



A resident experiences GoerTek's virtual reality system at the 11th China Weifang Culture and Art Fair held in Weifang, East China's Shandong province, in late April. PROVIDED TO CHINA DAILY

# Weifang zone to charge up new economic growth drivers

Key projects worth billions identified, investment procedures simplified as industrial area fosters growth

By YUAN SHENGGAO

The Weifang Hi-tech Industrial Development Zone is set to develop into a leading demonstration area in eastern Shandong province, in a bid to replace old economic growth drivers with new ones in 2018. The high-tech zone has identified 337 key projects and will focus closely on supporting them in the current year. Zone officials estimate the total investment for the raft of projects will top 200 billion yuan (\$31.6 billion). Projects include a smart factory for Chinese high-tech acoustic company GoerTek's wearable products such as VR headsets, an international component distribution center for diesel engine producer Weichai Group and an engine production facility for automaker Foton Motor. Government officials have been assigned to individual projects in order to solve problems in an effective and efficient manner. Detailed timings and completion times for individual projects are also being set in advance. The zone believes that new

projects are the foundation for promoting its economic upgrade and transformation. Officials say that is why the local government is paying so much attention to supporting the key projects. One example is Weichai's new energy industrial park. The blueprints for the construction of the park include one of China's biggest new energy motor production centers and a world-leading hydrogen-power battery production center. There will also be a commercial vehicle new energy powertrain factory, a cutting-edge new energy forklift plant and a new energy light commercial vehicle production center. Weichai Group President Tan Xuguang said: "The construction of the new energy industrial park is the key project among all the projects in Shandong province, in its effort to transform from old to new economic development drivers." Weichai is not the only market player that has obtained strong support from the zone. GoerTek's new projects include

the smart city project, a photovoltaic industrial park and a smart factory for wearable products are also progressing as planned. Construction of Shengrui Transmission's 300,000-unit annual capacity transmission production line and the second phase of its industrial park is also going well. Shandong has unveiled its economic upgrade plans, which call for more focus on promoting development of 10 industries, including a high-end equipment manufacturing industry and a new generation information technology industry. The zone's industrial development will serve Shandong's efforts to upgrade its industrial base. Weichai's new energy and new materials business, and GoerTek's new generation IT, as well as Weichai and Shengrui and Foton's high-end equipment manufacturing, have all established strong positions in their respective fields. Companies in the zone realized significant business expansion last year. Weichai reported more

than 220 billion yuan in sales revenue in 2017, up 65 percent year-on-year. GoerTek reported 42.9 percent growth year-on-year in revenue, while Weifang Special Steel Group announced a 17.9 percent year-on-year increase in sales. Foton, meanwhile, posted 14.4 percent year-on-year higher revenue in the high-tech zone, while Shengrui reported 14.1 percent year-on-year sales growth. Apart from the big companies, small and medium-sized enterprises in the zone are also endeavoring to be future business leaders. Huisheng Group has become a major force in developing insulation materials for voltage transformers in China. Power HF, a company specializing in diesel engines and manufacturing generators, plans to be listed on the main boards of China's stock markets. Officials say the zone has consolidated its business registration processes and has integrated multiple certifications and licenses into one consolidated business license, making it easier for companies and individuals to apply.

In addition, the zone has further simplified its procedures for investments in six sectors, such as public schools and the upgrade of shanty towns. Tailor-made recruitment policies are also available for companies to hire more high-caliber professionals. Weichai plans to recruit international technical experts and industrial leaders to build a team of 2,000 to 3,000 engineers. Officials say that in the coming years, the zone will continue to promote reforms of its services, innovate its administrative model and push its economic upgrade forward.

Liu Jie and Zhou Jinjiang contributed to this story.



# Supermaly goes all out to embrace tech innovation capability

By YUAN SHENGGAO

Shandong Supermaly Generating Equipment Co, located in the Weifang Hi-tech Industrial Development Zone, has been strongly engaged in technological innovation in order to strengthen its market competitiveness. The company joined with professor Zhang Junhong from Tianjin University in work to further reduce the noise from power generating equipment, from levels of 100 to 125 decibels to less than 60 decibels. Its newly designed power generator is also 8 percent smaller in size than the previous model, according to the company. "Reliability and noise levels are two key elements in evaluating the performance of a power generator," said Cao Zhengkun, director of technology development at Supermaly. "We are working hard to reduce noise to boost our market competitiveness."

