

平潭面临的机遇，不是百年一遇，而是千年一遇。
——习近平

The opportunity facing Pingtan is not once in a hundred years, but once in a thousand years.

——Xi Jinping

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平潭概况

Overview of Pingtan

“一岛两窗三区” “One island, two windows and three zones”

平潭是大陆距离台湾本岛最近的地区，简称“岚”，区位及禀赋独特，旅游资源丰富。习近平总书记亲自为平潭擘画“一岛两窗三区”战略定位。平潭是中国唯一具备“综合实验区+自贸试验区+国际旅游岛”三区叠加优势的区域。

Pingtán is the closest area on the mainland to the main island of Taiwan, referred to as “Lan”, with unique location and endowment, and rich tourism resources. General Secretary Xi Jinping personally mapped out the strategic positioning of “one island, two windows and three districts” for Pingtan. Pingtan is the only area in China with the superimposed advantages of the three zones of “Comprehensive Experimental Zone + Free Trade Pilot Zone + International Tourism Island”.



“旅游是平潭最大的资源，一定要好好保护，建设国际旅游岛。”

——习近平

“Tourism is the greatest resource of Pingtan, and it must be well protected and built into an international tourism island.”

-- Xi Jinping





“平潭综合实验区是闽台合作的窗口，也是国家对外开放的窗口。”

——习近平

“The Pingtan Comprehensive Experimental Zone is a window for cooperation between Fujian and Taiwan, as well as a window for the country to open up to the outside world.”

-- Xi Jinping



“平潭综合实验区要用好中央赋予的先行先试政策，以建设新兴产业区、高端服务区、宜居生活区为目标。”

——习近平

“The Pingtan Comprehensive experimental zone should make good use of the first-try policy given by the central government, with the goal of building emerging industrial areas, high-end service areas, and livable living areas.”

-- Xi Jinping





2010 年
设立福建省平潭综合实验区
In 2010, Fujian Province Pingtan Comprehensive Experimental Zone was established.

2015 年
福建自贸区平潭片区成立
In 2015, Pingtan Area of Fujian Free Trade Zone was established.

2011 年
国务院批复《平潭综合实验区总体发展规划(2011-2020 年)》
In 2011, the State Council approved the "Overall Development Plan of Pingtan Comprehensive Experimental Zone (2011-2020)"

2016 年
国务院批复《平潭国际旅游岛建设方案》
In 2016, The State Council approved the "Pingtan International Tourism Island Construction Plan".

2023 年
国务院批复《平潭综合实验区总体发展规划(2023-2035 年)》
In 2023, the State Council approved the "Overall Development Plan of Pingtan Comprehensive Experimental Zone (2023-2035)".

Airport 机场 **40** minutes
19 条 international routes 国际航线

平潭站
Pingtan Station

京台高速铁路
Beijing-Taiwan High-speed Railway
渔平高速公路
Yuping Expressway

远景规划建设
台海通道
Long term planning and
construction of the Taiwan Strait Passage

规划中 **F2** 城际
Planned F2 intercity

15 15 kt Cruise Terminal
万吨 邮轮码头
National 国家 **1** 类口岸
Launch of International Cruise Routes
开通国际邮轮航线



中国 **东南沿海** Southeast coast of China
台湾海峡 **西侧** West side of the Taiwan Strait
福建 **东部** Eastern Fujian



2024 年 GDP

362.49 亿元 Hundred million yuan

第二产业
Secondary industry

25.3 %

第三产业
Tertiary industry

62.8 %

第一产业
Primary industry

11.9 %



中国第 5 大岛 陆域面积 397 平方公里

China's 5th largest island

Land area of 397 square kilometers

福建第 1 大岛 海域面积 6,064 平方公里

The largest island in Fujian

Sea area of 6,064 square kilometers



投资优势

Investment advantages



战略优势

Strategic advantages



政策优势

Policy advantages

三区叠加 · 全国唯一

Triple zone superimposed · Unique in the country

综合实验区

Comprehensive Experimental Zone

自贸试验区

Free Trade Pilot Zone

国际旅游岛

International Tourism Island

2023 年获批的
《平潭综合实验区总体发展规划(2023-2035 年)》

The “Overall Development Plan of
Pingtan Comprehensive Experimental Zone (2023-2035)”
approved in 2023

是首个国务院续编的区域性总体发展规划

It is the first regional overall development plan renewed
by the State Council.

可享“免、保、退”税通关优惠
Enjoy “Exemption, Guarantee, and Refund”
Tax Customs Clearance Benefits

全岛封关运作,实施“一线放开,二线管住”的进出口管理制度

The entire island operates under a closed-off customs system,
implementing an import and export management regime of
“open at the first line, controlled at the second line.”

中国东南一带
Southeast China

唯一 享受 6 大类

The only one to enjoy 6 categories

146 个目录鼓励类产业企业
146 catalogs encourage industrial enterprises

减按 15% 税率征收企业所得税
Corporate income tax is levied at a
reduced rate of 15%

涵盖 制造业 与 服务业
Covering manufacturing and service industries

申报程序简单
有利于“前店后厂”经营
Simplified Declaration Procedures: Favorable for
“front store, back factory” operations.

03

区位优势

Location advantages



◎ 两岸经贸往来重要通道

Important channel for cross-strait economic and trade exchanges

◎ 两岸物流集散中心

Cross-Strait logistics distribution center

◎ 直航定期集装箱班轮

Direct scheduled container liner

◎ 客货滚装海上高速航线及小三通

Passenger and cargo ro-ro sea high-speed routes and the "little three links" routes

◎ 对台物流贸易海上航线最全、空运速度、海运成本、多式联运

The Most Comprehensive Taiwan Logistics Trade Maritime Routes, Fast Air Freight, Low Sea Freight Costs, and Multimodal Transport



04

资源优势

Resource advantages

风电资源足：

Sufficient wind power resources:

世界 **3** 大风口之一

One of the 3 major wind gaps in the world

风电年利用小时 $\geq$ **4000**h

Annual utilization hours of wind power $\geq$ 4000h

规划风电场总装机容量 **335** 万kW

The total installed capacity of the wind farm is 3.35 million kW

全岛“**全绿电**”供应

"All green electricity" supply throughout the island



海岛岸线长：岸线总长 **408** 公里

Long coastline of the island:

The total length of the coastline is 408 kilometers

拥有众多避风条件好的 **港湾和深水岸线**

It has many harbors and deep-water coastlines with good wind-proof conditions



自然优势

Natural advantages

平潭素有“东方夏威夷”美誉,拥有梦幻蓝眼泪、千年壳丘头、万年滨海雅丹地貌,以及世界级水下遗址等独特旅游资源。

Pingtán is known as the “Hawaii of the East” and has unique tourism resources such as dreamy blue tears, millennium shell mound, timeless coastal Yadan landform, and world-class underwater ruins.



载体优势

Carrier advantages

数据跨境流动服务枢纽平台

全国首家数据跨境合规线上平台,
通过降低数据跨境合规门槛、
提供一站式服务解决方案

Cross-Border Data Flow Service Hub Platform:

The first national cross-border data compliance platform, offering one-stop service solutions to lower the threshold for data cross-border compliance.

海西隔检中心

全国唯一的综合性动植物隔离检疫处理中心,
是动植物良种引进培育主口岸

Haixi Quarantine Center:

The only comprehensive animal and plant quarantine treatment center in the country, serving as the main port for the introduction and cultivation of high-quality animal and plant species.

两岸融合智算中心

建筑面积约 2.2 万 m²、容纳超 10000P 算力规模、
具有国际影响力的绿色算力节点

Cross-Strait Integration Smart Computing Center:

Covering an area of approximately 22,000 square meters, with a capacity exceeding 10,000P of computing power, this center is a green computing node with international influence.

国际互联网数据专用通道

福建省第二条国际互联网数据专用通道,将极大提升
平潭到国际通信业务出入口局的通信速度和通信质量

International Internet Data Dedicated Channel:

The second international internet data dedicated channel in Fujian Province, which will greatly enhance the communication speed and quality between Pingtan and international communication business entry-exit hubs.

台湾澳前小镇

全国唯二的对台小额商品交易市场,也是
国家 3A 级旅游景区、福建省级台湾青年就业创业基地

Taiwan Aqian Town:

The only small-scale commodity trade market for Taiwan in the country, as well as a national 3A-level tourist attraction and a Fujian provincial-level employment and entrepreneurship base for Taiwanese youth.

海峡医药健康产业园

大陆中药材输出的重要口岸基地。

Strait Pharmaceutical and Health Industry Park:
An important port base for the export of
Chinese medicinal herbs from mainland China.





产业布局

Industrial layout

平潭坚持做大做强数字经济、海洋经济、绿色经济、文旅经济，**连续八年上榜全国投资潜力百强县市**。产业结构持续向优升级，新兴产业不断培育壮大。如，跨境电商保税进口额保持全省第一，开通全省第二条国际互联网数据专用通道，在全省率先开展数据出境全流程服务及获批参与绿电交易，并入选全国首批北斗规模应用试点城市。

Maritime Economy, Green Economy, and Cultural Tourism Economy. For eight consecutive years, Pingtan has ranked among the top 100 counties and cities in the country for investment potential. The industrial structure continues to upgrade, with emerging industries being nurtured and expanded. For example, the bonded import value of cross-border e-commerce remains the highest in the province, the second international internet data dedicated channel has been launched, the first full-process data outbound service in the province has been initiated, approval has been obtained to participate in green electricity trading, and it has been selected as one of the first national pilot cities for Beidou scale applications.



