

**Outline of the 12<sup>th</sup> Five-Year  
Plan for Development of Trade in Services**

The 12<sup>th</sup> five-year is a critical period for China to comprehensively build a well-off society, deepen reform and opening up, and speed up transforming the pattern of economic development. In today's world, international transfer of trade in services (TIS) has become a new trend for economic globalization, while TIS has become a new engine driving the growth of world economy. Developing TIS is necessary for implementing the scientific outlook on development, transforming the pattern of economic growth and driving sound and rapid economic development. It is also vital for responding to increasingly fierce competition in overall national strength, adapting to the general trend of world development and taking the initiative in development. To greatly develop trade in services and realize the transition from a big trade country to a strong trade country, this Plan is hereby formulated based on Outline of the 12<sup>th</sup> Five-Year Plan for National Economy and Social Development, and the period of planning is from 2011 to 2015.

## I. Development Status Quo and Current Situation

Currently, world economy is gradually recovering and China's economy is also growing steadily and rapidly, with its upward momentum further consolidated. Facing profound and complicated changes in international and domestic arena, China TIS keeps developing steadily and in the next five years China TIS will face unprecedented challenges as well as valuable opportunities for frog leaping development, with opportunities outweighing the challenges.

### (I) TIS kept developing during the 11<sup>th</sup> five-year plan period and a steadily growing momentum has formed.

During the 11<sup>th</sup> five-year plan period, China TIS developed steadily, reform and opening up advanced in an orderly manner, trade volume increased rapidly, trade pattern was gradually optimized, international position was continually enhanced, and our competitive edges emerged

—Trade volume rapidly increased. From 2006 to 2010, the total value of China's TIS rose from USD 191.7 billion to 362.4 billion, up by 89% in total and 17.3% on a yearly basis. Wherein, export of TIS rose by 16.8% annually, more than double the average growth rate in global export of TIS during the same period, which was 7%.

—International position was enhanced. From 2006 to 2010, the ranking of China's export of services climbed from world No. 8 in 2006 to No. 4 in 2010. The proportion of China's total import and export value of services as of global total rose from 3.6% in 2006 to 5.1% in 2010, while China's ranking climbed from world No. 8 to No. 4.

—Trade structure was gradually optimized. Trade in high value-added modern services such as computer, insurance, finance and consultancy etc developed rapidly and China's competitive advantages kept increasing. From 2006 to 2010, total import and export value rose from USD 31.34 billion to 70.29 billion, increased by approximately 2.2 times, and the proportion as of total TIS rose from 16.3% to 19.4%, up by 22.4% every year. Traditional TIS like transportation, tourism and building etc developed steadily and the advantage in scale got consolidated. From 2006 to 2010, total import and export value rose from USD 118.46 billion to 217.73 billion, and the proportion as of total TIS changed from 61.8% to 60.1%, with annual increase rate of 16.4%. Mean-



while, service outsourcing as a part of modern TIS developed rapidly, TIS with Chinese characteristics such as education, culture and traditional Chinese medicine etc showed tremendous potential, and an export system had basically taken shape.

—Regional coordination was increasingly strengthened. Relying on their respective advantages and information technology, eastern, and central and western China implemented complementary development strategies with distinct features. Eastern coastal regions established modern TIS sectors featuring intensive human capital, while central and western regions relied on their advantages in labor and rich natural and cultural resources to achieve major progress in traditional TIS sectors and labor-intensive modern TIS sectors. Stronger synergies between the regions had contributed to the development of national economy.

## (II) Development of TIS faces a complex situation during the 12<sup>th</sup> five-year and challenges coexist with opportunities.

—Challenges from an unfavorable competitive environment. During the 12<sup>th</sup> five-year plan period, the international climate for development of China's TIS is not likely to be favorable. At present, the influence of world financial crisis remains uncertain, global economic recovery is slowing down, demand for service is decelerating, and insufficient demand has further intensified international TIS competition. The dominance of developed countries in high-end TIS sectors is unlikely to change within a short period of time, while emerging economies and developing countries are also speeding up their efforts to develop TIS. In addition, the overall level of China's TIS is not high, the proportion of TIS as of foreign trade is relatively low, and TIS development is imbalanced between different regions and sectors. Chinese companies' weak international competitiveness in TIS, insufficient ability in exploring international markets, inadequate global marketing channels, and lack of core competitive edges in proprietary intellectual property rights such as brand and patented technologies are the bottlenecks restraining China's TIS development.

—Opportunities for frog-leaping development. Internationally speaking, the global financial crisis has triggered off accelerated reform of the international economic system and deepened adjustment of global governance structure, pushed countries around the world to speed up adjustment of their economic structure and transformation of development pattern, deepened regional cooperation on economy and finance. A new round of international industry transfer featured with cross-border migration of service sectors and reallocation of production factors is expedited, which offers historic opportunities for China to realize frog-leaping development of its TIS. Domestically speaking, for the moment and in the near future, China is still in a period with crucial strategic opportunity for economic and social development, with material and technological foundations getting stronger, society in harmony and stability, and institutional environment improving, therefore creating favorable conditions for China to maintain long term steady and rapid economic development. During the 12<sup>th</sup> five-year plan period, China will implement a more proactive opening-up strategy, so that such sectors as finance, logistics, education, healthcare and sport will be increasingly open, while the service industry will be further internationalized. Sectors with competitive advantages such as transport, tourism and construction will rank among the top in

terms of international market share, and will enjoy more market access opportunities. At the same time, transformation of economic development pattern and acceleration of economic structure adjustment have created huge domestic market demands for TIS, particularly producer services. All these have provided broad space for TIS to realize frog-leaping development.

## II. Guidelines, Principles and Development Goals

### (III) Guidelines

We should hold high the great banner of socialism with Chinese characteristics, follow the guidance of Deng Xiaoping Theory and the important thought of Three Represents, thoroughly apply the Scientific Outlook on Development, accelerate the transformation of the development pattern of foreign trade, energetically develop TIS, enlarge the size of TIS, optimize TIS pattern, and improve the quality and profitability of TIS. Also, we shall firmly propel opening up in the TIS industry, and enhance China's international competitiveness in TIS. Focus on increasing export of services, establish the position of Chinese services in the world, realize sustainable development of foreign trade, and increase its role in the development of national economy.

### (IV) Principles

—Combining market adjustment with government regulation. We shall follow the rules for TIS development by giving a thorough play of the market's fundamental role in allocating TIS resources. Strengthen macro regulation and support to TIS development by the government, improve the management system, promote harmonious development among various regions and industries, and mobilize the enthusiasm of TIS enterprises.

—Combining deepened reform with opening up. By facilitating opening up of the service sector and strengthening market competition, we shall realize system and management innovation for the service sector, and promote development, reform and innovation in the sector.

—Combining development of TIS with development of the service sector. Bolstered by the development of domestic industries, particularly the service sector, we shall greatly develop TIS; strive to increase service export, and realize the integration and interactive development of TIS and the service sector.

—Combining development of TIS with development of trade in goods. We shall adhere to the strategic thought on collaborative development of TIS and trade in goods, make use of the high added-value advantage of TIS, enhance the technological content and added value of trade in goods, and extend the value chain of TIS. Make use of the scale advantage of trade in goods to drive coordinated development of TIS. Improve the share of TIS as of total foreign trade.

—Combining volume growth with structural optimization. We shall properly handle the relations between environment protection and economic development and social progress, give full play to the role of TIS in building a resource-saving and environment-friendly society and in promoting transformation of economic development pattern. Advance the development of all TIS sectors to realize stable growth in the volume of TIS and strike a balanced between import and export. Fo-

cus on developing modern TIS, regulate and improve traditional TIS, and optimize the structure of TIS.

