

# 浙江省桐乡市 投资环境研究报告

Research Report on the Investment Environment of  
**Tongxiang City, Zhejiang Province, China**





## 桐乡概览 Tongxiang Overview



### 黄金节点，乘势发展 / Prime Location with Abundant Development Opportunities

桐乡市地处长三角一体化的中心区域、“沪苏杭”金三角中心、湾区经济核心板块，是沪嘉杭“G60 科创走廊”上的重要节点。以此为契机，桐乡市不断深入把握长三角一体化的发展机遇，推动地区在科技、政策、人才、资本的全方位联动协同发展。

Tongxiang is favorably situated at the center of “Shanghai-Suzhou-Hangzhou Triangle” and the core economic area of Hangzhou Bay Region, and represents an important node on the G60 S&T Innovation Valley. As the geographical heart of the Yangtze River Delta region, Tongxiang has been proactively capitalizing on the opportunities generated by the strategy of the Yangtze River Delta integrated regional growth to boost synergic development of technologies, policies, human resource and capital.

同时，乘势互联网峰会、高端产业园建设等契机，将桐乡产业发展的格局进一步优化为“1+3+1+X”，即数字经济+新材料、新制造、新时尚+现代服务业+未来产业，使桐乡产业进入新常态、迈入新阶段、开启新格局。

Meanwhile, taking advantage of the opportunities offered by the World Internet Conference and the construction of resources industrial parks, Tongxiang has further optimized the patterns of industrial development into “1+3+1+X”, among which two “1” represent the digital economy and modern service industry, “3” new materials, new ways of manufacturing and new fashion, and “X” the industries of the future. This is part of the efforts to bring local industry development into a new era.

### 实力雄厚，名企云集 / A Stronghold for Leading Business Boasting Exceptional Economic Power

桐乡市作为浙江省第九个 GDP 突破千亿大关的县级市，综合实力稳步提升，2023 年位列全国百强县第 20 位，创新百强县榜单第 16 位，也是省级首批工业强市、服务业强市。

Tongxiang is the ninth county-level city in Zhejiang Province that has achieved a total GDP over RMB 100 billion, registering a steady rise in its comprehensive strength. In 2023, it took the 20<sup>th</sup> place among China's top 100 counties and the 16<sup>th</sup> seat among China's top 100 counties in innovation, in addition to being nominated as one of the first cities with robust industries and service sectors by the province.

航空出行 By Air	高铁出行 By High-speed Railway	驾车出行 By Car
桐乡至杭州萧山国际机场约 <u>50分钟</u> From Tongxiang to Hangzhou Xiaoshan International Airport: <u>50min</u>	桐乡至北京约 <u>5小时</u> From Tongxiang to Beijing: <u>5h</u>	桐乡至上海约 <u>2小时</u> From Tongxiang to Shanghai: <u>2h</u>
桐乡至上海虹桥国际机场约 <u>1小时30分钟</u> From Tongxiang to Shanghai Hongqiao International Airport: <u>1h30min</u>	桐乡至上海约 <u>34分钟</u> From Tongxiang to Shanghai: <u>34min</u>	桐乡至苏州约 <u>1小时</u> From Tongxiang to Suzhou: <u>1h</u>
桐乡至上海浦东国际机场约 <u>2小时</u> From Tongxiang to Shanghai Pudong International Airport: <u>2h</u>	桐乡至杭州约 <u>17分钟</u> From Tongxiang to Hangzhou: <u>17min</u>	桐乡至杭州约 <u>1小时</u> From Tongxiang to Hangzhou: <u>1h</u>

2023 年，桐乡市实现 GDP1,252.4 亿元，同比增长 5.3%；完成财政收入 179.1 亿元；规上工业总产值突破 2,400 亿元，其中全市规上工业企业中营业收入超亿元企业 306 家。超 10 亿元企业 35 家，超 50 亿企业 6 家，超百亿企业 2 家。桐昆集团、新凤鸣、华友钴业、振石集团 4 家企业入围中国民营企业 500 强，4 位企业家受邀出席印尼 G20 峰会。

In 2023, Tongxiang registered a GDP of RMB 125.24 billion, up by 5.3% year on year. Its fiscal revenue reached RMB 17.91 billion and its total output value of industries above the designated size exceeded RMB 240 billion. Specifically, there were 306 industrial enterprises above the designated size reporting a revenue over RMB 100 million, and there were 35 enterprises valued above RMB 1 billion, 6 enterprises above RMB 5 billion, and 2 enterprises above RMB 10 billion. Local enterprises represented by Tongkun Group, Xin Feng Ming Group, Huayou Cobalt, and Zhenshi Group were listed in China's top 500 private enterprises, and heads of these four enterprises were invited to attend the G20 Indonesia 2022.

## 投资热土，宜业之城 / A Business-friendly Investment Magnet

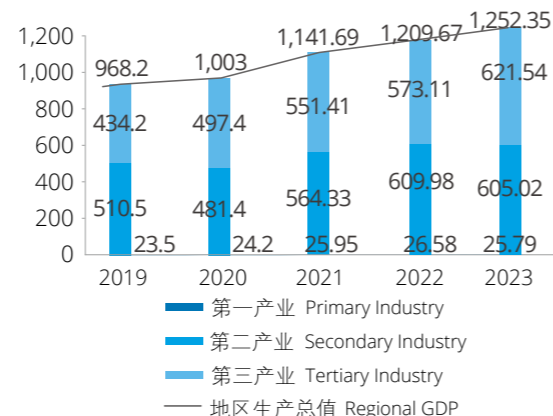
2023 年引进项目 251 个，总投资额首破 800 亿元，增长 31.2%，其中百亿元项目 1 个、50 亿元项目 2 个，完成实际利用外资 3.5 亿美元，制造业外资占比达 75%，列嘉兴第一。

In 2023, Tongxiang introduced 251 projects, including a ten-billion-yuan project and 2 five-billion-yuan projects. These projects attracted a total investment over RMB 80 billion, marking an increase of 31.2%. The utilized foreign capital reached USD 350 million, with the manufacturing industry accounting for 75% of the capital, marking the largest proportion among cities in Jiaxing.



桐乡市地区生产总值及其构成 (2019 年 -2023 年)  
Tongxiang GDP and its Composition (2019-2023)

单位：亿元 / In RMB 100 million



桐乡市外商投资合同外资和实到外资总额  
(2019 年 -2023 年)

Total Contractual Foreign Investment and Paid-in Foreign Capital in Tongxiang (2019-2023)

单位：亿美元 / In USD 100 million



## 重点优势产业——数字经济 Priority Industries - Digital Economy

数字经济作为拉动经济增长的重要引擎，也是桐乡市发展的战略机遇。抢抓世界互联网大会永久落户乌镇的红利，桐乡市积极推进乌镇互联网创新发展试验区大数据生态产业园与世界互联网创新示范区建设，构建浙江省乃至长三角一体化区域互联网创新发展的重要板块，打造“数字桐乡”品牌。

As an important engine driving economic growth, the digital economy is also a strategic opportunity for the development of Tongxiang City. To seize the bonus of the World Internet Conference being permanently settled in Wuzhen, Tongxiang actively promotes the construction of the Big Data Ecological Industrial Park in the Internet Innovation and Development Pilot Zone and the World Internet Innovation Demonstration Zone, and builds an important sector for the Internet innovation development in Zhejiang Province and the rest of the Yangtze River Delta integrated region, and establishes the brand of "Digital Tongxiang".

2023 年新增规上数字经济企业 **16** 家，实现数字经济核心制造业产值 **277** 亿元，增长 **8.6%**。桐昆、新凤鸣、巨石 3 家企业获评省级“未来工厂”，“两化”融合指数稳居全省前列

In 2023, **16** new digital economy enterprise above the designated size were registered, achieving an output value of RMB **27.7** billion for the core manufacturing industry in digital economy, an increase by **8.6%**. Tongkun, Xin Feng Ming and Jushi were rated as provincial-level future factories, and the integration index of industrialization and informatization remained at the forefront of the province.

### 全球工业互联网大会永久落户桐乡

Tongxiang is the permanent host of the Global Industrial Internet Conference.

### 全国首条县级城市国际互联网数据专用通道投入使用

China's first dedicated channel on international Internet data in a county-level city has been put into use.

