

High-tech report

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



Zone steps up projects to further local growth

A Shengrui Transmission Co technician assembles an 8AT automatic transmission. The company, located in the Weifang High-Tech Development Zone, broke ground on a new expansion project on May 6. PHOTOS PROVIDED TO CHINA DAILY

A dozen expansion plans within Weifang breaking ground, Tang Zhihao reports.

The Weifang High-Tech Industrial Development Zone, over the last five months, has taken measures to advance key projects to spur regional economic growth. Shengrui Transmission Co, a developer of eight-speed automatic transmissions, broke ground on a new expansion project that includes an industrial park, a research and development center and a community center on May 6.

Twelve projects, including the Oriental International New City and the Xinfu Jiayuan residential community, broke ground on the construction of

new expansion projects. The 3.4 billion yuan (\$515.94 million) second phase of GoerTek's Optoelectronic Industrial Park is making progress and the construction of seven buildings within the park has commenced. Officials said progress has also been achieved on GoerTek's Green City international community project and the Hansheng International School project.

Under the new normal economic conditions, the zone has implemented a number of business policies to maintain growth while administrators have been required to change their work styles to better serve enterprises.

This year, the zone divided 93 key projects into groups, each responsible for providing the necessary support, from project registration to completion. Local authorities said the mechanism will strongly support the region to grow into a nationally leading economic zone.

The latest figures from the zone show that 63 of 93 projects need related parties including government

17 tasks

will enhance social welfare and living standards in 2016

93 key projects

are divided into groups to help the zone grow into a nationally leading economic zone

and developers to arrange negotiations with residents. Among the 63 projects, 41 have reached agreements with residents.

Liu Xiangwu, chairman of the board of Shengrui, said the company's new expansion project will play a significant role in supporting the company's growth over the next five years.

The project, designed to attract

Shengrui's spare parts suppliers to the zone, is expected to achieve 16 billion yuan in annual sales upon completion.

"It is worthwhile to devote our time and energy to the project," said Yang Pingping, a staff member of the development and reform department of the zone's economic and development bureau.

The development zone has introduced a series of plans to promote key projects this year. It has introduced a fault tolerance mechanism to encourage innovative ideas from staff members for the development of projects. It has also introduced an investigation system to identify people who are not performing their duties well.

The zone has planned 17 tasks in six sectors to enhance social welfare and living standards this year.

Contact the writer at tangzhihao@chinadaily.com.cn

Zhuang Jian contributed to this story.



A paper-cutting class in the Fuhua community practices cutting kites.

Community houses brands under Yixin

By ZHUANTI
zhuanti@chinadaily.com.cn

The Fuhua community in the Weifang High-Tech Industrial Development Zone is strengthening its cultural services to better serve its residents by bringing them under the brand name Yixin.

"Yixin means art and noble morality in Chinese," said Chen Yanni, a staff member at the community office.

The Yixin concept was established earlier this year and combines the community's cultural facilities, such as libraries and theaters, under one brand.

"We have introduced many leading art groups such as the Baihua Art Group, Jinyuan Yonglv Art Troupe, Meihua Peking Opera Art Troupe, and Yixin Dancing Group to residents this year. We successfully gather residents together with various cultural activities," said Kong Xiangtao, director of Xincheng subdistrict community office.

A 1,400-square-meter cultural center for residents was established in the community this year. People can participate in activities such as paper-cutting, dancing, singing and painting. Many local cultural organizations and companies like Yijia Bookstore have opened branches in Fuhua community.

"Cultural activities strengthen neighborhood relationships and help us establish a harmonious community," said Du Chongying, a resident in Fuhua community.

Different cultural groups have been developed to serve residents. Those groups are also platforms for residents to share information and provide support to people who are experiencing difficulties.

Local authorities said that the paper-cutting group in Fuhua community has arranged four charity sales events this year and that 15,000 yuan (\$2,279) in charity sales was donated to five residents who were facing financial difficulties in the community, said Wang Xin, member of Party committee of Fuhua community.

Wang said the charity sales are initiated and organized by residents in the paper-cutting group.

Fuhua community also combines cultural activities with charitable activities for residents.

"We often visit low-income families during traditional Chinese festivals and provide necessary support to them," said Chen. "We frequently visit disabled people and elderly people who do not have families. We bring drugs to residents who suffer from diseases."

A wide range of community services is also provided for residents.

Fuhua community offers after-school care for children before parents get off work. It also has care centers for elderly people.

Free training programs are also available for residents to strengthen their job competitiveness.

Guo Yajing contributed to this story.