平潭新兴产业园 / Pingtan Emerging Industrial Park

数字经济 / Digital economy



加快布局智能算力

Accelerate the deployment of intelligent computing power

档案与大数据中心总投资
Total investment in archives
and big data centers

6.355 亿元 Hundred million yuan

档案与大数据中心总建
Total Construction of
the Archives and Big Data Center

63,800 m²

智算中心
intelligent computing Center

3000P 以上 Above

数字经济企业已注册
Digital Economy Enterprises
Registered

3312 家 company

加强公共数据服务

Strengthen public data services

光网络资源达
Optical network resources reach

35.6 万线 Ten thousand lines

一体化公共数据平台汇聚数据约
Integrated public data
platform aggregates data

9 亿条 Hundred million pieces

归集档案超
Collecting Archives

12T 以上 Above

共建有 5G 基站
5G base stations have
been built

1330 ↑

一站式办理事项
One stop shop
for handling matters

3000 个以上 Above

海洋经济 / Marine economy



海洋经济再上台阶

The marine economy has reached a new level

改造传统养殖渔排
Transforming 68000 traditional
aquaculture and fishing rafts

68,000 □

新建深水大网箱
Newly built 100 deep water
large net cages

100 □

2024 年全年完成水产品产量
Complete aquatic product production
for the whole year of 2024

503,600 吨 MW



推进航运业回归

Promote the return of the shipping industry

平潭籍船舶达
Pingtan Registered Vessels Reach
563 艘 Ships
占全省总数约
Accounting for approximately the total
number of the province
17.4%

船舶总运力
The total capacity
5,915,500 载重吨 DWT

全省首笔老旧营运船舶报废更新补贴
First Province-Wide Subsidy for
Scrapping and Replacing
Old Operating Vessels

1794 万元 Ten thousand yuan

港口贸易加快发展

Accelerated development of port trade

492,200 吨 (tons)
口岸外贸吞吐量
Port foreign
trade
throughput

64,600 标箱 (TEUs)
集装箱吞吐量
Container
throughput

148.2 亿元 (billion yuan)
进出口总值
Total value of imports
and exports

平潭加快推动传统航运业、渔业升级，建成国际海洋物流园、英鑫国际等产业载体，推进港口贸易、跨境电商创新发展，加快引进海上风电运维、海工装备、游艇旅游、渔旅融合、水产品加工、冷链物流、休闲渔业等产业业态。

Pingtan is accelerating the upgrade of traditional shipping and fishing industries, with the completion of industrial platforms such as the International Marine Logistics Park and Yingxin International. It is promoting the innovative development of port trade and cross-border e-commerce, and accelerating the introduction of industries such as offshore wind power operation and maintenance, marine engineering equipment, yacht tourism, fishing and tourism integration, aquatic product processing, cold chain logistics, and leisure fishing.



围绕建设“星辰大海浪漫岛”“音乐艺术欢乐岛”“品牌赛事活力岛”“旅游体验舒心岛”，平潭国际演艺中心、龙王头城市音乐会客厅、68 海里景区黑礁音乐馆、海岛来信音乐广场、城市街道赛道、龙王头三人篮球公园等建成投用。

Focusing on the construction of “Star Sea Romantic Island”, “Music and Art Happy Island”, “Brand Event Vitality Island” and “tourism Experience Comfortable Island”, Pingtan International Performing Arts Center, Longwangtou City Concert Living Room, 68 Black Reef Music Expo Hall, Island Music Square, city street race track, Longwangtou Three-person Basketball Park, etc. were built and put into use.

开发南部湾旅游度假区、建成国际卡丁车赛场、沙滩运动基地等一批新兴旅游业态项目。
Developing the South Bay Tourism Resort, constructing an international go-kart racing track, a beach sports base, and other emerging tourism projects.



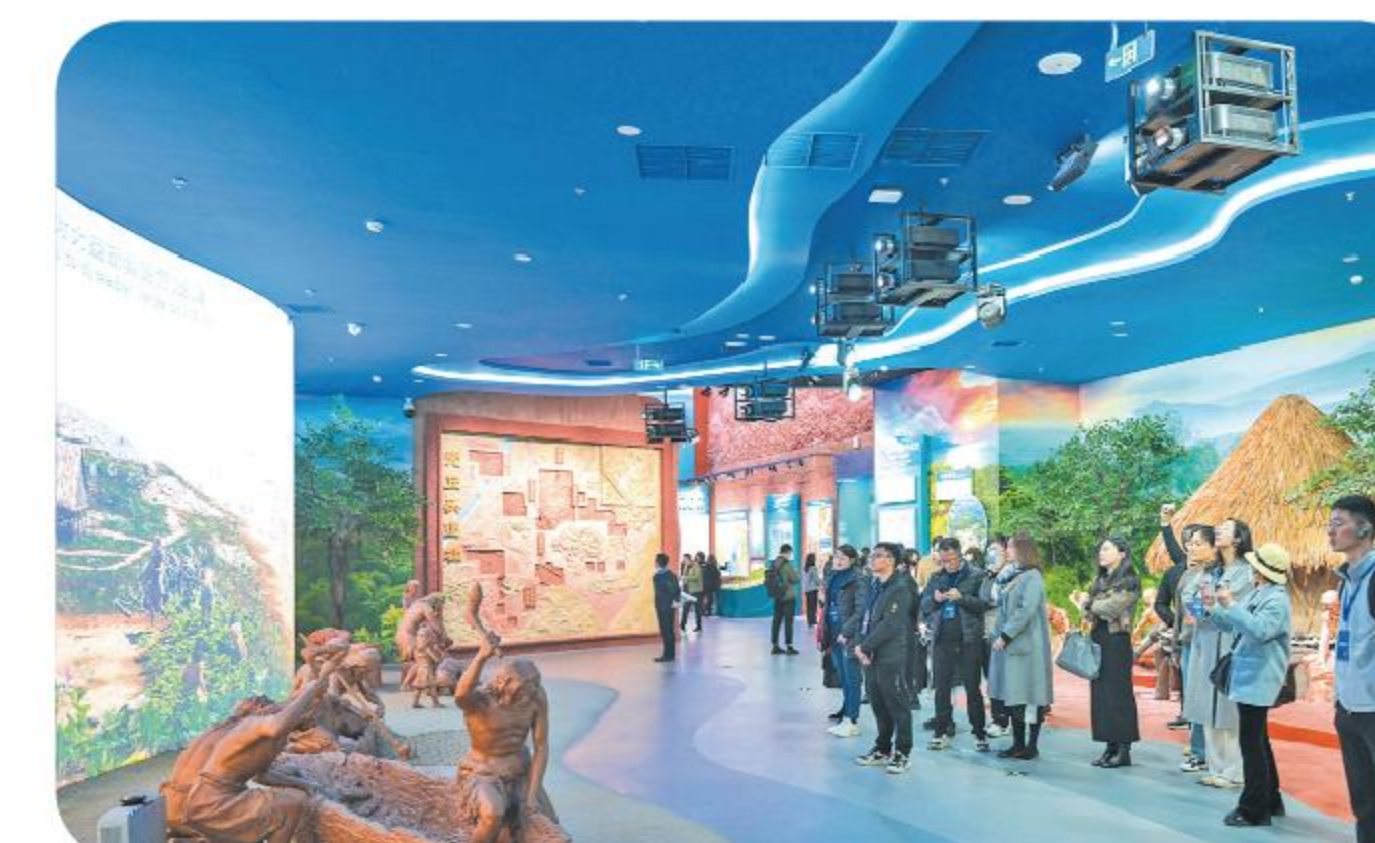
举办追泪、赛车、棒球、风筝冲浪、音乐演艺、烟花秀等各类活动。
Hosting a variety of events such as chasing the tears of the sea, racing, baseball and softball, kite surfing, music performances, fireworks shows, and more.



连续 7 年被国家体育总局评为“中国体育旅游十佳目的地”。
It has been rated as “China's Top Ten Sports Tourism Destinations” by the State Administration of Sports for 7 consecutive years.



平潭壳丘头遗址博物馆、中国水下考古·平潭展示体验馆开馆运营。
Pingtan Ke Qiu Tou Site Museum, China Underwater Archaeology, and Pingtan Exhibition Experience Center Opened and Operated.



开展“全闽乐购·惠聚岚岛”“两岸民俗文化旅游节”等系列商旅融合主题活动。
Carry out a series of business travel integration theme activities such as “TESCO Group Fujian Huijulan Island”, “Cross Strait Folk Culture Tourism Festival”.

68 海里景区新获批为国家 4A 级旅游景区。
68 Nautical Mile Scenic Spot Newly Approved as a National 4A-Level Tourist Attraction



获得 2025 年亚洲棒球锦标赛、2027 年 U18 棒球世界杯举办权。
Won the Right to Host the 2025 Asian Baseball Championship and the 2027 U18 Baseball World Cup.





重点产业
Key Industries

生物医药 集成电路 游艇旅游 物流贸易 海洋风电 赛车经济 旅游文体 智能算力 海洋工程装备 隧道产业 跨境电商



旅游文体产业
Tourism and cultural industry

体育赛事游、游艇观光游、音乐艺术游、运动休闲游、滨海度假游、海上环岛游等特色产品体系成果显现，先后荣获“中国最美文化生态旅游名区”“中国体育旅游十佳目的地”“百佳深呼吸小城”“百旅会推荐旅游城市”等称号。

The results of the specialized product system, including sports event tourism, yacht sightseeing tours, music and art tours, sports and leisure tourism, coastal resort tourism, and island-hopping sea tours, have become increasingly evident. Pingtan has successively been awarded titles such as "China's Most Beautiful Cultural and Ecological Tourism Zone," "Top 10 Sports Tourism Destinations in China," "Top 100 Breathable Cities," and "Top 100 Recommended Tourism Cities by the Hundred Travel Association."



- ◎ 游艇旅游
Yacht Tourism
- ◎ 低空飞行
low-altitude flight
- ◎ 体育赛事
Sporting events
- ◎ 影视娱乐
Film and television entertainment
- ◎ 特色研学
Specialized Research and Study

Investment focus

招商重点

主要载体
Main carrier



2024 年接待游客
Reception of tourists in 2024

10,500,000

人次 person-time

外国游客增幅超过
The increase in foreign tourists exceeds

300%

实现旅游收入
Realized tourism revenue of

110

亿元 (hundred million yuan)

过夜游客占比首次突破
The proportion of overnight tourists has broken through for the first time

50%



游艇旅游产业
Yacht tourism industry



- ◎ 游艇设计与研发
Yacht Design and R&D
- ◎ 游艇代理与托管
Yacht Brokerage and Management
- ◎ 游艇配件与售后服务
Yacht Parts and After-Sales Service
- ◎ 游艇俱乐部
Yacht Clubs
- ◎ 游艇金融保险
Yacht Financing and Insurance
- ◎ 新能源游艇设施设备生产
New Energy Yacht Facility and Equipment Production
- ◎ 游艇旅游运营与衍生业态
Yacht Tourism Operations and Derivative Industries

招商重点
Investment focus

竹屿湾游艇综合服务中心(规划中)
Zhuyu Bay Yacht Comprehensive Service Center (Under Planning)

新能源游艇生产基地(在建)
New Energy Yacht Production Base (Under Construction)

东澳中心渔港
Dong'ao Center Fishing Port

平潭 22 号国际游艇码头已启用游艇泊位 49 个(总规划 89 个)
Pingtan No. 22 International Yacht Marina has launched 49 yacht berths (with a total planned capacity of 89 berths)

