

China Property Market Watch 中国房地产市场观察

MAY 2011 二零一一年五月

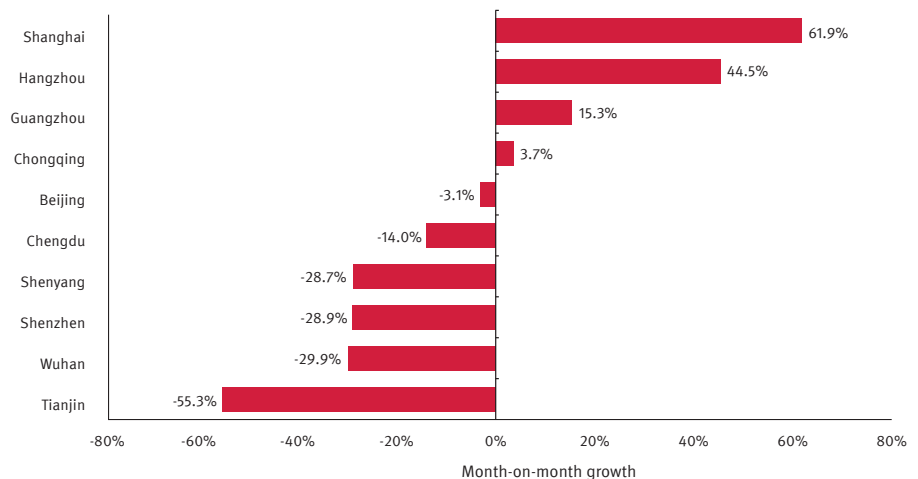


MARKET HIGHLIGHTS

Sales of new Mainland homes decline despite increased supply

Chart 1

Primary residential transacted area month-on-month change (April 2011)



In April, the supply of new homes in ten major Mainland cities increased month on month. However, sales did not follow the uptrend, with most cities recording declines in the total areas of new homes sold.

In April, the supply of new homes in ten major Mainland cities increased month on month. However, sales did not follow this uptrend, with most cities recording month-on-month declines in the total areas of new homes sold. Meanwhile, new home prices—adjusted by differences in property type, location, fittings and whether they were presale or completed units—gained 4.6% month on month, as developers did not reduce prices to promote sales.

During the first quarter of 2011, developers slowed the launch of new flats because of the government's regulatory policies as well as seasonal factors. With the resumption of supply in the second quarter, the total area of new homes launched in the ten cities rose 38.3% in April. The most significant jumps were registered in Shenzhen (468.4%), Hangzhou (123.8%) and Chengdu (101.4%), where the figures surged by over 100%.

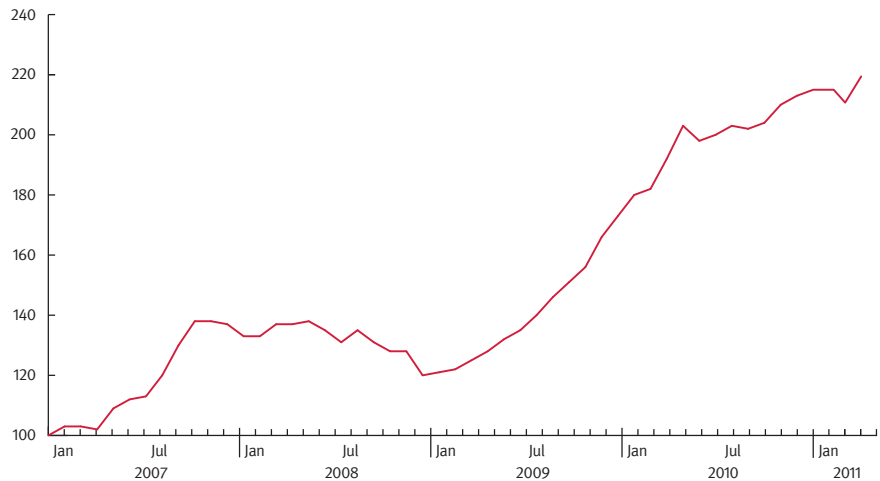
However, the Mainland residential market remained depressed in April, witnessing falls in the volumes of new-home sales in all the ten cities, year on year. Tianjin (-81.6%) experienced the biggest decline, while Beijing, Chengdu, Hangzhou and Wuhan also recorded notable drops of over 50%. Month on month, declines in the volumes of new-home sales were registered in most cities, with the most prominent drop seen in Tianjin (-55.3%), followed by Wuhan (-29.9%) and Shenzhen (-28.9%). Most cities' adjusted new-home prices remained stable or showed month-on-month gains, with price growth in Shenzhen (17.0%), Guangzhou (12.1%) and Beijing (8.8%) being the most notable.

