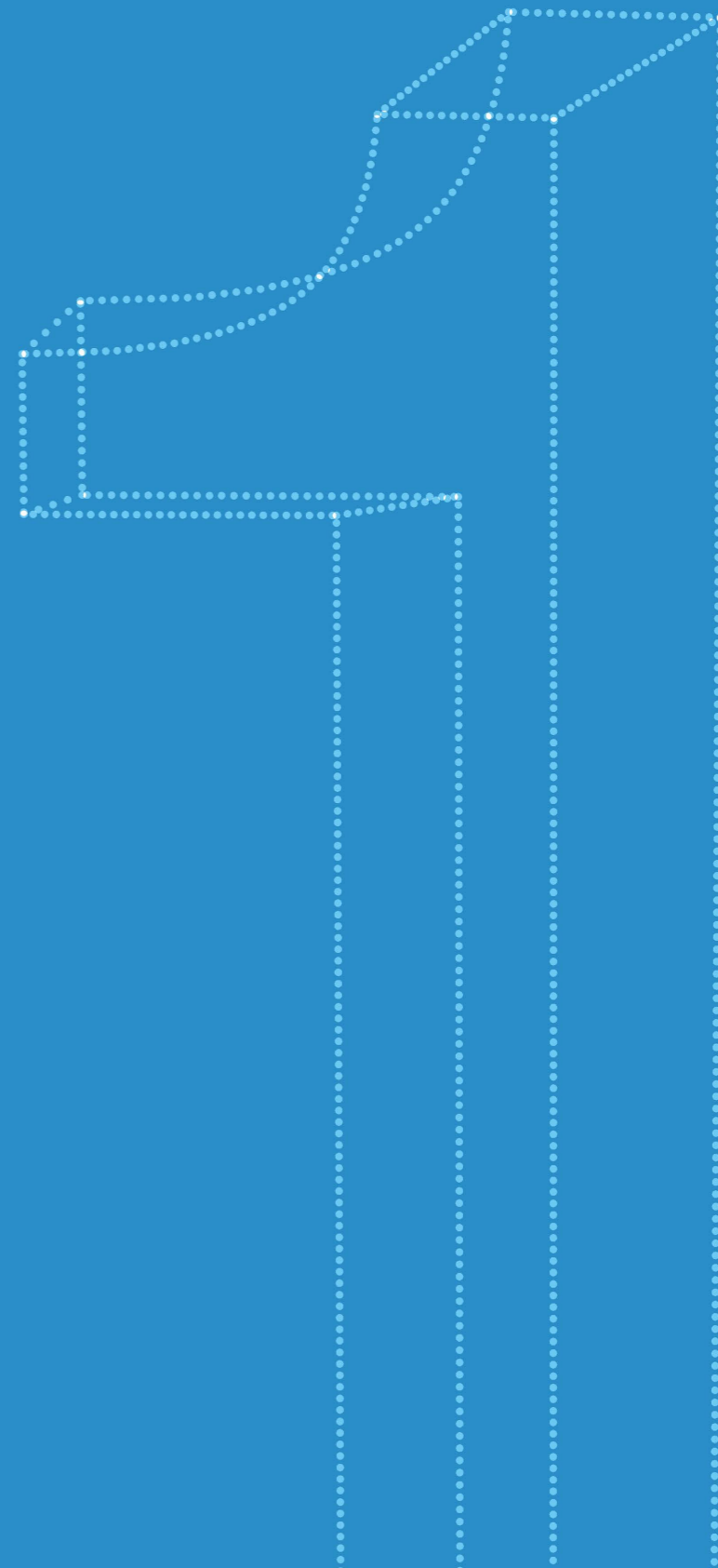
投资罗湖 共赢未来





# ***SHENZHEN LUOHU*** ***BASICS***

## 深圳罗湖概览



Beijing  
北京 ★

Shanghai  
上海

**SHEZHEN**  
**深圳**

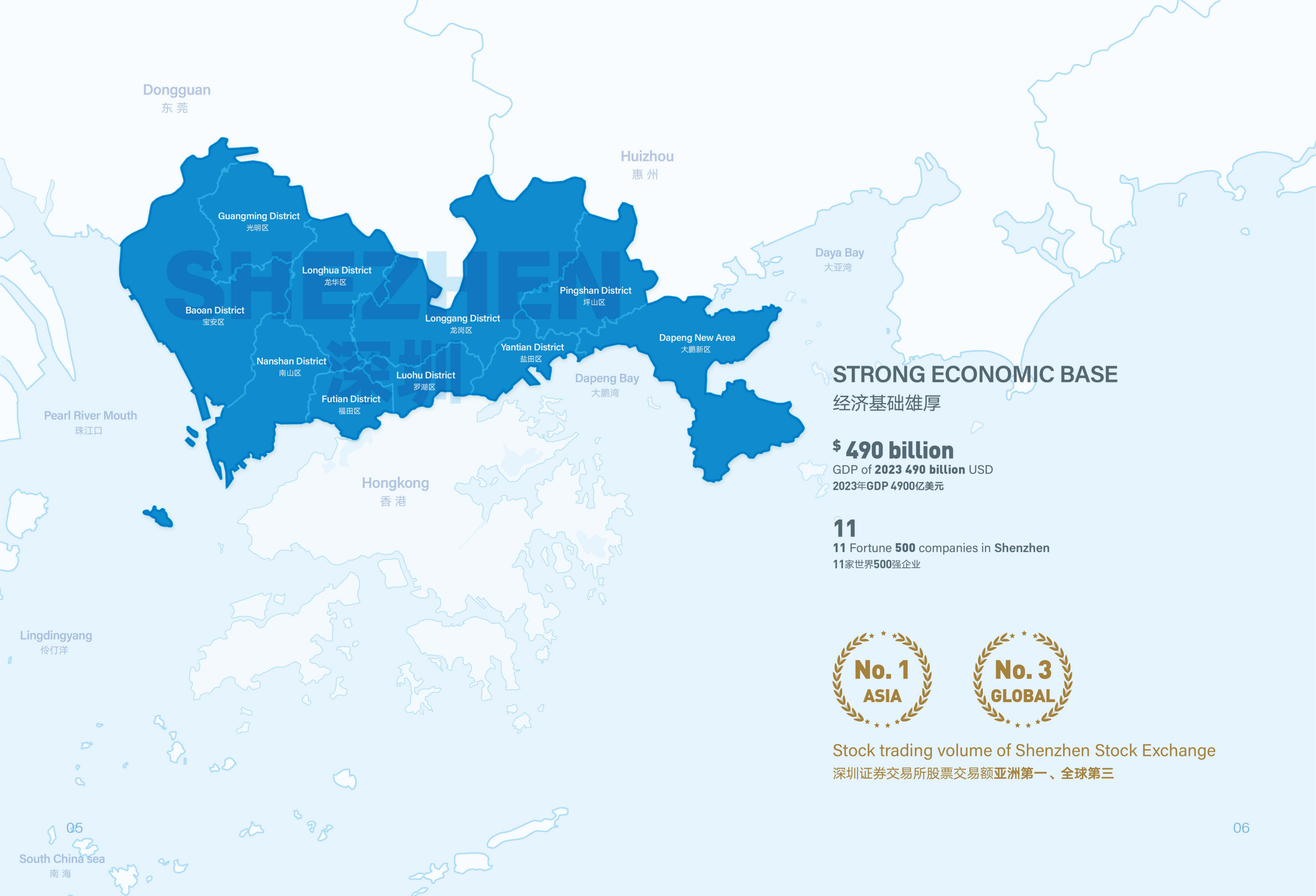
Macau  
澳门

Hong Kong  
香港



**Located on the coast of the South China Sea, adjacent to Hong Kong and Macau, Shenzhen is a young city born from reform and driven by innovation.**

地处中国南海之滨，  
毗邻香港和澳门，  
深圳是一座因改革而生、以创新为魂的年轻城市。



## STRONG ECONOMIC BASE 经济基础雄厚

**\$ 490 billion**  
GDP of 2023 490 billion USD  
2023年GDP 4900亿美元

**11**  
11 Fortune 500 companies in Shenzhen  
11家世界500强企业



Stock trading volume of Shenzhen Stock Exchange  
深圳证券交易所股票交易额亚洲第一、全球第三

## EFFICIENT AND ACCESSIBLE LOGISTICS

物流便捷高效

**244**

Trading with **244**  
countries and regions  
244个国家和地区保持贸易往来

**1.6 million tons**

Airport cargo and mail throughput  
reaches **1.6 million tons**  
机场货邮吞吐量达**160万吨**

