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## 中国·三亚 投资指南

INVESTMENT GUIDE  
FOR SANYA CHINA

三亚市人民政府  
The People's Government Of Sanya City



中国·三亚

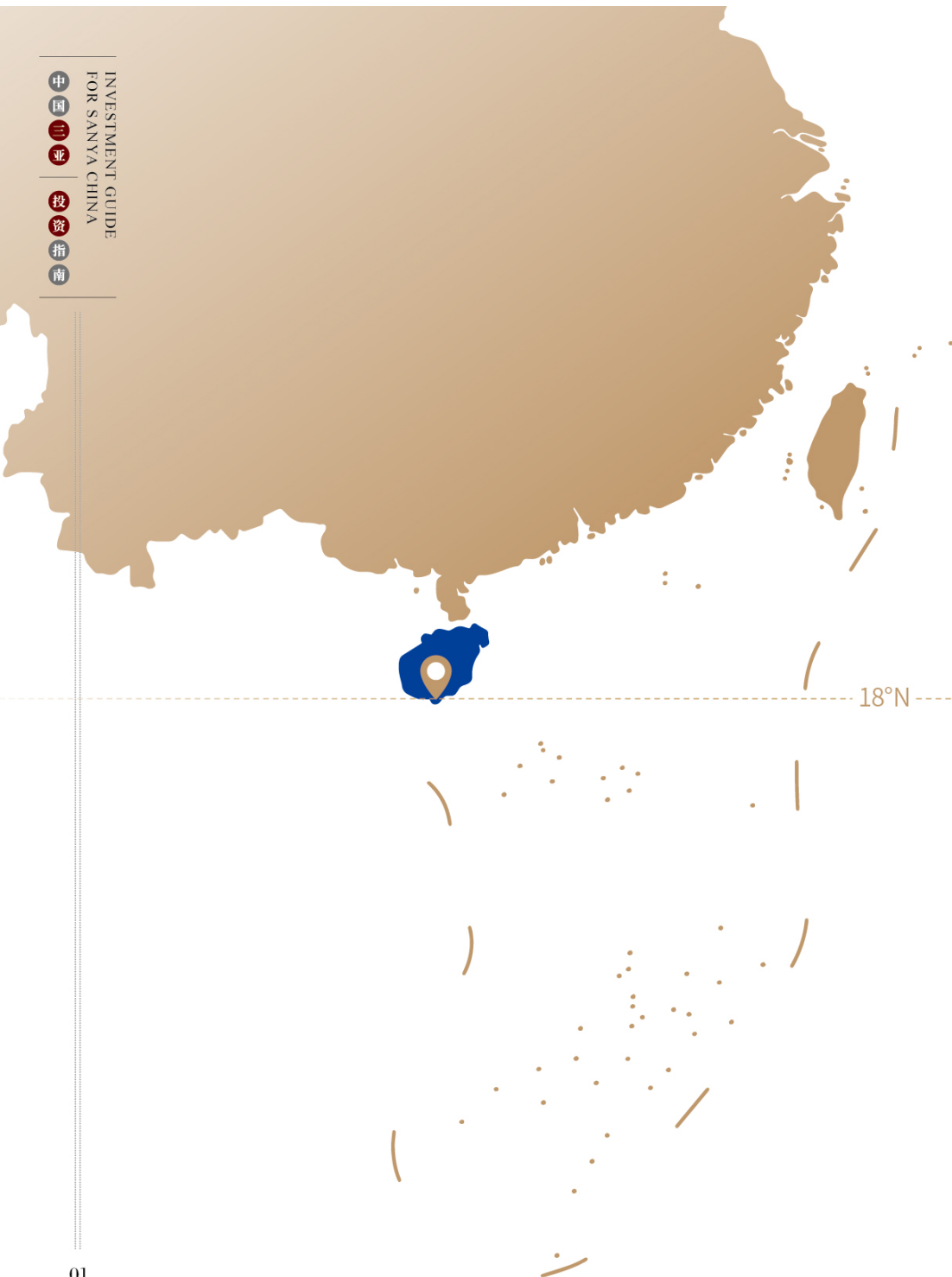
## 投资指南

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FOR SANYA CHINA



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## 三亚市概况

### OVERVIEW OF SANYA

三亚位于海南岛的最南端,是中国唯一的热带滨海旅游城市,海南省南部的中心城市和交通枢纽,又被誉为“东方夏威夷”,也是中国东南沿海对外开放黄金海岸线上最南端的对外贸易重要口岸之一。

三亚地处北纬18°,属热带海洋性季风气候区,是中国空气质量最好的城市。年平均气温26°C,森林覆盖率69%,全年日照时间2534小时,年平均降水量1347.5MM。曾经荣获“国家级生态示范区”、“国家园林城市”、“国家卫生城市”、“中国人居环境奖”等多项殊荣。位居中国四大一线旅游城市“三威杭厦”之首,拥有全国最美丽的海滨风光。

Sanya, located at the southernmost tip of Hainan Island, is the only tropical coastal tourist city in southernmost China. It is a central city and transportation hub in the south of Hainan Province, also known as the “Oriental Hawaii”. It is also one of the most important ports for foreign trade at the southernmost point on the golden coastline of the southeast China for opening up.

Sanya is located at 18° north latitude with tropical maritime monsoon climate. It is the city with the best air quality in China, having an annual average temperature of 26°C, a forest coverage rate of 69%, an annual sunshine time is 2534 hours, and an annual average precipitation of 1347.5MM. It once won quite a lot of awards such as “Nationally Designated Eco-Demonstration Region”, “Nationally Designated Garden City”, “National Sanitary City” and “China Habitat Environment Award”. It ranks the first among China’s four first-tier tourist cities of “Sanya, Weihai, Hangzhou and Xiamen” and has the most beautiful coastal scenery of the island.





## 丰富资源 Rich Resources

**气候:** 三亚地处低纬度, 属热带海洋性季风气候区, 年平均气温25.7°C。

Climate: Sanya is located in the tropical oceanic monsoon climate zone, with an average annual temperature of 25.7°C, and a low latitude.

**生态:** 森林覆盖率69%, 空气质量保持国内最优水平, 2017年空气良好天数达标率98.6%。

Ecology: The forest coverage rate is 69%, air quality remains at the very best level in China, and the achievement rate of Good Air Days in 2017 is 98.6%.

**海洋:** 海洋生物种类繁多。

Oceans: There are many kinds of marine organisms.



**土地:** 三亚北靠高山, 南临大海, 地势自北向南逐渐倾斜, 形成一个狭长状的多角形。

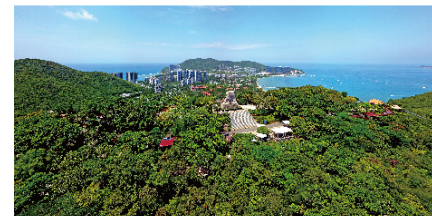
Land: Sanya is bordered by mountains in the north and the sea in the south. The terrain inclines gradually from north to south, forming a narrow polygon.

**水利:** 三亚市境内有中、小河流12条, 根据三亚市水资源分布情况, 可分为中、东、西部三个水系。

Water Conservancy: There are 12 middle and small rivers in Sanya. According to the distribution of water resources in Sanya, they can be divided into three water systems: the middle, the east and the west.

**旅游:** 三亚是具有热带海滨风景特色的国际旅游城市, 又被称为“东方夏威夷”。

Tourism: Sanya is an international tourist city with tropical coastal scenery, also known as "Eastern Hawaii".





## 投资环境 The Investment Environment

### 医疗资源 Medical Resources

三亚医疗资源丰富,拥有三亚中心医院(原海南省农垦三亚医院、海南省第三人民医院)、三亚市人民医院、三亚市中医院、解放军总医院海南分院(301医院)等医疗机构。2018年,由上海儿童医学中心托管的三亚妇女儿童医院建成开诊。

Sanya is rich in medical resources and has a number of medical institutions such as Sanya Central Hospital (formerly Hainan Province Nongken Sanya Hospital, The Third People's Hospital of Hainan Province), Sanya People's Hospital, Sanya Traditional Chinese Medicine Hospital, and Hainan Branch of the General Hospital of People's Liberation Army (301 Hospital). In 2018, the Sanya Women and Children's Hospital under the custody of the Shanghai Children's Medical Center was established and opened.



### 教育环境 Educational Environment

近年来,人大附中、北大附中、上海外国语大学附中等名校先后在三亚落地;海南热带海洋学院、三亚学院、海航学院等高校在校生突破5万人。

In recent years, many famous schools such as the High School Affiliated to Renmin University of China, the Affiliated High School of Peking University, and the Affiliated High School of Shanghai International Studies University have been successively opened and operated in Sanya; and there are more than 50 thousand students in such colleges and universities, such as the Hainan Tropical Ocean University, Sanya College, and Sanya Aviation and Tourism College.



### 交通网络-海陆空立体交通网 Traffic Network-Sea-Land-Air Transportation Network

**公路**, 三亚市公路四通八达, 通过环岛高速公路和海榆中线连接海口和全省各地, 交通方便快捷。

The highway in Sanya spreads in all directions. It connects with Haikou and all areas of the province through the roundabout expressway and Sanya-Kaihou Central Highway. Transportation is convenient.

**港口**, 凤凰岛国际邮轮港、中心渔港已经建成, 不久的将来, 三亚将成为海南岛南部海上客货运输的重要枢纽。

Phoenix Island International Cruise Port and Central Fishing Port have been built. In the near future, Sanya will become an important hub for marine passenger transportation and freightage for the south of Hainan Island.

