



生态·让生活更美好
LIVING GREEN, LIVING BETTER



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生态·让生活更美好
LIVING GREEN, LIVING BETTER



月牙岛生态公园
Natural Park of Crescent Island

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人法地

脚踏实地·厚积薄发



About us 我们

>> 绿地控股集团（600606.SH）是一家全球经营的多元化企业集团，位列《财富》世界企业 500 强，并控股多家上市公司。目前绿地已在全球范围内形成了“以房地产开发为主业，大基建、大金融、大消费等新兴产业并举发展”的多元经营格局，实施资本化、公众化、国际化发展战略，旗下企业及项目遍及全球四大洲十国百城。

中国绿地博大绿泽集团有限公司（以下简称绿地博大绿泽）是绿地旗下以生态建设为主的全产业链发展的投资控股集团，2014 年实现香港上市（股票代码 01253.HK），已被纳入摩根士丹利资本国际指数（MSCI）和恒生综合指数（HSCI），是中国极具竞争力的生态建设领域的投资商和运营商。

绿地博大绿泽是拥有高水平的投融资、策划规划设计、项目施工、商业运营一体化运作能力的企业，在紧抓国家生态建设、文化旅游大发展的重大机遇目标引领下，建立了多个院士工作站，并与同济大学、中科院辰山植物园等国家级科研院所建立了长期合作关系。在各类主题公园建设、景区提升、古镇古城修缮保护、特色小镇及美丽乡村建设、海绵城市、环境保护与生态修复等多种专业领域拥有雄厚的技术储备，已经形成“资本 + 技术 + 全产业链”发展的成熟模式。

作为建设生态文明和美丽中国的中坚力量，绿地博大绿泽肩负“生态和人文家园的引领者，可持续发展环境的开拓者”之企业使命，秉承“厚德、坚韧、合作、拼搏”的企业精神，用实际行动履行“美丽中国，福泽后人”的社会责任，努力实现“用一流的生态环境提升区域核心价值，以深厚的人文建设促进家园和谐升级”的战略愿景，争做生态人文环境建设的倡导者和实践者。

Greenland Holding Group (600606.SH) is a globally diversified conglomerate, which ranks one of the world's Top 500 Enterprises by Fortune magazine. Holding a number of listed companies, Greenland has so far established a diversified global operation pattern "focusing on real estate development and paralleled development of large infrastructure construction, large financing, large consumption and other new industries". It implements a capitalized, publicized and internationalized development strategy, with its subsidiaries and projects operated throughout hundreds of cities in ten countries on four continents worldwide.

China Greenland Broad Greenstate International Co., Ltd. (hereinafter referred to as "Greenland Broad Greenstate") is a diversified investment holding group with whole industrial chain development focused on ecological construction. Listed in Hong Kong Stock Exchange in 2014 (Stock Code: 01253.HK), the Company has been included into the index shares of Morgan Stanley Capital International Index (MSCI) and Hang Seng Composite Index (HSCI). It is a highly competitive investor and operator in the ecological construction field in China.

Greenland Broad Greenstate is a company with the high-level integrated operational capacity in investment and financing, planning and design, project construction and commercial operation. For seizing the substantial opportunity in national ecological construction and cultural tourism development, Greenland Broad Greenstate builds a group of academician workstations and establishes a long-term relationship with Tongji University, Chinese Academy of Sciences, Chenshan Botanical Garden and other state-level research institutes. With rich technical reserves in several professional fields such as construction of various theme parks, scenic spots upgrading, repair and protection of ancient towns, characteristic towns and beautiful rural construction, sponge city, environmental protection and ecological restoration, it has formed a mature development model of "capital + technology + whole industry chain".

As a backbone of ecological civilization and beautiful China construction, Greenland Broad Greenstate sets its business mission as "a leader in ecological and humanity homeland construction, a pioneer of sustainable development environment". It adheres to the enterprise spirit of "kindness, fortitude, cooperation and endeavour", and fulfills its social responsibility of "beautiful China nourishes our future generations". Greenland Broad Greenstate strives to achieve its strategic vision to enhance the regional core values with first-class ecological environment and to promote the harmonious upgrading of our homelands with deep humanities construction. Greenland Broad Greenstate endeavors to become an advocate and practitioner of the ecological and humanistic environment construction.

Company Milestones 公司大事记

在上海设立绿泽景观

Greenstate Landscape was established in Shanghai

2004

收购博大园林

Acquired Broad Landscape

2011

2006

业务延伸至全国，
客户扩展至地产及政府

Expanded the business nationwide to include clients from the real estate sector and the government

2014

于香港联交所主板上市
Listed on the mainboard of Hong Kong Stock Exchange

绿地集团战略入股
Strategic investment from Greenland Group

纳入摩根士丹利资本国际指数 (MSCI)

Included into Morgan Stanley Capital International Index (MSCI)

2015

2016

纳入恒生综合指数

Included into Hang Seng Hong Kong Composite Index (HSKCI)

绿地集团成为第一大股东

Greenland Group became the biggest shareholder

2018

完成战略转型，产业布局全国，商业模式升级

Completed strategic transformation, nationwide industrial layout, business mode upgrading

Business Sectors and Affiliated Companies

各板块业务及下属公司

投资板块

Investment Sector

- 上海必府投资中心
Shanghai Bifu Investment Center
- 上海鹿祐投资中心
Shanghai Luyou Investment Center
- 上海鹿泽投资中心
Shanghai Luze Investment Center
- 上海兆府企业管理咨询中心
Shanghai Zhaofu Enterprise Management Consulting Center
- 禹州神垕古镇保护建设有限公司
Yuzhou Shenhou Ancient Town Protection and Construction Co., Ltd.
- 西安绿地灞河湿地公园开发有限公司
Xi'an Greenland Juehe River Wetland Park Development Co., Ltd.
- 泉州海西植物园开发有限公司
Quanzhou Haixi Botanical Garden Co., Ltd.
- 岐山县太平塔文化旅游开发有限公司
Qishan Taipingta Cultural Tourism Development Co., Ltd.
- 商河绿地博大绿泉建设有限公司
Shanghe Greenland Broad Greenspring Construction Co., Ltd.

设计研究板块

Design & Research Sector

- 中国绿地博大绿泽文旅产业研究院
主要为集团从事文化旅游产业发展的咨询研究机构，以专题调查、发展报告形式，为集团投资方向及项目进行前瞻、基础研究，引导并助推绿地文化旅游项目投资开发，促进中国文化旅游产业创新、实践与推广。

China Greenland Broad Greenstate Cultural Tourism Industry Research Institute

It mainly acts as a consulting and research institution for the cultural tourism industry development of the Group, providing forward-looking and basic research for the Group's investment directions and projects by the form of thematic surveys and development reports, guiding and boosting the investment and development of Greenland's cultural tourism projects, and promoting the innovation, practice and expansion of Chinese cultural tourism industry.
- 上海绿地博大绿泽规划设计院
主要为集团投资项目提供从前期策划到后期设计的全程专业技术服务，包括可行性研究、策划、概念性规划、总体规划、控制性详细规划、修建性详细规划、方案设计、施工图设计等。（下辖有旅游规划院、建筑院、园林景观院）

Shanghai Greenland Broad Greenstate Planning and Design Institute

It mainly provides full professional technical services for projects invested by the Group from the preliminary planning to the post period design, including feasibility study, planning, conceptual planning, master plan, controlling detailed plan, construction detailed plan, scheme design and construction design, etc. (The Institute has such affiliates as Tourism Planning Institute, Institute of Architecture, Landscape Architecture Institute)

● 中国绿地生态规划设计研究院

主要为集团从事环境改善、生态修复、海绵城市建设等技术与设计解决方案的专业机构，研究院拥有多名国内顶级专家及院士，并与同济大学、中科院辰山植物园等国家级科研院所建立了长期合作关系，为政府提供从前期策划到后期设计的全程技术服务，包括专题调查报告、可行性研究、策划、概念性规划、总体规划、控制性详细规划、修建性详细规划、方案设计、施工图设计等。

China Greenland Ecological Planning and Design Research Institute

It is a professional institution for providing technical and design solutions for environmental improvement, ecological restoration, sponge city construction and other fields. The Institute has a number of domestic top experts and academicians, and establishes a long-term cooperation with Tongji University, Chinese Academy of Sciences Chen Shan Botanical Garden and other state-level research institutes, and provides full technical services from the preliminary planning to the post period design for the government, including thematic investigation report, feasibility study, planning, conceptual planning, master planning, controlling detailed planning, constructive detailed planning, design, construction design.etc.

