

# High-tech report

中国日报 CHINA DAILY

A JOINT PUBLICATION OF CHINA DAILY AND STATE-LEVEL WEIFANG HIGH-TECH INDUSTRIAL DEVELOPMENT ZONE



## Weifang high-tech zone plans to lead nation in upgrading

A worker checks equipment at Weichai Power in the Weifang High-Tech Industrial Development Zone. The company's transformation has made profits in the first quarter of 2016.

PHOTOS PROVIDED TO CHINA DAILY

### Party director urges administrators to work closely on solutions

By ZHUAN TI  
zhuanti@chinadaily.com.cn

The Weifang High-Tech Industrial Development Zone plans to become a national-leading economic zone in China.

All heads of administrative departments participated in a meeting hosted by the zone to discuss challenges and possible solutions on May 4. Chu Baojie, director of communications at Weifang and secretary of the Party working committee of the zone, delivered a keynote speech at the meeting.

Chu emphasized that all parties should work together to support the zone's internationalization and upgrade plans in the coming years.

"We have to promote coordinated development of the economy and environment so as to build a modern city with global vision," Chu said.

The development zone has achieved outstanding results in industrial upgrades in the first four months of 2016 and "made breakthroughs" in areas such as advancing key projects and changing the work style of administrative members, Chu said.

"We have to make judgments and decisions based on real situations. We have to analyze challenges objectively. We should strive to capture potential opportunities to ensure sustainable economic growth," Chu said.

He said the zone has set long-term goals

that are technology-oriented, international-directed, ecological-prioritized and law-enforced to develop a leading economic region in the nation.

#### Support projects

The administrative departments have to manage key factors in city construction processes to ensure all projects go smoothly, Chu said.

"Administrative departments should spare no efforts to advance projects, especially some policy-oriented and high-investment projects," he said.

The development zone has divided key projects into groups and assigned people to take care of each individual group. Those responsible would provide all necessary support from project registration to completion.

"Governments have to support project constructions so they can meet timelines and be put into operation quickly," Chu said.

The zone has also established mechanisms to ensure all administrative members actively support the zone development in daily work. There will be a performance evaluation system to encourage administrative members in the frontline of the projects.

Chu said there would be more attempts to attract investment for high-end manufacturing businesses, research institutions and the modern service industry this year.

The zone also plans to launch more financing tools so companies can access investment more easily. Financial institutions in the zone are encouraged to innovate financial products so as to build the region into a role model in the capital market, Chu said.

#### Upgrades

The zone has set goals to develop some industrial clusters and industrial parks with

output higher than 100 billion yuan (\$15.34 billion) annually.

"We have to support development of existing core industries which are the vehicle equipment manufacturing industry, acoustics and optoelectronics industry, biotechnology industry, software information industry and new materials industry," Chu said.

"In addition to existing industries, we have to cultivate emerging industries such as e-commerce, big data, marine technologies, cultural and media and survey and mapping," he said.

The zone will take more measures to support technology innovations. There will be more business incubators in the zone, Chu said.

Chu urged the zone to strengthen partnerships with leading institutions to promote communications in talent support, technologies and financial innovations. There will be more high-end public technologies supporting platforms in the zone in 2016, Chu said.

He added that local authorities would strive to improve the efficiency of public support platforms so high-growth businesses would receive more support.

Recruiting talented personnel will be another goal of the zone in 2016.

"We have to identify and attract more industry leading experts and research and development groups to the zone," Chu said. "We will accelerate construction of talent startup parks in the zone."

He said that the zone would provide premium services to businesses so they can achieve better results.

#### City management

Local authorities believe internationalization, coordinated development between industries and environment and balanced development between city and rural areas

are key factors that will support the zone's development.

"We have to consider all related factors when planning the city's development direction, functions and industries," Chu said.

"Administrative departments have to maintain high standards in the city construction process so we have landmarks and buildings with historical value for future generations," Chu said.

He stressed that administrative departments in the zone should apply high standards in daily city management so local residents could enjoy a better living environment.

Smart city construction is another development goal of the zone this year. It plans a digital city management platform so related administrative departments can manage traffic lights, street lights and municipal facilities in an effective manner, Chu said.

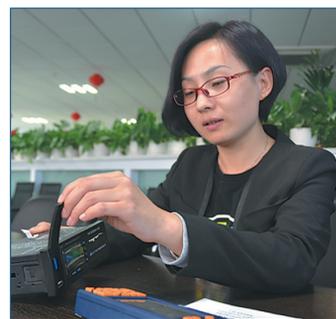
He said local decision-makers would spare no efforts to enhance living standards of the zone.

"All in all, livelihood enhancement is the final goal of the zone," Chu said.

He said the zone would provide more support to local residents and help them solve problems in key sectors such as social insurance, healthcare, education and shantytown renovations. There will be 17 tasks in six areas to enhance social welfare and livelihoods in 2016, Chu said.

He said the zone would delegate more power to subdistricts so residents can get support quickly. Party members in administrative departments are required to change their work style to strengthen development foundation for the zone.

The development zone also vows to pay more attention to cracking down on crime to maintain social order and protect the safety of local residents.



A Shandong Tianrun Logistics Co employee displays the Beidou Satellite Positioning System used to track truck drivers.

### Logistics firm connects freight carriers with businesses

By ZHUAN TI

Shandong Tianrun Logistics Co is helping freight service providers with an independently developed online information platform.

The platform, which Tianrun developed in 2012, allows freight carriers to send out information about their partial or empty containers to businesses who need immediate shipping services.

"Our platform allows businesses to check information on freight haulers," said Hui Chaohua, technology director of Tianrun.

Duan Jingping, a truck driver in Hebei province, said the platform has done wonders for his business.