#### (V) Development goals

—Enlarge the scale. By 2015, total import and export of TIS will value at USD 600 billion, with annual increase rate of over 11%; the proportion of TIS as of China's total foreign trade and global TIS will grow steadily, with import and export reaching a balance; TIS and trade in goods will develop coordinately and have an apparently bigger role in driving national economy.

—Optimize the structure. We shall improve the proportion of intelligence-intensive, technology-intensive and high value-added modern TIS such as communication, computer, information service, finance, culture and consultation etc, as of China's total services exported to over 45% by 2015. Further expand export of such services as overseas contracting of engineering projects, labor cooperation, transportation, tourism and distribution.

—Further open up. We shall further open up TIS industry, increase the size of commercial presence in such areas as communication, finance, computer, information service and commercial service etc, improve the management of services, and drive, cultivate and expand domestic industries.

—Enhance international competitiveness. The scale of service export from such sectors as overseas contracting of engineering projects, labor cooperation, transportation, tourism, communication, computer, information service, finance, culture, consultation, distribution and R&D will expand by a large margin and develop in harmony with trade in goods and overseas investment, a batch of influential firms with proprietary intellectual property rights and well-known brands will be fostered and the reputation of "Service by China" will be established. We shall significantly increase the amount of overseas business presence, accelerate the efforts to foster a number of service outsourcing firms with international qualifications and brands, and gradually improve abilities in exploring the international market.

—Realize coordinated regional development. We shall plan in a scientific and rational way, implement strategies for differentiated development, make full use of local advantages in developing TIS and give full play to the exemplary effects of those regions where TIS develops relatively fast, in a bid to realize a virtuous cycle and exploit the complementarities. TIS in different regions will have their distinct features while develop in coordination and with vitality.

### III. Key Tasks

The service sector is the foundation for development of TIS. We shall adapt to new changes in domestic and overseas situations during the 12<sup>th</sup> five-year plan period, keep seizing and utilizing this important strategic period for China's development, focus on scientific development, accelerate the transformation of economic development pattern, follow the demand in international market, efficiently utilize both the domestic and foreign markets and resources, plan the development of TIS in a scientific and rational way, and lay a sound foundation for the development of TIS.

#### (VI) Propel service export in key sectors

We will further consolidate the scale advantage of such sectors as transportation, tourism and construction, actively facilitate service export in sectors with Chinese characteristics like traditional Chinese medicine, culture & art, radio, film and television, press and publication, education and sport, focus on the cultivation of modern TIS including communication, finance, accounting, computers, information service, media and consultancy, and vigorously promote service outsourcing.

#### (VII) Expand opening up

Based on the development level and resilience of China's service industry, we will expand opening up of TIS in an orderly manner. We will steadily increase the import of modern services, and give full play to the role of import in promoting China's TIS development. We will support the introduction of advanced technologies and managerial expertise in such areas as designing, R&D and marketing, encourage foreign investment in software development, cross-border outsourcing and logistics services, fully utilize the functions and policy advantages of special customs supervision zones and facilities to boost TIS development. We will further strengthen bilateral and multilateral exchange and cooperation, establish contacts with TIS regulators in major nations and regions, make full use of free trade agreements to strengthen bilateral TIS exchange and cooperation, particularly emerging markets such as ASEAN, and deepen TIS cooperation between Mainland China, Hong Kong, Macao and across the Taiwan Straits.

#### (VIII) Speed up "Going abroad" for TIS enterprises

We will set up and improve the nation-specific reporting system on TIS investment environment to provide information in a multidimensional way. Through multilateral trade negotiations and FTA negotiations, we will promote service export and Chinese enterprises' 'going abroad' strategy. We will encourage TIS firms with strong competitiveness and management ability to invest overseas, energetically propel TIS development in the model of commercial presence, direct enterprises to invest overseas by flexible use of such means as transnational M&A and green field investment, and actively obtain overseas marketing networks and brand patents. We will select and support capable TIS firms to explore the market in developed nations as well as Taiwan, Hong Kong and Macao, TIS firms in such sectors as building, transportation and distribution to make direct investment and localized operation in developing nations. We will combine key nations with key sectors to achieve notable breakthroughs in such sectors as transportation, distribution, finance, education, culture & art, radio film and television, press and publication, and tourism, provide more support to overseas businesses expansion in emerging industries such as animation and cyber games, and make full use of the appeal of Time-honored Brands to help promote China's specialty industries such as TCM and traditional Chinese cuisine. We will bring Chinese technologies and standards to the world, and encourage domestic intermediary agencies, investment banks and credit rating agencies to provide high-end consulting services in foreign investment, financing management and engineering construction around the globe.

### (IX) Foster TIS businesses with strong international competitiveness

Based on the nature of relevant industry/business and the characteristics of target markets, and keeping in line with international standards and globally accepted rules, we will establish business models that meet international market requirements. We will encourage businesses to actively participate in international cooperation and exchange, expand through various means such as merging, acquisition, consolidation, and IPO, and introduce and apply advanced technologies and managerial expertise to improve capabilities in indigenous development and innovation as well as in internal management and market competition. In relatively advantageous sectors such as transportation, building and tourism and in sectors with development potential like communication, finance, accounting, computer, information service, art&culture, radio, film and television, and press and publication, we will gradually cultivate a range of large TIS firms or multinationals with well recognized brands and international competitive edge.

### (X) Facilitate indigenous innovation in the TIS industry

Strengthening indigenous innovation goes to the core of readjusting structure, transforming development model and promoting healthy TIS development. We will give the central role to businesses, and establish a business-led, market-oriented technological innovation system. We will encourage TIS businesses to enhance their ability in indigenous innovation, improve overall qualifications and international competitiveness through technological progress, and keep innovating on management, services and products. We will actively expand investment and financing channels for TIS, develop venture capital investment, and keep various economic players motivated for innovation. We will advance technological innovation, especially original innovation, integrated innovation and re-innovation in hi-tech TIS sectors such as computer and information services, and communication services etc.

### (XI) Promote regionally coordinated development of TIS

The eastern coastal region should make full use of their abundant resources in talent, logistics, information and capital as well as their strength in traffic, R&D and design services, focus on the development of financial, transport and information services, cultivate a spectrum of logistics, financial, R&D and design centers, and drive rapid growth of modern TIS in such sectors as consultancy, computer and information services and service outsourcing. The region should develop a batch of TIS bases relying on the existing city clusters and central cities to create positive spillover effects on other areas and cities. Central and western regions should strengthen cooperation with the economically advanced eastern region, extend the industrial chain of TIS in the east and cultivate TIS growth zones . Based on regional features, we will make full use of geographic and resource advantages of border areas and central cities, strengthen exchange and cooperation with neighboring countries, and expedite TIS development in such sectors as transport, tourism, healthcare, art and culture, radio, film and television, press, and publication. We will leverage on the advantages in human resources, and improve capabilities in accommodating service outsourcing. Based on respective comparative advantages and regional features, we will actively explore

and design new models for the regional development of TIS and make use of their exemplary role.

#### (XII) Speed up the development of TIS that matches with strategic emerging sectors

We will give play to the role of TIS in promoting the development of strategic emerging sectors, speed up the development of TIS that matches strategic emerging sectors like energy saving and environment protection, the new generation information technology, new energy, biology, high-end equipment manufacturing, new materials and new energy automobiles, concentrate on developing TIS in such areas as finance, design and R&D, further expand opening up in forefront arena like consultancy services and enhance the managerial capabilities of domestic firms in such domains as intellectual property rights, credit and quality.