工程施工板块

Engineering Construction Sector

● 博大绿泽生态建设集团有限公司

博大绿泽生态建设集团是全产业链的园林生态建设服务商，是“绿水青山就是金山银山”的践行者，专注于公园建设、景区提升、古镇改造、美丽乡村、海绵城市、环境保护与生态修复、苗木引种与培育研究。拥有设计甲级资质、施工总承包特级、专业承包多项壹级资质，是国内领先的生态和人文建设的引领者和开拓者。

Broad Greenstate Eco-Construction Group Co., Ltd.

It is a service provider of garden-based ecological construction in the whole industry chain, and a practitioner of the idea of "green mountains and clear water are as good as mountains of gold and silver". It focuses on park construction, scenic spot ungrading, ancient town reconstruction, beautiful countryside, sponge city, environmental protection and ecological restoration, seedling introduction and cultivation study. It has Grade-A qualification for design, Extra-Grade qualification for general contracting of construction and Grade-I qualification for some specialized contracting. It is the domestic leader and pioneer of ecological and humanities construction .

● 中博建设工程集团有限公司

中博建设业务遍布全国及海外，注册资本 3.03 亿元人民币，具有建筑施工总承包特级资质，市政公用工程施工总承包壹级等五个壹级资质。

Zhongbo Construction Engineering Group Co., Ltd.

Zhongbo Construction Group's business spreads domestically and abroad with a registered capital of RMB 303 million and it has general contracting Extra-Grade qualification for construction and five Grade-I qualifications including Grade-I Qualification for General Contracting of Municipal Utilities Engineering.



商业运营板块

Commercial operation sector

● 上海绿泽商业管理有限公司

公司主要从事综合性公众服务、商业经营等项目运营期的策划、招商、运营、品控等服务为主营业务，提供全程周到的业态论证、项目策划、形象包装、宣传策略、市场定位、营销推广、商业招商、养管维护、品牌管理等各方面一站式“运营增值服务”，为各类商业项目开发收益最大化提供保障的专业公司。

Shanghai Greenstate Business Management Co., Ltd.

The company is mainly engaged in planning, investment, operation, quality control and so on in the operation period of projects of comprehensive public services, business operation and so on, providing the one-stop "operating value-added services" in various aspects of full and thoughtful formats demonstration, project planning, image packaging, promotional strategies, market positioning, marketing promotion, business investment, growing and maintenance, brand management and so on, to guarantee the maximized benefits for project development.

● 上海绿泽文化旅游有限公司

公司以文化资源为依托，以旅游产业为核心，凭借“顶尖策划运营团队、运营前置、流程标准化”的高水准项目运营能力，引进先进技术、产业和商业模式，致力服务于传统景区、古城古镇、特色小镇、旅游度假区、主题公园等多种业态，形成了策划、投资测算、全权委托管理、顾问咨询、专项服务、全面合作经营等多种合作模式，重塑景区运营创新典范。

Shanghai Greenstate Cultural Tourism Co., Ltd

The company has high-level project operation ability of first-class planning & operation team, pre-operation and standard procedures. Relying on cultural resources and focusing on tourism, the company introduces advanced technologies, industries and business modes for diversified business patterns such as traditional scenic spots, ancient cities & towns, featured towns, holiday resort and themed parks. The company provides multiple cooperation modes, including planning, investment forecast, discretionary order, consultancy, special service, overall cooperative operation, reshaping the new model for operation of scenic spots.

环保建设板块

Environmental construction sector

● 上海城投绿化科技发展有限公司

公司主营业务为新优植物资源的引种开发与推广应用、土壤修复与盐碱地改良、水处理和水体生态恢复。公司致力于园林绿化行业的技术研发和成果转化，先后承担了国家林业局中央财政推广项目、上海市科委科技支撑项目、上海城投基金项目、上海市绿化局等多项课题研究。

Shanghai Municipal Investment Virescence Technology Development Co., Ltd.

The company's main business comprises the introduction, development, promotion and application of the new optimal plant resources, soil remediation and improvement of saline alkali soil as well as water treatment and water ecological restoration. The company is committed to technological R&D and transformation of academic achievements in the landscaping industry, and has undertaken the projects which are supported and promoted by such institutes as central finance promotion of SFA (State Forestry Administration), Shanghai Municipal Science and Technology Commission, Shanghai Municipal Investment Fund, and Shanghai Greening Bureau and so on.

● 上海绿地博大绿泽生态科技有限公司

公司依托于环境科学院士工作站以及同济大学污染控制与资源化研究国家重点实验室的合作，储备了雄厚的生态环境修复技术实力。主营业务为“河道综合治理、黑臭河流污染修复、荒漠化盐碱土地修复、垃圾场及重金属有机污染土地修复、海绵城市建设、生态景观和生态化市政设施建设等。公司致力于成为“城市双修”领域内的领军企业。

Shanghai Greenland Broad Greenstate Ecological Restoration Co., Ltd.