In April, the central government and related authorities restated that the implementation of the tightening policies would not be loosened and urged the acceleration of the construction of subsidised housing. In order to suppress inflation on the Mainland, the central government implemented a series of credit-tightening policies. On 6 April, the central bank raised RMB deposit and loan interest rates of financial institutions, for the second time this year, by 25 basis points. On 17 April, the bank also raised RMB deposit reserve rates of financial institutions, for the fourth time this year, by 50 basis points. Not only do the policies further restrict the financing of developers, but also increase the burden of homebuyers and strengthen the wait-and-see atmosphere in the market.

In view of the central government's determination to control residential prices on the Mainland, we believe that only considerable price drops will revive sales volumes. However, in the short term, financial pressure faced by developers will not be significant enough to prompt sharp price cuts. New home prices are expected to remain stable with marginal corrections during the second quarter of 2011.

The average price of new homes in ten major Mainland cities—taking into account differences in property type, location, fittings and whether they were presale or completed units—rose 4.6% in April from March.

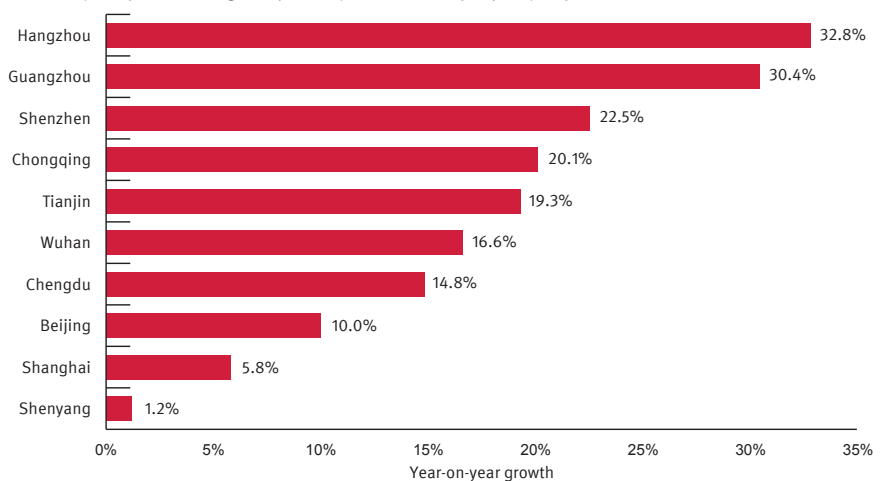
Chart 2
Primary residential price trend (ten major cities)
2007 Jan = 100



Note: The ten major cities include Beijing, Shanghai, Guangzhou, Shenzhen, Tianjin, Chongqing, Chengdu, Hangzhou, Wuhan and Shenyang. The home prices of these cities have been adjusted to take into account differences in property type, location, fittings and whether they were presale or completed units.

All ten key Mainland cities showed year-on-year growth in adjusted new-home prices in April 2011, with Hangzhou witnessing the largest increase (32.8%), followed by Guangzhou (30.4%) and Shenzhen (22.5%).

Chart 3
Year-on-year price change in primary residential property (April 2011)



Shanghai led all Mainland cities in urban, suburban and city-wide per-sq-m primary residential prices. Hangzhou surpassed Beijing to record the second highest suburban per-sq-m price.

Table 4

Average per-sq-m prices of primary residential property (April 2011)

City	Urban area (RMB per sq m)	Suburban area (RMB per sq m)	City-wide (RMB per sq m)
Beijing	31,342	13,449	20,686
Shanghai	37,577	19,919	22,738
Guangzhou	23,661	9,783	12,048
Shenzhen	20,103	-	20,103
Tianjin	20,200	8,236	9,878
Chongqing	7,446	5,694	7,257
Chengdu	9,272	5,764	6,779
Hangzhou	29,603	13,901	19,400
Wuhan	9,313	5,615	7,098
Shenyang	6,059	5,356	5,660
Average	19,276	9,426	12,845

Note: The average prices are unadjusted by property attributes.

Shanghai outperformed all major cities in urban, suburban and city-wide primary residential unit prices. Hangzhou surpassed Beijing to record the second highest unit prices in all areas.

Table 5

Average unit prices of primary residential property (April 2011)

City	Urban area (RMB million)	Suburban area (RMB million)	City-wide (RMB million)
Beijing	3.07	1.31	2.02
Shanghai	4.46	2.12	2.46
Guangzhou	2.48	1.07	1.31
Shenzhen	1.87	-	1.87
Tianjin	1.94	0.84	1.00
Chongqing	0.69	0.57	0.67
Chengdu	0.87	0.56	0.66
Hangzhou	3.76	1.46	2.17
Wuhan	0.93	0.55	0.70
Shenyang	0.51	0.50	0.51
Average	2.02	0.96	1.30

Note: Price per unit is generated by dividing total sales consideration by the total number of transacted units (unadjusted by property attributes).

In April 2011, for the first time since the introduction of tightening policies, all ten major cities witnessed year-on-year falls in the total transacted areas of primary homes.

