

China in the new era: beautiful new Hainan, shared new opportunities



Lingshui modern agriculture demonstration zone in Hainan is a national-level modern agriculture industrial park. CHEN SIGUO / FOR CHINA DAILY

Tropical agriculture bears fruit for farms

By YUAN SHENGGAO

As the traditional festival of Chinese Lunar New Year draws nearer, Li Moci, a farmer from Chengmai county on the tropical island province Hainan, is at his busiest all year, picking green peppers from his 2-hectare farm and selling them to northern purchasing agents at a good price.

Hainan, endowed with a warm climate, is seeing rapid development in tropical high-efficiency agriculture and has become the biggest winter vegetable basket for the whole country, contributing about 3.6 million metric tons of vegetables every year.

Every winter and earlier spring, truckloads and containers of green peppers, egg plants, long beans, hami melons and watermelons are delivered to 170 Chinese cities and sold to 80 countries and regions around the world.

A total of 430 tons of lychee, longan, mango, paw paw and green mangoes were exported from Hainan to Canada, the United Kingdom and the United States while another 960 tons of fresh vegetables of more than 20 varieties were sold to Hong Kong in 2017, according to latest statistics from the Hainan provincial inspection and quarantine administration.

The province is now carrying out supply-side reform and has listed high-efficiency agriculture as one of its main industries. It is reducing the growing areas of rubber, sugarcane, cassava and traditional rice, which are less efficient and with lackluster market demand.

Last year, 10,000 hectares of sugarcane plantation were replaced by other tropical vegetables and fruits, adding the total reduction area to 34,200 hectares in the past three years, according to Xu Yun, head of the agriculture department of Hainan.

"The growing area of winter vegetables has been expanded to 200,000 hectares. The cherry tomatoes in Lingshui, hami melons in Ledong and vegetable carobs in Sanya have achieved good returns of 30,000 yuan (\$4,609) for every 0.06 hectare," Xu said.

Ledong, a county with agriculture making up more than 70 percent of its GDP, and the only national modern agricultural demonstration county on the island, is popular among the tourists for its tropical fruits with fabulous flavor and for being a great area for growing bananas and hami melons in China.

"The county will make new efforts to forge its tropical high-efficiency modern agriculture by promoting branding operations, large-scale planting and standardization. All produce will be cultivated as a branded product," said Wu Chuanzhu, Party chief of Ledong.

High-technology has also been applied to enhance high-efficiency farming on the island. The Nether-



Tourists pick green oranges fresh from the tree at an orange garden owned by Hainan's Haiken Group.

"The county will make new efforts to forge its tropical high-efficiency modern agriculture..."

Wu Chuanzhu, Party chief of Ledong

lands-made Hortimax plant growth monitor system, for instance, has been in operation at the 348-hectare Lingshui modern agriculture demonstration zone ever since its establishment in 2015.

The system monitors the growth of each plant, and decides the right moment to water and fertilizer and uses an intelligent temperature control adjustment system to provide a perfect temperature for plant growth. Each 3.3-hectare plantation needs only one technician to take care of it.

Science and technology are also helping to bear fruit in Lingshui. "The average per-hectare output of Meiyue watermelon can reach as high as 12,500 kilograms, with a market price of 9.8 yuan per kilogram, which is much higher than similar products," said Cai Ying, who is in charge of the produce department in the zone.

The good taste of the produce pushes up the demand, which exceeds the supply, so prices remain high. The leaf vegetables grown in the zone have a six-times higher output and 15 days shorter growth cycle than the traditional planting method.

While in Danzhou of western Hainan, farmers are reaping the benefits of rose growing, with rose fragrances already attracting thousands of tourists in the past year.

In addition, Danzhou has listed more than 10 projects for a total investment of 19.14 billion yuan to promote tropical high-efficiency agriculture, such as magnolia flower, sweet potato and tea plantations. All these projects will be integrated with tourism and other industries.

Liu Cigui, Party chief of Hainan, said the island province has unique advantages in developing tropical agriculture as a leading industry. It will stick to green farming and build Hainan into a demonstration zone for ecological and circular agriculture.

He added the province will also promote in-depth processing, warehousing and logistics services for farm produce. Investments are welcome for in-depth processing of coconuts, betel nuts, peppers, rubber and sea products.



