

# High-tech report

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Urban planning and internationalization at top of leaders' list of priorities

By TANG ZHIHAO  
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The Weifang High-Tech Industrial Development Zone hosted a meeting on June 3 about its upcoming urban planning competition at an innovation-themed forum aimed at supporting the zone's internationalization and expansion plans.

Chu Baojie, a member of Weifang's standing committee, its director of communications and the Party secretary of the zone's working committee, delivered a speech at the forum and provided information about the urban planning competition.

Four experts from China and the United States, including former Deputy Minister for the Ministry of Housing and Urban-Rural Development Qiu Baoxing and Zhu Xiaoguo, a professor at the Rady School of Management at the University of California, San Diego, delivered keynote speeches at the forum. Over 200 people attended the forum.

The experts shared their experiences in urban planning and development that will likely guide the zone's industrial upgrades and internationalization, according to the zone.

Chu said the central government and the Shandong provincial government have organized several meetings aimed at promoting city development in Shandong province since last year.

Weifang has established 22 tasks to enhance its internationalization in the near future, with plans for the zone to become an internationalization demonstration pilot area, according to local officials.

The zone has taken many measures to strengthen its competitiveness, sustainable development and upgrade its industries to serve the Weifang government's requirements.

The new plans are in response to the realization of the zone that its existing urban development plan, set in 2003, will not be able to serve the changing demands within the zone.

Chu said the urban planning competition will spark discussions about the direction of the zone's future development. Global urban planning experts are welcome to share their opinions in development objectives, industrial development, regional branding, natural landscaping and operational models during the competition.

"We want to have some professional urban planning groups participate in the competition," Chu said. "The participants have to provide plans that sup-

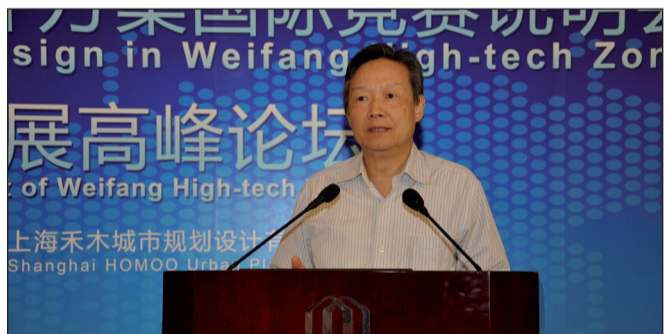


## ZONE LAYS OUT PLAN TO FINE-TUNE DEVELOPMENT

Leaders from the Weifang High-Tech Industrial Development Zone discuss international urban design at a forum about the zone's innovation and development plans on June 3. PHOTOS PROVIDED TO CHINA DAILY



Hou Yunchun, the former deputy director of the State Council's Development Research Center, speaks at the innovation and development forum.



Qiu Baoxing, the former deputy minister of the Ministry of Housing and Urban-Rural Development, attended the forum.

port internationalization in the zone, which covers 110 square kilometers."

Chu said five companies will enter the final round of competition. The top three urban planning groups in the competition will win monetary awards of 1.2 million yuan (\$182,000), 1 million yuan and 800,000 yuan. The other two final round competitors will each be given 500,000 yuan.

The zone will sign a 5 million

yuan urban development contract with one of the winners.

### Development blueprint

Chu shared the zone's economic achievements on June 3. "The development zone has achieved outstanding results in economic development, innovation, industry cultivation, urban construction and livelihood enhancement over the past 25 years," Chu said. "We have promoted key projects construction



**We have promoted key projects construction while paid more attention to internationalization, environment and legalization."**

Chu Baojie, a member of Weifang's standing committee, its director of communications and the Party secretary of the zone's working committee

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The zone obtained approval from the central government to develop a national innovation technology park, an intellectual property rights protection pilot zone and a sustainable development experiment zone.

The Shandong Peninsula High-Tech Zones plan was approved by the State Council in March to upgrade six development areas to national independent innovation demonstration zones in Shandong, including the Weifang High-Tech Industrial Development Zone.

### Xincheng OKs grid help

Xincheng subdistrict in the Weifang High-Tech Industrial Development Zone has divided the area into 93 smaller communities and assigned administrators to each of them to provide better support for residents.

The population of the subdistrict is 170,000, and the population of the zone is 271,000.

Subdistrict authorities said the new service model, named the grid management system, will help to enhance residents' lives. These grid administrators will provide services such as mediating neighborhood disputes and enforcing sanitation measures.

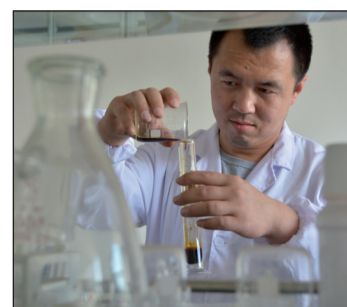
"We did not know who we could ask for help before the government implemented its grid management system. Now we can approach grid administrators," said Li Fengqin, a resident in Jincheng community. "The grid administrators have provided much help to us," said Wei Die, a resident in Xincheng subdistrict. "We were told during training that we are housekeepers for residents. Our efforts will support the zone's development," said Liu Shuxia, a grid administrator in Jincheng community.