**¥ 2.46 trillion**

Total exports exceed **RMB 2.46 trillion**  
(about USD 348.4 billion)  
出口总额超过**2.46万亿元** (约合348.4亿美元)

**30 million**

Shenzhen Port handles nearly  
**30 million TEUs** of containers  
深圳港集装箱吞吐量接近**3000万标箱**



The fourth largest container  
port in the world  
全球第四大集装箱港



The third largest airport  
in china  
中国第三大航空港



The largest comprehensive  
port in Asia  
亚洲最大的综合性口岸

## YOUNG AND VIBRANT POPULATION

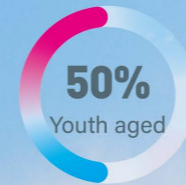
人口年轻活跃

**21 million**

**21 million** people under the jurisdiction  
深圳实有人口超过**2100万人**

**33**

Average age of 33  
平均年龄**33岁**



Youth aged 14-35 make up of almost  
**50%** of the resident population  
14岁至35岁的青年人口占常住人口比例接近**50%**

## LEADING IN INNOVATION CAPABILITY

创新水平先进



According to World Intellectual Property Organization's Global Innovation Index, the "Shenzhen-Hong Kong-Guangzhou" technology cluster has been ranking **No.2** globally for **4** consecutive years

在世界知识产权组织发布的全球创新指数中，“深圳-香港-广州”科技集群连续4年排名全球第2

**5.81%**

Shenzhen's R&D investment contributes as much as **5.81%** of the local GDP  
深圳全社会研发投入占地区生产总值比重已达**5.81%**



International PCT patent applications have ranked **No.1** among Chinese cities for **20** consecutive years

PCT国际专利申请量连续20年居中国城市首位

## HOTLAND FOR FOREIGN INVESTMENTS

外资氛围浓厚

Shenzhen has attracted investors from over 160 countries and regions, bringing in investment from nearly 300 Fortune 500 enterprises, including...

投资来源地超过**160**个国家和地区，吸引近**300**家世界**500**强企业来深投资包括杜邦、沃尔玛、丹麦马士基、麦德龙等世界五百强名企



**8,002**

**8,002** foreign-invested enterprises established

设立外商投资企业**8002**个



**86.6%**▲

**86.6%** year-on-year growth

同比增长**86.6%**



**\$ 8.6 billion+**

Foreign investment in actual use over **USD 8.6 billion**

实际使用外资超**86**亿美元

In 2023

2023年





# LUOHU District 罗湖区

Guangdong-Hong Kong-Macau  
Greater Bay Area  
粤港澳大湾区

**Luohu District**  
is the birthplace of China's  
Reform and Opening-up Policy,  
and the very first built-up  
district of Shenzhen.