### 首个国家级智能制造项目高分通过验收

The first national-level intelligent manufacturing project has been inspected and accepted with high scores.

## 产业互联，创新融合 / Innovative Integration of Industries and Internet

桐乡以数字经济双创中心为依托，厚植数字经济创新土壤，不断培育新兴产业和新生力量，通过融合智能汽车、智能传感、智能计算、工业互联网等数字经济相关产业，全力打造数字化创新高地。

Underpinned by the Digital Economy Innovation and Entrepreneurship Center, Tongxiang is an incredibly vibrant city that strives to take digitalization to a new level by continually promoting the integration of the digital economy and other emerging industries such as intelligent vehicles, smart sensing, intelligent computing, and industrial Internet.

智能汽车 / Intelligent Vehicles

大力推动以整车、智能驾驶核心零部件为重点的汽车汽配产业发展，加快建设一个以新能源汽车及智能网联为重点，集整车及零部件制造、车用电子与配饰、车路协同为一体的全汽车产业生态区。

Tongxiang is speeding up efforts to boost the development of the automobile industry, with a focus on vehicle and key auto parts manufacturing as well as the development of NEVs and intelligent connected vehicles. It is striving to develop an automobile industry which features cooperative vehicle-infrastructure systems, and the integrated manufacturing of vehicles, parts, automotive electronics and accessories.

**代表企业:** 合众新能源、福瑞泰克、海康智联、雷迪克、悦驰汽车

**Representative Enterprises:** HOZON New Energy Automobile, Freetech, HIK AI Link, Radical, Yuechi Automobile

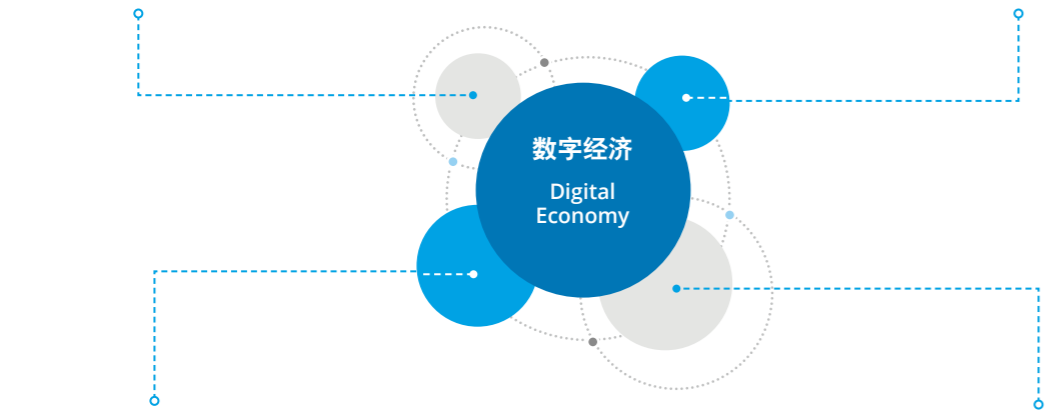
智能传感 / Smart Sensing

围绕芯片设计制造、电子材料、电子元器件、视频监控设备方向，建立 200 亿级智能传感产业链，打造全球知名的智能传感产业链。

Focusing on chip design and manufacturing, electronic materials, electronic components, video surveillance equipment and other directions, establish a RMB 20 billion-level intelligent sensing industry chain and build a world-renowned intelligent sensing industry chain.

**代表企业:** 宇视科技、恒烨光学、美仪智能传感

**Representative Enterprises:** Uniview Technology, Hengye Intelligent Optics, Supmea Smart Sensing



智能计算 / Intelligent Computing

以海光芯片为中心，重点围绕存储器、数据库、服务器、中间件等关键产品上下游产业链，着力引进国内外知名芯片企业及芯片设计、适配、封测等产业化项目，推动国产芯片在超级计算、人工智能、工业互联网、智能终端等方面的应用创新，打造国家级信创产业基地。

With a focus on critical products such as memory chips, databases, servers, and middle-wares along the industry chain, especially Hygon's microchips, Tongxiang is striving to introduce into its borders world-leading chip makers and key industrial projects related to chip design, adaptation, and packaging and testing. It aims to promote the innovative application of China's chips in super computing, AI, industrial Internet, and intelligent terminals, and build itself into a national information technology innovation base.

**代表企业:** 中科曙光

**Representative Enterprise:** Sugon

工业互联网 / Industrial Internet

利用传统产业转型升级及全球工业互联网大会召开等有利契机，大力培育和提升 CIO 队伍，加快推动创建一批可输出的数字经济服务平台。

Taking advantage of favorable opportunities such as the transformation and upgrading of traditional industries and the holding of the Global Industrial Internet Conference, vigorously cultivate and enhance the CIO team, and accelerate the development of exportable digital economy service platforms.

**代表企业:** 五疆科技、华锐智控、恒云智联、百易互联

**Representative Enterprises:** Wujiang Science and Technology, Sinomatic Control, Hengyun Zhilian Digital Technology, Baiyi Internet Technology

# 重点优势产业——新制造

## Priority Industries - New Manufacturing

目前，桐乡市已经形成汽车产业集群化发展、智能高端装备生态化发展的产业格局，高端装备制造业已成为领跑桐乡市工业经济转型升级的重要力量。

Tongxiang has developed an industry system featuring automobile industry clusters and an intelligent equipment manufacturing ecosystem. High-end equipment manufacturing now plays a pivotal role in facilitating industrial transformation and upgrading in the city.

### 推动百亿级战略性新兴产业实现新突破 / Making Breakthroughs in RMB 10-Billion Strategic Emerging Industries

以汽车汽配为主的高端装备制造企业集聚 /

High-end Equipment Manufacturing Clusters Centered on Automobiles and Parts

桐乡市持续发力以高端装备、精密机械等产业为重点的高端装备制造业。其中，精密机械产业依托浙江省新能源汽车智造基地建设，已经基本形成汽车整车、关键零部件、售后服务的产业链。

Tongxiang dedicates continuous efforts to develop high-end equipment manufacturing focused on high-end equipment and precision machinery. In detail, the precision machinery industry is developed by leveraging the Zhejiang Provincial New Energy Vehicle Intelligent Manufacturing Base, with an industry chain being formed covering vehicle manufacturing, key auto parts, and after-sale services.





### 以智能化改造为抓手的智能制造模式创新 / Intelligent Manufacturing Innovation Focusing on Intelligence-oriented Transformation

桐乡市以“机器换人”、智能化改造为重要抓手，大力推动传统产业装备转型升级，促进工业制造向“智造”转变，培育智能制造新模式。

Tongxiang vigorously promotes the transformation and upgrading of traditional manufacturing equipment through “replacing man with machine” and intelligence-oriented renovation, enabling a new model of intelligent manufacturing to form.

鼓励企业大力研制、引进以工业机器人为重点的先进自动化生产装备，全面提升企业制造能力和智能化水平。

With a view to upgrading manufacturing and intelligence capabilities of businesses, the city encourages enterprises to redouble their research efforts and introduce advanced automation equipment, especially industrial robots.

持续推进“制造业+互联网”深度融合，累计建成工业互联网平台超 20 个，其中国家级平台 2 个，省级平台 12 个，**数量位居嘉兴第一**  
Continue to promote the deep integration of “Manufacturing + Internet”, and build more than 20 industrial Internet platforms, including 2 platforms at national level and 12 at provincial level, **ranking first in Jiaxing.**



2023 年桐乡市新增“数字车间”1 家，“智能工厂”1 家，  
2022 年度“两化融合”发展指数稳居全省一类地区  
In 2023, Tongxiang newly built one “digital workshop” and one “intelligent factory”, and the integrated development index of “industrialization and informatization” in 2022 **maintained the top seat in the province.**



桐昆集团、新凤鸣集团、巨石集团被认定为浙江省“未来工厂”  
Tongkun Group, Xin Feng Ming Group and Jushi Group have been certified as the “Future Factory” of Zhejiang Province.

