

The Analysis of the Development Trend of Logistics Real Estate in Chongqing

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Abstract: Logistics property belongs to the emerging industry in China, it is the category of industrial real estate, the main service object, including manufacturers, retailers, third party logistics, freight forwarders, etc. This paper investigates the development prospect of logistics real estate in the representative cities and region including Beijing, Shanghai, Chongqing and Guangzhou. This paper compares and analyzes and prospects on the development of logistics industry of Chongqing of the strengths, weaknesses, opportunities and threats, on the basis of this putting forward related suggestions.

Keywords: Industrial real estate; Logistics real estate; SWOT analysis

1. Introduction

Logistics property is related to real estate a noun. Definition of logistics property, and different versions, but all the same. In general, all think that real estate belongs to property instead of logistics, is the category of industrial real estate, refers to according to customer demand, and developers to choose the appropriate location, after completing the construction of the relevant logistics facilities to sublet to the customer, by a management team for the corresponding service management. Logistics property of typical customers include manufacturers, retailers, third party logistics (3 pl), freight forwarders, etc[1]. On one hand it refers to the investment developer divide according to the market demand or their own forecasts, investment in the development of logistics land, cultivated land; And, on the other hand, refers to the investors according to the customers' demand for investment in the development of logistics facilities, such as logistics, warehouse, distribution center, distribution center, etc[2].

2. Survey of Current Situation

In the past two years, to control the rising prices, the adverse phenomenon such as developers hoarding land, formulated a series of policies to limit, the local government also issued corresponding purchase policy, the credit limit for purchasing one price, one house, taxing more room, etc., all kinds of prices of macroeconomic regulation and control policy, designed to allow developers to invest a little slower. More and more developers realized that if only focus on the real estate market, the future survival and development of the enterprise will exist crisis, must find new markets, expand the scope of business,

can continue to exist in the market. Another important factor is the result of the rapid development of electronic commerce in our country. According to statistics, in 2011 China has the largest online users has reached 148 million, and the overall growth has exceeded 30%. The whole e-commerce transaction size has more than 450 billion. And form a complete set of logistics of hidden danger, however, has revealed gradually, become a bottleneck restricting the development of electronic commerce [3], they are faced with the problem is the rise in rent and the position of the rental warehouse and warehouse whether ability to adapt to the market demand.

Logistics estate belongs to a category of industrial land, growing with the development of logistics real estate in recent years, also aroused the industrial real estate boom, its effect on the industrial estate to be reckoned with. Table 1 is according to Chongqing city land resources and housing administration bureau public information network information organizing of Chongqing from 2004 to 2010, the actual land and industrial land area, it can be seen that in 2006 and 2007 is the summit of the land for years, but reduce the proportion of industrial land. Since 2008, the city's total land area of recovered slowly, land for industrial use in the city's land area is also increasing as a proportion of the (see figure 1). 2004 to 2007 the proportion of industrial land volatile, stable gradually from 2008 to 2008, between 45% and 50%. In 2011, the city construction land supply plan, the total area of 18900 hectares, is expected to supply of land for industrial and mining warehouse, a total of 7521 hectares, accounting for 39.79%[4].

Table 1. Contrast of the actual sell area and the industrial area in Chongqing from 2004 to 2010 (Unit: ha)

	2004	2005	2006	2007	2008	2009	2010
The city's land area	4295.07	4036.07	5950.95	6096.06	2775.71	3814.54	5511.17

Industrial estate	2004.02	1470.75	3245.65	1463.05	1302.64	1893.8	2735.42
The percentage (%)	46.67	36.44	54.54	24.00	46.93	49.65	49.63

Table 2. Contrast of the total profits of the industrial enterprises above designated size among Beijing, Shanghai, Chongqing and Canton province from 2004 to 2010 (Units: one hundred million yuan)