Table 6

Total transacted area of primary residential property (April 2011)

City	Transacted area (thousand sq m)	Month-on-month growth (%)	Year-on-year growth (%)
Beijing	549.0	↓ 3.1%	↓ 63.4%
Shanghai	630.3	↑ 61.9%	↓ 39.3%
Guangzhou	674.0	↑ 15.3%	↓ 0.4%
Shenzhen	165.1	↓ 28.9%	↓ 42.0%
Tianjin	203.4	↓ 55.3%	↓ 81.6%
Chongqing	892.4	↑ 3.7%	↓ 27.7%
Chengdu	961.5	↓ 14.0%	↓ 57.0%
Hangzhou	269.1	↑ 44.5%	↓ 69.6%
Wuhan	600.1	↓ 29.9%	↓ 54.7%
Shenyang	927.3	↓ 28.7%	↓ 11.6%
Total	5,872.2	↓ 10.3%	↓ 48.2%

In April 2011, Shanghai outperformed all other major Mainland cities in the sales of new luxury homes valued at RMB5 million or above (446 units), followed by Beijing (336 units) and Hangzhou (178 units).

Table 7

Number of primary residential units sold by price range (April 2011)

City	Price range (RMB million per unit)				
	< 1.0	1.0-<2.0	2.0-<3.0	3.0-<5.0	≥ 5.0
Beijing	1,432	2,514	723	616	336
Shanghai	939	3,112	788	533	446
Guangzhou	3,399	1,928	491	250	126
Shenzhen	294	1,030	240	131	79
Tianjin	1,411	402	93	62	35
Chongqing	8,225	1,123	168	56	49
Chengdu	8,960	802	91	70	27
Hangzhou	390	1,031	558	248	178
Wuhan	5,202	750	46	35	20
Shenyang	9,526	624	78	84	23

Most of the ten Mainland cities registered month-on-month increases in the unsold inventory of new homes in April 2011, with Chengdu recording the largest gain (103.6%).

Table 8

Total floor area of primary residential property available for sale (April 2011)

City	Available inventory (million sq m)	Month-on-month growth (%)	Year-on-year growth (%)
Beijing	10.1	↑ 1.2%	↓ 5.6%
Shanghai	6.8	↑ 11.5%	↑ 34.3%
Guangzhou	5.8	↓ 0.1%	↑ 38.3%
Shenzhen	4.2	↓ 4.0%	↑ 6.5%
Tianjin	7.4	↑ 2.0%	↑ 16.2%
Chongqing	3.9	↓ 2.3%	↓ 36.2%
Chengdu	8.7	↑ 103.6%	↑ 150.1%
Hangzhou	3.2	↑ 3.0%	↑ 73.8%
Wuhan	14.1	↑ 0.9%	↑ 10.0%
Shenyang	9.0	↓ 4.2%	↑ 2.0%
Total	73.1	↑ 7.2%	↑ 15.6%

In April 2011, the average price of new offices in Shanghai remained the highest among the ten key cities, reaching RMB32,966 per sq m.

Table 9

Sales of primary offices in urban areas (April 2011)

City	Transacted area ('000 sq m)	Total consideration (RMB million)	Price (RMB per sq m)
Beijing	75.4	1,830	24,278
Shanghai	70.5	2,324	32,966
Guangzhou	35.9	745	20,773
Shenzhen	12.0	301	25,143
Tianjin	19.1	330	17,226
Chongqing	60.7	758	12,489
Chengdu	131.8	1,244	9,443
Hangzhou	34.2	956	27,952
Wuhan	5.8	73	12,597
Shenyang	23.1	206	8,926

The delineation of urban and suburban districts in each city makes inter-city price comparison more worthwhile.

Table 10

Urban and suburban areas of ten major Chinese cities

City	Urban areas	Suburban areas
Beijing	Dongcheng, Chaoyang, Xicheng, Xuanwu, Fengtai, Congwen, Haidian, Shijingshan	Fangshan, Mentougou, Tongzhou, Shunyi, Changping, Daxing, Huairou, Pinggu
Shanghai	Huangpu, Luwan, Xuhui, Changning, Zhabei, Yangpu, Hongkou, Pudong New Area, Jing'an, Putuo	Baoshan, Chongming, Fengxian, Jiading, Jinshan, Minhang, Nanhui, Qingpu, Songjiang
Guangzhou	Yuexiu, Liwan, Tianhe, Haizhu	Baiyun, Songhua, Panyu, Huadu, Huangpu, Luogang, Nansha, Zengcheng
Shenzhen	Luohu, Futian, Nanshan, Yantian, Longjiang	-
Tianjin	Heping, Hedong, Hexi, Nankai, Hebei, Hongqiao	Xiqing, Dongli, Jinnan, Beichen, Wuqing, Baodi
Chongqing	Dadukou, Jiangbei, Jiulongpo, Nan'an, Shapingba, Yubei, Yuzhong	Banan, Beibei, Changshou, Hechuan, Jiangjin, Wanzhou
Chengdu	Jinjiang, Qingyang, Jinniu, Wuhou, Chenghua	Longquanyi, Wenjiang, Qingbaijiang, Xindu, Shuangliu, Pixian
Hangzhou	Shangcheng, Xiacheng, Xihu, Gongshu, Jiang'an	Binjiang, Xiasha, Yuhang, Zhijiang Development Zone
Wuhan	Jiang'an, Jianghan, Qiaokou, Hanyang, Wuchang, Qingshan, Hongshan	Dongxihu, Hannan, Caidian, Jiangxia, Xinzhou, Huangpi
Shenyang	Shenhe, Heping, Huanggu, Dadong, Tiexi New District	Sujiatun, Dongling, Shenbei New District, Yuhong New District



