

Parks bring greenery to city living in tech zone

By YUAN SHENGGAO

The Weifang Hi-tech Industrial Development Zone is adding more parks to the city map to upgrade local living standards and improve the environment.

The zone plans to build 38 small parks in urban areas this year, with a total investment of 55 million yuan (\$8.31 million). Among them, 35 are pocket parks, which are tiny green areas usually built on irregular pieces of land. The other three will occupy larger areas and offer more supporting facilities, according to the local authorities.



We will take measures to ... bring more happiness to local residents."

Wang Gang, deputy director of the Urban Construction Bureau at the Weifang high-tech zone

38 parks

planned to be built in the Weifang high-tech zone in 2017

Twenty-five pocket parks were put into use on Oct 15.

The park construction project is one of the first 16 livelihood enhancement projects promoted by the zone's administration this year. The parks will provide more space for local residents to exercise, will upgrade the local environment and will enhance people's quality of life.

"There was no park near my home in previous years. We had to walk along a large road, which was not safe and the air quality is bad," said a local woman surnamed Liu.

The park near Liu's home, named Zhiwei Park, involved 6 million yuan in investment. Being people-friendly and natural, and incorporating sponge city technology were key concepts considered in the design phase.

"I spend more than two hours in Zhiwei Park every day. It is a quiet and comfortable place," Liu said.

The zone applied high standards in the park construction processes. The parks not only have green land but also all the necessary facilities.

Landscapes in the Zhezhi Yuangui Park, a pocket park in the zone, were inspired by folded paper. The spaces for people and plants are integrated to ensure comfort.

In addition, the plants in the parks were selected to better decorate the city and roads, according to Wang Wei, a staff member from the greenery project office of the zone's Urban Construction Bureau.

"We will take measures to enhance the zone's living environment, upgrade city life standards and bring more happiness to local residents," said Wang Gang, deputy director of the bureau. "We will promote city image upgrade work with international thinking, to build an environmentally friendly high-tech zone."

Zhuang Jian contributed to this story.



Children play with sand at Min'an Park — a pocket park in Weifang. PROVIDED TO CHINA DAILY



A Weichai worker operates an engine production line. PROVIDED TO CHINA DAILY

Weichai aims for 200b yuan in sales revenue

Company looks to honor 19th National Congress of CPC with record this year

By YUAN SHENGGAO

Weichai Group, China's leading automobile and equipment manufacturer, has set itself the goal of achieving 200 billion yuan (\$30.21 billion) in annual revenue this year, to pay tribute to the 19th National Congress of the Communist Party of China.

Tan Xuguang, chairman of State-owned Weichai, said that General Secretary Xi Jinping's report to the congress on Oct 18 is an action guide for the future.

Tan said Weichai's employees are encouraged by China's plans to deepen supply-side reform and speed up modern manufacturing industry development. Reform, innovation and big capital investments are key elements supporting Weichai's development, he added.

"Our research institute undertakes nearly 170 development projects every year," said Zhang Xiaoping, director of the comprehensive administrative office of Weichai Engine Technology Research Institute.

Figures provided by the group show that more than 5 percent of its annual sales revenue is re-invested in research and development.



Weichai is developing an international, diversified, innovative and open business."

Claudio Operti, director for technology and engineering management at Weichai Power

162.9b yuan

sales revenue of Weichai in the first three quarters in 2017

Total investments in core technologies and enhancing product reliability reached 15 billion yuan over the past 10 years.

Weichai has established the only national key internal combustion reliability lab, national enter-

prise technology center and national commercial vehicle power train technology research center in the industry in China.

Weichai has achieved outstanding results in overseas exploration by implementing three international strategies — increasing export trade volume, global mergers and acquisitions, and building production plants in overseas markets.

In 2009, its subsidiary Weichai Power acquired French marine engine developer and producer Moteurs Baudouin.

In 2012, Weichai Power bought a 25 percent stake in German forklift-maker Kion for 467 million euros (\$556.86 million) and a 70 percent controlling stake in Kion's subsidiary Linde Hydraulics, for 271 million euros.

In the same year, Weichai purchased a majority stake in Italian yacht-maker Ferretti, to tap into the luxury yacht sector.

"Weichai is developing an international, diversified, innovative and open business," said Claudio Operti, director for technology and engineering management at Weichai Power.

The group has maintained strong business

growth since 1998. The State-owned enterprise's annual sales revenue surged from 10 billion yuan in 2004 to 100 billion yuan in 2013.

In the first three quarters of this year, Weichai's sales revenue hit 162.9 billion yuan, a year-on-year increase of 83 percent.

As the 19th National Congress of the CPC has guided the development direction of Weichai, Tan called on all employees to strive to achieve 200 billion yuan in sales revenue in 2017.

Wang Shijie, a Weichai employee who won the National May 1 Labor Medal in 2007, echoed Tan's call. He said the workers will spare no effort to achieve the 2017 sales target, while ensuring product quality.

Wang Weidong contributed to this story.



Local government's guarantees boost financing options

By YUAN SHENGGAO

Weifang Hi-tech Industrial Development Zone is providing more financial support to outstanding local businesses to boost their development.

The zone released a guideline in 2016, supporting small and medium-sized enterprises that have high growth potential in the region.

The zone's authorities then identified those SMEs that have financial needs and classified them into three types — A, B and C — according to their tax payment records, bank credit and other measurements.