### IV. Key Sectors

#### (XIII) Key sectors to be cultivated

TIS involves a wide range of sectors. China will take national conditions into consideration and be forward-looking, identify priorities and objectives, and make comprehensive arrangement in keeping with the TIS development trends in the world. On the one hand, we will select and consolidated traditional TIS sectors in which we have comparative advantages; on the other hand, we will select and foster emerging TIS sectors which meet international trends. During the 12<sup>th</sup> five-year period, we will focus on 30 key TIS sectors and strive to achieve breakthroughs. For detailed development goals and tasks in various sectors, please refer to Annex 2.

### V. Guarantee Measures

#### (XIV) Establish the strategic position of TIS

We should fully recognize the importance of TIS, and make it a strategic priority. All regions and government agencies should strengthen study, deepen research, and actively promote the development rules of TIS, grasp latest development dynamics in TIS, and create a good atmosphere for the whole society to pay attention to and support TIS. All regions should create necessary conditions and take effective measures to boost TIS development, and play a bigger role in such aspects as adjusting industrial structure, transforming the development model of foreign trade, expanding employment and improving the level of economic and social development.

#### (XV) Improve the legal environment for TIS

We will amend the Foreign Trade Law and accelerate the formulation of Regulations on Promoting Trade in Services. Under the precondition of meeting WTO rules, we will study and formulate legislations and regulations promoting TIS based on national conditions, regulate market players pursuant to laws, identify incentives, and strengthen such efforts as management, promotion and statistics. Meanwhile, we will also further improve the legal system for TIS-related sectors. We will study the areas in urgent need of improvement by complying with and drawing upon international rules and formulate technical standards to regulate service providers with respect to their



service quality and business activities.

#### (XVI) Improve the statistics system for TIS

We will establish and improve the regulatory system for TIS statistics. According to international rules and based on China's national conditions, we will improve the index system for TIS statistics by learning from practices adopted by developed nations/regions, set up a scientific, unified, comprehensive and coordinated statistics survey system and an information management system, and keep improving the credibility and accuracy of TIS statistics. Commercial authorities will be responsible for the collection, compilation and release of TIS statistics, expand statistical domains, collect TIS statistics at national/regional, industrial and provincial/municipal levels, and establish a system to duly release accurate data on a monthly basis. We will update the database of TIS statistics, set up a public information service platform, strengthen exchange and cooperation with international organizations and relevant nations/regions, conduct import and export operation analysis to provide information support to market exploration by businesses and for management by the government, and provide forecasts on TIS. The agencies involved should work in concert to deliver high quality TIS statistics.

#### (XVII) Improve the management and promotion system for TIS

We will keep improving the national coordination and management mechanism for TIS in which all agencies work closely with each other, the central government interacts with local governments and the government keeps in close contact with enterprises. We will make overall arrangement in such aspects as macro-planning, survey and statistics, trade promotion, policy coordination and foreign negotiations, fully use the unifying and guiding role of the inter-departmental TIS coordination mechanism, designate a focal point for key TIS firms, establish a TIS promotion system comprising of government departments, chambers of commerce, associations, promotion organizations and TIS firms, integrate policy resources to create a TIS promotion regime that covers various departments, sectors and regions and that combines government intervention with market behavior, and set up a TIS support network. All regional governments should strengthen their leadership on TIS, establish contact points by referring to the interdepartmental TIS contact mechanism, and reinforce coordination and cooperation between relevant departments. We will make full use of all resources available, domestically and internationally, from the central to local governments, in a bid to provide all-round services including information consultancy to help Chinese enterprises enter the international market.

#### (XVIII) Actively provide facilitation in TIS

The central government and local governments should work closely together and make comprehensive use of such channels as agencies stationed overseas, public information platforms and bilateral/multilateral cooperation mechanisms to create a favorable environment for foreign investment and service export by TIS firms, secure better market access conditions and reduce barriers against TIS. We should establish and improve customs clearance models that cater to the development of TIS, open "green channels" for customs clearance and settlement, facilitate services ex-

ported in the form of physical objects as long as effective oversight is in place, and provide convenience in business visa and border entry/departure approval for TIS. We will encourage and help enterprises to obtain qualifications and certifications required to enter the international market, actively negotiate and conclude bilateral labor cooperation agreements, achieve mutual acceptance of academic degrees, training and certification of professional qualifications among different nations, and provide convenience for professionals and their services to “go abroad”.

#### (XIX) Establish and improve a promotion system for TIS

We will have feasibility study on and establish dedicated TIS promotion organizations to provide TIS firms with such services as information consultancy, trade exhibitions, professional training, technical tutorship and overseas promotion, and gradually set up overseas TIS promotion networks by developing overseas branch organizations. The central government and local governments should strengthen guidance and support to key industries, deepen contact with major businesses in these industries, and promote TIS according to the features of relevant industries. Based on the characteristics of TIS, we will set up international transaction platforms for domestic and foreign firms, and promote TIS in various forms. We will strengthen contact and communication with overseas trade promotion organizations, particularly professional TIS promotion organizations, and establish a long-term cooperation mechanism. With the “China Trade in Services” website ([www. tradeinservices. mofcom. gov. cn](http://www.tradeinservices.mofcom.gov.cn)), we will apply modern IT means to provide information services and create business opportunities for enterprises. We will strengthen the study on TIS and set up a talent pool, accelerate the establishment of TIS research organizations, strengthen the study on TIS theories, policies, industry and support system, implement and improve various policies on training TIS professionals, enforce the Guidelines of National Medium and Long-term Plan for Talents Development (2010-2020), focus on cultivating much needed professionals for such sectors as finance, accounting, evaluation, insurance, information and commercial intermediary, and speed up the establishment of practical TIS disciplines in universities.

#### (XX) Increase fiscal, financial and taxation support

We will formulate and improve fiscal and taxation policies to support TIS development, help enterprises to expand service export, support the establishment of public service platforms, and improve financing support policies for service outsourcing. We will guide and encourage financial institutions to simplify loan approval procedures where risks are controllable, provide more support in RMB settlement and financing for TIS, actively propel financial innovation, and develop financial products that meet the needs of TIS firms. We will advance the establishment of a credit guarantee system and financial platforms for small and medium-sized enterprises, improve export credit insurance, simplify procedures for insurance claim, and accelerate compensation for insurance claims.

#### (XXI) Strengthen IPR capacity building

We will improve the intellectual property right management system for enterprises, guide TIS exporters to enhance their abilities in creating, using, protecting and managing intellectual property rights, and encourage enterprises to make effective use of intellectual property rights and ac-



tively participate in the formulation of international technological standards. We will strengthen the connection between intellectual property policies and industrial, regional, science and technology and trade policies, intensify the guiding role of intellectual property rights in TIS development, and improve the TIS-related IR system. We will strengthen the enforcement of intellectual property laws to create an enabling environment for TIS imports and prevent the abuse of intellectual property rights, increase publicity and education to raise public awareness of protecting intellectual property rights, create a social environment favorable for IPR protection and a cultural atmosphere that values intellectual property rights.

