# Access China

## Data, analysis and forecasts for the world's largest emerging market at provincial, prefecture and city levels.

For many years, China has been viewed as the path to riches by a number of businesses. It is a market that offers enormous opportunities for companies seeking to both successfully enter and expand their presence in China.

But companies should not underestimate the challenges of doing business in a market as complex as China. In fact, the experience of countless businesses suggests that the "Chinese market" is actually a collection of different markets. For instance, in 2009, average urban disposable income in China's richest city was four times higher than in its poorest city.

Not only is China one of the world's most diverse markets, it is also arguably its fastest-changing one. The urban population is likely to increase by 143m over the next ten years, and average urban incomes are set to more than double during that period. By 2025, there will be 21 cities in China with a population of over 5m.

Access China is a unique service that will help your business to succeed in China. It is the only single source of data, analysis and forecasts for all 31 provinces and 287 of China's largest cities, providing you with a comprehensive understanding of China today, but more importantly giving you confidence that you will still understand China in ten and twenty years' time.



## What will Access China allow you to do?

- Benchmark in detail provinces and prefectures of China using consistent and comparable data.

- Understand the market potential for your products and services in any location within China.

- Investigate operating costs, infrastructure development and labour markets to help you to make investment decisions.

- Monitor what other businesses are doing in various regions.

- Gain a forward-looking perspective on how fast China's cities and its regions are growing.

- Feed reliable data into your own China business strategy models.

## Who should use Access China?

- Organisations that require an understanding of how the Chinese market works, or are already operating in or looking to enter the Chinese market.

- Companies already operating in China that need to benchmark their performance in particular provinces and assess the market potential for products and services in any region or city.

- Government agencies can use Access China to assist trade mission

Access China efforts and exporting companies, and as a research tool for understanding China's internal and external dynamics.

- Academic institutions use Access China to help faculty and students conduct detailed political, economic, and business research across China.

## What will you receive with Access China?

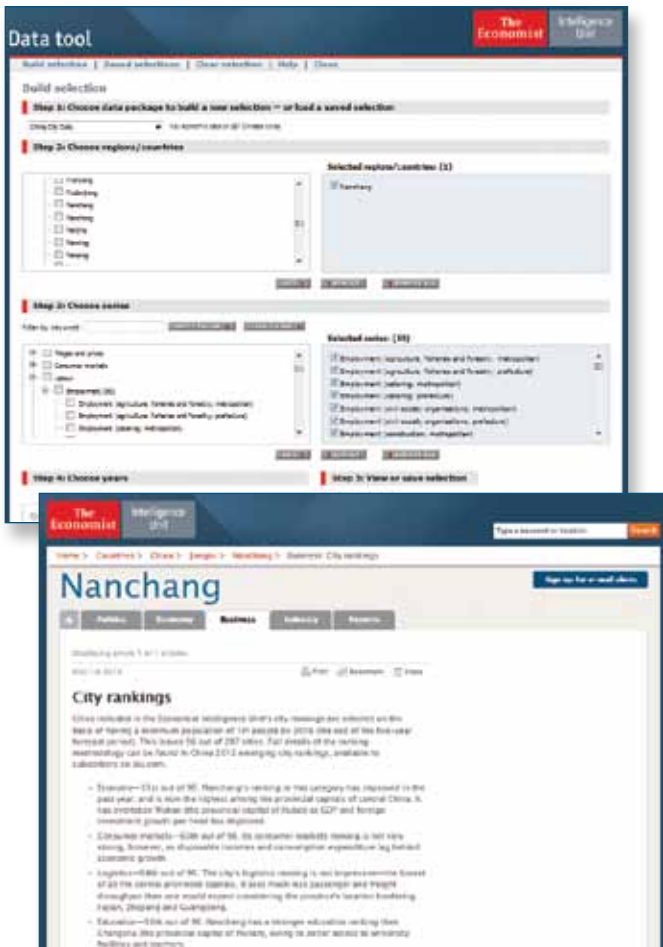### Up-to-date business intelligence

- Quarterly reports on all 31 provinces and 40 top cities with the latest developments in the business environment, including economic profiles of each region—ideal for a quick, up-to-date overview on business and economic activity in a specific location.

- Monthly review of economic developments around China, presenting our view on the latest data releases and events from China's regions to keep you posted of the latest developments.

- Weekly articles with analysis of key trends that will affect your business.

- Annual regional outlook presenting our forecasts in the next five years.

### Analytic tools for strategic planning

- Interactive statistical database with over 500 economic, industry

and consumer indicators for 31 provinces and 287 cities to help benchmark your priorities.

- 5- and 10-year forecasts for key economic indicators for 31 provinces and 287 cities—evaluate how one of your markets will perform or identify emerging opportunities.

- Comprehensive sector-specific city rankings that give you an overview of where the opportunities are—and where they will be in the future.





## Our forecasts

- Our forecasts consist of three distinct econometric frameworks that integrate provincial- and city-level forecasts with unique methodologies for the short and long term.

- State-of-the-art econometric model using 13 equations per province and city.

- 100+ forecast series at the provincial and city level.

