

投资济南

Invest in Jinan



济南市投资促进局
INVEST JINAN

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INVEST IN JINAN



基本概况 Overview

山东省 Shandong Province

◆ 中国东部沿海人口大省、文化大省、资源大省和经济大省

A populous, cultural, resource-rich, and economically-strong province on the eastern coast of China

◆ 人口总量全国第二

The second-largest population in China

◆ 经济体量全国第三

The third-largest economy in China

◆ 孔子故乡

The hometown of Confucius

◆ “一山一水一圣人” 享誉世界

Global Reputation for "Mount Tai, the Yellow River, and Confucius"



■ 济南市 Jinan City

山东省省会

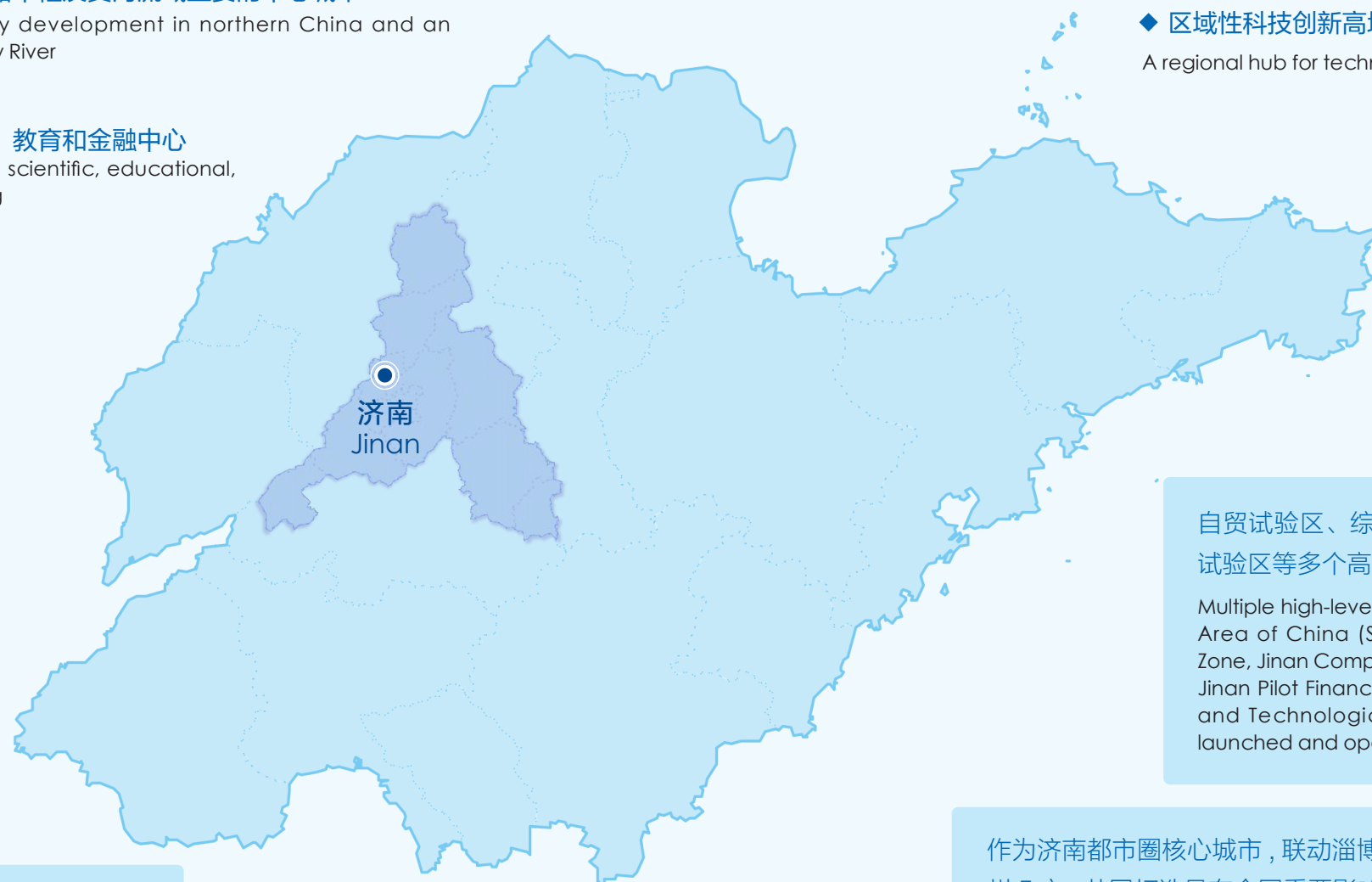
Capital of Shandong Province

中国北方地区高质量发展的战略中枢及黄河流域重要的中心城市

A strategic hub for high-quality development in northern China and an important center along the Yellow River

