Internet Plus expo gets underway in Foshan

City hopes event will boost its modern service industry

By XU JINGXI in Foshan, Guangdong xujingxi@chinadaily.com.cn

What is thought to be China's first Internet Plus themed exhibition opened in Foshan on Thursday and hopes to speed up the industrial upgrade of the manufacturing base in the Pearl River Delta.

The Internet Plus strategy is a new business model combining the Internet with traditional business sectors. The State Council, China's cabinet, initiated the Internet Plus strategy earlier this year to promote the use of the Internet to upgrade traditional industries and boost the development of emerging ones.

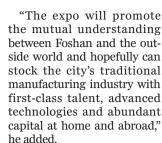
"The expo spreads the idea of Internet Plus, encouraging manufacturers to keep up with the times and make full use of information technologies including the Internet, cloud computing, big data and the Internet of Things," said Liu Yuelun, Foshan's Party chief.

- Summit on Internet Plus Time: 10:10 am to 12:30 pm, Sept 10 Location: Bailan Hall, Sino-European Service Center, Sino-German Industrial Services Zone Address: No 2 Lingnan Avenue, Lecong town, Shunde district, Foshan
- The International Robotics and Intelligent **Equipment Industry** Conference Time: 10:30 am to 12 pm, Sept 10 Location: Lanfurong Hall
- Conference on Made in China 2025 and Industry 4.0 Time: 2:30 pm to 6 pm, Sept 10 Location: Lanfurong Hall
- Internet plus innovation and venture contest Time: 2 pm to 5:30 pm,
- · Alibaba Group's Forum Time: 9 am to 12 pm, Location: Yueji Hall

Location: Yueji Hall

 Midea Group's Forum Time: 9 am to 12 pm, Sept Location: Yueji Hall

If you go:



Internet Plus is a buzzword in China. While Shanghai concentrates on "Internet Plus Finance" and Shenzhen on "Internet Plus E-commerce", Foshan is prioritizing "Internet Plus Manufacturing", according to Liu.

In May, the city government drew up an action plan to organize an Internet Plus expo and inject the use of the Internet into public services and business sectors including manufacturing, innovation and entrepreneurship, finance, production services, cross-border e-commerce and imports and exports.

Liu said given that Foshan is strong in manufacturing an in-depth combination of the Internet and the manufacturing industry was the foundation for success.

Need for transformation

The total ouput value of Foshan's industrial companies with annual revenues of more than 20 million yuan (\$3.14 million) was nearly 1.9 trillion yuan in 2014. The amount was higher than that of Guangzhou, the provincial capital of Guangdong, and ranked Foshan fifth in China.

The total output value of companies in the advanced manufacturing sector and the high-tech manufacturing sector saw year-on-year growth of 11.9 percent and 19.0 percent, according to statistics from the city's bureau of economy and information technology.

Foshan has developed a comprehensive industrial system that covers almost all sectors of the manufacturing industry. It is especially strong in traditional businesses including mechanical equipment, nonferrous metals, home appliances, textiles and apparels, ceramic building materials and plastics. These account for three quarters of the total output value of the city's industrial companies, with annual revenues of more than 20 million yuan.

In China, it is believed that every family has at least one made-in-Foshan product. However, it is difficult for Foshan to sustain its advantage in these traditional manufactur-



Liu Yuelun, Party chief of

ing sectors by relying on low costs as it has in the past.

"Foshan's traditional manufacturing industry has an urgent need for innovations in production and sales to develop new core-competitiveness based on a customer-oriented business model," said Zhang Qingvun, deputy director of the city's bureau of economy and information technology.

"The Internet and other information technologies are transforming the mode of production from large-scale, standardized, labor-intensive to small-scale, customized and intelligent," he added.

Business opportunities

The Internet Plus upsurge in Foshan has attracted many Internet companies and intelligent equipment providers to

Alibaba Group Holding, China's e-commerce giant, has signed partnerships with the Foshan government to promote products made by about 7,000 local enterprises online.

It also launched a platform for steel producers in Foshan on July 8, making a breakthrough in online trading for bulk commodities. In the eight days following the launch 822 metric tons of steel was traded on the platform, showing huge commercial potential for steel producers to go online.

Alibaba and other Chinese leaders in the Internet industry, including Sina Corp, Baidu Inc, Huawei Technology Co and ZTE Corp, are attending the three-day China (Guangdong) International Internet Plus Exposition in the newly built Sino-European Service Center in the Sino-German Industrial Services Zone to promote their technologies and business plans.

Huawei, one of the world's major telecom equipment providers brought its latest equipment and designs, including sensor and wireless access points and cloud computing, big data and the Internet of Things application solutions.

"We would like to cooperate with the manufacturers in

What's on display: Installations that apply modern sensors, the Internet, automation,

artificial intelligence and



What's on display: Technologies in mobile Internet, cloud computing big data and the Internet of Things; examples of intelligent manufacturing at home and abroad such as pilot factories under the "Made in China 2025" and "Industry 4.0" plans.



