

# Access China

## Granular insight on China's regions, provinces and cities

Access China is a unique service that will help your business to succeed in China. It is a single source of data, analysis and forecasts for all 31 provinces and 292 of China's largest cities, providing you with a comprehensive understanding of China today, but more importantly, giving you confidence that you will still understand China in ten and twenty years.

## Why Access China?

- **Get to grips with China's regions and cities**  
Whether you plan to sell to, invest in or expand into this hugely significant market.
- **Stay ahead of the curve**  
Get the latest information of what other businesses are doing, costs, infrastructure and labour markets from our large team of in-country experts.
- **Save time collecting and checking local information**  
Feed our rigorously-reviewed data into your China business strategy models.

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## Our trusted information, the way you want it



**Intelligent search function** making relevant content easily discoverable.



**Bespoke alerts** with the most critical analysis delivered directly to your inbox.



**Downloadable data** that can be incorporated into your own models, reports or presentations.



**Access to the experts**, so you can discuss what an unfolding event or forecast means for your organisation.

# What's included?

## Actionable analysis

- ✓ Quarterly reports on all 31 provinces and 40 top cities with the latest developments in the business environment, including economic profiles of each region.
- ✓ Monthly review of economic developments around China, presenting our view on the latest data releases and events from China's regions to keep you posted of the latest developments.
- ✓ Weekly articles with analysis of key trends that will affect your business.
- ✓ Annual regional outlook presenting our forecasts in the next five years.
- ✓ Access to national-level political and economic analysis, data and forecasts, in addition to regional, for premium subscribers.

## Analytic tools

- ✓ Interactive statistical database with over 500 economic, industry and consumer indicators for 31 provinces and 292 cities to help benchmark your priorities.
- ✓ Forecasts for key economic indicators up to 2030 for 31 provinces and 292 cities to evaluate how one of your markets will perform or identify emerging opportunities.
- ✓ Comprehensive sector-specific city rankings that give you an overview of where the opportunities are and where they will be in the future.

## Unrivalled forecasts

- ✓ Our forecasts consist of three distinct econometric frameworks that integrate provincial- and city-level forecasts with unique methodologies for the short and long term.
- ✓ State-of-the-art econometric model using 13 equations per province and city.
- ✓ 100+ forecast series at the provincial and city level.
- ✓ China's most comprehensive demographic model that provides unparalleled demographic detail to help you pin down your target market.

## Choose the delivery channel that works best for you



### API

Get the latest EIU data directly into your systems via our API for increased productivity and faster decision making.



### In-person

Our analysts are just a click or phone call away. Ask us a question, attend a briefing or have us come and speak to your company.



### Website

Our responsive website provides access to all of The EIU's content and includes advanced search and alerting capability.



### Data feeds

Get flat delimited files sent to you. With easy setup and multiple file formats, use EIU data alongside your own data or other sources.



### Content licensing

Become a content licensing partner and grant your customers access to industry-leading economic and political research.

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## Our data

We offer a unique and consistent dataset that is compliant with international standards and includes over 600 data series at provincial or city level for topics including:



### Economy

Real GDP, inflation, trade, investment, consumption.



### Demographics

Full gender and age distributions.



### Household income

Full breakdowns of the income distribution.



### Consumption

Retail sales by category, household penetration rates of specific consumer durables.



### Industrial production

Annual output volumes for 35 products ranging from industrial furnaces to beer.



### Companies

Industrial value-added by sector, number of firms, gross profit.



### Labour

Employment, wages, workforce size.



### Healthcare

Number of hospital beds, certified doctors, hospitals.



### Education

Full primary/secondary/tertiary breakdowns for student enrollment, number of teaching staff.



### Pollution

Sulphur dioxide emissions, wastewater treatment rate, industrial soot emissions.



### Transport

Full breakdown of air/rail/road/water passenger and freight handling volumes.



### Connectivity

Mobile phone subscriptions, internet users.



### Property

Floor space under construction, real estate investment value.



### Tourism

Tourism visits and revenue.

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## Our reports

All reports are available in PDF format with data, forecasts and analysis on individual cities and provinces.

Reports cover 31 provinces and 40 key cities and are updated on a quarterly basis, focusing on topics such as:



### Economy

Understand trends and events affecting current and future economic growth, covering topics such as growth, inflation, investment, trade and consumption. What has been the impact of a local natural disaster on provincial growth? What effect will global economic prospects have on the local industry?



### Business

Follow developments in consumer markets: what is the level of consumer confidence in the province and how do retail sales and incomes rank when compared to other regions? Which major retailers have just set up shops and where?



### Industry

Overview of the main industries driving growth in the region and the performance of key companies. We also cover industries being promoted by the local government and identify emerging industries.



### Politics

Understand the background of local political leaders and their policy objectives. What events are shaping the politics of a particular region? Are there any national or provincial initiatives driving local developments?

Information contained in the reports is compiled by our Beijing based team of analysts, assisted by our countrywide network of contributors.

# Coverage

Access China covers 31 Chinese provinces and 292 cities.

Mainland Chinese province equivalents: nominal GDP, 2020 (US\$bn)

- Over 1,000
- 500 - 1,000
- 300 - 500
- 100 - 300
- Under 100



## Our dataset helps you understand the diverse nature of each province and city

We have the best **demographic forecasts** which estimate the population of every province and prefecture-level city, facilitating comparison across provinces and prefectures.

We provide unique **breakdowns of income distributions** at the province and city level based on the Chinese National Bureau of Statistics surveys, with forecasts out to 2030.

We maintain a **long-standing relationship with the Chinese National Bureau of Statistics**, and vet the official data and liaise with the Bureau to ensure accuracy.

# Who uses this service?



## Corporations

- Understand how the Chinese market works
- Assess the market potential for products and services
- Optimise supply chains and anticipate disruptions
- Benchmark your performance in particular provinces



## Governments

- Understand China's internal and external dynamics
- Assist trade and exporting companies
- Navigate complex foreign country dynamics
- Anticipate the impact of changes in policy and regulations



## Academic Institutions

- Access national-level political and economic and business analysis
- Inform students and academics on events that are reshaping the market
- Develop students' practical skills and prepare them for their careers
- Manage learning resources and budgets more efficiently

**For any queries, Contact:**



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