Island holds all the aces for health tourism

By MA ZHIPING

More investors are eyeing Hainan province's opportunities for healthcare tourism, a booming industry expected to bring in \$678 billior in 2017 worldwide, according to a

United States research report Under the spotlight of the Boad Lecheng International Medical Tourism Pilot Zone – China's first pioneering base for healthcare tour ism – Hainan is going deeper in exploring a multimode healthcar tourism service industry to promote the Healthy China plan

"It focuses on healthcare proj ects, commercial health insurance and internet medical services, in a bid to build Hainan into a leading international healthcare tourism destination in the world", said Har Yingwei, director of the Hainan Provincial Health and Family Planning

Official figures shows that the medical and healthcare industries made up more than 11 percent of the provincial GDP in 2015, implying a solid basis for building a new model vith international tourism features

Hainan has attracted a number of international medical groups such as the Austrian Vamed Group, which has established a joint venture hospital with the HNA Group in Haikou, capital of Hainan province, to bring in new technology and service concepts that are important for the local medical industry,

according to media reports. "Trusteeship cooperation with well established hospitals in Beijing, Shanghai and Guangzhou have effectively raised the comprehensive level of its healthcare services and laid a good foundation for further development," said Han

The first set of imported linear accelerator equipment, with a value of \$3.43 million, recently passed official inspections and was approved for installation at the Boao Evergrande International Hospital in Lecheng, a small town 6 kilometers away from the site of the Boao Forum for Asia in Qionghai on

tropical Hainan Island. Yiling Lifecare Center at the Boao Lecheng, since opening in January, has received more than 8,000 membership tourists due to its services that are oriented toward improving quality of life through bio-medicine, anti-aging treatments, regenerative medicine and psychological reha-

bilitation. Lecheng, with its 700-year history, was chosen in 2013 to become the country's first pilot zone of a world-class international medical tourism center, a low-carbon community and a meeting center for international organizations.

Five medical services have started trial operations in Lecheng and more than 20 others are under con-

"The main businesses of these projects, covering around 130 hectres and attracting investment of 22.8 billion vuan (\$3.3 billion) involve treatment of tumors, plastic surgery, anti-aging services, cutting edge medical technology research, health management and rehabilitation," said Lin Ping, deputy director

of the zone's administration office. He said another 36 projects have echnology appraisals and in total the administration ments to more than 40,000 foreign has talked with developers of 94 tourists since it introduced the Chihigh-end medical and healthcare projects, with a potential total 2002. investment of 60 billion yuan.

Equipped with state-of-the-art ancient Maritime Silk Road and facilities and served by a cluster of now growing into an international high-end medical professionals, the tourism destination, plans to build zone, surrounded by the lush tropi- the island into an all-for-one intercal scenery of the Wanquan River - - national demonstration zone for nicknamed China's Amazon - and traditional Chinese medicine tourcatering to patients from around the ism by 2020.



Trusteeship cooperation with well

established hospitals in Beijing, Shanghai and Guangzhou have effectively raised the comprehensive level of its healthcare services.

Han Yingwei, director of the Hainan Provincial Health and Family Planning Commission

country and overseas, will be able to receive 5 million tourists a yea when all the projects are completed in about five years, according to Lin The State has granted a numbe of preferential policies to the pilot

zone to develop an international medical tourism model for the country's healthcare industry and turn the island into a medical tour st and vacation paradise. Under the policies, foreign com-

panies will be able to set up medical organizations in the zone and foreign doctors will be allowed to practice there for up to three years As a new policy beneficiary, San-

ya, at the southern tip of the island together with the Boao Lecheng International Medicinal Tour ism Pilot Zone, have been listed among China's first group of 13 areas designated to build medical and healthcare tourism demonstra tion bases for the country, according the official website of the National Health and Family Planning Com

mission Jiang Huicheng, chairman of the Hainan First Investment Holding Group, which has established the Chengmei International Medical Center at Lecheng, said: "Social investors are attracted by the opportunities of medical services

in Hainan." By making good use of the island's natural environmental advantages, medical and health businesses will experience renewed and solid development."