## 重点优势产业——新材料 Priority Industries - New Materials

桐乡市以打造世界级先进产业集群为目标，以龙头企业为引领，以技术创新为驱动，推动材料产业向高新化、智能化、绿色化和国际化转型升级，前沿材料产业生态圈正在加速形成。2023 年，桐乡规上新材料企业超 180 家，龙头企业数量居全省八大新材料产业集群首位，新材料产业年产值超 1,100 亿元，同比增长 3.5%。

Tongxiang endeavors to build world-class advanced material industry clusters led by innovation-driven top enterprises, as part of its efforts to promote the innovative, intelligent, green and international development of the industry. An advanced material ecosystem is taking shape rapidly. In 2023, there were over 180 new material enterprises above the designated size in Tongxiang, the number of leading enterprises ranked first among the eight major new materials industry clusters in the province, and the annual output value of the new materials industry exceeded RMB 110 billion, a year-on-year increase of 3.5%.

### 打造千亿级前沿材料世界先进制造业集群 / Building a World-class Advanced Manufacturing Industry Cluster of Cutting-edge Materials with an Output of over RMB 100 Billion

#### 化纤产业 / Chemical Fiber

作为桐乡市第一大支柱产业，化纤产业经过 30 多年发展，已经形成从纤维、面料、染整到服装的全产业链体系，其中桐昆、新凤鸣两家企业占国内涤纶长丝市场份额的 25%。

In the chemical fiber industry, the largest pillar industry in the city, a complete industry chain from textile fibers, fabrics, dyeing and finishing to clothing has been built following over 30 years of development. Tongkun Group and Xin Feng Ming Group, two leading companies residing in Tongxiang, produce 25% of the country's polyester filaments.

#### 玻纤产业 / Glass Fiber

作为全球最大的玻纤产业基地，桐乡市已经实现以巨石集团等骨干企业为引领的产业链延伸发展，积极开发拓展风电、航空、运动、交通等领域玻纤材料。巨石集团玻纤产能占全球市场份额的 25%-30%，在风电基材领域，风电基材全球市场占有率达到 35% 以上。

Home to the world's largest glass fiber industry center, Tongxiang has extended the glass fiber industry chain led by local backbone enterprises including Jushi Group. It is actively developing the applications of glass fiber materials in wind power, aviation, sports, transportation and other fields. Jushi Group accounts for 25%-30% of the global production capacity of fiberglass; in the field of wind power substrates, Jushi Group occupies over 35% of the global market share.

#### 动力电池产业高速发展 / Power Battery

依托华友、华浦及浦华新能源等重点企业，推进高性能动力电池材料产业链发展，建设浙江最具竞争力的动力电池材料产业化基地。其中华友钴业为全球钴行业的龙头型企业，占全球钴产品市场份额约 20%。

Key enterprises such as Huayou Cobalt and its joint ventures with POSCO are engaging to improve the industry chain of high-performance power battery materials, with a view to establishing Tongxiang as one of the most competitive industry centers for power battery materials in Zhejiang Province. Huayou Cobalt, a world-leading company in the cobalt industry, accounts for about 20% of the global cobalt market share.

产业园区推动有力 / Enabling Industry Parks

桐乡前沿材料产业生态园，规划面积 9.5 平方公里，聚焦高性能动力电池材料、高性能玻璃纤维、半导体基材、碳纤维、钛合金等领域，协同发展功能化纤新材料产业。园区已拥有全球钴行业的龙头企业华友钴业等行业领军企业，巨石、华友浦项等多个重大项目已经竣工投产。

Tongxiang Frontier Material Industry Ecological Park, with a planned area of 9.5 square kilometers, focuses on high-performance power battery materials, high-performance glass fiber, semiconductor materials, carbon fiber, titanium alloy and functional chemical fiber materials. While the Park boasts big companies such as Huayou Cobalt, a global leader in the cobalt industry, it has also brought in several key projects of Jushi, Huayou and POSCO, which are completed and put into operation.

龙头企业势能强劲 / Promising Top Enterprises

- 桐昆集团 / Tongkun Group

——全球最大的涤纶长丝生产企业

- The world's largest manufacturer of polyester filament

——涤纶长丝企业中的沃尔玛

- The “Wal-Mart” of polyester filament enterprises
- 巨石集团 / Jushi Group

——全球最大的玻纤专业制造企业

- The world's largest manufacturer of glass fiber
- 华友钴业 / Huayou Cobalt

——全球钴材料生产龙头企业

- Global leading producer of cobalt materials
- 耀阳新材 / Yaoyang New Material

——省级“隐形冠军”企业

- Provincial-level “Invisible Champion” enterprise

案例分享 / Exemplary Case

华友钴业把锂电新能源材料产业作为重点发展的核心业务，与韩国世界 500 强企业株式会社 POSCO 合资设立合资企业，投资锂电新能源材料业务，是华友钴业按照中长期发展战略做出的安排，向锂电能源材料行业转型升级的重要举措，契合了新能源汽车大发展对锂电新能源材料快速增长的需求。

华友钴业与 POSCO 合资设立公司，将有效整合公司以及 POSCO 在原料、技术与市场渠道等方面的优势，有利于双方在锂电新能源材料产品技术研发、原材料供应、市场推广等方面展开全方位合作，共同打造具有国际竞争力的锂电新能源材料产业链。

Huayou Cobalt takes lithium new energy materials as its core business, and has established a joint venture with POSCO, a Fortune Global 500 company in South Korea, as an important step to involve in the lithium energy material industry in accordance with its medium and long-term development strategies, which conforms to the trend of rapid-growing demand for lithium new energy materials due to a leaping development of NEVs.

By effectively integrating the advantages of Huayou Cobalt and POSCO in raw materials, technologies and market channels, the joint venture will help the two parties to carry out all-round cooperation in product and technology R&D, raw material supply, market promotion and other aspects of lithium new energy materials, in a bid to build together an internationally competitive value chain.

重点优势产业——新时尚  
Priority Industries - New Fashion

桐乡市以打造“濮院国际时尚小镇”为目标，推进“濮院毛衫”向全品类服装服饰转型，推动时尚设计、数字智造、文化品牌、市场渠道等全面升级，打造具有国际竞争力的数字针织产业高地、具有国际知名度的原创设计市场高地、具有国际关注度的时尚文旅会展高地。

Driven by its pursuit of building the Puyuan International Fashion Town, Tongxiang strives to promote the transformation of “Puyuan sweater” into a full range of clothing and apparel, and advance the comprehensive upgrading of fashion design, digital manufacturing, cultural brands, and market channels. These efforts are made to shape a globally competitive highland in the digital knitting sector, a world-known hub in the original design market, and an internationally attractive center of fashion, cultural tourism, and convention and exhibition.



打造千亿级时尚产业集群 / Developing a Competitive Fashion Industry Cluster Worth over RMB 100 Billion

濮院·针织 / Puyuan Knitwear Town

作为国家级和省级双料特色小镇，濮院是目前国内产业规模最大、产业聚集度最高、产业链最完善、产品特色最明显的毛针织服装生产基地和集散中心。2023 年濮院羊毛衫市场成交额 1,304.3 亿元，同比增长 21.97%，其中线上成交额 626.4 亿元；年客流 1,605.37 万人次；物流总货运量 50.44 万吨，共计售出 6.34 亿件服装。

Being a characteristic town at both state and provincial level, Puyuan is currently the largest and the most concentrated production base and distribution center for woolen garments and knitwear, featuring the most complete industry chains and the most distinctive products. In 2023, the woolen sweater market in Puyuan achieved a turnover of RMB 130.43 billion, up by 21.97% year on year, of which the online turnover reached RMB 62.64 billion. Besides, the market received 16,053,700 visits, shipped 504,400 tons of goods, and sold 634 million pieces of apparels on an annual basis.





## 综合性平台服务 / Integrated Platform Services

### 创意设计支持 Creativity and Design Support

桐乡市已拥有中国桐乡（现代服饰）知识产权快速维权中心、浙江省毛衫时尚产业创新服务综合体、浙江传媒学院桐乡研究院等一批国家级、省级纺织服装创意设计平台。

Tongxiang is home to a host of national and provincial textile and clothing creative design platforms, including the China Tongxiang Rapid Protection Center of Intellectual Property Rights (Modern Clothing), Zhejiang Innovation Service Complex for Sweater Fashion Industry, and Tongxiang Research Institute, Communication University of Zhejiang.

