

# Dongying represents best of Shandong during Astana Expo

City aims to illustrate its rich natural resources, industrial might and magnificent scenery



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Dongying, where China's second-largest oilfield Shengli Oilfield is located, is expected to steal the limelight of the Expo 2017 Astana on Sept 8.

The powerhouse in East China's Shandong province is due to stage a Dongying Day during the third day of the Shandong Week running from Sept 6-8.

Li Huifen, chairwoman of the Dongying committee of the China Council for the Promotion of International Trade, told China Daily that the city is now in high gear to prepare the Dongying Day during the expo themed as "Future energy".

During the day, city officials and company representatives will take part in the event. A promotion fair will be held to display the city's advantages and investment opportunities, she said.

Dongying is rich in natural resources and has about 26.67 million hectares of unused land.

As the region with the largest reserve land in eastern China, Dongying has great development potential, Li said while explaining why it was chosen to hold the city day event.

The coastline stretches 413 kilometers, and the coastal intertidal zone spans 12 million hectares.

Dongying is one of the key oil production bases in China. As Shengli Oilfield's main production base, the city produces 85 percent of the entire oilfield's yield and reserves 80 percent of the area's petroleum, according to the chairwoman.

Dongying has built several major industrial clusters in the fields of petroleum chemicals, salt chemicals and petroleum equipment, as well as rubber tires, auto parts and non-ferrous metals.

The one-time crude oil processing capacity has reached 69 million tons, ranking first among other Chinese cities. The petroleum equipment industry is Dongying's specialty and a shining example of "Made in Shandong" and "Made in China".

The current number of oil equip-



Asian media reporters pay a visit to the wetlands of the Yellow River Estuary in Dongying during their Discover Shandong trip. MA RENLIANG / FOR CHINA DAILY

ment enterprises with their revenue above 20 million yuan (\$2.95 million) for each in the city has reached 125, from which the main sector's business income reached 64.28 billion yuan in 2016.

Last year, the export volume reached 326.5 million yuan.

The output of the petroleum equip-

ment industry in the city accounted for a third of China's total, making the city the largest manufacturing base in China's petroleum equipment industry.

Since the Belt and Road Initiative was proposed, Dongying has continuously optimized its advantageous industries and opening-up.



In 2016, the total volume of Dongying's imports and exports was 99.59 billion yuan, an increase of 24.7 percent year-on-year.

The imports and exports volume with countries involved in the Belt & Road Initiative was 36.47 billion yuan in 2016, an increase of 12.1 percent year-on-year.

Locally specialized products such as petroleum equipment, rubber tires, fine chemicals, textiles, auto parts and agricultural products made up the bulk of trade with countries involved in the B&R, providing new growth points for foreign trade development in Dongying.

The city is located in northeastern Shandong province, in the delta where the Yellow River, China's mother river, joins the sea.

The delta's 8,243 square kilometers include Dongying, Hekou and Kenli districts as well as Guangrao and Lijin counties.

The area's permanent resident population totals 2.11 million.

Located in the central part of the Yellow River Delta, Dongying's eastern part is close to the Bohai Sea.

Its northern part neighbors Beijing, Tianjin and the Tangshan Economic Zone, while its southern part contains the Shandong Peninsula Blue Economic Zone.

It is a key node city in the Bohai Economic Rim and the coordinated development of Beijing, Tianjin and Hebei.

The city has the most complete, broadest and youngest wetland ecosystem in the Yellow River Delta National Nature Reserve in China. Known as "one of the most beautiful wetlands in China", it covers 1,530 square kilometers

## Sun Zi's Art of War still relevant to business leaders

By YANG CHENG

When Dongying Day during Expo 2017 Astana is held on Sept 8, participants will be surprised by the rich resources in Dongying and fascinated to discover that Guangrao county of Dongying was the birthplace of China's military strategist Sun Zi 2,500 years ago.