Main carrier
主要载体

平潭拥有的全省首个闽台合作游艇基地已开业运营,平潭国际邮轮中心开通国际及境内邮轮航线达 12 个航次。由区属国企与台资企业共同投资成立游艇公司,正加快推动游艇制造基地项目建设。进一步推进游艇基础设施建设,重点打造竹屿湾游艇综合服务中心,加快建设竹屿湾、东澳中心渔港、大福湾澳口等游艇泊位,构建“游艇+”产业业态。

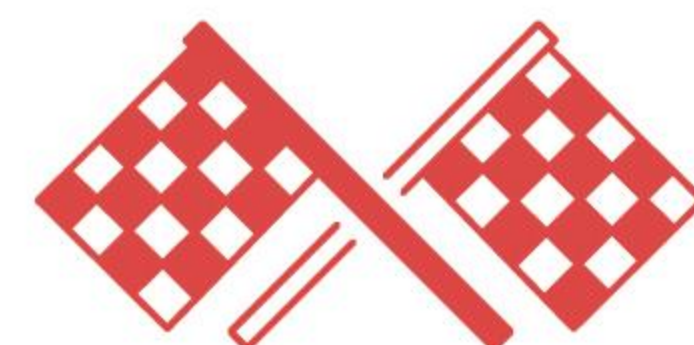
Pingtán's first Fujian-Taiwan cooperation yacht base in the province is now open and operating. The Pingtan International Cruise Center has launched 12 international and domestic cruise routes. A yacht company, jointly invested by a district-owned state enterprise and Taiwanese enterprises, is accelerating the construction of the yacht manufacturing base. Further development of yacht infrastructure is underway, focusing on the construction of the Zhuyu Bay Yacht Comprehensive Service Center. Efforts are also being made to accelerate the construction of yacht berths at Zhuyu Bay, Dong'ao Center Fishing Port, and Dafu Bay Aokou, and to build the "Yacht +" industry ecosystem.



赛车经济产业
Racing Economy Industry

首获无人驾驶汽车测试牌照、入选交通运输部第二批智能网联交通应用先导试点、发放首张智能网联汽车临时行驶车号牌等为平潭智能网联汽车测试提供强力支持,推动赛车经济产业业态日趋完善,建成投用专业的赛道赛场,顺利举办 China GT 中国超级跑车锦标赛、国际汽联 F4 方程式中国锦标赛等高端汽车赛事活动,吸引汽车协会、汽车俱乐部、房车营地等进一步推动汽车后市场服务领域延伸。

Pingtán has received strong support for the development of the intelligent connected vehicle testing industry, having obtained the first autonomous vehicle testing license, been selected as one of the second batch of pilot projects for intelligent connected transportation applications by the Ministry of Transport, and issued the first temporary driving license plate for intelligent connected vehicles. This support has significantly advanced the racing economy industry, with a professional racetrack now built and in use. High-end automobile events, such as the China GT Championship and the FIA F4 Formula China Championship, have been successfully held. Attracting car associations, car clubs, and RV camping sites further promotes the expansion of automotive aftermarket services.



Main carrier
主要载体

国际赛车运动文化产业园
Total investment of International Racing Sports Culture Industry Park

总投资 100 亿元 (hundred million yuan)

国际赛车场、国际卡丁车场、赛事车辆保税基地、房车营地
International racetrack, international go-kart track, bonded vehicle base for racing events, RV campsites

如意湖国际城市赛道
Ruyi Lake International City Circuit
Total Length

全长 4.5 千米 KM

Investment focus

招商重点



赛道赛场投资开发商
Racetrack and Venue Investment Developers

赛车赛事 IP 策划运营商
Racing Event IP Planning and Operations

智能网联汽车测试
Intelligent Connected Vehicle Testing

无人驾驶出行
Autonomous Driving Mobility

汽车云平台
Automobile Cloud Platform

第三方服务机构
Third-Party Service Providers

赛车及零部件保税维修
Racing and Auto Parts Bonded Maintenance

自动驾驶解决方案服务商
Autonomous Driving Solutions Providers

赛车体验及应用场景
Racing Experience and Application Scenarios

海洋风电产业

Offshore wind power industry

2024 年产值约
The annual output value
in 2024 is about

15.7
亿元 (hundred million yuan)

已建成的风电总装机量
Total installed capacity
of wind power

78.83
(10k kW) 万千瓦

在建海上风电场总装机量
Offshore Wind Farm Total
Installed Capacity
(Under Construction)

120
(10k kW) 万千瓦

年发电量
Annual Power Generation

26.5
亿千瓦时 (hundred million kW h)

未来规划外海风电场总装机量
Planned Total Installed Capacity of
Offshore Wind Farms in the Future

260 万千瓦 (10k kW)

◎ 共享储能电站项目
Shared energy storage power
station project

◎ 海上风电运维中心
Offshore Wind Power Operation
and Maintenance Center

◎ 试验中心和培训中心
Test center and training center



Investment focus

招商重点



能源自给率
Energy self-sufficiency rate

1.76
(power generation/consumption)
(发电量 / 用电量)



有序推进海上风电资源开发，加快平潭外海、大练岛、长江澳及草屿岛等区域海上风电场建设，规划建设深远海风电实验厂，打造区域性智能微电网、推进智慧能源应用，发挥起帆海缆生产制造产业牵引带动作用，构建具有较强竞争力的海上风力发电产业链。并进一步推动先进储能技术应用，支持打造兼具电源侧、电网侧储能和应急保障功能为一体的共享储能试点示范项目。

We will orderly promote the development of offshore wind power resources, accelerate the construction of offshore wind farms in areas such as Pingtan offshore, Dalian Island, Changjiang Bay, and Caoyu Island, plan to build a far-reaching offshore wind power experimental plant, create regional smart microgrids, promote the application of smart energy, play a leading role in the production and manufacturing of sail and submarine cables, and build a highly competitive offshore wind power industry chain. And further promote the application of advanced energy storage technology, supporting the creation of shared energy storage pilot demonstration projects that integrate power side, grid side energy storage, and emergency support functions.

发展
方向
development
direction

海洋工程装备产业

Marine engineering equipment industry

平潭现有正力海工、海图智能科技等 20 余家海工装备及海洋工程施工企业集群发展，拥有多种海工作业施工船只和海上风电安装施工作业装备，加快建设和引进海工装备科创、岚台救援、深远海装备养殖、水下机器人作业、技术研发等项目。

Pingtán currently has over 20 offshore equipment and marine engineering construction companies, such as Zhengli Marine Engineering and Handto Intelligent Technology, developing in clusters. These companies possess various offshore operational vessels and offshore wind power installation equipment. Efforts are underway to accelerate the construction and introduction of projects related to offshore equipment innovation, Lantai rescue (the series of rescue activities carried out by the Pingtan Comprehensive Experimental Zone Lantai Maritime Rescue Foundation), deep-sea equipment aquaculture, underwater robot operations, and technological R&D.

◎ 海工装备设计
Marine equipment design

◎ 海工装备电子元器件
Electronic components of marine equipment

◎ 电气设备
Electrical equipment

◎ 海工装备电气系统
Electrical system of marine equipment

◎ 海工辅助船只
Marine auxiliary ship

◎ 养殖工船
Aquaculture ship

◎ 深海渔业养殖装备
Deep-sea fishery breeding equipment

◎ 海洋工程施工
Marine engineering construction

◎ 风电运维施工设备
Wind power operation and maintenance
construction equipment

◎ 水下机器人
Underwater Robot



物流产业

Logistics industry



对台货运航线
Freight routes to Taiwan

3 条 items

平潭 - 台北港、平潭 - 台中港、平潭 - 高雄港
Pingtan-Taipei Port,
Pingtan-Taichung Port
Pingtan-GaoXiong Port

共有 **6** 艘船舶参与该航线的运营
A total of 6 ships participate in
the operation of the route

“小三通”航线

The “little three links” route
平潭 - 金门 - 台北、台中、高雄
平潭 - 马祖 - 基隆、台北、台中

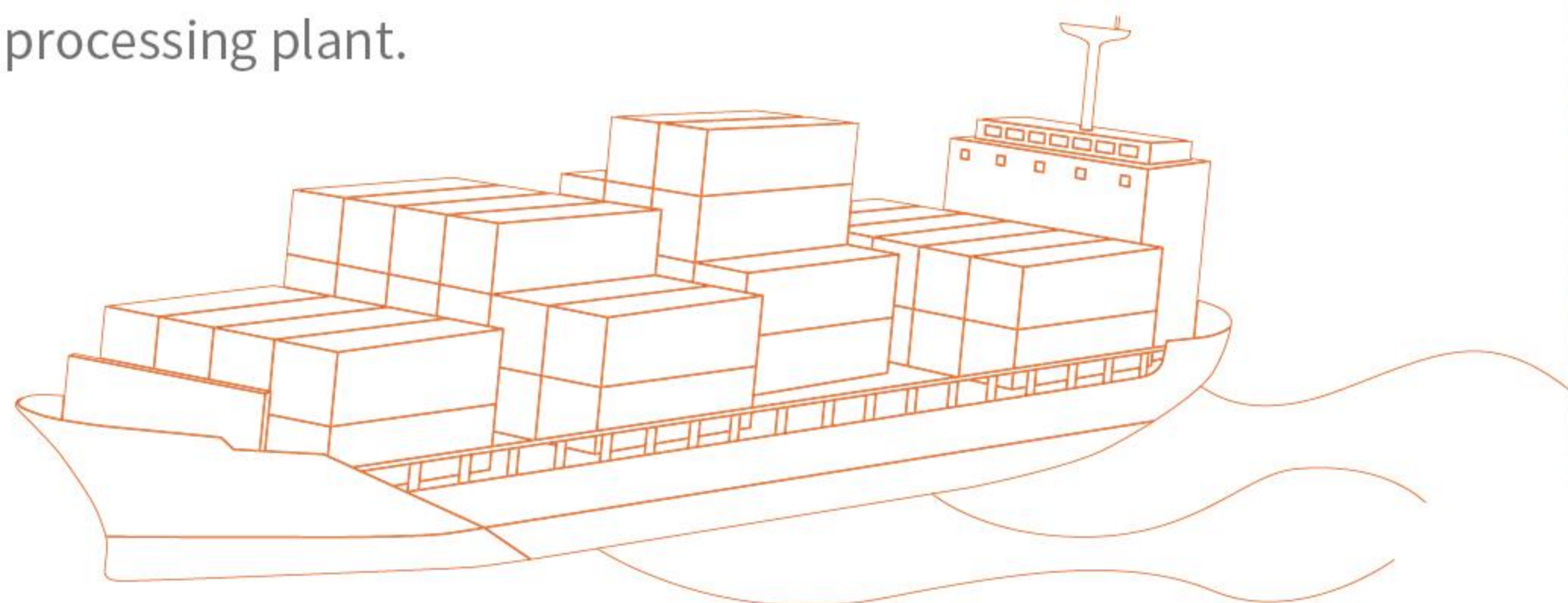
6 条 items
Pingtan-Kinmen-Taipei, Taichung, Kaohsiung
Pingtan-Mazu-Keelung, Taipei, Taichung