全省政治、经济、文化、科技、教育和金融中心

The political, economic, cultural, scientific, educational, and financial center of Shandong



◆ 北方先进制造业基地

An advanced manufacturing base in northern China

◆ 北方商贸物流中心

A business and logistics center in northern China

◆ 区域性科技创新高地

A regional hub for technological innovation

自贸试验区、综合保税区、科创金融改革试验区等多个高能级平台先后落地

Multiple high-level platforms, such as the Jinan Area of China (Shandong) Pilot Free Trade Zone, Jinan Comprehensive Bonded Zone, and Jinan Pilot Financial Reform Zone for Scientific and Technological Innovation, have been launched and operated one after another

黄河两岸 798 平方公里的济南新旧动能转换起步区加快崛起成势

The 798-square-kilometer Jinan Start-Up Area for Growth Drivers Transformation straddling the Yellow River is thriving by leaps and bounds

作为济南都市圈核心城市，联动淄博、泰安、聊城、德州、滨州 5 市，共同打造具有全国重要影响力的现代化都市圈

As the core city of the Jinan metropolitan cluster, Jinan is interacting together with the nearby cities of Zibo, Tai'an, Liaocheng, Dezhou, and Binzhou to foster a modern urban circle with great influence nationwide

享誉中外的天下泉城

Global Reputation as the "City of Springs"

◆ 国家历史文化名城、东亚文化之都

Called as a National Historical and Cultural City as well as the Cultural Capital of East Asia

◆ 4600 多年文明史、2600 多年建城史

With over 4,600 years of civilization and 2,600 years of city history

◆ 中华史前文化“龙山文化”发祥地

Recorded as the birthplace of the pre-historic "Longshan Culture" in China

◆ 中国近代第一个自开商埠的城市（1904 年）

China's first city in modern times to build a commercial port (1904)

◆ 国家园林城市、国家森林城市

Rated as a National Garden City and a National Forest City.

◆ “山泉湖河城”浑然一体、禀赋独特

Presenting a unique urbanized panorama of "mountains, springs, lakes and rivers".

◆ 全市天然泉水 1209 处，名副其实的千泉之城；

其中 72 名泉闻名遐迩；重点泉群连续 21 年保持喷涌

As China's iconic City of a Thousand Springs, Jinan safeguards 1,209 natural springs including 72 culturally-treasured ones, while some key spring clusters have maintained continuous waterflow for 21 consecutive years under conservation efforts.

◆ 拥有“天下第一泉”趵突泉，中国第一泉水湖大明湖

Jinan is home to Baotu Spring reputed as "No.1 Spring in the World", as well as Daming Lake as China's first-ranking spring lake.



区位优势 Location and Transportation

◎ 全国性综合交通枢纽城市

A national comprehensive transportation hub

◎ 北接京津冀，南联长三角，东环渤海经济圈，西通中原经济区

It connects Beijing, Tianjin and Hebei on the north, the Yangtze River Delta to the south, the Bohai Economic Rim on the east, and the Central Plains Economic Zone on the west

◎ 陆港型国家物流枢纽和首批全国现代商贸流通体系试点城市

A land-port national logistics hub and one of China's first pilot cities for building the modern business circulation system



