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<b>Abstract</b>	Due to the industrial transfer in globalization and information, a new economic form—the headquarter economy gradually formed and became one of important development strategies for central city. In this paper, Jiahai enterprises headquarter park( JEHP) is as a study case, which located in development zone of Jinxia, Changsha. Based on the analysis of regional socio-economic, aiming at the sustainable development of society and create an ecological environment, the planning concept has been proposed, which is co-development of enterprises, park and social; sharing-plate of enterprises; co-create of natural environment and construction. A Paradigm has been provided in this paper, which is based on the concept of Ecology and sustainable development for the construction of headquarter economic park in new period.
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## The planning of headquarter economic park aiming at social sustainable development and ecological construction —— A Case Study of Jiahai enterprises headquarter park, Changsha, China

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**Abstract.** Due to the industrial transfer in globalization and information, a new economic form—the headquarter economy gradually formed and became one of important development strategies for central city. In this paper, Jiahai enterprises headquarter park (JEHP) is as a study case, which located in development zone of Jinxia, Changsha. Based on the analysis of regional socio-economic, aiming at the sustainable development of society and create an ecological environment, the planning concept has been proposed, which is co-development of enterprises, park and social; sharing-plot of enterprises; co-create of natural environment and construction. A Paradigm has been provided in this paper, which is based on the concept of Ecology and sustainable development for the construction of headquarter economic park in new period.

### Introduction

To the background of economic globalization and information, Changsha, the provincial capital of Hunan province, has become an important city for central region development in China. In 2010, GDP of Changsha was ranked into the top five in the provincial capital cities of China, which has entered the late stage of industrialization and will step into the post-industrialization in future. In this stage, manufacturing has become the leading industries in Changsha, while the tertiary industry is growing up, which lead to the profound change for enterprise organization structure—the space separation between headquarters with manufacturing. With the gathering of enterprise headquarters in the central city, headquarter economy has formed in Changsha.

Headquarter economy is the top-part in the links of international industrial division, which is with the characteristics of high-concentrate in knowledge, strong- association in industry, large-effect in concentration and so on. Headquarter economy will be help for city development by increasing city competitiveness, promoting industrial structure upgrading and exerting the radiation of city, which has been to new propulsion for city economic sustainable development after the migration of metropolis manufacturing.

Because of the characteristics of headquarter economy, the construction of Jiahai enterprises headquarter park (JEHP) will bring the advanced economic development mode, guide the regional industry cluster and upgrade, and promote local society and economic sustainable development.

### Research and analyze on background

**City Social and economic conditions.** Known as "Star City", Changsha is the capital of Hunan Province, located in the east of Hunan Province, which is an important central city in the Midwest. Furthermore, Changsha is not only the core city of Hunan Province key construction but also the main city of economic integration of Changsha, Zhuzhou and Xiangtan. At same time, Changsha has joined both the Wuhan Economic Cooperation Zone and Pan-PRD regional Cooperation Zone in order to develop economic cooperation with other cities. (Fig.1)