

长沙: 打造对非深度合作示范高地

■ 彭程 常尚菊

南非的宝石, 埃塞俄比亚的咖啡、坦桑尼亚的腰果、卢旺达的干辣椒……不出国门, 长沙市民在本地的高桥大市场就能购买到丰富的非洲商品。

在肯尼亚, Kilimall 已成当地消费者最受欢迎的购物平台之一; 在埃及阿拉曼新城工地, 中联重科产混泥土设备不断刷新施工进度; 在安哥拉, 袁氏种业创造了荒地复耕的“中国速度”……

虽然相隔万里, 长沙与非洲“双向奔赴”的热情持续高涨。近年来, 长沙围绕打造对非深度合作示范高地的目标, 深入实施对非贸易往来合作、经贸投资合作等“九大计划”, 不断谱写对非经贸合作新篇章。

按下非长贸易“快进键”

“通过中非经贸博览会, 我们已全面打通与科特迪瓦橡胶产业链的合作。”近日, 先导国贸、长沙国贸集团总经理谭旺介绍, 该公司已与多家企业建立了非洲业务合作关系, 签约了非洲科特迪瓦橡胶、赞比亚铜精矿、南非铬矿等项目。

近年来, 先导国贸大力发展对非贸易业务, 主要产品包括橡胶、有色金属、农产品、医药产品等, 在科特迪瓦合资建设橡胶工厂, 每年将实现35万吨产能, 让科特迪瓦非洲标准胶长期持续性向外输出。此外, 先导国贸还在科特迪瓦、吉布提等国家合作建立海外仓, 通过在非洲东、西、南部三角布局, 以点带面辐射覆盖非洲全域。截至2022年, 先导国贸

累计实现对非进出口贸易额20亿元。其中, 天然橡胶进出口贸易额超10亿元, 年均增长30%以上。

先导国贸只是长沙市推进对非深度合作的一个缩影。首届中非经贸博览会以来, 长沙市加强顶层设计, 拓展平台通道, 锐意改革创新, 积极构建全方位、多领域、深层次的对外开放合作新格局, 对非经贸成果显著。2022年, 长沙市对非进出口额244.7亿元, 总量占湖南省对非贸易总额的44%, 同比增长72.3%; 增速高于全省29.5个百分点, 高于全国57.8个百分点。今年1—4月, 长沙市对非进出口额98亿元, 总量占湖南省对非贸易总额的44.5%, 同比增长78.2%。2022年—2023年5月, 长沙市新增11个备案对非投资项目, 新增中方合同投资额2.48亿美元。

拓展非长合作平台通道

平台是拓展对非经贸合作的重要支撑。近年来, 长沙市推进中非经贸合作促进创新示范园建设, 打造高水平中非商贾集散平台和中非经贸企业总部聚集地, 提供展览、咨询、金融、税务及法律等“一站式、全流程”服务。设立中非跨境人民币中心, 开通肯尼亚等6个非洲国家对公即期结售汇业务, 完成全国首笔242万肯尼亚先令跨境结汇业务, 将为越来越多走出去的客户提供主要非洲货币远期、掉期、外汇买卖等汇率套保产品。自贸雨花区块建成首个“飞地楼宇”, 打造中非经贸众创空间。

通道是拓展对非经贸合作的基础和重要

支撑。为此, 长沙相继开通了长沙至肯尼亚国际客运航线和长沙至亚的斯亚贝巴定期国际货运航线, 来自肯尼亚的鲜花、马达加斯加的海鲜, 最快11小时就能运抵长沙。目前航线每周执飞2班, 经航线中转可达非洲大部分国家机场。今年2月25日, 长沙至亚的斯亚贝巴全货运航线从联通“湘非”升级为联结亚洲、非洲、南美洲。

依托航空、口岸、综保、自贸等优势, 长沙黄花国际机场所在的长沙自贸临空区块正着力打造全国对非航空货物流集散中心、高附加值产品加工中心; 依托对非陆路卡航和湘粤非铁海联运, 长沙金霞经济开发区正打造多式联运的陆港型物流枢纽……突破空间距离的阻碍, 加速拓展的对非物流新通道让长沙与非洲之间的经贸往来日益便利。

创新对非经贸业态

近年来, 针对非洲国家拥有大量非资源性产品但外汇短缺, 中国企业有市场需求但担心对非贸易资金回笼难的困境, 长沙市创新开展新型易货贸易试点建设, 探索打造全国首家跨境易货贸易B2B服务平台——中非易货贸易服务平台, 以服务平台为基础, 撮合双边进出口事项, 在需求、金额匹配的基础上, 实现跨境易货贸易。目前, 该平台成功与南非等四国完成五笔共12单交易, 并将向越来越多的非洲国家拓展。

