

SHANGHAI OFFICE MARKET REPORT

上海写字楼市场报告



HIGHLIGHTS

In 2013, despite slower growth in Shanghai's GDP, the tertiary industry recorded rapid growth, contributing to over 62.2% of the total GDP.

Meanwhile, the progressive opening of Shanghai Free Trade Zone (FTZ) attracted more international and local companies, providing solid demand in Shanghai's office market.

Three Grade-A office buildings were completed in the fourth quarter, adding 243,000 sqm of office space to the market. The total new supply in 2013 reached 510,000 sqm, which was lower than the expectation at start of 2013.

Demand from multinational corporations (MNCs) remained strong. In the fourth quarter, the average vacancy rate of Shanghai's Grade-A offices dropped by 0.1 percentage point, whilst that in secondary and emerging business districts decreased 1.3 percentage points quarter on quarter.

Shanghai's Grade-A office rents continued to increase, but at a slower pace. In the fourth quarter, the average rent increased 0.7% quarter on quarter to RMB9.2 per sqm per day, led by the strong performance of secondary and emerging business districts.

In the fourth quarter, the office investment market was as active as in the third quarter. The market witnessed five en-bloc transactions with a total value of over RMB15.5 billion. The total en-bloc sales value over 2013 hit a new high, of which 64.3% was contributed by the office

sector with a value of RMB32.8 billion.

Outlook

Although Shanghai experienced moderate economic growth in 2013, the pace of transitioning towards a service base economy ranked Shanghai in top spot in the country. The proportion of tertiary industry continued to increase, while the Financial, Retail and Research & Development sectors remained buoyant. The development of Shanghai FTZ and the new round of master planning for Shanghai (2012-2030) will enhance Shanghai's competitiveness. Office demand is expected to remain great, notably from the financial, professional services and high-end manufacturing sectors.

Currently, a number of central business districts are under re-development and more emerging business districts have started development, which will extend the CBD boundaries. Due to the significant amount of new office supply scheduled for completion in the coming three years, the average Grade-A office rent will soften from the current levels. During the next 12 months, rents are expected to edge down, particularly in Puxi, due to sufficient new supply, while in Pudong, with less supply, will see stable or growing rents, benefitting from the FTZ.

The development of Shanghai FTZ and the new round of master planning for Shanghai (2012-2030) will enhance Shanghai's competitiveness. Office demand will remain steady, notably from the financial, professional services and high-end manufacturing industries.

MACROECONOMIC INDICATORS

Shanghai's FDI has recorded a straight increase for 14 years. In 2013, Shanghai utilised FDI increased 10.5% year on year to USD16.78 billion while contractual FDI increased 11.6% year on year to USD24.94 billion, recording a historical high.

In 2013, Shanghai's GDP increased 7.7% year on year to RMB2,160.2 billion, to which the tertiary industry contributed RMB1,344.5 billion with a year-on-year growth of 8.8%, 1.1 percentage points higher than Shanghai's GDP growth. In 2013, the added value of tertiary industry contributed to 62.2% of Shanghai's GDP with an average annual growth of 1.4 percentage points in the past four years.

Shanghai continued to develop as an international financial centre with the establishment of Shanghai FTZ. In the fourth quarter, 32 items were detailed from the 19 regulations set out for Shanghai FTZ involving company administrative approval and investment access system were adjusted, including the reform of the foreign investment management model and the expansion of service industry development. Foreign bank, international professional service firms and telecom services were approved to be launched in Shanghai FTZ. It is expected that demand for office space will exceed supply in Shanghai FTZ

due to robust demand from trading and financial companies.

Shanghai's foreign direct investment (FDI) had increased year on year for 14 consecutive years. In 2013, Shanghai's utilised FDI increased 10.5% year on year to USD16.78 billion, while contractual FDI increased 10.3% year on year to USD24.63 billion, a historical high. Shanghai continued to support the modern service industry and Strategic Emerging Industries (SEIs), which are expected to attract more foreign investment. In 2013, the utilised FDI of Shanghai's service industry increased 7.0% year on year, amounting to over 80% of Shanghai's total utilised FDI, while the utilised FDI in SEIs rose 30% year on year.

Shanghai is increasing its attractiveness to headquarters economies. By the end of 2013, MNCs' regional headquarters, investment companies and R&D centres in Shanghai reached 445, 283 and 366 respectively, totaling 1,094 foreign-invested companies, 75 companies more than that in 2012. Shanghai has become a mainland city with the highest concentration of investment companies and regional headquarters.