Numerous business tycoons in the world, such as Konosuke Matsushita, have long worshipped Sun Zi's cunning and savvy strategies. Local entrepreneurs in Dongying are no doubt making in-depth research on and benefiting from Sun Zi's outstanding gifts to the world.

Local students study Sun Zi from a young age at their primary schools, said local officials, and locals believe that research on Sun Zi has widespread relevance.

Dongying is home to many leading domestic companies and their executives share their insights on Sun Zi, and in particular, how they have applied his wisdom to their business and their work to realize the vision of the Belt and Road Initiative.

Yuan Dong, senior vice-president of Shandong Kerui Oil and Gas Engineering Group, one of the country's largest oil equipment solutions providers to 57 countries around the world, said: "Talking about the Belt and Road Initiative, from my personal point of view, I think for enterprises, they should master a



Yuan Dong (right), senior vice-president of Shandong Kerui Oil and Gas Engineering Group, answers reporters' questions. MA RENLIANG / FOR CHINA DAILY

key strategy in the book *Art of War*, that is *shun shi er wei*, namely catching up with trends or riding the tide."

Currently, Kerui has taken the lead in the B&R. It has established 57 branches and built up a sophisticated global marketing network.

At present, Kerui has more than 80 core patents, which consolidate its position as a world-leading oil drilling equipment provider.

In May 2016, Kerui inked an agreement with Uzbekistan to build 46 gas stations in the country with a total of

investment of \$100 million.

It has also signed a rig equipment project agreement with the Kuwait National Petroleum company with a total value of \$120 million.

Also in Dongying, China Wanda Group is different from the billionaire Wang Jianlin's Dalian Wanda Group.

Zhang Xueshan, president of the Wanda Rubber Group, a branch company under China Wanda, preferred to be 'modest' in sharing his insights on Sun Zi's strategies in the business world and told China

Daily that in running company, the study of the Sun Zi's military art is a lifelong process and devotion to its study should be kept on forever.

In fact, State-owned China Wanda was born 10 years before the Fortune 500 Dalian Wanda.

The China Wanda didn't sue Dalian Wanda for its name, refused to sell its businesses to it, but decided to cooperate with it in the property sector in the city, local officials said.

In B&R Initiative, China Wanda has not only teamed up with Dalian Wanda, it has also joined hands with several Fortune 500 companies including Bridgestone and Shell.

Its products include rubber, cables and chemicals that have been exported to more than 150 countries and regions in the world.

"The B&R has brought enormous opportunities for us. China Wanda plans to foray into the logistics sector, securitization of its assets and breaking up the monopoly in rubber in many countries," Zhang said.

In 2016, it invested \$200 million to set up a tire production base in Malaysia and more such campaigns are on the way.



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## Passionate spirits preserve Lyuju Opera's beauty

Unlike cherry blossoms and peonies, which bloom in spring, plum blossoms first appear in winter, braving the cold before the snow and frost melt away. As such, in Chinese culture they have come to symbolize robustness and strength.

So, the plum blossoms that decorate the stage curtain at the Guangrao Lyuju Opera Center in Shandong province's Dongying city provide a fitting metaphor for the hard work, skill and perseverance of the actors who perform there.

Lyuju Opera holds a special place in the history and culture of Dongying. Dating back more than 100 years, its performance was a mainstay of big events

and festivals, when great local actors would don traditional silk robes and tell stories reflecting the social values of the times, to the accompaniment

of a series of Chinese instruments such as *pipa*, a four-stringed Chinese musical instrument, *shuiqin*, a bowed string instrument, and dulcimer.

As Shandong's best-known local opera, it ranks as one of the eight main regional operas of China. In 2008, it was listed as an item of national intangible cultural heritage.

But despite such praise, and similar to many ancient traditions across the world, Lyuju Opera has waned in popularity due to the simple fact that the world changes.

Today there are a million ways to find entertainment, whether on televisions, computers or phones. Traditional forms of entertainment such as opera and theater must compete for the attention of people who are often too busy or distracted.