### 产业技术升级 Industry Technology Upgrading

桐乡市积极建立时尚产业“产学研”联合体，组建形式多样的技术服务体系和科技信息化平台，带动时尚产业技术升级。

Tongxiang has taken relentless efforts to foster collaboration among the fashion industry, universities and research institutions and build diverse technology service systems and sci-tech information platforms, in an attempt to take fashion technology to the next level.

## 产业发展平台——经济开发区 Industry Development Platforms - Tongxiang Economic Development Zones

为进一步促进产业创新发展与转型升级，桐乡有针对性地结合各区域特点与优势，优化整合空间资源和发展要素，逐步构建起全面多元的产业平台体系。

In order to further promote innovation-driven development, transformation and upgrading of local industries, Tongxiang, giving full play to the unique strengths of its different areas, strives to optimize land use and integrate development factors, so as to gradually build up a comprehensive and diversified industry platform system.

### 桐乡经济开发区 / Tongxiang Economic Development Zone

桐乡经济开发区成立于 1992 年，地处桐乡城区南部，园区规划面积 93.31 平方公里。

Tongxiang Economic Development Zone, established in 1992, is located in the southern part of Tongxiang, covering a planning area of 93.31 km<sup>2</sup>.

**主导产业：**数字经济、前沿材料、高端装备制造业和现代服务业等

**Priority Industries:** Digital economy, advanced materials, high-end equipment manufacturing, modern services, etc.

**代表企业：**宇视科技、双环传动、华友浦项新能源等

**Representative Enterprises:** Uniview Technologies, Shuanghuan Driveline, Huayou POSCO New Energy, etc.

**“两园两中心”：**新能源汽车产业园、中韩产业园、视觉物联创新中心、湾谷健康医疗创业中心。

拥有“先进制造聚集区”“创新驱动示范区”“产城融合新城区”称号。

**“Two Parks and Two Centers”:** New Energy Vehicle Industrial Park, Sino-South Korean Industrial Park, Visual Internet of Things Innovation Center, and Wangu Healthcare Venture Center. Tongxiang Economic Development Zone has been granted the titles of “Advanced Manufacturing Cluster Area”, “Innovation-driven Development Demonstration Zone”, and “New District of City-Industry Integration”.

- 2023 年完成规上工业总产值 **773.76** 亿元。  
In 2023, the total industrial output of the zone reached RMB **77.376** billion.
- 桐乡经济开发区（高桥街道）围绕主导产业，构建高端装备制造、前沿材料、数字经济三大产业链，2023 年新引进项目 **57** 个，总投资达 **302.7** 亿元，总投资 1 亿美元及 10 亿元以上项目 **8** 个，嘉兴认定招大引强项目 **3** 个；实际利用外资 **2.4** 亿美元，占桐乡市近 **70%**。  
Tongxiang Economic Development Zone (Gaoqiao Sub-district) focuses on major industries and fosters industry chains of the high-end equipment manufacturing, advanced materials, and digital economy. In 2023, it introduced **57** new projects, with a total investment of RMB **30.27** billion. Specifically, there were **8** projects with a gross investment of over USD 100 million or more than RMB 1 billion, and **3** projects identified by Jiaxing as large and competent ones. The utilized foreign investment reached USD **240** million, accounting for nearly **70%** of Tongxiang's total volume.
- 坐拥桐乡高铁站，连接 **4** 条高铁线、**3** 个大型火车站、**3** 座国际大机场。  
Home to Tongxiang High-Speed Railway Station which is connected by **4** high-speed railway lines to **3** large railway stations and **3** international airports.



### 凤鸣街道 / Fengming Sub-district

**“一区一园”：**同福工业园区、创新创业园

**“One Zone and One Park”:** Tongfu Industrial Zone, Innovation and Entrepreneurship Park

**发展重点：**深耕大健康食品，做强高端装备制造，谋划主平台毗邻配套。

**Development Focus:** Great health food will be prioritized, high-end equipment manufacturing strengthened and supporting facilities of major platforms planned.

**代表企业：**菲诺食品、豪庭灯饰等

**Representative Enterprises:** FreeNow, Haoting Lighting, etc.

# 产业发展平台——乌镇高新区

## Industry Development Platforms - Wuzhen High-tech Industrial Park

### 乌镇高新区 / Wuzhen High-tech Industrial Park

自 2014 年世界互联网大会永久落户以来，乌镇积极承接大会释放红利，深入实施数字经济“一号工程”，以乌镇大数据高新技术产业园区建设为契机，打造省级平台 - 乌镇高新技术产业园区，逐步实现从传统旅游业向“旅游业 + 互联网”两大发展主线的转变，全面融入长三角一体化发展。

Since the permanent settlement of the World Internet Conference in 2014, Wuzhen has actively taken advantage of the dividends released by the conference. Specifically, it has continued to prioritize the development of digital economy and has built the Wuzhen High-tech Industrial Park, a provincial platform, based on the opportunities brought by the Wuzhen Big Data High-tech Industrial Park. As such, Wuzhen has realized the transformation from the traditional tourism industry to developing in the two major lines of “Tourism + Internet”. These efforts help Wuzhen engage further in the integrated development of the Yangtze River Delta region.

**主导产业：**围绕“三智一网”产业定位，具体发力智能汽车、生命健康、智能计算、数据要素、着力打造具有乌镇特色的产业生态

**Priority Industries:** While following the industry positioning in intelligent vehicles, intelligent computing, intelligent sensing, and industrial Internet, efforts will be made in such sectors as intelligent vehicles, life and health, intelligent computing, and data factors to create an industry ecology with Wuzhen's characteristics.

**创新载体：**电子科技大学 - 乌镇未来产业研究院、华为 5G+ 创新中心、鸿联联创中心、腾讯众创空间、中国电科乌镇基地、乌镇院士之家等

**Innovation Facilities:** University of Electronic Science and Technology of China - Wuzhen Future Industry Research Institute, Huawei 5G+ Innovation Center, Honglian Joint Innovation Center, Tencent Makerspace, China Electronics Technology Group Corporation Wuzhen Base, Home of Academicians in Wuzhen, etc.

**旅游业载体：**东栅景区、西栅景区、乌村、乌镇戏剧节、首创奥特莱斯等

**Tourism Resources:** East Gate Scenic Area, West Gate Scenic Area, Wucun Village, Wuzhen Theatre Festival, Capital Outlets, etc.

**代表企业：**

智能汽车：福瑞泰克、百度阿波罗、佑驾科技、中泽精密、测迅科技等

生命健康：墨卓生物、哥锐科技、睿清医疗、健培科技

智能计算：中科曙光、普渡科技、凯芯微电子等

数据要素：百度、微医、航天信息

**Representative Enterprises:**

Intelligent vehicles: Freetech, Baidu Apollo, MINIEYE, ZZ TECH, Digauto, etc.

Life and health: MobiDrop, Great Robotics, Ruiqing Medical, and Jianpei Technology

Intelligent computing: Sugon, Pudu Technology, Kaixin Microelectronics, etc.

Data factors: Baidu, WeDoctor, and Aisino

### 互联网总部会展区

#### Internet Headquarters Convention and Exhibition Area

致力于发展国际会展高端业态和互联网企业总部经济，已建成乌镇互联网国际会展中心、乌镇互联网之光博览中心等大型会务会展配套，合计 22.7 万平米，已承办世界互联网大会 10 届、全球工业互联网大会 4 届等大型会议。

Efforts have been concentrated on developing the high-end international convention and exhibition industry forms and the headquarters economy of Internet enterprises. To this end, a number of large-scale convention and exhibition supporting facilities have been built, including the Wuzhen International Internet Exhibition & Convention Center, and the Light of the Internet Expo Center, covering a total landmass of 227,000 m<sup>2</sup>. Many conferences and events have been hosted, encompassing 10 sessions of the World Internet Conference, and 4 sessions of the Global Industrial Internet Conference.

### 数字农业集聚区

#### Digital Agriculture Cluster Area

以镇级农业服务平台为核心，大力发展数字农业，高标准建设“万亩方”良田，不断提升农业生产效率，致力于实现从“面朝黄土背朝天”到“一人一机管一园”的蝶变，带动数字农田区、数字茭白区、数字生态区三大数字农业区域高质量发展。

With the town-level agricultural service platform at the core, Wuzhen is endeavoring to develop digital agriculture, marked by the “Wanmufang” project which refers to the high-calibre fertile farmland, while improving the yield efficiency. It is also working to transform the original farming into the automated and mechanized agriculture. Specifically, efforts have been made to drive the high-quality growth of the three major digital agricultural regions, namely the digital farmland area, digital wild rice shoot area, and digital ecological area.

