

繁花似锦
系
星空璀璨

*Splendor Blooms like Rich Brocade,
under A Brilliant Starry Cascade*

2024

关于我们 About Us

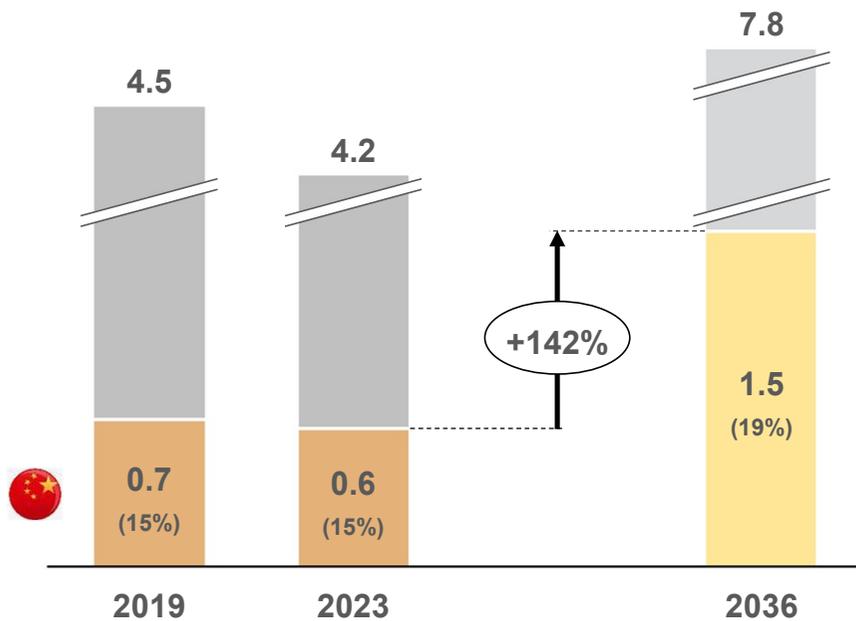


中新（重庆）机场商业管理有限公司(简称 SSCACM)由重庆机场集团和新加坡樟宜机场管理投资公司共同出资组建，于2019年1月1日正式运营。公司主要经营和管理重庆江北国际机场的零售（含免税）、餐饮、广告、停车场、嘉宾、休闲服务等非航空性业务。

Sino-Singapore (Chongqing) Airport Commercial Management Co., Ltd. (SSCACM), established through a partnership between Chongqing Airport Group Co. and Singapore Changi Airport International Co., Ltd. has been in operational since 1st January, 2019. The joint venture primarily oversees six non-aeronautical sectors at Chongqing Jiangbei International Airport. These include retail (inclusive of duty-free retail), food and beverage, advertising, parking, CIP and other services.

中国机场具备商业潜能 Chinese Airports: A hub of Commercial Opportunities

全球航空旅客运输量 (10亿)
Global Air Passenger Traffic (billion)



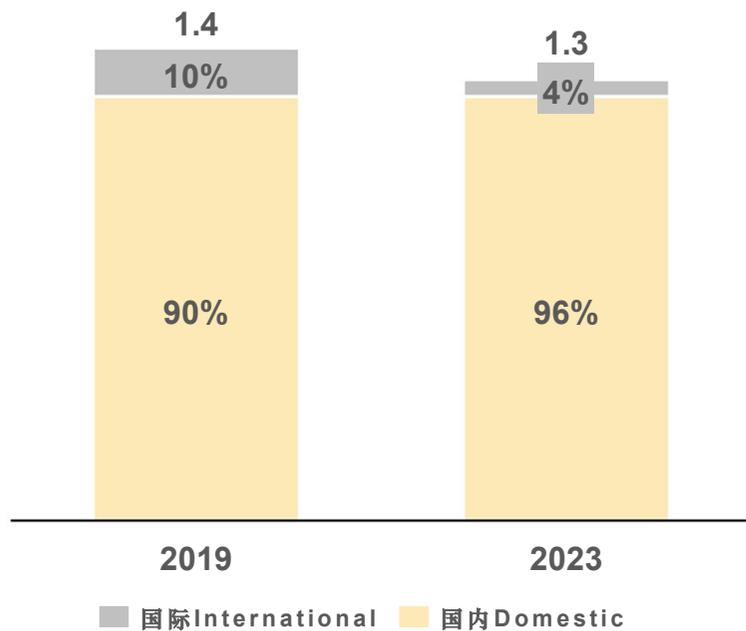
来源 sources: IATA and Wikipedia

2023年全球排名前50的中国机场
Chinese Airports among World Top 50 Busiest Airports in 2023

排名 Rank	机场 Airport	旅客吞吐量 Passenger Throughput
13	广州白云 Guangzhou Baiyun	63,167,751
22	上海浦东 Shanghai Pudong	54,476,397
24	北京首都 Beijing Capital	52,879,156
25	深圳宝安 Shenzhen Bao'an	52,734,934
40	成都天府 Chengdu Tianfu	44,786,101
41	重庆江北 Chongqing Jiangbei	44,657,227
43	上海虹桥 Shanghai Hongqiao	42,492,745
44	昆明长水 Kunming Changshui	42,033,527
45	西安咸阳 Xi'an Xianyang	41,371,228
47	杭州萧山 Hangzhou Xiaoshan	41,170,470

有税商业势必成为机场收入的核心驱动力 Duty Paid: A Key Revenue Driver

中国机场旅客吞吐量(10亿)
Passenger Throughput at Chinese Airports (billion)



来源 sources: CAAC, SSCACM

机场零售 Airport Retail

经营区域
Operating Zones

是否有政策限制
Subject to regulation
constraint

外资品牌或公司的机会
Opportunities for Foreign
Brands or Retailers

有税 Duty Paid

隔离区内 Post Security:

- ✓国内出发 Domestic Departure
- ✓国内到达 Domestic Baggage Claim

隔离区外 Before Security:

- ✓值机大厅 Check-in Hall
- ✓国内接机厅 Domestic Arrival Hall
- ✓国际接机厅 International Arrival Hall

无
No

直接或者通过代理经营
Direct operation or franchises

免税 Duty Free

隔离区内 Post Security:

- ✓国际出发 International Departure
- ✓国际到达 International Baggage Claim

受政策限制 Yes:

- ✓免税经营资质 Operating License
- ✓经营面积 Operating Area
- ✓经营品类 Product Category

需要与中国免税经营商合作
To partner with Chinese duty free
operators



上海浦东 Shanghai Pudong



深圳宝安 Shenzhen Bao'an



北京大兴 Beijing Daxing

隔离区外商业或成为机场商业发展的第二曲线 Landside Commercial: the 2nd Growth Curve in Airport Commercial Development

投建卫星厅已成为中国机场发展趋势。作为航站楼功能的延伸，卫星厅共用主航站楼的值机大厅、到达大厅和地面交通中心（GTC）。隔离区外覆盖的客流量远大于卫星厅，隔离区外受航空流程和物理空间限制较低，可拓展空间大，商业潜能无限。

Constructing satellite terminals has become a prominent trend in the development of airports throughout China. These terminals, designed as extensions of the main terminal, share facilities such as the check-in hall, arrival hall, and ground transport center. The passenger traffic before security checkpoints significantly surpasses that within the satellite terminals. With fewer constraints imposed by passenger flow and physical space, landside areas offer greater expansion possibilities and unlimited commercial potential.



第二曲线：重庆机场隔离区外核心商业区 The 2nd Growth Curve: Landside Core Retail Zone at Chongqing Airport

1



2



第二曲线：星耀樟宜 The 2nd Growth Curve: Jewel Changi Airport



中国消费者构成 Chinese Consumer Profile

人口构成
Demographics

20%

22%

19%

39%

年龄段
Age Group

X: 45 – 60

Y: 30 - 45

Z: 15 – 30

消费意愿
Purchase Intention



消费能力
Buying Power



消费特征
Buying Behavior

品质升级，注重品牌，身份社交
Quality upgrade, high brand consciousness, and identity networking

注重品质，消费务实，省时增效
Strong preference for high quality, value for money and efficiency improvement products

高度互联，追求个性，社交属性
Highly connected, prioritization of personalization and sociality.

来源 sources: BCG, China Statistics, SSCACM

中国消费趋势 China Consumer Trends

- 追求高品质消费
Pursuing high-quality consumption



中国消费趋势 China Consumer Trends

- 注重乐活健康消费
Focusing on LOHAS (Lifestyles of Health and Sustainability)



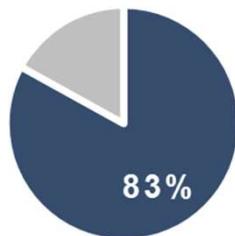
中国消费趋势 China Consumer Trends

- 倾向社交性消费
Inclining towards social consumption



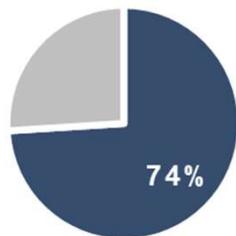
中国消费趋势 China Consumer Trends

- 对品牌/店铺的忠诚度减弱
Less brands or shops loyalty



83%的中国消费者喜欢尝试不同的品牌和店铺。
About 83% of Chinese consumers prefer to try out different brands and shops.

- 线上线下购物“零”边界
Seamless online and offline shopping



74%的中国消费者选择线下和线上全渠道购物。
74% of Chinese consumers adopt omnichannel shopping.

机场商业管理品牌应时而生 Introduction of Airport Commercial Management Brand



MALL AND MORE
丰富你的每一次等待



品质保障
Quality Assurance



优质服务
Excellent service



物有所值
Value for money



无缝沟通
Seamless Communication



共享共赢
Win-Win Cooperation



共同成长
Mutual Achievement

与重庆机场的合作机会 Collaboration Opportunities at Chongqing Airport



重庆机场卫星厅T3B计划2025年上半年投入使用，设计容量为3500万旅客吞吐量。今年卫星厅的零售和餐饮招商资源公开招商。

Chongqing Satellite Terminal 3B with a design capacity of 35 million passengers is to be operational in the first half of 2025. The retail and food and beverage outlets at the terminal are open for tenders in 2024.

与樟宜的合作机会 Collaboration Opportunities with Changi Airports International

樟宜机场管理投资有限公司的业务范围覆盖20多个国家，遍及60多个机场。除了重庆机场商业合资之外，我们近期在海外商业合作项目还有：

Changi Airports International Pte. Ltd. has extensive global experience that spans over 20 countries and more than 60 airports around the world. Besides Chongqing Jiangbei International Airport, our recent commercial projects are:



中国无锡机场商业合资项目
A joint venture to manage
the non-aeronautical
business of Wuxi
International Airport



柬埔寨金边新机场筹备服务协议
A preparation phase service
agreement to help CAIC
prepare for Techo International
Airport opening in 2025



越南金兰机场T2商业托管协议
An agreement to manage the
non-aeronautical business of
Cam Ranh International
Airport T2, Vietnam



菲律宾克拉克机场管理合资项目
A joint venture concession for
the Operations & Management
of Clark International Airport,
Philippines



马艳 Ma Yan

总经理 General Manager
中新（重庆）机场商业管理有限公司
Sino-Singapore (Chongqing) Airport Commercial
Management Co. Ltd.

邮箱 Email: ma_yan@sscacm.com
电话 Tel: +86 23 6715 2537



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