Xincheng subdistrict has been committed to establishing a standardized community management system to provide clarity on operational procedures. It has issued a 120-page guidance with 26 management rules to regulate Party committee's work.

"The guidance will help local Party committees understand how to do their work effectively," Wang Yan, Party secretary of Qingxin community.

Xincheng subdistrict's efforts have brought a number of benefits to residents. For instance, 51 commercial properties in the Dongjinma community were leased after public voting. The 1.2 million yuan (\$182,000) annual rental income will be distributed to residents.

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A lab technician at Shandong Beno Medical Biotechnology Co.

## Medical firm dips into marine bio industry

By ZHUANTI  
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A Chinese company that specializes in medical textile dressing products is veering into the marine biomedical materials industry to widen its product range.

Shandong Beno Medical Biotechnology Co, a producer of chitosan-based medical dressing in the Weifang High-Tech Industrial Development Zone, reported 15 percent year-on-year sales growth in the first five months of the year.

"Our sales revenue reached 70 million yuan (\$10.63 million) in the first five months of this year," said Liu Weifeng, general manager of Beno.

But the company identified marine biomedical materials development as its business focus in response to China's recent marine economy development strategy.

## \$10.63m

Shandong Beno Medical Biotechnology Co's sales revenue through the first five months of the year

"Marine biomedical materials development is a part of the industry expansion in China and will get more support from the central government," Liu said. "We are optimistic about future growth."

Liu said high-tech innovations are key to the marine biomedical material industry, which will maintain competitiveness in the market.

Cao Jie, a postdoctoral researcher at Harvard University, who is also a Taishan Scholar of Shandong province, joined Beno to support the company's technological developments. The company has established partnerships with universities and research institutions in China to strengthen research ability.

"We have established the Shandong Marine Engineering Technology Coordination and Innovation Center," said Cao, who is also the center's director.

Cao said he plans to develop the center into a platform that integrates research, applications and services under one roof.

"We will build a complete marine biomedical materials industrial chain to develop new products," Liu said. "We will help the zone build a leading marine biomedical materials industry in China."

Its current mix of products ranges from newborns' umbilical cord care products to adults' skin care products. The company's independently developed chitosan-based medical dressings for newborns are popular because they are softer than traditional gauze and can absorb moisture and liquid.

Beno has a 16 percent market share in the newborns umbilical cord care sector in China, according to the company.

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## Govt agencies shed light on services with QR codes

By ZHUANTI

The Weifang High-Tech Industrial Development Zone is promoting the use of online communications measures among administrative departments to provide more convenience to residents.

Since April, quick response codes created for different government departments have been provided in the zone's Administrative Service Center in order for residents to obtain more information about administrative departments' services and responsibilities.

By scanning the QR codes, residents can find answers for many common questions, such as the types of documents needed before applying for a marriage registration.

"The codes support the sharing of information between government agencies and individuals. It is a part of our e-government development," said Lin Sen, a staff



A Weifang High-Tech Development Zone resident scans a QR code to learn more about the zone's administrative procedures.

member at the zone's Administrative Service Center.

Liu Ran, who recently started her career as an accountant, is a beneficiary of the zone's online measures.

Part of Liu's job responsibilities is to visit different government departments, which she admitted has been a challenge to understand.

"But by scanning the codes, I

can find government departments' working procedures, the documents I need and the people who are in charge of certain procedures. I can store related information in my phone, which allows me to check them anytime, anywhere," Liu said. "It is very convenient."

The technology-based service model not only provides convenience to residents but can also enhance the working efficiency of staff members at the Administrative Service Center.

"In previous years, we had to tell similar information to different people, which was time-consuming. It was troublesome if residents failed to record the information accurately," said Chen Xiaohui, a staff member from the Economic Development Bureau in the Administrative Service Center. "We have more time to help residents solve complicated problems after we introduced the QR codes."

The zone has long been committed to providing convenience to resi-

dents through new technologies.

"We are working with businesses to develop QR codes that can connect companies with government departments," said Shan Baoqian, director of operations at the zone's Administrative Service Center.

The use of QR codes is only one of many examples of the zone's e-government development plan. The zone has developed a mobile remote approval system so administrative personnel can approve business registration applications through mobile phones.

Zhang Quanhai, a business owner, registered his business by using the remote approval system on May 18.

"The government service in the zone is convenient," Zhang said.

This year, the zone plans to invest in internet services to achieve better sharing of information between government departments for the benefit of residents.

Guo Yajing contributed to this story.