**铁路**, 随着粤海铁路的建成, 三亚与国内铁路网形成并联, 货物运输和客运直通全国各地。2015年全球首条热带地区环岛高铁全线贯通。3小时绕岛旅行, 90分钟抵达海口。

With the completion of the Guangdong-Hainan railway, Sanya matches the domestic railway network, with freight and passenger transport available to travel directly across the country. In 2015, the first tropical roundabout high-speed railway in the world was completed. It takes three hours to travel around the Island and 90 minutes to reach Haikou.

**航空**, 2018年, 三亚成为全国首个空港年吞吐量突破2000万的非省会地级城市。如今三亚已与14个国家和地区共30多个城市实现了通航。三亚凤凰国际机场目前运行30条国际或地区航线, 加密航线6条。2019年计划新开15条国际航线, 初步促成国际航线与国内航线的有效衔接, “4小时、8小时、12小时”国际市场航程圈逐步成型。

In 2018, Sanya became the first non-provincial and prefecture-level city in China with an annual airport passage of more than 20 million. Today, Sanya's air navigation has been open to more than 30 cities in 14 countries and regions. Sanya Phoenix International Airport currently operates 30 international or regional routes and 6 routes with intensified flights. In 2019, 15 new international and regional routes will be opened, which will preliminarily facilitate an effective connection between the international routes and domestic routes, gradually forming an international market voyage circle of “4 hours, 8 hours, and 12 hours”.



## 重点产业 Key Industries

### 1. 旅游业

创新“旅游+X”模式，提升优化旅游产业链，着力打造以观光旅游为基础、休闲度假为重点、文体旅游、会展旅游和健康旅游为特色的旅游产业体系。

**Quality Tourism Industry**  
Initiate the “tourism + X” model, improve and optimize the tourism industry chain, and strive to build a tourism industry system taking sightseeing tours as the foundation, holidays for leisure as priority, and featuring cultural and sports tours, exhibition tours, and health tours.

### 2. 新兴科技产业

全力推进崖州湾“一港三城一基地”规划建设，积极引进国内外知名高校和科研机构，打造国家深海基地南方中心和国际一流的深海科技创新平台。

**Emerging Science and Technology Industry**  
Spare no effort to promote the planning and construction of “one port, three cities, and one base” in Yazhou Bay, actively introduce famous universities and research institutions at home and abroad, and build the South Center of National Deep Sea Base and a world-class deep sea science and technology innovation platform.

### 3. 热带高效农业

围绕热带水果、热带花卉、冬季瓜菜等特色产品，引进和选育优质种源，加快农业供给侧结构性改革，打造国家热带现代农业基地。

**High-efficiency Tropical Agriculture**  
Around tropical fruit, tropical flowers, winter melons and other special products, introduce and select high-quality seed sources, accelerate the supply-side structural reform of agriculture, and build a national modern tropical agriculture base.

### 4. 医疗健康产业

重点发展高端医疗服务、健康管理和养生保健、高端养老康复、生物制药等产业，培育发展医疗健康产业。

**Healthcare Industry**  
Focus on the development of high-end medical services, health management, health care, high-end senior care and rehabilitation, bio-pharmaceutical and other industries, and cultivate and develop the health care industry.

### 5. 金融业

加快金融开放创新，积极引进各类金融机构、金融区域总部，发展离岸金融、财富管理、保险服务等高端金融业态。

**Financial Industry**  
Accelerate financial openness and innovation, actively introduce various financial institutions and financial regional headquarters, and develop high-end financial forms such as offshore finance, wealth management, and insurance services.

### 6. 会展业

培育会展龙头企业，完善会展产业链，积极策划和举办大型国际展览会、节庆活动，以及文化旅游、国际品牌等适合三亚产业特点的展会。

**Conference and Exhibition Industry**  
Cultivate leading conference and exhibition enterprises, improve the conference and exhibition industry chain, actively plan and hold large-scale international exhibitions, festival activities, culture-oriented tours, international brands and other exhibitions in line with characteristics of Sanya.

### 7. 商贸物流业

以免税购物为龙头，积极构建多层次、多业态商贸网络体系；建立覆盖城乡、通达岛内外、多种运输方式无缝对接的一体化商贸物流体系。

**Trade and Logistics Industry**  
With tax-free shopping as the primary motivator, actively build a multi-level and multi-form trade network system; establish an integrated trade logistics system that covers urban and rural areas, with access to the whole island, and make various transportation modes available.

### 8. 房地产业

坚决推动房地产业优化调整，引导房地产业与其他产业融合发展，引进优质产业项目，发展金融、商务、商业等地产。

**Real Estate Industry**  
Resolutely promote the optimization and adjustment of the real estate industry, lead the development of the real estate industry through integration with other industries, introduce high-quality industrial projects, and develop real estate for such purpose as finance, commerce, and business.

### 9. 教育文化体育产业

充分利用国内外优质教育培训资源，加强教育培训合作，培养高水平的国际化人才。精心打造重大文化、体育活动品牌，带动相关文化、体育产业发展。

**Education, Culture, and Sports industry**  
Make full use of high-quality education and training resources at home and abroad to strengthen education and training cooperation, and cultivate high-level international talents; carefully create brands for major cultural and sports activities to drive the development of culture and sports related industries.

### 10. 海洋产业

在保护好生态环境的前提下，挖掘海洋资源潜力，支持深海科技产业发展，推动海洋渔业转型升级，加快提升海洋运输物流和服务保障能力。

**Marine Industry**  
Under the premise of taking good care of the ecological environment, explore the potential of marine resources, support the development of deep-sea science and technology industry, promote the transformation and upgrading of marine fishery, and accelerate the improvement of marine transportation logistics and service assurance capabilities.





## 投资政策 Investment Policy

## 三亚市鼓励拓展境外航线财政补贴实施办法

Measures for Implementing Financial Subsidies to Encourage the Development of Overseas Airlines in Sanya City

1. 新开境外定期直飞航线航班补贴, 每班给予6-90万元补贴; 给予3年培育, 前三年分别按照财政补贴标准的100%、75%和50%计算。

2. 新开境外不定期直飞航线航班, 按照新开境外定期直飞航线航班补贴标准的50%给予补贴。

3. 入境境外旅客量补贴: 按入境境外旅客每人每次400-900元的标准给予。

4. 对航空公司或包机单位运营的琼港、琼澳、琼台定期航线航班, 给予每班2-4万补贴。

5. 对航空公司或包机单位运营的新开境外定期直飞航线航班执行期满3年后, 给予200-300万元的额外补贴。

1. New overseas scheduled direct flights are subsidized by 60,000-900,000 yuan per shift. Give 3 years of cultivation, and calculate in the first three years according to 100%, 75% and 50% of the financial subsidy standard.

2. New overseas non-scheduled direct flights will be subsidized by 50% of the subsidy standard for new overseas scheduled direct flights.

3. Subsidies for the volume of inbound foreign visitors: given according to the standard of 400-900 yuan per person per day for inbound foreign visitors.

4. For the scheduled flights of Hainan-Hong Kong, Hainan-Macao and Hainan-Taiwan operated by airlines or charter units, a subsidy of 20,000-40,000 yuan per shift will be given.

5. An additional subsidy of 2-3 million yuan shall be granted to airlines or chartered units operating new scheduled overseas direct flights three years after the expiration of their scheduled flights.

## 三亚市促进金融业发展扶持奖励办法

Incentive Measures for Sanya City to Promote Financial Industry Development

1. 对各类金融机构在三亚设立分支机构, 给予10-200万元奖励。

2. 对各类新设金融机构按实收资本额给予30-100万元奖励。

3. 对银行业金融机构按其年度新增贷款的0.5%-1%进行奖励。

4. 对承接农业保险的保险机构按涉农保险保费金额的10%进行奖励, 按涉农险种保费金额的5%对保险公司业务人员进行奖励。

5. 对小额贷款公司按照企业缴纳所得税市级所得部分的30%给予奖励。新设融资性担保公司注册资本达到1亿元(含)以上的, 前3年每年按注册资本金的0.3%给予奖励, 年度奖励不超过50万元。

6. 由市金融局组织相关部门共同评选, 根据金融类企业、创新产品和服务项目相关指标, 给予奖励10-50万元奖励。

7. 在各级股权交易市场交易板挂牌企业, 给予一次性30-300万元奖励。对当年推荐30家(含)以上企业挂牌的中介机构给予20-50万元奖励。

8. 企业通过各项债务融资工具融资的, 按其融资额的0.5%给予奖励, 最高奖励不超过100万元。

9. 金融机构引进的高级管理人才和高级专业技术人才, 每年按交缴的个人所得税市级留成部分给予50%奖励, 奖励期限不超过5年。

1. All kinds of financial institutions are awarded 0.1-2 million yuan for setting up branches in Sanya.

2. New financial institutions will be rewarded with 0.3-1 million yuan of paid-in capital.

3. Banking financial institutions are rewarded with 0.5%-1% of their annual new loans.

4. The insurance institutions undertaking agricultural insurance shall be rewarded according to 10% of the premium amount of agricultural-related insurance and 5% of the premium amount of agricultural-related insurance.

5. The micro-loan company shall be awarded 30% of the income from the municipal income tax paid by the enterprise. If the registered capital of the newly established financing guarantee company reaches more than 100 million yuan (including 100 million yuan), in the first three years it shall be rewarded with 0.3% of the registered capital annually, and the annual reward shall not exceed 500,000 yuan.

6. The Municipal Financial Bureau organizes relevant departments to jointly evaluate and award 100,000-500,000 yuan according to the relevant indicators of financial enterprises, innovative products and services.

7. Enterprises listed on the stock exchange boards at all levels shall be awarded a one-time reward of 0.3-3 million yuan. The intermediaries that recommend more than 30 enterprises (including 30) to be listed in that year will be awarded 200,000-500,000 yuan.

8. If an enterprise finances through various debt-financing instruments, it shall be rewarded at 0.5% of its financing amount, with a maximum reward not exceeding 1 million yuan.