闽台间先后开通集装箱班轮航线 8 条，全国范围内的岚籍船东近 200 家，船舶近 1200 艘，拥有近 2000 万载重吨运力。作为福建省首个具备进口水果、冰鲜水产品、种苗、食用水生动物“四合一”监管查验口岸，拥有对台物流贸易通道优势及全岛封关运作政策优势，特色保税加工、全球名品集散等更多业态方向将迎来更大发展红利。

Eight container liner routes have been launched between Fujian and Taiwan. Nearly 200 shipowners from across the country are Lan-registered vessels (ships registered in the Pingtan Comprehensive Experimental Zone), operating around 1,200 vessels, with a total carrying capacity of nearly 20 million deadweight tons. As the first port in Fujian to have a "four-in-one" supervision and inspection system for the import of fruits, chilled seafood, seedlings, and edible aquatic animals, it benefits from the logistics trade channel with Taiwan and the island-wide closed operation policy. The region is poised for greater development dividends in areas such as bonded processing and global brand distribution, along with more business models benefiting from these policies.

冷链物流基础设施日渐完善，目前在建的冷冻仓库有澳前保税物流园二期、岚顺、鲜有味、万吨、肉联厂等。

The cold chain logistics infrastructure is gradually improving. Currently under construction are frozen warehouses such as the second phase of the Aoqian Bonded Logistics Park, Lanshun, Xianyouwei, Wandun, and the meat processing plant.



招商重点
Investment focus

◎ 冷链物流园
Cold Chain Logistics Park

◎ 船员培训
Crew training

◎ 船舶修造
Ship building

◎ 海事咨询
Maritime consulting

◎ 融资租赁
Financial leasing

◎ 农贸市场
Farmers market

◎ 全球名品集散
Global Brand Distribution

◎ 航运保险
Shipping insurance

◎ 保税加工
Bonded processing

主要载体
Main carrier

航运物流 Shipping logistics

澳前码头、金井码头
Aoqian Wharf, Jinjing Wharf



澳前港区码头 / Aoqian Port District Wharf



金井港区码头 / Jinjing Port District Wharf

冷链物流 Cold chain logistics

澳前保税物流园二期(在建)
Aoqian Bonded Logistics Park Phase II
(under Construction)



澳前保税物流园二期
Aoqian Bonded Logistics Park Phase II



跨境电商产业
Cross border e-commerce industry

平潭综合实验区自 2015 年获批跨境电商保税进口试点城市以来，跨境电商保税进口业务持续保持增长。

Since Pingtan Comprehensive Experimental Zone was approved as a pilot city for cross-border e-commerce bonded imports in 2015, the cross-border e-commerce bonded import business has continued to grow.

总量
居福建省第一



Ranked first
in total
in Fujian province

2024 年跨境电商保税进口贸易值
2024 Cross-border e-commerce bonded
imports trade value

62 亿元 (hundred million yuan)

对台跨境电商 2024 年直购出口额
Cross-Border E-Commerce Direct Purchase Export Volume
to Taiwan in 2024

50 亿元 (hundred million yuan)

主要载体
Main carrier

平潭跨境电商园 / Pingtan cross-border e-commerce park



澳前物流园 / Aoqian Logistics Park



小迪拜国际物流园 / Little Dubai International Logistics Park



台湾免税交易市场 / Taiwan duty-free trading Market Xinao Logistics Park



鑫澳物流园 / Xinao Logistics Park



禹信国际物流园 / Yuxin International Logistics Park



招商重点

Investment focus

◎ 跨境电商出口物流服务商
Cross-border e-commerce export logistics service provider

◎ 品牌加工贸易企业
Brand processing trade enterprise

◎ 跨境电商卖家
Cross-border e-commerce sellers

生物医药产业 Biomedical industry



平潭拥有海关特殊监管、动植物集中隔离检疫、对台先试先行、绿色审批通道等生物医药产业发展优势。随着医药标准化厂房、园区、仓储等基础设施日趋完善，依托福建省医药集团等重点企业及已建成的特色园区，将重点培育发展医药物流贸易、特色中药材、实验动植物、医药保税研发与加工、美妆等产业集群。

Pingtán possesses several advantages for the development of the biopharmaceutical industry, including special customs supervision, centralized animal and plant quarantine, early-stage pilot programs for Taiwan, and green approval channels. With the ongoing improvement of infrastructure such as standardized pharmaceutical plants, industrial parks, and warehouses, and supported by key enterprises like Fujian Pharm Group and established specialized parks, Pingtán is focusing on cultivating and developing industry clusters in pharmaceutical logistics trade, specialty Chinese medicinal herbs, experimental animals and plants, bonded pharmaceutical R&D and processing, and beauty products.



Main Carrier
主要载体

招商重点 Investment focus



围绕实验动物及生物材料进口通道和供应链打造，重点培育引进 CRO 企业建设药物安全性评价中心

Build around the import channels and supply chains of experimental animals and biological materials, and focus on cultivating and introducing CRO companies to build drug safety evaluation centers



围绕药品上市持有人制度改革，引进药品区域总部及研发中心

Focusing on the reform of the drug listing holder system, the regional headquarters and R&D centers for drugs have been introduced



围绕对台中药贸易往来，引进中药贸易企业

Focusing on the trade in traditional Chinese medicine to Taichung, Chinese medicine trading enterprises have been introduced

智能算力产业 Intelligent computing power industry

依托平潭风电资源、全岛绿电供应优势，加快推进绿色智能算力发展。随着两岸融合智算中心一期(3000P)建成投用并成功预售算力，算力产业进一步向数字经济蓝海挺进，利用优越的数字基建与平台、数据资产融资与数据要素市场化创新经验，聚要素、扩算力，拓展新赛道与新场景应用，延伸“算力+”全产业链。

Leveraging Pingtán's offshore wind power resources and the island's green electricity supply advantages, efforts are accelerating the development of green intelligent computing power. With the completion and operation of Phase I (3000P) of the Cross-Strait Integration Smart Computing Center and the successful pre-sale of computing power, the computing power industry is making further inroads into the digital economy's blue ocean. By utilizing superior digital infrastructure, platforms, data asset financing, and data element market innovation, Pingtán is focusing on gathering elements, expanding computing power, exploring new tracks and application scenarios, and extending the entire “computing power +” industry chain.

主要载体 Main carrier

◎ 跨境数据流动服务枢纽
Cross-Border Data Flow Service Hub

◎ 数据要素产业园
Data Element Industry Park

◎ 国际互联网数据专用通道
International Internet Data Dedicated Channel

◎ 档案与大数据中心
Archives and Big Data Center

◎ 两岸融合智算中心
Cross-Strait Integration Smart Computing Center

招商重点 Investment focus



大数据基础能力和组件研发等投建运实力企业、算力租赁与数据安全服务

Investment, construction and operation strength enterprises, computing power leasing and data security services such as big data basic capabilities and component research and development



数据储存、大模型训练等规模消费型企业

Large-scale consumer-oriented enterprises such as data storage and large-scale model training



着重引入数据可视化、数据挖掘

Focus on introducing data visualization and data mining



多模态大模型、垂直应用大模型

Multi-modal large model, vertical application large model



虚拟现实等相关企业

Virtual reality and other related companies



台胞数据相关应用场景企业

Taiwan compatriot data related application scenario enterprise



积极推动集成电路产业发展壮大，鼓励科技人才引进和企业研发投入。目前，实验区集成电路企业实际运营企业共有 9 家，其中规上企业 2 家。实验区集成电路产业链已初步形成，已具备设计、初步封装（切割挑粒）、测试等集成电路生产流程。

Actively promote the development and growth of the integrated circuit industry, encourage the introduction of scientific and technological talents and investment in enterprise research and development. At present, there are 9 actual operating enterprises of integrated circuit enterprises in the experimental area, including 2 regulated enterprises. The integrated circuit industry chain in the experimental area has been preliminarily formed, and it already has integrated circuit production processes such as design, preliminary packaging (cutting and picking), and testing.

主要载体

Main carrier

平潭集成电路产业基地
Pingtan Integrated Circuit Industry Base

平潭集成电路产业中心
Pingtan Integrated Circuit Industry Center

封装测试基地
Packaging and testing base



平潭有 10 多万人从事隧道相关行业，施工网络覆盖全国；年承接工程总量占全国隧道市场 65% 以上、占高速公路隧道市场 80%，京九线、青藏铁路等均留下平潭印记。全区共有隧道业专业承包资质企业 256 家，隧道业企业 2024 年总产值 87.90 亿元。平潭正加快推进本地隧道企业提档升级，构建“科创赋能 + 数字制造 + 金融服务 + 产销对接”隧道产业发展格局，覆盖设计、施工、装备、服务的全产业链生态。

Pingtán is home to over 100,000 people working in tunnel-related industries, with a construction network spanning across the country. The total value of projects undertaken annually accounts for over 65% of the national tunnel market and 80% of the highway tunnel market. Major projects such as the Beijing-Kowloon Railway and Qinghai-Xizang Railway have left a distinct mark of Pingtan. The region hosts 256 tunnel industry companies with professional contracting qualifications, and the total output value of the tunnel sector is projected to reach 8.79 billion yuan in 2024. Pingtan is accelerating the modernization of its local tunnel enterprises, establishing an industry development framework that integrates technological innovation, digital manufacturing, financial services, and production-sales connections. This approach covers the entire industry ecosystem, including design, construction, equipment, and services.

隧道机械产业园总建筑面积

The total building area of the Tunnel Machinery Industrial Park

39,102 m²

隧道机械产业博览会已成功连续举办 3 届

The Tunnel Machinery Industrial Expo has been successfully held for 3 sessions

“隧道惠贷”普惠金融平台 2024 年累计放贷 1.2 亿元
By 2024, the ‘Tunnel Preferential Loan’ financial platform had disbursed loans totaling 120 million yuan.

