

Foreign experts form foundation for city's future growth, success

Local government entices professionals with resources and preferential policies, **Tang Zhihao** reports.

The Weifang Hi-Tech Industrial Development Zone promotes a talent-oriented development strategy in an effort to forge a strong industrial zone.

"The zone welcomes globally high-caliber professionals to support our long-term growth," said Chu Baojie, Weifang's director of communications and Party chief of the zone's working committee.

Andrew Bright, general manager of GoerTek Europe, who was responsible for the initiation and execution of audio integration across Apple's iOS, Mac OS and Apple Watch product lines before joining GoerTek, visited the zone in early 2017. Bright joined GoerTek in April 2015 and has led his team to launch AM3D-branded software, helping to enhance audio throughout different environmental scenarios such as while gaming, in cars and on mobile devices.

Chu invited Bright to be the zone's ambassador to better connect the zone with outside markets.

Bright was impressed by the zone's performance in education and industrial development. He said he would strengthen new products' development with his team in Europe, as well as provide more experts and technological support to GoerTek and the zone.

Ma Xiangkun, deputy director of the zone's Department of Organization, said: "A city cannot develop well without global experts. We must open our minds and integrate all resources to support the zone's long-term development."

The zone has actively made efforts to increase its human resources and has provided platforms for enterprises to grow together.

By the end of 2016, the zone had attracted 30 experts listed on China's One Thousand Talents Plan, two professionals listed on the Ten Thousand Talents Plan and six experts recognized by the Ministry of Science and Technology. It also has more than 100 provincial and city-level experts who can provide technological research support to businesses.

The zone has also developed several supporting programs to provide businesses with more recruiting opportunities.

Sun Zhanbiao, general manager of Shandong Sanhuali Mechanical Science and Technology in the zone, established close contact with Xu Weimin, a professor from Fudan University, in a business management class organized by the zone in May 2016.

Apart from providing intelligent support, Xu also helped Sanhuali to expand its sales



Andrew Bright, general manager of GoerTek Europe, visits Ameri-Can International Academy (Weifang) in the Weifang Hi-Tech Industrial Development Zone. PHOTOS PROVIDED TO CHINA DAILY



A technician with Shengrui Transmission Co assembles an 8-gear automatic transmission at the company's production line.

network in China. It's a good example of how high-level professionals can help with the growth of enterprises in the high-tech zone.

Supportive funding

The zone's government considers trained experts to be its most valuable assets and provides necessary funding to support their research and development.

Shengrui Transmission Co — developer of the world's first front-engine, front-drive 8-gear auto transmission, or 8AT — obtained more than 15 million yuan (\$2.18 million) in supportive funding from the zone in 2015 and 2016.

Peter Tenberge, a professor specializing in mechanical engineering with the Ruhr Bochum University in Germany, obtained 1 million yuan in funding for development of the

8AT system from the high-tech zone government in May 2015.

Shengrui's 8AT won the National Science and Technology Progress Award in January. The award is one of China's top prizes devised by the State Council in recognition of scientific contributions made by both groups and individuals. The company has become the first auto parts supplier to obtain such an award in China since 1949.

"Shengrui could not have achieved such success without global talent support," said Liu Xiangwu, chairman of the board of Shengrui.

In the development zone, smaller companies enjoy equal opportunities when they apply for talent funding.

Hoaco Automation Technology Co, a precision equipment developer and manufacturer in the zone, obtained 3 million

yuan in talent funding from Shandong province, Weifang city and the zone's government in 2016.

"Our business is still in a crucial era of development, which requires huge investments in R&D. The talent-supporting policy is very helpful to us," said Song Guanghui, chairman of the board of Hoaco.

In 2016, the development zone provided nearly 28 million yuan in funding to more than 140 high-caliber professionals from around the world.

Apart from providing funds and technological support, the local government invested heavily in public facilities so experts in the area can enjoy excellent living conditions.

"Many professionals will take a city's public facilities into consideration," said Ma.

The zone has developed international schools, hospitals



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Chu Baojie, Weifang's director of communications and Party chief of the zone's working committee

and churches to cater to the needs of global talents.

In 2016, the zone developed 325 well-equipped apartments for experts. Villas were also made available. Residential property purchase coupons and subsidies are available to experts moving to the area.

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Guo Yajing contributed to this story.



Domestic companies thrive with support

By ZHUANTI
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20m yuan

extra income Weifang Litro Electrical Technology Company generated with new technology in 2016

Businesses in the Weifang Hi-Tech Industrial Development Zone are working to capture the spirit of China's innovation-driven development strategy.

Weifang Litro Electrical Technology Company, an engine systems developer and manufacturer in the local Blue Wisdom Valley, introduced a new injection technology, known as multi-point sequential injection control, in early 2016.

"In previous years, single-point, pre-mixed systems supplied by foreign developers including Woodward in the United States and Bosch in Germany were widely used by major engine producers in China. That technology has explosive risks," said Wang Xiuqiang, deputy general manager of Litro.

"Developing new injection technology to improve the overall performance of engines has long been a common goal of local engine businesses," Wang said.