Shanghai major economic indicators, 2013

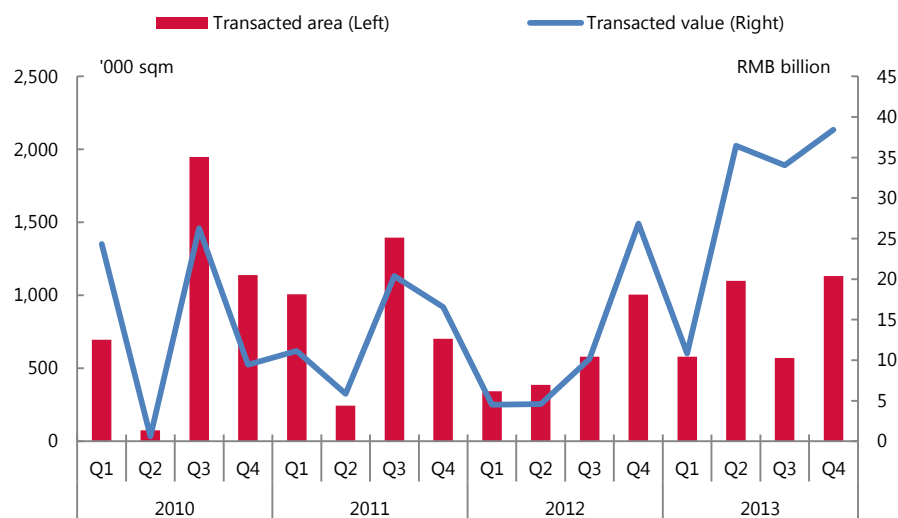
Economic indicators	Figure	YoY change (%)
Gross Domestic Product (GDP)	RMB2,160.2 billion	↑7.7%
Fixed asset investment	RMB564.8 billion	↑7.5%
Real estate investment	RMB282.0 billion	↑18.4%
Export and import	US\$441.4 billion	↑1.1%
Utilised Foreign Direct Investment (FDI)	US\$16.78 billion	↑10.5%
Consumer Price Index (CPI)	102.3 (the previous year=100)	

Source: Knight Frank Research / Shanghai Statistics Bureau

LAND MARKET

In the fourth quarter, 33 commercial land sites were transacted with a total site area of 1.13 million sqm and the total value hit a historical high at over RMB38.4 billion. A number of commercial plots were sold in emerging business districts.

Shanghai commercial land transacted area and value (Q1 2010-Q4 2013)



Source: Knight Frank Research / Shanghai Land and Resources Bureau

In the fourth quarter, 33 commercial land sites were transacted with a total site area of 1.13 million sqm and the total value hit a historical high at over RMB38.4 billion. A number of commercial plots were sold in emerging business districts, including Jiading Yinnanxiang Business Zone and Songjiang New City International Ecology Business Zone, which will increase office supply in outlying areas.

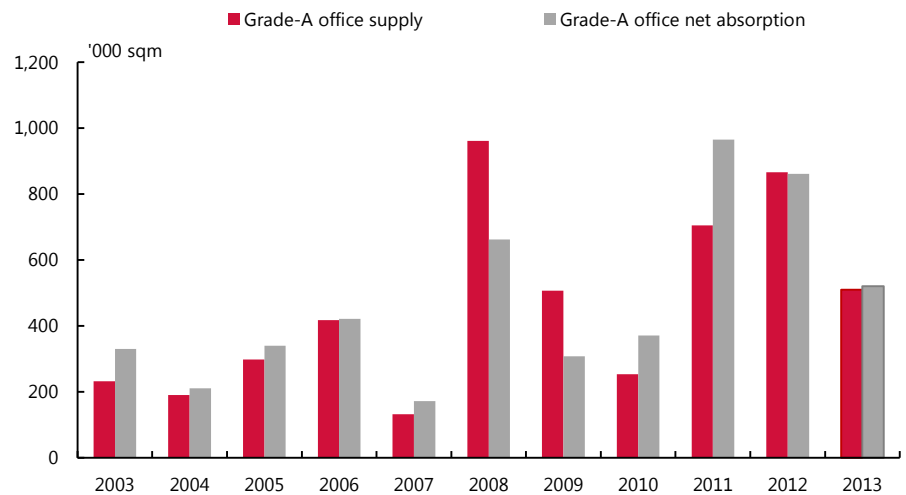
In the fourth quarter, two plots were transacted in the northern section of Hongqiao CBD for a total value of over RMB3.7 billion or a floor value of over RMB17,000 per sqm. Located in Shanghai FTZ, two small-sized commercial plots in Lingang New Town were transacted at high floor values of over RMB14,000 per sqm representing premium rates of over 400%, the highest premium in 2013.