Place names	2004	2005	2006	2007	2008	2009	2010
Peking	397.41	413.50	531.15	695.61	557.00	742.92	1028.34
Shanghai	1052.77	939.56	1096.92	1308.99	967.24	1431.97	2299.66
Chongqing	115.59	99.10	156.65	241.73	308.68	356.20	518.59
Guangdong	1449.96	1693.99	2217.73	3085.65	3272.60	4204.40	6239.64

Table 2 was sorting according to China's national bureau of statistics released information from 2004 to 2010 in Beijing, Shanghai, Chongqing and Canton four total profits of industrial enterprises above designated size index contrast. As you can see, in the four areas, the industrial enterprises of Canton province in recent 10 years profit is best, and not high, and next in Shanghai. Which and the development of our country related policy, as the coastal area has the advantage of priority to the development, now the Canton is a province of the strongest economic power in China, Shanghai is also China's first big city, they also are the pearl river delta and Yangtze river delta is the most representative of the two cities, both domestic and foreign enterprises, the early development of various industry planning in these two areas as the main market, and in turn to the other domestic cities development. So no matter from its location, or development environment, the two cities has incomparable advantages. Again is Beijing, Beijing I administrative capital in our country, urban position, no doubt, but the author thinks that the administrative center of Beijing in China, the industry is not the main melody of urban development, so in this respect will be worse than the development of Canton and Shanghai. Chongqing as the youngest municipality directly under the central government, and is located in the interior, obvious late start in the first three city[5].

According to statistics released by the national bureau of statistics, Chongqing industrial enterprises above designated size in 2001 profit of 5.345 billion yuan, in 2010 to 51.859 billion yuan, completed the growth of the nearly ten times, as can be seen from the figure 2 Chongqing profits of industrial enterprises above designated size, though not as good as the coastal developed areas, but also reflects the city's industrial development trend upward.

3. Chongqing Logistics SWOT Analysis of the Development of the Real Estate

In 2006, according to Jones lang lasalle for warehousing and logistics industry in China according to the survey, most of the companies surveyed storage facilities (85%) are concentrated in the Yangtze river delta, the pearl river delta and Bohai rim region. In Chengdu, the three major areas, a fairly large proportion (5%), in addition, only in

Xiamen and Shenyang for more than 1% of [6]. It can be seen that both foreign enterprises and domestic enterprises, the preferred position is in the developed coastal areas in China. For domestic companies, in terms of logistics property management, both funds, talents and experience, are far less than foreign companies, such as pylos and everybody will be the main market in coastal areas, the intensity of market competition. With the development of the logistics industry in our country, the storage resources in the coastal area already cannot satisfy the needs of the market is growing. In this environment, companies began to focus to inland, strive for the inland market, to alleviate the pressure of competition, it also bring opportunities to the development of Chongqing is real estate.

Based on the above information, this article will use the SWOT analysis method, to Chongqing real estate development strengths(S), weaknesses(W), opportunities(O) and threats(T) of several aspects carries on the analysis, and development Suggestions are proposed according to the results of the analysis.

3.1. Advantage analysis

1) Location Advantage

Chongqing is located in the southwest of China's inland areas, bordering five provinces in the Midwest, because of its unique geographical advantages, has irreplaceable position in the development of the western region. At the end of 2008, formally approved under the state council shall set up a two way inch beach bonded port area of Chongqing, this is the first inland bonded port area, the bonded port area is designed to rely on the Yangtze river water port and airport air superiority, port logistics and transit trade function, focus on developing international transit, distribution, bonded warehousing, commodity display, research and development, processing and manufacturing business [7]. At the beginning of 2009, according to the state council hair [2009] no. 3 document instructions, set up Chongqing inland open economy demonstration area in Chongqing new north zone (CNNZ), formation of high and new technology industry research and development, manufacturing and modern service industry clusters [8]. In February 2010, the state department of housing and urban-rural development [7] published by the national urban system plan (draft) explicitly put forward the construction of the five national central