Wuzhizhou Island, 30 kilometers north of Sanya, attracts thousands of tourists from home and abroad every year. PHOTOS PROVIDED TO CHINA DAILY

BEAUTIFUL HAINAN CHASES OUTSIDE EXCELLENCE TO GO GLOBAL

Sanya is developing world-class attractions to entice visitors in the coming years

Sanya, known for its natural tropical landscape in Hainan province, will introduce more world-class attractions to entice visitors throughout 2018.

From overseas, the live multimedia immersive show *Toruk* — The First Flight is one of the events that is coming.

Produced by Canadian acrobatic dance troupe Cirque du Soleil, a leading producer of spectacular live entertainment, the play has fans across the world.

The show, inspired by James Cameron's film *Avatar*, has delighted millions of people in dozens of countries since its premiere in Montreal in 2015.

The famous dance troupe is staging its dynamic new extravaganza in Sanya for three months from Feb 1. The excitement will take place in a huge tent with a stage that stretches 1,858 square meters and can accommodate an audience of 3,600.

A total of 120 performances will be presented to May 1 and the ticket price of this show ranges from 420 yuan (\$64.54) to 1,720 yuan.

Organizers say it is expected to attract 300,000 spectators during the three-month run in Sanya. They say this is the best time of the year, as huge crowds of tourists come to enjoy the warm sunshine, romantic beaches and beautiful tropical landscapes.

With its growing reputation at home and abroad, Sanya is attracting more investment from the outside world.

Leading investment company and Cirque du Soleil business partner Fosun Group is bringing the show to Sanya, a new step underlining its interest in tapping the huge development potential of the city, popularly dubbed as the oriental Hawaii.

Fosun President Qian Jiannong said the show would bring a boost in ticket revenues to Sanya and attract more tourists.

"We also want to improve its international recognition by introducing more international brands," he added. In addition to backing the show, Fosun has invested 11 billion yuan to build the Atlantis resort.

Fosun said the landmark resort project will provide larger-than-life water play, exotic and marine exhibits, and offer rich dining experiences — along the more than 10 kilometer

stretch of beautiful and quiet beaches at Haitang Bay, planned as a world-class resort area in northeastern Sanya.

Construction of the Sanya Atlantis, the third of its kind in the world after the Atlantis resorts in Dubai and the Bahamas, started in 2015. Located about 28 km from downtown Sanya and covering 30 hectares, the giant entertainment complex will welcome its first guests this year.

The province got approval from the State Council to build an international tourism island in 2010. Ever since, the province has striven to internationalize its tourism sector.

It has brought in and nurtured high-end tourism products and upgraded services to international standards, to ensure better travel experiences for visitors, according to Sun Ying, director of the Hainan Provincial Tourism Development Commission.

"Hainan is determined to continue to develop tourism, which is the leading sector of the province's services industry," Sun said.

Zhou Ping, deputy director of the commission, said that *Toruk* — The First Flight would boost Hainan's tropical attractions, which in turn will up their game even more to offer top services to attract investment from premium tourism companies.

In 2018 Hainan plans to foster the construction of performance sites in each of its cities and counties. The three major cities of Haikou, Sanya and Danzhou will develop tourism performance industry clusters, said Ding Hui, director of the province's cultural and sports department.

Heavy investment in tourism complex

Hainan, welcomed as a something of a holiday paradise in China, will invest 13.5 billion yuan to build a 900 km-long tourist road that circles the island.

It will connect the 12 major coastal cities and counties of the island including Haikou, Wenchang, Qionghai, Wanning, Lingshui, Sanya, Ledong, Changjiang, Danzhou, Lingao and Chengmai, in the near future.

About 50 salons will be built along the road, according to a plan released by Hainan Tourism Development Commission, its director Sun Ying said. "We plan to invite international designers to make the designs and

build each salon into a fantastic tourist spot."

She added that Hainan will invest a total of 839.3 billion yuan during the 13th Five-Year Plan period (2016-2020).

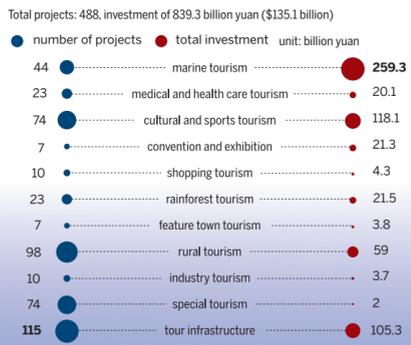
Priorities will be to develop large theme park projects, rainforest theme parks and wetland national parks, new-feature tourism products, cruise tours, island tourist ring roads and greater international tourism marketing in the next five years.