**罗湖**  
中国改革开放的策源地  
深圳的第一个建成区

Zhaoqing  
肇庆

Guangzhou  
广州

Foshan  
佛山

Dongguan  
东莞

Shenzhen  
深圳

Zhongshan  
中山

Hong Kong  
香港

Jiangmen  
江门

Zhuhai  
珠海

Macau  
澳门

**LUOHU**  
罗湖

# LUOHU District

## 罗湖区

Qingshuihe  
清水河

Dongxiao  
东晓

Donghu  
东湖

Sungang  
笋岗

Cuizhu  
翠竹

Liantang  
莲塘

Dongmen  
东门

Huangbei  
黄贝

Guiyuan  
桂园

Nanhu  
南湖

 **78.79**

Total Area: 78.79 km<sup>2</sup>  
总面积78.79平方公里

 **36.01**

Built-up area: 36.01 km<sup>2</sup>  
建成区36.01平方公里

 **10**

10 subordinated districts  
下辖街道10个

**Core Zone of the International Consumption Center capable of setting the global trends**

**Shenzhen-Hong Kong Integrated Development Pilot Zone capable of global resource allocation**

**Modern Service Industry Cluster Demonstration Zone capable of influencing the international market**

世界潮流引领力的国际消费中心核心区  
全球资源配置力的深港融合发展先行区  
国际市场辐射力的现代服务业集聚示范区



# LUOHU

## WHERE THE "CHINESE DREAM" SETS SAIL

罗湖  
“中国梦”扬帆起航的地方



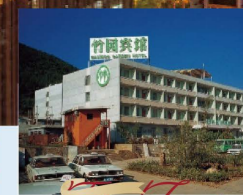
*The First*  
land auction  
第1锤土地拍卖



*The First*  
commercial real estate  
第1个商品房小区



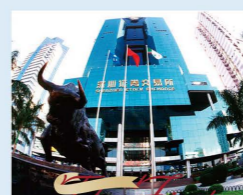
*The First*  
reality management service  
第1个物业管理小区



*The First*  
Chinese-foreign joint venture hotel  
第1家中外合资宾馆



*The First*  
village of households with an income exceeding 10,000 yuan  
第1个万元户村



*The First*  
stock exchange  
第1家证券交易所



*The First*  
foreign bank  
第1家外资银行



*The First*  
joint-stock commercial bank  
第1家股份制商业银行

# LUOHU EMBODIES THE PACE AND IMPORTANCE OF SHENZHEN'S DEVELOPMENT

## 罗湖

“深圳速度”和“深圳高度”的体现



**Shenzhen International Trade Centre**  
Built in 1985

Featuring a completed floor every three days

国贸大厦 1985 年建成  
“三天一层楼”



**The Shun Hing Square**  
Built in 1995

A model of friendly relations and cooperation

地王大厦 1995 年建成  
国际友好合作典范



**The KingKey 100 Tower**  
Built in 2011

A new landmark of Shenzhen's urban spirit

京基 100 大厦 2011 年建成  
深圳城市精神新地标



**The Citymark Centre**  
Built in 2022

The tallest building in China built in 2022

城脉中心 2022 年建成  
2022 年中国建成的最高建筑

# ***ECONOMIC AND SOCIAL CHARACTERISTICS***

经济社会特征



# LUOHU

## THE HUB

### CONNECTING THE

### GUANGDONG-HONG

### KONG-MACAU GREATER

### BAY AREA (GBA)



罗湖

辐射大湾区的“湾区枢纽”

In 2023, Luohu ushered in the era of "double high-speed railways" with the Shenzhen-Shantou high-speed railway station Luohu North Station established in Qingshuihe and Shenzhen Railway Station incorporated into the national high-speed rail network

2023年，罗湖迎来“双高铁”时代，深汕高铁在清水河设罗湖北站，深圳火车站接入全国高铁网



There are **31** metro stations with a total length of **44.3** km in Luohu District  
全区现有地铁总长**44.3**公里，设站**31**座

**Liantang Port 莲塘口岸**  
A pilot port for the reform of the "one-stop" vehicle clearance service in China  
中国车辆“一站式”通关模式的改革试点口岸

**Wenjindu Port 文锦渡口岸**  
Ranks among the top five in China in terms of freight volume  
货运量位居全国前五

**Luohu Port 罗湖口岸**  
The largest transportation hub in Shenzhen-Hong Kong area and the second largest land port in terms of passenger flow in China  
深港最大的交通枢纽和全国第二大客流量陆路口岸

The number of land ports and the volume of customs clearance rank **NO.1** in Shenzhen  
罗湖陆路口岸数量和通关量全市第一

# LUOHU

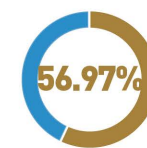
## AN ECOLOGICAL DISTRICT

### FEATURING BOTH NATURAL AND URBAN LANDSCAPES

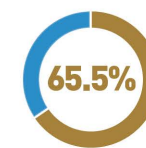
罗湖  
“一半山水一半城”的生态城区



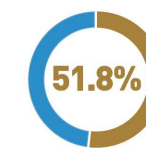
Natural Reserve  
生态保护区



Urban Green Coverage  
城市绿化覆盖率



Forest Coverage  
森林覆盖率



Recognized as a **"National Pilot Zone for Ecological Civilization"**  
荣获“国家生态文明建设示范区”