We have access to a unique database covering the market data of 35 Mainland cities, with the potential of expanding to 100 cities.

Bringing clarity to China's property market

China has the world's largest housing market, and investors—both foreign and local—have immense interest in this thriving sector. In 2010, an estimated 9.3 million new homes were sold across Mainland China, compared with only 321,000 in the US. The real estate sector accounted for 23.8% of China's RMB24.1-trillion fixed asset investments last year. Meanwhile, foreign direct investment (FDI) in China's real estate sector amounted to USD24.0 billion in 2010, accounting for 22.7% of the country's total inbound FDI.

Despite the importance of this sector, there is much misunderstanding about China's property market, due to a lack of consistent statistics. For example, inter-city price comparison is not always worthwhile, as some cities mix the data of subsidised housing with private housing statistics, while others do not. The fact that cities expand their boundaries and include additional suburbs in their jurisdictions at different rates has made the issue even more complex.

Against this backdrop, international property consultancy Knight Frank and China-based property consultancy Holdways have formed an alliance to fill the gap in accurate statistical data and bring clarity to China's property market. We have access to a unique database covering the market data of 35 Mainland cities, with the potential of expanding to 100 cities. We are committed to applying our expertise in property research and analysis to organise and present the data in a consistent and concise way.

This report covers the primary-market data of China's ten most important cities, spanning the Bohai Rim region in the north; the Yangtze River Delta in the east; the Pearl River Delta in the south; and the western regions. To facilitate worthwhile inter-city comparison, some data, such as the average price of new home sales in the private market, have been reorganised to cover only key urban areas, with the delineation of urban and suburban districts in each city clearly stated in Table 10.

Please feel free to contact us if you require more specific information about China's property market.

About Holdways

Beijing Holdways Information & Technology Co Ltd (hereinafter referred to as Holdways), founded by the China National Real Estate Development Group Corporation, was one of the first property information and consultancy service providers in China.

With comprehensive property and finance databases and strong market research and analytical power, and staffed by qualified and experienced professionals, Holdways provides real estate intelligence, market research, competitor analysis and strategic consultancy services to both domestic and international companies.

About Knight Frank

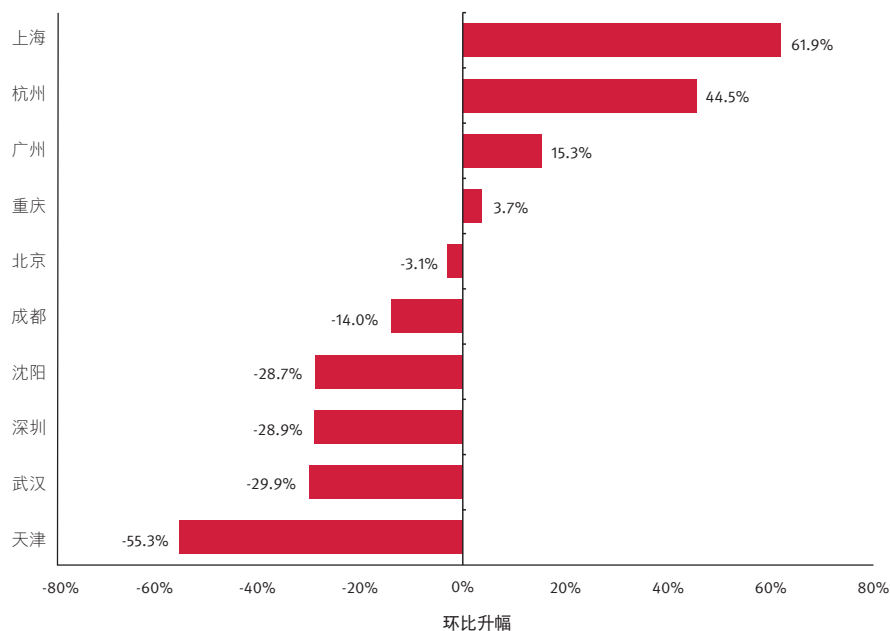
Knight Frank LLP is the leading independent global property consultancy. Headquartered in London, Knight Frank and its New York-based global partner, Newmark Knight Frank, operate 209 offices in 47 countries across six continents. More than 6,840 professionals handle in excess of US\$755 billion worth of real estate annually, advising clients ranging from individual owners and buyers to major developers, investors and corporate tenants.