He said growth of Hainan's medical and healthcare industries in recent years has benefited the local people and attracted both domestic and overseas tourists. During a recent trip to inspect medical projects for rehabilitation and treatment of children with cere

bral palsy in Sanya, Roshal Leonid Mikhailovich, president of the Rus sian National Medical Commission spoke highly of the city's medical capabilities and its integration with tern medicine

He said the Russian commission has signed a framework on medical and healthcare cooperation with the provincial health authorities, adding that he hoped to import Chinese medicine technology to Russia.

The hospital, which is now pro viding tailored medical services to nese healthcare tourism project in

Hainan, once a key stop on the



HUGE FAIRS SEEK INVESTORS FOR DEVELOPMENT PROJECTS

Strong natural and competitive advantages offer rich business opportunities, **Ma Zhiping** reports.

ainan province aims island which stands at a pivotal to attract more quality point on the 21st Century Maristors from home and time Silk Road abroad to further power its healthy and sustainable eco-Best investments nomic and social development according to local officials.

A total of 374 projects are expected to attract investments totaling 978 billion yuan (\$143.3 billion) at the 2017 Hainan Comprehensive Investment Fair

The largest event of its kind in Hainan's history, the fair will take place from June 27 to 29 in Haikou, according to the Hainan Provincial Department of Commerce. Hainan is undergoing an indus-

trial upgrading boom to enhance its 12 pillar industries. Officials said the island province welcomes investments in sectors such as tourism, tropical high-efficiency agriculture, internet-based indus tries, finance, insurance and the modern logistics industry.

Lyu Yong, head of the commerce department, said the provincial government has planned 41 sub-events for the investment

These include project introductions, business tours, talent fairs, meetings on exchanges and cooperation with enterprises from outside the province, exhibitions of original Hainan art and culture, the members of the Association of and a number of agreement signing ceremonies

Two more large-scale events the Haikou-based China Institute are also taking place alongside for Reform and Development. Merchants' Products Expo and growth prospects for investors in the first Hainan High-tech Indus-Hainan. try and Business Innovation and

"It boasts many unique advan Pioneering Expo will be open tages and enjoys plenty of prefersimultaneously to help investors ential policies that are helping to to gain a better understanding build an attractive environment of the quickly changing tropical for investors. In the meantime,



ent, reducing costs and providing greater conveniences. Competitive advantages

the pilot reform in drafting devel-

opment plans is making the busi-

With sunshine, fresh air, clean water and 62 percent forest coverage, Hainan, at the southernmost part of China, is often crowned vith such titles as a "natural oxygen bar", "ecological garden" and longevity island". "The best resources should

find the best investments," said Liu Cigui, Party chief of Hainan He has called for strict quality

controls for related projects to ensure a high-standard fair with the best investors, outstanding talent and significant amounts of quality funding and technologies. Liu said safeguarding Hainan's environment is a top priority when planning and designing

development projects. "The natural advantages should be turned into development advantages to realize win-win results in protecting the environment and promoting economic

Liu said the province will conduct in-depth exchanges and cooperation with the outside world and make breakthroughs in building an open economy under the Belt and Road Initiative. Hainan has maintained agricul-

tural cooperation with Taiwan for rs. It has attracted more thai crops and fruits from Taiwan. A delegation traveled to Taiwan and wood.

earlier this month to hold meetings with local entrepreneurs and Contact the writer at $invite \ them \ to \ contribute \ to \ the \ \ maxhiping@chinadaily.com.cn$

development of Hainan's tourism tropical agriculture, medical care, exhibitions and internet-based industries.

35,400 square kilometers with jurisdiction over a sea area of about 2 million square kilome ters, Hainan accounts for two thirds of the total national sea area. The province is divided into the administrative districts of Hainan, Xisha, Zhongsha and the Nansha islands, as well as sea territories. It consists of nine cities and 10 counties.

Hainan enjoys rich offshore oil and gas resources and 70 kinds of mineral resources with sig nificant industrial reserves. Its reserves of iron ore, titanium quartz sand and zircon are the highest in the country, accounting for two-thirds of the national total

"In addition to its many natural advantages, Hainan has low business and labor costs," said Shei Xiaoming, governor of Hainan.