### 互联网文旅展示区

#### Internet Cultural Tourism Exhibition Area

以数字技术为驱动力，创新数字演艺、数字电竞、数字戏剧等新业态新模式，不断丰富乌镇旅游形态、业态、文态，壮大互联网文化产业，打通数字文旅新模式。

Driven by the digital technologies, new forms and models have emerged in such fields as digital performing arts, digital e-sports, and digital opera. As a result, Wuzhen has witnessed its tourism, business models, and cultural forms continuously enriched, the Internet culture industry expanded, and new models of digital cultural tourism launched.

### 互联网生活示范区

#### Internet-based Life Demonstration Zone

致力于创建智慧鲜活的未来乡村，打造绿色共享的智慧社区，建有百度“萝卜快跑”自动驾驶出行服务、互联网医院、智慧小镇管理平台“云享乌镇”、啄医生 AI 智能医养中心等。

To shape a smart and vibrant futuristic rural area and a green and shared smart community, a plethora of Internet service facilities have been established, marked by Baidu's autonomous ride-hailing service platform “Apollo Go Robotaxi”, the Internet Hospital, the smart town management platform “Yunxiang Wuzhen”, and the AI health care center Dr. Pecker.

### 互联网产业集聚区

#### Internet Industry Cluster Area

围绕“三智一网”发展定位。规划打造六大园中国：智能汽车产业园、智能制造产业园、智能芯算产业园、生物医药产业园、柔性光电材料产业园以及第六代互联网通讯产业园，落地有中科曙光服务器生产基地、福瑞泰克、墨卓生物、中泽精密等众多数字经济类项目。

With the development orientation of “intelligent vehicles, intelligent computing, intelligent sensing, and industrial Internet”, six parks are planned to be built, including the Intelligent Vehicle Industrial Park, Intelligent Manufacturing Industrial Park, Intelligent Chip and Computing Industrial Park, Biomedical Industrial Park, Flexible Optoelectronic Materials Industrial Park, and the 6th-generation Internet Communication Industrial Park. Besides, many digital economy projects have already been implemented, such as the Sugon Server Production Base, Freetech, Mobi-drop, and ZZ TECH.

### 互联网教育集聚区

#### Internet Education Cluster Area

以乌镇现有互联网企业、平台资源为基础，深化与华为、百度等互联网头部企业合作，建立人才定点培训基地，实施互联网技能培训。已落户安恒互联网安全培训学校项目、啄医生 AI 诊疗中心、航信云享科技等项目，培养学习型、复合型、创新型的高素质优秀人才、工匠技能型人才。

On the basis of the existing Internet enterprises and platform resources in Wuzhen, cooperation with Huawei, Baidu and other Internet giants have been deepened. Designated training bases for relevant talents have been set up to deliver Internet skills training. Specifically, projects such as Anheng Internet Security Training School, Dr. Pecker AI Diagnosis and Treatment Center, and Hangxin Yunxiang Technology have been launched to foster learning-oriented, compound and innovative high-quality personnel and craftsman-like skilled talents.

### 石门镇 / Shimen Town

**主导产业：**智能制造、电器装备、复合材料、小米生态产业链

**Priority Industries:** Intelligent manufacturing, electrical equipment, composite materials, Xiaomi ecological industrial chains

**产业平台：**智能制造产业园、数字经济产业园

**Industry Platforms:** Intelligent Manufacturing Industrial Park, Digital Economy Industrial Park

**代表企业：**小仓熊、华赢新材料等

**Representative Enterprises:** Let's Bear, Huaying New Material, etc.

# 产业发展平台——融杭经济区

## Industry Development Platforms - Ronghang Economic Zone

### 融杭经济区 / Ronghang Economic Zone

融杭经济区是桐乡市为呼应长三角高质量一体化发展、加快融入杭州而打造的主要产业平台，以创新引智为原则，明确“2+2+X”产业体系，驱动皮革和纺织产业提质升级，围绕新型材料、数字装备开展产业链招商，探索未来产业发展，布局产业新生态。

Ronghang Economic Zone (Ronghang means integrating to Hangzhou), located in the western part of Tongxiang, is a main industry platform for the city to integrate itself into the high-quality development of the Yangtze River Delta region and better connect to Hangzhou. Upholding the principle of innovation and talent attraction, the Economic Zone is building a “2+2+X” industry system by driving the fur and textile sectors to improve quality and upgrade, promoting investment around new materials and digital equipment industry chains, and exploring future-oriented industry development, to deploy a new industry ecology.

#### 崇福镇

聚焦复合材料、智联传感、布局产业新生态。

**代表企业：**复合材料 - 联洋新材、智能传感 - 品硯智能

#### Chongfu Town

Chongfu focuses on composite materials, intelligent sensing, and new industry ecosystems.

**Representative Enterprises:** NMG Composites (composite materials), Pinfan Intelligent (intelligent sensing)

### 重点做强两个平台，实现南、北协同发展 / Coordinated Development of the Northern and Southern Areas

崇福科技城整体按照“1+4+4”的理念进行创办，其中“1”代表崇福科技城管委会，第一个“4”代表现有4大园区平台，第二个“4”代表在建或已建成的4大自有小微园区。

Chongfu Science and Technology City was founded following an overall concept of “1+4+4”, which represents 1 committee (Chongfu Science and Technology Town Administrative Committee), 4 existing industrial parks, and 4 local micro and small industrial parks under construction or completed respectively.

崇福科技城秉持着“产业功能更复合、创新主体更多元”的理念，立足现有园区平台和小微园区，深度整合项目招引、企业服务、园区管理职能，凝聚众多职能部门合力，全力打造融杭联苏科创高地。

Adhering to the idea of “more complex industrial functions and more diversified innovation entities”, Chongfu Science and Technology City leverages the existing industrial parks and micro and small industrial parks to deeply integrate functions like project attraction, enterprise service, and park management. In addition, a number of relevant authorities and departments are joining hands to develop a Hangzhou-Suzhou S&T innovation highland.

**主导产业：**人工智能、高端装备制造、前沿材料、现代纺织等

**Priority Industries:** Artificial intelligence, high-end equipment manufacturing, advanced materials, modern textiles, etc.

**代表企业：**桐昆集团、新凤鸣集团、双箭橡胶、京马电机、新澳纺织、卡涿复材、品硯智能、睿创新材、联洋新材等

**Representative Enterprises:** Tongkun Group, Xin Feng Ming Group, Double Arrow Rubber, Jeamo Motor, XinAo Textiles, Coleitec Composite, Pinfan Intelligent Manufacturing, Ruichuang New Materials, Lianyang New Materials, etc.

崇福镇  
Chongfu Town

洲泉镇  
Zhouquan Town

#### 洲泉镇

以数字经济产业为中心，聚焦新材料、机械机电产业。拥有电子信息智能装备产业园。

**代表企业：**永发电子

#### Zhouquan Town

Zhouquan centers on the digital economy and highlights new materials as well as mechanics and electromechanics. It has the Electronic Information and Intelligent Equipment Industrial Park.

**Representative Enterprise:** Yongfa Electronics



- 凤凰湖科技城 / Phoenix Lake Tech City
- 产城融合新区 / New Urban Area with Integrated Industry and Urban Development
- 高端总部基地 / Advanced Headquarters Base

### 桐城委（桐城集团）/ Tongxiang Urban Development Administrative Committee

桐城委（桐城集团）以东部时尚科技、北部运河活力、西部生态文教、中部国际商务四大板块发展定位以及凤凰湖科技城发展规划为导向，持续发展总部经济、科技研发、文化旅游、商业办公和商务酒店产业。

Guided by the blueprint to develop the four major sectors, “international business sector in the center, fashion and technology sector in the east, energetic canal sector in the north, and ecology and culture sector in the west”, along with the Phoenix Lake Science City, the Committee continues to attract competitive players to enhance the overall capacity and quality of the city.

#### 大麻镇

聚焦家纺新时尚、纺织新材料产业。

**产业平台：**三大组团（时尚家纺、运河风情小镇、湘漾湖国际未来城），五大平台（新时尚园区、新智造园区、新材料园区、家纺时尚部落、湘漾湖国际未来城）

#### Dama Town

Dama focuses on new home textiles and new textile materials.