Hope is not lost, however. Like the robust plum blossom, Lyuju Opera is being kept alive by passionate people devoted to ensuring the art form does not become lost to the ages.

Song Aidong, head of the Guangrao Lyuju Opera Center



A Lyuju actresses tutors a Pakistan reporter.

MA XIAOQIAN / FOR CHINA DAILY

in Dongying, is one of those passionate people. She says that although the costumes they use today are no longer made of silk due to the high costs, and that they can only afford to use pre-recorded music, the spirit of Lyuju Opera lives on and is being promoted to the younger generation.

That spirit is clear to see in the heavily made-up faces of the performers on stage, as they deliver their lines with the same passion and poise you would expect from a piece that has been meticulously rehearsed for weeks. "The opera center is a base to promote Lyuju Opera, but we also visit local schools too," Song said. "The children especially like to wear the costumes and play the traditional instruments."

But unlike modern entertainment and its generic appeal, Lyuju Opera carries a personal connection with the people of Dongying county — it tells their stories, remembers their history, and preserves their identity. And it's the personal connection and historical links that make Lyuju Opera so important, according to Song.

So, as the curtain closes on another thoroughly entertaining performance at Guangrao Lyuju Opera Center, I feel reassured that Lyuju Opera remains in safe hands. It is thanks to passionate people, such as Song, who dedicate their lives to preserving the art form, that future generations will be able to cherish and enjoy Lyuju Opera for many years to come.

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## Solar project reflection of national energy strategy

By OWEN FISHWICK and YANG MIN

For a nation of 1.37 billion people, there are two things that matter most in ensuring China's growth and prosperity at a grassroots level and beyond — energy and a secure food supply.

Sprawling across vast swathes of the pancake-flat land of Dongying city's Hekou district in Shandong province are pool after pool of fish farms. The area spreads as far as the eye can see and produces huge quantities of sustainable fresh and saltwater fish for the domestic and overseas market.

As our coach trundles slowly along a bank separating two pools, a gleam of light in the distance dazzles as it reflects the midday sun.

The reflections come from Dongying Shuguang Solar Power's solar-integrated agriculture project which can both farm fish and produce clean electricity.

The Shandong-based company invested 420 million yuan (\$61.7 million) in the project, which covers 100 hectares — the size of approxi-



The solar panel in Dongying, Shandong, could generate 86 million kWh per year. Sea cucumbers bred below the panels grow well to provide great economic returns.

mately 160 football fields.

Since coming into operation at the end of 2016, the project has generated 86 million kWh and it is expected to generate 112 million kWh per year in the future — enough to provide clean electricity for 130,000 households.

Tang Yongchao, business manager of Dongying Shuguang Solar Power, said that the project was approached on two fronts.

"The project is in line with China's strategy to promote renewable energy, which plays an important role in improving the environment," Tang

said. "Also, this fish farm had relatively low income before, so the solar panels make the land more productive."

The domestically-made photovoltaic panels are mounted on concrete piles which rise approximately two meters from the water's surface, providing shade and reducing the water temperature for the sea cucumbers that are bred there.

Sea cucumbers are considered a delicacy in China and in many countries across East and Southeast Asia, such as Japan and Indonesia, where it is often thought to have medicinal qualities.

"In summer, the panels can reduce the water temperature by as much as two to four degrees, which improves the environment for farming sea cucumbers," Tang said.

Solar-integrated agriculture in Dongying follows similar projects which were put in place in Jiangxi and Zhejiang provinces earlier this year.

Even though the government is pushing strongly for more renewable energy production across the country, more time is needed before they can become profitable.

"It only needs five to seven people to maintain the entire solar farm because of the intelligent systems which bring costs down," Tang said. "However, it could be another six to seven years before we will be able to make a profit on our investment."

According to China's National Energy Administration, the government plans to spend at least \$360 billion on renewable energy by 2020.

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