Knight Frank has a strong presence in the Greater China property markets, with offices in Hong Kong, Beijing, Shanghai, Guangzhou and Macau, offering high-quality professional advice and solutions across a comprehensive portfolio of property services.

市场焦点

供应量增难促成交回暖

图一
一手商品住宅成交面积环比升幅 (2011年4月)



二零一一年四月，十大城市商品住宅供应环比大幅增加，但成交量并未随之上升，大部分城市新房成交面积环比下滑。

二零一一年四月，十大城市商品住宅新增供应环比大幅增加，但成交并未随之上升，大部分城市新房成交面积环比下滑。但由于开发商未有大规模减价速销，已按物业类别、地理位置、装修水平及期房/现房等因素作出调整的十大城市新房价格指数环比上升百分之4.6。

二零一一年第一季度，受房地产调控政策及季节性因素影响，开发商放缓市场供应。进入四月，开发商开始加大商品住宅一手供应，十大城市总体新增供应面积环比增加百分之38.3，其中以深圳（百分之468.4）、杭州（百分之123.8）及成都（百分之101.4）的增幅最为显著，分别较上月大增一倍以上。

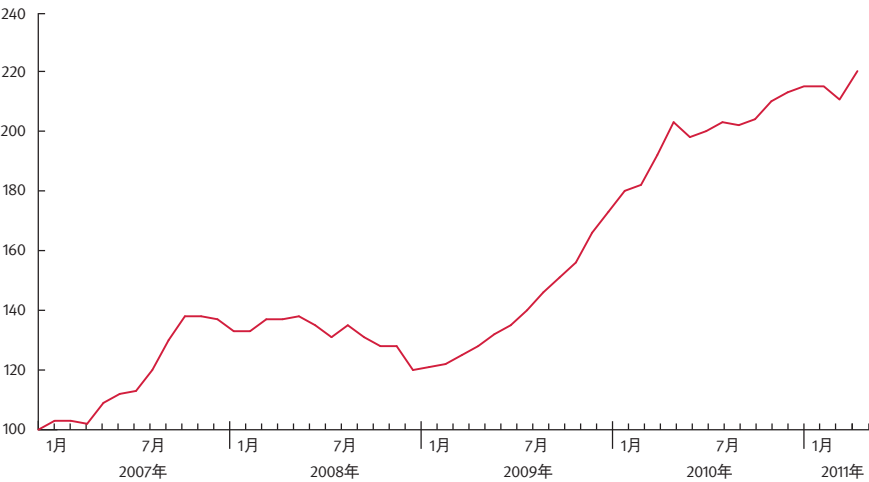
然而，中国内地的住宅市场仍被观望情绪所笼罩。以同比来看，十大城市首次呈现新房成交面积全部下滑的局面，降幅最大的为天津（-百分之81.6），北京、成都、杭州和武汉亦录得明显跌幅（-百分之50以上）。而以环比来看，大部分城市新房成交面积亦见下滑，其中以天津的降幅最大（-百分之55.3），其次为武汉（-百分之29.9）和深圳（-百分之28.9）。在价格方面，大部分城市经调整后新房成交价格环比保持稳定或录得增长，其中以深圳（百分之17.0）、广州（百分之12.1）和北京（百分之8.8）的增幅最为显著。

四月，中央政府及相关部委坚持调控力度不放松，并督促各地加快保障房建设。另外，为了压抑内地的通货膨胀，中央政府连续出台了紧缩货币的政策。央行自二零一一年四月六日起上调金融机构人民币存贷款基准利率0.25个百分点，为年内第二次上调；另外，央行于四月十七日年内第四次上调存款类金融机构人民币存款准备金率0.5个百分点。紧缩的货币政策不仅进一步限制开发商的融资，也加重了购房者的购房负担，增加市场的观望情绪。

鉴于中央政府调控房价的决心，我们认为只有价格适度下调才能有效促成成交量回升。但短期内，开发商的资金压力尚不足以促使他们大幅下调新房价格，二季度新房价格仍将小幅波动，但总体将保持平稳。

