The Nordic City of Living and Learning™
An opportunity for Nordic firms to become active in western China with a Nordic academic campus, 3rd generation innovation park, and a sustainable residential area the size of Central Copenhagen or Stockholm

The Nordic City of Living and Learning™ is being established starting this autumn, 2010, in Beixin, Xindu, the historic northern district of Chengdu City, in Sichuan Province, along the Pi River. The NCLL is the product of a productive collaboration between Danish and Chinese business, government and academic entities to build a sustainable community encompassing the best Nordic practices in education, culture, architecture and sustainable urban development. The NCLL offers the community an innovation park and multi-institutional research development facilities, a business school, an eco-park and environmentally-sustainable residential areas to support ongoing development of the western China region.

Ideal Situation as Portal to the West
The Beixin (New North City) sub-district of Xindu City, is located 12 km. north of the city center of Chengdu. The district is expected to have a population of one million within the next five years and thus is a thriving part of the booming Sichuan province region. Chengdu is served by two airports, with inter-continental links to Europe and Asia from the international terminal, as well as a new metro station at Beixin opening in 2010. With its proximity to Chong Qing, with 31 million inhabitants, and Deyang and Mianyang with 9 million inhabitants, Chengdu has been designated as one of the top 10 cities in China targeted for government and private investment in urban development.

The Vision
The Xindu District government has a particular vision for Beixin, which is to attract high-value businesses and high-quality employees and residents, by offering a sustainable, environmentally-friendly urban lifestyle. The Xindu leadership has specified that Beixin must offer a high quality of life, which would include a university community, a 3rd generation innovation park, community cultural venues a natural park area, and a residential area with emphasis on sustainable technology. In order to achieve this vision, Xindu’s leaders saw the necessity to exercise careful and judicious planning, as well as the need to bring in the best possible partners to develop this unique type of city-setting.

Just such a partner was found in the person of Mr. Chen Wei, a native of Chengdu, whose successful career has focused on the residential and institutional development, mostly in Shanghai. As a prime example of the new breed of Chinese entrepreneurs, Mr. Chen Wei wants to give back to the community, and it is in this spirit that he endeavoured to take on the challenge of partnering with Xindu’s urban planners to develop the vision for Beixin.

Why “Nordic”? Given the world-class reputation held by Nordic businesses and universities in advanced technologies, innovative business practices, and environmentally-sustainable development, the Nordic culture held great appeal to the governors of Xindu when considering a potential collaborating partner to realise their vision for Beixin. As an advisor and confidant of Mr. Chen Wei, Prof. Per Jenster offered the Nordic educational and business community an opportunity to lend their support to this project. After initial mapping out of the requirements, a meeting was held
on May 21, 2009 in Chengdu, capital city of China’s Sichuan province involving Danish ambassador, Jeppe Tranholm-Mikkelsen, prominent Danish education leaders, Chengdu and Xindu city government representatives. As an outcome of this first meeting, a letter of agreement was signed in support of the collaborative development of the project, which holds significant promise for Nordic firms and educational entities’ increased involvement in scientific, educational, cultural and commercial activities in Western China. To this date, response from Nordic businesses and educational organizations has been highly encouraging. Firms such as ECCO, Carlsberg, Kvik, ISS, and Volvo have expressed interest in locating their corporate training facilities within the NCLL. In addition, Nordic universities including Copenhagen University, Copenhagen Business School, Blekinge Technological University and Jönkoping University are in a dialogue to support the initiative with research, programs, student exchange and even in the establishment of an executive learning center, development of an EMBA program and a DBA program in Xindu.

Sustainable Opportunities for Nordic & Chinese Firms

The development of the Nordic City of Living & Learning™ represents an extraordinary set of opportunities for Nordic and Chinese firms involved in sustainable urban planning, architecture, engineering, construction, landscape, and interior design. A crucial and important mandate for the complex is that it be the result of environmentally sensitive planning of the highest Scandinavian tradition ranging from architecture, siting, engineering to landscaping, and that it make use of power generation, construction methods, and energy-use initiatives representing the very latest best-practices in sustainable development.

Consequently, those firms specializing in sustainable, social, economic, and environmental development will be especially favored in all phases of the project including, design, development, construction, and end-use. We encourage the participation of firms offering sustainable solutions in these areas:

- environmental management
- sustainable design
- low-energy, passive, and renewable energy resources for heating, cooling, and lighting
- non-toxic building materials
- sophisticated energy metering and management
- insulation materials and application
- waste treatment
- air and water management
- indoor and environmental quality

The Nordic City of Living & Learning™ project will be built according to the general concept outlined in the plan by Villem Lauritzen Architects of Denmark, the winner of the architectural design competition of 2009. The ground-breaking for commencement of building the NCLL is planned for mid-September 2010. B + H Architects is overseeing the execution of the project, which encompasses:

The International Business School and Academic Campus

- amphitheaters, study rooms and classrooms
- auditorium for public presentations and exhibitions
- library and research facilities
- dormitories, apartments for visitors, faculty, and administrators
- sports center, faculty club and banquet/restaurant
A 3G Innovation Park
- office buildings
- research and development laboratories
- retail spaces

Residential Areas
- high-and low-rise apartments
- retail spaces, supermarket, cafes
- a fitness center
- a health center
- learning, and education centers for children, adults and seniors

An Eco-Park
- leisure walks and sports areas
- bicycle and pedestrian paths
- public meeting areas
- gardens for the display and showcasing of local and regional culture

Nordic firms have been invited to design, develop and fit out all of the above, as is the case for Flugger, Kvik Kitchens, and others.

In conclusion, the NCLL represents a unique set of opportunities for Nordic firms and educational entities to build a solid presence in the rapidly developing western China region. We invite you to contact us for more information on the project; Prof. Dr. Per V. Jenster at email: pjenster@gmail.com.
June 26th Xindu Day at Danish Pavillion: Inauguration Celebration

10:00 – 10:15 "Words of Welcome" by Little Mermaid Pool
   Danish Ambassador
Welcome to the Xindu Day in Denmark
   Danish General Consul, Susanne
   Hyldelund
Introduction of Shanghai, Chengdu, Xindu mayors
   Mr. Christopher Bo Bramsen
   (Photographs of Ceremonial Opening of Xindu Day)

10.20 – 11.30 Tour of Danish Pavillion

11.30 – 12:30 Lunch at external restaurant

12:45 – 13.15 Xindu City Urban Planning Bureau presentation

13:15 – 14:15 Nordic Salon introducing Danish Business Culture
   Prof. Tony Fang

14:30 Conclusion and Final Remarks: gifts presentation (H.C. Anderson books)