**Industry Platforms:** 3 major clusters (Fashion Home Textile Cluster, Canal Special Town, Xiangyanghu International Future City) and 5 major platforms (New Fashion Park, New Intelligent Manufacturing Park, New Materials Park, Home Textile Fashion Tribe, Xiangyanghu International Future City)

大麻镇  
Dama Town

河山镇  
Heshan Town

#### 河山镇

聚焦智能家装、汽车零配件制造、新型纺织加工、新型储能材料。

**代表企业：**恒泰精密

#### Heshan Town

Heshan focuses on smart home decorations, auto parts manufacturing, new textile processing, and new energy storage materials.

**Representative Enterprise:** Hengtai Precision Machinery

# 产业发展平台——临空经济区

## Industry Development Platforms - Airport Economic Zone

### 临空经济区 / Airport Economic Zone

依托全球航空物流枢纽建设，嘉兴市规划了总面积 147 平方公里的临空经济示范区，有望形成千亿级临空产业区，也将成为支撑嘉兴高质量发展的新增长极，桐乡约有 9.6 平方公里被纳入其中。作为桐乡“3+1”发展平台中的“1”——最新打造的产业平台，临空经济区将抓住发展机遇，承接开放流量，扩大辐射范围，全力壮大新时尚产业，积极培育航空运输业、高端制造业、现代服务业等产业。

Leveraging the construction of the global aviation logistics hub, Jiaxing has planned an Airport Economic Demonstration Zone covering a total area of 147 km<sup>2</sup>, which is expected to become a vast airport industrial area valued at over RMB 100 billion, and serve as the new growth pole for the high-quality development of Jiaxing. The demonstration zone covers about 9.6 km<sup>2</sup> of Tongxiang. As the latest industry platform in Tongxiang, the Airport Economic Zone will seize the opportunity to utilize the benefits brought by openness and expand its influence on surrounding regions. Meanwhile, it strives to prosper the new fashion sector, and foster the air transportation, high-end manufacturing, modern services and other industries.

#### 濮院镇

拥有国内产业集聚度最高、产业链最紧密、配套设施最完备的时尚产业集群，其中濮院临空产业园、濮院临空科技园（濮院时尚智谷），将重点围绕外贸型快时尚、智能传感、文旅会展、物流等四大产业进行招商，全力打造“科技园 + 产业园”的完整创业空间。

#### Puyuan Town

Puyuan possesses the most concentrated fashion industry cluster with the most closely connected industry chains and the most complete supporting facilities in China. As part of the cluster, Puyuan Airport Industrial Park and Puyuan Airport Science and Technology Park (Puyuan Fashion Intelligent Valley) will highlight investment attraction centering four major industries of foreign trade-oriented fast fashion, intelligent sensing, cultural tourism and exhibition, as well as logistics. Moreover, a complete entrepreneurial space of “Science and Technology Park + Industrial Park” will be shaped.

#### 梧桐街道

拥有智创园、捷牛智能，聚焦智能制造、医疗器械、新时尚产业。打造桐乡的“城市客厅”，是全市政治、经济、文化、科技的中心。

#### Wutong Sub-district

Having the Smart Creation Park and JeeNew Intelligent, Wutong Sub-district focuses on industries such as intelligent manufacturing, medical equipment, and new fashion. With an aim to serve as the reception hall of Tongxiang, Wutong Sub-district is the center of politics, economy, culture, science and technology of Tongxiang.

#### 屠甸镇

拥有屠甸镇智创中心，聚焦高端装备制造、新材料、智能汽车产业。突出智能终端关键零部件和精密机械部件等细分领域，打造创业创新产业城。

#### Tudian Town

It has the Tudian Smart Creation Center, highlighting such industries as high-end equipment manufacturing, new materials, and intelligent vehicles. Giving priority to the niche segments of key parts and components for intelligent terminals and precision machinery, Tudian seeks to shape an industry city characteristic of innovation and entrepreneurship.

#### 桐城委

包括杨家门商务区区块、科研城研发社区，聚焦板块生产性服务业，围绕总部经济、商业办公、文旅产业、商务酒店、科技研发，全力打造现代服务业。

#### Tongxiang Urban Development Administrative Committee

It includes the Yangjiamen Business District Block, and the R&D Community of Scientific Research City, with a focus on the productive service sector. It also seeks to develop a modern service industry centering around the headquarters economy, commercial offices, cultural tourism, business hotels, and scientific research.

# 政府政策与服务

## Government Policies and Services

### 政府政策 / Government Policies

桐乡市深耕产业发展、人才支持和科技创新等政策体制的改革，建立“1+4+8”政策体系，突出数字经济、先进制造等领域，不断提升政策的精准性、有效性，助力企业健康发展。

After years of efforts to reform policies on boosting industry development, talent support and sci-tech innovation, the Tongxiang Municipal Government has established a “1+4+8” policy framework focusing on key sectors such as the digital economy and advanced manufacturing. Policies formulated under this framework are more targeted and effective in ensuring healthy business development.

1

#### 一个总政策 One Over-arching Policy

《关于促进经济高质量发展的若干意见》，探索新途径、新模式，助推经济高质量发展

*Opinions on Promoting High-quality Economic Development*, promulgated to explore new ways and models for higher-quality development

4

#### 四个普惠性政策 Four General Policies

聚焦科技创新驱动、人才引进、金融支持、招商引资（“三智一网”产业）四大领域

Designed to facilitate sci-tech innovation, talent attraction and development, financial support and investment attraction, especially for intelligent vehicles, intelligent sensing, intelligent computing and IIoT

8

#### 八大产业政策 Eight Industry-specific Policies

先进制造业、数字经济、时尚产业、现代服务业、现代农业、文化产业、旅游业、生物医药产业

Advanced manufacturing, digital economy, fashion, modern services, modern agriculture, culture, tourism, and biomedicine industries

### 政府服务 / Government Services

桐乡以深入推进“放管服”改革为引领，不断推进行政审批制度改革向纵深发展，打造市场化、国际化、便利化的营商环境高地，全面提升企业和市民获得感和满意度。

The Tongxiang Municipal Government has been committed to deepening reforms of delegating power, streamlining administration and optimizing government services, including furthering the administrative approval system reform, in a bid to create a market-oriented, internationalized and facilitating business environment and improve the sense of fulfillment and satisfaction of businesses and citizens.

“事有所便”，深入推进政务服务“放管服”改革  
Convenient Services: Deepened reforms of delegating power, streamlining administration and optimizing government services

“数有所治”，加速推进一体化智能化公共数据平台建设  
Integrated Data: Accelerated development of an integrated intelligent public data platform

### “桐企服”平台迭代升级

#### Upgrade of Tongxiang Enterprise Service Platform

- 扩大涉企服务事项，将招商前企业人才配套、知识产权等涉企服务，统一纳入“桐企服”平台。同时，进一步扩容VIP组团服务范围。依托VIP组团服务机制，持续为企业排忧解难，2023年走访服务企业90余次，解决问题160余个。
- Efforts have been made to expand enterprise-related services, and integrate into the Tongxiang Enterprise Service Platform enterprise-related services, including talent support and intellectual property rights protection, before investment promotion, while further expanding the scope of VIP group service. Leveraging the VIP group service mechanism, the platform has continued to solve problems for enterprises—in 2023, enterprises were visited and served for more than 90 times, and more than 160 problems were solved.

### “竣工即验收”改革成效明显

#### Significant Results of “Acceptance upon Completion” Reform

- 实施“竣工即验收”改革，将原需8个验收环节，压缩为1次现场验收，提交材料由原来的189项减少为14项，时间由改革前的3个月压缩至6个工作日内完成。
- The reform of “acceptance upon completion” has reduced former 8 procedures to only 1 on-site acceptance, 189 pieces of materials submitted to 14, and 3 months of handling time to 6 working days.
- “拿地即开工”“竣工即验收”改革经验入选省开放创新高峰论坛最佳案例和全省三服务典型案例，全省刊发推广。
- The experiences accumulated in “Streamlined Certificate Issuing Process” and “Acceptance Upon Completion” reforms have been selected as the best case of the Provincial Summit Forum for Opening-up and Innovation and a model case for the province’s “Three Services” program, and have been distributed and promoted across the province.

