JUWAI TOP 10 CHINESE BUYER PICKS FOR H1 2019

2019上半年中国买家全球最受欢迎十大目的地

NOVEMBER 2019
Introduction

Chinese property investors have been quick to react to the economic and political turmoil many countries experienced over the past 12 months. Trade tensions, political upheavals, a slowing global economy and a proliferation of market regulations have prompted many Chinese to reassess their investment strategies and re-evaluate where best to park their money overseas.

Asia, particularly, has seen an increase in real-estate activity from Chinese investors as they move away from destinations in the West that are now seen as more high-risk and less welcoming. China’s Belt and Road Initiative has also made some Asian countries more appealing, providing Chinese buyers with a sense of confidence that their overseas investments will prosper – whether it’s providing better yields, serve as a safe haven for their retirement or a second home to accommodate their children who are studying overseas.

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In the past, the United States was the favourite destination for Chinese buyers of overseas real estate. It ranked number one from 2015 to 2017 on Juwai’s list of most-favoured countries. But no more.

A prolonged Sino-US trade war which resulted in tariffs, aggressive rhetoric from US President Donald Trump, targeting of Chinese graduate students at US universities and new visa red tape have all hurt Chinese demand for US residential real estate. Coupled with Beijing’s intensive pressure on capital control during a period of worsening economic growth, net purchases of US commercial and residential real estate last year dwindled to their lowest level since 2012.

With a sluggish economy at home, Chinese investors now appear to be more cautious and are choosing more non-traditional destinations to diversify their investment portfolios outside of their homeland. This is not to say that Chinese investors have totally abandoned traditional real estate investment hotspots such as the United States, Australia and Canada, but emerging markets are certainly receiving more attention and scrutiny.
As the West turned less favourable to Chinese buyers, they started looking East.

Thailand came out tops again this year as most-favoured property investment destination both by enquiries and views on Juwai.com. As the largest Western country in the Asian hemisphere, Australia stayed at number two, a position which it has consistently occupied since 2015. In fact, enquiries rose 29 per cent from H1 2018 to H2 2019 showing Chinese interest in Australia has not wavered.

Japan turned out to be an unexpected winner, grabbing third place when it didn’t make the Top 5 list for the past four years. Meanwhile, Canada retained its fourth position which it has occupied since 2017. The United States – a previous hot favourite – fell for the first time from number one, a position it held from 2015 till 2017 to rank fifth this year. Worth mentioning is the United Kingdom which didn’t make the Top 5 after falling to seventh place. It ranked fifth last year.

ASEAN countries such as Malaysia, Vietnam, Philippines, Singapore and Cambodia saw a surge in interest as well, compared to two years ago. Even in the Middle East, Gulf state Dubai popped up on Chinese buyers’ radar as it lured foreign buyers to many new residential developments that were being built.

That said, let’s look at the top ten countries and their 10 most viewed cities that have been attracting Chinese real estate investors from July 2018 to June 2019 and examine the factors behind their popularity. The final list, which compiles data till end of June 2019, is based on enquiries and views on Juwai.com.
Top 10 most-viewed cities by Chinese buyers

We go beyond country level, and lay out the top 10 locations most viewed by Juwai Chinese consumers in the following hotspots.
Chinese interest in Thai real estate started as far back as 2014 when some 4.6 million Chinese visitors started arriving in Thailand. The Land of Smiles with its rich history, great food, exciting shopping, friendly people and great prices were only some of the reasons why Chinese consumers were drawn to this Southeast Asian kingdom. Since then, Chinese buyers’ interest in Thailand has remained unabated, eventually earning the kingdom the top spot as the most-favoured destination for property investment in 2018 and again for this year by Juwai.com.

Other compelling factors drawing the Chinese to Thailand include low property prices and taxes when compared to back home as well as to countries such as Canada and Australia (hotspots for Chinese buyers in the past) which have imposed foreign buyer taxes. Thailand does charge foreign buyers with extra taxes. However, foreigners can only own apartments or condominiums and are not allowed to own land.

According to figures by the Bank of Thailand, Chinese nationals spent a record USD1.25 billion on Thai properties last year. Condominium purchases were especially popular with Chinese buyers who mostly spend on units that were valued below USD1 million.

