

Weifang streamlines government service model

High-tech zone puts focus on making business operations easier

By YUAN SHENGGAO

By redesigning a new government service model to bring more convenience to businesses, Weifang Hi-Tech Industrial Development Zone in East China's Shandong province has improved its economic agility, according to local officials and entrepreneurs.

Zhang Chao, who planned to open a fruit and vegetable distribution center in the high-tech zone, applied for a business license at the zone's government service center in August. He was recommended to make the application online via a WeChat app, allowing him to significantly shorten the waiting time. With support from staff members at the service center, he obtained the business license within half an hour.

902 officials

from Weifang Hi-Tech Industrial Development Zone's government established contacts with more than 3,000 local companies as of the end of August

The zone, which launched online business registration services in 2018, is working to provide mobile services to more companies this year.

The official WeChat service platform used by Zhang is the result of the zone's continuous efforts, allowing businesses to choose express delivery services and have documents sent to designated addresses to further save time.

Many locals have benefited from the zone's new service model this year, according to the zone's officials.

Similar mobile services are also available for companies who want to make declarations to write off their businesses. A total of 45 days after making declarations online, companies can visit government service offices to write off their registration.

Local officials said they hope "everyone who can use WeChat can use the platform".



Home to such renowned manufacturers as Weichai and Goertek, Weifang high-tech zone is an important industrial base in Shandong province. PROVIDED TO CHINA DAILY

Apart from improving business registration processes, the zone's government also introduced a new mechanism in April to strengthen interaction among government staff members and companies.

By the end of August, 902 government staff members in the high-tech zone established contacts with more than 3,000 companies. They were required to find out about companies' demands through various channels including businesses' official websites, face-to-face talks, questionnaire-based surveys and online information collections. For matters needing support from different government departments, the zone promised to give solutions or feedback in three to five days.

To date, a total of 251 requests were put forward by 185 compa-



**WEIFANG
Hi-TECH
INDUSTRIAL
DEVELOPMENT ZONE**

潍坊高新技术产业开发区

nies. Among those, 216 were solved.

The high-tech zone also introduced a comprehensive online service platform this year, aiming to better serve companies. One of its functions is allowing companies to



A high-tech zone civil servant helps a company representative apply for a business license. PROVIDED TO CHINA DAILY

make requests online and choose a government department to provide solutions. Departments which receive a request have to review it and give a response or solution within three days, if the matter is under their administration. If the matter is out of a department's service range, notices on how to further the procedure have to be given to companies in six hours.

Departments which cannot give feedback on time will receive warnings, according to the zone's economic and development bureau.

Looking ahead, the high-tech zone will continue to introduce new mechanisms to promote regional economic growth, local officials said.

Yin Tingting contributed to this story.

Traditional culture is celebrated at festival

By YUAN SHENGGAO

For many local residents in the Weifang Hi-Tech Industrial Zone in Weifang city, Shandong province, the Mid-Autumn Day on Sept 13 is not just a day for family reunion, but also a day to learn about traditional culture.

Weifang people have unique ways to celebrate the annual Mid-Autumn Day.

One is to gift handmade steamed buns decorated with dates to friends and family members to wish them a happy and lucky year. Local people call this practice *nian yue er*.

The specially-made steamed buns are fashioned in different shapes like rabbits and flowers.

Locals called the buns *yue er*, which literally translates to "the moon". And *nian yue er*, or *nian yue*, means worshipping the moon.

This year, the zone launched the first *Nian Yue* Festival to mark this unique tradition.

A series of cultural events including a stage performance, a steamed buns making contest, a folk forum, a photography expo and a cycling competition were organized to celebrate the festival.

Local officials said the events will help promote the local traditional culture across all generations.

Twenty families were invited to a *yue er*-making contest on Sept 8. Children had a lot of fun by designing rabbits, hedgehogs and even sweet osmanthus-shaped steamed buns, according to the zone's officials.