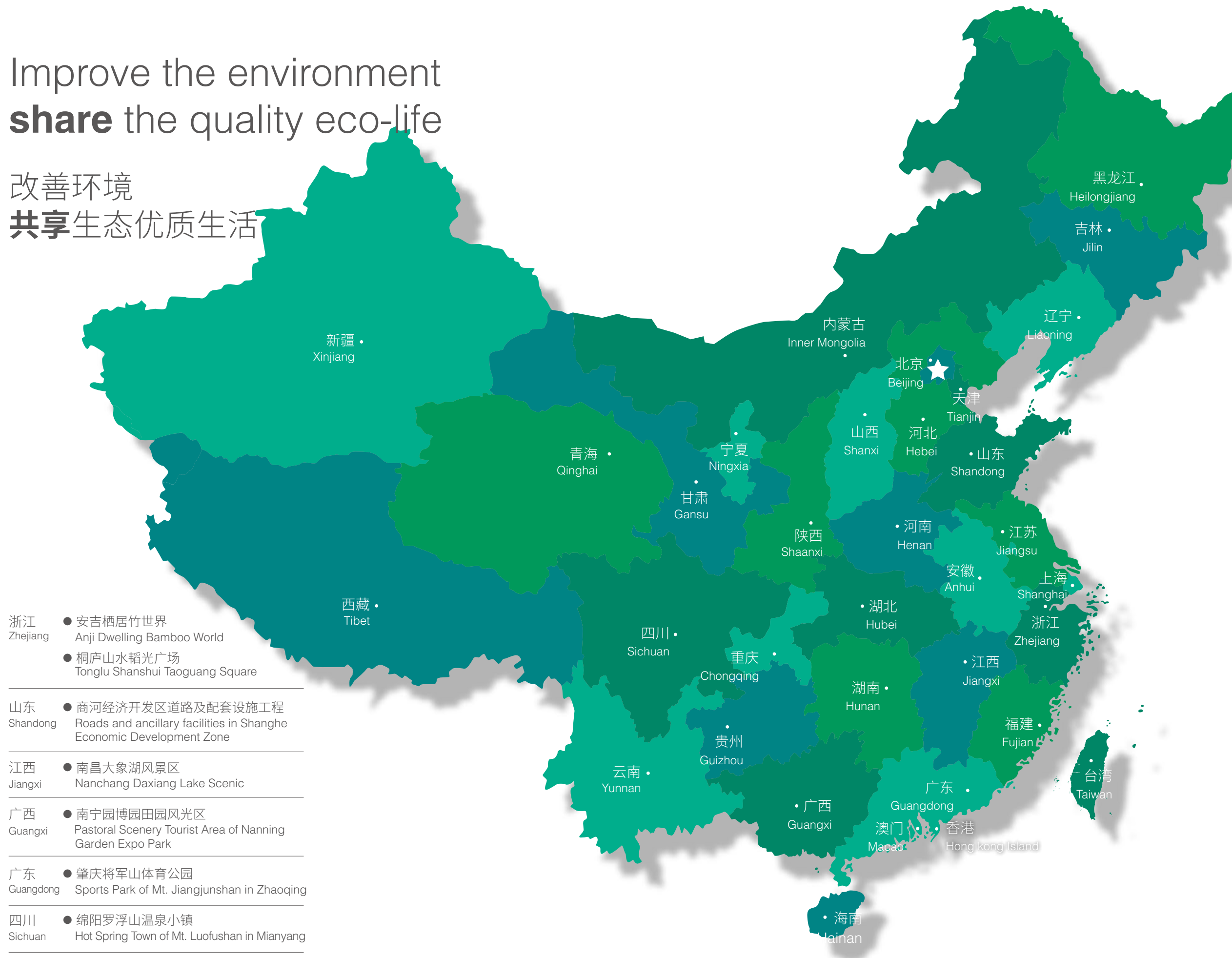
The company relies on the cooperation with the environmental science academician workstation and State Key Laboratory of pollution control and resource utilization of Tongji University and reserves a strong technical strength of ecological restoration. The main business covers the comprehensive management of all kinds of rivers, remediation of black and odorous river pollution, restoration of saline alkali lands, dumping ground, heavy metal organic contaminated land, sponge city construction, ecological landscape and ecological municipal facilities construction and so on. The company is committed to becoming a leading enterprise in the field of "city repair and ecological restoration".

地法天

时代呼唤
• 应运而生

Improve the environment share the quality eco-life

改善环境 共享生态优质生活



- 上海
Shanghai
 - 紫气东来公园
Ziqi Donglai Park
 - 上海世博园
Shanghai Expo Park
 - 上海国际汽车城 - 国际赛车场
Shanghai International Automobile City - International Circuit
 - 延天绿地
Yantian Greenbelt
- 辽宁
Liaoning
 - 抚顺月牙岛生态公园
Fushun Natural Park of Crescent Island
 - 辽宁天鹅湖规划设计
Liaoning Swan Lake Planning and Design
- 山西
Shanxi
 - 太原北中环道路景观绿化工程
Taiyuan North Middle Circular Road Landscaping Project
 - 太原滨河西路南延道路配套绿化工程
Auxiliary Landscaping Project of Southern Extension of Taiyuan West Binhe Road
 - 太原国信森林公园
Taiyuan Guoxin Forest Park
 - 山西大同明代城墙
Ming Dynasty City Wall, Datong, Shanxi
- 陕西
Shaanxi
 - 西安浐河生态区湿地公园
Juehe River Eco-area Wetland Park in Xi'an
 - 岐山太平塔文化旅游商业中心
Qi Shan Taiping Tower Culture and Tourism Commercial Center
 - 岐山南大门景观设计
Qi Shan South Gate landscape Design
- 福建
Fujian
 - 泉州植物园
Quanzhou Botanical Garden
 - 海上丝绸之路艺术公园 - 亚洲园
Asian Park of Maritime Silk Road Art Park
- 河南
Henan
 - 禹州市神垕古镇老街主题公园肖河滨水景观
Yuzhou Shenhou Ancient Town Traditional Street Renovation, Yuzhou Shenhou Theme Park and Xiaohe Riverside Landscape
 - 许昌曹魏古城
Xuchang Cao-Wei Ancient Town
 - 固始南湖生态文化园
Gushi Nanhu Eco-cultural Park
- 湖南
Hunan
 - 郴州东河滨水公园
Chenzhou Donghe Riverside Park
- 贵州
Guizhou
 - 威宁锁黄仓国家湿地公园
Suohuangcang National Wetland Park in Weining County
 - 安顺国家路游公园
Anshun National Road Trip Park

- 浙江
Zhejiang
 - 安吉栖居竹世界
Anji Dwelling Bamboo World
 - 桐庐山水稻光广场
Tonglu Shanshui Taoguang Square

- 山东
Shandong
 - 商河经济开发区道路及配套工程
Roads and ancillary facilities in Shanghe Economic Development Zone

- 江西
Jiangxi
 - 南昌大象湖风景区
Nanchang Daxiang Lake Scenic

- 广西
Guangxi
 - 南宁园博园田园风光区
Pastoral Scenery Tourist Area of Nanning Garden Expo Park

- 广东
Guangdong
 - 肇庆将军山体育公园
Sports Park of Mt. Jiangjunshan in Zhaoqing

- 四川
Sichuan
 - 绵阳罗浮山温泉小镇
Hot Spring Town of Mt. Luofushan in Mianyang

Eco-cultural Tour **Improves** the Regional Core Values

Theme park / Scenic improvment

生态文旅
提升区域核心价值

主题公园 | 景区提升

▶ 上海世博园
Shanghai Expo Park



▶ 上海国际汽车城
国际赛车场
Shanghai
International
Automobile City
International Circuit



▶ 桐庐山水稻光广场
Tonglu Shanshui
Taoguang Plaza



▶ 月牙岛生态公园
Natural Park of Crescent Island



项目地点：抚顺市新抚区永济路北侧
Project location: North Yongji Road, Xinfu District, Fushun

项目规模：101.2 万平方米
Project Scale: 1,012,000M²

项目奖项：中国园艺杯优秀景观金奖工程
2014 上海市十佳用户满意工程
Project Awards: China Landscape Cup Excellent Landscape Gold Prize Project
2014 Top Ten Shanghai Projects to Users' Satisfaction

▶ 紫气东来公园
Ziqi Donglai Park



项目地点：嘉定新城中心
Project location: Central Area of Jiading New City

项目规模：34.9 万平方米
Project Scale: 349,000M²

项目奖项：2012 年优秀园林绿化工程金奖
Project Awards: 2012 Golden Prize for Excellent Landscaping Project

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▶ 海上丝绸之路艺术公园 · 亚洲园
Maritime Silk Road Art Park . Asia



项目地点：泉州台商投资区百崎湖东片区
Project location: East District, Baiqi Lake, Taiwanese Investment Zone, Quanzhou

项目规模：90 万平方米
Project Scale: 900,000M²



▶ 大象湖风景区
Daxiang Lake Scenic



项目地点：江西省南昌市象湖西路
Project location: West Xianghu Road, Nanchang City, Jiangxi Province

项目规模：143 万平方米
Project Scale: 1,430,000M²

Humanist Consciousness Promotes All-round Urban Development

Ancient city & ancient town repair and protection / Featured town / Development of scenic countryside