Juwai.com noted that most buyers were purchasing properties for their own use. Having a holiday property was the goal of 15 per cent of buyers while having a retirement home was the aim of 6.3 per cent of buyers. But 70 per cent told the website their intention was purely for investment. The top Thai destinations for Chinese property buyers have changed little over the past few years. Bangkok (#1), Pattaya (#2), Chiang Mai (#3), Phuket (#4) and Hua Hin (#5) were the most favoured cities enquired on Juwai.com. Bangkok, especially, accounted for the largest share of Chinese buyer interest, showing a 73 per cent increase in enquiries between H2 2018 and H1 2019. Other locations popular with Chinese buyers included tourist islands such as Ko Samui (#6), Karon (#7), Kathu (#8), Amphoe Thalang (#9) and Rawai (#10).

However, there is currently an oversupply in the property market especially in Bangkok. About 58,000 new condominium units were developed in the country in 2017 and 66,000 were built last year – compared to the usual 40,000 to 50,000 units developed annually.

Looking forward, property observers say interest from foreign buyers and Chinese investors will sustain the sector for years to come.
Chinese have been the biggest buyers of Australian property for several years. The country has consistently occupied the number two spot for most-favoured country by enquiries on Juwai.com since 2015. However, tighter capital controls by Beijing and higher taxes for foreigners in the two biggest markets of Sydney and Melbourne deterred some investors recently. Foreign buyers were required to pay a surcharge of eight per cent in New South Wales, seven per cent in Victoria and three per cent in Queensland. This resulted in a drop of Chinese purchase of Australian properties by as much as 20 per cent in 2017. But a weakening Australian dollar had boosted interest again. Since last July, the Australian dollar had lost some 11.1 per cent of its value against the Chinese currency, making Australian properties a good bargain for Chinese buyers.

Another factor driving the Chinese to Australia was the increased influx of Chinese students who had turned away from US schools and universities, choosing instead to study Down Under. This prompted students’ parents to purchase homes. Of the overseas student enrolments in 2018, 38.3 per cent or 152,591 students were from China.4

Lately, political unrest and violent protests in Hong Kong also contributed to a notable increase in enquiries for Australian properties — up by 50 per cent since the protests started in March this year.

Australia is also deemed to offer a better quality of life for the Chinese. Three Australian cities - Melbourne, Sydney and Adelaide - featured in the top 10 of the 2018 Economist Intelligence Unit’s list of the world’s most liveable cities. This was very much in tandem with Juwai’s findings which showed that the most-enquired cities in Australia were Melbourne (#1), Brisbane (#2), Adelaide (#3) and Sydney (#4). Toorak (#5), a wealthy suburb in Melbourne, and Green Hill (#6) in Adelaide also received substantial enquiries. Other cities attracting the Chinese included Gold Coast (#7), Perth (#8), Malvern (#9) and Warriewood (#10).

Chinese investors confirm they remain positive about many aspects of the Australian real estate market and its prospects but there is an increasing concern around transparency of regulations, high costs and their continued perception of being unwelcome as reflected by negative Australian media coverage.
Chinese investment in Japanese residential properties has been increasing rapidly since 2013. Japan’s success in its 2020 Olympic bid, the recovering economy after the re-election of Shinzo Abe in 2012, and the cheap Japanese yen were identified as major drivers.

Japan’s property market received a further boost for the past two years as a rising number of affluent Chinese mainlanders shifted their attention to assets in Tokyo ahead of next year’s Summer Olympic Games and to Osaka which will be hosting the 2015 World Expo. Interest in Japanese properties also surged at the beginning of this year as the intensifying trade war and Beijing’s tighter capital controls combined to cool demand for US real estate.

This benefited Japan, ratcheting it up from its eighth position as most-favoured country on Juwai.com last year to number three this year. Enquiries about Japanese properties had multiplied almost 13-fold in the first quarter of this year, rising a whopping 253 per cent.

Improved diplomatic and economic ties following the 2019 Osaka G20 summit also encouraged the Chinese to have a positive outlook on Japan’s property market. Other factors such as tax reforms, easing of visa restrictions, establishing special national strategic zones and offering foreign investors various preferential policies further boosted Chinese buyers’ confidence.

Depreciating Japanese home prices – about 60 per cent since 1990 – was another incentive for Chinese buyers besides high rental yields and rent-to-sales ratio compared with conditions back home. Apartment rental yields in China are only about 2.6 per cent. By contrast, yields in Japan can reach nearly five per cent.

While majority of the Chinese were attracted to big cities like Tokyo and Osaka, skiing destinations in Hokkaido, especially Niseko, were also catching the eye of buyers in the runup to the Beijing Winter Olympics in 2022. Many aspiring Chinese skiers considered ski destinations to be ideal winter holiday homes while also presenting investment opportunities. In fact, land values in Hokkaido had risen by some 30 per cent since 2017.

