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玉皇山南  
Y U H U A N G S H A N  
SOUTH

玉皇山南基金小镇

YUHUANG SHANNAN FUND TOWN

山南水北

Hangzhou Yuhuangshan International  
Financial Industry Park



The international financial industrial park of the south of Yuhuang Mountain (fund town at the south of Yuhuang Mountain) is surrounded by waters and mountains, with natural environment of the combination of city and lake. Besides, it has convenient traffic location. Depending on all these external conditions, it attracts some famous asset management agencies and investment institutes to come, mainly building fund industrial chain for private equity investment and establishing an important asset management center of investment funds.

——Development planning of financial industry of "the 12th Five-Year Plan" in Hangzhou City

玉皇山南国际金融产业园（玉皇山南基金小镇），依托山水相依、城湖合璧的自然生态和区位优势，吸引国内外知名资产管理、投资机构落户，重点打造私募股权投资基金产业链，形成具有广泛影响的投资基金资产管理中心。

——杭州市“十二五”金融业发展规划

# BUILDING A DOMESTICALLY EXCELLENT FUND TOWN

## 打造国内一流基金小镇





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州，位于中国经济最发达的长三角核心区，既具备自身雄厚的经济基础和较好的商务环境，又拥有浙江和苏南高度发达而广阔的经济腹地，也可以充分借助上海国际金融中心的支持；以杭州出行的90分钟交通圈为主要空间关系，可搭建连通上海、杭州、南京、宁波及长三角南翼的大金融空间。

杭州与中国最重要的国际金融中心——上海的距离仅为175公里，高铁行驶时间为45分钟，与上海具有同城效应，具备按“纽约—波士顿”模式（344公里，飞行时间60分钟）和“曼哈顿—格林尼治”模式（28.1英里，行车时间40分钟）与上海进行金融产业分工和协同的条件。

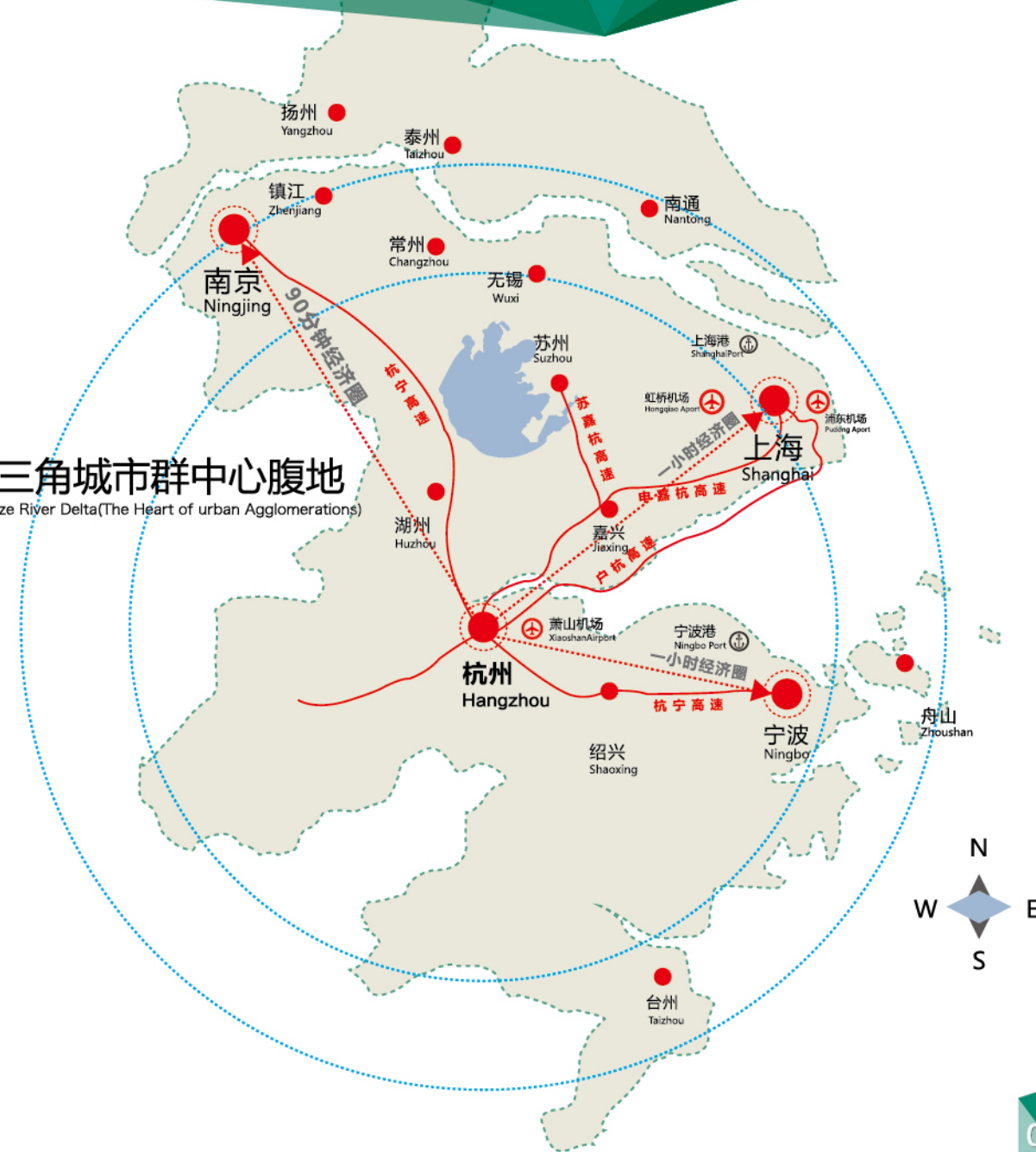
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et in the core area of Yangtze River delta, the most prosperous region in China, Hangzhou boasts rich economic foundation and sound business environment, meanwhile, it has two vast and thriving economic hinterlands of Zhejiang and the south of Jiangsu. Taking the 90-minute traffic circle from Hangzhou as the main space relation, we can build a big financial space connecting Shanghai, Hangzhou, Nanjing, Ningbo and the south of Yangtze River Delta.