人文情怀 助力城镇全面发展

古城古镇修缮保护 | 特色小镇 | 美丽乡村建设

禹州市神垕古镇老街
Traditional Street, Ancient Shenhou Town, Yuzhou



项目地点：河南省禹州市神垕镇
Project location: Shenhou Town, Yuzhou City, Henan Province

项目规模：8.3 万平方米
Project Scale: 83,000M²

山西大同明代城墙 Ming Dynasty City Wall, Datong, Shanxi



项目地点：山西省大同市明代城墙旧址
Project location: Ming Dynasty city wall in Datong, Shanxi

项目规模：328 万平方米
Project Scale: 3,280,000M²



Technological Innovation Improves the Return of Ecological Environment to Nature

Ecological environment improvement / Urban infrastructure /
Technological innovation

科技创新
改善生态回归自然

生态环境提升 | 城市基础设施 | 科技创新

▶ 海绵城市
Sponge City



理念篇 | Philosophy

尊重水 | Water awareness

尊重表土 | Surface soil awareness

尊重地形 | Terrain awareness

尊重植被 | Vegetation awareness

水安全 | Water safety

水资源 | Water resources

水生态 | Water ecology

水景观 | Water landscape

水产业 | Aquaculture

防洪防旱防内涝 | Flood, drought and waterlogging
disasters Provention

低影响开发 | Low-impact development

雨洪资源蓄滞 | Rainfall flood storage and detention



技术篇 | Technology

透水铺装 | Permeable pavement

下沉式绿地 | Sunken greenbelt

渗透塘 | Rainfall penetration pond

湿塘 | Wet pond

调节塘 | Regulation pond

雨水花园 | Rainfall garden

植草沟渠 | Grass channel

水体自净化系统 | Water self-purification system

治污截污及雨污分流 | Sewage treatment and interception and rainfall and sewage separation

以水动力为基础，以水质为目标 | Based on water power and aimed at water quality

跌水堰 | Water fall weir

生态驳岸 | Ecological revetment

面源污染三道防线 | Diffused pollution oriented three defense lines

坑塘 - 岛屿 - 挺水植物 - 沉水植物 - 水动力沟渠 | Pit pond - island - emerged plant -
submerged plant - water powered channel

绿色建筑雨水利用 | Green building based rainfall utilization

雨水管理系统 | Rainfall management system

分散式污水处理厂 | Distributed sewage treatment plant

科技引种 Technological variety introduction

为配合上海“春景秋色”景观示范工程的实施，同时为2010年上海世博会储备优质苗木，集团出资组建上海城投绿化科技发展有限公司，承担了上海市建委重大项目“国外彩叶乔灌木引进”工作，从美国、加拿大引进大规格彩叶乔、灌木40多个品种、1万余株，从中筛选出“夕阳红”、“十月红”、“秋之火”、杂种元宝槭等一批能够在上海稳定变红的彩叶乔灌木品种，解决了上海地区优良彩叶植物品种稀缺的难题；通过良种繁育，扩繁出优质彩叶乔、灌木10万余株，于上海延中绿地、音乐厅、雕塑公园、肇嘉浜路、海宁路等重要公园绿地中推广示范，首次在上海城市绿化中构建出壮美的“红叶景观”，赢得了良好的社会效应。

In order to assist the implementation of Shanghai demonstrative landscape project "spring and autumn beauty" and provide quality seedlings for Expo 2010 Shanghai, the Group has provided the funds and established Shanghai Municipal Investment Virescence Technology Development Company Limited. The Company has undertaken the important project "foreign colored-leaf arbor and shrub introduction" organized by Shanghai Urban Construction and Communications Commission, introduced more than 40 varieties of large-scale colored-leaf arbors and shrubs totaling above 10 thousand trees from America and Canada, selected a group of colored-leaf arbors and shrubs varieties that can grow and turn red in stability in Shanghai such as 'sunset red', 'October red', 'autumn glow', hybrid acer truncatum and solved the difficulty of excellent colored-leaf plant variety scarcity in Shanghai. Moreover, it has cultivated more than 100 thousand excellent colored-leaf arbors and shrubs through improved variety reproduction, spread and demonstrated over several important park greenbelts including Shanghai Yanzhong Greenbelt, Music Hall, Sculpture Park, Zhaojiabang Road and Haining Road, which initially created a magnificent "view of red leaves" in Shanghai urban greening. It gained favorable social effect.



土壤修复 Soil restoration

根据各地区土壤结构及自然环境的差异，因地制宜研发了多项土壤修复技术，如：内陆盐碱地关键绿化技术研究，通过添加有机肥、石膏、草炭等材料，经过对比筛选出适合盐碱地的栽培介质，形成内陆盐碱地绿化土壤的修复技术，彻底解决困扰湿地公园建设的土壤问题，将物理改良方法与化学改良方法相结合，改善土壤结构，增加有机质，消除盐碱危害。

Several soil restoration technologies have been developed based on soil structure and natural conditions of different areas. For instance, in the research on key technologies for landscaping of inland alkali soils by adding organic fertilizers, plaster, grass carbon, etc., a proper cultivation medium was obtained via comparison to establish the specific restoration technology for inland alkali soils and thoroughly solve the soil problems encountered in the construction of a wetland park. In such research, physical and chemical improvement methods were combined to improve soil structure, increase the content of organic matters and thus eliminate the hazard of alkali and salt.



▶ 水生态治理 Water ecological treatment

水生态治理从根本上应遵从生态理念及自然法则，从城市、区域、流域等大尺度的空间出发，以大尺度流域作为城市水生态治理的设计，以雨洪作为资源的水资源管理的设计及以经济为主轴的生态系统修复的设计，是从水资源、水安全、水生态系统出发的生态智慧之一，与城市、水文、景观、生态、艺术等多方面的科学融合，更是展现当代科学智慧的创新衍生。

Fundamentally, water ecological treatment shall be subject to the ecological philosophies and the law of nature and based on the large spaces of city, region and basin. Urban water ecological treatment shall be designed based on large-dimension river basins for which precipitation and flood is the main source of water and economy is the main axis, it is one of ecological wisdom based on water resource, water security and water ecological system, it is scientifically merged with city, hydrology, landscape, ecology and art, further embodies the innovated derivative of modern scientific wisdom.



▶ 矿山生态修复 Ecological restoration of mine

矿山开发对生态环境的干扰不可小觑，其对土地资源、水资源、大气的影 响巨大，造成生物多样性的缺失是世界性的难题。矿山修复需要从地形地貌、气候特征、水文条件、土壤物理化学生物特征、表土条件、潜在污染等因素出发，对人为破坏后山体的边坡治理、尾矿的治理、土壤的改良、植被的修复、水资源的修复、生物多样性的复育等都要进行科学合理的判断与深入的研究，从而选择最佳的修复技术和实施方案，实现对矿业废弃地污染修复，恢复矿山生态环境的良好状态，达到土地资源再利用的目的，创造人与自然和谐共融、可持续发展的新价值，走出一条矿山修复综合治理加综合开发的科技生态环保之路。

The disturbance of mine development on the ecological environment shall never be underestimated. It has a serious impacts on land resource, water resource and atmosphere and causes a global puzzle to settle the problems such as the decreased biodiversity. Mine restoration needs all-round considerations from the perspectives of terrain and landform, climate features, hydrological conditions, physical and chemical properties of soils, top soil conditions and potential pollution, scientific and reasonable judgment and in-depth research are essential for not only the slope control of mountain after man-made destruction, treatment of tailings, soil improvement, plantation restoration, water resource recovery, but also the restoration of biodiversity, so as to select the best restoration technology and implementation scheme to repair the abandoned mining sites, and restore the mining sites into eco-environment, further, re-utilizing land resources, creating new value on the basis of harmony between mankind and nature and sustainable development and finally exploring a technical and ecologically-friendly path of comprehensively developing and restoring the mines.