Hainan has extraordinary natural resources to entice visitors, with 25 large-scale scenic spots. However, to date, it has remained largely a sight-seeing tourism island, due to a lack of

Priorities for investment and cooperation

- 1 Large and super-large theme park projects
- 2 Rainforest theme park and national wetland park projects
- 3 Cruise projects
- 4 New tourism formats and new product projects
- 5 Round-island tourism highways
- 6 International tourism market development

Tourism projects in 13th Five-Year Plan 2016-20



Sources: Hainan Provincial Tourism Development Commission CHINA DAILY

These have made it much easier for international tourists to reach the tropical island.

The international flight routes are expected to increase to 100 by the year 2020, according to the Liu Cigui, Party chief of Hainan.

Meanwhile, sea routes to the province have also expanded, with a greater range that covers countries in southeast Asia.

In December, Haikou, the capital city of Hainan, and Sanya, launched cruise routes to link with the Philippines and Vietnam.

Hainan plans to further work with Southeast Asian countries such as the Philippines, Vietnam, Indonesia, Malaysia and Singapore.

Low-altitude flights offer a bird's eye view

Hainan also offers tourists a bird's eye view of some of its most beautiful spots. Tourists can choose either a helicopter or a seaplane to take in the highlights.

Seaplane operator Meiya Air Travel has opened 19 air tour routes.

"Tourists can choose to fly to the Xisha islands in the South China Sea, or see the breath-taking spots in Sanya," said company employee Zhu Jia.

At Haikou, visitors can pay 398 yuan to board a seaplane to witness the grandeur of the volcano park scenery or busy Xuying port.

Developing MICE tourism

Nowadays Hainan's MICE industry — meetings, incentives, conferencing and exhibitions — has entered a new development period, boosted by international expos and fairs.

More than 746 companies from 30 countries and regions participated in the third Hainan International Tourism Island Expo held recently in Haikou. The expo brought in more than one million visitors.

MICE tourism is one of the new tourism formats that Hainan is going to develop in the next five years, according to the Hainan tourism commission.

The province received more than 67.45 million tourists in 2017, up 12.2 percent year-on-year, contributing 81 billion yuan in revenue.

Yuan shengggao contributed to this story.

Hainan's strengths

According to Hainan Provincial Tourism Development Commission, there are nine major advantages for Hainan's tourism industry development, which are as follows:

1. Top-class ecological environment, with its main index on top of the national list.

2. The country's largest special economic zone, granted special rights in local legislature and pilot reform policies.

3. National strategy to build Hainan into an international tourism island and world-class island resort destination.

4. Pivotal position on 21st Century Maritime Silk Road, a sound foundation for cooperation with Belt and Road Initiative countries and regions.

5. Marine tourism: Hainan boasts 70 percent of country's quality sand beaches, two-thirds of the country's sea territorial waters, with 2.2 million square kilometers under its jurisdiction.

6. Tropical resources: possessing the country's only tropical province, with quality seashores and beaches, rainforests, lakes, rare animals and plants, volcano sites and karst caves, geothermal and hot springs, pleasant climate and quality air.

7. The Bo'ao Forum for Asia, the country's most influential platform for informal international political and business dialogues.

8. Integrated planning: the country's first province to conduct experiments in integrated planning for all development projects.

9. Establishment of an all-round pilot tourism province, which makes the island province an integrated tourist destination.

Island eyes more worldwide cooperation

By YUAN SHENGGAO

Hainan will accelerate its opening up by involving itself more closely in economic globalization and the Belt and Road Initiative, enlarging its international friends circle and establish a Pan South China Sea international trade center and logistic hub in the next five years, said Shen Xiaoming, governor of Hainan.

The tropical province has been striving to opening-up since it was established in 1988.

So far, Hainan has established sister relationships with 56 overseas provinces and cities worldwide, including Hawaii in the United States, South Korea's Jeju Special Autonomous Province, Canada's Prince Edward Island, Finland's Oulu Province and the state of Penang in Malaysia.