Compared with first-tier cities Hainan has an ample supply o land resources and costs are very low, the governor said. Hainan's GDP reached 404.45 billion yuar in 2016. Its import and expor value totaled 74.84 billion vuan

The province's major export products are mechanical and electrical products, high-tech products, agricultural products and refined oil. These were mainly sold to Hong Kong, Japan, th United States and Middle Eas 670 companies and introduced ern countries. Its main import about 500 varieties of quality products are crude and refined oil, aircraft, organic chemicals

A new couple of Li ethnic group hold their wedding ceremony. CHEN WEN / FOR CHINA DAILY



The crystal sea and sandy beach along the shore of Hainan Island. JIANG JURONG / FOR CHINA DAILY

Covering an area of about

zero transfers

year," said the secretary-general. Adjacent to the Chinese main-

said Liu.

lier this month.

with walk-in tourists experiences.



Ser of al th



Russian experts visit the Sanya Traditional Chinese Medicine Hospital in Hainan. YUAN YONGDONG / FOR CHINA DAILY

hotbed for outside investors with a series of preferential investment policies, covering industries such as tourism, trade in services medical care and finance. Domestic companies such as Dalian Wanda Group, Alibaba Group and Tencent Holdings have all launched businesses on the island. Nearly all of the top international brands in the hos-

pitality industry have also settled in Hainan. Lyu said Hainan will also increase economic and trade exchanges with countries involved in the Belt and Road

Hainan is establishing itself as a

Initiative The province plans to introduce new measures related to customs services, trade and finance, and will encourage more investment in education, medical care and transportation

In 2016, Hainan received \$2.22 billion in foreign direct invest ment and signed 88 big-ticket contracts with overseas partners The provincial government has conducted feasibility studies on developing a free trade zone with Southeast Asian Nations.

He Dongni, deputy director of said she is very optimistic abou

A woman showcases her double-sided Li brocade embroidery



It (Hainan) boasts many unique advantages and enjoys plenty of preferential policies that are helping to build an attractive environment

> for investors." He Dongni, deputy director of the Haikou-based China Institute for Reform and Development



The island plans to establish a modern logistics system of air, roads and ports, weng yeyun / FOR CHINA DAIL

Transport networks, logistics infrastructure to be overhauled

By ZHUAN T

Initiative.

As a pivotal point on the 21st Century Maritime Silk Road Hainan province is working out a whole new set of plans to enhance its integrated transportation net work and to boost exchanges with the outside world against the backdrop of the Belt and Road

Last year, Hainan opened or resumed 30 overseas air routes, with 9,970 flights departing from or landing on the island. The province's airports brought in 1.08 million overseas tourists, up 41.9 percent year-on-year.

In the first five months of this year, another eight air routes were opened or resumed. This means the province now has around 60 overseas air routes, covering 15 countries and regions including Japan, Thailand and South Korea. Lu Zhivuan, secretary-general of the Hainan Provincial People's Government, said the increase in international air routes is part of Hainan's efforts to build a multimodel transportation system with seamless connections and

"This is to advance regional integration and further upgrade the island's infrastructure as a world-class international tourist destination," Lu said. Hainan has constructed four

civilian airports: Haikou Meilan, Sanya Phoenix and Qionghai Boao international airports, and Sansha Yongxing Airport. The Haikou Meilan and Sanya Phoenix international airports were listed on Skytrax's 2016 four-star airports. "The renovation and expansion of Hainan's three international airports – Meilan in Haikou, Phoenix in Sanya and Boao in Qionghai – are underway, and will be completed this year or next

30 overseas air routes

were opened or resumed in Hainan province last year

land and facing Southeast Asian countries, Hainan has a special geographical advantage in reaching a large number of regions within a three-hour flight: Hong Kong, Macao, Taiwan, the Pearl River region, the Yangtze River region and Southeast Asian countries