二零一一年四月，已按物业类别、地理位置、装修水平及期房/现房等因素作出调整的十大城市新房价格较三月上升百分之4.6。

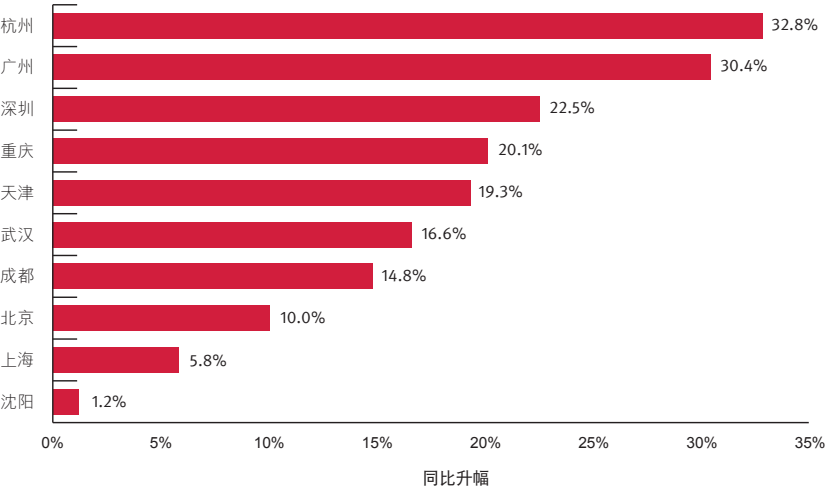
图二
十大城市一手商品住宅成交价格走势
零七年一月=100



注：十大城市包括北京、上海、广州、深圳、天津、重庆、成都、杭州、武汉和沈阳。这些城市的房价已按物业类别、地理位置、装修水平及期房/现房等因素作出调整。

二零一一年四月，十大城市已调整的房价均同比上升，其中以杭州的升幅居首（百分之32.8），其次为广州（百分之30.4），深圳（百分之22.5）位居第三。

图三
十大城市一手商品住宅价格同比升幅（2011年4月）



十大城市主城区、次城区以及全市一手住宅均价以上海居首，杭州次城区平均价格已超越北京，仅次于上海。

表四
主城区及次城区一手商品住宅成交均价（2011年4月）

城市	主城区平均价格 (人民币/平方米)	次城区平均价格 (人民币/平方米)	全市平均价格 (人民币/平方米)
北京	31,342	13,449	20,686
上海	37,577	19,919	22,738
广州	23,661	9,783	12,048
深圳	20,103	-	20,103
天津	20,200	8,236	9,878
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杭州	29,603	13,901	19,400
武汉	9,313	5,615	7,098
沈阳	6,059	5,356	5,660
十大城市 平均价格	19,276	9,426	12,845

注：成交均价并未按物业的不同性质作出调整。

十大城市主城区、次城区及全市一手住宅每套均价以上海居首，杭州紧随其后，主城区、次城区及全市套均价均超越北京。

表五
主城区及次城区一手商品住宅每套成交均价（2011年4月）

城市	主城区每套均价 (万人民币)	次城区每套均价 (万人民币)	全市每套均价 (万人民币)
北京	307.1	131.1	202.0
上海	446.3	212.3	246.3
广州	247.7	107.3	131.1
深圳	187.1	-	187.1
天津	194.4	84.5	100.4
重庆	68.7	56.6	67.5
成都	87.4	56.3	65.5
杭州	376.4	146.1	217.0
武汉	93.2	55.3	70.4
沈阳	51.2	50.4	50.8
十大城市 平均价格	202.2	96.0	129.9

注：每套均价由成交总值除以成交总套数得出，并未按物业的不同性质作出调整。

二零一一年四月，十大城市一手住宅成交面积同比全部下滑，为中央政府出台房地产调控政策后首次。

表六
全市一手商品住宅成交面积（2011年4月）

城市	面积（万平方米）	环比升幅（%）	同比升幅（%）
北京	54.9	↓ 3.1%	↓ 63.4%
上海	63.0	↑ 61.9%	↓ 39.3%
广州	67.4	↑ 15.3%	↓ 0.4%
深圳	16.5	↓ 28.9%	↓ 42.0%
天津	20.3	↓ 55.3%	↓ 81.6%
重庆	89.2	↑ 3.7%	↓ 27.7%
成都	96.2	↓ 14.0%	↓ 57.0%
杭州	26.9	↑ 44.5%	↓ 69.6%
武汉	60.0	↓ 29.9%	↓ 54.7%
沈阳	92.7	↓ 28.7%	↓ 11.6%
十大城市总成交面积	587.2	↓ 10.3%	↓ 48.2%

四月份，销售价格为人民币五百万或以上的一手豪宅成交以上海（446）最多，北京（336套）及杭州（178套）则紧随其后。

表七
以总价划分一手商品住宅销售套数（2011年4月）

城市	每套售价范围（百万人民币）				
	< 1.0	1.0-2.0	2.0-3.0	3.0-5.0	≥ 5.0
北京	1,432	2,514	723	616	336
上海	939	3,112	788	533	446
广州	3,399	1,928	491	250	126
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武汉	5,202	750	46	35	20
沈阳	9,526	624	78	84	23