招商重点

Investment focus



集成电路设计、封装、测试，先进封装载板制造

Integrated circuit design, packaging, testing, advanced packaging carrier board manufacturing



面向物联网、智能终端、汽车电子、智能电网、工业控制等应用领域的特色工艺制造（代工）

Featured process manufacturing (OEM) in the application fields of the Internet of Things, smart terminals, automotive electronics, smart grids, industrial control, etc



LED 照明设计、智慧照明、健康照明及其外延、芯片、封装等高端研发制造

LED lighting design, smart lighting, healthy lighting and its extension, chip, packaging and other high-end R&D and manufacturing



光刻机、刻蚀机、离子注入机、全自动晶圆检测机以及 CVD、PVD、CMP 等半导体制造关键设备研发设计

High-end R&D and design of key semiconductor manufacturing equipment such as lithography machines, etching machines, ion implantation machines, automatic wafer inspection machines, and CVD, PVD, and CMP

招商重点

Investment focus



资质勘察设计

Qualification for Surveying and Design



绿色建筑材料

Green Building Materials



智能化技术施工

Intelligent Construction Technology



AI 地质监测系统

AI-based Geological Monitoring Systems



智能隧道机械设备及部件供应

Intelligent Tunnel Machinery and Component Supply



隧道机械研发制造

Tunnel Machinery R&D and Manufacturing



智能运维服务商

Intelligent Operation and Maintenance Service Providers



隧道基金与金融保险

Tunnel Funds and Financial Insurance

- ① **新兴产业园** Emerging Industrial Park
- ② **跨境电商园** Cross-border e-commerce park
- ③ **台湾创业园** Taiwan Entrepreneurship Park
- ④ **平潭对台小额商品交易市场** Pingtan to Taiwan Small commodity Trading Market
- ⑤ **海西隔检中心** Haixi Quarantine Center
- ⑥ **海峡医药健康产业园** Strait Medical and Health Industrial Park
- ⑦ **金井国际智慧物流园 A 区(建设中)** Area A of Jinjing International Smart Logistics Park (under Construction)
- ⑧ **流水标准化厂房(建设中)** Assembly line standardized plant (under construction)





新兴产业园

Emerging Industrial Park

总规划面积 9000 多亩,是平潭最大的产业发展空间
With a planned area of more than 9000mu, it is the largest industrial development space in Pingtan.

示范园区标准化厂房总用地 58 亩,总建筑面积约 4.6 万 m^2 ,重点发展集成电路、人工智能、生物医药产品的研开发、生产等新一代信息技术及大健康产业。

The total land area of the standardized plant in the demonstration park is 58mu, with a total construction area of about 46,000 m^2 . It focuses on the development of a new generation of information technology and health industries such as integrated circuits, artificial intelligence, and the research and development and production of biomedical products.

Potential tenants

招商对象

新一代信息技术企业

A new generation of information technology companies

大健康产业生产及研发型企业

Production and R&D enterprises in the big health industry



跨境电商园

Cross-border e-commerce park

占地约 228 亩,总建 15.2 万 m^2
Covering an area of about 228mu and has a total construction area of 152,000 m^2

园区由 1 栋综合服务楼及 6 栋海关监管仓库组成,为入驻企业提供一站式清关作业、跨境物流仓储、商务办公服务。

The park consists of 1 integrated service building and 6 customs supervision warehouses, which provide one-stop customs clearance operations, cross-border logistics warehousing, and business office services for settled enterprises.

Potential tenants

招商对象

跨境电商进出口企业

Cross-border e-commerce import and export enterprises

跨境电商平台企业

Cross-border e-commerce platform enterprise

支付企业

Payment company

报关企业

Customs declaration enterprise

物流仓储企业

Logistics and warehousing enterprise Taiwan Entrepreneurship Park



台湾创业园

Taiwan Entrepreneurship Park

占地 130 亩, 总建 22.2 万 m²
Covering an area of 130mu and has
a total construction area of 222,000 m².

园区由 36 栋、每栋 2-10 层的园林别墅型楼宇组成。规划两岸青年创业基地、科技企业育成中心、直播基地、商业配套等功能区，是闽台合作窗口的重要载体。

The park consists of 36 garden villa-type buildings of 2-10 floors each. Planning functional areas such as cross-strait youth entrepreneurship bases, science and technology enterprise incubation centers, live broadcast bases, and commercial supporting facilities is an important carrier for the Fujian-Taiwan cooperation window.

Potential tenants

→ 招商对象

集成电路设计

Integrated circuit design

直播电商

Live e-commerce

跨境贸易

Cross-border trade

高新科技

High-tech

影视动漫

Film and television animation



平潭对台小额商品交易市场

Pingtang to Taiwan Small Commodity Trading Market

占地约 216 亩, 总建筑面积约 16 万 m²
Covering an area of about 216mu, with
a total construction area of about 160,000 m².

平潭对台小额商品交易市场是国家 3A 级旅游景区、福建自贸区“十大功能性平台”、福建省级台湾青年就业创业基地。

The Pingtan-to-Taiwan small commodity trading market is a national 3A-level tourist attraction, the “Top ten functional platforms” of the Fujian Free Trade Zone, and the Fujian Province-level Taiwan youth employment and entrepreneurship base.

Potential tenants

→ 招商对象

对台贸易、旅游、文化创意类企业
Trade, tourism, cultural and creative
enterprises to Taiwan

个体经营者
Self-employed



海西隔检中心

Haixi Quarantine Center

占地 200 亩,总建筑面积约为 7.4 万 m²

Covering an area of 200mu, with a total construction area of about 74,000 m².

全国唯一综合性动植物检疫隔离处理中心,拟建设医药成果交易平台及医药总部产业等。

The only comprehensive animal and plant quarantine and quarantine treatment center in the country, it is planned to build a pharmaceutical achievement trading platform and a pharmaceutical headquarters industry.

Potential tenants

➔ 招商对象

生物医药类企业

Biopharmaceutical companies



海峡医药健康产业园

Strait Medical and Health Industrial Park

占地面积 100 亩,投资额 4 亿元

It covers an area of 100mu and has an investment of 400 million yuan.

产业园已建成办公楼、服务综合楼、厂房、仓库、保税仓库共 10 幢建筑,打造大型现代化中药材跨境交易服务平台及台湾“三品一械”进出口贸易中心。

A total of 10 buildings have been built in the industrial park, including office buildings, service complexes, factories, warehouses, and bonded warehouses, to create a large-scale modern cross-border trading service platform for Chinese medicinal materials and Taiwan's “three products and one machinery” import and export trade center.

Potential tenants

➔ 招商对象

生物医药研发、生产、销售企业

Biopharmaceutical R&D, production and sales enterprises



金井国际智慧物流园 A 区(建设中)

Area A of Jinjing International Smart Logistics Park (under Construction)

占地 65 亩,总投资约 2.7 亿元

The project site is about 65mu,
The total investment is about 270 million yuan.

物流园区为工业物流仓储空间，预留设置海关监管卡口及附属用房，可提供保税加工等仓储及配套服务，开展各类保税进出口业务。可出租或共同运营，预计 2025 年底投入运营。

The logistics park is an industrial logistics storage space, reserved for customs supervision bayonets and ancillary premises, which can provide warehousing and supporting services such as bonded processing, and carry out various types of bonded import and export business. It can be leased or jointly operated and is expected to be put into operation by the end of 2025.

Potential tenants

➔ 招商对象

外贸进出口企业、跨境电商企业、加工贸易企业、

物流及供应链服务企业

foreign trade import and export enterprises, cross-border e-commerce enterprises,
processing trade enterprises, logistics and supply chain service enterprises



流水标准化厂房(建设中)

Assembly line standardized plant
(under construction)

项目占地约 46 亩,总建筑面积约 63284 m²

Covering an area of about 46mu, with a total
construction area of about 63,284 m²

项目位于流水食品加工园区，重点发展水产品及其副产品保税加工与冷链物流业等，可定制租赁或销售。预计 2025 年下半年建成投用。

The project is situated in the Liushui Food Processing Park, with a primary focus on bonded processing of aquatic products and their by-products, alongside cold chain logistics and related industries. It offers flexible leasing or sales options. The facility is expected to be completed and operational by the second half of 2025.

Potential tenants

➔ 招商对象

水产品加工、冷链物流等企业

Enterprises engaged in seafood processing, cold chain logistics, etc





投资服务

Investment services

为更好服务社会投资项目，实验区成立平潭综合实验区投资促进委员会，负责统筹并实施全区社会投资项目招商引资、落地建设和产业培育发展，按照招商工作的运行机制和产业类别，内设 6 个部门，为项目提供全生命周期投资促进服务。

To enhance support for social investment projects, the Pingtan Investment Promotion Committee has been established in the Experimental Zone. This committee is tasked with coordinating and managing the attraction of investment, project implementation, and industry development throughout the region. Structured around the operational framework of investment promotion and industry-specific needs, the committee includes six departments that offer comprehensive, end-to-end investment facilitation services for projects.

