

# High-tech report

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Residents of the Weifang High-Tech Industrial Development Zone enjoy some leisure time in a local park. The high-tech zone is exploring new models to provide quality services to residents. PHOTOS PROVIDED TO CHINA DAILY

## GRASSROOTS PLAN KEY TO BETTER SERVICE

Residents to benefit from improved communications, **Tang Zhihao** reports.

The Xincheng subdistrict in the Weifang High-Tech Industrial Development Zone is exploring new community models to provide quality services to residents.

The newly developed service models ensure local government stays close to residents and reacts rapidly to their demands, according to the subdistrict's authorities.

### Expanded service network

Xincheng subdistrict has divided its area into 23 communities that include 93 smaller zones to provide a full range of support for residents last year. The new service model is known as a grid management system.

The people responsible for administering the smaller areas are called grid administrators.

Supported by the grid management system, government and community service providers can react to residents' requirements in the most effective and efficient manner, zone officials said.

Wu Shumei, director of the People's Congress Office in Xincheng subdistrict, said that the expanded service network has received wide recognition among residents because it helps to strengthen relationships between Party members and residents.

The network also allows community administrators to acquire better knowledge of residents' real situations so as to provide them with all necessary support.

This year, Xincheng subdistrict invested more than 15 million yuan (\$2.25 million) to expand 23 community centers.

Li Huafang, a resident in Jincheng community who loves dancing, has benefitted from the expanded community service network.

Jincheng community in the Xincheng subdistrict, established in 2015, built an exercise center, which is equipped with entertainment facilities such as audio equipment. The newly built center has become an ideal gathering place for Li and her friends who love dancing.

"We had to look for practice places in the zone in previous years. Now we can practice our dancing near home," Li said.

### More support for residents

Tang, a resident in the Jincheng community, is eligible for affordable housing. However, he did not make an application for it because he thought it would be embarrassing.

Liu Shuxia, the grid administrator of Tang's community, noticed Tang's situation and helped him



From top: A community volunteer in the high-tech zone's Xincheng subdistrict shows senior citizens how to use computers; a technician with Shijia agricultural product market tests for pesticide remnants; residents do morning exercises along Zhuohe River.

apply for an affordable residential property in 2016.

"They called me and helped me solve the problem. It was great," Tang said.

"Many residents did not know who they could ask for help before the government brought in the grid management system. Some had to visit community service centers to report their problems," Liu said. "Now they can contact their grid administrators." According to Liu, all the grid

administrators have to provide their contact details to the public so residents can phone them directly.

In Yuandu community, elderly residents are welcome to participate in free computer operating courses. The community has partnered with Kaixin Home-based Elderly Care Center and Hongqiao Volunteer Service Group to provide computer-training services based on the aging population's features and demands.

"We encourage elderly people to participate in community activities so they can follow changes in society," said Wei Dexun, deputy director of Yuandu community.

Xincheng subdistrict has developed a residents supporting mechanism jointly supported by the communities, social organizations, volunteers and professional social workers which aims to provide better services to residents.

There are 66 social volunteer groups and 24 professional social workers in the Xincheng subdistrict to provide necessary services to residents, according to officials.

### Transparent management

Xincheng subdistrict has committed to establishing a standardized and transparent community management system to provide clarity on operational procedures.

It has issued a 120-page guide with 26 management rules to regulate the Party committee's work. Local authorities believe the guide will help local Party committee members understand how to do their work more effectively.

Xin Yali, director of Dongjinma neighborhood committee, said that residents were concerned the authorities could not maintain fairness in how the communities' funds were spent and allocated before the guide was introduced. The guide has helped to eliminate residents' concerns.

"The transparent government service model ensures residents know where their money goes and how we plan to spend government funds," said Wang Yan, Party secretary of Qingxin community. "Residents are the decision makers in community management."

Xincheng subdistrict's efforts in promoting transparent government work have paid off. Thirteen key demolition and relocation projects that cover 55.7 hectares were completed on time. Six unregistered goods trading markets were removed and two agriculture products trading markets were built last year.