9. The senior managerial personnel and senior professional and technical personnel introduced by financial institutions shall be awarded 50% of the retained portion of the individual income tax paid at the municipal level each year. The award period is no more than 5 years.



## 三亚市文化产业发展专项资金管理暂行办法

Interim Measures for the Management of Special Fund for the Development of Cultural Industry in Sanya City

(一) 项目补助单项额度为该申报项目上一年度实际完成投资总额的5%;对税收汇缴在三亚的企业给予6%-10%补助;

(二) 贷款贴息按项目实际贷款利息给予80%-100%补贴;

(三) 保费补贴按项目具体情况给予50%-70%补贴;

(四) 绩效奖励的标准:

1. 绩效奖励单项额度原则上最高不超过200万元。

2. 创作人或投资人以个人申报绩效奖励的,经评审给予不超过50万元一次性奖励。

3. 我市原创动漫影视作品,根据播出和出版发行单位类别,按二维每分钟600-1500元、三维每分钟1200-3000元标准,给予原创企业一次性奖励,最高不超过100-200万元。

4. 对我市特色题材民间文化的生产和市场化发展取得良好社会效益的,给予最高不超过100万元的奖励。

5. 对获得重要国际奖项或国家、省级奖励,取得重大良好社会效益的我市原创动漫影视作品、原创文化艺术产品及其他文化产业项目,给予最高不超过100万元一次性奖励。

## 三亚市人民政府办公室

### 关于贯彻落实“一市(县)两校一园”优质教育资源引进工作实施意见的通知

(一) 资金补助:我市每引进优质教育资源建成1所中学(含办学规模在1200人以上的普通初中、普通高中、完全中学和九年一贯制学校等)、一所小学(办学规模在800人以上)省财政一次性各奖补500万元,建成1所幼儿园(学位在360个以上)奖补300万元,

(二) 其他支持:用地支持、编制保障、配套服务、自主办学以及特别扶持等。

(1) The individual amount of project subsidy shall be 5% of the total investment actually completed in the previous year of the declared project; 6% to 10% subsidies are granted to enterprises remitted tax in Sanya;

(2) Loan discount shall be subsidized by 80% to 100% of the actual loan interest of the project;

(3) The premium subsidy shall be 50%-70% in accordance with the specific conditions of the project;

(4) Standards for performance awards:

In principle, the maximum amount of performance award is not more than 2 million yuan.

If the creator or investor declares the performance award individually, he shall be awarded a one-time award of no more than 500,000 yuan after evaluation.

According to the categories of broadcasting and publishing units, for the original animation film and television works in our city, original enterprises are awarded one-time awards to according to the standards of 600-1500 yuan per minute for two dimensions and 1200-3000 yuan per minute for three dimensions, with a maximum of no more than 1-2 million yuan.

If the production and market-oriented development of folk culture with distinctive themes in our city have achieved good social benefits, an award of no more than 1 million yuan shall be given.

For the original animation, film and television works, original cultural and artistic products and other cultural industry projects in our city, which have won important international awards or national and provincial awards and achieved significant social benefits, a one-time award of no more than 1 million yuan shall be given.

Office of People's Government of Sanya City  
Notice on Opinions on Implementing "One City (County), Two Schools and One Garden" Quality Education Resources Introduction

(1) Funds subsidies: Every time our city introduces high-quality educational resources and builds a middle school (including ordinary junior middle school, ordinary high school, complete middle school and nine-year consistent school with 1200 or more students), a primary school (with 800 or more students), 5 million yuan each will be awarded at one time by the provincial finance. For a kindergarten (with 360 or more students), 3 million yuan each will be awarded at one time.

(2) Other support: land use support, manning quotas guarantee, supporting services, independent running of schools and special support, etc.

## 三亚市会展业扶持专项资金管理办法

Measures for the Management of Special Funds for the Support of the Convention and Exhibition Industry in Sanya City

### 会议类项目

(一) 国内会议标准:参会人数在500人(含)以上的,给予会议补贴金额5-50万元。

(二) 国际会议标准:参会人数在200人(含)以上,给予会议补贴金额30万元。

### 展览项目

(一) 培育类展览项目

展览展位数量在200个标准展位以上,前三届给予每届展览补贴金额100万元,后三届给予每届展览补贴金额50万元。

(二) 引进类展览项目

1. 在国内外其他城市连续举办三届以上的展览项目,给予每届展览补贴金额50-70万元。

2. 对在国内外举办的流动性展览项目,给予每届展览补贴金额30万元。

3. 由世界500强企业组织举办,或国外参展商比例不低于35%的国际性展览,另给予10万元奖励。

(三) 线上展会奖励

对于线上展会,每届给予5万元的奖励,最多奖励不得超过三届。

(四) 展馆运营项目

1. 对年度举办10场200个标准展位以上展览的场馆运营方予以补贴。

2. 对社会资本在三亚投资建设的展馆及现有展馆,给予每年5-15万元的设施维护及修缮补贴。

(五) 外地参展补贴

自费参加由市政府组织参展的国内/国际展会,给予每个展位3000-10000元补贴。

### Conference items

(1) Domestic Conference Standards: If the number of participants is more than 500 (including 500), the amount of conference subsidy shall be 50,000-500,000 yuan.

(2) International Conference Standards: if the number of participants is more than 200 (including 200), the amount of subsidies is 300,000 yuan.

### Exhibition items

(1) Nurturing Exhibition Items

If the number of exhibition booths is more than 200 standard booths, the first three times the amount of subsidy for each exhibition is 1 million yuan, and the next three times the amount of subsidy for each exhibition is 500,000 yuan.

(2) Introduced exhibition items

For more than three consecutive exhibition items which are held in other cities at home and abroad, the subsidy amount for each exhibition will be 500,000-700,000 yuan.

For mobile exhibition items held at home and abroad, a subsidy of 300,000 yuan per exhibition will be granted.

International exhibitions organized by the world's top 500 enterprises or with a proportion of foreign exhibitors not less than 35% will be awarded an additional 100,000 yuan.

(3) Awards for online exhibitions

For online exhibitions, 50,000 yuan is awarded for each session, and the maximum award shall not exceed three sessions.

(4) Exhibition Hall Operating Items

The venue operators who hold 10 exhibitions of 200 standard booths or above will be subsidized.

For the exhibition halls invested by social capital in Sanya and existing exhibition halls, facilities maintenance and repair subsidies of 50,000-150,000 yuan per year will be given.

(5) Subsidies for exhibitors from other places

Exhibitors who participate in domestic/international exhibitions organized by the municipal government at its own expense will be subsidized by 3000-10000 yuan per booth.

## 02/ 三亚总部经济及中央商务区

Headquarters Economy and  
Central Business District of Sanya

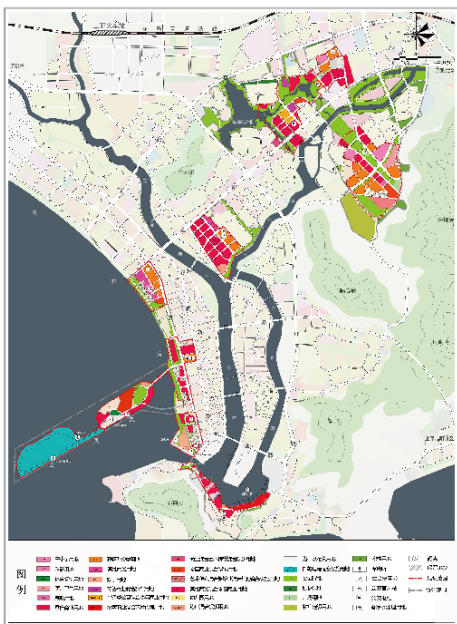




## 三亚总部经济及中央商务区 Headquarters Economy and Central Business District of Sanya

### 基本概况 Basic Situation

2018年习总书记4.13讲话,开启了三亚深化改革开放的新篇章。三亚总部基地建设已纳入全省12个先导性重点项目及全省25个重点产业园区之一。以世界一流标准打造海南自由贸易区(港)总部经济,为吸引国际组织、境内外大企业在我市设立国际总部、区域总部和专业性总部,我市启动了三亚总部经济和中央商务区规划建设。坚持规划先行、谋定后动,按照“世界眼光、国际标准、三亚特色、高点定位”的要求,开展规划方案全球招标,吸引国内外138家顶级设计机构竞相参与,凝聚了4位院士、31位专家智慧,形成“一心、两翼、三区、多点”的空间格局,近中期十二个单元组团蓄势待发。



In 2018, General Secretary Xi's speech on April 13 opened a new chapter of deepening reform and opening up in Sanya. The construction of the headquarter base of Sanya has been incorporated into 12 pilot key projects and one of 25 key industrial parks for the province. To build the headquarters economy of Hainan Free Trade Area (Port) with world-class standards and attract international organizations, large enterprises at home and abroad need to set up international headquarters, regional headquarters and professional headquarters in our city, and our city has launched the planning and construction of the headquarters of economy and central business district of Sanya. Adhering to the requirements of "world vision, international standards, Sanya characteristics, and high-point positioning", global bidding for planning schemes have been carried out. One hundred and thirty-eight top design institutions at home and abroad have been attracted to participate in the bidding. The wisdom of 4 academics and 31 experts has been gathered to form a spatial pattern of "one center, two wings, three districts, and multiple points", and twelve units are ready for development in the near and medium term.