Hainan will continue to take advantage of the Bo'ao Forum for Asia and the Roundtable Meeting on China-Africa Cooperation to seek new opportunities to promote the development of the island province and to serve the general diplomacy of the nation, the governor said.

The BFA, launched in 2001, has become an important international platform for Hainan to showcase itself and gain global attention.

To be held from April 8 to 11 this year, Hainan will host 11 themed events, including the 21st Century Maritime Silk Road and Island Economy sub-forum, the ASEAN-China governors' and mayors' dialogue as well as the Hainan promotion conference, which are expected to draw important delegates from



Bo'ao Forum for Asia Annual Conference 2018 was announced to be held in Hainan from April 8 to 11. LI XIN/ FOR CHINA DAILY

Southeast Asian countries and domestic provinces.

According to the government report addressed to the annual provincial people's congress that concluded on Wednesday, Hainan will foster a number of industries, each of which will generate more than 100 billion yuan (\$15.78 billion) in output value by 2020.

The province will focus on tropical high-efficiency agriculture, tourism, the internet and marine industries to create greater opportunities for both Chinese and overseas firms.

A more vibrant mechanism and more favorable business environment for international enterprises will be created, said Shen.

Hainan will also promote the development of a headquarters

economy to attract more multinational companies, operation centers and accounting centers to the island.

Since China's launch of the Belt and Road Initiative, HNA, a Hainan-based aviation group, has opened around 70 international routes connecting involved countries in total, it has opened more than 1,000 domestic and international routes. The group now provides 290,000 jobs overseas.

Hainan's advanced technology in agriculture has also entered the international market. The Agricultural Technology Demonstration Center in Congo was built with support from Hainan University in 2007 with the project named as a model for agricultural cooperation between

China and the Republic of Congo by the leaders of the African nation.

According to Haikou Customs, the province's total export value reached 29.57 billion yuan in 2017, an increase of 110 percent year-on-year.

While deepening its economic cooperation with Belt and Road countries, Hainan has also reached out to cooperate with the region in different fields.

The province has sent doctors to Cambodia to provide medical services to local people in need. A total of 543 cataract patients have regained their sight in the past two years thanks to the Hainan Cambodia Brightness Action campaign.

The Chinese island province has also organized international training workshops on the diagnosis, treatment and prevention of major diseases in ASEAN countries.

Since 2012, a total of 92 doctors from 15 countries including Brunei, Mongolia, Australia, Malaysia, Thailand, Pakistan, India, Myanmar and Iran have taken part in Hainan-hosted 20-day training courses in six medical fields, including the treatment of inherited blood disorders and applications of molecular genetics technology for prenatal diagnosis.

"The training courses have not only helped the trainees to improve their practical operation ability for major diseases in tropical areas, but also promoted communication between Hainan and the participating countries," said Chen Shaohua, an official from the Hainan science and technology department.

Chief system spearheads green growth model

By YUAN SHENGGAO

As the early morning sun sits low on the horizon above the azure waters of the South China Sea, Liang Feng busies himself on the shores of Zhaoshu Island before the heat of the day sets in.

The former fisherman from Qionghai is one of many chiefs that safeguard the ecological environment on the islands of China's southern-most province, Hainan, the largest with 2.2 million square kilometers of sea territorial waters under its jurisdiction.

Zhaoshu Island is tiny at only 0.29 square kilometers, but Liang diligently patrols its shores twice a day, picking up plastic bottles and rubbish, as well as keeping an eye on boats in the area and reporting any illegal activities.

This island chief system was established in Sansha, the southernmost city of Hainan, in 2017 as a measure to safeguard the province's many ecological treasures.

The system forms part of a greater blueprint to make tropical Hainan a pleasant home for its residents as well as an ideal destination for domestic and overseas tourists. Safeguarding its fertile, green mountains, clear waters and blue sky is key to making sure the blueprint becomes a reality.

Liang Feng is one of the people who are closely involved in making



Egrets make their nests at Meishe River Wetland Park in Haikou after a recovery of the ecosystem in the city. LONG QUAN/ FOR CHINA DAILY

sure local development stays within the boundaries.

Liu Cigui, Party chief of Hainan, said the island's ecological resources are its best capital and biggest advantage to help it become an international tourism destination and attain sustainable development.

A chief system is being implemented around Hainan to ensure good care of its rivers, bays and mountains, as well as its 1,823 kilometers of coastline, to better tackle environmental pollution problems.