On the road

In addition to flight connections, Hainan is also building a round-the-island coastal tourism highway, linking all the cities. counties, towns and even villages on the island to support the province's all-encompassing tourism projects

Official statistics show that by the end of 2016, the province's highways and expressways totaled 26,860 kilometers and 803 km, respectively

The province has also upgraded its railway systems in recent years. The world's sole high-speed around-the-island railway was completed and opened to passengers in 2015, connecting 12 cities and counties. In 2016, the roundthe-island high-speed railway carried 21.78 million passengers

Six cross-sea passenger rail routes have opened: Sanya-Beijing West. Haikou-Shanghai South Haikou-Xi'an, Haikou-Zhengzhou, Haikou-Changchun and Haikou-Harbin. "We plan to develop rail transit systems in Haikou and the Greater Sanya Tourism and Economic Circle to accelerate region al integration," said Lu.

Logistics and trade Hainan, with the ocean economy as a pillar industry, is also striving to advance the integration of ports and shipping businesses, optimizing their functions across the province and building an international multimodal ransportation system

The island province boasts five national first-grade ports: Haikou Port in the north, Sanva Port in the south, Qinglan Port in the east and Yangpu Port and Basuo Port in the west. Together, these form the layout of "five ports in four directions"

By the end of 2016, there were 120 productive berths across these ports, including 50 over-10,000metric-ton deep-water berths with 15 in Haikou Port, 23 in Yangpu Port, nine in Basuo Port and three in Sanya Port.

Bulk cargo from Hainan can be directly shipped to destinations all over the world or through transfer ports in Shanghai, Tianjin, Sher zhen. Xiamen and Hong Kong In 2016, the province achieved cargo throughput of 150 million tons and container throughput of 152 million twenty-foot equivalent

It also carried 17.3 million pa sengers through water-based ransport

On its way to establishing a modern logistics industry, Hainan has committed to: strengthening logistics infrastructure and ser vice facilities; establishing trading centers for energy, rubber, jewelry and other commodities; develop ing bonded logistics, cross-border e-commerce; and promoting ogistics innovation and resource integration.

The province is now nearly covered by broadband service networks thanks to its efforts to build an intelligent island.

Hainan is ready to invest 23.2 billion vuan (\$3.4 million) to further upgrade its power supply networks and facilities over the next few years

Tropical agriculture industry to flourish

By MAZHIPING

Hainan, China's only tropical island province, is boosting tropica agriculture as a pillar industry of its supply-side reform agenda during the 13th Five-Year Plan (2016-20) period, according to local officials

Zhou Yanhua, deputy director of the Hainan Provincial Departmen of Agriculture, said with a tropi cal marine and monsoon climat that provides sufficient sunshin and rainfall, Hainan has unlimited potential to develop a unique agricultural industry.

The island has a beautiful natural environment, quality air and water unpolluted soil and organic farms.

She said Hainan's green image offers significant market potential for its agricultural goods, because people care more about produc uality these days.

As the country's largest special economic zone, Hainan enjoys flexible policies that have helped to develop an agricultural structure that highlights high-efficiency farming instead of grain production, Zhou said.

The province's efforts to build an international tourist destination, aiming to attract 80 million visitors per year by 2020, will also create nuge demand for tropical farming products and leisure farming proj

The local agriculture, forestry, animal husbandry and fishery businesses mainly include marine fishing, aquaculture, tropical fruits, the cultivation of winter vegetables, high-quality livestock and poultry breeding, rubber and coffee, as wel as other tropical crops.

Growth in the agricultural industry is gaining new momen tum thanks to new vigor generated in the industry by the National Tropical Agriculture International Exchange and Cooperation Center, 100 national modern agriculture parks, provincial-level modern farming demonstration bases, 30 interne agriculture towns, more than 4,000 e-commerce farm produce stores and 28 publicly listed companies The Ministry of Agriculture is also

supporting Hainan in establishing itself as a demonstration province for ecological recycling agriculture.

The integration of agricultural businesses is accelerating and lei sure agriculture village tourism is becoming an important attrac-



Hainan has a promising future and investors have huge opportunities for business success.

