

惠州概况

惠州市位于广东省东南部、珠江三角洲东北端，南临南海大亚湾，毗邻深圳、香港。全市人口 463 万，面积 1.13 万平方公里，海域面积 4520 平方公里，海岸线长 223.6 公里。

惠州是一座美丽的城市，有“半城山色半城湖”之美称，森林覆盖率 59.8%，惠州是中国优秀旅游城市、国家卫生城市、国家园林城市、国家环保模范城市，荣获“中国人居环境范例奖”、“人民满意城市”和“中国投资环境 50 优城市”称号，近两年又连续获评“中国最具幸福感城市”。

惠州既是一座历史文化名城，也是一座具有巨大发展潜力的新兴工业城市。改革开放以来，实施“工业立市，外向带动”发展战略，吸引了美、日、欧、香港、台湾等 30 多个国家和地区的 8000 多家外资企业落户惠州，壮大了经济总量，增强了经济实力，奠定了外向型经济格局。构建起以石油化工、电子信息为支柱产业，休闲旅游、清洁能源等产业共同发展的现代产业体系，成为国家级石油化工产业基地、电子信息产业基地和云计算应用创新基地。主要产业有电子、石化、精密机械、纺织、医药、汽车零配件等。主要产品有电话机、电视机、计算机、电池、音响、激光光头、手机等。主要企业有 TCL、中海壳牌、LG、德赛、华阳、侨兴、富绅等。

2012 年全市实现生产总值 2368 亿元，增长 12.6%，增速珠三角第一；公共财政预算收入突破 200 亿元，增长

23.4%。外贸进出口增长 27.5%，增速居全省第一。

Huizhou Highlights

Huizhou situates in the southeast of Guangdong Province, at the Northeastern end of Pearl River Delta, facing Daya Bay of South China Sea and neighbors Shenzhen and Hong Kong. Huizhou is a beautiful city, covering a land area of 11,300 km², sea area of 4,500 km² and with forestry coverage of 59.8%. Huizhou has a population of 4.63 million.

Nature has been generous to Huizhou, favoring this land with many natural beauties, featuring gorgeous lakes, rivers, seas, springs, waterfalls, mountains, and islands. Six scenic spots and natural reservations are of national or provincial status. In recent years, Huizhou has won many national awards such as Excellent National Tourism City, National Healthier City, National Garden City, Model National Environment-friendly City, China's Top 50 Cities with Excellent Investment Environment and National Happiest City.

Huizhou is both a famous historical city and a modernized industrial City with great potential of vitality. Ever since it embarked upon the journey of reform and opening to the outside world, Huizhou has made considerable economic achievements under the strategic policy of "putting priorities on industrial development and export-oriented economy". As of today, there are a total of some 8000 wholly-owned enterprises and joint venture companies in Huizhou, with investors coming from some 30 countries or regions including USA, Japan, European countries and Taiwan. Recent years have witnessed sound and rapid development. Huizhou has been working hard on economic development and has gradually set up a modern industrial structure with two major pillars, namely consumer electronics manufacturing and petrochemicals, and supplementary pillars including tourism, clean energy etc. Huizhou has developed as National Petrochemical and IT base, as well as Cloud Computing Base. Huizhou is a vigorous industrial city with electronics, petrochemicals, precision machines, textile,

pharmaceuticals and auto spare parts as its major industries. Its major products include telephone, television, computer, battery, car audio, pick-ups and mobile phone, etc. TCL, CSPC, LG, DESAY, FORYOU, COSUN and VIRTUE are famous enterprises of Huizhou.

In 2012, GDP of Huizhou registered CNY236.8 billion yuan, increasing with growth rate of 12.6% over the previous year ranking 1st among the Pearl River Delta. Public fiscal revenue hit 20 billion yuan, growing by 23.4% over the previous year. The 27.5% growth rate of foreign trade import and export ranks the 1st in Guangdong Province.