The system requires officials at every level of the government to take full responsibility for the protection of rivers and lakes in regions under their jurisdiction, according to the provincial government.

So far, Hainan's 197 rivers and lakes have gotten their own chiefs under the mechanism, water quality of 64 rivers and lakes has been remarkably improved, including Meishe River in Haikou capital city of Hainan.

Following a strict campaign to protect Meishe river, fish have returned in abundance, joined by mangroves, dubbed guards of the seashores,

planted along the river bank. The once mistreated river is now a welcome spot for public activities and tourists.

Starting from this year, Hainan will cancel the traditional way of GDP growth evaluation for its local leaders in 12 cities and counties, including Baoting, Baisha, Changjiang, Wuzhishan, Lingao, Shen Xiaoming, governor of Hainan said.

The reason is that these are core ecological resources areas where commercial real estate projects will be forbidden to make way for a greener approach to protect the tropical island's unique ecology.

Traditional key factors, such as GDP growth, industrial production and fixed-asset investment, will no longer be decisive elements for local leaders. Instead, they will be evaluated on their achievements in environmental protection.

And on that front, more than 133,300 hectares of trees have been planted in the past five years, lifting forest coverage to 62.1 percent, ranking it among the country's top three, according to official data.

The air quality in Hainan has remained among the nation's best for years. Data released by the Ministry of Environmental protection said Haikou continued to have the cleanest air out of China's 74 major cities last year, followed by Lhasa in Tibet autonomous region and Zhoushan in Zhejiang province.

Super hospital a booster shot for health tourism

By YUAN SHENGGAO

A super hospital in Boao Lecheng, China's first pilot zone for international medical tourism on tropical Hainan Island is expected to open in April, a senior official with the Hainan Health and Family Planning Commission said.

The super hospital will take full advantage of the preferential policies granted to the pilot zone by the central government in 2013, under which foreign companies are able to set up medical organizations in the zone and foreign medicines will have special import tariffs.

Seven departments at the hospital, located 6 kilometers away from the site of the Boao Forum for Asia, will be opened to the public in the first phase, with top doctors on duty from the across the whole country.

"Top medical experts and the best medical practitioners in the nation will be invited to the super hospital, which will be equipped with world-class facilities and infrastructure," said Shen Xiaoming, governor of Hainan province.

The super hospital will help Hainan take advantage of the growing trend for medical tourism, Shen



A bird's eye view of the under construction Hainan Boao Lecheng International Medical Tourism Pilot Zone project.

Medical tourism has experienced steady growth in recent years and Hainan, with its tropical climate, coastal scenery and its ongoing international tourist destination construction, has many advantages in developing the industry.

In recent years traditional Chinese medicine, also called TCM, has consolidated and gained worldwide prestige in Hainan, especially among people from Russian speak-

ing regions. Tourists from Russia account for the largest proportion of all visitors to Hainan.

As of November last year, the province had welcomed more than 250,000 Russians. Most of them were treated with TCM in Sanya, the well-known resort on the southern tip of the island, as well as bathing in the sun and on the white sandy beaches.

A public-private partnership cancer hospital with state-of-the-

art facilities and 1,200 beds opened last year in Haikou, capital city of Hainan, targeting wealthy medical travelers from outside the province.

The Boao Lecheng International Medical Tourism Pilot Zone, the only one of its kind in China, with a design area of 20 square kilometers, is expected to be completed in five years. To date, 27 projects have been completed or are under construction.

The zone will be a new spot to attract more Kazakh tourists to visit Hainan," said Nurgaliyeva Saule, the commercial counselor of the embassy of Kazakhstan in China, after a tour in the zone in early January.

The zone is expected to receive 5 million healthcare seekers from home and abroad annually after all the projects are completed, with an estimated business value of 100 billion yuan (\$15.37 billion) a year.

Hot spring treatments are also on the rise in Hainan. There are a total of 34 hot spring locations distributed across the whole island. A number of hot spring resorts have been set up. Hilton is one of them. It has opened a branch in Baoting autonomous county of the Li and Miao ethnic groups, one of the famous hot spring tourist destinations in Hainan.



Spectacular and immersive multimedia show *Toruk* — The First Flight is staging in Sanya for three months from Feb 1.



Yahu's terrace in Hainan's Wuzhishan city greets harvest time.



Russian tourists land in Hainan to spend their holidays.