铁路 Railways

中欧班列覆盖“一带一路”沿线 22 个国家 49 个城市

高铁通达全国 366 个城市

“米字型”高铁网通车里程 446 公里，居全省第一

济南西站是京沪高铁五大枢纽站之一

乘高铁 82 分钟抵京，3 小时抵沪

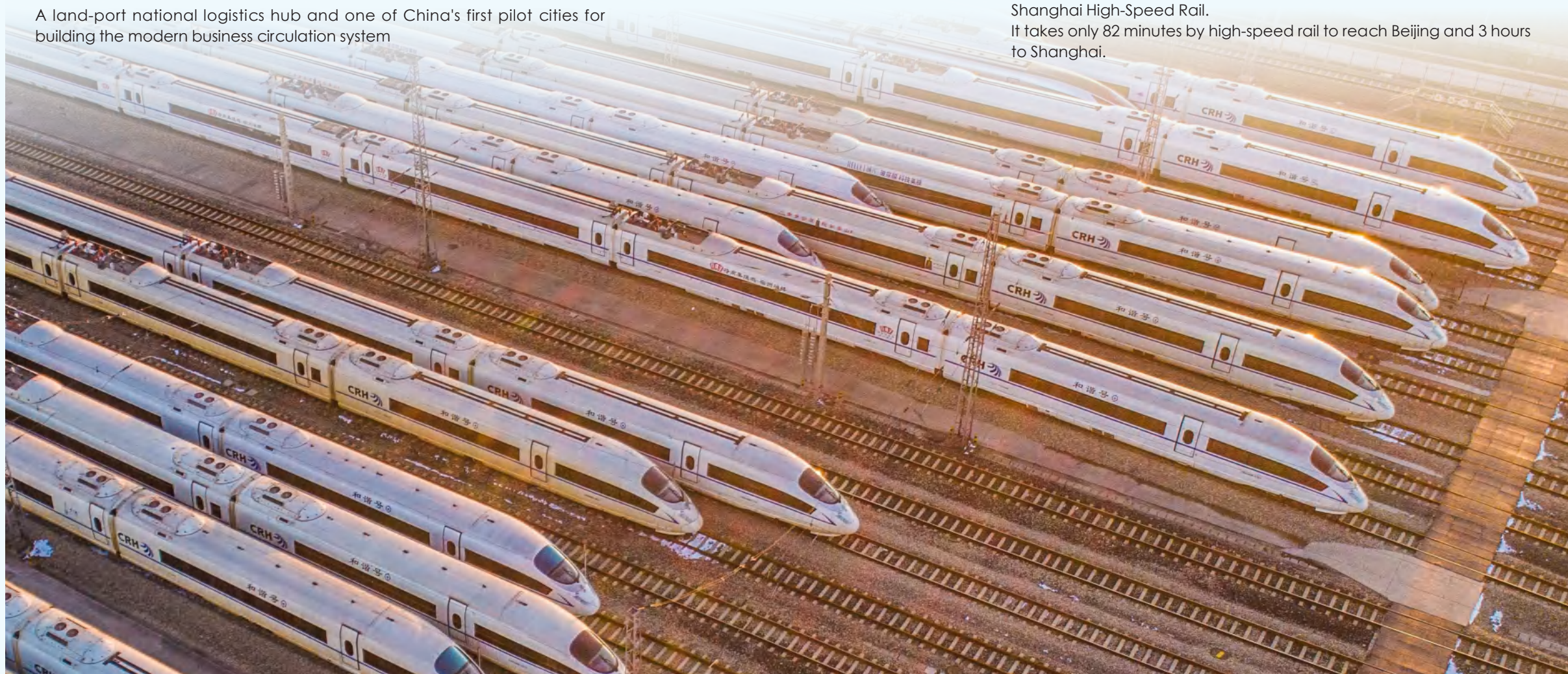
The China-Europe Railway Express covers 22 countries and 49 cities along the Belt and Road.

High-speed trains starting from China can directly reach 366 cities in China.

The “crisscross-shaped” high-speed railway network spans 446 kilometers, ranking first in Shandong.

Jinan West Station is one of the five major nodes along the Beijing-Shanghai High-Speed Rail.

It takes only 82 minutes by high-speed rail to reach Beijing and 3 hours to Shanghai.





航空 Aviation

济南遥墙国际机场是中国重要空港

159 条航线通达海内外 93 个城市

二期扩建于 2026 年底完成，高标准打造 4F 级机场

年旅客吞吐量可达 5500 万人次

货邮吞吐量可达 52 万吨

Jinan Yaoqiang International Airport is a significant airport in China. 159 flight routes are offered leading to 93 cities at home and abroad.

The Phase II expansion of the Airport, aimed at upgrading itself to a 4F level, will be completed by the end of 2026. Once finished, the Airport is expected to handle an annual passenger throughput of up to 55 million and a cargo and mail throughput of 520,000 tons.



公路 Highways

全市高速公路通车 19 条、890 公里

路网密度居全省首位

Jinan has 19 expressways totaling 890 kilometers with the densest road network in Shandong



航运 Shipping

2023 年小清河全线通航，169 公里航道可直达羊口港

距离青岛港 350 公里

In 2023, the Xiaoqing River became fully-navigable, with a 169-kilometer waterway directly to Yangkou Port. The city is positioned 350km away from Qingdao Port.



数字济南 Digital Jinan

10000 平方公里

区域面积
An area of 10,000 square kilometers

1.35 万亿元

经济总量超
A GDP of over RMB1.35 trillion

1000 万

实有人口超
A population of over 10 million

第 **18** 位

经济总量居全国城市
Ranking the 18th in total GDP among all Chinese cities

4.1 亿人口

1.5 小时高铁里程覆盖
410 million people can be covered by 1.5-hour high-speed rail

155 万户

市场主体总量超
Over 1.55 million market entities in total

1000 亿元

一般公共预算收入超
A general public budget revenue of over RMB100 billion

52 所

驻济高校
52 universities based in Jinan

70 万

在校大学生近
Nearly 700,000 university students studying here

第 **17** 位

一般公共预算收入总量居全国城市
Ranking the 17th in total general public budget among all Chinese cities

287 万人

人才总量超过
Over 2.87 million of talents

2000 万

济南都市圈常住人口约
Permanent population of around 20 million within Jinan metropolitan area

“10 万 +”