cities, respectively is the Bohai sea area in Beijing and Tianjin, east of Shanghai, and Guangzhou in southern China, the central and western regions in Chongqing. Chinese society for the study of urban competitiveness in Hong Kong in 2011, issued the tenth session of China's urban competitiveness ranking, Chongqing ranks among the national top ten for the first time by the local unique advantages over Wuhan, Chengdu ranks the first in the Midwest. Growing competitiveness ranking of Chongqing especially in the city, for the first time more than Beijing, Shanghai and other cities, is second only to Tianjin, ranking second in the country. In the same year by the state council approval, built with Chengdu Chongqing economic zone, this is the Yangtze river delta, and the Beijing and Tianjin, the pearl river delta after the fourth China economic area. As the youngest municipality directly under the central government, the biggest in China, is also an important commercial city of the Yangtze river shelter-forest, its development potential is unpredictable.

2) Traffic planning advantages

Waterway, as only with a port city in southwest China, Chongqing through the golden water connected to the "long triangle", through the southwest sea channel into the "pearl river delta", expand economic layout to inland areas in China have played an important role strategic support, in Sichuan, Shanxi, cloud, and it can radiation in Hunan and Hubei provinces [9]. ChaoTianMen terminal is located in the Yangtze river and Jialing river interchange, the three gorges project was completed, ton cargo ship can directly to terminal, a unique geographical advantage that a waterway, become the most important mode of transportation in Chongqing foreign; Highway, national highway planning latest article 7918 net five after Chongqing, Shanghai to Chongqing, Shanghai to Chengdu, Baotou to Maoming, Chongqing to Kunming, Lanzhou to Haikou. Chongqing highway planning for "three-ring ten shoot three links" highway system, all expected in 2015. Four hours when the basic implementation of Chongqing, around eight hours; Railway, Chongqing as the country's fifth largest railway hub of the examination and approval of the ministry of railways, in the "twelfth five-year" period, railway traffic will implement the "four hours around, eight hours at sea" target; Air transport ways, strive to construction during the "twelfth five-year" inland important compound hub airport. The Jiangbei airport four expansion, new third runway 3800 meters and 3800 square meters, China Eastern station enhance the level of Wanzhou, Qianjiang airport facilities, built in Wushan airport, form a pattern of "big three" airport [7].

3) Urban development strategic advantage

During the NPC and CPPCC in March 2007, general secretary Jintao Hu at the Chongqing delegation made "314" during the review of the overall deployment, clearly put forward the important growth pole in the western

area of Chongqing to speed up the build, the upper Yangtze river region economic center, the development of urban and rural areas as a whole municipality directly under the central government, in the western region take the lead to achieve the comprehensive construction well-off society goal [10], and complete the construction of socialist new countryside, adjust the renovation of the old industrial base, building a harmonious socialist society, to strengthen the construction of city management and so on four big task. In Chongqing in 2009, on the other hand, put forward the "one river two sanyang" strategic planning, international logistics channel according to the plan, once formed, Chongqing international logistics channel goods from Chongqing to Eurasia 13 day time, save time 24 days than coastal areas [9].

3.2. Weakness analysis

1) Logistics transportation cost is high

Chongqing landscape is given priority to with hills, mountains, slope area is larger, and is located in the eastern Sichuan basin, the northern, eastern and southern Dabashan mountain, Wushan, Wuling mountain, Dalou mountains, is regarded as the "mountain city". Due to special geographical location, for a long time, and from Chongqing to the eastern part of our country in the northern city of railway transport route will probably through Sichuan, Shanxi, and foreign railway transportation route is a single line more, compared with central areas in China, the transport efficiency is low, external transport cycle is long, leading to increased risk of cost increase; In addition, the air freight for the apron in March 2012 formally put into use, transport capacity is still in its infancy, the imperfection of the logistics infrastructure, the construction cost is high, from a certain extent, restricted the Chongqing logistics industry development speed.