Best countries to live in are often looked upon favourably by the Chinese who covet living there due to their healthy environment, high quality of life and safety standards, and distinctive culture. The Economist Intelligence Unit ranked Osaka fourth and Tokyo seventh on its top 10 most liveable cities in the world.

The ten most popular cities with Chinese buyers on Juwai.com were Tokyo (#1), Osaka (#2), Kyoto (#3), Nagoya (#4), Fukuoka (#5), Hokkaido (#6), Okinawa (#7), Yokohama (#8), Chiba (#9) and Saitama (#10).

Analysts foresee an optimistic future with regards to Japanese real estate. With the 2020 Tokyo Summer Olympics just around the corner and the government’s aim to bring in 35 trillion yen of (approximately USD320.6 million) total direct investment to the country by next year, it is expected that Japan will soon have a more conducive investment environment for foreign investors, including Chinese enterprises and home buyers.
Canadian real estate is back up again with Chinese home buyers after a decline due to the introduction of foreign buyers’ taxes in Vancouver and Toronto. Initially, a 15 per cent tax was imposed on non-resident purchases in the Metro Vancouver area in 2016. This was further increased to 20 per cent in 2018. In 2017, the Ontario government also imposed a 15 per cent tax on non-resident purchases. As a result, enquiries by Chinese buyers into Toronto properties dropped by 25 per cent and fell by 18 per cent in Vancouver in 2017.

But interest in Canadian real estate picked up again this year. Since July last year, enquiries had jumped 77 per cent.

Toronto (#1) and Vancouver (#2) were still highly favoured by Chinese homebuyers despite the increase in foreign buyer tax. But Chinese were also looking beyond the big cities and Montreal (#3) had since garnered much interest, followed by Calgary (#4), Belleville (#5), Markham (#6), Ottawa (#7) Burlington (#8), Victoria (#9) and Halifax (#10).

While home prices in thriving metropolises such as Toronto and Vancouver have cooled considerably from the heights of 2017, rents continue to grow. According to the Toronto Real Estate Board, the average rent for a one-bedroom unit came in at USD2,163 in the third quarter of 2018, up 9.5 per cent year-over-year. It was a similar story in many Canadian cities with rents up 5.5 per cent in the third quarter of 2018. 7

The buyer outlook for the near future will see homes prices climbing back slowly, but affordability pressures will still present themselves. For those looking to invest in rental property, there’s still plenty of money to be made in many of Canada’s large urban centres.
United States

The United States only came up fifth in Juwai.com’s most-enquired list this year, tumbling from its number one ranking held from 2015 to 2017. Chinese waning interest in the country was mainly due to current strained political relationship between the two countries which saw a rise in anti-Chinese political rhetoric, a clampdown on visa processing, and of course tariffs along with tighter capital controls by the Chinese government.

This had undercut some of the primary drivers of Chinese demand for US properties, including buying homes for students studying there. For instance, South California - particularly popular with Chinese parents hoping to send their children to American colleges – had seen a pullback in Chinese buyer demand.

Nevertheless, the United States still topped all other countries in real estate investment with USD13.4 billion in home purchases last year, according to the National Association of Realtor in America. But instead of trophy homes and luxury apartments in midtown Manhattan, The greatest number of Chinese buyers were focusing on lower-priced properties and student housing in suburbs such Queens and Brooklyn. In other words, the Chinese were downsizing. Queens, for instance, had seen a 34 per cent rise in enquiries on Juwai.com.

Besides New York (#1), other top locations attracting Chinese enquiries were the Orange County (#2), Los Angeles (#3), Orlando (#4), Atlanta (#5), San Francisco (#6), Cambridge (#7), Seattle (#8), Chicago (#9), and Miami (#10). Some of these cities historically have been home to some of the highest Chinese American population, so it comes as no surprise that Chinese buyers are still scouting for properties there.

Analysts expect Chinese investments in the US property market to remain tepid even if the two countries reach a trade deal and diplomatic relations improve in the future.
HOT SPOTS OUTSIDE OF THE TOP 5

Some countries that did not make it to the list of the five most popular countries with Chinese buyers are still seeing a rapid increase in Chinese buyer demand.

Property experts believe that the US-Sino trade war will shift real estate dynamics on a global scale more permanently and divert some Chinese investors to Asia, Europe, and the Middle East and other up-and-coming markets. China’s Belt and Road Initiative has also boosted investments in many regions, resulting in real estate gaining traction with Chinese buyers in these countries.