平潭 投促委

综合保障

综合事务部

研究审核部

新兴产业部

文旅产业部

海洋产业部

物流产业部

产业招商

区位优势佳



- ◎ 太平洋西岸国际航线南北通衢的必经之地，海上丝绸之路的起航点
- ◎ 长三角经济圈与珠三角经济圈的联结点
- ◎ 两岸经贸往来的重要通道、两岸物流集散中心

第二十一届中国·海峡创新项目成果交易会
THE 21st CHINA STRAITS INNOVATION AND PROJECTS FAIR

平潭综合实验区 推介

2023年06月18-22日

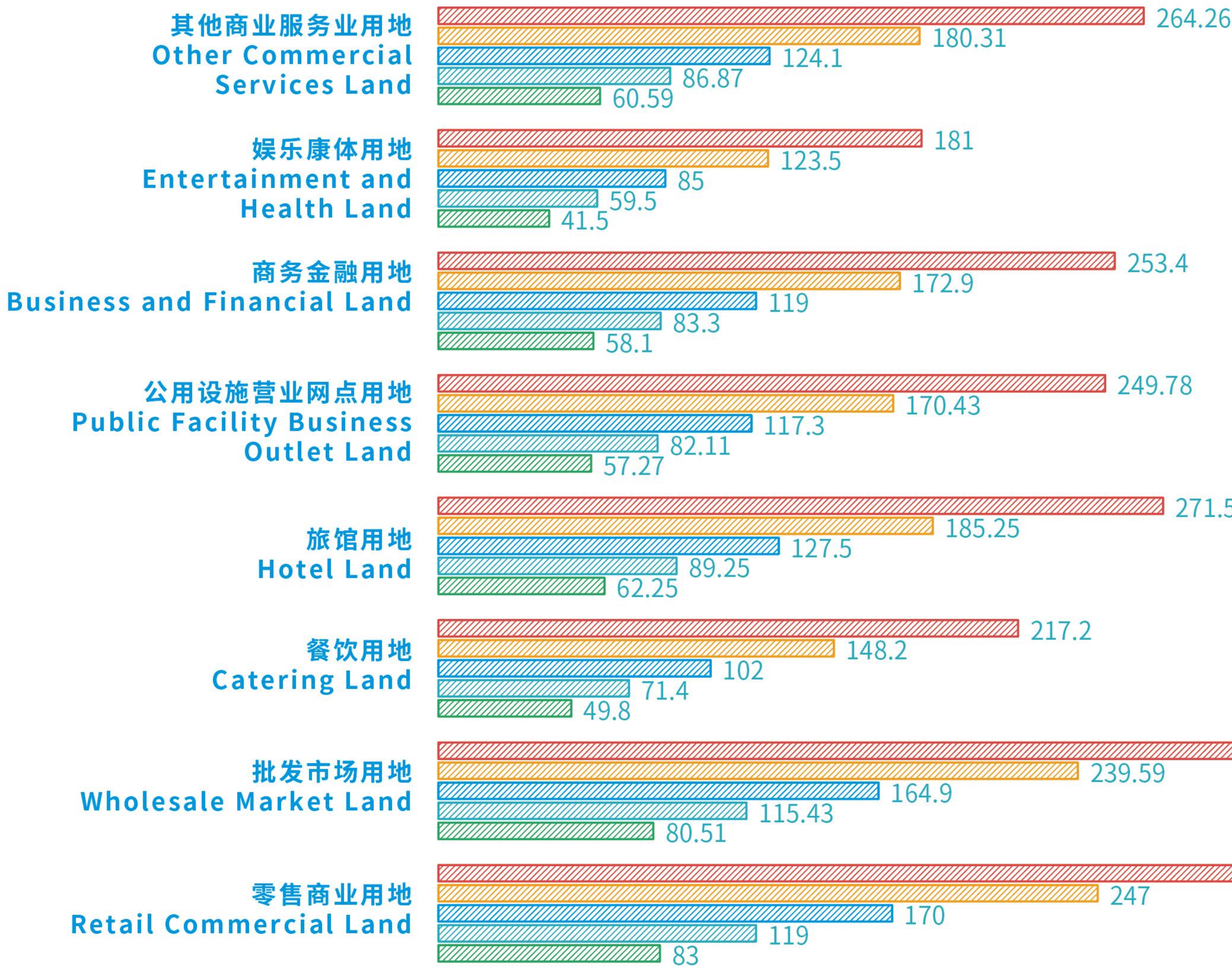
CSIPF

平潭综合实验区持续狠抓招商引资工作，组建高素质、专业化招商团队，为企业、项目提供全面、便捷、高效、贴心的保障服务。

Pingtán Comprehensive Experimental Zone continues to pay close attention to investment attraction, and has formed a high-quality and professional investment team to provide comprehensive, convenient, efficient and intimate guarantee services for enterprises and projects.



平潭综合实验区商业服务业用地基准地价表
The Benchmark Land Price Table for Commercial Service Land
in the Pingtan Comprehensive Experimental Zone



基准地价

Base land price

地面价(万元/亩)

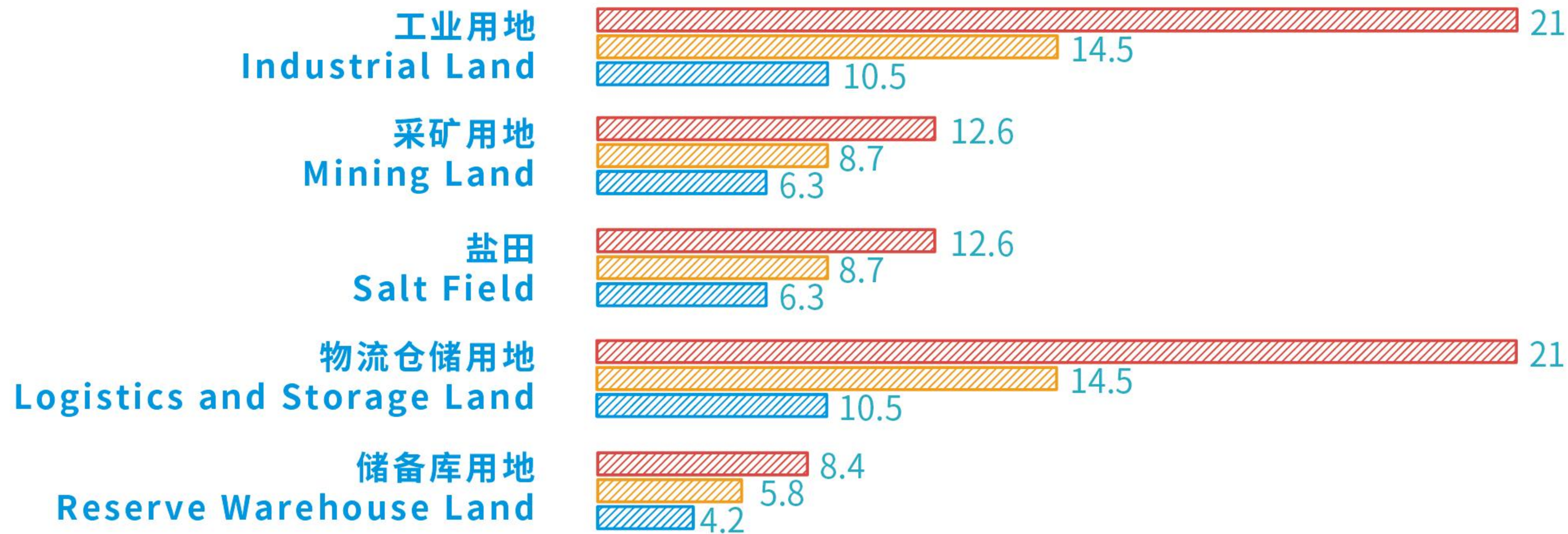
Ground price (ten thousand yuan/mu)

修正幅度(±%)

Correction range (±%)

1级	±20%
2级	±20%
3级	±19%
4级	±19%
5级	±18%

平潭综合实验区工矿、仓储用地基准地价表
The Benchmark Land Price Table for Industrial, Mining,
and Storage Land in the Pingtan Comprehensive Experimental Zone



基准地价

Base land price

地面价(万元/亩)

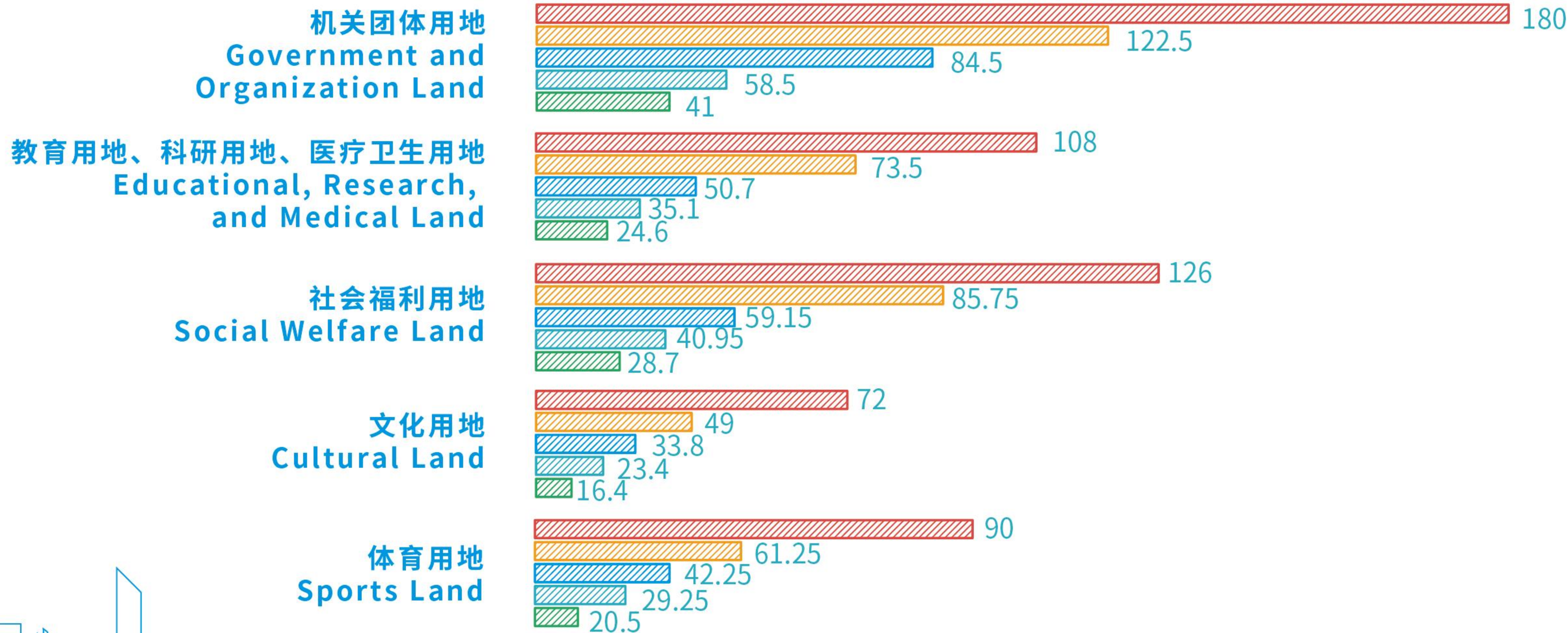
Ground price (ten thousand yuan/mu)

修正幅度(±%)

Correction range (±%)

1级	±20%
2级	±19%
3级	±18%

平潭综合实验区公共管理与公共服务用地基准地价表
The Benchmark Land Price for Public Administration and Public Service Land
in the Pingtan Comprehensive Experimental Zone



基准地价

Base land price

地面价(万元/亩)

Ground price (ten thousand yuan/mu)

修正幅度(±%)

Correction range (±%)

1级	±20%
2级	±20%
3级	±19%
4级	±19%
5级	±18%



岛上有福建省最大的淡水湖—三十六脚湖，除自建的供水系统外，作为福建省最大引调水工程，平潭及闽江口水资源配置工程“一闸三线”全线通水，每日引水量可达 75 万吨。

The island is home to the largest freshwater lake in Fujian Province—Thirty-Six-Jiao Lake. In addition to its self-built water supply system, Pingtan also benefits from the "One Gate, Three Lines" water resource allocation project at the mouth of the Minjiang River, which is the largest water diversion project in Fujian. The project has the capacity to divert up to 750,000 tons of water per day.