#### (XXII) Giving full play to the role of industrial associations

According to market principles, we shall actively cultivate intermediate organizations including China Association of TIS etc. We shall Speed up integrating China's industrial and nongovernmental resources, establish a nongovernmental coordination and cooperation mechanism for various sectors of TIS, and create a development environment for resources sharing and mutual integration. We shall strengthen industrial self-discipline, propel the process of professionalization, formulate and implement professional ethics and codes of the industry, promote good faith construction in the industry, and maintain a market environment for fair competition. We shall facilitate industrial associations to actively report industry/enterprise requests to government departments and participate in formulation of relevant legislations, macroscopic adjustment policies and industrial policies as well as drafting of industrial standards, industrial development plans and industrial access conditions. Besides, we shall guide industrial associations to work on intellectual property rights, promote exchanges of intellectual property information within the industry, protect interests of domestic industry by referring to advanced experiences from foreign countries, and support businesses to participate in international competition. We shall construct public services platforms for the industry, establish a mechanism of cooperation with relevant international industrial associations, and provide guidance and coordination for enterprises to explore the international market through multiple channels and at multiple levels.

Annex: Key Sectors for TIS Development

## Annex

### Key Sectors for TIS Development

#### I. Tourism services

Development goal: By 2015, total import and export of trade in tourism services ranks among world top 5; inbound tourists reach 150 million person-times, inbound overnight tourists reach 80-90 million person-times, and outbound tourists reach 88 million person-times; we shall facilitate 8-10 Chinese tourist firms to “go global” and export significant quantities of tourism talents in such areas as tourist operation, management, training and services etc.

Key tasks: We shall vigorously develop high value-added tourist services such as business, vacation and overseas study etc, and encourage tourism to enter into new business formats with other sectors; we shall simplify visa procedures to provide more convenience for tourists, speed up construction of tourist information services and tourist marking systems, improve the tourist emergency aid system, and optimize tourist support services; we shall establish a service quality standardization system to improve the quality of tourist services, strengthen market promotion and host state-level publicity and promotion activities of tourist themes to boost China’s national image; we shall actively facilitate cross-border delivery of tourist services, encourage development of tourist e-commerce and cultivate competitive international tourist service brands and construct overseas marketing networks and reception systems in foreign countries; we shall strengthen talent training, improve certification of professional qualifications, and enable tourist talents to “go global”; we shall perfect the statistics system for tourist TIS and guide commercial presence to develop in a rational and orderly manner.

#### II. Information technology services

Development goal: The international market share of trade in IT services further expands; service model and scope further deepens; service level and delivery ability further improves; international competitiveness markedly rises; software industry bases and export (innovation) bases develop rapidly. We shall incubate 20 large IT services providers of international competitiveness and cultivate 100, 000 versatile senior engineers capable of undertaking international outsourced projects. China shall become a global IT services outsourcing accommodation center.

Key tasks: We shall study and prepare IT services plans, strengthen opening up of the IT services sector, and propel the formation of a competitive framework; we shall enable enterprises to get bigger and stronger, cultivate industry leaders, and greatly support specialized organizations that provide IT services enterprises with such services as intellectual property rights, investment and financing, equity transaction, business incubation and brand promotion, etc; we shall further

improve the talent culturing mechanism, optimize talent structure, and establish a talent training system for the IT services outsourcing sector that meet development needs; we shall strengthen construction of software industry bases, software export (innovation) bases, famous software cities and exemplary services outsourcing cities to materialize leading functions and exemplary effects of industry cluster areas; we shall further strengthen the construction of public services platforms for IT services outsourcing and strengthen construction of promotion platforms for IT services export and organize enterprises to actively participate in international exchange activities and in international competition; we shall improve the statistics system for trade in IT services and build up China's national brand of IT services outsourcing to boost China's national competitiveness.

### III. Technology trade

Development goal: The proportion of proprietary technologies and patented technologies in total technologies introduced shall be more than 60%; the ratio of technology export in technology trade remarkably increases.

Key tasks: We shall perfect the regulatory system and the hierarchical management system for technology trade, and improve statistics of technology trade; we shall perfect the government and industry services system for technology trade and better the technology trade promotion system and improve information services abilities in technology trade; we shall pay attention to introducing advanced technologies and managerial expertise in the services industry and encourage foreign firms to transfer key technologies; we shall strengthen services for small and medium-sized enterprises to introduce technologies, invest more in research and development, and guide enterprises to digest, absorb and re-innovate on technologies introduced to enhance their abilities in independent innovation; we shall encourage enterprises to expand technology export and provide more technical services with respect to foreign economic cooperation and cargo export.

### IV. Overseas labor cooperation and project contracting

Development goal: The size of overseas labor cooperation keeps stable and growing; the number of overseas contracted projects increases rapidly. We shall innovate on business development models and transform growth patterns. We shall cultivate backbone enterprises that have international competitiveness and proprietary brands, protect the lawful rights of laborers, and improve the quality and benefits of overseas labor cooperation and project contracting.

Key tasks: We shall formulate nation-specific industry guidance directives, strengthen institutional arrangement for bilateral economy and trade, and instruct enterprises to make reasonable layout; we shall drive the engineering design and consultation sector to lead Chinese technical codes and standards to "go global", develop international high-end markets and make full use of bilateral/multilateral trade and economic cooperation platforms, actively conclude bilateral labor cooperation agreements with labor importing nations and regions, and consolidate and explore the international labor market; we shall encourage business innovation and development, and promote growth mod-

el to shift from focusing on quantity and size to quality and benefit; we shall strengthen the training of outbound laborers to improve their competitiveness and establish an outbound labor application network which covers both rural and urban areas to prevent illegal outbound labor; we shall study and establish a national outbound labor aid system and an outbound labor supervision and inspection system, expand policy publicity and education and release alert information in time; we shall strengthen the prevention and rapid response mechanism for overseas labor disputes and emergencies, and propel labor importing nations to protect the lawful rights of China's outbound laborers; we shall duly draft social responsibility standards for overseas engineering contractors, and encourage and urge them to set up business philosophy of good faith and pay attention to local welfare and environment protection.

## V. Construction services

Development goal: We shall actively and adequately expand the opening up of construction services. The size of building firms going global gets increasingly larger; stable regional development is realized; exploration of high-end markets speeds up. Benefits and added values of building services export apparently increase; a risk control mechanism compatible with international rules is established. Core competitiveness and comprehensive strength of building firms are enhanced, while international engineering contracting by way of globally adopted approaches such as licensed operation and project financing etc is encouraged.

Key tasks: We shall establish a modern building market system which is open and unified and competes in an orderly manner; we shall improve legislation and policies, further propel the construction of an engineering guarantee system, and strengthen the construction of a good faith system; we shall strengthen guidance and supervision over the building sector and the engineering survey, design and consultation services sector, and keep regulating the behavior of market players; we shall actively propel the strategy of international standards for engineering construction and utilize the advantages of large-scale engineering consultation, design and construction firms to boost their international market competitiveness, and comprehensively enhance the development level of China's building services.

## VI. Marine transport services

Development goal: We shall keep expanding the scope of marine transport services, keep enlarging trade size, and remarkably improve trade structure. We shall build a modern fleet that has strong comprehensive competitiveness, improve capacities in transporting strategic supplies such as energy and raw material etc, and markedly raise the proportion of national fleet in the petroleum, natural gas and ore shipment markets of China's foreign trade while ensuring safe maritime channels for strategic supplies.