The only district in Shenzhen to have received the honorary titles of **"China's Ecological and Livable City"** and **"China's Ecological City with Lucid Waters and Lush Mountains"** in the new era  
深圳唯一的新时代双名城称号的区“中国最美生态宜居名城”“中国最美绿水青山生态名城”

The only district on China's list of subdivisions with a GDP exceeding **RMB 200 billion** whose air quality is comparable to its EU counterparts  
全国GDP产值2000亿俱乐部唯一空气质量比肩欧盟的城区



# LUOHU

## A LIVABLE AND WORKABLE CENTRAL URBAN DISTRICT

罗湖  
宜居宜业的中心城区

It enjoys high-quality educational and medical resources  
拥有优质的教育医疗资源



**A Gathering of Elite Schools**

名校云集

Shenzhen Middle School, Cuiyuan Middle School...

深圳中学 翠园中学 .....



**Class A tertiary hospitals**

三甲医院

Shenzhen People's Hospital, Luohu People's Hospital...

深圳市人民医院 罗湖区人民医院 .....

Luohu's health care reform was accredited as a national model and was promoted by the WHO

罗湖医改入选国家医改典型 登上世卫组织公报向全球推广



**Integrated Eldercare Services with Medical Care**

医养融合

Luohu District was selected as "the first National Demonstration Area of Medical and Nursing Combination" and "Guangdong Province Basic Health Comprehensive Pilot Area"

罗湖区入选“全国首批医养结合示范区”“广东省基层卫生健康综合试验区”



Luohu ranks **NO.4** in the country and **NO.1** in Shenzhen on the *List of Top 100 Counties with Population Inflow in China*

“中国县域人口流入百强榜” 罗湖位列全国第四、深圳第一





# LUOHU AN "EMOTIONAL WHARF" LINKING SHENZHEN AND HONG KONG

罗湖  
深港链接的“情感码头”

**Geographical Proximity**  
**Close People-to-People Ties**  
**Connected by shared Mountains and Rivers**  
地缘相近 人缘相亲 山水相连



**40000+**  
40,000+ Hong Kong  
residents living in Luohu  
常住罗湖香港居民



**91**  
91 sister schools with  
Hong Kong and Macao  
与港澳学校缔结姊妹学校

**Over 6,400** Hong Kong companies settled in Luohu, accounting for **90%**  
of all the district's foreign-invested enterprises  
港企**6400+**家，占全区外商投资企业比重达**90%**

The number and scale of travel agencies rank **N0.1** in Shenzhen  
旅行社企业数量和规模居**全市第一**

Taking the lead in introducing policies to support the start-ups and  
employment of Hong Kong and Macao professionals  
全市率先出台政策支持港澳专业人才创业就业

Taking the lead in realizing the full coverage of **10 sub-districts of the**  
**"Service Center for HongKong Residents"**, and the establishment of **4**  
**Bases for Guangdong-HongKong-Macao Talents and Partners**  
率先实现“港人服务中心”**10**个街道全覆盖，建立**4**个粤港澳人才合伙人基地

# ***INDUSTRIAL DEVELOPMENT SYSTEM***

现代产业体系



# FOUR LEADING INDUSTRIES

## 四大主导产业



### Finance 金融业

**1/3**

Total assets accounting for about **1/3** of Shenzhen  
总资产占全市**1/3**

**99** licensed financial institutions in Luohu / 罗湖有 **99** 家金融持牌机构

Shenzhen Branch of three major state-owned banks  
三大国有银行深分



**1/4**

Added value accounting for nearly **1/4** of Shenzhen  
增加值占全市近**1/4**

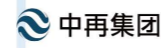
National or regional financial institutions  
全国或地区金融机构