平潭综合实验区水价表
Pingtan Comprehensive Experimental Zone
Water Price Table

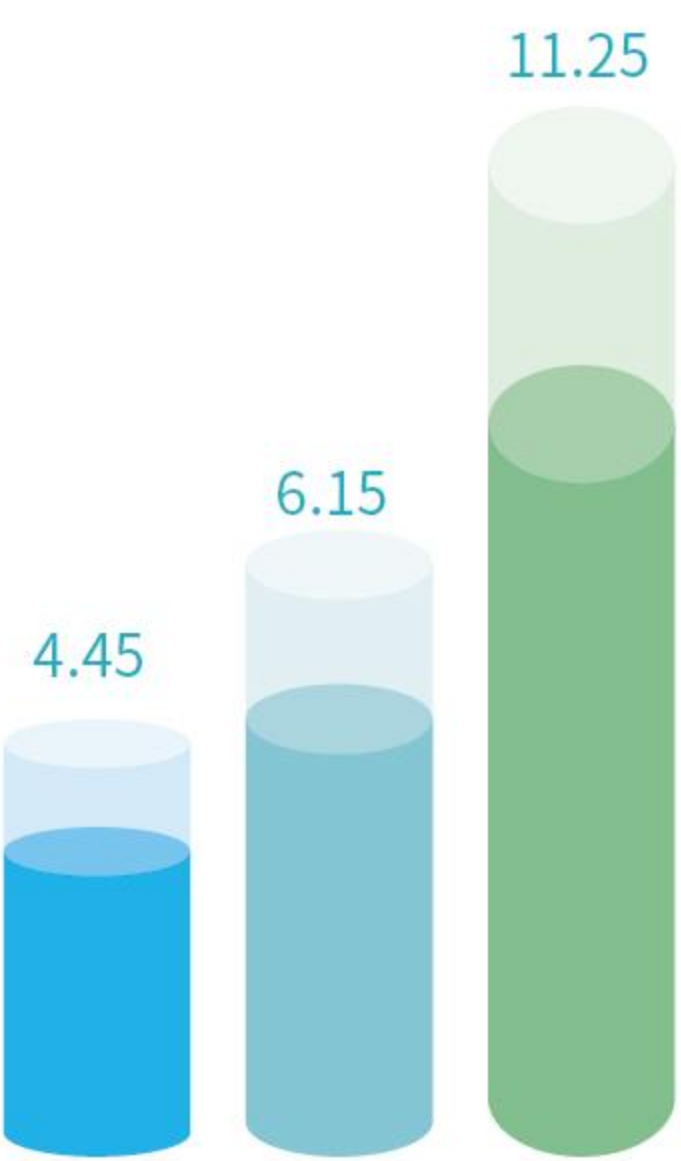
含污水处理费用
Comprehensive Experimental Area Including
sewage treatment costs

居民用水 (0.95元/吨)

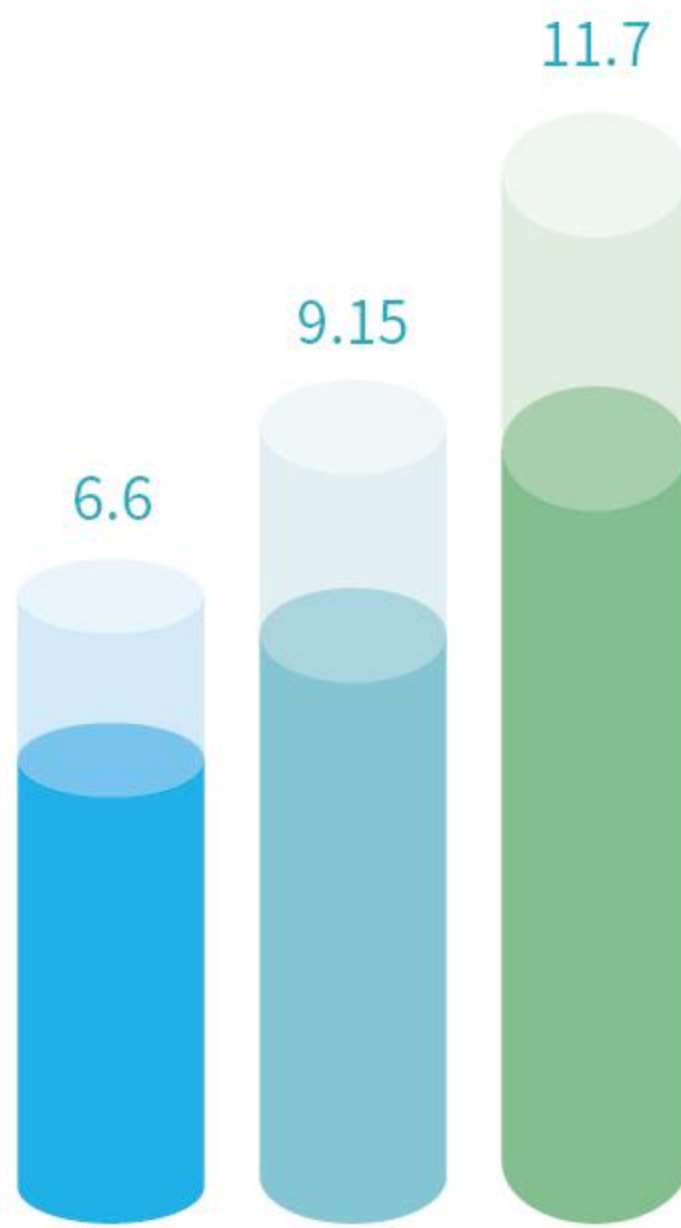
Residential water (0.95 yuan/ton)

非居民用水 (1.4元/吨)

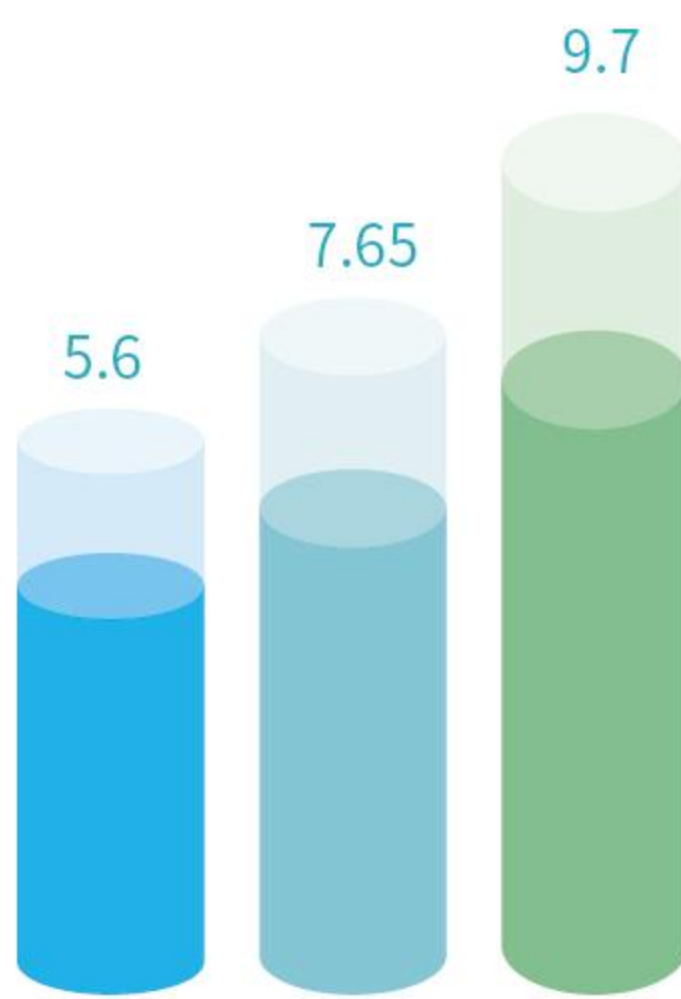
Non-residential water (1.4 yuan/ton)