2) The economy as a whole do not show advantage

Although remarkable achievements in the past two years the region economy development, but there is gap compared with developed areas. Table 3 is based on 2011 years ago, the national 31 provinces (municipalities and autonomous regions) in the third quarter economic data [11] run part of the provinces (municipalities and autonomous regions) of its total economic output table. As can be seen from the table, Chongqing is GDP absolute value is RMB 700.373 billion. Growth of 16.5%. And in the top three in Canton province GDP absolute value is 3.69531 trillion yuan, grew 10.1%, GDP absolute value is RMB 3.5113 trillion in Jiangsu province, growth of 11.2%; Shantung province GDP absolute value is 3.30309 trillion yuan, the growth of 11.1%. In the country, although Chongqing is GDP ranked first, but in the four municipalities directly under the central government, absolute value in the ranking, ranking 22nd in the whole country, the ranking of positioning is highly consistent with the city itself.

Table 3. Economic aggregate for parts of the provinces (cities, municipalities) in the first three quarters of 2011

Ranking (by GDP absolute value)	Region	2011 years ago in the third quarter GDP absolute value (one hundred million yuan)	Growth (%)
1	Canton	36953.10	10.1
2	Jiangsu	35113.00	11.2
3	Shantung	33030.90	11.1
9	Shanghai	13725.64	8.3
13	Peking	11404.30	8.0
18	Tianjin	8006.26	16.5
22	Chongqing	7003.73	16.5

3) *Logistics industry comprehensive competitive capability is insufficient, lack of logistics property developers to appeal*

On June 24, 2011, sponsored by the China federation of logistics and purchasing "seventh stable cross the logistics enterprise classification and evaluation indicators of national standard and grade A logistics company gave name boards conference" was held in Hefei [12], on the basis of the logistics enterprise classification and evaluation indicators (GB/T19680-2005) national standards, in accordance with the "interim methods logistics enterprise comprehensive assessment", the logistics enterprises comprehensive evaluation application, review and tentative method "concerned regulation, upon examination and approval by the general assembly, the group of 12 a-level logistics enterprises. By the end of the conference, the country now has 1264 a-class logistics enterprises. Among them, the Chongqing 4 5 a-class enterprises; 4 a grade 1 of Chongqing enterprises; A grade 3 class a enterprise of Chongqing three [13]. A grade 2 and 1 class a enterprises in Chongqing no. This shows that Chongqing is modern logistics has not been driven up, most of the enterprise also is still in the traditional logistics mode of operation, the whole region modern logistics enterprise scale is not big, the overall strength is not strong, the level is not high, the regional comprehensive competitiveness has yet to be promoted.

3.3. Opportunity analysis

1) *Support of relevant policies*

On June 8, 2011, when prime minister Jiabao Wen chaired a state council executive meeting, according to the current situation, the development of logistics industry put forward eight related policies to promote the development of logistics industry: a need to reduce the logistics enterprise tax burden; Second, we must intensify the land policy support for the logistics industry; Third, we need to promote logistics vehicle convenient traffic; Fourth, we need to improve the management of logistics enterprises; Five to encourage integration of logistics facilities resources; Six to promote logistics technology innovation and application; Seven to increase investment in the logistics industry; BaYao promote agricultural products logistics industry development[14] . This is called the kingdom of the logistics

industry eight policy eight, pointed out the direction of the healthy development of logistics in our country.