- China's most comprehensive demographic model that provides unparalleled demographic detail to help you pin down your target market.
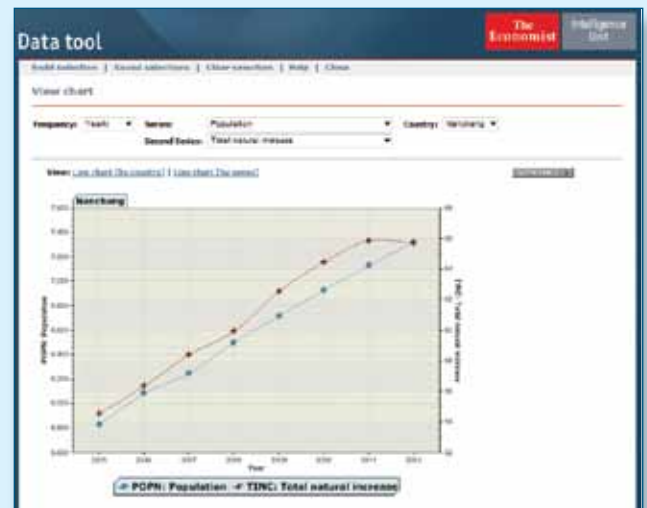
## Our data

We offer unique data that is tailored to meet the needs of analysts who

# Which data series do we offer?

We have over 500 data series at the provincial or city level in our database for topics including:

- **Economy** – Real GDP, inflation, trade, investment, consumption.

- **Demographics** – Full gender and age distributions.

- **Household income** - Full breakdowns of income distribution.

- **Consumption** – Retail sales by category, household penetration rates of specific consumer durables.

- **Industrial production** – Annual output volumes for 35 products ranging from industrial furnaces to beer.

- **Companies** – Industrial value-added by sector, number of firms, gross profit.

- **Labour** – Employment, wages, workforce size.

- **Healthcare** – Number of hospital beds, certified doctors, hospitals.

- **Education** – Full primary/secondary/tertiary breakdowns for student enrollment, number of teaching staff.

- **Pollution** – Sulphur dioxide emissions, waste water treatment rate, industrial soot emissions.

- **Transport** – Full breakdown of air/rail/road/water passenger and freight handling volumes.

- **Connectivity** – Mobile phone subscriptions, internet users.

- **Property** – Floor space under construction, real estate investment value.

require a clean and consistent dataset that is compliant with international standards. For example:

- Demographics—City-level population data in China can often be a poor refl ection of the actual population of a city. We use data from only the most reliable sources (the national population census and intercensal surveys) to construct our own estimates using our demographic model. We also use the international defi nition of a city's boundaries, rather than the offi cial administrative definition of a prefecture.

- Income distribution—China reports data on income distribution in terms of average income per quintile. Businesses, however, need to know how many people/households are located within a particular income range, which we estimate econometrically.



## Our reports

All reports are available in PDF format with data, forecasts and analysis on individual cities and provinces. Reports cover 31 provinces and 40 key cities and are updated on a quarterly basis, focusing on topics such as:

- **Economy** - Understand trends and events affecting current and future economic growth, covering topics such as growth, infl ation, investment, trade and consumption. What has been the impact of a local natural disaster on provincial growth? What effect will global economic prospects have on local industry?

- **Business** - Follow developments in consumer markets: what is the level of consumer confi dence in the province and how do retail sales and incomes rank when compared to other regions? Which major retailers have just set up shop and where?

- **Industry** - Overview of the main industries driving growth in the region and the performance of key companies. We also cover industries being promoted by the local government and identify emerging industries.

- **Politics** - Understand the background of local political leaders and their policy objectives. What events are shaping the politics of a particular region? Are there any national or provincial initiatives driving local developments?

Information contained in the reports is compiled by our Beijingbased team of analysts, assisted by our countrywide network of contributors.

