



©Pascal3012, CC BY-SA 3.0



©Fabien Lelard, CC BY 2.0

General Socio-economic Profile

Wenzhou, known as Ou in ancient times, derives its present name from its mild and pleasant climate without severely cold winter or scorching heat in summer. In 2020, the city's GDP was RMB 687.09 billion, an increase of 3.4%, making it one of the top 30 cities in the country. Its general public budget revenue was RMB 60.2 billion, an increase of 4%. The local per capita disposable income of urban and

rural residents was RMB 63,481 and RMB 32,428 respectively, an increase of 4.1% and 7.3%. Industries above the designated scale increased by 3.2%, fixed asset investment increased by 4.9%, total exports increased by 11.4%, and the trade volume between Wenzhou and European countries was RMB 47.59 billion, a year-on-year increase of 14.8%.

Wenzhou



9,570,000



12,110 km²

Technologies 4.0, Industry 5.0 & Digital Economy

Tourism, Culture and Creativity

Regional Innovation & Smart and Sustainable Specialization Strategies(RIS 4)

Preferred Areas of Cooperation

Cultural tourism. More than 160 overseas Chinese associations from Wenzhou in Europe are fully engaged in local tourism, catering, and other sectors.

Transportation and trade cooperation. Wenzhou actively participates in developing the China-Europe railway connectivity, plans to operate direct freight services to EU countries, and supports overseas Chinese to build warehouses in EU countries.

Post-pandemic recovery. During the pandemic, Wenzhou and the European Union conducted frequent exchanges of supplies through overseas Chinese associations. This has led to the establishment of friendly ties between the city and these countries.

Digital transformation and cross-border e-commerce. Digital economy is a unique feature of Zhejiang Province, and Wenzhou is among the fourth batch of cross-border e-commerce pilot zones approved by the State Council.