Due to limited supply in prime locations, commercial land prices remained high. In the fourth quarter, Huangpu District recorded two transactions hitting the highest floor value and the second highest total value respectively. On 29 November, Winmine Investment Pte, Ltd., a wholly-owned subsidiary of Singapore-listed Wing Tai, acquired a commercial plot, Plot 17/2 of Block 45 in Huaihai Middle Road Sub-district, Huangpu District, Shanghai, for a total consideration of RMB1.1 billion, a premium rate of 47.6%, or a floor value of RMB42,821 per sqm, refreshing the floor value record in Shanghai in the year. On 11 December, Greenland Hong Kong Holdings acquired Plot 2/2 and 7/2 of Block 99 in Wuliqiao Sub-district, Huangpu District through its subsidiary, Thrive Investment Limited, for the reserved value of RMB6.0 billion or a floor value of RMB24,236 per sqm. The transaction hit the second highest total value in 2013, following the Xujiahui Centre Project plot.

SUPPLY AND DEMAND

In the fourth quarter, office demand from multinational companies remained stable, with the manufacturing and professional services industries remaining active. The vacancy rate of Grade-A offices in Shanghai dropped 0.1 percentage point quarter on quarter to 4.3%.

Shanghai Grade-A office supply and absorption in CBDs (2003-2013)



Source: Knight Frank Research

Three Grade-A office buildings were completed in Shanghai in the fourth quarter, including Shanghai Arch, adding 234,000 sqm of office space to the market. Located in Changning District, Shanghai Arch provided 110,000 sqm of Grade-A office space in two office buildings and a shopping mall with a total gross floor area (GFA) of 266,000 sqm.

Due to the delayed completion of several Grade-A office buildings, the new supply of Grade-A offices in 2013 was lower than expectation, totaling 510,000 sqm. Of which, 397,000 sqm was added to the CBDs, including Jing'an Kerry Centre Phase II.

In the fourth quarter, office demand from multinational companies remained stable, bolstered by manufacturing and professional services industries. Major deals in the quarter included: a US food manufacturer rented a 2,317 sqm floor in The Centre; a network provider, also coming from the US, rented a 2,253 sqm floor in

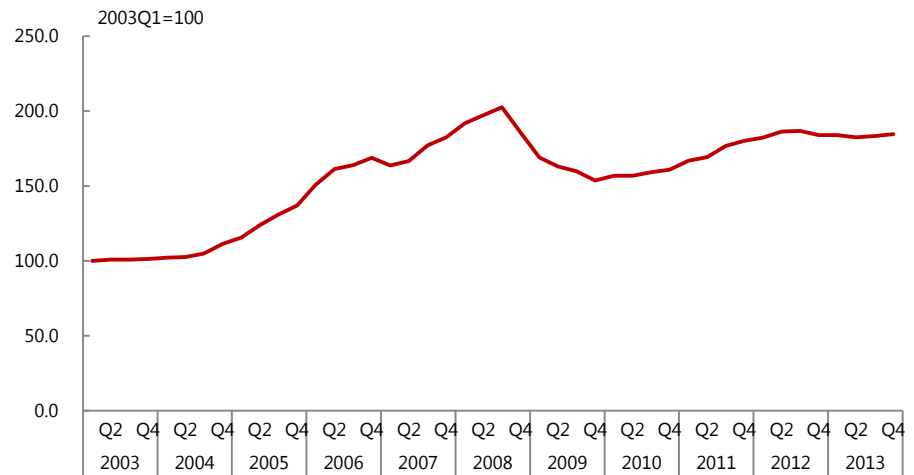
the same building. An US advertising group. In emerging leased 18,000 sqm in Corporate Avenue Building 5. In emerging and secondary business districts, a software developer leased 3,800 sqm of space in Baoland Plaza in Hongkou District. Newly completed office buildings have enjoyed early marketing success such as Shanghai Arch who secured two 2,000 sqm manufacturing firms in the high zone.

The vacancy rate of Grade-A offices in Shanghai dropped 0.1 percentage point quarter on quarter to 4.3% due to steady demand. Benefited by the limited lettable area and the increasing positive impact brought by Shanghai FTZ, the vacancy rate of Grade-A offices in Little Lujiazui was lower than 2% in the fourth quarter. Emerging and secondary business districts recorded robust performance, with the vacancy rate dropping 1.3 percentage points down quarter on quarter.

RENT

In the fourth quarter, Grade-A office rents continued to rise, but at a slower growth rate of 0.7% quarter on quarter to RMB9.2 per sqm per day.