"I advertise my container capacity on the platform once I complete my deliveries. I can always find businesses who need immediate shipping on this platform," Duan said.

Tianrun statistics show that over 200,000 manufacturing and trading companies, all of whom ship their products, are registered on the platform.

Trading volume on the Tianrun platform reached 150 million yuan (\$23 million) in 2012. The system has helped freight service providers reduce 50,000 metric tons in fuel consumption and helped shippers transport 111 million tons of goods annually.

Pei Hongwei, founder of Tianrun, said an empty truck on a return journey is a waste of resources. Tianrun's system will help companies better manage their excess capacity.

Pei formed a team with 12 others to explore the freight information sharing market in 2004. The platform Pei designed has standardized services to ensure that all parties on the platform enjoy premium services.

Tianrun began using the Beidou Satellite Positioning System in 2013 to ensure that the information on trucks on its platform is authentic. The system allows Tianrun to track the status of a truck, how much fuel it has and how fast it is going.

Over 11,200 vehicles on Tianrun's platform were equipped with the Beidou Satellite Positioning System by the end of 2015, Pei said.

Pei plans to develop a logistics information platform to better serve freight trucks, businesses and couriers.

A new platform designed to provide freight brokering services, online logistics services, logistics-related financing and big-data services will be launched in June.

Transportation-related firms such as vehicle trading companies, components trading companies and insurance companies will open stores on the platform to provide services to customers, Pei said.

Tianrun has branches in provinces and cities like Beijing, Shenzhen and Shaanxi. It also has 36 franchisees across the country.

"The new platform will help freight service providers cut 5 percent in fuel costs annually," said Liu Na, manager of Tianrun's customer service department. "It will help companies save 8 to 10 percent in logistics costs annually."

Tianrun will partner with banks and financial service providers to develop financial products for companies registered on the platform.

Gao Xufei contributed to this story.

## Virologist lauds support of biomedical park

By ZHUAN TI

Zhang Guohua, chairman of the board of MGD Biotech Co, said he would not have been able to establish his company without the support of the Weifang Biomedical Industrial Park in the Weifang High-Tech Industrial Development Zone.

In 2011, Zhang, a virologist, wanted to introduce his advanced nematode-control technologies but did not have enough seed money to start a company.

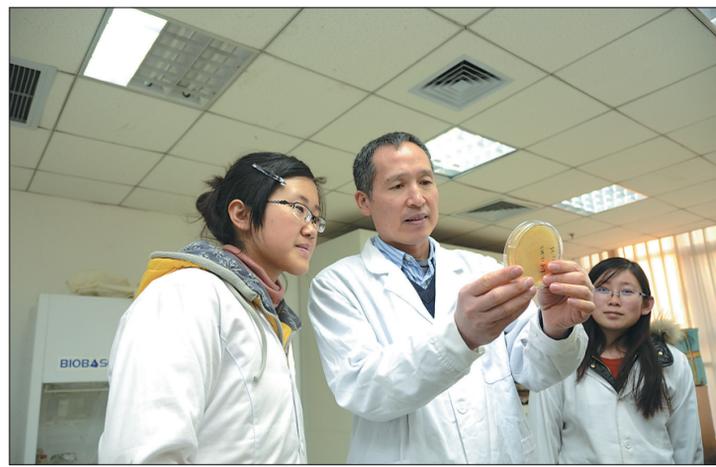
"I did not have enough money and resources to support my business plans at that time," Zhang said. "Banks and private financial institutions rejected my loan applications because they did not want to take the risk."

With exception to the Weifang Biomedical Industrial Park, which showed great interest in his plans and technology. The park promised to give him technological, financial, talent and legal support, Zhang said.

Zhang's business launched in 2011.

#### Communication platform

Earlier this year, Zhang partnered with Shandong Bestcare Biotechnology Co to develop vaccines for fish in aquaculture. Bestcare develops and trades in agricultural products and autoimmune disease treatments in the Weifang High-Tech Industrial Development Zone.



Virologist Zhang Guohua observes a sample of probiotics with his assistants.

Zhang said the two companies are jointly developing vaccines for shrimp, crabs and fish.

"The park established a platform that allows businesses in the park to exchange ideas," Zhang said.

The park also set up an alliance to promote technological innovation and sharing of information in April 2015. The alliance has played a key role in developing new

drugs in China. Companies in the alliance have 468 patents and 421 permission codes to produce drugs.

#### Business accelerator

The Weifang Biomedical Industrial Park is focused on accelerating the commercialization of scientific research results.

The standardized factories in the park's business acceleration area can serve over

50 small and medium-sized enterprises. The pilot plant facilities were built based on Good Manufacturing Practice standards.

The production area in the park will help companies manufacture products such as biomedicines and medical equipment.

The park is home to 17 businesses, including Wohua Pharmaceuticals, Top Sunshine Group and BTP Pharmaceutical Co. Nine projects are under construction, including Sunwin Biotech and Shandong Hangwei Orthopedics Medical Instrument Co.

The park's strong support of businesses has attracted thousands of high-tech professionals to the zone over the past few years, including seven experts from China's One Thousand Talents project and 18 Taisihan Scholars, according to authorities.

There are 91 startups in incubator programs in the park. In the past few years, 32 companies have successfully completed their incubation programs.

Supported by these talents, the park is one of the leading national-level new drugs development platforms in the nation.

"We hope companies in the park can report over 10 billion yuan in overall sales revenue by 2020," said Ma Wenquan, director of the Innovation and Startups Service Center in the park.

Zhuang Wenshi contributed to this story.

To comment or contribute, please e-mail wangqian2@chinadaily.com.cn or call +86-531-5875018.

CHINA DAILY  
中国日报

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