## 三亚总部经济及中央商务区 Headquarters Economy and Central Business District of Sanya

三亚的总部经济规划是海南首个发布的对总部经济战略定位和空间布局进行详细部署的规划,规划突出海南自贸特性,体现三亚热带滨海旅游城市特色,以“盘活存量、产城融合、新旧联动”的理念统筹功能布局;以“城区就是景区”的理念,统筹“山、海、河、城、岸、岛”空间;以“绿色智慧、快路慢网、韧性安全”的理念布局基础设施和公共服务设施。

三亚总部经济及中央商务启动区包括迎宾路两侧凤凰海岸、月川、东岸、海罗共4个实施单元,总规划面积约439公顷,规划总建筑面积约505万平方米,总体定位为以总部商务办公、大型消费商圈为主导,重点发展总部服务配套、自贸服务、文化艺术综合消费、设计咨询等。

Sanya's headquarters economic planning is the first detailed deployment plan of Hainan's headquarters economic strategic positioning and spatial layout. It highlights the characteristics of Hainan Free Trade Zone, reflects the characteristics of Sanya, a tropical coastal tourism city, and coordinates the functional layout with the concept of "Revitalizing value, integrating production with the city, and linking the old with the new". With the concept of "the urban area is scenic", the space of "mountains, seas, rivers, cities, banks, and islands" should be coordinated; with the concept of "green wisdom, fast road and slow network, and resilient safety", leading the layout of infrastructure and public service facilities. The Headquarters of Economic and Central Business District of Sanya includes four implementation units, Phoenix Coast, Yuechuan, Dongan and Hailuo, on both sides of Yingbin Road. The total planned area is about 439 hectares, and the total planned area is about 5.05 million square meters. The overall orientation is a headquarters business office and large-scale consumer business circle as the main project, focusing on the development of Headquarter Services Support, free trade services, cultural and artistic consumption, design consulting, and so on.

### 总体规划 Overall Planning

#### 1 凤凰海岸单元

凤凰海岸单元是三亚重要的城市门户和海上客厅。规划范围为202.40公顷,核心功能为国际邮轮母港、国际游艇港、自由贸易服务和文化艺术消费。

#### Phoenix coast unit

Phoenix Coastal Unit is an important city gateway and sea living area in Sanya. The planning scope is 202.40 hectares, with the core functions as an international cruise home port, international yacht port, free trade service, and cultural and artistic consumption.





## 2 东岸单元

东岸单元位于迎宾路与凤凰路交叉口，环绕东岸、新岸湿地公园。规划范围为92.7公顷，核心功能为总部商务办公和湿地休闲商业等。目前，该单元已入驻5家企业，分别是中交海洋投资股份有限公司、三比亚龙湾开发股份有限公司、上海申亚投资集团有限公司、华侨城（海南）集团有限公司、成都万华集团投资有限公司。



### Dongan Unit

Dongan Unit is located at the intersection of Yingbin Road and Fenghuang Road, which surrounds Dongan and New Coast Wetland Park. The planning scope is 92.7 hectares, with the core functions of a headquarters business office, and wetland leisure business. At present, the unit has been utilized by five enterprises, namely, CCCCOI, Sanya Yalong Bay Development Co., Ltd., Shanghai SY-Group Co., Ltd., CHINA OCT (Hainan) Group Co., Ltd., and Chengdu Wanhua Group Investment Co., Ltd.

## 3 月川单元

月川单元是三亚的城市记忆，规划范围为43.61公顷，核心功能为国际滨水文化商业步行街和商务办公。目前，该单元已入驻2家企业，分别是中冶置业集团有限公司、保利（海南）旅游发展有限公司。



### Yuechuan Unit

Yuechuan Unit is the urban heart of Sanya, with a planning area of 43.61 hectares. Its core characteristics are the International Waterfront Culture Commercial Pedestrian Street and Commercial Office. At present, the unit has been selected by two enterprises, namely MCC Real Estate Group Co., Ltd. and Poly (Hainan) Tourism Development Co., Ltd.

## 三亚总部经济及中央商务区 Headquarters Economy and Central Business District of Sanya

## 4 海罗单元

海罗单元位于海螺岭山脚下，具有良好的自然生态资源。海罗单元规划范围为100.52公顷，核心功能为国际人才社区和花园总部。



### Hailuo Unit

Hailuo Unit is located at the foot of Conch Ridge Mountain, which has good natural and ecological resources. Hailuo Unit covers a planning area of 100.52 hectares, with the core functions of the International Talent Community and Garden Headquarters.

三亚总部经济及中央商务区建设已吸引多家境内外知名企业目光，2019年3月26日，总部经济区首批出让东岸单元3宗5块土地，共计86.6亩，总建设量28.6万平方米，是全省总部经济用地的首挂，单亩最高拍出2418万元。8月13日、19日，我市再出让东岸、月川单元6宗地，共计98.1亩，总建设量19.5万平方米，成交价约14亿元。

目前，月川单元1宗3块土地，共计35.2亩，已于8月19日发布挂牌出让公告。

下一步我市陆续还将加快东岸、月川、凤凰海岸等片区的土地出让，吸引更多世界知名企业落户三亚。

The construction of the Headquarters Economic District of Sanya has attracted the attention of many well-known enterprises both at home and abroad. On March 26, 2019, the Headquarters Economic District was the first to transfer three plots of five pieces of land from Dongan Unit, totaling 14.26 acres, with a total construction volume of 286,000 square meters. It is the first hanging of the headquarters economic land in the province, with a maximum of 3.98 million yuan per acre. On August 13 and 19, six plots of land of Dongan Unit and Yuechuan Unit, totaling 16.16 acres, were transferred, with a total construction volume of 195,000 square meters and a transaction price of about 1.4 billion yuan.

At present, Yuechuan Unit 1 has 1 plot of 3 pieces of land, a total of 5.8 acres, which was released for sale on August 19. In the next step, the city will accelerate the land sales of Dongan, Yuechuan, Phoenix Coast and other areas, attracting more world-renowned enterprises to settle in Sanya.

## 投资政策 Investment Policy

### 三亚市促进总部经济发展暂行办法

The Provisional Measures for Sanya City to Promote the Development of Headquarter Economy

#### 一、开办补助

新落户总部企业按实际到位注册资本1%-3%给予补助,最高不超过2000万元。

#### 二、经营贡献奖励

##### (一) 基础贡献奖励

新落户总部企业按照对三亚地方财力贡献,前3年给予70%给予奖励,后2年给予40%奖励;

对现有总部企业,5年内按照每年对三亚地方财力贡献的环比增量部分给予60%奖励支持。

##### (二) 上台阶贡献奖励

总部企业享受扶持政策期间,每年实际对三亚地方财力贡献达到一定额度,奖励标准提高3个百分点至8个百分点。

##### (三) 增量贡献奖励

总部企业对三亚地方财力贡献年度增长率不低于30%,给予企业对三亚地方财力贡献增量的30%奖励,最高不超过2000万元。

#### 三、管理人员奖励

总部企业的高管、高层次人才根据其其对三亚地方财力贡献,前3年按60%给予奖励,后2年按40%给予奖励。

总部企业享受相关人才服务政策,包括高层次人才落户、医疗、子女教育、人事档案管理、职称评定、社会保障等。

##### 1. Start-up Subsidies

New headquarter enterprises will be subsidized by 1% to 3% of their registered capital. The maximum is no more than 20 million yuan.

##### 2. Award for Business Contribution

###### (1) Basic Contribution Award

New headquarter enterprises will be awarded 70% in the first three years and 40% in the next two years according to their contribution to local financial resources in Sanya.

For the existing headquarter enterprises, 60% of the incremental contribution to Sanya's local financial resources will be rewarded within 5 years.

###### (2) Reward for Contribution Step Ups

During the period of enjoying the support policies, if the headquarter enterprises actually contributes a certain amount to Sanya's local financial resources each year, the reward standard will be raised by 3 to 8 percentage points.

###### (3) Incremental Contribution Award

If the annual growth rate of the contribution of headquarter enterprises to Sanya's local financial resources is not less than 30%, the headquarter enterprises will be awarded 30% of the incremental contribution to Sanya's local financial resources. The maximum is no more than 20 million yuan.

##### 3. Executives Award

Senior executives and high-level talents of headquarter enterprises will be awarded 60% of their financial contribution to Sanya in the first three years and 40% in the second two years.

Headquarter enterprises also enjoy relevant talent service policies of Sanya, including settlement of high-level talents, medical treatment, children's education, personnel files management, professional title and social security.

#### 四、办公用房租房补贴

总部企业租用商务写字楼,前3年补贴租金的50%,后2年补贴租金的30%,每年补贴最高不超过120万元。

#### 五、购房补贴

总部企业购置自用办公用房,按照购房合同金额的8%给予补贴,累计补贴最高不超过2000万元。

#### 六、培育企业发展奖励

对经认定的总部企业首次被评为中国民营企业500强、中国企业500强、世界企业500强的,给予200-2000万元奖励。

##### 4. Subsidies for Office Rental

If headquarter enterprises rent commercial office buildings, 50% of the annual rent will be subsidized in the first three years and 30% of the annual rent will be subsidized in the second two years. The maximum amount of the annual subsidy shall not exceed 1.2 million yuan.

##### 5. Subsidies for Purchasing Houses

If headquarter enterprises purchase self-use office space, they will be subsidized according to 8% of the purchase contract amount. The cumulative subsidy shall not exceed 20 million yuan.

##### 6. Fostering Enterprise Development Awards

For the first time, if the recognized headquarter enterprises are rated as the top 500 Chinese private enterprises, the top 500 Chinese enterprises or the top 500 world enterprises, they will be awarded 2-20 million yuan.

### 海南省住房和城乡建设厅 中共海南省委人才发展局 关于完善人才住房政策的补充通知

Hainan Provincial Department of Housing and Urban-Rural Development  
Talent Development Bureau of the CPC Hainan Provincial Committee  
Supplementary Notice on Improving Housing Policy for Talents

#### 一、购房政策

随总部企业迁入海南的员工,购房政策享受本地居民同等待遇,其家庭成员在海南无住房且2018年5月13日后无购房记录的,本人可在海南购买1套住房。

##### 1. Purchase Policy

With the staff of the headquarter enterprise moving to Hainan, the purchase policy enjoys the same treatment as the local residents. If his family members have no housing in Hainan and have no record of purchase after May 13, 2018, he can purchase one house in Hainan.