每年新增人才数量保持
Over 100,000 newly-added talents



荣誉济南 Honorable Jinan

2024 中国最具投资吸引力城市

2024 most attractive investment city in China

中国最具幸福感城市

China's happiest city

全国十大美好生活城市

Top 10 most beautiful living cities in China

连续三年获评中国年度最佳引才城市

Accredited as China's best talent-attracting city for three consecutive years

连续三年获评“活力之城”

Rated as "City of Vitality" for three consecutive years

中国软件名城

China's software city

数字生态指数全国第 8 位

Ranking the 8th in terms of digital ecological index

连续 6 次荣获“中国领军智慧城市”称号

A six-time recipient of the title of "China's Leading Smart City"

工业互联网发展水平居全国第 8 位

Ranking the 8th in terms of Industrial Internet development

工业和信息化部首批 5G 应用“扬帆之城”

One of the first "Sailing City" in 5G application by the Ministry of Industry and Information Technology

2024 中国城市物联网指数十强城市

Top 10 Cities in China's Internet of Things Index in 2024

“在泉城·全办成”品牌影响力不断扩大

The influence of the "In City of Springs, Everything Gets Done" brand continues to grow

12345 热线标准化引领全国

The 12345 hotline sets a national standard

国家知识产权保护示范区建设城市

A City Designated for Building the National Intellectual Property Protection Demonstration Zone

国家公交都市建设示范城市

A Demonstration City Designated for Building National Public Transportation



科创济南 Innovative Jinan

20 家

全国重点实验室
20 National Key Laboratories

3 家

山东省实验室
3 Shandong Provincial Laboratories

126 家

省重点实验室
126 Provincial Key Laboratories

81 家

省级新型研发机构
81 Provincial New R&D Institutions

35 家

省级技术创新中心
35 Provincial Technology Innovation Centers

281 家

省级以上企业技术中心
281 Corporate Technical Centers at or above Provincial Levels

英国《自然》杂志 2024 全球科研城市榜单第 31 位
Rated No.31 among Nature Index's global research cities (2024)

“科创中国”试点城市（首批）
Pilot City of “Innovative China” (First Batch)

连续两年跻身中国城市科创金融指数前十
Ranking among Top 10 cities in China for innovation and financing index for two consecutive years



全国唯一的国家人工智能创新应用先导区

The only National AI Innovation Application Pilot Zone in China

新一代人工智能创新发展试验区

New-Generation AI Innovation Development Experimental Zone

国家工业互联网示范区“三区叠加”城市

A National Industrial Internet Demonstration City with Triple-Zone Integration

世界首个电磁橇设施成功运行

The world's first electromagnetic sled facility put into operation

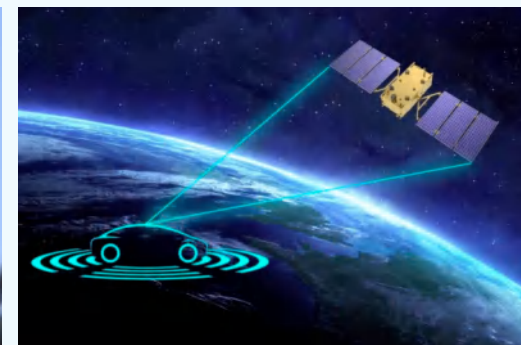
建成实用化量子通信网络“济南量子通信试验网”

The practical quantum communication network of "Jinan Quantum Communication Experimental Network" built



世界首颗量子微纳卫星“济南一号”
成功发射入轨

The world's first quantum micro-nano satellite "Jinan-1" successfully launched and orbited



组织研制并发布全国首个量子信息技术
(量子测量) 国家标准

China's first national standard for quantum information technology (quantum measurement) released



重点产业 Key Industries

大数据与新一代信息技术

Big Data and New Generation Information Technology

- ◆ 2024 年产业规模超 7000 亿元
- ◆ 有全国最大的服务器生产基地
- ◆ 新一代信息技术装备（服务器）、高端软件、人工智能、集成电路、信息技术应用创新、工业互联网、卫星导航等领域优势明显，获评全球集成电路产业综合竞争力百强城市，人工智能核心产业规模突破 450 亿元
- ◆ 全市算力规模 4568P、其中智算算力 3877P
- ◆ 软件业营收规模居全国城市第 7 位
- ◆ 中国人工智能算力发展评估城市排行榜第 8 位

The industry size exceeding over RMB700 billion in 2024.