### 数据赋能多场景应用成效显著

#### Remarkable Results in Data-empowered Multi-scenario Applications

- 依托一体化智能化公共数据平台，打造义务教育招生“一键入学”新模式，支撑“四治融合”、“公租房一件事”等多场景应用。自2021年起，平台累计共享数据总量4.8亿条
- Relying on the integrated intelligent public data platform, Tongxiang is striving to create a new model of “entrance upon one click” for compulsory education enrollment, and support the multi-scenario applications such as “combining self-governance, rule of law, rule of virtue and intelligent governance”, and “one-stop service for public rental housing”. Since 2021, the platform has cumulatively shared a total of 480 million entries of data.
- 行政服务大厅营商环境无感监测应用列入省首批“数字政府”项目嘉兴试点；一体化智能化公共数据平台数据目录建设入选浙江省试点。
- The application of uninterrupted monitoring of business environment in administrative service halls has been listed among the first batch of provincial “digital government” pilot projects in Jiaxing; and the data catalog development of the integrated intelligent public data platform has been selected as a provincial pilot.

### 政务服务2.0事项实现“一网通办”

#### Government Service 2.0 Enabled by “Online One-stop Service” Platform

- 加快构建“网上一站办、大厅就近办、办事更便捷”的“一网通办”模式，2023年，“一网通办率”100%。
- Tongxiang has sped up to build a model of “Online One-stop Service”, which enables businesses and residents to receive services as soon as possible through online one-stop platform or by paying a visit to the nearest off-line service hall. In 2023, 100% of government service items were handled online.

### 网络数据安全体系形成“智慧样板”

#### Intelligent Model of Network Data Security System

- 建成公共数据平台数据安全防护体系，建立网络数据安全态势感知、数据安全分类分级、敏感数据识别算法，荣获2021年嘉兴市数字化改革网络安全入网案例。
- Tongxiang has built a data security protection system for the public data platform, which consists of network data security situation awareness, data security classification, and sensitive data identification algorithms. This system was shortlisted for the “Model Case of Network Security for Digital Reform in Jiaxing in 2021”.

# 人力资源

## Human Resources

### 人力资源供应 / Human Resources Supply

桐乡市致力打造“人才强市”，集聚各类优秀人才，人才创造活力竞相迸发。

Committed to building a great city with sufficient intellectual capital, Tongxiang has been attracting talented people in various sectors, who benefit the city with creativity and vitality.

#### 职业能力建设 / Vocational Skills Development

- 发挥产教融合学院作用，拓展“学子就业码”服务功能，开展技能型社会建设。
- Tongxiang leveraged the Industry-talent Integration College, and expanded the services of “Student Employment Code”, so as to foster a skill-oriented society.
- 开展职业技能培训 **16,600** 人次，新增技能人才 **15,000** 人（从市外引进紧缺急需的技能人才 **2,000** 人），新增高技能人才 **5,600** 人。
- Tongxiang provided vocational skill training at **16,600** person-times, cultivated **15,000** new skilled personnel (including **2,000** much-needed ones introduced from outside Tongxiang), and fostered **5,600** new highly-skilled personnel.
- 2023 年底，桐乡技能人才占从业人员比例达到 33% 以上。
- By the end of 2023, skilled personnel accounted for over 33% of the practitioners in Tongxiang.

#### 高层次人才引进 / High-level Talent Recruitment

2023 年：

- 引进各类人才 **25,581** 人，其中高层次人才 **1,326** 人，创业创新领军人才 **75** 人。
- 新建博士后工作站 **4** 家，博士后工作站授牌 **6** 家，博士后新进站 **27** 人。

In 2023,

- Introduced **25,581** talents of various types, including **1,326** high-level talents and **75** leaders in entrepreneurship and innovation.
- Established **4** new post-doctoral workstations, **6** authorized post-doctoral workstations, and recruited **27** post-doctoral personnel.

### 多元化人才发展平台 / Diverse Talent Development Platforms

#### 创新 + 孵化 / Innovation + Incubation

华为桐乡 5G+ 创新中心、百度大脑创新中心、浙江清华长三角研究院桐乡创新中心、桐乡科创园、数字小镇、凤岐茶社、腾讯众创空间、乌镇深港创新中心、崇福（武汉）创新中心等。

Tongxiang is home to various innovation and incubation centers such as Huawei Tongxiang 5G Innovation Center, Baidu Brain Innovation Center, Innovation Center of Yangtze Delta Region Institute of Tsinghua University, Tongxiang Sci-Tech Innovation Park, Digital Town, Tencent Makerspace, Wuzhen Innovation Center of Shenzhen-Hongkong, and Chongfu (Wuhan) Innovation Center.

#### 企业研究院 / Enterprise Research Institutes

巨石玻璃纤维及复合材料研究院、桐昆新材料研究院、新凤鸣先进纤维新材料研究院、华友锂电材料研究院、云匠数字建造研究院、宏冠生物医药研究院、振石华智研究院等。

Jushi Fiberglass and Composite Material Research Institute, Tongkun New Materials Research Institute, Xin Feng Ming Advanced Fiber New Materials Research Institute, Huayou Lithium Battery Material Research Institute, Yunjiang Digital Construction Research Institute, and Zhenshi Huazhi Research Institute all reside in Tongxiang.

#### 院士创新智谷 / Academician Innovation and Wisdom Valley

“乌镇院士之家”是浙江省首批“浙江院士之家”单位之一，截至 2024 年 3 月，累计到访院士 123 名，引进高精尖产业项目 40 项，其中院士领衔项目 7 项。在此基础上，桐乡正大力推进“乌镇·院士智慧谷”建设，打造“院士之家 + 产业示范园 + 产业发展基金”的建设模式，推动更多区域高精尖项目落地和区域科技成果转化。

The “Home of Academicians” in Wuzhen is one of the first programs of its kind in Zhejiang Province. As of March 2024, its has accepted the visits of a total of 123 academicians and introduced 40 advanced industry projects, including 7 projects led by academicians. Furthermore, Tongxiang is relentlessly developing “Wuzhen Academician Wisdom Valley” to develop the model of “Home of Academicians + Industry Demonstration Park + Industry Development Fund”, with a view to attracting more advanced projects and promoting the transformation of local S&T achievements.

#### 高校研究院 / University Research Institutes

乌镇实验室（清华大学材料学院、清华长三角研究院）——前沿电子材料；浙江理工大学桐乡研究院——前沿材料、高端装备制造、军民融合；浙江传媒学院桐乡研究院——数字时尚；武汉理工大学桐乡研究院——前沿材料；南航数字三维智能制造研究院——3D 打印；中科院长三角健康农业研究院——健康农业。

Wuzhen Laboratory, jointly initiated by the School of Materials Science and Engineering and the Yangtze Delta Region Institute of Tsinghua University - cutting-edge electronic materials; Tongxiang Research Institute of Zhejiang Sci-Tech University - advanced materials, high-end equipment manufacturing, and military-civilian integration; Tongxiang Research Institute of Communication University of Zhejiang - digital fashion; Tongxiang Research Institute of Wuhan University of Technology - advanced materials; NUA Digital 3D Intelligent Manufacturing Research Institute - 3D printing; Yangtze Delta Region Institute of Healthy Agriculture of Chinese Academy of Sciences - healthy agriculture.