#### 二、给予购房信贷支持

鼓励金融机构对引进人才发放商业性个人住房贷款的利率予以优惠,鼓励商业银行向住房租赁企业提供低息贷款。

##### 2. Credit Support for House Purchase

Financial institutions are encouraged to give preferential interest rates on commercial personal housing loans for the introduction of talent, and commercial banks are encouraged to provide low-interest loans to housing rental enterprises.

#### 三、申请小客车指标

高层次人才可按按照分类施策、一人一车、新能源车优先原则,申请小客车指标。

##### 3. Indicators for Applying for Coaches

High-level talent can apply for coach indicators according to the principles of classified measures, one person, one vehicle and priority of new energy vehicles.

# 03 / 三亚崖州湾科技城

Yazhou Bay Science and  
Technology City of Sanya





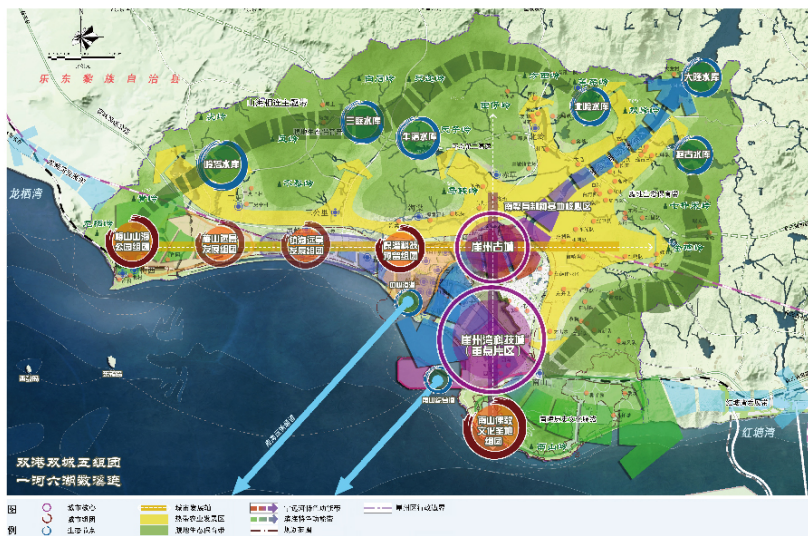
## 三亚崖州湾科技城

Yazhou Bay Science and Technology City of Sanya

### 基本概况 Basic Situation

三亚崖州湾科技城位于三亚市西部，毗邻南山文化旅游区和大小洞天风景区。主要由南繁科技城、深海科技城、大学城、南山港、中心渔港和全球动植物种质资源引进中转基地六部分共同构成。三亚崖州湾科技城是海南省深入贯彻落实习总书记4.13讲话与中央12号文件精神的重要载体，作为海南省12个先导性项目重要组成部分，崖州湾科技城致力于建设成国家深海科技创新中心、“南繁硅谷”及产学研城深度融合的聚集地。

Yazhou Bay Science and Technology City of Sanya is located in the west of Sanya City, adjacent to Nanshan Cultural Tourist Area and Fairyland. It mainly consists of Nanfan Science and Technology City, Deep Sea Science and Technology City, University City, Nanshan Harbor, Central Fishing Port and Global Animal and Plant Germplasm Resources Introduction and Transfer Base. Yazhou Bay Science and Technology City of Sanya is an important carrier for Hainan Province to carry out the spirit of General Secretary Xi's speech on April 13 and document No. 12 of the Central Committee. As an important part of 12 pilot projects in Hainan Province, Yazhou Bay Science and Technology City is committed to building a national deep-sea science and technology innovation center, "Nanfan Silicon Valley" and an agglomeration place of deep integration of industry, university, research, and city.

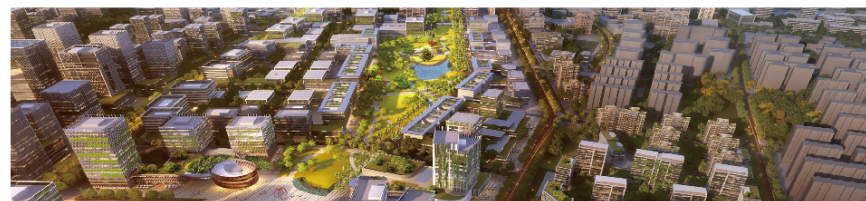


### 总体规划 Overall Planning

#### 南繁科技城 Nanfan Science and Technology City

南繁科技城规划面积约4.02平方公里，是以南繁科技产业为核心，围绕动植物育种科技、国际种业交易、种质资源产权交易、生态土壤肥料、种业知识产权交易、热带特色农科六大方面，致力于打造专业化、集约化、国际化的国家南繁科研基地。目前中国科学院、中国农业科学院、中信农业、隆平高科等40余家企事业单位均已陆续签约。

The planning area of Nanfan Science and Technology City is about 4.02 square kilometers. It is centered on Nanfan Science and Technology Industry, focusing on six aspects: animal and plant breeding science and technology, international seed trade, property right trade of germplasm resources, ecological soil fertilizer, intellectual property trade of seed industry, and agricultural science with tropical characteristics, committed to building a professional, intensive and international National Nanfan Research Base. At present, more than 40 enterprises and institutions, such as the Chinese Academy of Sciences, the Chinese Academy of Agricultural Sciences, CITIC Agriculture and Longping High Technologies, have successively signed contracts.



#### 深海科技城 Deep-sea Science and Technology City

深海科技城规划面积约5.39平方公里，是以海洋科技产业为核心，重点集聚深海科技、体验经济和现代服务三大领域。在深海科技方面，主要发展深海装备、深海材料和深海通讯等；在海洋产业方面，主要发展海洋船舶、海工装备和海洋公共服务等；未来还将在深海养殖、人工鱼礁和海洋生态保护等领域进行积极探索。中船工业、中船重工、招商工业、中国地质调查局、中科院南海所等企事业单位已陆续入驻。

The planned area of Deep Sea Science and Technology City is about 5.39 square kilometers. It is centered on Marine Science and technology industry, focusing on three major areas: deep-sea science and technology, marine industry, and modern service. In the field of deep-sea science and technology, it mainly develops deep-sea equipment, deep-sea materials and deep-sea communications. In the marine industry, it mainly develops marine vessels, marine engineering equipment and marine public services. In the future, active exploration will be carried out in the fields of deep-sea aquaculture, artificial reefs, and marine ecological protection. Enterprises and institutions such as CSSC, CSIC, China Merchants Industry, China Geological Survey, and South China Sea Institute of Oceanology, Chinese Academy of Sciences have been stationed one after another.





## 大学城 University City

大学城规划面积约4.54平方公里，是以深海、南繁科研产业为核心，以高水平科研机构和高等院校为载体，重点发展内容包括深海科技和南繁科技产学研一体化教育科研、公共科技研发服务和创新创业孵化与转化等三个方面。上海交大、中国海大、中国农大、浙江大学、武汉理工等著名高校已陆续签订战略合作办学协议并逐步入驻，实现深海科技和南繁科技的高精尖技术在大学城的迅速积聚。



The planned area of the University City is about 4.54 square kilometers. It is centered on the deep-sea and Nanfan scientific research industry, with high-level scientific research institutions and institutions of higher learning as its carriers. Its main development contents include three aspects: deep-sea science and technology, integrated education and scientific research of Nanfan science and technology, public science and technology R&D services, and incubation and transformation of innovation and entrepreneurship. Famous universities such as Shanghai Jiaotong University, Ocean University of China, China Agricultural University, Zhejiang University, and Wuhan University of Technology have successively signed strategic cooperation agreements and gradually settled in order to realize the rapid accumulation of high-tech and sophisticated technologies in deep-sea science and technology, and Nanfan Science and Technology in the University City.

## 南山港 Nanshan Harbor

南山港是三亚崖州湾科技城不可或缺的组成部分及深海科技城建设的重要前置条件。在综合吸纳了入驻单位（如中船重工、中船工业、中国海洋大学等）对码头岸线及用地需求的意见，出台的新规划形成岸线总长7165延米，形成陆域面积2.76平方公里。未来将进一步统筹规划，形成以科考功能为主，保税口岸、本地货运为补充的综合服务港口，推动港城协调发展。

Nanshan Harbor is an indispensable part of Yazhou Bay Science and Technology City of Sanya and an important precondition for the construction of Deep-sea Science and Technology City. In the comprehensive absorption of resident units (such as CSIC, CSSC, Ocean University of China, etc.) in the demand on Wharf shoreline and land use, the new plan is issued to form a total length of 7165 km shoreline, forming a land area of 2.76 square kilometers. In the future, we will further plan as a whole to form a comprehensive service port with science and technology as the main function and bonded port and local freight as the supplement, so as to promote the coordinated development of port and city.



## 中心渔港 Central Fishing Port

中心渔港于2016年8月1日正式开港运营，已实现南海渔场作业船舶停泊、避风、卸渔交易、补给需求。三亚崖州中心渔港（京东）交易信息中心在2019年南海开渔日揭牌成立，致力于将崖州中心渔港打造成为面向全国的渔货集散中心和中国南部的渔货精深加工中心。

Central Fishing Port was officially opened on August 1, 2016, and the demand for berthing, shelter, unloading, and replenishment of fishing vessels in the South China Sea Fishing Ground has been realized. The Yazhou Central Fishing Port (Jingdong) Trading Information Center of Sanya was established on the South China Sea Fishing Day in 2019. It is dedicated to building Yazhou Central Fishing Port into a national fishing distribution center and a deep processing center for fishing products in southern China.