Against this backdrop, cashed-up Chinese home buyers will be exploring emerging markets in their search for property bargains in the future. Here we highlight some countries that are currently seeing an upick in Chinese home buyers’ interest."
ASEAN AND MIDDLE EAST

Malaysia
With investors from China showing strong interest in properties in Southeast Asia, Chinese investments in Malaysia’s residential real estate are on the rise. Enquiries had jumped up by 85 per cent from H2 2018 to H1 2019. On Juwai.com, Malaysia is now ranked sixth on the most-enquired list.

Chinese buyers were attracted to Malaysia for a myriad of reasons. Property growth rate, access to educational institutions and international schools, quality healthcare facilities, low population density and affordability, a tolerant society and a prominent Chinese-speaking population were among the draws of Malaysia. The ongoing unrest in Hong Kong had also diverted interest towards the country.

Another incentive was the freehold and 99-year leasehold property titles available in Malaysia and its 10-year residency visa programme – MM2H (Malaysia My Second Home) scheme. Malaysia’s recent 2020 budget had also reduced foreign buyers’ purchase of Malaysian properties from RM1,000,000 (approx. USD239,091) to RM600,000. 9

Juwai.com found that most buyers were purchasing to either study, work or retire in Malaysia. Experts say Chinese will continue to buy if visa and education policies remain favourable whilst maintaining a long-term investment view.

Vietnam
Vietnam is quickly becoming Asia’s latest property hotspot. A member of ASEAN, it only opened its property market in 2015 and allowed developers to sell up to 30 per cent of units in each building to foreigners. Encouraged by fast economic growth, supportive government policies and low entry costs, home prices in the country’s two largest cities, Ho Chi Minh City and Hanoi, saw considerable growth in recent years.

Chinese buyers were motivated by the country’s low property prices which seemed very attractive when compared with mainland China. And with the local government keen on attracting buyers through various stimulus measures, Vietnam, which ranks ninth on Juwai.com’s most-enquired list, looks like a winning bet for the Chinese.

Singapore
The luxury end of Singapore’s residential market was hot because of increased interest from mainland Chinese nationals. While some market watchers speculated the turmoil in Hong Kong might have led people there to buy property in the city-state, it seemed that wasn’t necessarily the case. Though increase in luxury home sales could be due to more China buyers seeking an alternative residence from Hong Kong, many others shifted funds from China after the renminbi was devalued whilst the Singapore dollar was perceived to be more stable.

On Juwai.com, Singapore is the 10th most-enquired country.

The Philippines
Beijing’s warming ties with Manila had emboldened property seekers from mainland China to explore investment opportunities in their southern neighbour. Bearing some sort of major crisis, the growth in Philippine-bound investments and tourist arrivals from mainland China were expected to help keep the domestic real estate sector along an upward trajectory, based on positive positions across retail, commercial and residential segments seen so far in the first quarter of this year.

Several projects associated with One Belt One Road (OBOR) – China’s global construction spending initiative – are afoot in the Philippines. Because the Philippines is an integral part of the initiative, Chinese buyers feel that investing in the property market has an advantage as Chinese government favours OBOR-related countries.

The Philippines is ranked 15th on Juwai.com’s list of most-enquired countries by Chinese buyers.

Cambodia
Cambodia’s capital, Phnom Penh, may be experiencing one of the world’s fastest property booms, thanks to Chinese builders and buyers. When Chinese President Xi Jinping arrived in Phnom Penh in October 2016 to expand the footprint of his Belt and Road initiative, he brought in low more than 200 Chinese investors eager to fill the Cambodian capital’s skyline with billions of dollars in new properties.

Since then, Cambodia’s housing market had been on a roll. A thriving job market attributed to the booming economy boosted demand for housing. Rental yields increased between eight and 10 per cent, and asset appreciation to 15 per cent per year, making this Southeast Asian nation’s property sector an ideal destination for Chinese investors seeking overseas assets as a hedge against renminbi devaluation.

Cambodia’s popularity among Chinese investors gave the country’s ranking a boost. It jumped from 17th place last year to 14th for the first half of this year on Juwai.com’s most-enquired country list.

MIDDLE EAST

UAE/Dubai
An increasing number of Chinese people are investing in Dubai’s real estate market due to the strengthening of ties between the UAE and China and implementation of the Belt and Road Initiative and other developments. Juwai.com’s data showed a surge in interest following Chinese President Xi Jinping’s visit to Dubai in July 2018.

The number of Chinese expats living in Dubai has increased by 53 per cent over the past five years with around 230,000 Chinese nationals currently residing in the emirate and around 4,000 Chinese companies operating. A rather large Chinese community tends to draw in more Chinese.