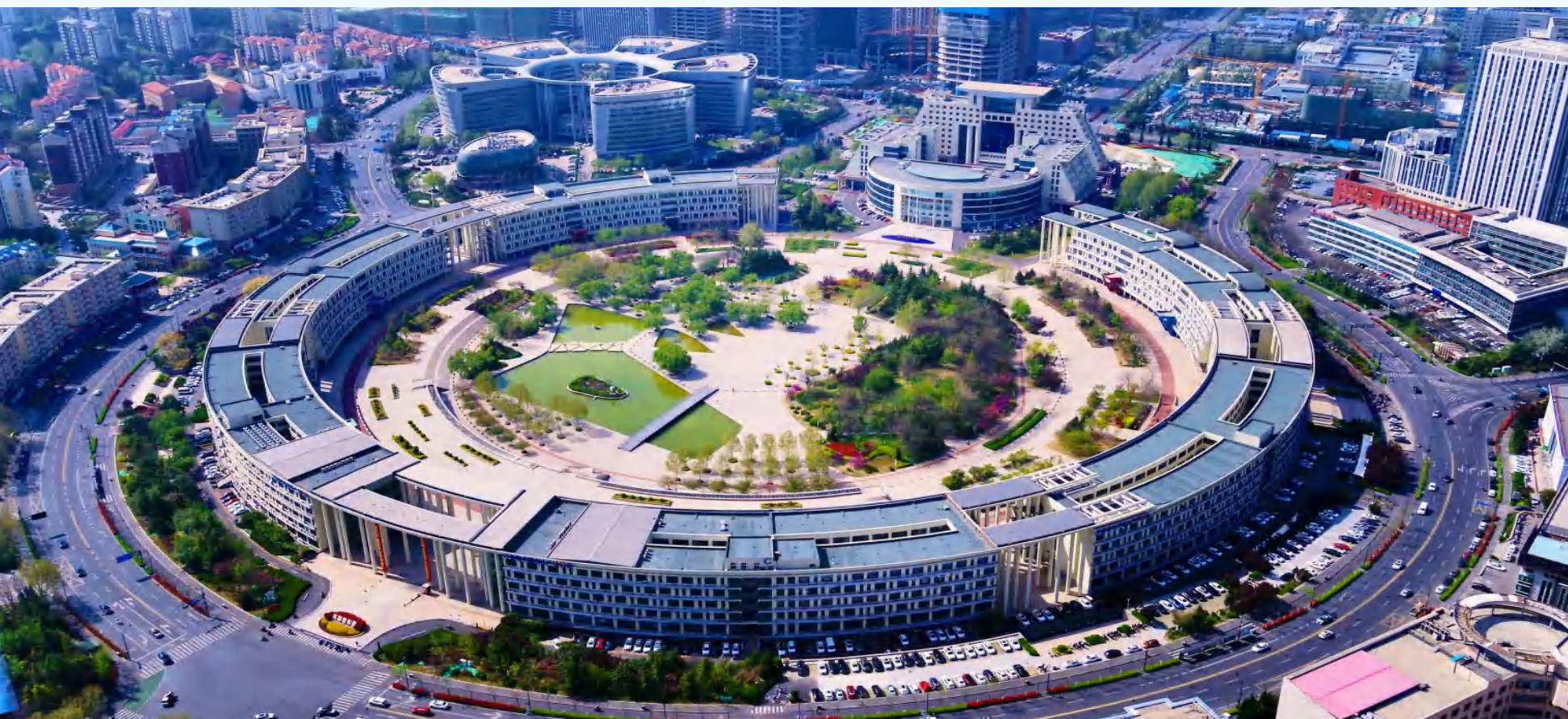
Enjoying the largest server production base in China.

Jinan has distinct advantages in new-generation ICT, high-end software, AI, IC, ICT innovation, industrial internet, and satellite navigation. Jinan is rated among Top 100 cities globally in IC industry competitiveness; Its size of AI core industry is valued at over RMB45 billion.

Jinan's total computing power is 4,568P, with 3,877P in intelligent computing. Nationwide Jinan ranks the 7th regarding software industry revenues, and the 8th regarding AI computing power.

标志性产业链群：新一代信息技术产业链群、集成电路产业链群、人工智能产业链群、工业互联网产业链群等

Iconic industry clusters: New-generation ICT, IC, AI, industrial internet, etc.



代表企业 Representative Companies

inspur 浪潮

中创软件
CVIC SE

中孚信息

HOTTEAM 山大华天

众阳健康
MSUNHEALTH

海康威视®
HIKVISION™

有人物联

IESLab 积成

智能制造与高端装备

Intelligent Manufacturing and High-End Equipment

- ◆ 2024 年产业规模 **5000 亿元**
- ◆ 有全国最大的重型汽车生产基地
- ◆ 全国最大的特高压输变电设备基地
- ◆ 北方最大激光装备产业基地
- ◆ 汽车及零部件制造、数控机床、电力装备、激光装备、机器人等领域优势明显
- ◆ **连续 3 年**入选全国先进制造业百强市

The industry size exceeding RMB500 billion in 2024.

Enjoying the largest heavy vehicle production base, the largest ultra-high voltage transmission equipment base, and also the largest laser equipment industry base in northern China.