**40%+**

Accounting for **40%+** of Luohu's GDP  
占辖区GDP比重**40%+**

Well-known financial institutions  
知名金融机构



### Commerce and Trade 商贸业

**20%**

Added value accounting for **20%** of GDP  
增加值占GDP比重**20%**

Five Shopping Complexes / 五大消费街区



Fashion Shopping Complex in Dongmen  
东门活力时尚消费街区



Shenzhen-Hong Kong Integrated Shopping Complex in Renminnan  
人民南深港融合特色消费街区



International High-end Shopping Complex in Caiwuwei  
蔡屋围国际高端消费街区



Gold & Jewelry Shopping Complex in Shuibei  
水贝黄金珠宝消费街区



"Home Culture" Themed Shopping Complex in Sungang  
笋岗家文化主题消费街区



### Business Services 商务服务业

The number of business service providers designated size ranks **NO.2** in Shenzhen  
规模以上商务服务业企业数量全市第二

**Over 470** leading enterprises in the human resources management and consulting services, accounting for approximately **40%** of the total in Shenzhen

人力资源服务业咨询调查业龙头企业等**470+**家，占全市总数**≈40%**

Among the **top 30** travel agencies in Shenzhen, **19** are registered in Luohu District  
全市旅行社前**30**强，罗湖区占据**19**席



### Strategic Emerging Industry 战略性新兴产业

**200%↑**

The number of enterprises has increased by **200%** in the past five years  
近五年企业数量同比增长**200%**

**366%↑**

Total revenue has increased by **366%** year-on-year  
营收总量同比增长**366%**

**2** Companies with revenues exceeding **RMB 10 billion**, more than **20** companies with revenues exceeding **RMB 1 billion**  
超百亿企业**2**家，超**10**亿元企业**20**余家

**FAVORABLE  
SERVICE  
SYSTEM FOR  
ENTERPRISES**

惠企服务体系

*First Place*

one of Top 100  
Demonstration  
Counties and Cities in  
Business Environment  
in China

“中国营商环境百佳示范县市”  
第一名

*The First*

"Seven Consecutive  
Championships" in China's  
government website  
performance evaluation in  
the past 21 years

二十一年来中国政府网站绩效评估  
首个全国“七连冠”

### Industry Matters Most Business Ranks First

Serving Needs  
Saving Troubles

产业第一 企业为大  
有事服务 无事不扰

## Full-coverage of Service System for Enterprises 全覆盖企业服务体系

Priority Services from leading officials of Luohu  
区级领导挂点服务

Professional services from industrial authorities  
产业部门专业服务

Coupling services from functional authorities  
职能部门联动服务

Routine services from local sub-districts  
属地街道日常服务

**497** division-level and section-level government officials  
**497**名处科级干部

**174** special service groups  
**174**个专项服务小组

Full coverage of services  
服务全覆盖

Full coupling of work  
工作全联动

Full coordination of demands  
诉求全协调

## All-factor Support for Industry Development 全要素产业发展支撑

Service Factors / 服务要素

- Policy / 政策
- Space / 空间
- Funding / 资金
- Talents / 人才
- Businesses / 业务
- .....

Servie Items / 服务内容

- Expand the market / 找市场
- Find funds / 找资金
- Complete procedures / 跑手续
- Attract talents / 找人才
- Bring down costs / 降成本
- Ensure supply / 保供应
- Hold exhibitions / 办展会

In an effort to see that the problems of enterprises in Luohu resolved and their development given proper guidance

实现罗湖企业的问题有人管、发展有人带

# LUOHU

## 罗湖

Luohu has the first-mover advantage of reform and opening up, a solid industrial foundation, quality industrial space in the central urban area, preferential industrial policies, and a sincere service system for enterprises.

As a "highland" for industrial policies and "lowland" for business costs, Luohu will surely prove itself to be a blessed place for enterprises to invest in and do business as a group of world-class entrepreneurs emerges from here.

With utmost sincerity and an optimal environment and ecosystem, Luohu invites everyone to seek common development and grow together for a better future!

有改革开放的先发优势，有坚实深厚的产业基础，有中心城区的优质空间，有干货十足的产业政策，有诚意满满的企业服务体系。

作为产业政策的“高地”、营商成本的“洼地”，一定是企业投资兴业的“福地”，罗湖必将再成长出一批世界一流的企业家。

始终以最大诚意、最优环境、最好生态，诚挚欢迎大家投资罗湖、扎根罗湖，一起共谋发展、共同成长、共创未来！

## CONTACT US

### 联系我们

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ENTERPRISE SERVICES CENTER**  
深圳市罗湖区企业服务中心

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