The newly developed technology improves natural gas engines' overall performance and reduces gas consumption significantly, according to the company.

"The patent helped us generate more than 20 million yuan (\$2.9 million) in extra income in 2016. We expect Litro's overall sales revenue to reach 50 million yuan in 2017 and 200 million yuan in 2018," Wang said.

Weifang Conqueren Bioscience & Technology Co, a fish feed developer, is another leading innovator in the development zone. Clients' feedback shows the company's fish feed can better support growth of young fish than their imported counterparts.

"Conqueren won clients'

recognition and has maintained business growth with quality products," said Yu Haichao, deputy general manager of Conqueren.

Yu said the company has registered two invention patents and 76 utility model patents.

"We will continue to focus on new product development and innovation," Yu said.

Local authorities strive to provide all the necessary support to encourage innovative businesses in the zone. Five support platforms have been established in the Bin-hai Industrial Park to support development of the local marine economy. Top Chinese scientists, including Mai Kangsen from the Ocean University of China, have been attracted to the park.

Officials revealed that the zone has taken steps to strengthen intellectual property rights protection to stimulate and protect local innovators' passion.

"We upgraded and reviewed the zone's incentive policies on intellectual property development to encourage businesses to strengthen innovation in 2016," said Chen Bingzheng, director of the technology bureau of the development zone.

He said the companies are interested in creating, protecting and managing their intellectual property. Those policies aim to strengthen businesses' innovation capacity and core competitiveness.



An engineer makes valve core for a multi-point sequential injection control system at Weifang Litro Electrical Technology Company.

Briefly

Native English teachers hired

All 13 primary and secondary schools in the Weifang Hi-Tech Industrial Development zone had native English-speaking language teachers as of the end of March. The zone is the first region in the city of Weifang to have a 100 percent coverage rate. As of the end of March, 43 native English-speaking language teachers — mainly from the United States, the United Kingdom and Canada — are working in local primary and secondary schools.

New industrial park taking shape

Shengrui Transmission Co's automotive transmission industrial park, which started construction in May last year, will be completed in May. Shengrui developed the park to attract global vehicle transmission parts suppliers to develop a transmission production chain in the Weifang Hi-Tech Industrial Development Zone. Nine companies have signed agreements to launch production bases in the park. The park will lower Shengrui's purchase costs due to lower cost of parts' inspection, cleaning and storage.

About 400,000 sets of car components will be produced annually in the park, equal to 8 billion yuan (\$1.16 billion) in industrial throughput.

Weichai Power obtains certificate

Weichai Power in the Weifang Hi-Tech Industrial Development Zone obtained an advanced enterprise certificate from the General Administration of Customs on March 15. Weichai can enjoy more convenience in customs processing, shorter transit time, fast clearance and lower warehouse costs with this certificate. It also helps businesses to lower operational costs and strengthens enterprises' awareness and credibility in the global market. The goods inspection rate will be lowered from 5.5 percent to 0.5 percent for companies with the certificates.

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CHINA DAILY
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潍坊国家高新技术产业开发区
State Weifang High-Tech Industrial Development Zone

Zone worker keeps businesses, employees safe

By ZHUANTI

Zuo Qiwei, a staff member of the Administration of Work Safety in the Weifang Hi-Tech Industrial Development Zone, dedicates himself to safety management work for several companies instead of just one.

Zuo, a metallurgical engineering doctorate degree holder, started work in the zone in February last year. He is responsible of supervising and helping manufacturing businesses to check and prevent safety hazards.

As a graduate from the University of Science and Technology Beijing, he had chances to work for big companies. However, he eventually settled on his current position.

"Utilizing my professional experiences to promote safety management among a group of businesses is more meaningful than to serve one company," Zuo said.

Zuo said he had big pressure



Zuo Qiwei (right), a staff member of the Administration of Work Safety in the Weifang Hi-Tech Industrial Development Zone, inspects equipment at Weifang Huawei Thermal Power Co.

in the first few months of his new job because he was not a master in safety administration. He had little knowledge of relevant laws and regulations.

He read many law and regulation books in his spare time to learn more about his work.

"I have to be a master in safety administration so I can help businesses to eliminate work hazards effectively," Zuo said.

Zuo often visits companies and talks with businesses' management teams to understand their unique production



Utilizing my professional experiences to promote safety management among a group of businesses is more meaningful than to serve one company.

Zuo Qiwei, a staff member of the zone's Administration of Work Safety

needs. He has helped companies to overcome bottlenecks in production processes and identify safety hazards.

He uses his professional knowledge to help businesses upgrade production technologies, increase operational efficiency, lower production costs and enhance products' quality.

His efforts received wide recognition from business operators in the zone.

Hao Yonggang, general manager of Yuxing Machinery Co, said that the company often had quality issues before Zuo visited the business.

"Zuo helped us to identify problems and quickly provided several suggestions to solve them," Hao said.

Zuo uses big data technology to support the zone's production safety management. He also checked many big data-based research reports about risk management aimed at bringing more advanced management experience to the zone.

Zhuang Jian contributed to this story.