## Cities covered by Access China

Ankang, Anqing, Anshan, Anshun, Anyang, Baicheng, Baise, Baishan, Baiyin, Baoding, Baoji, Baoshan, Baotou, Bayannur, Bazhong, Beihai, Beijing, Bengbu, Benxi, Binzhou, Bozhou, Cangzhou, Changchun, Changde, Changsha, Changzhi, Changzhou, Chaohu, Chaoyang, Chaozhou, Chengde, Chengdu, Chenzhou, Chifeng, Chongqing, Chongzuo, Chuzhou, Dalian, Dandong, Daqing, Datong, Dazhou, Deyang, Dezhou, Dingxi, Dongguan, Dongying, Erdos, Ezhou, Fangchenggang, Foshan, Fushun, Fuxin, Fuyang, Fuzhou(F), Fuzhou(J), Ganzhou, Guangan, Guangyuan, Guangzhou, Guichi, Guigang, Guilin, Guiyang, Guyuan, Haikou, Handan, Hangzhou, Hanzhong, Harbin, Hebi, Hechi, Hefei, Hegang, Heihe, Hengshui, Hengyang, Heyuan, Heze, Hezhou, Hohhot, Huaian, Huaibei, Huaihua, Huainan, Huanggang, Huangshan, Huangshi, Huizhou, Huludao, Hulunbuir, Huzhou, Jiamusi, Ji'an, Jiangmen, Jiaozuo, Jiaxing, Jiayuguan, Jieyang, Jilin, Jinan, Jinchang, Jincheng, Jingdezhen, Jingmen, Jingzhou, Jinhua, Jining, Jinzhong, Jinzhou, Jiujiang, Jiuquan, Jixi,
Kaifeng, Karamay, Kunming, Laibin, Laiwu, Langfang, Lanzhou, Leshan, Lhasa, Lianyungang, Liaocheng, Liaoyang, Liaoyuan, Lijiang, Lincang, Linfen, Linyi, Lishui, Liuan, Liupanshui, Liuzhou, Longnan, Longyan, Loudi, Luliang, Luohe, Luoyang, Luzhou, Maanshan, Maoming, Meishan, Meizhou, Mianyang, Mudanjiang, Nanchang, Nanchong,
Nanjing, Nanning, Nanping, Nantong, Nanyang, Neijiang, Ningbo, Ningde, Panjin, Panzhihua, Pingdingshan,
Pingliang, Pingxiang, Pu'er, Putian, Puyang, Qingdao, Qingyang, Qingyuan, Qinhuangdao, Qinzhou, Qiqihar, Qitaihe, Quanzhou, Qujing, Quzhou, Rizhao, Sanmenxia, Sanming, Sanya, Shanghai, Shangluo, Shangqiu, Shangrao, Shantou, Shanwei, Shaoguan, Shaoxing, Shaoyang, Shenyang,
Shenzhen, Shijiazhuang, Shiyan, Shizuishan, Shuangyashan, Shuozhou, Siping, Songyuan, Suihua, Suining, Suizhou, Suqian, Suzhou(A), Suzhou(J), Tai'an, Taiyuan, Taizhou(J), Taizhou(Z), Tangshan, Tianjin, Tianshui, Tieling, Tongchuan, Tonghua, Tongliao, Tongling, Ulanqab, Urumqi, Weifang, Weihai, Weinan, Wenzhou, Wuhai, Wuhan, Wuhu, Wuwei, Wuxi, Wuzhong, Wuzhou, Xiamen, Xi'an, Xiangfan, Xiangtan,
Xianning, Xianyang, Xiaogan, Xingtai, Xining, Xinxiang, Xinyang, Xinyu, Xinzhou, Xuancheng, Xuchang, Xuzhou, Ya'an, Yan'an, Yancheng, Yangjiang, Yangquan, Yangzhou, Yantai, Yibin, Yichang, Yichun(H), Yichun(J), Yinchuan, Yingkou, Yingtan, Yiyang, Yongzhou, Yueyang, Yulin(G), Yulin(S), Yuncheng, Yunfu, Yuxi, Zaozhuang, Zhangjiajie, Zhangjiakou, Zhangye, Zhangzhou, Zhanjiang, Zhaoqing, Zhaotong, Zhengzhou, Zhenjiang, Zhongshan, Zhongwei, Zhoukou, Zhoushan, Zhuhai, Zhumadian, Zhuzhou, Zibo, Zigong, Ziyang, Zunyi

## Where does Access China get its information?

The Economist Intelligence Unit has devoted considerable resources to data collection, analysis and forecasting. We

have a unique in-country presence thanks to our countrywide network of analysts and a central editorial/forecasting team based in Beijing that is ready to respond to any requests from clients.

We also maintain a unique relationship with the Chinese National Bureau of Statistics, which is the primary source of official data. However, we do not simply regurgitate statistics. We vet the official data, and where they appear inconsistent or subject to error we liaise with the Bureau to ensure accuracy. We further help our clients submit requests for rarer data that are not included in the standard database.



### How to subscribe

- Visit **www.eiu.com/china** to register for Access China. Please call us if you would like the full service to help inform your China strategy.

- Province and prefecture outlooks are also available to purchase individually at **www.store.eiu.com**.

# How our clients use Access China

"Our company uses an IT opportunities model to help us identify regions and cities in China to establish and grow our sales presence. Access China provides us with all the economic, industry and demographic data we need to feed into our model and drive our in-house forecasts."

**Senior Executive for Marketing
China-based global IT services provider**

"I needed to present a compelling case to our board on the rationale for expansion of plant capacity in a particular province in China. At first, they were sceptical, but knowing that this province was ranked among The EIU's top five regions in terms of growth prospects provided valuable reassurance."

**Chief Representative
China-based joint-venture construction materials producer**

"We regularly need to brief visiting executives from HQ on business conditions in various cities where we are considering expansion. Access China's Province and Prefecture Outlooks were exactly what we needed to quickly deliver comprehensive, objective and critical appraisals of these locations."

**Senior Executive for Strategy
China-based global financial services institution**

"We've been considering establishing a sales presence in China for a while to diversify our sources of revenue growth, but weren't sure where to start. That's where The EIU's city- and province-level data came in and helped to identify our key potential markets."

**Director of Global Strategy
US-based construction equipment producer**

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