Zhou Yanhua, deputy director of the Hainan Provincial Departmer of Agriculture

tion for all-encompassing touris according to Zhou.

"As a step taken to upgrade the province's agriculture structure, we have prepared a large number of rojects for investors to consider at the 2017 Hainan Comprehensive Investment Fair to be held next week in Haikou. The sectors include plant ing, aquaculture, processing, leisure farming and e-commerce for farm products," said Zhou

Hainan is striving to introduce more social funds from home and abroad to promote integration across the agricultural industry enhance its international competitiveness and help build a beautiful new Hainan.

"As the country is entering a new period of promoting agricultural supply-side structural reform, Hainan has a promising future and nvestors have huge opportunities for business success," said Zhou.

Natural conditions and develop ment efforts in recent vears have laid a solid foundation for Hainan's further development, according to officials. Over the past five years the agricultural industry's addedvalue growth has remained higher than 5 percent annually, according to official statistics.

Officials from the provincial agricultural authorities said Hainan is ousy building a number of new production bases to boost the quality and efficiency of farming products.

The National Tropical Modern Agricultural Base is driving this change. The organization includes a national winter vegetable base a tropical fruit base, a winter crop breeding and reproduction base, a tropical plants base, an ocean fish ing base and an animal disease-free



A farmer picks wax apples at her organic farm in Haina

Seafaring tourists making waves in local leisure models

The tropical landscape, flourishing mangroves and delicious local food in Sanya, at the southern tip of the island province of Hainan, left sweet memories to George Liu and his family from Hong Kong during a recent cruise tour. "We enjoyed the stay in Sanya and may invite our friends to visit the beautiful vacation resort again some day,"

Liu and his family were among the 3,009 walk-in tourists to partake in Dream Cruises, under Hong Kong Star Cruises. It has the largest cruise liner in Asia with a tonnage of 150,695 and is 335,35 meters in length. The liner stopped at the 10-year-old Sanya Phoenix Island International Cruise Terminal ear-

This is the first time that Sanya, one of China's largest cruise ports, received an international cruise

It also marks the first time the city sent cruises tourists to destinations via sea buses to offer visitors new

"The Sanya Phoenix Island International Cruise Terminal will be able to harbor five to seven cruises

Foreign visitors enjoy their stay on a sightseeing passenger liner in Hainan. weng YEJUN / FOR CHINA DAILY

and receive 2 million tourists annually, one of the largest in Asia, when its second-phase expansion is completed," said Cai Chaohui, deputy manager of the port's business center.

The State Council, China's cabinet, and the Hainan provincial policies to promote cruise tourism in

of new tourism models and products. Companies that choose Hainan ports as a terminal or stopover port will be awarded financial bonuses of up to 400,000 yuan (\$58,820) for each voyage.

A total of 62.24 million domestic authorities have issued a number of 49.77 million overnight visitors, toured Hainan in 2016, bringing in Hainan, a move to push development 67.25 billion yuan in revenue.

Ocean tourism is becoming a new industry with great potential for the China Tourism Academy. Hainan.

Fu Buming, an official in charge of the provincial cruise and yacht management office, said Hainan has exclusive natural, geographical and and overseas tourists, among them policy advantages to develop the cruise and yacht industry.

The tax-refund and duty-free policy, free visas and visas on arrival

regions are building a healthy environment to attract both domestic and overseas tourists.

Zhu Deliang, dean of the tourism college under Hainan Normal University, suggested that Hainan enrich its sea tourism products, focus on near-sea tourism and integrate sea voyage routes into land routes to seek more economic and social benefits.

"It is encouraging that Hainan is making solid progress in diversifying its tourism products and upgrading its international stance.

"But there is still room to improve its services, such as greater convenience for entry and exit, more internationalized finance services, more competitive prices and more attractive tourism products," said Jiang Yiyi, director of the International Tourism Research Institute under

In order to meet diversified needs for tourism products, Hainan is also sparing no efforts in developing healthcare tourism, sightseeing in local villages and towns, rainforest adventures, RV camping, sports, folk culture and shopping, according to provincial tourism authorities