There are only 175 kilometers from Hangzhou to Shanghai, the most important international financial center of the country. And it only takes 45 minutes by high-speed rail. So, Hangzhou has the same city effect with Shanghai. It can carry out financial industry division and collaboration with Shanghai on the basis of "New York—Boston" mode (344 kilometers with the flight time of 60 minutes) and "Manhattan—Greenwich" mode (28.1 miles with the driving time of 40 minutes).

## 长三角城市群中心腹地

Yangtze River Delta(The Heart of urban Agglomerations)





## 玉皇山南基金小镇

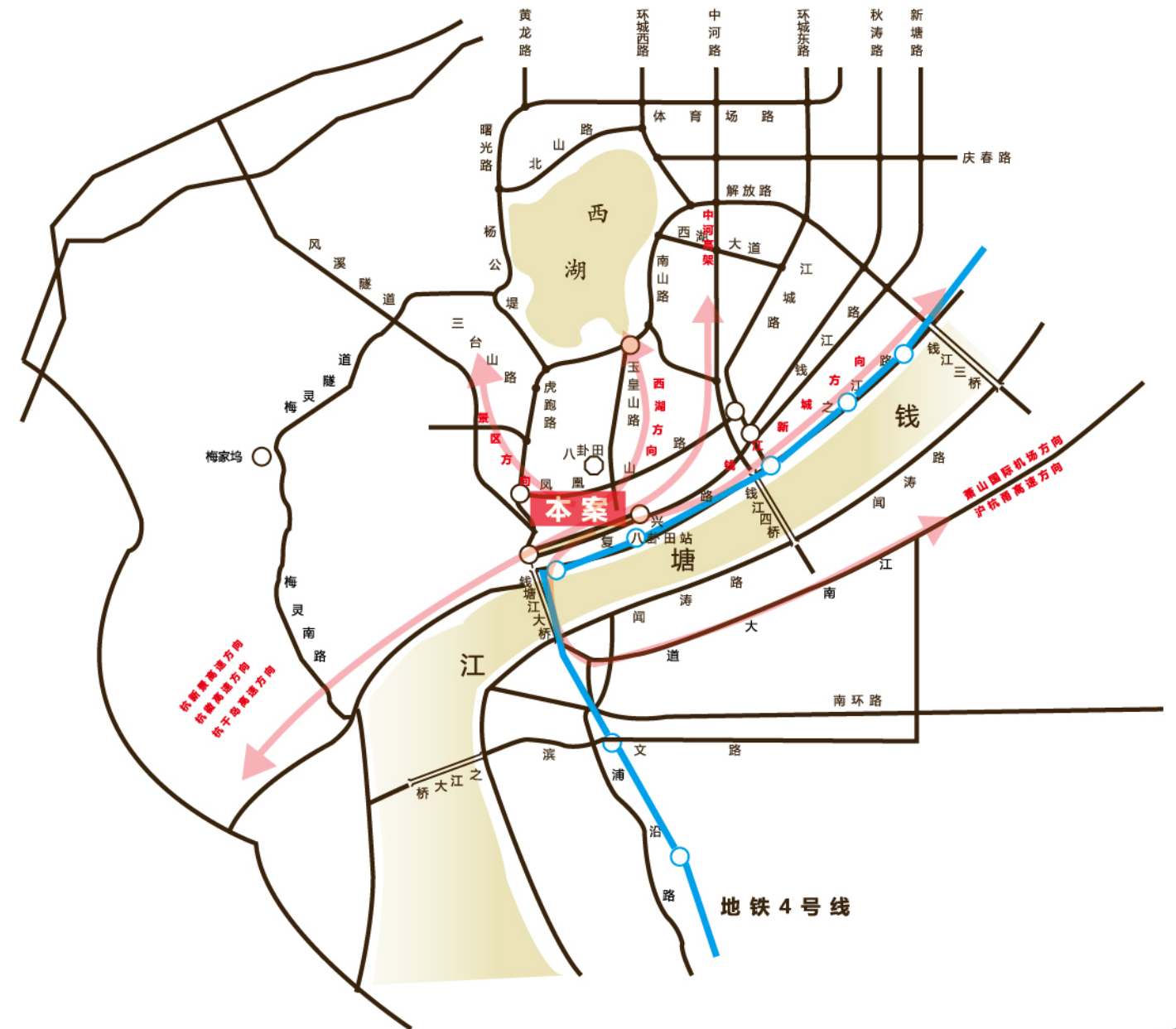
位于杭州市上城区，总占地面积2000亩，规划总建筑面积25万平方米。小镇区位优势显著。离西湖约3公里，距离杭州新Cbd—钱江新城6公里，距离萧山国际机场半个小时车程。区内通过复兴路、凤凰山路和南复路、南白路城市干道与主城及西湖景区紧密相连。临江则通过钱塘江大桥、复兴大桥与对岸的杭州高新区相连。