Shanghai Grade-A office rental index (Q1 2003 – Q4 2013)



Source: Knight Frank Research

In the fourth quarter, Grade-A office rents continued to rise, but at a slower growth rate of 0.7% quarter on quarter to RMB9.2 per sqm per day. Although the rents of Grade-A offices continued to rise over the past three quarters, the growth rate in the fourth quarter slowed to 0.5% year on year. Some landlords of Grade-A offices in core CBDs lowered their asking rents to secure high-profile tenants. In the fourth quarter, office rents in Shanghai's core CBDs decreased 1.5% quarter on quarter, with rents in Jing'an District decreasing 2.0% to RMB11.3 per sqm per day.

In contrast, emerging and secondary business districts with lower asking rents recorded rental increases in the fourth quarter. Rents in these areas increased 5.4% quarter on quarter. Amongst them, rents in Hongkou District and Zhabei District increased 9% and 4% to RMB5.6 and RMB6.8 per sqm per day respectively. Despite the fast growth, rents in emerging and secondary business districts were still 30-40% lower than those in core CBDs.

Prime office market indicators, Q4 2013				
Submarket	Rent (RMB/sq m/day)	Rent % change (QoQ)	Vacancy Rate	Vacancy rate percentage point change (QoQ)
Huangpu	9.4	↑ 2.9%	4.6%	↑ 0.3
Jing'an	11.3	↓ 2.0%	3.1%	↓ 0.7
Pudong	9.3	↓ 0.2%	3.7%	↑ 0.6
Xuhui	9.0	↑ 0.2%	3.8%	↓ 0.1
Changning	7.9	↑ 4.4%	5.6%	↓ 1.7

Source: Knight Frank Research

SALES AND INVESTMENT

Shanghai's property investment market remained hot in 2013, dominated by the office sector, which recorded a total transaction value of RMB32.8 billion, amounting to 64.3% of the total investment value.

In the fourth quarter, Shanghai's primary office sales market recorded good performance. The transaction volume of offices in urban areas totalled 330,000 sqm, an increase of 50% quarter on quarter. Sales of offices within the Inner Ring Road area were active. In the North Bund area, Shanghai International Shipping Service Centre was sold en bloc, while Greenland North Bund Centre was launched in September, and sold 33 units or 5,300 sqm for RMB53,000 per sqm. In Pudong New Area, Oriental Financial Plaza sold two floors in the high zone, covering a total area of 4,710 sqm, for RMB62,000 per sqm. Office prices in Shanghai's urban areas reached RMB51,950 per sqm in the fourth quarter, an increase of 2.7% quarter on quarter.

In the fourth quarter, the office investment market was as active as in the third quarter. Five major deals were recorded, for a total consideration of over RMB15.5 billion. Demand for large space for self-occupation dominated the office investment market in 2013, satisfying the demand for business expansion and brand promotion and indicating companies' positive expectation for Shanghai's future office market. In mid-October, China Everbright Limited acquired Oriental Financial Centre for a total consideration of HK\$9.0 billion (RMB7.3 billion), or RMB66,000 per sqm. Located in Little Lujiazui, Oriental

Financial Centre was developed by Hutchison Whampoa Property and was scheduled for completion in the second quarter of 2014 with a total GFA of approximately 110,000 sqm.

Shanghai's property investment market remained robust in 2013, dominated by the office sector which recorded a total transaction value of RMB32.8 billion, amounting to 64.3% of the total investment value. Funds and trusts became major players in the investment market. In Huangpu District, Central Plaza, Ocean Tower, Lippo Plaza and Block 5 in Phase II of Corporate Avenue changed hands, all involving real estate funds and trust companies. Although Grade-A offices in downtown areas remained the first choice, investors also looked for offices in good quality in emerging and secondary business districts. In October, Van Shung Chong Holdings Limited acquired 100% issued share capital of the subsidiary of China National Travel Service Group Corporation for a total consideration of RMB708 million, through which gaining China CTS Tower. Located in Changshou Road in Putuo District, China CTS Tower has 27 storeys and a total GFA of approximately 31,697 sqm.