Innovative Cooperation Mode

PPP Cooperation Mode / EPC Mode / F-EPC-O Mode

创新合作模式

PPP 特许合作模式 | EPC 模式 | F-EPC-O 模式

▶ PPP 特许合作模式

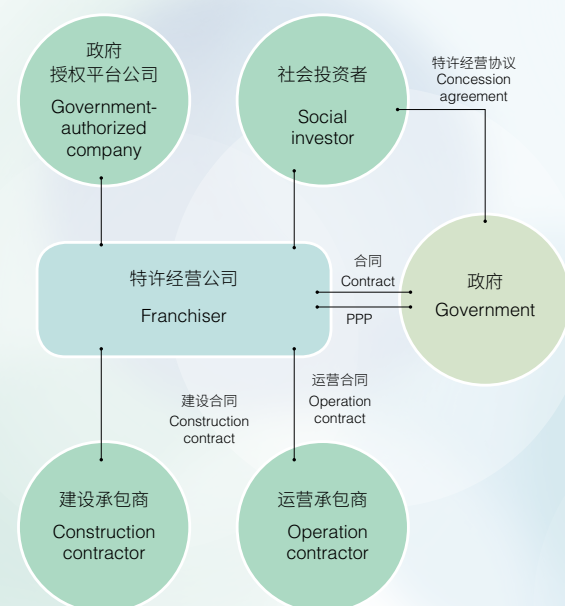
Public-Private-Partnership (PPP) Cooperation Mode

PPP 模式 即 Public—Private—Partnership 的缩写，通常译为“政府和社会资本合作模式”，是指政府与社会资本之间，为了合作建设城市基础设施项目，或是为了提供某种公共物品和服务，以特许权协议为基础，彼此之间形成一种伙伴式的合作关系。

PPP is the abbreviation for Public – Private – Partnership, with the meaning of public-social capital cooperation. Specifically, it is a partnership established between the government and social capitals to realize an urban infrastructure project or to provide certain public articles and services in the form of a concession agreement.



PPP 特许合作模式 Public – Private – Partnership (PPP) Cooperation Mode



PPP 模式的优势 Advantages of PPP



• 西安市常宁新区浐河湿地公园及相关工程建设 PPP 项目

PPP Project and Associated Works for Juehe River Wetland Park in Changning New District, Xi'an

项目依托“八水润西安”中的浐河，通过造湖、堆山、湿地恢复、景观绿化、雕塑小品、广场建设等工程，将浐河湿地公园打造成为长安区常宁新城未来的中心公园。公园主要建设七大主题园区，突出了生态观光，休闲度假、娱乐体验等功能，项目建成将成为西安城南生态绿肺和游客游览秦岭的服务驿站。该项目占地面积 2634 亩，工程总投资 11.7 亿元，采用 PPP 运作方式。该项目已被纳入财政部第三批国家示范项目。

The project locates alongside the Juehe River, one of the eight rivers surrounding and nurturing Xi'an, and aims at building a modern central park in Changning New City of Chang'an District by means of forming the lake and mountain, restoring wetland, landscaping, erecting sculptures, building a leisure square, etc. After completion, the park will be presented to the visitors as seven separated theme zones highlighting ecological tourism, leisure and recreation functions, and become the natural "lung" of Southern Xi'an and serve as a service center for visitors to the Qinling Mountains. The project occupies an area of 2,634 mu, with a total engineering cost of CNY 1.17 billion and operate under the mode of PPP. The project has been listed as one of the third-batch national demonstration projects by the Ministry of Finance.



• 泉州（海西）植物园 PPP 项目
PPP Project for Quanzhou (Haixi) Botanical Garden

泉州植物园建成后的占地面积约为 4885 亩，项目总投资约 5.13 亿元。以科普性和专业性为基础，同时兼顾景观性和参与性，为游客提供休闲休憩的自然人文空间环境。以搜集、保护、保存、开发利用闽台地区植物资源为重点，建设对台交流新平台，同时适当引种国内外优良园林植物种类，开展植物展览展示、科普教育和科学研究，集科普、游览、科研、休闲功能于一体的专业植物园，项目采用 PPP 模式，内容涉及设计、建设、维护、运营等工作，目标将泉州植物园打造一个 5A 级旅游景区。

After completion, Quanzhou Botanical Garden will occupy an area of 4,885 mu with a total investment of approximately CNY 513 million. The garden, based on the concept of science popularization and specialty and also taking into account landscaping features and public involvement, will be an ideal natural and cultural environment for visitors. Focusing on collecting, protecting, preserving and developing plant resources in Fujian and Taiwan areas, the garden aims to build a new platform for Mainland-Taiwan communication and properly introduce excellent domestic and overseas species to guarantee the basic role as a professional botanical garden which includes plant exhibition, science popularization education and scientific research and integrates the functions of science popularization, sightseeing, scientific research and recreation. The project operates under the PPP mode and undertakes the tasks of design, construction, maintenance and operation, with the goal of growing into a AAAAAA-class scenic area.

• 商河经济开发区道路及配套设施工程 PPP 项目
PPP project of roads and ancillary facilities in Shanghe Economic Development Zone

商河县位于济南的北大门，北依京津、东连滨州、东营，西与德州市相接，是济南市辐射鲁西北的卫星城。东靠滨州市惠民、阳信，公路直达渤海沿岸；西与德州市的临邑毗邻，距天津浦铁路及德州市 90 公里，南临济阳县，到济青、京福高速公路 70 公里，距济南飞机场 50 公里，北与德州市的乐陵接壤，公路畅通京津。2006 年 3 月，经省政府批准，商河经济开发区更名为山东商河经济开发区，规格为省级开发区，核定开发面积 17 平方公里，其中第一期工业规划面积 4.33 平方公里，项目总投资约 5.02 亿。

Shanghe County is located at the north gate of Jinan City, connecting Beijing and Tianjin to the north, Binzhou and Dongying to the east, and Dezhou City to the west. It is one of Jinan's satellite cities affecting the northwest of Shandong province. It borders Huimin and Yangxin of Binzhou City, with roads reaching the coast of Bohai Sea; It borders Linyi of Dezhou City to the west, 90km away from Jinpu Railway and Dezhou City, and borders Jiyang County to the south, 70km away from Jiqing Expressway and Jingfu Expressway, and 50 km away from Jinan International Airport. It borders Leling of Dezhou City to the north, with roads reaching Beijing and Tianjin unimpededly. In March 2006, approved by the provincial government, Shanghe Economic Development Zone was renamed as Shandong Shanghe Economic Development Zone and designated as a Provincial Development Zone. It has an approved development area of 17 km², of which the industrial planning area (phase I) is 4.33 km² with a total investment of approximately CNY 502 million.



• 岐山太平塔文化旅游商业中心 PPP 项目
PPP Project for Qi Shan Taiping Tower Culture and Tourism Commercial Center

位于陕西省岐山县的太平塔是“岐山八景之一”，是全国重点文物保护单位之一。岐山太平塔文化旅游商业中心项目已被岐山县政府财政部门列为 PPP 重点项目。项目总占地约为 75.2 亩，总投资 3 亿元。项目以历史人文资源为依托，以旅游集散中心为目的，在对古塔保护、古寺修复的基础上，将民俗风情融入到景区展示中，突出商业、旅游住宿等功能，打造城市旅游综合体，打造岐山新名片。

Located in Qishan County, Shaanxi Province, Taiping Tower is one of "the eight best scenes in Qishan" and a key cultural relics under the national protection. The project of Qi Shan Taiping Tower Culture and Tourism Commercial Center has been listed as a key PPP project by the Ministry of Finance of Qishan County. The project covers an area of 75.2 mu, with the investment of RMB 300 million. Supported by the rich historical and cultural resources, it aims to build a tourism center, which integrates the folk culture into the relics while protecting the tower and restoring the temple. Functions of commerce, tourism, and accommodation will be highlighted to establish a complex of tourism and create a brand image for Qishan County.