Key tasks: We shall improve the promotion and coordination system, and make unified arrangements for trade in marine transport services; we shall encourage enterprises to improve the structure of fleet, ship type and ship age and create a good environment for long-term strategic co-

operation among consignors, shipbuilders, financial institutions and ocean transport enterprises, to enhance the international competitiveness of China's marine transport enterprises; we shall encourage marine transport services enterprises to "go global", improve the global marine transport network, and expand the scale of overseas commercial presence of Chinese enterprises; we shall strengthen international exchanges and cooperation, actively participate in international maritime affairs of significance such as maritime safety, crackdown on pirates and terrorism etc. and strive to play an important role in drafting international maritime rules and technical standards; we shall actively participate in maritime channel affairs of international significance, and make every effort to enhance our control over maritime transport of strategic supplies; we shall greatly improve infrastructure, perfect the port collection and distribution system, and realize the organic connection between various transport models; we shall study and refer to shipping support policies of developed nations/regions, accelerate the construction of international shipping centers, encourage China's international ships to get registered at home, and expand the national fleet; we shall cultivate global logistics operators of relatively high management competency, and establish an occupational qualification system for international marine personnel.

## VII. Air transport services

Development goal: We shall improve the present civil aviation system, enlarge the scale of China's air transport services, improve services quality, and realize good and rapid development of air transport services. By 2015, China's international air transport market shall reach 36 billion ton-kilometers, and the share of Chinese carriers shall strive to reach 34%.

Key tasks: We shall improve the policy system for air transport firms to participate in international competition and establish and improve an open, fair and impartial management mechanism for the allocation of international air traffic rights; we shall actively respond to greenhouse gas reduction measures that are solely based on the market and create a favorable policy environment for the development of aircraft leasing; we shall optimize international airline networks and increase our share in the international market. We shall raise the density of European and American flights, inaugurate international airlines connecting China to South America and Africa, and actively facilitate aviation integration with neighboring regions; we shall optimally allocate and utilize China's aviation resources, airspace resources and resources of key international airports, strengthen the construction of international aerial passages, increase the network radiation scope and width of hubs, enhance the distribution functions of portal hubs, improve the connection efficiency of international and domestic flights, and raise the proportion of international transfer passengers; we shall boost the international competitiveness of China's air transport firms and cultivate large-scale airline companies of international competitiveness; we shall improve the international freight capacity of China's air transport firms, encourage China's air freight firms to inaugurate international flights and cooperate closely with foreign logistics firms, and expand air freight networks; we shall strengthen the construction of China's hub airports, and cultivate international hub airports of strong competitiveness; we shall propel the prolongation of upstream and downstream industry

chains such as aviation logistics, repair and training etc, and speed up training of professional talents; we shall improve airport layout, actively develop feeder line airports, and expand the coverage of air transport services.

### VIII. Railway transport services

Development goal: We shall further accelerate railway development according to the needs for “bringing in” and “going global”, generate outbound railway transport passages that have perfect functions and are seamlessly connected, basically set up a collection and distribution system that is organically connected with ports, make new achievements in foreign economic and technical cooperation, achieve global leadership in terms of key technologies and equipment, and improve transport capacity and services quality.

Key tasks: While accelerating overall railway development, we shall improve existing land bridge passages and regional cooperation passages, construct outlet railways for the development of border areas, propel railway construction relevant to international transport, and generate outbound railway transport passages with sound functions; we shall comprehensively construct and utilize a railway outlet information platform, implement the “great customs clearance” strategy, further improve the efficiency of combined transport, and reduce logistics costs for enterprises; we shall strengthen the construction of backside passages behind ports to create a port collection and distribution system which organically combines railway transport with ocean transport; through original innovation, we shall integrated innovation and re-innovation after introduction, digestion and absorption to improve the level of technologies and equipment and support relevant railway businesses to import and export technologies and equipment; we shall actively conduct railway foreign exchanges and cooperation and implement the strategy of “going global”; we shall stick to the principle of “guidance by the government and participation by consortiums of railway-related enterprises”, make use of integrated advantages of our railway industry and employ our railway technology and standard system to build up our railway brand and energetically explore the international market.

### IX. Road transport services

Development Goal: We shall strengthen road transport exchanges and cooperation with neighboring nations and regions to improve the level of opening up in our road transport sector, propel the internationalization of our road transport technical codes and standards, expand the size of trade in international road transport services, and improve trade structure.

Key tasks: We shall further improve the road outlet management system, promote the development of international road transport, and propel inspection agencies to provide road transport with quality and efficient services; we shall strengthen international cooperation, propel the revision of relevant clauses in existing automobile transport protocols and domestic legislation which do not comply with convenient development of international road transport, and actively start the procedures for China to join in International Road Transport Convention; we shall coordinate road



transport systems and vehicle technical codes and standards of China and neighboring states and encourage domestic large transport firms to actively participate in international road transport.

## X. Freight agency services

Development goal: We shall strengthen resources integration, optimize services structure, transform operation models, and explore development space in overseas markets; we shall improve dominance over foreign trade transport agencies, reduce trade deficit in transport services, and cut international logistics costs by 3%. We shall realize upgrading, technical reconstruction and informatization of 80% enterprises, as well as construction of overseas services networks for 70% enterprises; we shall train 500, 000 professional talents, and send overseas 20, 000 management personnel and 40, 000 services personnel.

Key tasks: We shall perfect legislation, regulation and management systems, establish and improve industrial codes and standards, set up a risk management mechanism and a credit management system, strengthen capacity building of market players, and maintain market orders; we shall implement international multi-modal transport, supply chain management and comprehensive logistical services; we shall strengthen the undertaking of international industry transfer and logistics outsourcing, promote the scaling and concentration of import and export cargo sources via freight agency services, and propel development of bonded logistics and financial logistics; we shall strengthen foreign exchanges and cooperation, set up a logistics cooperation mechanism for international freight agencies, promote the construction of overseas services networks, and expand overseas markets; we shall establish a predictable freight rates system, and build a public information platform; we shall enhance innovative ability, improve brand value, strength the training of professionals in occupational skills, and implement talent development strategies; we shall encourage businesses to integrate resources by merging, acquisition and reorganization to improve their international competitiveness.

## XI. Medical and Biopharmaceutical Services

Development goal: we shall establish a traditional Chinese medicine (TCM) promotion system which is oriented to international market, and improve the legislative system promoting development of trade in TCM services; build the talent team for trade in TCM services; improve the quality and added value of TCM service export, and drive comprehensive growth of TCM service export; promote the development of trade in biopharmaceutical services, and create well-known brands that are globally influential.

Key tasks: we shall deepen reform of medical and health systems, and promote system innovation; further improve public health and medical service systems, strengthen management of medical organizations, enhance the quality of medical services, and establish and improve a guarantee system for drug supplies; speed up development of the health industry. Strengthen international cooperation and exchange with respect to health issues, and promote development of medical TIS; make use of characteristic advantages of TCM, and vigorously develop trade in TCM serv-

ices; establish and improve an international standard certification system for the TCM service sector, and set up a service appraisal and certification system for international practitioners; strengthen education and training of overseas TCM practitioners; set up and improve a training system for TCM professionals and management talents, and build an overseas-oriented TCM service talent team; strengthen development of intermediate organizations, and set up an information support system for trade in TCM services; establish exemplary bases at home and abroad, support large and medium-sized exporters of trade in TCM services, and cultivate a batch of globally known brands; promote biopharmaceutical technologies to enter international markets.

## XII. Education Services

Development goal: we shall further improve the level of opening up, and introduce high quality education resources; accelerate capability building of domestic education organizations, and improve schooling level and talent training quality; energetically develop education of international students coming to China so that China will become the biggest student destination in Asia; speed up international promotion and improve international influence of Chinese language; facilitate healthy development of overseas schooling; steadily explore the international market of education services, and actively participate in international education services.