On December 2, 2010 in the west of Chongqing modern logistics park management committee organized the Chongqing west modern logistics park overall development during the 12th five-year plan review, agreed to the Chongqing in western modern logistics park overall development during the 12th five-year plan through the review. Pearls west wing group as the important strategic implementation of the platform, "based on the western Chongqing, service, radiation throughout the country, is in line with the world, as supported by railway container terminal, Multimodal transport, modern warehousing, cargo stowage, logistics equipment, logistics industry, commerce and trade circulation, urban logistics community, bonded logistics, distribution, ten big function in the integration of railway hub type economic test area comprehensive development area, the national first-class logistics and regional economic growth engine." [15]

2) *Enterprises in Chongqing in succession*

Since 2009, HP, acer, asus "laptop export manufacturing base" successively in Chongqing west wing the microelectronics industry park, followed by six Taiwan OEM companies such as foxconn and more than 300 parts companies in Chongqing. Basic form a notebook computer brands, generation, components for industry and commerce enterprise pattern of "3 + 6 + 500". In August of 2010, China mobile southwest regional logistics base construction; In September 2010, the largest logistics giant seafood group in Chongqing Liangjiang new area; In February 2011, the western metal materials electronic trading center settled in Liangjiang new area; Alibaba international trade service center in e-commerce. The world's largest container shipping company maersk, the world's largest industrial and logistics infrastructure providers and service providers, loupes companies in the United States and other international logistics giants have also layout in Chongqing.

3) *New cross-border transportation route - Chongqing new European route*

Starting in 2010, Chongqing began to focus on building a new European transport routes. Chongqing new European railway transport route from Chongqing, Sichuan, Shanxi, gansu, Xinjiang in Kazakhstan, to Russia, Belarus, Poland, and finally arrived in Duisburg, Germany.

The 11179 km, the actual running time is 16 days, this line of transportation cost more savings compared with air, and transport time is shorter, compared with the shipping and high safety, customs clearance more convenient. This line in October 18, 2010 and 2010 on January 28th, successful completion of the test run twice, March 19, 2011 formally put into use. Chongqing is one of the features of the new European "all-in-one-card", Chongqing as the first pilot android trade ports in mainland China, Chongqing customs after loading, to transport the finish line, along the way will no longer be subject to customs examination. In addition, on March 9, 2011, nearly ten thousand laptop produced by Chongqing first embarks from the Chongqing Jiangbei airport, way to Shanghai, and then direct flight to Amsterdam, this is called the air line "Chongqing new Europe".

3.4. Threat analysis

1) Regional competition

Jones lang lasalle launched "Chinese logistics market opportunities" in the report pointed out that, with the vigorous development of the retail and manufacturing market growing, will emerge in Chengdu, Hangzhou, Shenyang, Chongqing, Wuhan, Nanjing, Harbin, Changchun, xi 'an, and Zhengzhou 10 emerging logistics city [16]. Geographically closer from the Chongqing in Xian, Wuhan, Chengdu has a corresponding development plan: to forge a an important logistics hub city of xi 'an hope; Wuhan is "central rise" strategy, and for the Wuhan city circle development of logistics industry development provides a good platform for the regional economic operation [17]. Cofco, Singapore's lion group to build the Chengdu southwest logistics center in 2008, in March 2010, Jingdong mall in southwest branch company was put into operation in Chengdu. In addition, the veteran of foreign-shared amazon e-commerce enterprises has also been planning in west Chengdu hi-tech bonded logistics park built near a operations center covers an area of 18000 square meters of Chengdu [16]. On May 5, 2011, the state council formally approved the Chengdu-Chongqing economic zone regional planning, the Chengdu-Chongqing economic zone formally established. From the perspective of the economic zone of Chengdu and Chongqing belonged to the strategic cooperation relationship, collaborative development. The development of Chengdu will also can bring opportunities to the Chongqing logistics industry development, but from the perspective of the two cities development, it also increases the area between the pressure of competition.

2) A shortage of land resources

Due to the early development of irrationality, the serious influence the use of resources in our country late. Now our country advocates the construction "a resource-conserving and environment-friendly" society,

the use of the ecological environment and resources has more stringent requirements. Both to development, also calls for more should pay attention to the environmental impact, want to get to the threshold of the development of more and more is also high. Now into the real estate industry, on the other hand, not only the industrial real estate business, and many domestic real estate developers "charm", and in the face of fierce market competition, to win customers, and by rising rents of e-commerce enterprises. Land resources competition intensified.

