

Briefly

Weichai wins golden award

Weichai Power, a vehicle components developer in the Weifang Hi-tech Industrial Development Zone, obtained the 2017 China Trademark Golden Award — Innovation Award, on June 30. The award, launched by the State Administration for Industry and Commerce and the World Intellectual Property Organization in 2011, is the top trademark-related prize in China's commerce industry. Weichai Power is the only equipment manufacturing business in Shandong to win the award. Weichai Power has long been promoting its brand building over the years. The company had registered 1,400 trademarks in China by the end of April.

Rock drilling lab efforts recognized

Tianrui Heavy Industry's Rock Drilling Machinery Engineering Lab was recognized as a provincial-level lab by the Shandong government. Eight labs in the Weifang Hi-tech Industrial Development Zone have undergone such reorganization. Tianrui has vowed to continuously upgrade its technology and promote the industrialization of research results to enhance its competitiveness.

Self-service taxation in use

The Administration of Taxation of the Weifang Hi-tech Industrial Development zone launched the second 24-hour self-service taxation service spot in June to provide more convenience to taxpayers. The first spot in the zone, which is also the first in Shandong province to offer 24-hour service, was put into use in April. Each spot has two taxation-service terminals, which allow taxpayers to print and purchase value-added tax invoices and ordinary invoices by themselves. There will be eight more taxation-service spots in the zone in coming years. More than 260 value-added tax invoices have been issued to taxpayers through those tax service spots, according to the zone.



Hungarian model Viktoria Varga visits Goertek on July 29 and tries out the company's VR products. PROVIDED TO CHINA DAILY

Goertek leads way in VR

Breakthroughs include recently released ultra-small air pressure sensors used in smartphones, wearable devices, drones, Tang Zhihao reports.

Goertek, a precision component and wearable-devices solutions provider in the Weifang Hi-tech Industrial Development Zone, has made great achievements in its industrial upgrade and transformation processes.

The company — which is listed on the Shenzhen Stock Exchange — released an ultra-small air pressure sensor on July 10. The sensor can provide lower energy consumption and higher precision solutions for products including smartphones, wearable devices and drones. Goertek said the company sold nearly 1 billion units of the sensor in 2016.

"Goertek is now a leader in virtual reality and augmented reality industry," said Jiang Bin, chairman of the board of directors at the company. Jiang added Goertek has made breakthroughs in quite a few emerging technology fields. It is one of the top VR headset suppliers in the world in term of sales volume. With support from Weifang, where the company's headquarters is located, Goertek plans to construct a Goertek VR Industrial Park, in an effort to promote the VR industrial chain in the region.

Staying ahead

Goertek, a key acoustic product manufacturer known to supply some of the world's leading companies, saw its annual compound

growth rate of net profit reach 75 percent between 2010 and 2014. However, with the slowdown in the smartphone and tablet markets, the company's growth rate also slowed down in 2015.

"Goertek benefited from its big clients strategy," Jiang said. "However, we have been looking for other ways out."

The management at Goertek believes that development and applications of new technologies such as VR and artificial intelligence in different fields will strongly support its growth in the coming years.

In 2016, the company expanded its product portfolio from acoustics to robotic and automation products, AI, VR and AR, smart wearable products, among other things.

Goertek also established close relationships with global leading smart technology developers aiming to support its industrial market and transformation plans.

This year, Goertek entered into a strategic relationship with United States' Kopin by acquiring a 10.1 percent stake in the company in April, becoming the largest shareholder. The partnership will enhance Goertek's competitiveness in the wearable devices sector.

In 2015, it acquired AM3D, a Denmark company specializing in 3-D audio technology development, to provide more advanced solu-

68.33 percent

increase year-on-year in Goertek's overall income in the first quarter this year

tions to its VR businesses.

In 2014, Goertek acquired Denmark's Dynaudio Holding to strengthen its position in the high-end speakers market.

Global R&D centers

Goertek is taking measures to boost its research and development capacity and to keep it one step ahead of its competitors.

In the first quarter of 2017, Goertek's R&D expenditure reached 379 million yuan (\$56.4 million), accounting for 8.36 percent of its overall quarterly income.

The figures provided by Goertek show that the company's overall turnover reached 4.53 billion yuan in the first quarter of 2017, an increase of 68.33 percent year-on-year.

Apart from establishing R&D centers in China, Goertek also invested heavily on building up R&D centers in developed countries such as the United States, South Korea and Japan. Every R&D center has its unique advantages and is serving different business units in Goertek. For instance, the R&D center in Japan focuses on the acoustics and mate-

rials fields. The one in Taiwan focuses on application-specific integrated circuits, micro-electro-mechanical systems and optics. The one in Beijing has an emphasis on acoustics, algorithms and software.

Goertek also strengthened its partnerships with leading domestic and overseas institutes and universities to support its talent pool expansion and core technology development.

On July 21, the company signed an agreement with the Beihang University and Weifang government to build a research institute in Weifang to promote robotic and smart technologies development.