Selected office leasing transactions, Q4 2013				
District	Building	Floor	Area (sq m)	Rent (RMB/sq m/day)
Xuhui	The Centre	Low zone	2,250	8.7
Xuhui	K. Wah Centre	Low zone	1,765	7.8
Pudong	Two IFC	Mid zone	1,200	12.0
Pudong	SWFC	High zone	1,650	13.3
Changning	Shanghai Arch	High zone	2,000	6.8
Jingan	Jing'an Kerry Centre Tower 2	High zone	1,325	13.0
Source: Knight Frank Research				

Selected office sales transactions, Q4 2013				
District	Building	Floor	Area (sq m)	Price (RMB/sq m)
Pudong	Oriental Financial Plaza	High zone	4,711	62,000
Hongkou	Greenland North Bund Centre	High zone	356	61,099
Xuhui	Greenland Centre	High zone	178	59,884
Hongkou	CITIC Plaza	Mid zone	207	57,398
Xuhui	Magnolia International Plaza	Low zone	138	56,618
Source: Knight Frank Research / Shanghai Real Estate Trading Centre				

焦点

2013年上海生产总值增速放缓,但第三产业发展迅速,占比已达到上海生产总值的62.2%,同时上海自贸区建设逐步推进,吸引国内外企业入驻,为未来甲级写字楼市场的发展提供了稳定的需求来源。

第四季度,上海录得三幢甲级写字楼交付,新增243,000平方米,由于部分写字楼延期交付,2013年全年上海甲级写字楼新增总量达510,000平方米,低于年初预计。

跨国公司需求旺盛,第四季度,上海甲级写字楼空置率环比下滑了0.1个百分点,次级和新兴商务区的市场表现更佳,空置率环比下降1.3个百分点。

甲级写字楼租金继续增长,但增速放缓,第四季度环比增长0.7%到每天每平方米人民币9.2元,租金增长的主要动力来自于次级和新兴商务区。

第四季度,写字楼投资市场延续第三季度的活跃状态,录得五宗整幢交易,总成交金额逾人民币155亿元。全年上海整幢交易成交额再创新高。写字楼仍是最热门的投资业态,全年成交金额达到人民币328亿元,占全年投资总额的64.3%。

未来展望

尽管上海经济发展增速在2013年呈现放缓态势,但总体表现良好,经济转型速度在全国居前,第三产业的比重持续升高,金融业、零售和研发均呈快速发展趋势。上海自贸区以及上海正在准备的2012-2030年城市规划将进一步增强上海竞争力,上海写字楼需求仍将保持稳定,尤其是来自于金融、专业服务及高端制造业的需求有望继续提升。

目前,上海多个中央商务区正积极改造,而更多的新兴商务区则在建设当中,上海商务区呈扩张之势,大量写字楼物业将在未来三年逐步推向市场,导致上海甲级写字楼租金可能从当前高位跌落。未来十二个月,预计上海(尤其是浦西)的甲级写字楼租金呈轻微下跌态势,而浦东在上海自贸区和新供相对较少的利好带动下,租金有望稳中有升。

上海自贸区以及上海正在准备的2012-2030年城市规划将进一步增强上海竞争力,上海写字楼需求仍将保持稳定,尤其是金融、专业服务及高端制造业需求有望继续提升。

宏观经济

上海利用外资规模实现了连续14年增长。2013年，上海实际利用外资美元167.8亿元，同比增长10.5%，合同利用外资美元249.4亿美元，同比增长11.6%，创历史新高。

2013年，上海生产总值同比增长7.7%至人民币21,602亿元，其中第三产业生产总值达人民币13,445亿元，同比增长8.8%，较上海生产总值高出1.1个百分点。2013年，上海第三产业增加值占全市生产总值比重进一步提升到62.2%，在过去四年保持了每年约1.4个百分点的增长。

上海加快了国际金融中心和自贸区的建设步伐，第四季度，上海自贸区19个法规中32项审批和准入措施获得调整，涉及外商投资管理模式改革及扩大服务业开发等领域。外资银行、国际专业服务机构以及增值电信服务等获得批准，包括东亚银行、德勤等已入驻上海自贸区。贸易类及金融类企业的纷纷进驻，致使自贸区板块写字楼市场出现供不应求的局面。

上海利用外资规模实现了连续14年增长。2013年，上海实际利用外资167.8亿美元，同比增长10.5%，合同利用外资246.3亿美元，同比增长10.3%，创历史新高。上海加大支持现代服务业和战略性新兴产业发展，也由此吸引了更多外资。2013年，上海服务业利用外资同比增长7%，占利用外资比重超过80%，而战略性新兴产业同比增长则接近30%。

上海吸纳总部经济集聚的能力继续增强。至2013年年底，上海跨国公司地区总部、投资性公司、研发中心分别达到445家、283家及366家，总数达到1,094家，较2012年增加75家，是中国大陆投资性公司和跨国公司地区总部最集中的城市。