## The fund town at the south of Yuhuang Mountain

is located in the uptown of Hangzhou City with total floor space of 2000 mu and total construction area of 250 thousand square meters. The town has obvious location advantages: 3 kilometers from the West Lake at north, 6 kilometers from Qianjiang New City—the new CBD of Hangzhou at east, and half-an-hour's driving time to Xiaoshan International Airport. Inside the town, it closely connects the main city zone and West Lake scenic spot through Fuxing Road, Fenghuangshan Road, Nanfu Road and Nanbai Road. And it also connects Hangzhou high-tech zone across the river through Qiantang River Bridge and Fuxing Bridge.

北揽西子,南俯钱塘;  
东可观都市之繁华,西可眺群山之飘渺。

The West Lake is at the north of the town and the Qiantang River is below. Here we can see the bustling city as well as overlook misty mountains.





## 携江湖之胜景，集天地之精华。

With beautiful scenery of rivers and lakes, absorbing the essence of the nature.

玉皇山南基金小镇位属西湖景区范围，西湖是世界文化景观遗产，环西湖周边区域拥有杭州顶级城市型山水环境资源。小镇核心区域所处玉皇山南地区为玉皇山、凤凰山环抱之地，北靠青山，南依钱江，区内汇集四大公园——八卦田遗址公园、白塔公园、江洋畈生态公园、将台山南宋佛教文化生态公园。整体环境山水相依、城湖合璧，自然生态极佳。

玉皇山南又为吴越国和南宋皇城所在地，地理区位上风上水，为杭城最具地缘环境优势之地。

The location of the fund town at the south of Yuhuang Mountain belongs to the West Lake scenic spot, which is a world cultural heritage. Its surroundings possess the greatest urban environment resources of Hangzhou. The core area of the town is the south of Yuhuang Mountain, surrounding by Yuhuang Mountain and Fenghuang Mountain and clinging to Qingshan Mountain at north and Qianjiang River at south. Inside the area, there are four parks——Baguatan Relics Park, Baita Park, Jiangyangfan Eco-park and Jiangtaishan Eco-park with Buddhism of the Southern Song Dynasty. Generally, the overall environment is excellent with mountains and rivers surrounding.

The south of Yuhuang Mountain is where the imperial cities of Wu State, Yue State and the Southern Song Dynasty located. Therefore, it has a wonderful geographical location, being the most geo-environment advantageous place in Hangzhou city.