"The institute will support China's smart technology industry development and strengthen Weifang's innovation capability," said Liu Shuguang, Party chief of Weifang. "It will help Weifang to accelerate steps in replacing old economic growth drivers with new ones."

Contact the writer at tang-zhihao@chinadaily.com.cn



Professional services at auto industrial park boost firm's success

By TANG ZHIHAO

Shandong Fuxiang Powertrain, the first company to move into Shengrui Transmission's Auto Gearbox Industrial Park in June 2016, has reaped great benefits from the park's professional services over the past year.

The joint venture created by Shengrui Transmission and Shandong Futong Electric mainly focuses on transmission case and valve body production.

Figures provided by Fuxiang show that the company is capable of producing 150,000 sets of transmission cases and valve bodies by the end of June, about 50 percent higher than designed annual production capacity.

The management of Fuxiang said the company has enjoyed excellent and professional services in the park, which strongly supported its development over the past year.

Representatives from Fuxiang said industrial waste treatment was one of the major problems that concerned the company before it launched production in the industrial park. Professional waste treatment companies were not willing to serve it because its volume is too small, according to Fuxiang.

"The park operators introduced professional waste-treatment services and cutting equipment suppliers to us, so we can focus on our production," said Dong Qi, general manager of Fuxiang.

Strong government policy support is another key reason for Fuxiang's satisfaction with the park.

Normally, it would take a vehicle component manufacturer two to three years to build a production plant and launch operations in Weifang. However, the whole process took Fuxiang less than one year.

"The zone's government provided strong support. We were allowed to start factory construction before obtaining government approval for the

project," Dong said. "We had to wait for at least one year to receive approval in previous years."

To support Shengrui's development, Fuxiang also applied high standards in production plants construction.

A constant-temperature workshop, with a 120 million yuan (\$17.84 million) investment, was built by Fuxiang so as to provide high-quality vehicle components to Shengrui.

Renato Garallo, who is in



The park operators introduced professional waste-treatment services ... so we can focus on our production."

Dong Qi, general manager of Fuxiang

charge of Shengrui's quality control and once was a quality control engineer at Italy's Fiat, was impressed by Fuxiang's constant-temperature workshop, according to Dong.

Garallo believes the workshop established a solid foundation for Shengrui to enhance its product quality, Dong said.

The industrial park was formally put into operation on July 1. Nine companies from all around China have agreed to launch operations in the park. Besides Fuxiang, Hangzhou Sanpool CNC Equipment, a machinery producer, and Wuxi Lintex Auto Parts have moved into the park. The total investment will be 3 billion yuan, according to Shengrui.

Cui Chengwang contributed to this story.



A technician with Shandong Fuxiang Powertrain tests a transmission case. PROVIDED TO CHINA DAILY

Authorities accelerating pace of approval for key technology projects

By TANG ZHIHAO

The Weifang Hi-tech Industrial Development Zone is taking measures to enhance government service quality in the hopes of bringing more vitality to the local economy.

The local government is making efforts this year to reduce key project approval time, strengthen communication between government officials and businesses, and encourage government staff members to take more responsibility in their work. The moves have received positive feedback from businesses.

Reduced processing time

Zhang Gang, a department head from Goertek, said he never imagined receiving approval for the company's dormitory building construction within 20 days.

In previous years, companies could wait for half a year to get

final project approval because the applications have to be processed by many administrative departments, according to local officials.

"The project's early approval will help a great deal in the development and market occupation of the company," Zhang said.

To accelerate key project approval speed, the zone classifies its approval procedures into five steps — project establishment, land use planning, project planning, construction permission and appraisal tests — and then integrates the submission, notification, approval and charging of fees, to be finished within a designated time period.

Chen Jiancheng, director of the zone's government affairs service center, said 21 project applications have been processed under this new model so far this year. Total investment in those projects reached 2.99 billion yuan (\$446.51 million).



A staff member at the Weifang high-tech zone's government affairs service center helps a representative from an enterprise go through the integrated approval process. PROVIDED TO CHINA DAILY

Oriented service

This year, the zone has specifically required some senior government officials to establish direct contact with key companies to ensure they could react to businesses'

requests effectively. The effort is expected to benefit 329 key projects and 205 businesses in the region this year, according to the zone.

Guo Hui, a staff member of the zone's department of orga-

nization, who is in charge of government staff members' work performance assessment, said that responsible government officials have to visit businesses every week and collect the latest information

2.99b yuan

total investment in 21 project applications approved this year

about projects. They are also required to provide solutions to problems that occur during construction processes.

The mechanism has helped businesses solve more than 100 problems in less than half a year, according to local officials. Feedback shows that businesses are satisfied with this new mechanism.

"Officials from the zone's Economic Development Bureau visit us several times in a month. They help us to go through possible problems in advance so our new projects can progress more smoothly," said Yang Chunhong, a proj-

ect manager from the Weifang Special Steel Group.

The zone has developed mechanisms including error-tolerance techniques and new performance assessment arrangements to encourage government staff members to be more responsible. On the other hand, it has mechanisms to evaluate and penalize officials and government employees whose productivity fails to meet the required standards.

Guo Yajing contributed to this story.

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

