

Helping enterprises move up industrial chain for growth

From financing to manufacturing, area's policies breathe life into new businesses, **Tang Zhihao** reports.

Weifang Hi-Tech Industrial Development Zone, one of the first national-level economic zones in China, helps businesses to move up the industrial chain to support regional economic growth.

The zone plans to promote 269 key development projects to provide more support to leading businesses in 2017.

Apart from promoting key projects' construction, industrial experts were also invited to give advice to help businesses set development goals.

Helping businesses

Businesses in the zone are encouraged to set clear development goals to support their long-term growth.

Zhao Fuquan, professor and director of the Automotive Research Institute at Tsinghua University, strongly supported the deal between privately owned automaker Geely and Swedish auto manufacturer Volvo in 2010. He visited Shengrui Transmission Co in March, the developer of the world's first front-engine, front-drive 8-gear auto transmission, also called the 8AT.

"I have heard about the 8AT. Shengrui successfully broke the monopoly of foreign transmission developers in China with the 8AT," Zhao said.

Zhao suggested Shengrui pay more attention to promoting industrial development plans rather than just talk about what has been done in the initial development stage and how difficult the processes were.

Shengrui, Weichai Power, GoerTek and Foton, which are four leading businesses in the zone in terms of technological development capacity and sales revenue, have set big goals and are now striding toward them.

Weichai, one of the key diesel engine developers in China, has developed a spare parts distribution center in the zone aimed at expanding along the industrial chain. It has set a goal to be a Fortune-500 listed company in the upcoming years.

GoerTek, a leading acoustics company in China, has successfully diversified its product portfolio by tapping into the smart wearables industry. The business plans to recruit more industrial experts to support its long-term development.

Andrew Bright, who was responsible for the initiation and execution of audio integration across Apple's iOS Mac



An attendee experiences GoerTek's virtual reality product during the China Weifang Culture and Art Fair held this year in Weifang.

PHOTOS PROVIDED TO CHINA DAILY

OS and Apple Watch product lines, joined GoerTek in April 2015 and serves as general manager of GoerTek Europe.

Shengrui plans to continuously expand its market share in the world with its core technologies.

Foton will promote its engine and complete vehicle development, and seek expansion online. It has developed the Shandong internet automotive development base to support internet-based vehicle development.

Apart from the "big four", many smaller but high-growth businesses also set development goals and strive to turn dreams into reality.

HOACO Automation Technology, a precision equipment maker in the zone, plans to develop a smart die-cutting equipment base in the zone.

Tian Rouxin, assistant chairman of the board of the company, said that some of the world's most advanced technologies and machines have been installed in the base.

HOACO's die-cutting machines were used to produce raw materials for leading electronic product developers including Apple, Huawei and Oppo.

The zone has developed several facilities to support business growth. It has made substantial progress in the construction of several industrial



A technician with Shengrui Transmission Co examines parts for the company's 8AT product.

parks, focusing on international power, photo-electricity, healthcare and virtual reality.

Supporting development

Businesses in the zone are encouraged to support the zone's industrial chain development to push related businesses' growth.

Shengrui started construction of its automotive industrial park in May last year to attract global transmission parts suppliers to the region.

The park, which will be completed this month, will be able to produce 400,000 sets of vehicle components annually, equal to 8 billion yuan (\$1.16 billion) in industrial throughput.

"We will have lower production costs due to falling costs of inspection, cleaning and storage," said Sun Xiaoguang, secretary of the chairman of the board and head of the legal department at Shengrui.

Li Youguang, assistant general manager from Shandong Fuxiang Power, a parts supplier who moved into Shengrui's industrial park last year, said the company has seen significant growth in production capacity and scale.

The Xin'gang Industrial Park, designed to serve high-tech and rising businesses in the zone, is under development. Weifang Special Steel Group and some power com-

panies will move into the park upon completion.

Maintaining balance

Weifang Financial Town was established on March 7 in the zone to support the Weifang finance industry's development.

"It is a place for financial experts to turn their dreams for life and work into reality," said Yu Xinhua, chairman of the board of Weifang Financial Holding.

The town is one of 10 industrial parks in Weifang designed to facilitate the city's industrial upgrading and transformation.

Local authorities have vowed to design more preferential policies and develop a convenient and comfortable environment for businesses in the town.

The town will be a new milestone of Weifang and the development zone in supporting financial development.

Zhou Jinjiang contributed to this story. Contact the writer at tangzhihao@chinadaily.com.cn



Green channel provides speedy, convenient service

By ZHUANTI
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Weifang Hi-Tech Industrial Development Zone has created a "green channel" to improve efficiency of key projects' approval to better serve local businesses.

In previous years, applications for new projects required approval from more than seven government departments, including the project construction department and safety administration department. It may take businesses one to two years to complete the approval process.

Many businesses complained that tremendous business opportunities have been lost during the wait period.

The development zone launched a new key project approval mechanism in 2014 aimed at reducing waiting time for approvals. The new "green channel" significantly reduces approval time by as much as 70 percent.

Seventeen businesses enjoyed the "green channel" services in 2016.

Weichai Weifang New Energy is one beneficiary of the "green channel" services.