Outstanding strength in automobile & parts manufacturing, CNC machine tools, electrical equipment, laser equipment, robotics, etc.

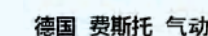
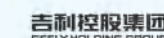
Listed into China's Top 100 Advanced Manufacturing Cities for 3 consecutive years.

标志性产业链群：节能与新能源汽车产业链群、高端数控机床与机器人产业链群、新能源装备产业链群等

Iconic industry clusters: Energy-saving and new energy vehicles, high-end CNC machine tools and robots, new energy equipment, etc.



代表企业 Representative Companies



精品钢与先进材料

Premium Steel and Advanced Materials

- ◆ 2024 年产业规模 2100 亿元
- ◆ 拥有全国最大的 400 系不锈钢生产基地，亚洲最大的酚醛树脂生产基地
- ◆ 在型钢、宽禁带半导体、酚醛树脂、粉末冶金、聚异丁烯等新型材料研发和产业化方面优势突出

The industry size exceeding RMB210 billion in 2024.

Enjoying the largest 400 series stainless steel production base in China and the largest phenolic resin production base in Asia.

Outstanding strength in R&D and commercialization of new materials such as profile steel, wide bandgap semiconductors, phenolic resin, powder metallurgy, polyisobutene, etc.

标志性产业链群：精品钢产业链群、新材料产业链群等

Iconic industry clusters: premium steel, new materials, etc.



代表企业 Representative Companies



■ 生物医药与大健康

Biopharmaceuticals and Health Industry

- ◆ 2024 年产业规模 **2300 亿元**
- ◆ 有全球最大的透明质酸生产基地，国内医疗领域规模最大的数据中心
- ◆ 在健康医疗大数据、医药科创、高端医疗服务、中医中药、透明质酸等领域优势明显，医疗卫生资源居全国副省级城市前列
- ◆ 医药类高校和科研院所 **240 所**
- ◆ 全市医疗卫生机构 **8136 家**
- ◆ 含三级医疗机构 **46 家**（其中三甲 **29 家**）

The industry size exceeding RMB230 billion in 2024.

Enjoying the largest hyaluronic acid production base in the world and the largest data center in China's medical field.

Outstanding strength in health and medical big data, pharmaceutical innovation, high-end medical services, traditional Chinese medicine, hyaluronic acid, etc. Regarding medical resources, Jinan ranked at the forefront among all sub-provincial cities nationwide.

240 pharmaceutical-related universities and research institutes, as well as 8,136 medical and healthcare institutions, including 46 tertiary institutions (29 of which are first-class hospitals).

标志性产业链群：生物医药产业链群等

Iconic Industry clusters: biopharmaceuticals, etc.



代表企业 Representative Companies



■ 济南市“13+34”产业链
Jinan's "13+34" Industrial Chains System

◆ 标志性产业链

- ◎ 电子信息
- ◎ 汽车
- ◎ 高端软件
- ◎ 现代医药
- ◎ 集成电路
- ◎ 钢铁
- ◎ 专用装备
- ◎ 空天信息
- ◎ 人工智能
- ◎ 新能源装备
- ◎ 食品与生物制造
- ◎ 先进材料
- ◎ 高端数控机床与机器人

• FLAGSHIP INDUSTRIAL CHAINS

- ◎ Electronic Information
- ◎ Automotive Manufacturing
- ◎ Advanced Software
- ◎ Modern Pharmaceuticals
- ◎ Integrated Circuits
- ◎ Iron & Steel
- ◎ Specialized Equipment
- ◎ Aerospace Information
- ◎ Artificial Intelligence
- ◎ New Energy Equipment
- ◎ Food & Bio-Manufacturing
- ◎ Advanced Materials
- ◎ High-End CNC Machine Tools & Robotics



现代金融 Modern Finance

济南是山东省金融中心，金融业呈现高质量发展态势

- ◆ 机构集聚优势明显
 - 驻鲁全部金融监管机构驻地
 - 近 900 家金融机构（含 35 家全国及区域总部）
- ◆ 创新试点成果突出 全国首批“五大国家级试点”：
 - 科创金融改革试验区
 - 数字人民币试点
 - 资本市场金融科技创新试点
 - AIC 股权投资试点
 - 科技企业并购贷款试点
- ◆ 2024 年关键业绩指标
 - 金融业增加值：1097.5 亿元（+9.2%）
 - 社会融资规模：4.91 万亿元（+10.5%）
 - 存贷款余额：双超 3 万亿元
 - 直接融资占比：全省 35.8%
 - （所有指标增速均超全国、全省水平）
- ◆ 金融生态优势
 - 不良贷款率 0.61%（全省最低）
 - 信贷质量连续三年全省最优

Jinan, Shandong Province's financial hub, maintains a trajectory of high-quality development in its financial sector.