# 打造国内一流基金小镇

Building a domestically excellent fund town



玉皇山南基金小镇的区位、环境及发展条件与美国格林尼治等基金小镇极为相近，最有条件以格林尼治基金小镇为标杆，运用国际先进理念和运作模式，在2-3年内，建设成为浙派优秀私募基金小镇及相关财富管理机构的基地，打造具有全国影响力的杭州私募基金发展样本区域和示范中心。



The location, environment and developing condition of the fund town are so similar with the fund town in Greenwich of the US. Thus, it is qualified to take the fund town in Greenwich as the model, being an excellent private fund town of Zhejiang and a base for relevant asset management agencies within 2-3 years by applying advanced concepts and operation modes of the world, and furthermore, forging a significant sample zone and demonstration centre for the development of private equity in Hangzhou.

## 定位 | POSITIONING

私募证券基金

Private Securities Funds

私募商品（期货）基金

Private Commodity (Futures) Funds

对冲基金

Hedge Funds

量化投资基金

Quantitative Investment Funds

私募股权基金

Private Equity Fund

核心业态  
Core Businesses



## Private Intermediaries

(security company, futures company, trust company, asset management department of banks) etc.

### 私募中介机构

证券公司、期货公司、信托公司、银行财富管理部门等

## Ancillary Industries

(liquidation custodian agency, supplier for financial data and information service and financial network service institution) etc.

### 辅助性产业

清算托管机构、金融数据和信息服务供应商、金融网络服务机构等

### 共生性产业

第三方理财机构、金融科技公司、互联网金融企业等

## Collaborative Industries

(third party financing institution, financial technology company and on-line financial company) etc.

### 辅助支持部门

法律服务机构、会计审计机构、研究咨询机构、商务代理公司等

## Ancillary Supporting Departments

(legal service institution, accounting and auditing institution, research consultancy and business agency company) etc.

## 产业生态 Industrial Ecology

杭州白塔，位于西湖之南，钱塘江畔白塔岭上。它与六和塔遥相对峙。建于五代。用纯白石材筑成，故名“白塔”，为杭州现存历史最古老的地面建筑。规划白塔公园总占地面积78.4公顷，目前已完工开放一期，与玉皇山南基金小镇交融一体。





## 玉皇山南基金小镇分期空间规划图

Spatial Structure Plan for the Fund Town at the South of Yuhuang Mountain by stages

## 斗七星，富贵之官也

The Big Dipper is the symbol for wealth and rank



**玉** 皇山南基金小镇办公建筑在设计中，强调建筑与环境、景观的有机结合，融为一体。大量采用观景平台和阳光中庭元素，充分利用周边优美的自然生态，真正做到一步一景、一窗一景。

**In** the design of the office real estates of the Fund Town at the south of Yuhuang Mountain, it highlights the organic combination of architecture, environment and landscape, fused together. Viewing platform and sunshine courtyard elements are adopted in great quantities, fully using the surrounding graceful natural ecology to truly realize that the scenery is changed with every step and also every window.





# 玉皇山南基金小镇实景/效果图

Realistic picture/design sketch of the Fund Town at south of Yuhuang Mountain





## 产业 / INDUSTRY

山南私募基金小镇作为杭州主城区仅有的成片规划区块，是杭州市乃至浙江省在“十二五”期间将重点发展的金融业集聚区。目前，小镇一期已先行开发，目前已入驻敦和、赛伯乐投资、联创投资、杭州市产业发展基金等一批行业领军企业，初步形成了产业集聚。

As the only planning block of a whole area in the main urban district of Hangzhou, the Fund Town at the south of Yuhuang Mountain is the agglomeration area of financial industry, and the development of which will be focused on during the period of the "12th Five-Year Plan" in Hangzhou City and even in Zhejiang Province. At present, Phase I Fund Town has been started off before the others, and a batch of industry leaders, such as Dunhe Investment, Cybernaut Investment, NewMargin Ventures and Hangzhou Industry Development Fund and so on, has settled in here and the industrial agglomeration has taken the initial shape.





## 政策 POLICY

杭 州市政府以打造“长三角南翼金融中心”的理念，长远谋划杭州财富管理中心特别是山南私募基金小镇的建设和发展，借鉴国内外成型并具有重要影响力金融中心城市以及国内金融产业集聚区域的发展经验，采用省市区财政三级联动，给予此项目最优惠的政策和全面的配套支持。

Holding the concept of creating "the financial centre at the south of the Yangtze River Delta", Hangzhou government plans Hangzhou wealth management center for the long run, especially the construction and development of the Fund Town at the south of Yuhuang Mountain by referring the developing experience of the shaping financial centre cities of important influence at home and abroad and the domestic agglomeration areas of finance industry, and gives this project the most preferential policies and comprehensive matching support.