Key tasks: we shall encourage introduction of quality resources, and accelerate capability building of education organizations; encourage domestic education organizations to actively and steadily expand export of education services, and provide more policy support; actively facilitate trade in education services, and create a more favorable international environment for China to export education services; support domestic education organizations to improve innovation and competition abilities in education services, and develop and cultivate education service projects of international competitiveness and comparative advantages; encourage education organizations to develop and operate international markets and actively participate in international competition; actively and steadily promote the development of Confucius Institutes, and make more investment in key regions; strengthen protection of intellectual property rights in the education sector, and set up education service support networks at home and abroad; establish and improve a quality monitoring system for education services, an information service system, a policy support system and an organization management system.

## XIII. Accounting Services

Development goal: we shall promote internationalization of accounting/audit standards, and make accounting/audit standards to be equivalent with those of major economies. Set up a tiered system for accounting services of various scales which meets requirements for our economic development, promote international development of large accounting service organizations, provide transnational comprehensive services, and spend about five years to cultivate around 10 accounting firms of international level in terms of operation network, service capacity, revenue size and market influence, among which at least 3 local brands shall enter the top 30 worldwide. Support at



least 5-10 large accounting firms to develop operation networks in at least 30 major economies around the world, set up approximately 100 business outlets, and manage to ensure unified brand logos, shared resources and information, integrated quality control and efficient operation management. Increase the number of registered accountants passing relevant exams to 100, 000 persons, and practicing registered accountants to 150, 000 persons. On the basis of this, cultivate 400 or so leading talents, 1, 500 registered accountants of international qualifications and 2, 000 professionals with multiple skills in new business areas.

Key tasks: we shall strengthen formulation of accounting/audit standards and legislations relevant to the accounting service sector, and make accounting/audit standards to be equivalent with those of major economies; comprehensively enhance professional quality, practicing ability and occupational ethic level of registered accountants; encourage accounting service organizations to get bigger and stronger and actively participate in international TIS competition; speed up the implementation of China's brand strategy to create China's own brands of accounting services and improve their international recognition; introduce new international service projects and technologies, and encourage domestic accounting service organizations to expand business range and seek diversified development; keep improving service quality of small and medium-sized accounting service organizations so that they will be expert and specialized; perfect the accounting service information system and establish a statistical analysis system.

#### XIV. Culture and Art Services

Development goal: we shall actively incubate traders in cultural services, develop cultural projects that meet the needs of international market and have national characteristics, and enhance global influence of the Chinese culture. Cultivate 8-12 traders in culture and art services of international competitiveness, and organize overseas commercial exhibitions on regular basis; set up 5-10 fixed performance places overseas, and develop 10-20 performing products that are stationed overseas for long period of time or performed in series; set up 10 overseas trade centers for Chinese artworks, host 10 Chinese artwork exhibitions overseas, and organize Chinese art firms to participate in international exhibitions to enhance the influence of our culture and art market; promote a variety of homemade outstanding animation products to enter the international market and gradually increase their market share. Develop 5-10 games that will enter mainstream market of European and American countries as well as a batch of competitive games that will enter Japan, South Korea, Southeast Asia, Europe and America markets, while cyber culture products shall occupy more than 20% of Southeast Asia and Taiwan, Hong Kong and Macao markets.

Key tasks: we shall encourage export of original performance products, and encourage prominent performance firms to carry out international cooperation and transnational operation; develop performance service markets in North America, Japan, South Korea and Europe, and cultivate markets of neighboring and emerging countries/regions; strengthen international and commercial operation of art exhibitions, and develop the Chinese artwork trade and exhibition market in North America and neighboring countries/regions; utilize advantages of animation bases to promote ex-

port of animation games; improve the transaction platform for cultural services, support development of key international transaction platforms for cultural products such as China (Shenzhen) International Cultural Industries Fair etc, and host China cultural industries fairs overseas; simplify approval procedures for cultural projects to export and for relevant personnel to go abroad, and improve TIS legislations relevant to cultural services; integrate resources of various departments, and perfect the statistical analysis system for trade in cultural services. Strengthen construction of overseas cultural centers, and actively participate in the making of international rules for trade in cultural services.

#### XV. Radio, Film and Television Services

Development goal: we shall implement the global strategy of radio, film and television, pay equal attention to domestic and international markets, integrate various resources of transmission, coverage and broadcasting, cultivate radio, film and television market players participating in international competition, keep increasing the share of our radio, film and television products and services at international markets, and steadily enhance international propagation and influence of our radio, film and television.

Key tasks: we shall strengthen the creation, production, translation and packaging of export-oriented radio, film and television programs, keep improving the quality of our radio film and television products and services, and encourage a batch of excellent homemade film, television and animation programs to enter the international market; by active use of platforms such as domestic and overseas exhibitions and film festivals etc. and through the model of “China united exhibition stand”, integrate domestic excellent program resources, strengthen publicity and promotion, boost international cooperation on film and television programs, and enhance international influence of our radio, film and television programs; actively cultivate market players of international competitiveness, and build up globally known film and television brands with proprietary intellectual property rights and core competitiveness. Encourage capable film and television cultural firms to set up entities overseas through various means such as merging, joint venture and cooperation etc. and strengthen their abilities in exploring and developing overseas markets. Improve the statistical analysis system for radio, film and television services, and collect industrial dynamic data in a timely, efficient and convenient way; actively participate in relevant work of formulating the Convention on Rights of Broadcasting Organizations by World Intellectual Property Organization, set up a collaboration mechanism for copyright protection of Chinese and foreign film and television products, and regulate copyright management.

#### XVI. Press and Publication Services

Development goal: we shall enhance abilities in exploring the international market, actively encourage press and publication firms to set up commercial presence overseas, focus on international Han Culture circles, western mainstream culture markets and cultural markets in neighboring nations and regions to energetically promote copyright trade, product export and foreign investment,

cultivate 6-7 large media groups and digital publication firms of international competitiveness, increase the share of press and publication products and services in international markets, and gradually reduce trade deficit in press and publication services.

Key tasks: we shall cultivate export-oriented publication firms of international competitiveness, and found large media groups that are based on publication; encourage enterprises to set up exclusive investment, joint venture and cooperation entities overseas and carry out merging and acquisition, and support non-state enterprises to play important roles in exporting press and publication services; cultivate trade bases for press and publication services, center on Beijing to build copyright export bases, focus on Beijing, Shanghai and Guangdong in building foreign investment bases of press and publication, transnational service bases of digital publication, international cultural trade platforms and international transaction platforms for animation publications, and focus on Yangtze River Delta, Pearl River Delta and Bohai Ring economic circles to build international service outsourcing bases of press and publication; innovate on development models, drive more publication products to “go abroad” through market operation, and energetically build up well-known brands with proprietary intellectual property rights and core competitiveness; encourage enterprises to actively explore international publication and issuance channels, and gradually establish global networks favorable for selling Chinese publications; speed up copyright export of cyber game publications originally created in China, and encourage cyber game publications to actively participate in international publication market competition in such ways as copyright export and publication cooperation etc. By use of the “Chinese fever” emerged, we shall use the leading role of Chinese teaching materials in export of publication services; actively undertake outsourcing of foreign press and publication services, and gradually increase added-value of service outsourcing; explore overseas markets by use of new media and technical means like the Internet, support key enterprises for their digital publication projects, cultivate 5-10 Internet publication firms engaging in export of large-scale databases, and expand international influence of our cultural and academic resources; set up TIS promotion centers and overseas consultation centers of press and publication to gather market data and commercial information about press and publication services.