- Institutional Clustering Advantages
 - Sole host city for all provincial financial regulatory bodies
 - 900+ financial institutions (including 35 national/regional HQs)
- Pioneering Pilot Achievements
 - National first-mover in "Five Major State-Level Pilots":
 - Sci-Tech Innovation Financial Reform Pilot Zone
 - Digital RMB Pilot
 - Capital Market FinTech Innovation Pilot
 - AIC Equity Investment Pilot
 - Tech Enterprise M&A Loan Pilot
- 2024 Key Performance Metrics
 - Financial sector added value: ¥109.75B (+9.2% YoY)
 - Aggregate social financing: ¥4.91T (+10.5% YoY)
 - Deposit & loan balances: Both exceeding ¥3T
 - Direct financing share: 35.8% provincial total
 - (All growth rates surpass national & provincial averages)
- Financial Ecosystem Strengths
 - Non-performing loan ratio: 0.61% (province's lowest)
 - Top-tier credit asset quality for 3 consecutive years



重点载体 Key Platforms

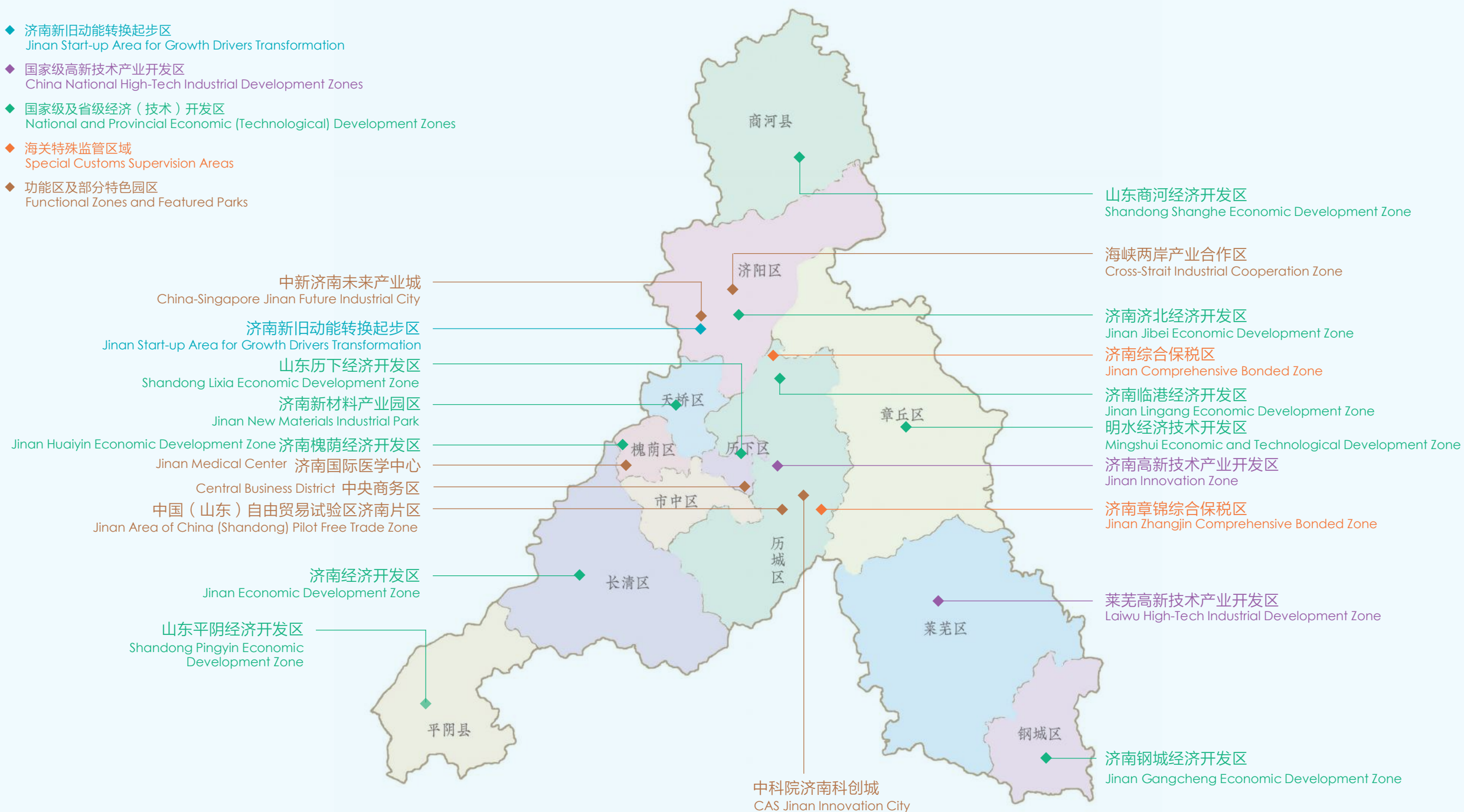
◆ 济南新旧动能转换起步区
Jinan Start-up Area for Growth Drivers Transformation