Aquaculture feed product utilizes TCM

By ZHUANTI

Cheng Li, general manager of Weifang Xinlimeng Aquaculture Co, combines traditional Chinese medicine with feed to prevent antibiotic residues in farmed sea cucumbers.

Cheng's startup history can be traced back to early 1990s, when he was one of many young people who quit their jobs in government or State-owned enterprises to look for opportunities in the business world.

Born in the 1960s, Cheng previously worked for a government department.

"I don't like office work — it's boring and doesn't fit my personal interests. I resigned in 1992," he said.

He established his first business, trading in furniture, that same year. Cheng said that first business failed because he had no practical experience, no capital and no technology to support business growth.

He then started an aquaculture business in 1998 because the industry was booming. He visited coastal cities including Penglai and Weihai in Shandong province to learn the technologies and study local markets. That attempt also failed.



Cheng Li, general manager of Weifang Xinlimeng Aquaculture Co, has been granted a patent for a bottom irrigation system.

He returned to Weifang with only 200 yuan (\$30.40) in his pocket, Cheng said.

"I was struggling at that time."

Looking back at his more than 20 years of startup history, Cheng said he never considered giving up, though none of his business plans in the 1990s succeeded.

"I have no regrets about setting up those new businesses," he said. "I made decisions so I had to move forward strongly," Cheng said.

Cheng decided to stay in aquaculture, as he was by then familiar with the procedures, and focused on sea cucumber farming.

According to Cheng, the sea cucumber aquaculture industry reported strong growth in the early 2000s. However, many businesses suffered large losses because cultured sea cucumbers are more vulnerable to disease than the non-farmed marine animal. A disease that causes skin ulcerations led to the death of 90 percent of cultured sea cucumbers in China in 2004 and 2005, Cheng said.

Businesses began to use antibiotics to treat sea cucumbers diseases but the problem of excess antibiotic residue also concerned many farm operators.

Cheng found sea cucum-

10m yuan

Weifang Xinlimeng Aquaculture Co's annual income last year

bers that were cultured in commercial ponds had a relatively low immunity to disease.

"We have to make their immune systems stronger so as to protect sea cucumbers from disease," he said.

Cheng decided to use TCM to strengthen the sea cucumbers' immune systems.

He borrowed 20,000 yuan in the early 2000s to start his third business plan. He partnered with TCM experts and a sea cucumber farm to develop and test his products and promised to pay for all losses if his experiments failed.

Xinlimeng was established in the development zone in July 2005. The company obtained 100,000 yuan in government support at the end of 2005.

"I never considered that the newly established company could get government support. The grant was really

helpful for us in our initial stage," Cheng said.

He successfully introduced his TCM-based feed to the market in 2005. However, he found market expansion was difficult because many business owners didn't believe TCM could prevent diseases.

"I understand them. Businesses would suffer huge losses if my products couldn't curb diseases," he said.

Cui Bingmin, general manager of Shandong Oriental Ocean Sci-tech Co, partnered with Cheng to use the newly developed feed products.

Oriental Ocean achieved good economic results after using Xinlimeng's feed and Xinlimeng became a long-term supplier, Cheng said.

The TCM-based feed has received wide recognition in the Chinese market in the past few years. The company, with 50 employees, reported over 10 million yuan in annual income last year.

Cheng said he would continue to upgrade the TCM-based feed to better serve market demand and said he plans to develop similar TCM-based feed for crab and prawn farming.

Han Bing contributed to this story.

Briefly

Zone to dredge river and create leisure haven for residents



The Xingang Economic Development Zone in the Weifang High-Tech Industrial Development Zone launched a plan to dredge and treat the Weishui River. Investment for the 133.3-hectare project will be 60 million yuan (\$9.17 million). A 2.5-kilometer sightseeing road will be built along the river for leisure walks. About 60,000 cubic meters of silt will be removed from the river.

Local authorities said the river will be a garden haven for residents in the near future.

The Weishui River, which is adjacent to the Jiqing Railway and Weilai Highway, has abundant natural resources, including wetlands and animals.

Weishui River also has a rich cultural heritage. The famous

Chinese legend named Jiang Ziya Fishing happened near the river.

Volunteers team up to identify problems around region

The Weifang High-Tech Industrial Development Zone established a volunteer team in May to support its latest city upgrade project.

Weifang has set a goal to become a national civilized, national sanitary and national leading food safety city in 2016.

The team, formed by residents, will help the zone identify problems in city environment, traffic order, food safety administration, market environment and residential property management.

To comment or contribute, please e-mail wangqian2@chinadaily.com.cn or call +86-531-58775018.

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中国日报

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