居民用水



特种行业



其他行业

第1阶梯

第2阶梯

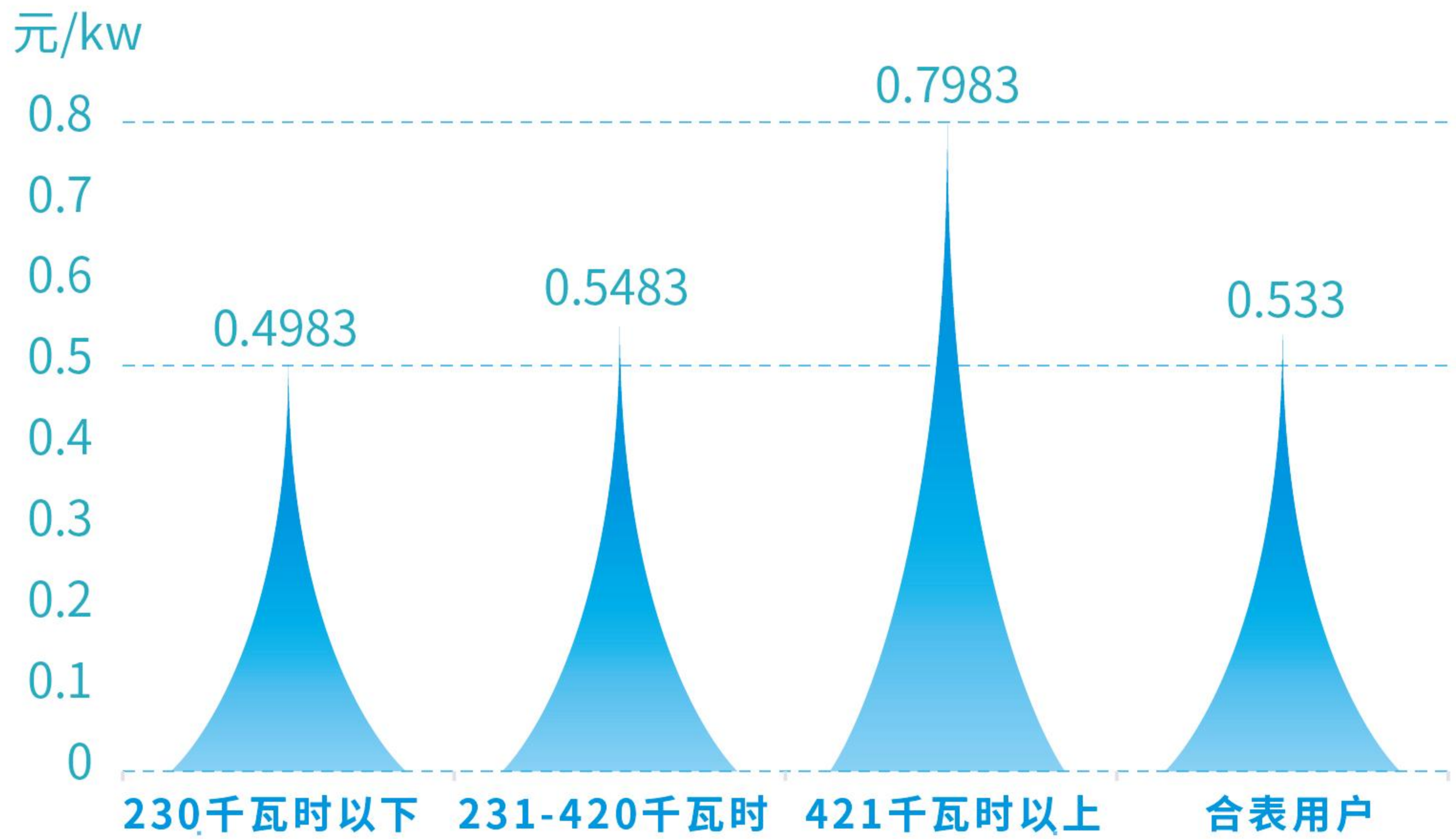
第3阶梯

单位(元/吨)

Unit (yuan/ton)

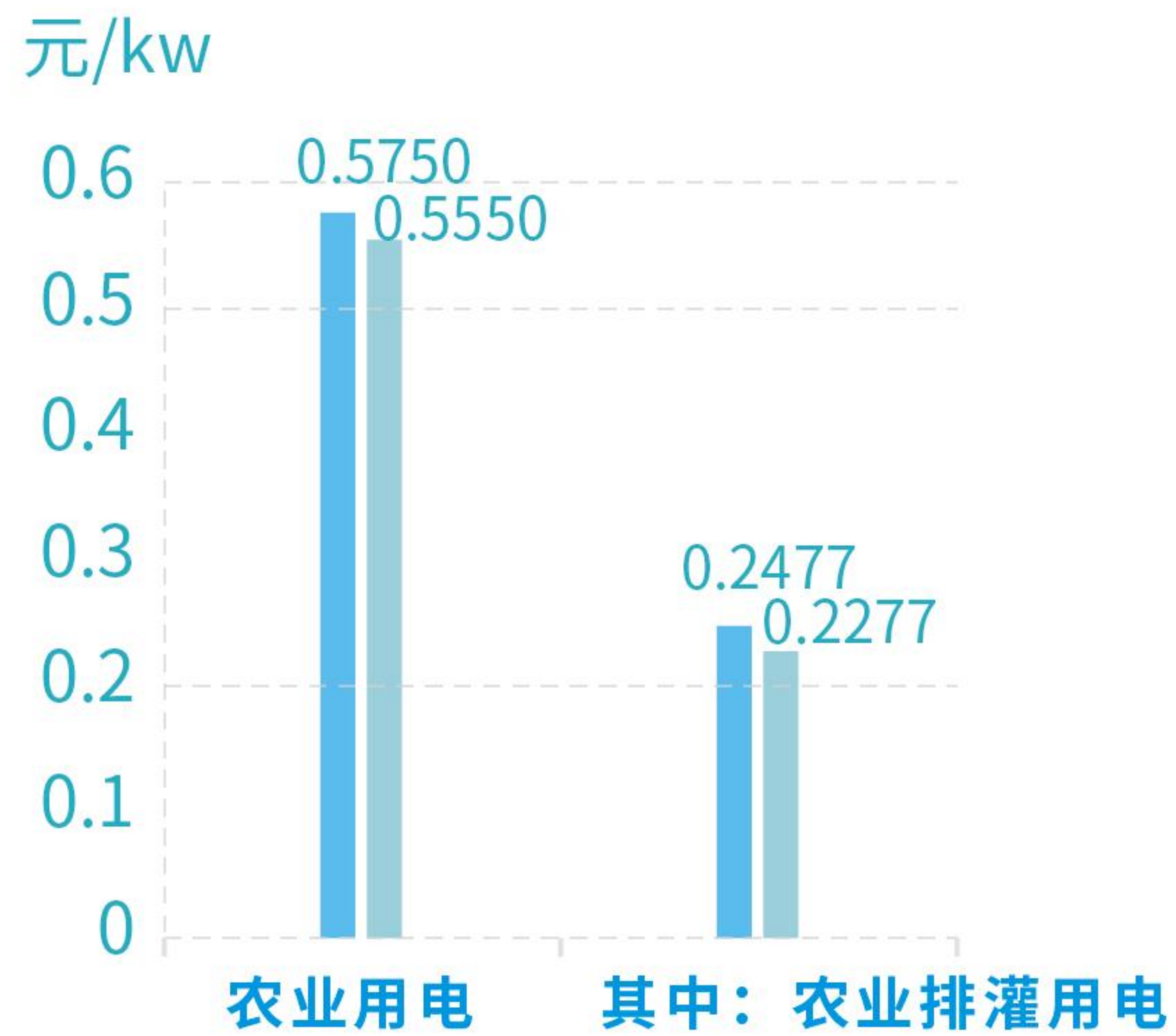
平潭综合实验区电价表

Pingtan Comprehensive Experimental Zone Electricity Price Table



“一户一表”用户每月用电量

■ 不满1千伏 ■ 1-10千伏



农业用电

其中：农业排灌用电

工商业用电

Industrial and Commercial Electricity

(一)直接参与市场交易(向发电企业或售电公司购电)

Direct Participation in Market Transactions (Purchasing electricity from power generation companies or electricity sales companies)

购电价格+上网环节线损电价+输配电价+系统运行费用+政府性基金及附加

Purchase electricity price + grid loss electricity price at the access point + transmission and distribution price + system operation costs + government funds and surcharges

(二)未进入市场交易(由电网企业代理购电)

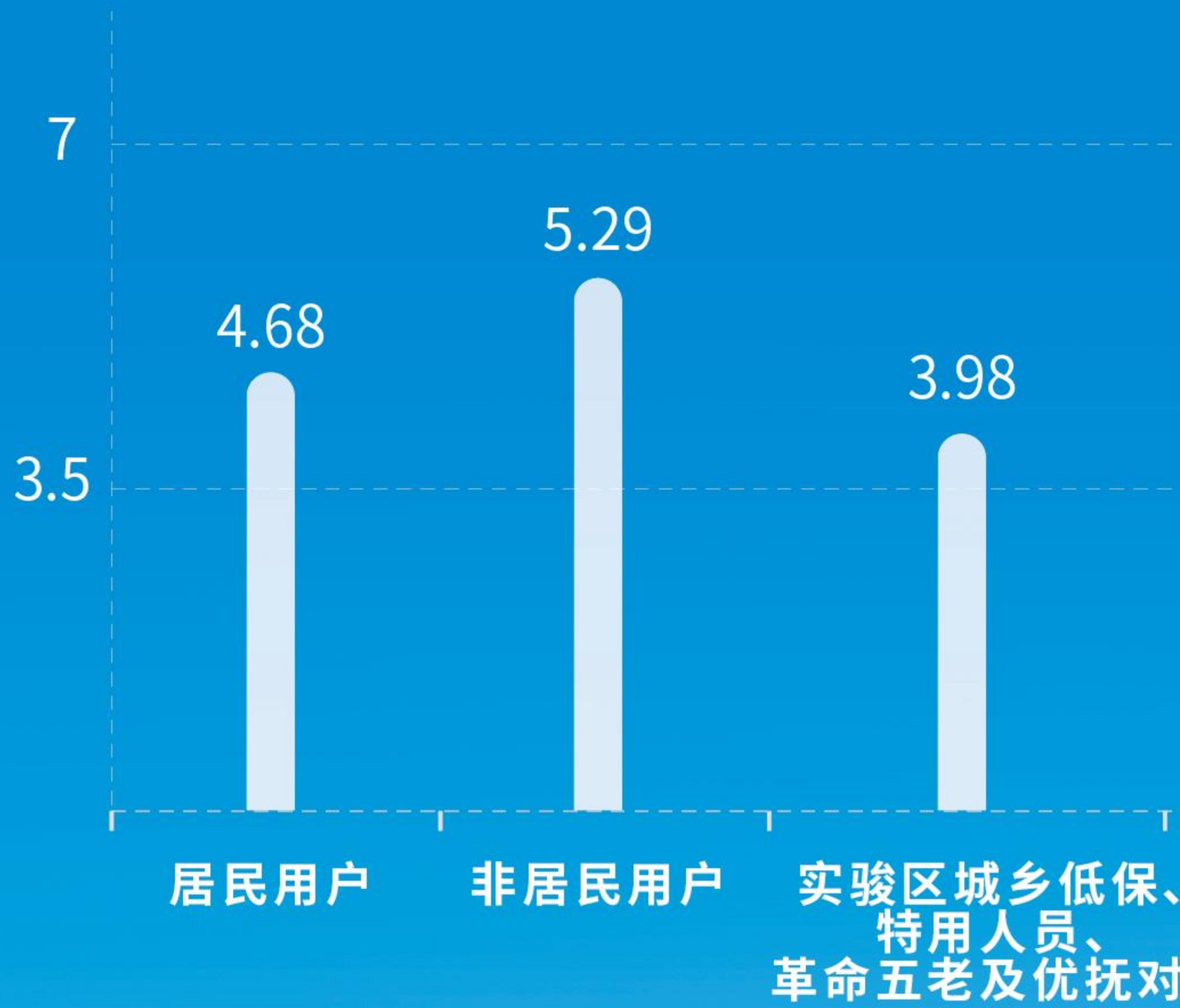
Non-Market Participants (Electricity purchased through the grid company as an agent)

代理购电价格+上网环节线损电价+输配电价+系统运行费用+政府性基金及附加

Agent purchase electricity price + grid loss electricity price at the access point + transmission and distribution price + system operation costs + government funds and surcharges

平潭综合实验区天然气价格表

Pingtan Comprehensive Experimental Zone
Natural Gas Price



元 / 立方米

Yuan /cubic meter