

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Fujian Province- Strategic Hub of Southeast China

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Report Highlights:

Fujian province is at the juncture of China's most economically developed areas, with the Yangtze River Delta to its north and Pearl River Delta to its south. Being one of the first provinces that opened up to the world trade, Fujian is now one of the most dynamic areas with one of the highest economic growth rates.

General Information:

Overview

Located on the southeastern coast of China, Fujian Province is one of the most strategic area in China with 123,100 square kilometers. It borders Guangdong to the south, Jiangxi to the west, and Zhejiang to the north, and bounded by Taiwan across the Taiwan Strait to the east. Its capital city is Fuzhou.

Fujian province is at the juncture of China's most economically developed areas, with the Yangtze River Delta to its north and Pearl River Delta to its south. Being one of the first provinces that opened up to the world trade, Fujian is now one of the most dynamic areas with one of the highest economic growth rates.

History

Fujian was founded in the early Han dynasty (202,B.C.). The province has witnessed its prosperity in economy and culture in the history for a long period of time. During the Song Dynasty and Yuan Dynasty, the opening-up of ports and launching of Maritime Silk Road allowed Fujian to have more frequent overseas trades and exchanges, enabling the province to enter into the heyday of economy. It was during this period that Quanzhou and Xiamen became major trading ports in China. During the Ming Dynasty and Qing Dynasty, the silk textile industry, sugar industry, tea industry, shipbuilding industry and papermaking industry of Fujian were well developed.

Since the late 1970s, the economy of Fujian along the coast has greatly benefited from its geographic and cultural proximity to Taiwan.

Fujian Province



Population (2009):	36,270,000
Capital (largest city):	Fuzhou
GDP (2009):	\$176 billion (12th)
GDP per capita:	\$4,890 (10th)
Import trade (2009):	\$54.4 billion
Export trade (2009):	\$26.8 billion

Transportation

Fujian has a well-developed transportation network. It has two international airports in Fuzhou and Xiamen, and four other branch airports. Fujian has already opened more than 200 domestic and international routes. The airport in Xiamen became the fifth city in China to open air routes to America, following Beijing, Shanghai, Guangzhou and Shenzhen.

Fujian has one of the most mature ocean transportation in China. The province has the most advantageous conditions to construct deep water harbors. The largest deep water ports are in Xiamen, Fuzhou, Meizhou Bay and Sanduao, among which the Xiamen Harbor is one of the tenth largest harbors in China. Furthermore, 54 other ports can accommodate ships of 10,000 tons or more and they provide easy commercial shipping to all the domestic ports. Fuzhou and Xiamen offer direct sailing services to Taiwan and Gaoxiang. The coastal areas have regular daily ferry services to Jinmen and Mazu islands.

Economy

Since 1978 when China opened to the outside world, Fujian has received significant investment from overseas Fujian people, Taiwanese and foreign investors. Special economic zones have been established at Xiamen and Fuzhou in order to stimulate foreign investment and trade. In 2009, Fujian's GDP was about \$176 billion, a rise of 12% from the previous year. It's GDP per capita was \$4,890, ranking the 10th among other provinces in China. Besides, Fujian is a well-cultivated farmland with a variety of agricultural products. Rice is the main crop, supplemented by sweet potatoes and wheat and barley.[9] Cash crops include sugar cane and rapeseed. Fujian leads the provinces of China in longan production, and is also a major producer of lychees and tea. Seafood is another important product, with shellfish production especially prominent.

Fujian will also be the major economic beneficiary of the opening up of direct transport with Taiwan which commenced on December 15, 2008. This includes direct flights from Taiwan to major Fujian cities. In addition, ports in Xiamen, Quanzhou and Fuzhou will upgrade their port infrastructure for increased economic trade with Taiwan. Fujian is also the host of China International Fair for Investment and Trade annually, which is held in Xiamen to promote foreign investment for all of China.

Foreign Agricultural Import

Fujian is one of the economic engines in China. A well-developed transportation network has helped the province to become a major gateway of imports from all over the world. And Xiamen is being developed as a distribution and processing hub to other cities in Fujian and South China. Fujian province's economic boom has increased the purchasing power of its consumers. Many companies in Xiamen are exploring U.S. import opportunities. By now, many U.S. agricultural products including wine, wood pulp, soybean, wheat, poultry and frozen potato products are imported through Xiamen port. Xiamen port ranks the tenth largest in China and 21st in the world. It handles 70 percent of import and export of Fujian province. In 2008, over \$440 million worth of U.S. agricultural products entered the Xiamen port, and the number of imports continued to grow in 2009. ATO Guangzhou is working closely with the Trade Development Bureau in Fujian to provide trade servicing support to Fujian enterprises. At the end of October in 2010, ATO Guangzhou supported a wood seminar organized by U.S. Soft Woods Association held in Xiamen introducing ATO's services to both U.S. exporters and South China wood buyers.

For more information about other cities in Fujian province, please refer to our city profile, or contact ATO Guangzhou office.