跨境电商是促进中非经贸合作的重要力量。“非拓的服务体系已涵盖电子交易、移动支付和跨境物流三大领域。”长沙非拓信息技术有限公司中国区营销总监向元和向



中国(长沙)—尼日利亚投资经贸推介会

记者介绍, 非拓现已率先在非洲设立海外仓, 并实现当日达、次日达、100%在线支付, 成为当地消费者最受信赖和喜爱的购物商城之一。

此外, 长沙市还积极和省内市州协调联动, 与湘潭综保区、怀化市分别签署战略合作协议, 湘浦产品通过市场采购贸易方式出口非洲首单成功; 全国首个中非技术贸易措施研究评议基地成功落地, 开设中非电商直播孵化中心, 持续提速非洲农产品准入进程。

推动对非项目实施

近年来, 长沙市积极推动对非合作项目实施。隆平发展与坦桑农业部、地方政府及坦桑合作伙伴签署订单农业合作意向协议; 袁氏种业马达加斯加农业产业园加快推动农业产业化项目; 中建五局、水电八局等企业深耕非洲市场, 开展对非业务合作, 乌干达卡鲁玛水电站等一批对非承包工程项目打响湖南品牌; 长沙非拓打造的Kilimall平台已成为

东非本土领先电商平台, 并作为“一带一路”合作重要成果被中宣部二十大宣传片《领航》报道; 小橙子投资运营的“市场采购+跨境电商”产业园已正式开园, 正积极对接对非跨境电商平台。

长沙市还积极开展对非经贸活动。成功举办2022中国(湖南)大健康产业“走进非洲”推介对接会等中非经贸博览会分会场活动; 今年4月, 长沙市人民政府经贸代表团赴尼日利亚、乌干达开展经贸考察交流活动, 举办中国(长沙)—尼日利亚投资经贸推介会和中国(长沙)—乌干达投资经贸推介会, 成功签署一批合作项目; 全面融入、全面参与、全面服务, 精心组织参加第三届中非经贸博览会, 长沙市将着力办好“中非经贸深度合作先行区项目洽谈会”等四大主题活动。

“下一步, 长沙市将深入实施对非贸易往来合作、经贸投资合作等九大计划, 继续厚植对非市场主体的成长沃土, 加速推进对非经贸合作机制落地落地, 努力打造具有国际影响力的地方对非深度合作示范高地。”长沙市商务局局长郑平表示。

Changsha: Striding towards a Demonstrative Hub of In-depth Cooperation with Africa

By PENG CHENG and CHANG SHANGJU

South Africa's gemstones, Ethiopia's coffee, Tanzania's cashew nuts, Rwanda's dried chili peppers... without leaving the country, residents of Changsha can purchase a diverse range of African products at the local Gaoqiao Grand Market.

In Kenya, Kilimall has become one of the most popular shopping platforms among local consumers. In the construction sites of Egypt's New Alamein City, Zoomlion has been continuously improving construction progress with its concrete equipment. In Angola, Yuan's SEED Company Limited has achieved "Chinese speed" in reclaiming barren land for cultivation.

In recent years, Changsha has been focused on creating a demonstrative hub of in-depth cooperation with Africa, implementing in-depth cooperation in trade, investment, and other areas through nine major plans. This ongoing effort is constantly forging new chapters in economic and trade cooperation with Africa.

Pressing the "Fast Forward" Button on Changsha-Africa Trade

"Through the China-Africa Economic and Trade Expo, we have comprehensively established cooperation with the rubber industry in Côte d'Ivoire." Recently, Tan Wang, the General Manager of Pilot International Trade and Changsha International Trade Group, introduced that the company has established business partnerships with multiple enterprises in Africa, and signed contracts for projects involving rubber from Côte d'Ivoire, copper concentrates from Zambia, and chromium ore from South Africa. By 2022, Pilot International Trade has accumulated a total import-export trade volume with Africa of CNY 2 billion, with natural rubber accounting for over CNY 1 billion and experiencing an average annual growth rate of over 30%.

Pilot International Trade is just a microcosm of Changsha's promotion of deep cooperation with Africa. Since the first China-Africa Economic and Trade Expo, Changsha City has strengthened top-level design, expanded platform channels, vigorously reformed and innovated, actively built a comprehensive, multi-field, and deep-level pattern of opening up and cooperation with Africa, and achieved significant results in economic and trade cooperation with African countries. In 2022, Changsha's import and export volume with Africa reached CNY 244.7 billion, with a

year-on-year growth of 72.3%. From January to April, Changsha's import and export volume with Africa reached CNY 9.8 billion, with a year-on-year growth of 78.2%. From 2022 to May 2023, Changsha has added 11 newly registered investment projects in Africa, with a newly added Chinese contract investment of 248 million US dollars.

Expanding Changsha-Africa Cooperation Platform Channels

Platforms and channels are the foundation and essential support for expanding economic and trade cooperation with Africa. In recent years, Changsha City has been promoting the construction of innovative demonstration parks to facilitate China-Africa economic and trade cooperation. The establishment of the China-Africa Cross-Border RMB Center has facilitated spot foreign exchange transactions for six African countries, including Kenya. The Yuhua Block of the Pilot Free Trade Zone has built the first "enclave building" and created a collaborative innovation space for China-Africa economic and trade cooperation. Changsha has successively opened international passenger and regular international cargo routes, connecting Changsha to Kenya and Addis Ababa, respectively. Fresh flowers from Kenya and seafood from Madagascar can be delivered to Changsha in as fast as 11 hours.