"We are in the category of emerging industries. We want to introduce our products to the market in the quickest manner to better capture business opportunities," said Wang Yulong, a legal adviser of Weichai Group. "The 'green channel' services reduced waiting time by two-thirds."

Oulong Electronic,



The 'green channel' services reduced waiting time by two-thirds."

Wang Yulong, legal adviser of Weichai Group

which settled in the zone in 2006, is another beneficiary of the "green channel" services. The business had to change its business registration to be listed in the capital market.

"The application process for a business registration change is very complex. We had no idea about the process," said Yao Yan, deputy general manager of Oulong.

Oulong successfully changed its business registration information with support from the zone.

"The zone's support provided a solid foundation for our listing plan," Yao said.

Fifty projects, with total investment of 24.4 billion yuan (\$3.54 billion), have been launched in 2017 to serve the zone's long-term development goals.

The zone's authorities consider major project construction to be an important factor in supporting the region's economic growth.

Cui Chengwang contributed to this story.



Staff members of the Weifang high-tech zone's market supervision bureau work to reduce approval time for enterprises.

Briefly

Companies recognized



Three businesses in the Weifang Hi-Tech Industrial Development Zone were recognized as outstanding service outsourcing enterprises by the Shandong Association of Service Sourcing. The companies were assessed against 10 criteria, including business performance, market expansion, talent training and technology and management innovation. The three companies are Shandong Newocean Software, Weifang Enyuan Information Technology and Weifang Lovett Construction Technical.

Shengrui gets on premium list

Shengrui Transmission in the Weifang Hi-Tech Industrial Development Zone has made its way onto a list of premium

Shandong brands. A total of five enterprises in Weifang obtained such recognition. Shandong has long been promoting regional leading brand building. Businesses that have obtained recognition are urged to work harder and take on more responsibilities to support this project.

Official website wins award

The official website of the Weifang Hi-Tech Industrial Development Zone won the 2016 China Government Website Excellence Award. The website's contents were designed to better serve residents' demands. It focuses on providing information such as business services, the latest regional news, administration fairs and talent attraction policies. Advanced technologies were applied to ensure information safety.

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Residents reap rewards of zone's financial success

By ZHUANTI

Weifang Hi-Tech Industrial Development Zone will continue to work hard to enhance the livelihoods of local residents in 2017.

The first batch of livelihood enhancement projects were released in early April, which involve 16 tasks in sectors including education, healthcare, eldercare and heat supply.

"Those livelihood enhancement projects will improve residents' living standards and enhance public service quality. They will bring more happiness to residents and help them to gain many benefits," said Sun Huanjin, communications director of the Party Working Committee of the zone.

In 2017, local authorities plan to invest 53 million yuan (\$7.69 million) to develop 35 parks in the zone to provide residents with leisure and entertainment facilities. Some parks will be ready to open in May, according to authorities.

More infrastructure projects will be undertaken in 2017 to develop better living condi-

THE WEIFANG HI-TECH INDUSTRIAL ZONE'S PROJECTS TO BENEFIT THE PEOPLE IN 2017

Investing 290 million yuan (\$42 million) to clear the roads
Investing 71 million yuan to upgrade the roads
Investing 16 million yuan to light up the roads
Investing 9 million yuan to plant trees and flowers along eight roads

Stepping up renovation of shanty towns
Building the best houses for the people
Raising the overall winter heat supply for every household
Investing 50 million yuan to build the best cemetery

Investing 53 million yuan to build 35 city parks
Launching facade construction projects for architecture along the main roads to upgrade the city's image

Investing 1.1 billion yuan to build or expand seven schools and kindergartens
Putting in more than 7 million yuan for suit-style school uniform for children in the high-tech zone

Investing 3 million yuan to carry out a cultural project to benefit the people
Investing 5 million yuan in a project to bring a broadcasting network to every village and household; building up WeChat and WeChat public accounts for communities

Investing 100 million yuan to construct a highly efficient administrative affairs service system
Investing 7 million yuan to upgrade the level of medical services
Investing 5 million yuan to improve and complete the old-age care system



Those livelihood enhancement projects ... will bring more happiness to residents and help them to gain many benefits."

Sun Huanjin, communications director of the Party Working Committee of the zone

Subsidies will be provided for stroke patients who undertake recovery programs in the People's Hospital in the zone.

The zone's authorities have long been committed to enhancing residents' livelihoods over the past few years. The zone has so far launched 43 livelihood enhancement projects with a total investment of 1.41 billion yuan.

tions for residents. The zone's government plans to invest 290 million yuan to extend 18 roads and improve their water drainage capacity. It will invest a total of 87 million yuan to upgrade road conditions and traffic light systems.

The zone will strive to improve educational services by investing 1.1 billion yuan in the construction and expansion

of seven schools and kindergartens this year. Among these, Weifang Hansheng International School, Dongfang School and the Daguan Division of Beihai School will be put into operation in September this year.

Meanwhile, four schools are in the planning and design stage and will be built in the zone within the next few years.

A new set of school uniforms will be provided to students in primary and secondary schools this year.

More than 7 million yuan will be invested in the healthcare sector to improve medical services available in the region. Students between third and sixth grade will enjoy free dental treatments this year.