## 全球动植物种质资源引进中转基地

Global Transfer Base for Importing Animal and Plant Germplasm Resources

全球动植物种质资源引进中转基地将引入全球动物、植物、微生物种质资源，具备检验隔离、战略储备、产业应用、国际贸易交易等功能，成为海南自贸创新、产业核心竞争力塑造以及国家种质资源全球竞争力升级的“四梁八柱”项目。

Global Transfer Base for Importing Animal and Plant Germplasm Resources will introduce global animal, plant and microbial germplasm resources. It has the functions of isolation, strategic reserve, industrial application, international trade and so on. It will become a "four beams and eight pillars" project for Hainan's innovation in free trade, shaping the core competitiveness of industry and upgrading the global competitiveness of national germplasm resources.





## 园区优惠政策 Park Preferential Policy

海南省政府印发《关于支持三亚崖州湾科技城发展的措施(试行)》，包含三亚崖州湾科技城税收省级、市级留成部分全部奖励给园区，专项用于支持三亚崖州湾科技城发展建设、允许三亚崖州湾科技城根据全省高层次人才标准进行自主认定等8条重要措施支持三亚崖州湾科技城发展。

三亚市委市政府高度重视崖州湾科技城建设，成立三亚崖州湾科技城管理局。作为市属特设机构，主要负责三亚崖州湾科技城的运营管理、招商引资及制度创新，编制极简审批一站式服务流程，实现审批工作高效办理。同时入驻崖州湾科技城的企事业单位在享受省、市优惠政策的同时，还享受《三亚崖州湾科技城产业发展优惠政策》，截取部分拟出台优惠政策条款如下：

The Hainan Provincial Government issued the "Measures to Support the Development of Yazhou Bay Science and Technology City of Sanya (Trial)", including the provincial and municipal retention of Yazhou Bay Science and Technology City of Sanya, all awarded to the park, specifically for supporting the development and construction of Yazhou Bay Science and Technology City of Sanya, allowing Yazhou Bay Science and Technology City of Sanya to carry out independent identification according to the province's high-level talent standards and other eight important measures to support the development of Yazhou Bay Science and Technology City of Sanya.

The municipal government of Sanya City attaches great importance to the construction of Yazhou Bay Science and Technology City and establishment of the Administration of Yazhou Bay Science and Technology City of Sanya. As a city-specific institution, it is mainly responsible for the operation management, investment attraction, and institutional innovation of Yazhou Bay Science and Technology City of Sanya, and the preparation of a one-stop service process for minimalist approval, and the efficient implementation of the examination and approval work. At the same time, enterprises and institutions that have settled in Yazhou Bay Science and Technology City enjoy the preferential policies of the province and the city, and enjoy the preferential policies for industrial development of Yazhou Bay Science and Technology City of Sanya. The interception part of the proposed preferential policy is as follows:



序号 No.	政策内容 Content of the Policy	扶持标准 Support Criteria
1	对科研平台采购研发设备的补贴 Subsidies for purchasing and R&D equipment for research platforms	对符合要求的企业，按研发设备投入的40%给予补贴(含种业直接相关进口设备费用)，最高不超过200万。 For enterprises that meet the requirements, subsidies (including the cost of imported equipment directly related to seed industry) will be granted according to 40% of the investment in R&D of the equipment, with a maximum of no more than 2 million yuan.
2	创新创业大赛获奖奖励 Award for Innovation and Entrepreneurship Competition	在指定国家级大赛中获得一、二、三等奖的项目成果落地后，分别给予300万、200万、100万的一次性奖励。 After the project achievements of the first, second, and third prizes in the designated national competitions are determined, one-time awards of three million, two million, and one million yuan will be given respectively.
3	国家级高新技术企业落户奖励 National Hi-tech Enterprises Settlement Award	整体迁入后，在享受海南省、三亚市对高新技术企业奖励基础上，额外奖励100万元。 After the completion of immigration on the basis of enjoying the rewards of Hainan Province and Sanya City for high-tech enterprises, an additional reward of 1 million yuan will be awarded.
4	国家级高新技术企业首次认定奖励 Award for First Recognition of National High-tech Enterprises	对符合要求的企业，在享受海南省、三亚市对高新技术企业奖励的基础上，额外奖励50万元。 For enterprises that meet the requirements, an additional reward of 500,000 yuan will be awarded on the basis of the rewards given to high-tech enterprises by Hainan Province and Sanya City.
5	高新技术企业研发奖励 R&D Award for High-tech Enterprises	对享受三亚市针对高新技术企业上一年度研发经费补贴的，给予10%的补贴，最高不超过50万元。 For those who enjoy Sanya's R&D subsidy for high-tech enterprises in the previous year, 10% of the subsidy will be granted. The maximum is not more than 500,000 yuan.
6	鼓励农业科技企业发展奖励(“农业科技小巨人”奖，每年评选十家) Encouraging the Development of Agricultural Science and Technology Enterprises ("Small Giant of Agricultural Science and Technology" Award, 10 selected annually)	对获奖企业给予每家50万元一次性奖励。 A one-time reward of 500,000 yuan is given to each awarded enterprise.
7	对水产新品种引进、土著品种改良扩繁及优质高效品种育苗项目，评为优质高效品种的奖励 The award of high-quality and high-efficiency varieties for the project of introducing new aquatic varieties, improving and expanding indigenous varieties and raising seedlings of high-quality and high-efficiency varieties	1.按不超过实际引种费用的50%给予补助，累计补助金额不超过200万； 2.对优质高效品种育苗给予补贴，满足室内育苗实际培育面积不少于200平方米或育苗水体不少于2000立方米，且苗种海上中间育成指标达到评审要求的，给予一次性补助，最高不超过300万元。 1.Subsidies shall be granted at a rate not exceeding 50% of the actual cost of introduction, and the cumulative amount of subsidy shall not exceed 2 million yuan. 2.Subsidies shall be given to high-quality and high-efficiency varieties for seedling raising, which meets the actual cultivation area of indoor seedling raising not less than 200 square meters or the water body of seedling raising not less than 2,000 cubic meters, and if the intermediate breeding index of seedlings at sea meets the evaluation requirements, a one-time subsidy shall be given. The maximum is not more than 3 million yuan.
8	存量人才奖励 Stock Talent Award	1.每年评选“崖州湾专才”不超过50名，给予每人5万元奖励 2.评选“金牌崖州湾专才”1名，给予100万元奖励。 1.No more than 50 "Yazhou Bay Professionals" are selected annually, and 50,000 yuan is awarded to each person. 2.One "Gold Medal Yazhou Bay Professional" is selected and awarded 1 million yuan.

## 04/ 三亚海棠湾国家海岸休闲园区

Haitang Bay National Coastal Leisure Park  
of Sanya





## 三亚海棠湾国家海岸休闲园区

### Haitang Bay National Coastal Leisure Park of Sanya

#### 基本概况 Basic Situation

拥有22公里长的海岸线, 14公里长的原生态内河水系, 8平方公里的泻湖湿地, 被誉为“中国国家海岸, 世界度假天堂”。

With 22 kilometers of coastline, 14 kilometers of original ecological inland river system and 8 square kilometers of lagoon wetland, it is known as "China's National Coast: World-Class Holiday Paradise".



园区东至滨海(含蜈支洲岛), 南至亚龙岭, 西至东线高速公路(含南田片区), 北至龙楼岭。2014年4月, 海南省政府批复同意启动海棠湾规划修编, 根据修编成果, 海棠湾行政区域范围约255平方公里, 园区规划范围约108平方公里, 规划最终人口规模约40万人。园区的产业定位是以滨海度假旅游、游艇、医疗健康产业为主导, 重点发展文体旅游、免税购物和会展等。

The park is east of Binhai (including Wuzhizhou Island), south of Yalongling, west of East line expressway (including Nantian area), and north of Longlouling. In April 2014, the Hainan Provincial Government approved the plan to start the revision of Haitang Bay Planning. According to the results of the revision, the administrative area of Haitang Bay is about 255 square kilometers. The planned area of the park is about 108 square kilometers, and the final planned population is about 400,000. The industrial orientation of the park is dominated by coastal vacation tourism, yacht, medical and health industry, focusing on the development of cultural and sports tourism, duty-free shopping and exhibitions.

## 三亚海棠湾国家海岸休闲园区

### Haitang Bay National Coastal Leisure Park of Sanya



#### 总体规划 Overall Planning

#### “一点、一带、三区、六片、五楔”

"One point, one belt, three districts, six areas and five wedges"

一点, 蜈支洲岛——蜈支洲岛距陆地2.7公里, 面积1.48平方公里, 规划定位为以观光、休闲、度假为主的热带海岛雨林公园, 配备二三家五星级海岛型度假酒店。

One point, Wuzhizhou Island -- Wuzhizhou Island is 2.7 kilometers away from land, with an area of 1.48 square kilometers. The plan is positioned as a tropical island rain forest park mainly for sightseeing, leisure and vacation, equipped with two or three five-star sea-island resort hotels.





**一带**，沙坝地带——规划建设32家以上高端度假酒店。全部建成后，客房总量将超过15000间，成为世界上最集中的高端酒店走廊。

**三区**，南、中、北三个区——南区南起铁炉港，北至海岸大道。中区包括大小龙江塘和指状湿地公园。北区包括藤桥、椰洲、风塘等多个单元。



**六片**，包括铁炉港片区、林旺片区、龙江塘片区、风塘片区、椰洲片区、土福片区。

铁炉港片区和林旺片区面积约45平方公里，定位为国际游艇港及医疗健康中心，主要项目包括亚洲顶级的国际游艇港和301医院、北京大学口腔医院、恒大妇幼医院、国寿、太平、广安门医院等医疗健康项目等；龙江塘片区面积约20平方公里，规划为以游艇社区及配套产业为主的功能片区。

风塘片区、椰洲片区、土福片区位于海棠湾北区。风塘片区面积约10平方公里，主要规划为以主题乐园、国际免税城、河心岛商业、金街等为主的功能片区；椰洲片区面积约18平方公里，定位为多样旅游资源的综合片区，建设国家海岸湿地公园；土福片区面积约5平方公里，规划为以中电IT信息产业园、国广传媒等电子科技研发办公为主的功能片区。

One belt, Sand Bar Zone - planning and construction of more than 32 high-end resort hotels. When completed, the hotel will have more than 15,000 rooms, making it the most concentrated high-end hotel corridor in the world.