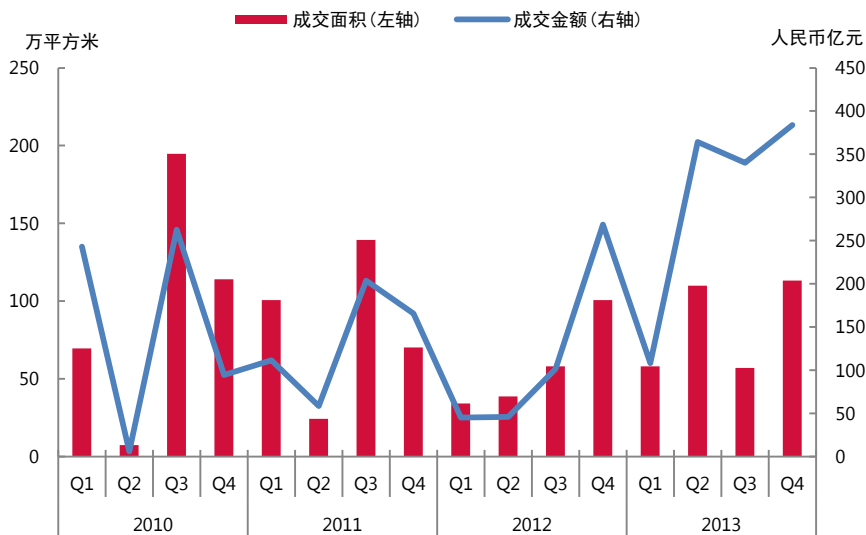
上海主要经济指标，2013年		
经济指标	数值	同比增长(%)
国内生产总值	人民币 21,602 亿元	17.7%
固定资产投资	人民币 5,648 亿元	17.5%
房地产开发投资	人民币 2,820 亿元	118.4%
进出口总额	美元 4,414 亿	11.1%
外商直接投资实到金额	美元 167.8 亿	110.5%
居民消费价格指数	102.3 (去年同期=100)	

数据来源：莱坊研究部 / 上海市统计局

土地市场

第四季度,上海商办土地市场共录得33宗土地交易,总成交面积高达113万平方米,成交总金额突破历史纪录,达到人民币384亿元,数个远郊新兴商务区均推出了多宗地块。

上海商办用地成交面积和成交金额(2010年第一季度至2013年第四季度)



数据来源: 莱坊研究部 / 上海国土资源局

第四季度,上海商办土地市场共录得33宗土地交易,总成交面积高达113万平方米,成交总金额突破历史纪录,达到人民币384亿元,数个远郊新兴商务区均推出了多宗地块,包括嘉定银南翔商务区及松江新城国际生态商务区,这将促进上海远郊商务区的写字楼存量进一步提升。

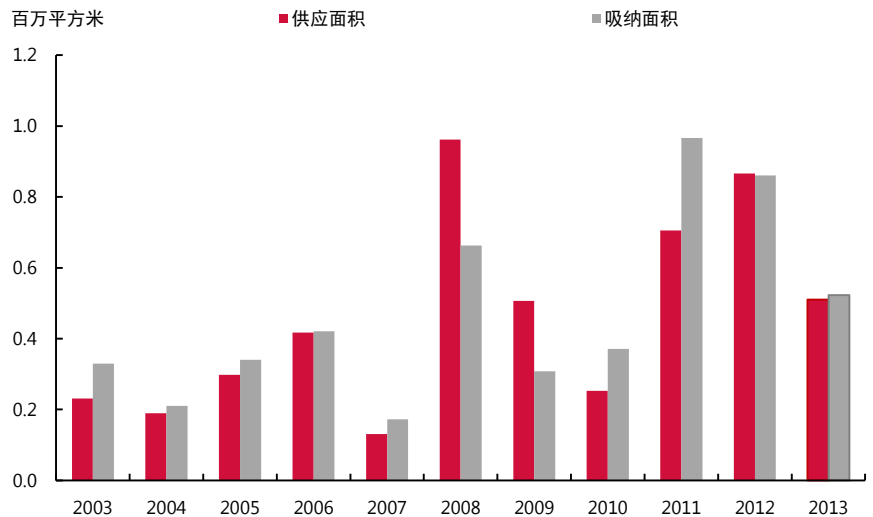
第四季度,虹桥商务区北片区有两宗商办住用地交易,总成交金额达到人民币37.2亿元,楼板价亦超过每平方米人民币17,000元;而在上海自贸区的临港新城,两幅小面积地块均获得了400%以上的溢价,创下了2013年溢价新高,也使得此两幅商办地块楼板价攀升到每平方米人民币14,000元这一极高的水平。