在十个主要内地城市当中，大部分一手商品住宅可售面积环比上升，其中以成都（百分之103.6）上升幅度最大。

表八
一手商品住宅可售面积（2011年4月）

城市	可售面积(万平方米)	环比升幅(%)	同比升幅(%)
北京	1,005.7	↑ 1.2%	↓ 5.6%
上海	679.8	↑ 11.5%	↑ 34.3%
广州	577.9	↓ 0.1%	↑ 38.3%
深圳	420.2	↓ 4.0%	↑ 6.5%
天津	736.4	↑ 2.0%	↑ 16.2%
重庆	389.0	↓ 2.3%	↓ 36.2%
成都	865.7	↑ 103.6%	↑ 150.1%
杭州	322.4	↑ 3.0%	↑ 73.8%
武汉	1,412.6	↑ 0.9%	↑ 10.0%
沈阳	895.8	↓ 4.2%	↑ 2.0%
十大城市总可售面积	7,305.6	↑ 7.2%	↑ 15.6%

二零一一年四月，上海一手写字楼的平均价格依然为内地主要城市中最高，达每平方米人民币32,966元。

表九
主城区一手写字楼买卖数据（2011年4月）

城市	成交面积（万平方米）	成交金额（亿人民币）	成交均价（人民币/平方米）
北京	7.5	18.3	24,278
上海	7.0	23.2	32,966
广州	3.6	7.5	20,773
深圳	1.2	3.0	25,143
天津	1.9	3.3	17,226
重庆	6.1	7.6	12,489
成都	13.2	12.4	9,443
杭州	3.4	9.6	27,952
武汉	0.6	0.7	12,597
沈阳	2.3	2.1	8,926

划分每个城市的主城区和次城区使城市之间的房价比较更具意义。

表十
中国内地十大城市主城区与次城区划分

城市	主城区	次城区
北京	东城区、朝阳区、西城区、宣武区、丰台区、崇文区、海淀区、石景山区	房山区、门头沟区、通州区、顺义区、昌平区、大兴区、怀柔区、平谷区
上海	黄浦区、卢湾区、徐汇区、长宁区、闸北区、杨浦区、虹口区、浦东新区、静安区、普陀区	宝山区、崇明区、奉贤区、嘉定区、金山区、闵行区、南汇区、青浦区、松江区
广州	越秀区、荔湾区、天河区、海珠区	白云区、从化市、番禺区、花都区、黄埔区、萝岗区、南沙区、增城市
深圳	罗湖区、福田区、南山区、盐田区、龙岗区	-
天津	和平区、河东区、河西区、南开区、河北区、红桥区	西青区、东丽区、津南区、北辰区、武清区、宝坻区
重庆	大渡口区、江北区、九龙坡区、南岸区、沙坪坝区、渝北区、渝中区	巴南区、北碚区、长寿县、合川市、江津市、万州区
成都	锦江区、青羊区、金牛区、武侯区、成华区	龙泉驿区、温江区、青白江区、新都区、双流县、郫县
杭州	上城区、下城区、西湖区、拱墅区、江干区	滨江区、下沙区、余杭区、之江开发区
武汉	江岸区、江汉区、硚口区、汉阳区、武昌区、青山区、洪山区	东西湖区、汉南区、蔡甸区、江夏区、新洲区、黄陂区
沈阳	沈河区、和平区、皇姑区、大东区、铁西新区	苏家屯区、东陵区、沈北新区、于洪新区



我们的市场数据库覆盖国内35个城市，并有望把范围扩大至国内100个城市。

让中国房地产市场更透明

中国房屋市场的规模为全球之冠，此兴旺的市场对外国及本土投资者充满吸引力。在二零一零年，中国内地新建商品住宅销售估计达到930万间，而美国同期则只有约32.1万间。去年全国24.1万亿元人民币的固定资产投资中，房地产占总额的比重高达百分之23.8。而且，外商在二零一零年直接投资于中国房地产的金额高达239.9亿美元，占中国吸引的外商直接投资总额百分之22.7。

虽然房地产业在中国有着举足轻重地位，但由于统计口径并不一致，市场对中国房地产业的情况仍存有很多误解。例如，有些城市把商品住宅和保障性住房的数据混合，有些城市则把两者分开，故比较各城市的住宅均价并不一定有意义。而且，大部份城市的扩展速度以及把郊区纳入中心城区的步伐不尽相同，令此问题更为复杂。

在此背景下，国际物业顾问莱坊与国内物业顾问中房驰昊正式建立合作伙伴关系，务求以准确的统计数据填补市场在这方面的空缺，让中国的房地产市场更加清晰。我们的市场数据库覆盖国内35个城市，并有望把范围扩大至国内100个城市。我们致力运用我们在业内丰富的研究和分析经验，把数据整理成为前后呼应和更容易理解的资料。

报告内容覆盖华北的环渤海湾、华东的长三角、华南的珠三角及中国西部等地区内十个主要城市的一手物业市场资料。为了更有效进行跨城市比较，部份数据(包括私人一手住房成交均价等)只覆盖市区范围。表十详细描述各城市主城区和次城区的定义。