▶ EPC 模式 Engineering-Procurement-Construction Mode

EPC 即 Engineering-Procurement-Construction 的缩写，是对工程项目的设计、施工、采购等实施总承包，即总承包单位通过固定总价合同将建设工程项目承包，并且承担项目所有的勘察、设计、采购、施工，对所承包建设工程的进度、投资、质量、安全等全面负责，总承包方通过优化整合，最终向发包方交付一个符合合同规定并通过竣工验收的建设工程承包模式。

EPC is the abbreviation of Engineering-Procurement-Construction, which means to carry out a general contracting of design, construction and procurement of a project, that is, the general contractor will carry out a general contracting of the project to be constructed through a contract with a lump sum price, undertake survey, design, procurement and construction of the project, and have full responsibilities for progress, investment, quality, safety etc. of the contracted construction project. Through optimization and integration, the general contractor will eventually deliver to the Owner a project that meets the contract requirements and passes the final acceptance.

• 南宁园博园田园风光旅游区 Pastoral Scenery Tourist Area of Nanning Garden Expo Park



南宁园博园田园风光旅游区，是南宁园博园九大功能区之一，总占地面积 4780 亩，总投资额 7.83 亿。该地整体地形地貌丰富多变，还具有壮族的歌、瑶族的舞、苗族的节、侗族的楼等地方文化底蕴。园博园全力建设具有地方特色的田园综合体，打造最具壮乡韵味的村落，力求成为南宁美丽乡村建设的样板，中国知名乡村和旅游目的地。产业定位重点发展乡村旅游，引导基本农田流转成为集体用地，发展规模化、科技化的农业基地，打造“农业休闲旅游示范区”，形成“产游互融，一村一品”的发展模式。

It is one of the nine major functional areas in Nanning Garden Expo Park, with a total area of 4,780 mu and a total investment of RMB 783,000,000 yuan. Abundant in variable landforms, the whole land has local profound cultures such as Zhuang nationality's folk songs, Yao nationality's dances, Miao nationality's festivals and Dong nationality's buildings, etc. The Garden Expo Park builds a pastoral complex with local characteristics, creates villages with the most characteristics of Zhuang nationality, and strives to become a model for beautiful countryside construction in Nanning, and become China's famous rural and tourist destination. The industrial orientation is to develop rural tourism, guide circulation of basic farmland into collective land, develop agricultural base with scale, science and technology, create a "demonstration area of agricultural leisure tourism", and form a development mode of "production-tourism integration, one mode for one village".

▶ F+EPC+O 模式 F+EPC+O Mode

F+EPC+O 模式即为融资 +EPC+ 运营，由承包商协助政府融资并负责设计、施工、建设同时参与后期运营管理的服务模式。

F + EPC + O Mode, namely, Financing + EPC + Operation, is a service mode that the Contractor assists the government in financing and is responsible for design, construction and participation in the later operation management.

• 禹州神垕老街改造、禹州神垕主题公园和肖河滨水景观项目 PPP Project for Yuzhou Shenhou Traditional Street Renovation, Yuzhou Shenhou Theme Park and Xiaohe Riverside Landscape



神垕镇是一个千年古镇，宋代五大名瓷之一的钧瓷就起源于此。神垕老街作为神垕镇的重要部分，被誉为唯一中华活古街，以钧窑文化、大禹文化、中医药文化著称。该项目占地面积为 8.3 万平方米，项目总投资约为 5 亿元，完整地体现了古镇的风貌，极具旅游开发潜力，本项目主要对于古镇的传统院落、老街沿街立面及空间环境进行修复提升，不但传承了钧瓷文化，还赋予神垕镇新的旅游服务功能。项目内容涉及融资、咨询、设计、建设、修缮、维护以及后期运营管理等服务，项目将成为河南乃至整个中原地区独具地方文化特色的产业基地和旅游景区。

Shenhou Town has a history of over 1,000 years and is the origin of Jun porcelain, one of the five most famous porcelains during the Song Dynasty. Being an important part of Shenhou Town, Shenhou Traditional Street has won its reputation for Juyao porcelain culture, Dayu culture and Traditional Chinese Medicine culture and for being the only ancient Chinese street alive. The project occupies an area of 83,000 m² and will realize a total investment of CNY 500 million, with the objective of completely reproducing features of the ancient town, and thus has enormous potential for tourism development. The main tasks of the Project are to restore and innovate the traditional yards, facades along the traditional street and the spatial arrangement of the ancient town, so that the town will not only carry on the Jun porcelain heritage, but has brand-new tourism service functions for today's society. The Project includes various services from financing, consultation, design, construction, repair, maintenance and later operation management, etc. It will become an industrial base and scenic spot of Henan and even the entire Central China which carries unique local cultural characteristics.

• 生态 • 让生活更美好 LIVING GREEN, LIVING BETTER •

▶ 整合优势资源，全方位专业运营团队
Integrated the advantageous resources, comprehensive
and professional operation team



中国绿地博大绿泽集团将专业团队合理化整合，联合多方专业机构，严格遵循自然规律，特别是其中的生态规律，寻找当前项目与自然生态相融共生状态下的差距，建立发展“水、土、气、生”四位一体的自然生态修复、涵养、保育工作，全面创新，引领生态文明价值取向和正确健康发展的行为模式。

专业团队制定不同的整合模式，结合实际情况，通过进一步细化分析，进而完成包装、品牌经营、销售、促销等策划，形成符合项目特色的标准化管理体系，保证项目开发、营销策划、服务接待、精细化养管维护的高效率与持续发展。

团队在注重安全运营的基础上，全面提升经营策划项目整体效益，形成全过程整体目标与效率优化，达到目标明确，行动计划切实有效，管理流程规范合理的效果。

在西安湿地公园等 PPP 项目中，于投标阶段就开始提前介入，从设计、施工、运营、养管各个阶段不断探索实现经济、社会和生态效益三者兼顾切实有效的最佳方式，在运营维护中整合优势资源，延长项目生命周期，使项目效益最大化。

China Greenland Broad Greenstate Group has reasonably integrated its professional teams and combined professional organizations from relevant sectors. The Company respects the law of nature, especially the ecological orders, and has pinpointed the gap between the current project and an ideal harmonious and symbiotic coexistence with nature, aiming at making progress in restoring, conserving and maintaining natural ecology that covers the water, soil, air and biological systems with a four-in-one ideal, and innovating and advocating correct and healthy development behavior patterns based on the value of ecological civilization.

Our professional teams have created different integration modes and established a project-featured and standardized management system covering packaging, brand management, sales and promotion based on actual situation and further and detailed analysis, so that activities such as project development, marketing planning, services receptions, refined maintenance and management will be carried out in an efficient and sustainable manner.

Under the precondition of guaranteeing the safety in operation, our teams will comprehensively improve the overall efficiency of the project and achieve optimal full-process objective and efficiency by setting out clear targets, making practical and efficient action plans and reasonably managing and normalizing the process.

We have been involved as early as in the bidding phase of the PPP projects for Xi'an Wetland Park, etc., and will continue to find the optimal way of effectively combining economic, social and economic benefits from each stage: design, construction, operation and maintenance. During operation and maintenance, advantageous resources will be integrated to extend the expected life and maximize the benefit of the project.