由于核心区域供地有限,商办土地成交价格高企。第四季度,黄浦区录得一宗2013年最高楼板价成交及一宗次高总价地块。11月29日,新加坡上市永泰控股的子公司Winmine Investment Pte, Ltd.以总价人民币11.04亿元购得上海市黄浦区淮海中路街道45街坊17/2宗商办地块,溢价率为47.6%,楼板价为每平方米人民币42,821元,刷新上海年内单价地王记录。12月11日,绿地香港旗下True Thrive Investment Limited以底价人民币59.5亿元竞得黄浦区五里桥街道99街坊2/2宗地块、7/2宗地块,折合楼板价每平方米人民币24,236元,这也是上海土地市场2013年总价第二高的土地交易,仅次于徐家汇中心项目地块。

供应与需求

第四季度，跨国公司写字楼需求稳定，制造及专业服务等行业租赁活跃，上海甲级写字楼空置率环比下跌0.1个百分点至4.3%。

上海主要商务区甲级写字楼供需走势（2003年至2013年）



数据来源：莱坊研究部

2013年第四季度上海录得三幢甲级写字楼交付，新增约234,000平方米面积。其中，新交付的金虹桥国际中心位于长宁区，总建筑面积266,000平方米，由两幢甲级写字楼及购物中心构成，其中写字楼面积110,000平方米。

由于数个甲级写字楼交付时间延迟，全年上海甲级写字楼新增供应量较年初预期减少至510,000平方米。其中，中央商务区新增397,000平方米，包括超甲级写字楼静安嘉里中心二期。第四季度，跨国公司写字楼需求稳定，制造及专业服务等行业租赁活跃。本季度主要成交包括：一美国食品公司在世纪商贸广场租用了一个整层共2,317平方米的写字楼面积，而同样来自于美国的一家通信网络供应商则在世纪商贸广场租用了一个整层共2,253平方米。

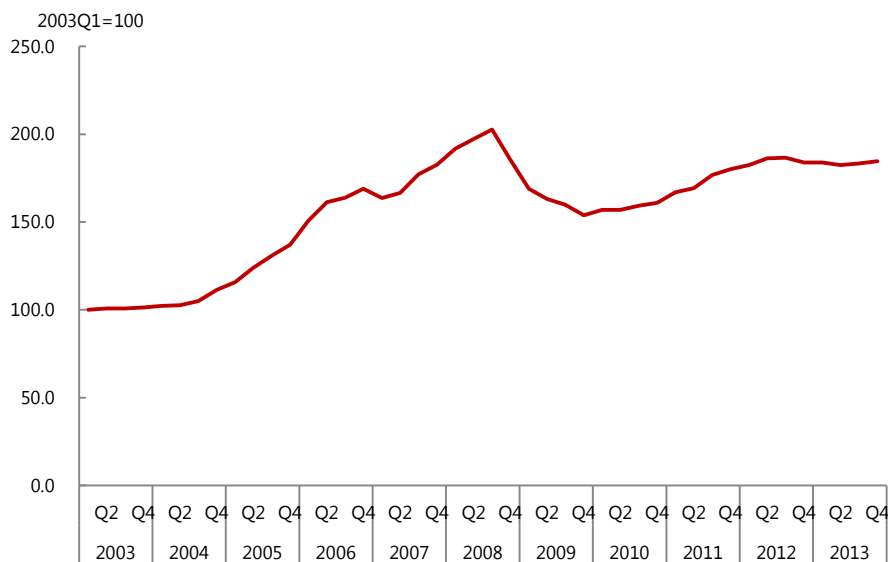
来自美国的一家广告公司在企业天地5号楼亦租用了18,000平方米。在次级和新兴商务区，一家软件开发商在虹口区宝地广场租用了3,800平方米。此外，市场上一些新交付写字楼亦录得成交，两家制造企业分别在金虹桥国际中心的高区租用了一个楼层，面积约2,000平方米。

由于总体需求稳定，第四季度上海甲级写字楼空置率环比下跌0.1个百分点至4.3%。由于可出租面积有限且上海自贸区的积极影响持续扩大，第四季度上海小陆家嘴甲级写字楼空置率已不足2%。次级和新兴商务区表现优异，空置率环比降低1.3个百分点。

租金

第四季度，上海甲级写字楼租金继续上行，但增速已放缓，环比增长0.7%至每天每平方米人民币9.2元。

上海甲级写字楼租金指数（2003年第一季度至2013年第四季度）



数据来源：莱坊研究部

第四季度，上海甲级写字楼租金继续上行，但增速已放缓，环比增长 0.7%至每天每平方米人民币 9.2 元。尽管近三个季度以来上海甲级写字楼租金持续上涨，但第四季度租金同比增幅仅 0.5%。为争取优质客户，一些位于核心中央商务区的甲级写字楼业主降低了租金报价。第四季度，上海核心中央商务区租金环比降低 1.5%，其中静安区降低 2.0%至每天每平方米 11.3 元。