Another incentive for Chinese buyers was the visa programme that allowed those who invested five million dirhams (USD1.36 million) in property, maintained a monthly income of 20,000 dirhams; or kept one million dirhams in capital, to secure long-term visas of up to 10 years. 10

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In this report, we highlight the United Kingdom and Greece because Chinese investors’ interest in their real estate market, especially in London, remains strong, and Chinese investors, on the other hand, still see a lot of upside in the country.

The 750 largest Chinese-owned firms registered in Britain saw combined turnover up to 68 billion pounds (USD90 billion). The largest Chinese real estate investment was the USD14 billion purchase of the warehouse company Logicor in London by the sovereign wealth fund China Investment Corp in 2017. Other Chinese investments included Hong Kong-based companies to help investors, often also making it easier for them to keep and renew their investor visa.

In real estate, even though investments dropped significantly amid stricter controls of capital outflows from Beijing, Chinese interest in the United Kingdom real estate remained high. One example was the USD14 billion purchase of the warehouse company Logicor in London by the sovereign wealth fund China Investment Corp in 2017. Other Chinese investments included Hong Kong-based group LKK Health Products Group buying the landmark Walkie-Talkie building in London, officially known as 20 Fenchurch Street, for £1.3 billion, and Chongqin-based CC Land acquiring the Cheesegrater building in London at 122 Leadenhall Street for £1.15 billion.

The United Kingdom was ranked seventh by Juwai.com as the most-enquired country. Enquiries showed that Chinese buyers were still particularly keen on London properties. It still retained its number one spot in the United Kingdom with enquiries showing a 63.6 per cent increase from the first quarter to the second quarter of this year while it ranked eighth in most-enquired cities amongst the top 10 cities in the world by Juwai.com for the first half of this year.

Other areas of significant interest to Chinese buyers were Birmingham (#2) and Manchester (#3) but Chinese investors also began to look further afield in search of better yields and bargains. Cities like Oxshott (#4), Chester (#5), Bath (#6), Liverpool (#7) and Glasgow (#8), Sheffield (#9) and Cambridge (#10) saw their popularity rise with the Chinese.

These cities are attractive to buy-to-rent investors or as student housing. Rental income and cheaper home prices due to the depreciation of the British pound are not the only motivation for investors. Property offers Chinese buyers the opportunity to provide for their children an international education at UK universities, while second homes in London are popular with wealthier buyers.

But analysts warn hurdles could lie ahead, as stricter restrictions on foreign buyers of UK property are being debated upon by the UK government and may be rolled out in the future. Several measures have already been implemented to disincentivise people from buying a second home and there is a possibility that any new change in the tax code will target foreign buyers.

Greece

Despite investors looking into a scheme to avoid capital controls in selling Greek properties to wealthy Chinese buyers, this has not deterred the Chinese from flocking to the Mediterranean country to scoop up real estate on the cheap in a market depressed by an economic crisis, entitling them to get so-called Golden Visas, five-year residency permits that allow travel within the European Union.

The Greek golden visa scheme was launched in 2013 to help the European country to recover from economic collapse after the debt crisis in 2009. Through the scheme, foreign property buyers are granted a renewable five-year residency visa if they buy at least approximately USD284,670 worth of real estate. That’s enough to buy a three-bedroom apartment in Athens with a view to the Acropolis hill. The scheme does not require a minimum stay and children up to the age of 20 are included in the family application. As long as the property investment is retained, home buyers need not necessarily live in Greece for them to keep and renew their investor visa.

As a result, sales of Greek real estate market bumped up, rising on an annual basis by 60 per cent in the first eight months of 2018 and the inflow of capital directed to property purchases shooting up 161 per cent, according to data from the Bank of Greece.

Figures from the Migration Ministry showed that some USD1.14 billion had been invested in the real estate market by non-EU nationals since 2013 and Chinese were the leaders among them.11

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Conclusion

As the trade war between China and the United States persists, some governments are racing to attract wealthy property buyers. Some are imposing industry regulations to curb property speculation. Meanwhile, Chinese investors are more astute in their search for stable destinations to invest their assets. They are also quick to respond to rapidly changing global market conditions to address risks and opportunities that might affect their investments.

Tighter capital controls in China, a slower global economy plus OECD and EU countries placing more countries under the microscope to combat tax evasion and avoidance may delay Chinese buyers’ activity in real estate in some countries for the rest of this year and the next. Nevertheless, Chinese investors are expected to be still drawn to countries that will provide political stability, healthy returns on investments, education facilities, student housing, efficient logistics, better quality of life, and citizenship and residency investment schemes.

"...Chinese investors have become more astute in their search for stable destinations to allocate their assets."