3) Talent competition is the test

Logistics property need to master of logistics and know the talent of real estate knowledge, now the domestic education system is to separate the two teaching, and on the teaching content and little associated content, logistics education towards purchasing goods transport assembly link, the real estate has more direction in building engineering is given priority to, combined with the real estate development time is not long in China, the lack of actual combat experience, lead to the lack of talents in this field in our country. If enterprises independently develop again, on time and money to the enterprise is worth thinking about. In terms of Chongqing is industry development status, relative to the eastern and central regions slightly weaker, in the talent competition is under test.

4. Conclusion

As one of four municipalities directly under the central government, one of the five national central cities, Chongqing city location is very high. At the same time, the establishment of the Chengdu-Chongqing economic zone and Liangjiang new area construction has opened a new portal for the development of the city. At present in Chongqing and the domestic developed regions, on the other hand, the fact is that there is a gap between, should not be ignored, but also can not blindly pursue numerical approach.

The development of logistics real estate in our country at present stage belongs to an exploring process, have experience, but not all. In the exploration process will inevitably have difficulty and obstruct, or an error occurs.

Therefore, according to the former mentioned problems existing in the development of real estate industry of Chongqing logistics, the author believed that the government should be able to obtain from the following several aspects, provide strong support for the development of logistics real estate in Chongqing:

Keep the water transport advantages, at the same time increase the highway transportation, railway transportation and the development of air transport capacity. The author thinks, want to achieve with both the comprehensive and clear, multi-modal transport can be related

to the surrounding city enterprise cooperation, such as supplies to coastal from Chongqing, is higher than the Wuhan carrying out cost, you can consider first by Wuhan will need supplies to the city, from Chongqing to Wuhan again, to exchange, which in turn can use this way. Reciprocal Gong Li way can not only make the enterprise learning from each other, common development, at the same time also can alleviate the pressure of the competition between cities.

Correctly guide the enterprise behavior. National open green light for logistics development, is a kind of positive, correct behavior guidance, but it was tricky, after obtaining the land in the name of the logistics to speculate, or change the land use, without authorization to profit from it.

The author thinks that, the most important method is the place where according to these are easy to be used to improve relevant laws and regulations. Before without these laws and regulations, the government should first have the rational use of land resources planning, and to correctly guide developers behavior, seriously do a good job in supervision to ban all the land in the name of logistics property to bid up land prices make a profit. The development of China to allow some people rich first, then push guys from this part of the rich. For the logistics development of Chongqing can also be so, now in Chongqing for a few companies in the industry, most enterprises are still in the development of exploration. Increase the chance of communication between logistics enterprises, encourage a good logistics enterprises do demonstration, gradually getting the whole industry to accept advanced operation concept, and to promote the development of the whole city logistics industry, expand the scale of modern logistics enterprises, enhancing regional overall strength.

Pay attention to personnel training and the construction of logistics infrastructure. Both are essential elements of logistics development lags behind Labour and advanced technology, advanced or Labour and the backward technology are all don't want to match, but this could not be allowed to have a lagging labor and backward technology is the combination of survival. Only the labor force and the advanced technology of this combination is the social development.

The future of Chongqing has attracted the attention of many people, then completes the construction of logistics infrastructure, this can let other people see good development environment and the development of cities and industry, to attract the attention of the industry, is bound to attract talents.

Also note that complement each other in the development process, adjust measures to local conditions for development. Each city must rely on diversified economic development model, such as Chongqing some

areas unique geographical environment while the real estate development to bring the inconvenience, but this landscape attracts many tourists and foreign friends, to promote the tourism development of the city. In this case, the attention to the problem of site selection. Diversified development model for Chongqing can not only enriched the contents of the city and also can reasonable use of land resources, form the industry developing system with local characteristics.

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