相比之下，租金偏低的新兴商务区和次级商务区则录得租金增长。第四季度，新兴商务区和次级商务区租金环比上涨 5.4%。其中虹口和闸北两区租金环比分别增长 9.0%和 4.0%至每天每平方米人民币 5.6 元和 6.8 元。尽管增长迅速，但由于租金相对低廉，新兴和次级商务区的租金与核心商务区相比仍有 30-40%的差距。

甲级写字楼主要市场指标，2013 年第四季度

区域	租金 (人民币/平方米/天)	租金 环比变幅	空置率	空置率 环比变幅
黄浦	9.4	↑ 2.9%	4.6%	↑ 0.3 个百分点
静安	11.3	↓ 2.0%	3.1%	↓ 0.7 个百分点
浦东	9.3	↓ 0.2%	3.7%	↑ 0.6 个百分点
徐汇	9.0	↑ 0.2%	3.8%	↓ 0.1 个百分点
长宁	7.9	↑ 4.4%	5.6%	↓ 1.7 个百分点

数据来源：莱坊研究部

销售与投资

2013年，上海物业投资市场持续活跃，写字楼项目仍是其中最为主要的投资业态，总成交金额达到人民币328亿元，占全市投资交易总额的64.3%。

第四季度，上海一手写字楼销售市场表现甚佳。市区写字楼成交总面积达到 330,000 平方米，环比增长 50%。内环内写字楼成交活跃，北外滩又录得多个大面积交易，除上海国际航运服务中心被整体售出以外，绿地北外滩中心于 9 月份开盘，在第四季度成交 33 套，共 5,300 平方米，成交均价亦达到每平方米人民币 53,000 元。浦东东方金融中心在第四季度以每平方米人民币 62,000 元的单价售出两个高区整层，总面积达到 4,710 平方米。上海市区写字楼价格增至每平方米人民币 51,950 元，环比增长 2.7%。

第四季度，写字楼投资市场延续第三季度的活跃状态，市场上录得五个大宗交易，总成交金额逾人民币 155 亿元。最近一年的写字楼大宗成交以大面积的自用需求为主导，既满足了企业扩张和品牌的需要，亦彰显了企业对上海未来写字楼市场的良好预期。10 月中旬，中国光大控股以总价港币 89.6 亿元（折合人民币 72.6 元）及单价每平方米人民币 66,000 元购得东方汇经广场。东方汇经广场位于小陆家嘴，原为和记黄埔开发物业，总建筑面积约 110,000 平方米，预计在 2014 年第二季度交付。

从 2013 年整个年度的物业投资市场来看，写字楼项目仍是其中最为主要的投资业态，总成交金额达到人民币 328 亿元，占全市投资交易总额的 64.3%。基金公司和信托公司成为投资市场上的主力军，位于黄浦区的中区广场、海洋大厦、力宝广场以及企业天地二期 5 号楼均被国内外的房地产基金和信托机构收购。从物业位置来看，中心城区的优质写字楼仍是投资者首选，但由于可选的优质楼宇数量稀缺，位于次级和新兴商务区的潜力写字楼也进入投资者的考察范围。10 月份，万顺昌集团以人民币 7.08 亿元购得港中旅集团下属公司 100% 股权，进而获得中国港中旅大厦。港中旅大厦位于普陀区长寿路，共 27 层，总建筑面积约 31,697 平方米。

写字楼租赁成交举例，2013 年第四季度

区域	项目	楼层	面积 (平方米)	租金 (人民币/平方米/天)
徐汇	世纪商贸广场	低区	2,250	8.7
徐汇	嘉华中心	低区	1,765	7.8
浦东	国金中心二期	中区	1,200	12.0
浦东	上海环球金融中心	高区	1,650	13.3
长宁	金虹桥国际中心	高区	2,000	6.8
静安	静安嘉里中心二座	高区	1,325	13.0

数据来源：莱坊研究部

写字楼买卖成交举例，2013 年第四季度

区域	项目	楼层	面积 (平方米)	成交价格 (人民币/平方米)
浦东	东方金融广场	高区	4,711	62,000
虹口	绿地浦创商务大厦	高区	356	61,099
徐汇	绿地滨江国际中心	高区	178	59,884
虹口	中信广场	中区	207	57,398
徐汇	汇京国际广场	低区	138	56,618

数据来源：莱坊研究部 / 上海房地产交易中心

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