## XVII. Insurance Services

Development goal: we shall actively and properly promote opening up; increase trade in insurance services, and cultivate a batch of large insurance (financial) groups of international competitiveness and special insurance companies capable of innovation; improve the TIS system, actively explore areas and coverage of trade in insurance services, and fully use important roles of the insurance sector in economic compensation, funding and social management; strengthen insurance regulation, promote international cooperation on insurance regulation, improve the level of risk management and effectively control risks to realize healthy development of trade in insurance services.

Key tasks: we shall actively promote international cooperation on insurance regulation; drive our insurance sector to increase international market share through the model of commercial pres-

ence, and encourage underwriters with strong competitiveness and management ability to set up branches and outlets overseas; guide commercial presence to enter in a rational and orderly manner, and improve the quality and level of opening up; provide Chinese enterprises going abroad with insurance services, and enlarge the scale and coverage of insurance services; strengthen risk safeguard and support for various sectors of TIS and business credit of service traders, and improve the level of risk management; improve the market access and exit mechanism for trade in insurance services, and improve legislations relevant to trade in insurance services; energetically promote innovation in the insurance TIS sector, strengthen training and introduction of insurance talents, and boost the competitiveness and international influence of insurance services.

### XVIII. Securities and Futures Services

Development goal: we shall actively and steadily promote opening up, support domestic securities and futures operators to develop and expand, boost international competitiveness and transnational market share of domestic operators, and provide high quality securities and futures services for domestic enterprises to “go abroad”; strengthen market regulation, intensify international cooperation, and effectively control financial risks.

Key tasks: we shall gradually improve existing opening up policies, and steadily expand opening up of securities and futures markets. We shall improve the multi-level capital market system, keep enriching market products and instruments, study and explore for qualified overseas organizations and firms to issue RMB bonds and shares in China, support domestic firms to go public overseas, gradually explore and launch financial derivative instruments that are based on shares, interest rates, exchange rates and bank loans etc, strengthen development of the futures market, launch new futures products in an orderly manner; encourage overseas long-term capitals to enter domestic market, and steadily expand the size of QFII; support domestic securities and futures operators to “go abroad”, steadily move forward with QDII pilot program; and strengthen market regulation and regulation coordination. We will improve international competitiveness of our securities and futures sector.

### XIX. Banking and Other Financial Services

Development goal: we shall adhere to the principle of “step by step, safe and controllable, and resources matching”, set down and improve relevant systems and plans for commercial banks to “go abroad”, and prudently support Chinese commercial banks to properly encourage the establishment of overseas businesses and branches based on their development strategies and improve their service level and abilities in supporting overseas development of Chinese enterprises. Support Chinese enterprises for transnational development; strengthen market regulation, intensify international regulatory cooperation, and effectively control risks; gradually reduce deficit in trade in financial services, and realize sustainable development of trade in financial services.

Priorities: We shall pay equal attention to opening up and the strategy of “going global”; keep strengthening and improving financial regulation, progressively establish market-based interest

rates, and gradually realize capital account convertibility for the RMB to expand the use of RMB overseas; encourage and support Chinese banks in good operational conditions and with strong risk management to expand overseas and, through establishing overseas branches and mergers and acquisitions, provide financial support for other enterprises “going global” to increase the depth of their market penetration; keep improving service capacity of Chinese banks, and actively guide and encourage overseas commercial presence to do business with overseas offices of Chinese banks; strengthen research on the opening-up policy framework for the banking sector, further enhance capacity building for effective regulation of the banking sector, step up bilateral and multilateral cooperation on financial regulation, and strictly prevent cross-border contagion and permeation of systemic risks; further improve payment and settlement systems, tangibly beef up financial infrastructure, and promote such electronic payment modes such as bank card and online payment; further strengthen and improve the credit system, create a more accommodating credit environment, and promote services trade.

## XX. Telecommunications

**Objectives:** We shall drastically increase international market shares for Chinese telecom service-providers and substantially grow their revenue streams from overseas business; build TD-SCDMA pilot networks (or commercial networks) in 2-3 nations or regions within 3 years; achieve strong international competitiveness and internationally-renowned brands for domestic champions of telecom services, and create effective mechanisms and mature models for domestic telecom operators to penetrate international markets.

**Priorities:** We shall deploy TD-SCDMA technology internationally; direct and encourage telecom operators to explore international markets; actively participate in international exchanges and collaboration on telecom service standardization; encourage basic operators to actively explore business models for overseas development; encourage providers of basic service to expand tentatively and providers of basic and value-added services to “go global” in partnership with telecom equipment manufacturers and telecom consulting firms; encourage telecom operators to expand internationally through capital instruments; encourage telecom firms to actively host telecom service outsourcing, and create incentives for multinational firms to relocate their call centers and online data processing business to China.

## XXI. Postal and Express Delivery

**Objectives:** We shall comprehensively balance liberalization with domestic development, and promote orderly and gradual liberalization of postal services; strengthen industry discipline and regulations to ensure the general availability of postal services and security of communication; actively implement the strategy of “going global” by building stronger networks of offices for domestic service-providers, foster international express service firms with independent flight network to steadily increase the size of international business and improve competitiveness.

**Priorities:** We shall strengthen international cooperation, actively engage with Universal Post-

al Union, and promote bilateral or regional trade liberalization; leverage intergovernmental dialogues such as those between China and Europe and China and the US to create forums of exchange for Chinese and foreign postal and express firms, draw upon international best practices, and increase the share of international and Hong Kong, Macao and Taiwan business; improve policy incentives and support postal firms to deepen reform, improve their global networks and enhance their international competitiveness; encourage and guide competent express firms to establish overseas presence through green-field investment, partnership or mergers and acquisitions to operate internationally; encourage domestic firms to increase the depth of market penetration in Taiwan, Hong Kong and Macao, and steadily increase business penetration in major cities across the Asia Pacific, Europe and America; improve the quality of FDI utilization, and advance international exchanges and cooperation; establish a regulatory framework for the security of postal and express service, and improve the efficiency of customs clearance for international express mails; strengthen government guidance, leverage the role of the China Express Association, and provide companies “going global” with information and advice on market access, legislation, investment climate and economic policies; foster world-class talent through occupational and professional training, university education and overseas project experience to improve the quality of the work force.

## XXII. Environmental and Energy Conservation

**Objectives:** We shall establish and improve regulatory and policy frameworks for environmental and energy conservation services and gradually create an transparent level playing field to support the vision of a resource-saving and environmentally-friendly society; substantially grow the size of trade in environmental and energy conservation services, and significantly boost international competitiveness; build a viable talent pool and forward-looking research on environmental services, and participate in international rule-setting.

**Priorities:** We shall improve the schemes and public services for trade in environmental and energy saving services, and review and revise domestic policies and systems; establish and benchmark the system of definitions, classifications, statistics and technical standards for trade in environmental and energy saving services; prioritize environmental and energy saving services for future foreign aid; actively promote key areas such as environmental engineering and design, environmental consulting, operation of pollution-treating facilities, energy efficiency audit, consulting, appraisal and contractual energy management to create a competitive industry chain, gradually improve the mix, size and competitiveness of trade in environmental and energy saving services; support and cultivate world-class service-providers to create Chinese advantages and brands in environmental and energy saving services; strengthen forward-looking research and international cooperation, gradually improve the skills for international communications and coordination by combining “going global” with “inviting in”, participate in international rules-setting, and provide consulting and other technical support for competitiveness enhancement and government decision-making.