"A-type businesses have independent intellectual property and sustainable research and development capacity. They have core competitiveness and strong growth potential," said Zhang Xia, director of the zone's investment and financing management service center. "Those companies are taking steps to find shareholders or list on a stock exchange. They have high credibility and have attracted investors."

Zhang said A-type companies will enjoy priority in obtaining government support, such as risk compensation and financial guarantees.

Two companies in the zone were listed as A-type companies.

HOACO Automation Technology, a precision equipment maker, was one. Guaranteed by the zone, HOACO obtained a 20 million yuan (\$3 million) bank loan in August this year.

"We achieved 50 percent production output value growth in 2016. However, we cannot serve market demand because we do not have sufficient production capacity," said Tian Rouxin, assistant to the general manager at the company.

Tian said that HOACO is an asset-light technology company that does not have much collateral to secure loans.

"We could obtain no more than a 4 million yuan bank



Model innovation is very important in supporting financial technology development."

Zhang Xia, director of the investment and financing management service center at the Weifang high-tech zone

loan even if we found guarantees, which could not solve our company's problems," Tian said.

Supported by the high-tech zone's government, HOACO finally received the necessary bank loans without collateral. The zone's finance office joined hands with a local privately-owned credit re-guarantee company to provide the guarantee for HOACO.

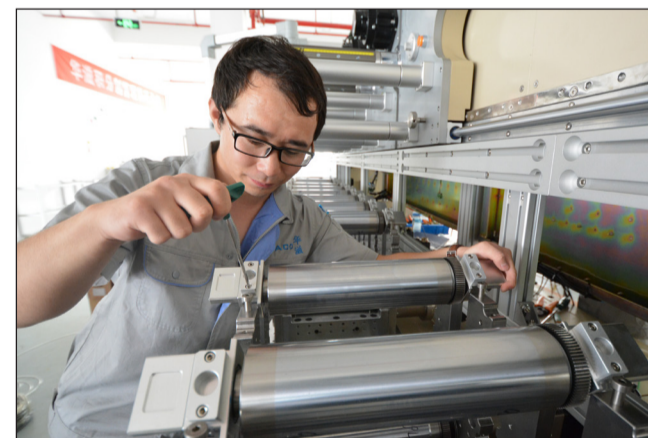
"We are the first company in the zone to obtain loans under this new model. We are satisfied with the results," Tian said.

Many companies in the zone have obtained funds under the zone's new service model.

"Model innovation is very important in supporting financial technology development," said Zhang. "We are exploring ways to give rational and professional support to promising businesses so we can better use limited government and financial resources."

Zhang said the zone works continuously to improve its business environment and develops new policies to serve companies' financial demands. The efforts will encourage businesses to participate in capital market exploration.

Guo Yajing contributed to this story.



A technician of HOACO Automation Technology tests equipment. PROVIDED TO CHINA DAILY

GoerTek's Party members support long-term growth, responsibility

By YUAN SHENGGAO

GoerTek's Party-building work has strongly supported the company's long-term growth in the past 16 years, with Party-member employees aiding in its overseas expansion efforts.

GoerTek is a leading precision component and wearable-devices producer based in the Weifang Hi-tech Industrial Development Zone, in Shandong province. Established in 2001, the company has 65 Party members on its management team. Among them, four are core company decision-makers. "Party members have made indelible contributions to GoerTek's development," said Jiang Bin, chairman of the company.

For GoerTek, its growth could not have been achieved without the support from its Party members.



We want to change those white-collar workers into 'red-collar' workers to support the company's innovative development."

Sun Hongbin, Party chief at GoerTek

The company launched a large client-focused management strategy in 2003, aiming to expand its global market share. Party members such

as Sun Hongbin and Gao Xiaoguang formed a team to explore the overseas markets at that time. The company's first targeted overseas client was LG in South Korea.

"LG has very strict supplier selection procedures. Normally, it takes a year to select a new supplier," said Sun, Party chief at GoerTek.

Sun recalled that foreign competitors achieved high daily production automation rates in 2003, while most of GoerTek's work relied on manual operation.

Sun and his team did not give up. They focused on enhancing product quality and establishing an automation system. Their efforts finally won recognition in South Korea's market. GoerTek then entered the United States and Japan, becoming a supplier for Samsung and Sony.

GoerTek has paid significant attention to strengthening its daily Party-building work. Employees are required to participate in outdoor training activities every week to better understand the importance of cooperation and learn how to better face challenges.

GoerTek's Party school was established in 2009 to provide training courses to employees. It also has 17 Party branches to conduct activities for Party members.

"In recent years, GoerTek has focused on recruiting Party members among its high-ranking management members and research and development professionals," Sun said. "We want to change those white-collar workers into 'red-collar' workers to support the company's innovative development."

Liu Xiaolan, a Party branch

head in GoerTek, has worked at the company for more than 10 years. She always takes a leading role in working overtime, supporting talent training and conducting talks with other staff members.

Liu started to work at GoerTek as an ordinary workshop employee. She passed her exams and became a student at GoerTek's Party school.

For many electronics manufacturers, how to retain employees has long been a problem.

"Serving employees' demands is our focus," said Xu Xiaofeng, deputy Party head of GoerTek.

The company has implemented employee share incentive plans and built residential communities in the past few years. It has invested more than 400 million yuan (\$60.37 million) in construct-

ing a Party activity support center, kindergartens, clinics and restaurants for employees.

GoerTek said it has been committed to strengthening its corporate social responsibility over the past few years. The company's total donations to date exceed 12 million yuan and it has launched more than 200 charity events.

Guo Yajing contributed to this story.

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