What's on display: Intelligent home appliances and state-of-the-art wearable gadgets; application of the online-to-offline business model in real estate, home furnishing and trade of building



What's on display: Trends in analysis, online shopping and mobile payment; new technologies used in logistics to facilitate e-commerce such as Beidou Navigation Satellite System, unmanned aerial vehicles

Various forms of Internet finance including peer-to-peer online loans

crowd funding, third-party payment

NINE AREAS OF THE CHINA (GUANGDONG) INTERNATIONAL INTERNET PLUS EXPOSITION IN FOSHAN



佛山市



What's on display: At the 2015 International Robotics and Intelligent Equipment Industry Conference and Exhibition special types of working robots and robots for performance

Source: The News Office of the Foshan Governmen



What's on display: A selection of cross-border e-commerce platforms at home and abroad and explanations of how they reduce circulation costs for foreign trade

FNTREPRENEURSHIP

What's on display: Successful cases of mass entrepreneurship, of universities and scientific research institutes at home and abroad translating their techno logical innovations into businesses and of enterprises incubators; an open stage for

Guangzhou and Foshai

深圳市

东莞市



What's on display

What's on display: Application of information technologies in public services including medical treatment transportation

FENG XIUXIA / CHINA DAIL

square meters the exhibition area of the Internet Plus expo in Foshan

enterprises attending the expo

special events

including forums, trade fairs and a contest held during the expo

Foshan to innovate to improve their efficiency and enterprise security management, which will increase the competitiveness of made-in-Foshan products in the global market." Chen Bin, general manager of Huawei's Guangdong office, told Nanfang Daily. He added that his office hopes to set up a joint innovation center in Foshan with a suitable local firm.

The Internet Plus expo is expected to introduce emerging businesses, such as e-commerce, cloud computing and big data, into Foshan to boost the city's modern service industry.

"It will benefit the economic restructuring of Foshan by building the modern service industry into another engine for growth besides the advanced manufacturing industry," said Liu.

The proportion of th industry in Foshan's economic structure is 36.5 percent, 12.6 percentage points lower than the provincial average.

"Foshan badly needs to speed up the development of the tertiary industry and increase the

proportion," Liu said. The 2015 International

Robotics and Intelligent Equipment Industry Conference and Exhibition is also being held in Foshan and will run until Sept 13. About 100 robot producers from home and abroad, including ABB from Switzerland, KUKA from Germany and FANUC and YASKAWA from Japan, are displaying state-ofthe-art industrial robot designs to help Foshan's manufacturers upgrade their production lines.

Further discussion on the national "Made in China 2025"

plan, which hopes to make China a world manufacturing powerhouse, and "Industry 4.0", a high-tech plan initiated by the German government, is scheduled on Thursday between scientists from the two countries.

Pearl River Delta Economic Zono

Liu said the city is keen to be the permanent host for the Internet Plus expo.

"We plan to make it an annual event and build it into the world's biggest and most influential display platform for applications of the Internet Plus model," he said.

The automatic packing line at flavoring producer Haday. The company sees promising e-commerce prospects and has established dedicated workshops to make products exclusively for e-commerce sales.



Workers on the water heater assembly line of Guangdong Vanward New Electric Co. The gas appliances manufacturer built a cloud platform to collect and analyze sales figures. PHOTOS PROVIDED TO CHINA DAILY

Local firms embrace new technologies

in Foshan, Guangdong

By XU JINGXI

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The "Internet Plus" strategy has achieved initial success in Foshan, with local enterprises adapting to market changes, embracing new technologies and business ideas.

Haday, a flavoring producer with a market value nearly 90 billion yuan (\$14 billion), sees promising e-commerce prospects and expects this year's online sales to be five times that of last year, according to Long Fei, manager of the enterprise's brand department.

"We don't simply put our products on the shelf online. We have designed new products that suit online shoppers' consumption habits and that are easier to deliver. For example, we shrunk the size of sauces from 200 grams per bottle to 20 grams and it has been very popular online," Long said.

He added that Haday established dedicated workshops to make products exclusively for e-commerce sales.

E-commerce may be the first step to go online for many enterprises, but Long said that Haday started using information technology, such as Ethernet, the Internet of Things and big data,



In the Internet age ... it is a trend for enterprises to build their big data with the help of mobile Internet and cloud computing."

Liao Qingyao, a science and technology manager of Guangdong Vanward New Electric Co

to increase productivity and

For instance, salespeople can check inventories in real time and make restocking orders via their cellphones. The company's intelligent management system distributes the orders to different production lines.

Every box of products has an electronic code so it takes just two minutes for a box to be selected out of 3 million piled up in a 30-meter-high warehouse by machines at Haday's manufacturing base in Gaoming district.

The electronic codes can help

trace products back to specific production lines if there is something wrong with the quality of the product.

Magical 'cloud'

"In the Internet age, it is too slow for decision-makers to wait for data reports from subordinates. It is a trend for enterprises to build their big data with the help of mobile Internet and cloud computing," said Liao Qingyao, a science and technology manager of Guangdong Vanward New Electric Co.

The gas appliances manufacturer started building a cloud platform in 2012, cooperating with China Aerospace Science and Industry Corp.

The cloud platform, which went into operation in March, automatically collects and analyzes sales figures from all retail stores and dealers of Vanward's products.

The platform reformed its after-sales services by building a mobile Internet network of

Customers no longer have to wait for call centers to handle their repair queries, but can make the requests via a cellphone app and engineers nearby will compete for the order by arriving as soon as possible.

In the future, customers may also be able to have an appliance

made to order and check the production progress in real time via an app, Liao added.

Jinlan Group, an aluminum product maker, has also been working with CASIC on a cloud platform. The company asked its suppliers to register on the platform and about 30 percent of purchases are now done online, which reduced purchasing costs by 3.7 percent in the first half of this year, according to Zhou Baojuan, Jinlan Group's executive director.

"Cloud services can reduce operational costs and increase work efficiency, which is of great help especially for fast-developing companies," Zhou said.

To create synergy between local small and medium-sized manufacturers, the city government of Foshan introduced a public cloud service platform under the National High-tech R&D Program, known as the 863 Program, in 2012. By 2014, nearly 20,000 enterprises registered at mfcnonline.com, the platform's

Other players in the industry chain, including designers, materials suppliers and third-party service providers such as guilds and financial institutions, use the platform. With support from cloud computing technology, they can quickly find their ideal match and make deals online.