### 人才引进政策 / Talent Introduction Policy

类别 Category	学历 Education Background							
	顶尖人才 Top-notch talents	国家级 高端人才 National high-end talents	省级 高端人才 Provincial high-end talents	嘉兴市级 高端人才 Municipal high-end talents	全日制博士 (正高级职称、 特级教师) Full-time doctors (senior title, special-grade teacher)	全日制硕士 (副高级职 称、高级教师) Full-time masters (deputy-senior title, senior teacher)	重点高校 全日制本科生 Full-time undergraduates of key universities	其他 全日制本科生 (中级职称、技 师) Full-time undergraduates of other colleges (intermediate title, technician)
租房 House Renting Subsidies	10 万元 / 年 最长 3 年 RMB 100,000/ year, up to 3 years	8 万元 / 年 最长 3 年 RMB 80,000/ year, up to 3 years	5 万元 / 年 最长 3 年 RMB 50,000/ year, up to 3 years	4 万元 / 年 最长 3 年 RMB 40,000/ year, up to 3 years	1,200 元 / 月 最长 3 年 RMB 1,200/ month, up to 3 years	800 元 / 月 最长 3 年 RMB 800/ month, up to 3 years	500 元 / 月 最长 3 年 RMB 500/month, up to 3 years	500 元 / 月 最长 3 年 RMB 500/month, up to 3 years
购房 House Purchasing Subsidies	800 万元 RMB 8 million	100 万元 RMB 1 million	80 万元 RMB 800,000	60 万元 RMB 600,000	50 万元 RMB 500,000	25 万元 RMB 250,000	10 万元 RMB 100,000	/
工作 津贴 Work Allowances	/	/	/	/	10 万元 RMB 100,000	5 万元 RMB 50,000	3 万元 RMB 30,000	/

# 人居环境

## Living Environment

### 教育医疗配套完善 / Abundant Education and Healthcare Resources

#### 优质医疗资源集聚

Clustered High-quality Healthcare Resources

桐乡市医疗资源基础良好,深入实施医疗“长三角一体化”战略,进一步提升地方的医疗技术水平。

Based on a sound healthcare system, Tongxiang has been improving its local healthcare level by pushing forward the strategy of integrated healthcare development in the Yangtze River Delta region.

#### 智能化现代教育

Intellectualized Modern Education

桐乡市围绕智慧教育建设,不仅创办了浙江省内首家公办互联网学校,同时也推动全市城乡教育均衡发展。

Tongxiang has established the first public internet school in Zhejiang Province, as part of the efforts to promote smart education and the balanced development of urban and rural education.

- **医疗设施齐备:** 截至 2023 年底,全市共有医疗卫生机构 379 个,其中医院、卫生院 31 个;医院、卫生院卫生技术人员 6,614 人,执业助理医师以上人员 3,724 人,注册护士 4,037 人。
- **Complete Healthcare Facilities:** As of the end of 2023, Tongxiang had 379 medical institutions, among which there were 31 hospitals and health centers; it owned 6,614 health technicians in hospitals and health centers, including 3,724 licensed assistant and above-level physicians and 4,037 registered nurses.
- **智慧医疗升级提档:** 通过国家医疗健康信息互联互通四级甲等标准化成熟度测评,接入浙江省检验检测共享平台,与全省二级以上公立医疗机构实现互联互通。
- **Smart Medical Upgrades and Files:** Tongxiang's medical information platform has been rated as Class IV Grade A in the National Evaluation of Standard and Maturity of Healthcare Information Sharing. It has shared information with public medical institutions above Class II in the province by connecting to the Zhejiang Provincial Inspection and Testing Sharing Platform.
- **高端的医养结合服务:** 乌镇雅达国际医养中心以德国领先的康复医学技术为核心特色,组建国际化专家团队,实施专属健康诊疗方案。
- **High-end Healthcare Services:** Yada International Healthcare Center in Wuzhen provides customized healthcare solutions supported by advanced German rehabilitation medicine technologies and international expert teams.

- **教育事业实现新跨越:** 截至 2023 年底,普通中学 32 所,在校学生 33,400 人,专任教师 2,752 人。
- **A New Leap Forward in Education:** As of the end of 2023, there were 32 general middle schools with 33,400 students and 2,752 full-time teachers.
- **教育资源供给有效扩充:** 2023 年全市教育支出 31.06 亿元。
- **Expanded Supply of Educational Resources:** Tongxiang spent RMB 3.106 billion on education in 2023.
- **“学在桐乡”品牌打造:** 学生学业水平、艺体竞赛、科技创新、技能竞赛等成绩稳居嘉兴市前列。2023 年桐乡特殊类型招生控制线上线人数 805 人,遥居嘉兴各县(市、区)首位;特控率 25.23%,列嘉兴各县(市、区)第一。
- **A City Known for Education:** Tongxiang remains a forerunner in Jiaxing for students' performance in academics, sci-tech innovation, and arts, sports and skills contests. In 2023, there were 805 people eligible for the special enrollment in Tongxiang, registering a special enrollment rate of 25.23%, with both the number and the rate being the largest among all counties (county-level cities, districts) of Jiaxing.
- 职业教育单考单招创历史最好成绩,桐乡中职 166 名学生被本科院校录取。
- Tongxiang also achieved a record high enrollment rate in the exam for vocational education, with 166 students of secondary vocational schools admitted to undergraduate colleges and universities.

### 桐乡互联网学校 / Tongxiang Internet School

桐乡互联网学校依托教育云平台,为以中小学生为主的不同群体服务,共享多样化网络学习空间与在线学习资源,促进优质教育资源共享和城乡教育公平。持续推进名师基础课程 2.0 的资源建设工作,全年共计上线名师基础课程四期共 600 余课时,覆盖了四到九年级各主要学科,为促进全市教育公平发展提供了互联网的力量。

Tongxiang Internet School serves different groups of primary and secondary school students with a cloud education platform where diversified online learning spaces and resources are shared, thus promoting the sharing of quality education resources and education equity between rural and urban areas. As part of its efforts to continuously foster the development of top teachers' primary courses 2.0 system, the School offered online a total of more than 600 lessons in four phases in 2022 covering main subjects from the 4th to 9th grades, empowering the progress of education equity in the city.

### 休闲旅游生活多样 / Diverse Leisure and Tourism Options

#### 丰富的休闲旅游资源

Rich Tourism Resources

##### › 乌镇 / Wuzhen

乌镇镇拥有 1,300 年建镇史,获评中国首批十大历史文化名镇和中国十大魅力名镇、全国环境优美乡镇。Boasting a history of 1,300 years, Wuzhen has been listed among the first batch of National Top 10 Famous Historical and Cultural Towns, Top 10 Charming Chinese Towns, and Chinese Towns and Townships with Beautiful Environment.

##### › 濮院古镇 / Puyuan Ancient Town

2023 年 3 月,濮院时尚古镇正式投入运营,举办濮院时装周、抖音创作者大会、智族 GQ 年度人物盛典、第 91 届国际毛纺大会、第五届全球工业互联网大会等具有全国影响力的时尚活动,向社会提供丰富多彩的文化活动。

In March 2023, Puyuan Fashion Resort was formally up and running, delivering fashion events with national influence, such as Puyuan Fashion Week, Douyin Creator Conference, GQ Men of the Year, the 91st International Wool Textile Organization Congress, and the 5th Global Industrial Internet Conference, in addition to a variety of cultural activities open to the public.

#### 城市文化品牌日益凸显

Increasingly Prominent Cultural Strength

##### › 国际 / International Events

乌镇国际戏剧节、世界互联网音乐大赛等文体赛事众多,市民文体活动丰富。

Tongxiang offers local residents an increasingly rich array of cultural activities and sports events, including the Wuzhen Theatre Festival and the Beer Music Festival.

##### › 文化 / Cultural Heritage

马家浜文化、良渚文化、运河文化、古镇文化交相辉映。

Tongxiang is well known for its splendid legacies of the Majiabang and Liangzhu Cultures of the Neolithic Age and a water town culture nurtured by rivers and canals.

##### › 名人 / Historic Celebrities

拥有茅盾纪念馆、丰子恺纪念堂、木心美术馆、君匋艺术院等 10 多个大型文化场馆,文化和艺术气息浓厚。

Home to more than 10 large cultural venues such as Mao Dun Memorial Hall, Feng Zikai Memorial Museum, Mu Xin Art Museum, and Juntao Art Institute, Tongxiang is full of artistic and cultural features.

##### › 智慧 / Smart City

联合中电科、华为、腾讯、百度、中软国际开展战略合作,率先在县域层面打造“乌镇街”“华为 5G+ 创新中心”“腾讯众创空间”“百度 ApolloPark”“鸿联联创中心”等创新载体,助推企业快速成长。

Tongxiang has forged strategic partnerships with CETC, Huawei, Tencent, Baidu, and ChinaSoft International, and has taken the lead in launching innovation platforms including “Wuzhen Street”, “Huawei 5G+ Innovation Center”, “Tencent WeStart”, “Baidu Apollo Park”, and “Honglian Joint Innovation Center” to boost the rapid growth of enterprises.



桐乡市主要投资服务  
政府机构联系方式  
Contact Information  
of Main Government  
Agencies for Investment  
Services in Tongxiang