Supermaly invests about 6 percent of its profits into research and development each year. It has partnered with leading universities and institutes such as Tsinghua University, Shandong University and Tianjin University to support its R&D. Its efforts have generated returns. The company has developed more than 200 types of products in five categories and won 24 patents and four inventions. It has obtained ISO9001:2008, CE and SONCAP certification. Supermaly was established in the zone in 2007, as a company specializing in the assembly and trading of combustion engine power generating equipment. "We were a trading company for power generating equipment," said Yin Aijun, general manager of Supermaly. "We depend a lot on component producers. We've had

**“We will continue to strengthen our competitive advantages.”**

Tian Min, director of the Comprehensive Administrative Department at Supermaly

to advance our key technologies so as to grow and become stronger." Supermaly's managers decided to transform the group from a power generating equipment trader to a manufacturer. "It took us three years to increase sales revenue from more than 10 million yuan (\$1.58 million) to more than 100 million yuan, by promoting technological innovation," said Tian Min, director of the Comprehensive Administrative Department at Supermaly. "Our sales network has been expanded to more than 60 countries and regions in Asia, Africa and America." Tian said innovation played a significant role in supporting Supermaly's development over the past decade. Supermaly set out to promote innovation in its projects, management and quality in 2018 to replace old business growth drivers with new ones. "We will continue to strengthen our competitive advantages and we plan to enter into the new energy sector," Tian revealed. Supermaly has partnered with a research institute in Beijing to develop a new energy vehicle mobile power station, based on big dipper positioning. Relevant tests, which will support the company's development in the new energy industry, are almost done, Tian said.

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Zhang Jiawen contributed to this story.



A technician at Supermaly repairs a high-voltage power generator. PROVIDED TO CHINA DAILY

# Training programs helping unemployed keep on working

By YUAN SHENGGAO

Weifang Hi-tech Industrial Development Zone has implemented a series of professional training programs aimed at unemployed people seeking to refresh their skillsets and get back to work. Zhu Xueying, 48, gained employment in 2015 at foreign-invested Knowles Electronics (Weifang) Inc as a factory worker. After the company adjusted its business strategy in 2016, Zhu was made redundant and faced a heavy financial burden in supporting her two school-age children. Zhu registered to take a free job training course offered by the zone during Spring Festival in February, requiring her to take 48 lessons in five weeks to obtain a certificate. "I do not have professional

skills, which makes it hard for me to find an ideal job," Zhu said. "Without sufficient skills, the only job available for me is as a sanitary worker. I am thinking about opening a small business after the classes and am much more confident in job hunting." Sun Huafeng, deputy principal of Weifang Happy Service Job Training School, which runs the training, said: "We are here to provide useful job skills to residents. Our training programs are going well with support from the zone." He added that the school teamed up with the local Yuandu community in 2008 to provide job training programs for residents. The community provides classrooms and the school provides the teachers. The school provides courses such as baking and childcare.



Students of the training program at Weifang's high-tech zone display their handmade dim sum. PROVIDED TO CHINA DAILY

**“We are here to provide useful job skills to residents.”**

Sun Huafeng, deputy principal of Weifang Happy Service Job Training School

In the past few years, the Weifang Hi-tech Industrial Development Zone has taken a series of measures to train more and more redundant workers to help them regain employment. The zone has also paid close attention to creating job opportunities, launching favorable policies and

improving its training and services. In 2017, the zone provided 2.06 million yuan (\$323,900) in subsidies to companies offering positions to people who have experienced difficulties in finding employment. Zhuang Jian contributed to this story.

# Area spends big to lure talent

By YUAN SHENGGAO

The Weifang Hi-tech Industrial Development Zone unveiled its latest talent attraction plans recently, with the aim of expanding its pool of skilled professionals. The two policies include improved benefits for urgently needed talent as well as greater government support for university graduates seeking to start a new business in the zone. Under the new rules, additional annual subsidies will be provided for bachelor's, master's and doctorate degree holders from 23 universities listed in China's Double First-class Project who fill urgently needed positions in the zone. The subsidies for degree holders are 30,000 yuan (\$4,710), 50,000 yuan and 80,000 yuan respectively. The much-needed occupations list identifies students from 15 majors including the fields of software, photovoltaic, electronic engineering, mechanical design, automation and vehicle engineering. And all are closely linked to

**15 university majors** are training students to become talents in areas needed in the high-tech zone

port consultations, financing matching services, a one-off startup subsidy and property purchase subsidy of up to 250,000 yuan. Startup projects deemed excellent by the committee will be granted an additional 50,000 to 100,000 yuan in funds. In the past few years, the zone has had success in improving its business environment and attracting talented professionals. Presently, the zone has attracted 33 experts listed in China's One Thousand Talents Plan, six professionals listed in the Ten Thousand Talents Plan and eight experts recognized by an innovative talent promotion project run by the Ministry of Science and Technology. Tocommentorcontribute, please email wangqian2@chinadaily.com.cn or call +86-531-58775018.

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