Leveraging the advantages of aviation, ports, comprehensive bonded zones, and free trade zones, the Changsha Free Trade Airport Block where Changsha Huanghua International Airport is located is striving to become a national hub for air cargo distribution to Africa and a high-value-added product processing center. By utilizing the cross-border road transport to Africa and the Hunan-Guangdong-Africa Rail-Sea Express, the Jinxia Economic Development Zone of Changsha is developing into a land-port logistics hub for multimodal transport... breaking through the barriers of spatial distance, accelerating the development of new logistics channels to Africa, and making economic and trade exchanges between Changsha and Africa increasingly convenient.

Innovating Economic and Trade Forms with Africa

In recent years, Changsha City has innovatively initiated a pilot project for a new type of barter trade. The aim is to establish the first cross-border barter trade B2B service platform in China, known as the China-Africa

Barter Trade Service Platform. Currently, the platform has successfully completed 5 transactions with a total of 12 orders involving four countries, including South Africa.

Cross-border e-commerce plays a significant role in promoting China-African economic and trade cooperation. "Kilimall's service system already covers three major areas: electronic transactions, mobile payments, and cross-border logistics," said Xiang Yuanhe, the Marketing Director of Kilimall in China Region, during an interview with reporters. Kilimall has now taken the lead in establishing overseas warehouses in Africa, enabling same-day delivery, next-day delivery, and 100% online payment.

Furthermore, Changsha City actively coordinates and collaborates with other cities and prefecture within the province, and has signed strategic cooperation agreements with Xiangtan Comprehensive Bonded Zone and Huaihua City, respectively. Moreover, the first China-Africa Technical Trade Measures Research and Evaluation Base has been successfully established, along with the establishment of the China-Africa E-commerce Live Streaming Incubation Center.

Promoting the Project Implementation in Africa

In recent years, Changsha City has actively promoted cooperation projects with Africa. Longping Agriscience has signed pre-ordered agricultural cooperation intention agreements with the Tanzanian Ministry of Agriculture, local governments, and partners in Tanzania. Hunan's brand presence has been successfully established through projects such as the Karuma Hydropower Station in Uganda.

Changsha City has also actively conducted economic and trade activities with Africa. It successfully organized the "Hunan Meets Africa" 2022 China (Hunan) Health Industry Promotion and Matchmaking Conference. In April, a delegation from the Changsha Municipal People's Government visited Nigeria and Uganda for economic and trade inspections and exchanges, where they held investment and trade promotion conferences.

"In the next step, Changsha City will comprehensively implement nine major plans for trade cooperation, investment cooperation, and other areas with Africa. We will build a locally influential demonstration zone for deep cooperation with Africa," said Zheng Ping, Director of the Changsha Municipal Bureau of Commerce.

(Translator: Zou Kaiwen)

长沙市主承办中非活动要览

作为第三届中国-非洲经贸博览会东道主城市和公共事务部部长单位, 长沙市全面负责博览会的城市保障与公共服务, 牵头负责高桥展馆运营工作和以下主题活动:

中非经贸深度合作先行区项目洽谈会

时间: 6月30日 14:00
地点: 长沙国际会议中心湘江3厅

中非城市合作(长沙)论坛

时间: 6月30日 9:00-12:00
地点: 长沙国际会议中心湘江1厅

中非青年创新创业论坛

时间: 6月30日 9:00-11:30
地点: 长沙国际会议中心湘江3厅

湖南自贸试验区长沙片区对非合作创新成果发布会

时间: 6月30日 14:30
地点: 长沙国际会议中心三楼星沙厅

中国(长沙)—非洲经贸对接会

时间: 7月1日 9:00-11:00
地点: 华雅国际大酒店三楼湖南厅

Overview of China-Africa Events Hosted by Changsha City

Changsha City is fully responsible for urban security and public services for the Third China-Africa Economic and Trade Expo, and will lead the operation of the Gaoqiao Sub-Exhibition Hall and organize the following themed activities:

● Project Negotiation Meeting of China-Africa In-depth Economic and Trade Cooperation Pilot Zone
Time: 14:00, June 30
Venue: Changsha International Conference Center (Xiangjiang Hall 3)

● Forum on China-Africa Urban Cooperation (Changsha)
Time: 9:00-12:00, June 30
Venue: Changsha International Conference Center (Xiangjiang Hall 1)

● China-Africa Youth Innovation and Entrepreneurship Forum
Time: 9:00-11:30, June 30
Venue: Changsha International Conference Center (Xiangjiang Hall 3)

● Release Conference on Innovation Outcomes of Cooperation with Africa in Changsha Area of Hunan Pilot Free Trade Zone
Time: 14:30, June 30
Venue: Changsha International Conference Center (Xingsha Hall, F3)

● China (Changsha) - Africa Economic and Trade Matchmaking Meeting
Time: 9:00-11:00, July 1
Venue: Huaya International Hotel (Hunan Hall, F3)