Three areas: south, central, north areas - south from Iron Furnace Port, north of Coast Road. The central district includes the big and small Longjiangtang and Finger Wetland Park. North area includes Tengqiao, Coconut Island, Fengtang, and other units.

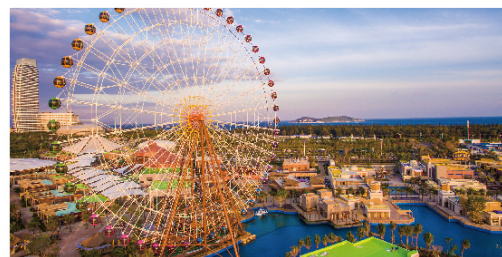
Six areas include Tielu Port area, Linwang area, Longjiang Tang area, Fengtang area, Coconut Island area and Tufu area.

Tielu Port area and Linwang area covers an area of about 45 square kilometers, which is positioned as the international yacht port and medical and health center. The main projects include the top international yacht port in Asia, 301 Hospital, Peking University Stomatological Hospital, Evergrande Maternal and Child Hospital, China Life, Taiping, Guang'anmen Hospital and other medical and health projects. Longjiangtang area covers an area of about 20 square kilometers, which is planned to be a functional area dominated by the yacht community and supporting industries.

Fengtang area, Coconut Island area and Tufu area are located in the north of Haitang Bay. Fengtang area covers an area of about 10 square kilometers. It is mainly planned to be a functional area dominated by theme parks, international duty-free center, Hexin Island business and Golden Street. With an area of about 18 square kilometers, the Coconut Island area is positioned as a comprehensive area with diverse tourism resources to build a national coastal wetland park. With an area of about 5 square kilometers, Tufu area is planned to be a functional area dominated by electronic science and technology research and development office such as CLP IT Industry Park and Global Vision Media.



**五楔**，各个功能片区被生态绿地包围，五条主要生态绿楔顺应地势直通海滨，打开通往大海之门。



Five wedges: each functional area is surrounded by ecological green space. Five major ecological green wedges follow the terrain and lead directly to the seashore, opening the door to the sea.

## 投资政策 Investment Policy

- (一) 仅金融机构贷款为主投资的，给予30%的财政贴息；每个项目贴息年限不超过3年，总额不超过300万元；
- (二) 获评A级旅游景区的，给予100-300万元奖励；
- (三) 对游客年接待量超过100万人次的A级旅游景区，按10万元/10万人次标准进行奖励，最高不超过500万元；
- (四) 获评椰级乡村旅游点（区），给予20-30万元奖励；
- (五) 获评旅游扶贫示范项目、省级旅游扶贫示范村的，给予30-50万元奖励；
- (六) 获评星级旅游饭店的，给予100-400万元奖励；
- (七) 获得标准认定的主题酒店和民宿客栈、特色家庭旅馆、共享住宿业态等一次性奖励15万元；
- (八) 获得省级或国家级证书的旅游商品项目，一次性奖励10万元。

- (1) If only loans from financial institutions are used as the main investment, a 30% financial discount shall be granted; the discount period of each project shall not exceed 3 years, and the total amount shall not exceed 3 million yuan.
- (2) Those who have been awarded A-level tourist attractions shall be awarded 1-3 million yuan;
- (3) A-level tourist attractions with an annual visitor reception of more than 1 million people shall be rewarded according to the standard of 100,000 yuan per 100,000 people, with a maximum of not more than 5 million yuan;
- (4) Coconut-grade rural tourist spots (districts) are awarded 200,000-300,000 yuan;
- (5) Those that have been appraised as model projects of poverty alleviation through tourism and model villages of poverty alleviation through tourism at the provincial level shall be awarded 300,000-500,000 yuan.
- (6) Star-rated tourist hotels shall be awarded 1-4 million yuan;
- (7) A one-time reward of 150,000 yuan shall be awarded to theme hotels and residential inns, characteristic family hotels and shared accommodation that receive standard recognition.
- (8) Tourist commodity projects with provincial or national certificates shall be awarded a lump-sum reward of 100,000 yuan.



## 05/ 三亚互联网信息产业园

Internet Information Industrial Park  
of Sanya



## 三亚互联网信息产业园 Internet Information Industrial Park of Sanya



### 基本概况 Basic Situation

园区位于三亚市吉阳区,分布于吉阳大道两侧,地理位置优越,毗邻亚龙湾,紧靠亚龙湾高铁站,距离三亚湾、海棠湾、凤凰机场及市区均在30分钟车程内。

园区规划用地面积5433.45亩,于2006年开始建设,目前已实现七通一平。园区附近高铁站、汽车站、医院、学校、人才公寓等基础配套设施完善。园区着力打造三大办公载体:三亚市大数据中心、三亚市互联网双创中心、三亚市互联网信息产业基地。

The park is located in the Jiyang District, Sanya City. It is distributed on both sides of Jiyang Avenue. It is adjacent to Yalong Bay and Yalong Bay High-speed Railway Station. It is within 30 minutes' drive from Sanya Bay, Haitang Bay, Phoenix Airport and the urban area.

The planned area of the park is 895.09 acres. Construction began in 2006, and now it has achieved seven access points and site leveling. The high-speed railway station, bus station, hospital, school, talent apartment and other infrastructure facilities near the park have been improved. The Park strives to build three major office carriers: the big data center of Sanya City, the E&I Center of Sanya Internet, and the Internet information industry base of Sanya City.

### 总体规划 Overall Planning

#### 三亚市 大数据中心 Big Data Center of Sanya City

三亚市大数据中心项目是全市重要的信息化基础设施项目之一,是“两网一中心”中的“一中心”,是依托于全市政务外网,采用云计算技术统筹共建的、主要为政府信息化提供服务的全市中心机房。

The big data center project in Sanya is one of the most important information infrastructure projects in the city. It is the "one center" in the "two networks and one center". It is a city center computer room, which mainly provides services to government information and is based on the Municipal External Business Network and uses cloud computing technology to co-ordinate and co-construct.

#### 三亚市 互联网双创中心

Sanya Internet Mass  
Entrepreneurship  
and Innovation  
Center

双创中心建筑面积约12000平方米,是三亚市为推进大众创业、万众创新,加快发展新经济,培育新兴产业新动力打造的创新创业孵化平台,建设有智慧展厅、多功能路演中心等,硬件设施完善,办公环境优越。内设有产业园服务中心、中小企业服务平台等专业服务机构,可为企业提供工商注册、政策咨询等贴心的创业服务指导。入驻有启迪之星、三亚加速等知名企业孵化器,有效助力创新创业者搏击长空、成就梦想。

The building area of E&I Center is about 12,000 square meters. It is an innovative incubation platform built by Sanya to promote mass entrepreneurship and innovation, accelerate the development of new economy, cultivate new power of emerging industries, and build intelligent exhibition halls, multi-functional road show centers, etc., with perfect hardware facilities and excellent office environment. There are professional service organizations such as Industrial Park Service Center and small and medium-sized enterprise service platforms, which can provide business registration, policy consultation and other intimate entrepreneurial service guidance to enterprises. TusStar, Sanya Travel Attraction Technology Accelerator, and other well-known business incubators can effectively help innovative entrepreneurs shoot for the moon and achieve their dreams.

#### 三亚市互联网 信息产业基地

Sanya Internet  
Information Industry  
Base

产业基地共分为两期项目进行建设,一期项目建筑面积1.3万平方米,二期建筑面积1.4万平方米。一期项目于2019年3月交付使用,目前已吸引京东、腾讯等一批知名互联网企业进驻。产业基地重点面向世界500强、中国500强及高增值互联网企业招商,通过集聚行业巨头,加强产业引领,打造互联网信息产业新高地。

The industrial base is divided into two phases, the first phase of which covers an area of 13,000 square meters and the second phase of which covers 14,000 square meters. The first phase of the project was delivered in March 2019. At present, it has attracted a number of well-known Internet enterprises such as Jingdong and Tencent. The industrial base focuses on attracting investment from the world's top 500, China's top 500, and high value-added internet enterprises. Through gathering industry giants, Sanya strengthens industry leadership and creates a new high ground for the internet information industry.

### 招商方向 Investment Orientation

园区按照产城融合的理念,从“人才聚集”“企业聚集”“产业聚集”入手,重点发展:一是互联网娱乐文创:包括游戏动漫、网络直播、网络视频等;二是电子商务:包括旅游、物流等电子商务交易平台,跨境电子商务等;三是新兴信息技术:包括智慧城市、物联网等新兴产业。

According to the concept of integration of production and city, the park starts with "talent gathering", "enterprise gathering", and "industry gathering", and focuses on developing: first, the creation of Internet entertainment, including game animation, live network broadcasting, network video, etc.; second, e-commerce, including tourism, logistics and other e-commerce trading platform, cross-border e-commerce, etc.; third, emerging information technology, including smart cities, Internet of Things and other emerging industries.