2014年6月，省委书记夏宝龙调研园区  
June 2014, the provincial party secretary Xia Baolong research park

2013年11月，浙江省委常委、杭州市委书记龚正调研园区

November 2013, Zhejiang Provincial Committee and Hangzhou Municipal book  
Hutchison Gong Zheng research park



2013年4月，浙江省副省长朱从玖调研园区  
April 2013, Vice Governor of Zhejiang Province Zhu research park



杭州市市委副书记、市长张鸿铭调研园区  
Hangzhou Mayor Zhang Hongming research park





## 人才购房补贴政策：

高级管理人员购房次月起按每人每月 1500 元的标准给予三年住房补贴。其子女入托、入（转）中小学,参照在杭州留学回国等人员子女办理。

## 办公用房补助政策：

新购建的本部自用办公用房，按每平方米 1000 元的标准给予一次性补助；租赁办公用房按房屋租金的 30%给予三年补贴。

## House-purchase subsidy policy for talents:

From the next month of purchasing a house, every senior manager can have a three-year housing allowance according to the standard of 1500 Yuan per month. And when his/her children need to enter into kindergarten or attend (transfer) middle and primary school, they can be treated referring to the children of the personnel returned Hangzhou from abroad.

## Subsidy Policy for Official Buildings:

In terms of the newly-built official building used for the headquarters themselves, it can obtain a one-time subsidy according to the standard of 1000 Yuan/m<sup>2</sup>; in terms of renting office building, it can obtain a three-year subsidy which is 30% of the house rent.

## Settlement Policy for Senior Personnel:

Senior management talents can enjoy the talent introduction policy of Hangzhou City that the persons and their spouses as well as their minor children can apply to the related departments for the permanent residence in the city according to policy regulation; which will provide convenience for their children to enter into kindergarten or attend (transfer) middle and primary school.

## Taxation Incentive Policy:

The local fiscal income of the city and district levels shall be rewarded. Through listing the Fund Town at the south of Yuhuang Mountain into the pilot area of financial reform, struggling for the provincial fiscal policy supporting.

## 高级人才落户政策：

高级管理人员可享受杭州市人才引进政策，本人及其配偶和未成年子女按政策向有关部门申请办理本市常住户口；为其子女入托、入（转）中小学提供便利。

## 税收奖励政策：

市、区两级地方财政所得给予奖励。通过将玉皇山南基金小镇列入金融改革试点区，争取省级财政政策配套。针对企业高管，给予特殊财政奖励。





## 配套 SUPPORTING

金融家俱乐部 / Financier Club

私募基金研究院 / Private Equity Research Institute

金融博物馆 / Finance Museum

全球对冲基金杭州峰会等 / Hangzhou Summit of Global Hedge Fund, etc

## 产业配套服务

Industry supporting services

## 生活配套服务

Life supporting services



国际学校、高端医疗机构、星级酒店、  
高端文化及创意社区、咖啡吧、休闲及特色  
餐饮集聚区



International School, High-end Medical  
Institution, Starred Hotel, High-end Culture &  
Originality Community, Coffee Bar, Gathering  
Area of Leisure and Characteristic Catering



内部咖啡吧



国际学校



## 目标 GOALS

在

未来五年，集约化引进和培育100家以上、辐射带动周边300家以上各类私募（对冲）基金、私募证券期货基金、量化投资基金及相关财富管理中介机构，管理资产余额超过5000亿元人民币。在未来五到十年，推动杭州市私募基金机构数和管理资产额在全国省会城市占据榜首，推动浙江省私募基金机构数和管理资产额在全国省域经济居于第一位。

把玉皇山南基金小镇建设成为中国第一的私募基金集聚区，私募基金研究交流中心和培育创新基地，成为我国私募基金集聚发展的典范。

In

the future five years, intensively introduce and cultivate more than 100 institutions and implement the radiation lead role for over 300 institutions of private (hedge) funds, private securities funds and quantitative investment funds as well as related wealth management intermediary organizations at around, and the management capital balance should surpass RMB 500 billion Yuan. In the future 5 years to 10 years, push the number of private equity organizations and the amount of the asset under management of Hangzhou City to the top of the list of provincial capital cities of the whole country, and promote the number of private equity organizations and the amount of the asset under management of Zhejiang Province to the first place among the provincial economies of the whole country.

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Construct the Fund Town at the south of the Yuhuang Mountain into the first gathering area of private equity, the research and exchange center of private equity as well as cultivation and innovation base of China, becoming the developing model of our country's private equity.