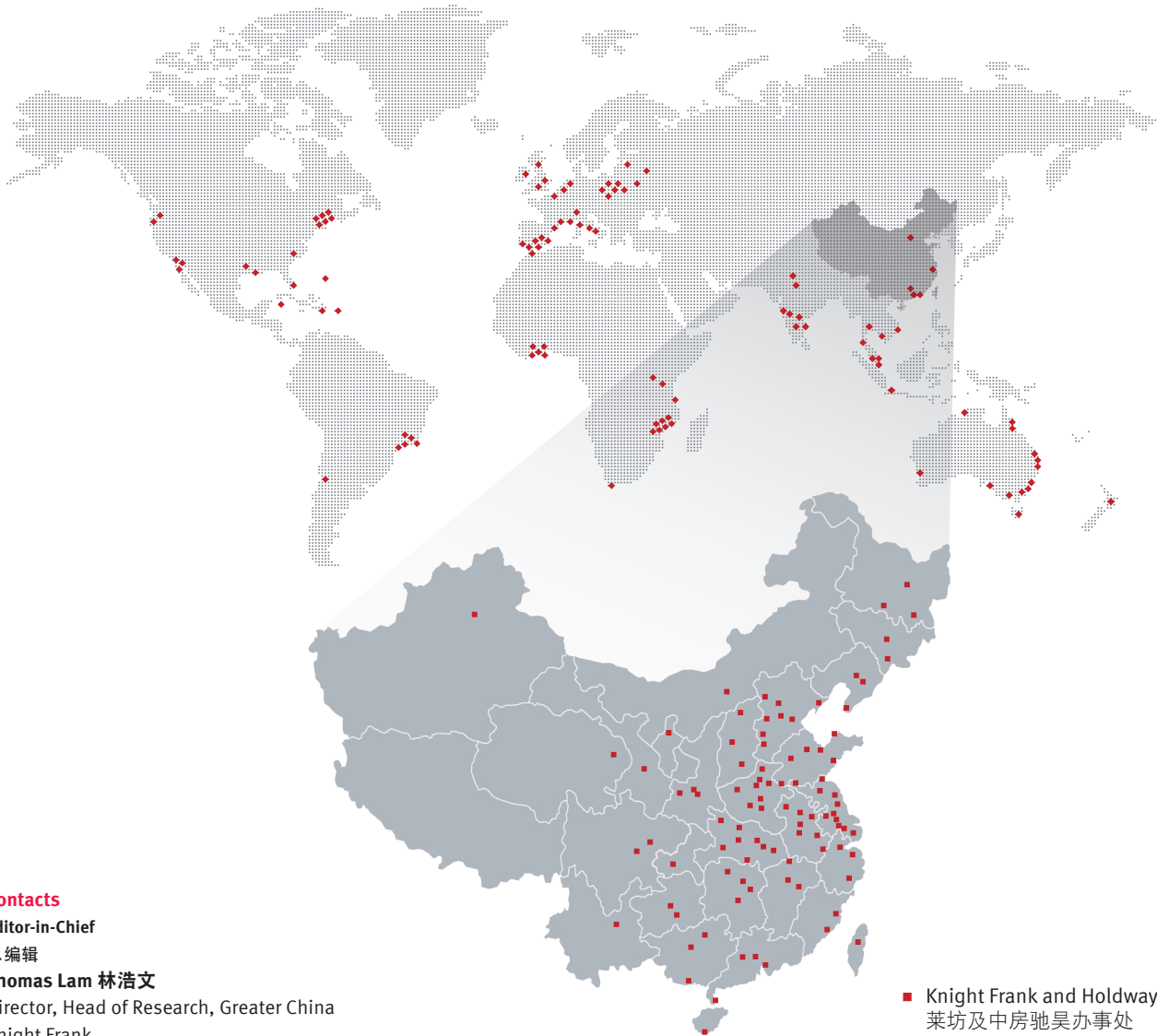
如需要更多有关中国房地产市场的信息，欢迎与我们联系。

关于中房驰昊

北京中房驰昊是国内最早从事房地产信息咨询业务的机构之一，隶属中国房地产开发集团。公司拥有完备的房地产及金融数据库，具有领先的市场研究及资料分析能力，培养了一个具有较高顾问水平的专业化团队，目前正在为国内外相关企业提供房地产信息资料、市场研究、竞争分析、企业研究及战略顾问等服务。

关于莱坊

莱坊是全球领先的私营房地产顾问服务公司。莱坊透过与以纽约为基地的地产公司Newmark Knight Frank的伙伴关系，在全球六大洲47个国家设有逾209个办事处。集团聘有超过6,840名专业人士，每年管理总值逾7,550亿美元的房地产物业，并向各大业主、买家、发展商、投资者及企业客户提供专业建议。



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