天道

上善若水 • 厚德载物

Company Culture

企业文化



核心价值观

Core Values

人才 | 博大绿泽存在之基
Talent is what underlies the existence of Greenland Broad Greenstate

诚信 | 博大绿泽发展之源
Integrity is what drives the development of Greenland Broad Greenstate

品质 | 博大绿泽追求之本
Quality is what dominates the pursuit of Greenland Broad Greenstate.

服务理念

Service Philosophy

>> 以项目策划规划、城市基础设施、生态人文环境提升和金融资本相结合，提供专业技术和管理服务，致力于成为区域可持续发展服务的新动力。

We will provide professional technologies and management services by combining project plotting and planning, urban infrastructure, improvement of ecological and culture environment and financial capitals to become a new drive force for sustainable development of the region.

企业精神

Enterprise Spirit

厚德 | Kindness

合作 | Cooperation

坚韧 | Fortitude

拼搏 | Endeavour

科学管理

Scientific Management

>> 为提高项目履约的效率和质量，有效控制风险，集团建立“三标合一”管理体系。同时通过信息技术，建立了在业内领先的项目信息管理系统，通过系统的建立及应用，使项目管理进入制度化、科学化、规范化，以确保集团的经营管理得到快速的、稳健的发展。

In order to improve efficiency and quality and effectively control risks in performance of projects, we have developed a "three standards-in-one" management system. The Company has established an industry-leading project information management system through information technology. With the establishment and application of the system, the Company management achieves institutionalization, scientization and standardization and ensures that the operation and management of the Company can be maintained with rapid and steady development.

Qualifications 企业资质

我们的资质资信 Qualifications & Credits

研究机构

Research institutes

环境工程学科中国工程院院士工作站

Academician Workstation of Environmental Engineering, Chinese Academy of Engineering (CAE)

与中科院辰山植物园合作成立了辰绿中心

Chenlü Center jointly founded with Chenshan Botanical Garden under China Academy of Sciences (CAS)

与同济大学合作成立了绿地博大绿泽 - 同济科创中心

Greenland Broad Greenstate - Tongji Technology Entrepreneurship Center jointly founded with Tongji University

与同济大学污染控制与资源化研究国家重点实验室

合作成立了污染修复检测中心

Pollution Restoration Inspection Center jointly founded with National Key Laboratory for Pollution Control and Resource Recovery Research of Tongji University

设计类

Design qualifications

风景园林工程设计专项甲级

Grade A Specialized Qualification for Landscaping Engineering

建筑行业（建筑工程）甲级

Grade A Qualification for the Building Industry (Building Works)

城乡规划编制资质乙级

Grade B Qualification for Urban and Rural Development Planning

施工类

Construction qualifications

建筑工程施工总承包特级

Special Grade Qualification for General Contracting of Construction Engineering

市政公用工程施工总承包壹级

Grade I Qualification for General Contracting of Municipal Utilities Engineering

钢结构工程专业承包壹级

Grade I Qualification for Specialized Contracting of Steel Works

地基基础工程专业承包壹级

Grade I Qualification for Specialized Contracting of Foundation Works

建筑机电安装工程专业承包壹级

Grade I Qualification for Specialized Contracting of E&M Installation in Buildings

建筑装修装饰工程专业承包壹级

Grade I Qualification for Specialized Contracting of Buildings Decoration Works

水利水电工程施工总承包叁级

Grade-III Qualification for General Contracting of Water Conservancy and Hydropower Engineering Construction

环保工程施工专业承包叁级

Grade-III Qualification for Specialized Contracting of Environmental Protection Engineering Construction

Social Responsibilities

The greatest benevolence is like water,
and the greatest love is boundless.

企业社会责任 上善若水、大爱无疆



>> 中国绿地博大绿泽集团在发展进程中，不忘回馈社会，将企业社会责任系统化、常态化作为企业发展的重要组成部分。先后以资助高校、义拍捐款、设立公益基金等方式积极履行社会责任。

China Greenland Broad Greenstate Group has never forgotten to repay to the society and taken its systematic and normalized social responsibilities as an important part of enterprise development during its development process. The Company has financially aided higher education institutions, made donations through benefit auction and set up a charitable foundation to actively fulfill its social responsibilities.

	<p>同济大学 2016 绿色技术促进基金 Tongji University's 2016 Green Technology Promotion Fund</p>
<p>资助高校 Financial aids to higher education institutions</p>	<p>同济大学 2016 绿色技术发展基金 Tongji University's 2016 Green Technology Development Fund</p> <p>南京林业大学设计发展基金 Design and Development Fund of Nanjing Forestry University</p>
<p>义拍捐款 Contributions through benefit auctions</p>	<p>2014 《“瓷”善有道，义拍助学》主题慈善拍卖会，义拍捐款用于江西共青希望小学的建设与发展</p> <p>The Company donated the fund raised at the 2014 Charity Auction for Students to help the construction and development of Jiangxi League Hope Primary School.</p>
<p>公益基金 Charitable foundation</p>	<p>2016 设立“中国绿化基金会绿色上海专项基金” Special Fund for Greening Shanghai of China Green Foundation in 2016.</p>

Walk hand in hand, Win-win Cooperation, and Create the Brilliancy Strategic partners

携手同行、合作共赢、共创辉煌
战略合作伙伴

资金支持银行

Financial supporters

国家开发银行 | China Development Bank
中国农业发展银行 | Agricultural Development Bank of China
中国建设银行 | China Construction Bank
中国工商银行 | Industrial and Commercial Bank of China
中国农业银行 | Agricultural Bank of China
上海银行 | Bank of Shanghai
长安银行 | Chang'an Bank
中原银行 | Zhongyuan China
齐鲁银行 | Qilu Bank
广州银行 | Bank of Guangzhou

信托公司

Trust companies

中信信托 | CITIC Trust Co., Ltd.
中融信托 | Zhongrong International Trust Co., Ltd.
新华信托 | New China Trust Co., Ltd.

证券公司

Securities companies

申万宏源 | Shenwan Hongyuan Securities Co., Ltd.
海通证券 | Haitong Securities Co., Ltd.
建银国际 | CCB International (Holdings) Co., Ltd.

基金

Fund

中国政企合作基金 |
China Government-Enterprise Cooperative Fund
鹰潭鼎力中原博大投资基金 |
Yingtian Dingli Zhongyuan Broad Investment Fund

保险公司

Insurance companies

中国人寿 | China Life Insurance (Group) Company
太平洋保险 | China Pacific Insurance
安邦保险 | Anbang Property & Casualty Insurance Company
平安保理 | Ping'an Commercial Factoring Co., Ltd (PACF)
阳光保险 | Sunshine Insurance

金融租赁公司

Financial leasing companies

中信金融租赁 | CITIC Financial Leasing Co., Ltd.
招银金融租赁 | CMB Financial Leasing Co., Ltd.
平安租赁 | Ping An International Financial Leasing Co., Ltd.
远东租赁 | Far East Leasing

专业策划运营集团

Professional planner & operator

景域国际旅游运营集团 |
Jiyou International Tourism Operating Group Limited
上海博雅方略集团有限公司 |
Shanghai Boya Fanglue Group Co.,Ltd
国家荒漠 - 绿洲生态建设工程技术研究中心 |
National Desert-Oasis Ecology Construction Engineering Technology
Research Center
伟光汇通旅游产业发展有限公司 |
Weiguang Huitong Tourism Industry Development Co.,Ltd

咨询伙伴

Consultant

大岳咨询 | Dayue Consulting Co., Ltd.

伙伴企业

Cooperative enterprise

绿地城投 | Greenland Municipal Investment Group Co., Ltd.

道法自然

天人合一 · 生生不息

展望未来，在不同领域将有更多的企业成为我们的战略合作伙伴，共谋己所难为之事。

Looking into the future, more enterprises from various fields will become our strategic partners to complete the hard tasks with joint efforts.