## 投资政策 Investment Policy

### 三亚市扶持互联网产业发展实施意见 (修订版)

Implementing Opinions on Supporting the Development of Internet Industry of Sanya City (Revised Edition)

#### 一、落户奖励

对于国内外知名互联网企业, 给予一次性不超过200万元的落户奖励。

#### 1. Settlement Award

For well-known Internet enterprises at home and abroad, a one-time settlement award of no more than 2 million yuan will be given.

#### 二、企业奖励

对经认定的互联网企业, 给予最高不超过100万元奖励; 视其每年对三亚地方财力贡献, 最高不超过1000万元的奖励; 给予工作人员最高不超过每年对三亚地方财力贡献50%的奖励。

#### 2. Enterprise Awards

The Internet enterprises that have been identified shall be rewarded with a maximum of no more than 1 million yuan. Regarding its annual contribution to local financial resources in Sanya, the maximum reward is not more than 10 million yuan. The maximum reward given to staff members is not more than 50% of the annual contribution to local financial resources in Sanya.

#### 三、开办经费

对经认定的互联网产业园区、运营平台给予最高不超过500万元开办经费。

#### 3. Start-up Funds

The identified Internet Industrial Park and operation platform shall be provided with a maximum starting fund of no more than 5 million yuan.

#### 四、投资与扶持

对重点、优质互联网产业项目, 给予最高不超过100万元扶持, 对高成长性的互联网企业, 给予最高不超过1000万元的股权投资。

#### 4. Investment and Support

For key and high-quality Internet industry projects, support of no more than 1 million yuan shall be given; and equity investment of no more than 10 million yuan shall be given to high-growth Internet enterprises.



## 三亚互联网信息产业园 Internet Information Industrial Park of Sanya

#### 五、办公用房等补贴

对符合要求的互联网企业、创业团队, 提供3年累计不超过100万元的办公用房等补贴。

#### 5. Subsidies of office housing

For Internet enterprises and entrepreneurship teams that meet the requirements, subsidies of office housing with a cumulative total of no more than 1 million yuan in three years will be provided.

#### 六、企业贷款

给予创业企业500万元以内贷款3年全额贴息, 给予担保公司1.5%风险补助金。

#### 6. Enterprise Loans

A full three-year discount on loans of less than 5 million yuan will be granted to the venture enterprises and a 1.5% risk subsidy to the guarantee company.

#### 七、互联网创新创业

对互联网创新创业活动, 给予30%最高不超过100万元给予补贴; 对获得创新创业大赛参赛资格、名次的企业或项目给予0.5-100万元奖励。

#### 7. Internet Innovation and Entrepreneurship

For Internet innovation and entrepreneurship activities, a 30% subsidy which is no more than 1 million yuan will be granted. 5,000-1,000,000 yuan will be awarded to enterprises or projects that have won the qualifications and rankings of the Innovation and Entrepreneurship Competition.

#### 八、平台挂牌企业奖励

对在各大平台挂牌的互联网企业给予50-1000万元奖励。

#### 8. Awards for Platform Listed Enterprises

The Internet companies listed on various platforms will be rewarded with 0.5-10 million yuan.



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## 三亚邮轮游艇旅游产业园

Cruise Yacht Tourism Industry Plaza  
of Sanya





## 三亚邮轮游艇旅游产业园 Cruise Yacht Tourism Industry Plaza of Sanya

### 基本概况 Basic Situation

三亚邮轮游艇旅游产业园位于三亚总部经济及中央商务启动区四个单元其中之一的风凰海岸单元，建设用地范围204.97公顷，开发地块115.96公顷。将建设旅游港自贸服务与邮轮、游艇、文化艺术综合消费区。分为北部自贸服务旗舰区、中部邮轮主题休闲区、南部文化艺术体验区，南边海环河口游艇主题消费区以及凤凰岛国际邮轮母港配套服务区五部分。



### 总体规划 Master Plan

三亚邮轮游艇旅游产业园是一个以邮轮、游艇旅游产业为核心、以岛岸自然资源为布局的世界级邮轮母港创新综合服务区和三亚游艇产业聚集区。

其中，邮轮母港创新综合服务区拟招商项目包括总部经济企业、邮轮经济办公区、邮轮物料配送中心、大型旅游文化综合体、国际会议中心、国际免税城、海洋科技主题公园、大型综合性消费商圈等。

三亚游艇产业聚集区拟招商项目包括游艇展示交易中心、海洋文化旅游中心、赛事运营中心、琼港澳自由行为服务监管中心、维修保障中心和人才培训中心及商业商务配套设施等。

Cruise Yacht Tourism Industry Plaza of Sanya is located in Phoenix Coast Unit, one of the four units of Sanya Headquarter Economic and Central Business Startup Zone. The construction land area is 204.97 hectares and its development plot area is 115.96 hectares. We will build a comprehensive consumption area of free trade services and cruise ships, yachts, culture and art in tourist ports. It is divided into five parts: the flagship area of free trade service in the north, the themed leisure area of cruising in the middle, the cultural and artistic experience area in the south, the yacht themed consumption area surrounding the estuary in the south, and the supporting service area of Phoenix Island International Cruise Home Port.

Cruise Yacht Tourism Industry Plaza of Sanya is a world-class cruise home port with an innovative comprehensive service area. The cruise and yacht tourism industry is the focus of the Sanya Yacht Industry Cluster Area, with the island's natural resources as the layout.

In view of this, the Cruise Home Port Innovative Integrated Service Area plans to invite investment projects, including headquarter economic enterprises, cruise liners economic office areas, cruise material distribution centers, large-scale tourism and cultural complexes, international convention centers, an international duty-free city, marine science and technology theme park, large-scale comprehensive consumer business circle and so on.

Sanya Yacht Industry Cluster Area plans to invite investment projects including a yacht exhibition and trading center, ocean culture and tourism center, competition operation center, free travel service supervision center of Hainan, Hong Kong and Macao, maintenance and support center, personnel training center, and business support facilities.

目前，三亚凤凰岛已建设1个8万吨级、2个15万吨级和2个22.5万吨级泊位，长乐公主号邮轮、南海之梦号邮轮已开通三亚至西沙群岛定期航线。鸿州、鹿回头、半山半岛游艇码头共建设有983个游艇泊位。三亚邮轮旅游中心、游艇旅游中心、游船旅游中心正在加快建设。

At present, one 80,000-ton berth, two 150,000-ton berths and two 225,000-ton berths have been built on Phoenix Island in Sanya. The regular routes from Sanya to Xisha Islands have been opened by the cruises of Changle Princess and Dream of the South China Sea. There are 983 yacht berths in Hongzhou, Luhuitou, and Banshan Bandao Peninsula Yacht Wharfs. Sanya Cruise Tourism Center, Yacht Tourism Center and Cruise Tourism Center are speeding up construction.



### 投资政策 Investment Policy

2018年4月11日，中共中央 国务院《关于支持海南全面深化改革开放的指导意见》——“支持海南开通跨国邮轮旅游航线，支持三亚等邮轮港口开展公海游航线试点，加快三亚向邮轮母港方向发展。”

2018年12月12日，国家发展改革委印发《海南省建设国际旅游消费中心的实施方案》——“拓展邮轮旅游。发展游艇旅游”。

2019年5月7日，交通运输部《关于推进海南三亚等邮轮港口海上游航线试点的意见》——“在五星红旗邮轮投入运营前，先期在海南三亚、海口邮轮港开展中资方便旗邮轮无目的地航线试点。”

2019年6月18日，海南省政府办公厅发布《中国(海南)自由贸易试验区琼港澳游艇自由行为实施方案》——明确对港澳游艇在海南自贸区进出、航行、停泊、旅游等方面推行便利化监管措施。

On April 11, 2018, Guiding Opinions on Supporting Hainan to Deepen the Reform and Opening-up in an All-round Way by the State Council of the Central Committee of the Communist Party of China, supported Hainan to open transnational cruise routes, supported Sanya and other cruise ports to carry out piloted high-seas cruise routes, and accelerated the development of Sanya as a cruise home port.

On December 12, 2018, the National Development and Reform Commission issued the "Implementation Plan for the Construction of International Tourism Consumption Center in Hainan Province" - Expand cruise tourism. Develop yacht tourism.

On May 7, 2019, the Ministry of Transport and Communications issued "Opinions on Promoting Pilot Maritime Cruise Routes in Sanya, Hainan and Other Cruise Ports": "Before the Five-Star Red Flag Cruise Ships are put into operation, pilot routes of the Chinese-funded Flag of Convenience Cruise Ships will be given limitless destination approval and establish home ports in Sanya and Haikou."

On June 18, 2019, the Hainan Provincial Government Office issued the "Implementation Plan for the Free Running of Yachts of Hainan, Hong Kong and Macao in China (Hainan) Free Trade Pilot Zone". It clearly implemented the facilitation supervision measures for the entry and exit, navigation, berthing and tourism of yachts of Hong Kong and Macao in Hainan Free Trade Zone.



## 三亚市投资促进中心

Sanya Investment Promotion Center

- (一)为全市招商引资和投资促进工作提供服务保障。
- (二)承办全市重点产业、新兴产业投资促进趋势的研究,并提出相关对策建议。
- (三)承办境内外投资者及各类工商组织机构的联络工作。
- (四)承办全市投资环境的整体宣传和境内外投资推广活动。
- (五)承办市促进总部经济发展联席会议有关工作。
- (六)承办上级部门交办的其他工作。

- (1) To provide service guarantee to the city's investment promotion and investment promotion work.
- (2) To undertake research on the investment promotion trend of key industries and emerging industries in the city, and propose relevant countermeasures.
- (3) To undertake the liaison work of domestic and foreign investors and various industrial and commercial organizations.
- (4) To undertake the overall publicity of the investment environment of the city and the promotion activities of domestic and overseas investment.
- (5) To undertake the relevant work of the Municipal Joint Conference on Promoting Headquarter Economic Development.
- (6) To undertake other tasks assigned by the higher authorities.

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