

“Shanghai/Suzhou International Airport”: A win-win option to facilitate the economic integration of the Yangtze River Delta Region

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Abstract

As a prefecture-level city in China, Suzhou has produced the largest economy in Jiangsu Province and one of the largest in China. In 2017, Suzhou’s GDP amounted to 1.73 trillion yuan, No. 7 in all Chinese cities. However, a major factor that has prevented Suzhou from growing faster and doing better is the fact that Suzhou has not had its own international airport, a constant pain for successive leaders of Suzhou.

In our opinion, there is an easy fix for the problem. That is, to rename “Shanghai Hongqiao International Airport” to “Shanghai/Suzhou International Airport.” By changing the name, Shanghai has nothing to lose because it remains a Shanghai airport; but the name change will greatly enhance the value of the airport. As the international brand name of Shanghai is multiplied by the international brand name of Suzhou, “Shanghai/Suzhou International Airport” will become a super strong international brand name. If a Suzhou Air could be established with the “Shanghai/Suzhou International Airport” as the base, the Yangtze River Delta Region will witness another airline of 100 billion yuan like China Eastern. When an economy of 3 trillion yuan and 24 million people (Shanghai) is further integrated with an economy of almost 2 trillion and 11 million people (Suzhou) through this development, this will provide a good example of the economic integration of the Yangtze River Delta Region.

Key Words

Shanghai Hongqiao International Airport, Shanghai/Suzhou International Airport, Suzhou Air,

Win-Win Option, Economic Integration of Yangtze River Delta Region