◆ 国家级高新技术产业开发区
China National High-Tech Industrial Development Zones

◆ 国家级及省级经济（技术）开发区
National and Provincial Economic (Technological) Development Zones

◆ 海关特殊监管区域
Special Customs Supervision Areas

◆ 功能区及部分特色园区
Functional Zones and Featured Parks



生产要素资源费用参考

Reference for Costs of Production Factors

工商业用水价格

Water Price for Commercial and Industrial Sectors

市区非居民用水到户水价 **6.05 元 / 立方米**

End-user price for non-residential water in urban areas: RMB6.05/m³

基本水费 **4.25 元 / 立方米**
Household Water usage charge: RMB4.25/m³

水资源税 **0.4 元 / 立方米**
Water resources tax: RMB0.4/m³

污水处理费 **1.4 元 / 立方米**
Sewage treatment charge: RMB1.4/m³

工商业用热价格

Heating Price for Commercial and Industrial Sectors

市区按面积计费: **39.8 元 / 平方米 (按建筑面积)**

Area-based billing in urban areas: RMB39.8/m² (as per gross floor area)

按热量计费: - 基本热价 - **11.94 元 / 平方米 (按建筑面积)**

- 计量热价 - **0.3 元 / 每千瓦时**

市区集中供热

Heat-based billing:

Non-household heat usage charge: RMB11.94/m² (as per gross floor area)

Measured heat price: RMB0.3/kWh

Centralized heating in urban areas

工商业用气价格

Natural Gas Price for Commercial and Industrial Sectors

市区非居民用管道天然气价格最高 **4.28 元 / 立方米**, 下浮不限

The highest price for piped natural gas for non-residential use in urban areas: RMB4.28/m³ (no price floor)

工商业用电价格

Electricity Price for Commercial and Industrial Sectors

取消工商业及其他类别目录销售电价, 工商业用户全部进入电力市场参与交易。

Discontinue the catalog-based electricity pricing for commercial, industrial, and other sectors, requiring all commercial and industrial users to participate directly in electricity market transactions.

暂未直接从电力市场购电的用户由国网山东省电力公司代理购电, 代理购电价格水平由国网山东电力公司每月发布一次。

The users not directly purchasing from the electricity market are represented by State Grid Shandong Electric Power Company, which announces agent purchase prices monthly.

已参与电力市场交易改为电网企业代理购电的用户, 其价格按电网企业代理其他用户购电价格的 **1.5 倍** 执行。

The users transitioning from market purchase to agency purchase are charged at 1.5 times of the agent purchase price for other users.

用工成本

Labor Cost

历下、市中、槐荫、天桥、历城：

月最低工资标准为 **2200 元**

小时最低工资标准为 **22 元**

Lixia, Shizhong, Huaiyin, Tianqiao, Licheng:
Monthly minimum wage is RMB2200 and
hourly minimum wage RMB22

长清、章丘、济阳、莱芜、钢城、平阴、商河：

月最低工资标准为 **2010 元**

小时最低工资标准为 **20 元**

Changqing, Zhangqiu, Jiyang, Laiwu,
Gangcheng, Pingyin, Shanghe:
Monthly minimum wage is RMB2010 and
hourly minimum wage RMB20

(以上为参考价格，以实际签署的合同价格为准)

(The prices provided above are for reference only, and the
prices specified in the executed contract shall prevail)



“泉惠企”济南市企业服务综合智慧平台
惠企政策一网汇集，涉企服务一口办理

"Quan Hui Qi" Jinan Integrated Smart Platform for Enterprise Services
A one-in-all hub for business-benefiting policies with one-stop services
for company-related affairs



济南市工业和信息化政策汇编

Policies Compilation by Jinan Municipal Bureau of Industry and
Information Technology



关于加快“科创济南”建设全面提升科技创新能力的若干政策措施

Several Policy Measures on Accelerating the Building of "Innovative
Jinan" and Comprehensively Enhancing Sci-Tech Innovation
Capacity



济南市人才政策“双30条”（2025版）微词典

Jinan Talent Policy "Double 30" (2025 Edition) Micro Dictionary



济南市建设科创金融改革试验区加快现代金融产业发展若干扶持政策

Support Policies for Building Jinan Pilot Financial Reform Zone for
Scientific and Technological Innovation and Accelerating the
Development of Modern Financial Industry



济南优势工业产品目录

Catalog of Jinan's Competitive Industrial Products



济南市开发区产业地图

Industrial map of Jinan Development Zones

济南市投资促进局
Jinan Investment Promotion Bureau



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