"When I looked at those children, I felt like I was back in my own child-



Top: Local artists stage a show to celebrate the Mid-Autumn Festival. **Below:** A show of local snacks during the Mid-Autumn Festival attracts many visitors. PROVIDED TO CHINA DAILY

hood. I recalled sweet moments when my mom made buns for me," said Huang Dongmei, a resident in the zone. "Those children demonstrated their talent in designing the buns. I hope this tradition can be passed on from generation to generation."

Zhang Xueqi, a student from Zhuo Jing School, made a bun with six flowers, including one sunflower, which is the school flower of Zhuo Jing.

"I wish for all of my friends to have happiness throughout the year," Zhang said.

A ceremony was held on Sept 11 to celebrate the opening of the *Nian Yue* Festival. A music video, created

by composer He Muyang and sang by Deputy Director of the All-China Federation of Trade Unions Art Troupe Huo Jing, impressed the audience.

Gao Liyuan, an official of Qingchi subdistrict in the zone, said the *Nian Yue* Festival gave a big boost to local traditional culture.

In recent years, local culture such as paper-cutting has been promoted by the zone's government.

The zone's officials hope to boost regional economic development by creating cultural confidence among residents. In 2019, the zone ranked No 21 among 168 national-level economic zones in China.

Hydrogen buses bolster zone's green development credentials

By YUAN SHENGGAO

A bus fleet consisting of 12 hydrogen fuel cell-powered vehicles was rolled out to residents in Weifang on Aug 23, injecting new energy into the city's efforts to replace old economic drivers with new ones.

Industrial insiders have said the emerging hydrogen energy industry will lead future technological revolution in China.

Local officials said they hope Shandong can foster a competitive hydrogen energy industrial cluster and make itself one of the leading green energy demonstration provinces in China.

The hydrogen fuel cell-powered buses in Weifang were produced by Zhongtong Bus, one of China's leading new energy bus makers. Weichai's newly-developed new energy powertrain systems were installed on these buses. The bus can run 350 kilometers on a single charge, according to local officials.

Weichai, which has mass production capacity of hydrogen fuel cells and related components,

350 kilometers

the range the hydrogen fuel-cell buses can travel on a single charge

1,000+ engineers

work for Weichai's new energy innovation center in Weifang

joined hands with Zhongtong Bus to launch three bus routes in Weifang this year. It also built a charging station which can supply one metric ton of hydrogen a day. The company said more infrastructure facilities, such as charging stations, will be built to serve more new energy vehicles in Weifang.

Weichai, the leading heavy-duty engine manufacturing giant in Shandong province, shoulders responsibilities to support Shandong's industrial upgrading and

transformation. It set a goal to be a leading new energy auto parts maker in 2017, according to the company.

In 2018, Weichai's new energy power industrial park in the Weifang Hi-Tech Industrial Zone was listed among the six key projects recognized by the Shandong government.

Breakthroughs have been reported by Weichai in its development in the new energy sector. Its new energy industrial park in the high-tech zone has a complete industrial chain covering cells, engines, engine control systems, powertrains and automotive production.

It has also established a new energy innovation center in Weifang supported by more than 1,000 engineers.

The company has also built research and development centers in countries such as the United States, Germany and Japan to catch up new industrial trends and attract global professionals in the fuel cell field.

Weichai's efforts have won applause from the central government. It was assigned by the Ministry of Science and Technology to carry out projects on fuel cell engines and vehicles, commercialization and application. It partnered with leading academic institutes in China, such as Tsinghua University, Tongji University and the Chinese Academy of Sciences, and leading automakers such as Zhongtong Bus, to develop key technologies.

Weichai currently owns core technologies in developing solid oxide fuel cells, hydrogen fuel cells and high-pressure direct-injection-based natural gas fueled engines. It has set up a complete industrial chain to produce hydrogen fuel cell-powered vehicles.



A bus powered by hydrogen fuel-cells is used in Weifang city to transport commuters. PROVIDED TO CHINA DAILY