March towards the future, Hold value initiative and activate a magnificent pattern

迈向未来，
掌控价值先机，启动恢宏格局

>> 未来，中国绿地博大绿泽集团将构建以生态建设为主、以环境修复和文旅为两翼的战略布局，与合作伙伴携手并进，共创辉煌。通过行业并购发展扩大公司现有板块业务规模，以雄厚的综合实力和专业能力，助推政府在城市基础建设及公共服务领域实现与社会资本合作的共赢。

In the future, China Greenland Broad Greenstate Group will set up a strategic layout with ecological construction as core business and environmental restoration and cultural tourism as two wings, go forward hand-in-hand with partners to create brilliance, and expand business scale in the company's existing sectors through industrial merger, acquisition and development, so as to boost the government to achieve a win-win cooperation with social capital in urban infrastructure and public services by strong comprehensive strength and specialized ability.



生态建设核心业务的扩大 Expansion of the core business of ecological construction

作为一家以生态建设、文化旅游建设为主营业务的企业，旗下有博大绿泽生态建设、中博建设等产业板块，绿地博大绿泽将通过多种方式扩展区域合作伙伴，在各区域内形成自身特色优势，将核心业务在更多的地方得以发展与扩大。

As an enterprise mainly engaged in ecological construction and cultural tourism development, it has such sectors as Broad Greenstate Ecological Construction, and Zhongbo Construction, etc. Greenland Broad Greenstate will expand regional partners in various ways, who will form their own characteristics in different regions to develop and expand the core business in more places.

投资并购

Investment Mergers and Acquisitions

项目投资 | Project investment

PPP 模式是国家“十三五”期间对基础设施与公用事业项目力推的开发模式，得到了各级政府与各类社会资本的积极响应。未来承接的生态环境建设和文化旅游项目也均将以 PPP 模式开展，通过与各级政府、金融机构合作共赢的方式，开拓项目渠道，投资项目。

The PPP mode is the development mode strongly promoted by the state for projects of infrastructure and public utilities during the 13th Five-Year Plan period, which has been positively responded to by the governments at all levels as well as all kinds of social capitals. The ecological environment and cultural tourism projects in the future will all be carried out in the PPP mode, and the pioneering of project channels and investment will be carried out in a win-win cooperation mode between the governments and financial institutions.

产业投资 | Industrial investment

产业投资着重于未来项目较集中的区域，以期能更有效地发挥协同效应，扩大各区域的业务及影响。

Industrial investment focuses on the regions where future projects centralized, in the hope of a more efficient synergistic effect and of expanding business and influence in various regions.

金融财务投资 | Financial investment

“十三五”规划中，生态文明建设被正式纳入国家战略规划，中国绿地博大绿泽集团积极响应国家相关政策，探索和投资生态建设、文化旅游建设、环境保护等相关的优质产业。

In the "13th Five-Year" plan, the construction of ecological civilization was formally incorporated into the national strategic planning. We have been actively responding to the national policies while exploring and investing the high-quality industries that are related to ecological construction investment, cultural tourism construction and environmental protection.



全产业链发展

Development of the whole industry chain

策划与设计 | Planning and design

发展研究、战略咨询、规划设计居生态文旅全产业链最前端，在引领公司发展方向、项目投资及开发建设有着举足轻重的地位。目前旗下有：“中国绿地生态规划设计研究院”、“中国绿地博大绿泽文旅产业研究院”、“上海绿地博大绿泽规划设计院”三个专业院，以作为投资生态文化旅游产业的全程技术服务机构。其中，“中国绿地生态规划设计研究院”“中国绿地博大绿泽文旅产业研究院”，站在发展前沿、用世界眼光、超前理念，为生态文旅产业投资决策提供基础数据、专业咨询服务。

“上海绿地博大绿泽规划设计院”旗下设有旅游规划院、园林景观院、建筑院三个分院，集合一大批中外专家学者、优秀设计师，就投资项目开展全方位、多品种的规划设计，创新而务实，从而确保项目投资的精准性、可操作性，开启文旅产业发展辉煌前景！

Located at the forefront of the whole industry chain of eco-cultural tourism, development research, strategic consulting and planning and design enjoy a pivotal position in leading the development of corporation, project investment, broadening and construction. At present, it consists of three professional institutes, that is, "China Greenland Ecological Planning and Designing Institute", "China Greenland Broad Greenstate Cultural Tourism Industry Institute" and "Greenland Broad Greenstate Planning and Designing Institute", providing the full-range technical service for the investment on ecologically cultural industry. Amongst those three institutes, the former two, which are "China Greenland Ecological Planning and Design Institute" and "China Greenland Broad Greenstate Cultural Tourism Industry Institute", standing in the cutting-edge of development, serve for the decision-making in the ecologically cultural tourism industry with basic data and professional consultancy in a worldwide leading vision.

Composed of Tourism Planning Institute, Gardening and Landscape Institute and Architecture Design Institute, "Greenland Broad Greenstate Planning and Design Institute" gathers together a large number of Chinese and foreign experts and excellent designers. Creative and practical as they are, full-range and various planning and design are to carry out so to ensure the accuracy and operation of project investment, lightening a brilliant prospect for development of cultural tourism industry.

文保设计与施工 | Design and construction of cultural relic protection

未来以承接更多的古村古镇、古文化遗址、古建筑等不可移动文物的保护工程，包括整体设计规划、修缮及保养维护等，结合特色小镇、美丽乡村建设，嫁接现代商业、文化、游乐等新元素，使之成为发展新动力。

We will strive to undertake more projects for protection of immovable historical relics such as ancient towns, archeological areas and historic buildings, including the overall design planning, repair, maintenance and so on, combining the construction of characteristic towns and beautiful countryside, and grafting modern business, culture, recreation and other new elements, so as to make it a new power for development.



商业经营管理 |

Commercial operation management

商业经营侧重在 PPP 项目中加入文化、旅游、娱乐、体育等多方位的商业经营元素，也包括在项目中增加现代农业和生态农业的项目，为传统的园林 PPP 项目带来除政府补贴之外新增创新创收的渠道。

从长远来看，随着项目资源的积累，以及整个园林管养、商业运营服务的创新和集约化管理，在未来必将成为集团收入和利润的一大增长点，同时带来稳健持续的现金流。

中国绿地博大绿泽集团组建了专业的策划运营和专业管理团队，组织落实各项目的运营管理，在未来将管理运营公园、绿地、古镇、旅游景区等项目。

集团在未来将进一步扩大运营业务的比重，目标成为行业中标杆运营型企业。

Commercial operation stresses adding the multi-directional commercial business elements such as culture, tourism, entertainment, and sports in the PPP projects, which also including adding the modern agriculture and ecological agriculture projects, bringing the new innovative revenue channels in addition to the government subsidies under the traditional park PPP projects.

In the long run, with the accumulation of the project resources as well as the innovation and intensive management of the entire landscape management and commercial operation services, this business sector will become a major growth point of group revenue and profit in the future and bring steady and sustained cash flow at the same time.

China Broad Greenstate International Co., Ltd. has set up a professional planning operation and management team to organize and implement the operation and management of each project; who will manage the operation of such projects as parks, green land, ancient towns, tourist attractions and so on in the future.

In the future, the group will further expand the proportion of business operations, with the goal of becoming the benchmark operating company in the industry.

我们以“新战略视野”展望未来
站得更高 看得更远

We look forward into the future
with a new strategic vision

Stand higher, see farther



www.greenland-broadgreenstate.com.cn



中国绿地博大绿泽集团有限公司
China Greenland Broad Greenstate Group Co.,Ltd.

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