### XXIII. Legal

**Objectives:** We shall improve the overall quality of lawyers and the level of foreign-related legal services, create a favorable legal and policy environment for legal services, provide quality and efficient legal services in support of domestic companies “going global”, promote bigger and stronger law firms, create a workforce of highly-professional lawyers, further optimize the mix of transnational businesses, expand overseas services, and enhance the international competitiveness of Chinese lawyers.

**Priorities:** We shall expand opening up and exchanges, and strengthen cooperation with international lawyer organizations and bar associations; further improve lawyer licensing; optimize the business structure of cross-border legal services, and actively explore new models of cross-border service delivery; encourage Chinese law firms to provide services for domestic companies “going global”; encourage and enable a number of big and competent law firms to expand overseas; address regional imbalance of legal services; train lawyers for international cases, improve the mix of lawyers, and interact with foreign bar associations with respect to such issues as lawyer training, sharing of best practices and management information; build a system of statistical analysis and information services for the legal profession.

### XXIV. Leasing

**Objectives:** We shall continue to expand opening up and exchanges, bring in state-of-the-art technologies and managerial expertise, and enable more competitive leasing services; improve leasing laws and regulations, and foster large and leading leasing businesses; foster a workforce of senior professionals, promotion innovation in the leasing business, optimize service offerings, increase penetration in key areas such as aircraft, ships and heavy-duty machinery both at home and abroad, and gradually grow the size of leasing services.

**Priorities:** We shall facilitate leaser-bank cooperation, and diversify the sources of funding for leasing firms; design better policies on customs clearance and taxation in support of leasing activities; advance domestic pilot programs of finance lease with a focus on vendor lease; cultivate large leasing firms, and drive leasing firms to “go global”; expand the range of leasing activities; establish a national industry association to increase industry-wide discipline; implement a talent strategy, and speed up the cultivation of world-class leasing professionals; increase outreach, and nurture demands.

### XXV. Advertising

**Objectives:** We shall promote world-class, specialized and scalable advertising services, actively integrate into the global advertising value chain, improve competencies for advertising campaigns, ideation and production, and cultivate world-famous Chinese brands. Through well-known advertising agencies and leading media groups, we shall create an industry value chain for advertising services and comprehensively enhance international competitiveness, and promote steady and

rapid volume growth in advertising services.

**Priorities:** We shall build closer connections with the international advertising community, and expand commercial presence of advertising firms; encourage domestic advertising firms with competitive advantages to expand overseas; consolidate advertising resources to foster large, world-leading advertising groups; develop industry clusters of advertising creatives, and improve service professionalism among small and medium-sized advertising firms; enhance technical and operating skills for ad production and launch; establish an intellectual property protection system tailored to the advertising business; establish and improve the public service management system for the advertising industry; improve performance review and incentives for advertising professionals and create a pool of skilled domestic and foreign advertising professionals.

## XXVI. Conference and Exposition

**Objectives:** Based on the principle of “volume control and quality enhancement”, we shall concentrate on creating and growing a number of flagship expositions and shows by means of industry review and market selection; invigorate some key regional expositions and build substance for a number of well-known exhibitions, promote several overseas fairs for Chinese products, group exhibition activities to several cities or exhibition spaces, and create a number of large exhibitors so as to create economies of scale and build brand equity; establish a world-class conference and exposition market with comprehensive and reliable services, fair competition and a high degree of specialization; realize sustainable and healthy development of the exposition industry.

**Priorities:** We shall improve the legislative framework and establish a centralized regulatory regime for the conference and exposition industry; formulate and improve industry codes and standards, and optimize conference and exhibition planning to combine resources, rationalize distribution and enable differentiation; study and formulate stimulating policies and measures for the sector, create flagship exhibitions, support outstanding organizers, promote the construction of premium exhibition spaces and cities of exposition, and increase the supply of conference professionals; encourage exhibition intermediates, and explore the possibility of creating a national conference and exposition association; enforce industry statistics and explore information management models; strengthen international cooperation and exchanges, and encourage and guide Chinese event companies to go global.

## XXVII. Distribution

**Objectives:** We shall greatly promote modern logistic models, enhance the competitiveness of logistic firms, promote balanced domestic and international trade, participate in and establish international distribution networks, improve management systems and legislations for distribution, leverage the role of distribution in market penetration and the facilitation of goods trade; improve the level of distribution services, and increase the scale and quality of opening-up.

**Priorities:** We shall actively encourage companies to engage more closely in e-commerce through new projects, mergers and acquisitions, equity swap, overseas listing, reorganization and



consolidation, and build marketing and procurement networks overseas; gradually encourage logistic firms to open branches and offices abroad; establish legislations and standards consistent with international legislations and standards.

### XXVIII. Hospitality and Catering

**Objectives:** We shall actively encourage hospitality and catering businesses to establish commercial presence abroad, promote franchise and increase access to facilitate the growth of domestic hospitality and catering service-providers, encourage internationalization and standardization, improve international competitiveness, and grow the size of hospitality and catering business.

**Priorities:** We shall accelerate the creation of world-class hospitality and catering brands with proprietary intellectual property rights; guide large catering companies, especially those with long-established reputations, to open restaurants overseas; organize famous Chinese chefs to promote Chinese culinary culture overseas, and drive development of catering services; develop e-commerce, improve international online booking system, and guide and regulate the development of hospitality service; strengthen international cooperation, introduce advanced managerial expertise through opening up, further improve the overall management level for the hospitality and catering industry, and cultivate world-class talent.

### XXIX. Sport

**Objectives:** Focusing on sport labor, game organization, stadium construction, information consulting and technical training, we shall gradually grow the size of sport service and improve the international competitiveness of China's sport service industry; nurture a pool of professional sport service firms, and produce a range of local games that command international visibility and influence.

**Priorities:** We shall establish a coordination and management mechanism for sport services, gradually expand and improve the statistics for sport services, and draft a guiding catalogue on sport services; increase standardization, improve the appraisal system for athletic skills, enhance overall competitiveness of the sport services sector, and effectively attract and regulate foreign sport services into China. We shall encourage the export of various sports, particularly those on which China enjoys a leadership position or unique national flavors, export sport resources in such forms as talent, copyright and technology, and expand overseas markets for Chinese sport services; support local authorities to operate and cultivate a spectrum of local sport games and events by using local resources and cultural traditions and based on the distinctive features of such events; actively encourage local authorities to create central spaces for sport services, and introduce appreciable and marketable sport events to enrich the Chinese sport market; cultivate branded sport games with international influence; create avenues for promoting sport services; integrate conference and exposition resources in the sector, and strengthen international and commercial operation of sport conferences and expositions.

### XXX. International People Exchange and Cooperation

Objectives: We shall actively improve relevant policies and legislations, and create a legal framework that is conducive to nurturing, attracting and capitalizing on world-class intellectual capital; actively explore ways of conducting exchanges and cooperation for senior-level professionals, set up and improve service mechanisms, and enhance capacity for developing international human capital; promote development of international talent service organizations, and actively participate in international talent competition.

Priorities: We shall improve the level of international talent exchanges and cooperation and import advanced concepts and managerial expertise to serve home-grown innovation; further improve the service system for international talent intermediaries, fully engage employers in developing world-class high-end professionals; expand and strengthen a number of international talent exchange programs to turn them into comprehensive platforms for attracting and hiring overseas experienced professionals; expedite the cultivation of an international talent market system and construction of China's international talent pool, and strengthen and regulate market functions such as intermediation, pricing, talent evaluation and information exchange; explore advantageous resources, strengthen regulation, provide management and accreditation of overseas talent service firms, set up and improve a benign exit mechanism, and play an important role in developing and training world-class talent.