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State Weifang High-Tech Industrial Development Zone



Journalists from Japan and South Korea visit Weichai Power in Weifang, Shandong province on June 27. PHOTOS BY WANG QIAN / CHINA DAILY

## Media impressed by zone's youthful vigor

By ZHUANTI

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More than 20 journalists from Japan and South Korea visited Weifang in China's Shandong province, from June 26 to 29 to promote communication and trade between the three nations.

The journalists were from 11 media outlets in Japan and South Korea, including The Mainichi Shimbun, Business Magazine, the Korea Herald, Korean Broadcasting System and JoongAng Ilbo. They had an opportunity to see Weifang's achievements in culture, economics, technology and innovation during the four-day trip.

On June 27, the media group visited several pioneer businesses, including Weichai Power, Foton Shandong Multifunction Plant and Sunshine Union Hospital in the Weifang High-Tech Industrial Development Zone. They were informed about the companies'

development histories, innovation efforts and future development.

The Weifang zone was among the first batch of development zones approved by the central government in 1992. It plays a key role in supporting Weifang's cultural and economic development. The zone has developed five core industries: vehicle equipment manufacturing, acoustics and optoelectronics, biotechnology, software information and new material. Annual sales from vehicle equipment manufacturing alone will reach 100 billion yuan (\$15 billion) by 2020.

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

The high-tech zone is also responsible for building the only innovative semiconductor industry base in China.

### What they say

**Editor's note:** Foreign reporters at the Discover Weifang event, which was co-sponsored by China Daily and the Publicity Department of Weifang, share their impressions of the state-level Weifang High-Tech Industrial Development Zone during a visit there on June 27. **Yang Cheng** and **Zhao Ruixue** report.

I was impressed by the young engineers during the visit to the multifunctional vehicle assembly line at Foton, a leading automaker in China based in Weifang. Their average age is only 28, while in the United States I often see older generations working on assembly lines. I was further impressed by their pride and their belief in the choice to work there, which they say could benefit their careers in the future.

**Ian Callison**, foreign expert, *China Daily*

What impress me most are the vision of the local government and the zeal the local government has to keep the investment going. The scale of the projects, like the multifunctional vehicle assembly base of Foton and the Weichai Group, really impresses me. The Weifang Hi-tech Industrial Development Zone is a very attractive place for investment.

**Yoon Minsik**, reporter, *The Korea Herald*

At the state-level Weifang High-Tech Industrial Development Zone, the most prominent feature is the young generation and the fast speed at which they work. For example, each worker on Foton's assembly line can finish their work for each car in three minutes. Their energy indicates the future of the zone.

**Yun Eunsook**, reporter, *AJU News*

I did an exclusive interview with a senior official with Weichai Power

and paid a visit to the grand showroom of the company. After that I believe companies at the zone such as Weichai are as competitive as Samsung and LG in South Korea.

**Im Chaeyeon**, reporter, *JoonAng Ilbo*

The Sunshine Union Hospital is so clean, which is an important factor for attracting investment. The hospital is jointly run by an insurance organization and the local government. The running model is good and will have great development potential. Beiqi Foton's auto factory here has very nice and advanced production line, which is much better than I expected.

**Amano Sonoko**, editor, *The Mainichi Shimbun*

The high-tech industrial zone has very competitive companies, which really impresses me. I think there must be sound infrastructure and living environment that are suitable for these companies' development. And one suggestion from me is it will be better for local government to foster industrial features, which will be helpful to attract more investment.

**Wang Xin**, reporter, *Korea Industry News*

The state-level Weifang High-Tech Industrial Development Zone is quite clean, efficient and advanced. I have been to two companies, Weichai and Foton, and the Sunshine Union Hospital. I was impressed by the modernized, high-tech zone. I believe it represents the future of China. Through the visit, I realized that China-ROK and Japan trade will continue to grow.

**Collins Alexander**, reporter, *Inter Media Japan*

