

## **Shenzhen - Comprehensive Overview of the City, PEST Analysis and Key Industries Including Technology, Tourism and Hospitality, Construction and Retail**

Industry Report | 2023-02-01 | 39 pages | MarketLine

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### **Report description:**

Shenzhen - Comprehensive Overview of the City, PEST Analysis and Key Industries Including Technology, Tourism and Hospitality, Construction and Retail

#### Summary

"City Profile - Shenzhen" provides historical and forecast data on key city level metrics along with analytical coverage of the latest political, economic, social, technological, infrastructural, legal and environmental issues affecting Shenzhen.

The report contains detailed tourism, retail, construction, technology and public infrastructure data and insight into economic, social, and industry trends.

Shenzhen city located in Guangdong province of the Chinese mainland, covers an area of 1,992km<sup>2</sup>. The economy of the area is majorly driven by the service and secondary sectors, precisely by manufacturing, trade, financial services, hospitality, high-tech development, foreign trade, shipping, and the creative and cultural industries

#### Scope

- Shenzhen, the huge manufacturing center in China contributes around 35% to the area's total GVA. The open door policy introduced by the provincial government has turned Shenzhen into a major financial centre of Southern China and, thus, promoting a rapid infrastructural development
- Being one of the key technological and business hubs of the country and with geographical proximity to Hong Kong, Shenzhen is a popular tourist destination for both domestic and international tourists

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## Reasons to Buy

- Gain a comprehensive knowledge of future economic and demographic trends and understand the performance of various sectors within the city.
- Analyze and understand the business environment in the city to align your investment and expansion strategies.
- The report helps to drive a conclusion in choosing a suitable city to invest or expand according to your business structure.
- Explore new opportunities in the hospitality, tourism, construction, real estate and retail sectors.

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