

## Local government uses meeting to introduce plans, spark dialogue

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More than 1,000 entrepreneurs from around China participated in a pro-investment meeting on June 12 in Zhanjiang, Guangdong province.

Zhanjiang government officials introduced 40 measures covering seven areas that they believe will stimulate business development in the city.

Zhanjiang Mayor Wang Zhongbing has actively encouraged the development and implementation of a range of measures designed to provide both more space and an improving climate for entrepreneurs in the city.

Private enterprises have become a new driving force behind the economic development of Zhanjiang and accounted for 64 percent of the city's total GDP in 2015.

The new policies will see administrative fees and some taxes abolished, and risk compensation mechanisms will be introduced to reduce financing risks for small and micro enterprises. In addition, enterprises registered in Zhanjiang will receive government subsidies if they become listed, and the city government will reward enterprises that undergo successful scale expansion, providing constant financial support for the technological transformation of private enterprises.

Zhanjiang's government will also increase the local enforcement of intellectual property rights protection laws and continue to encourage more private enterprises to establish cooperation platforms with local universities and colleges.

In addition, the city government will provide more opportunities for local private enterprises to cooperate with countries and regions along the Belt and Road Initiative and invest in Association of Southeast Asian Nations member countries.

Small and micro enterprises in Zhanjiang with exports below 19.74 million yuan (\$3 million) receive an 80 percent insurance subsidy from the provincial government, with the city government providing the remaining 20 percent.

The Zhanjiang government will establish a special fund totaling 10 million yuan annually for the development of small and medium-sized enterprises. It will also strengthen the supervision



# Zhanjiang ready to take place on world stage

Zhanjiang's Golden Sand Bay is a popular leisure destination for residents. The city government is implementing a range of measures to encourage the development of private enterprises. PHOTOS PROVIDED TO CHINA DAILY

of policy implementation and increase its ability to solve complaints from enterprises.

"We sincerely hope entrepreneurs will take full advantage of Zhanjiang's funding, industries, technologies, market and information resources," said Wei Hongguang, Zhanjiang Party chief.

Businesspeople from the city visited a number of industrial projects in Zhanjiang after the meeting.

Li Zhong, president of Guolian Seafood Co, said: "Now is a crucial moment for private enterprises' transformation and technology upgrading. The government's preferential policies are timely and, if they are well implemented, will inject new vitality into the economy."

In 2015, the value of Zhanjiang's private economy reached 152.6 billion yuan, accounting for 64 percent of the city's gross domestic product and 71.6 percent of total economic growth.

At present, 40 percent of innovative achievements in the city come from private enterprises, whose number also accounts for 90 percent of all high-tech enterprises.

By the end of May this year, the number of private enter-



Technicians with Guangdong Peninsular Group adjust a robotic arm at a plant in Zhanjiang. The arm was researched and developed by the group.

prises in Zhanjiang had risen to 214,000, accounting for 93.5 percent of all registered enterprises, and taxes paid by private enterprises netted 23.9 billion yuan, accounting for 65.5 percent of the city's tax receipts.

Zhanjiang has seen a boom

in investment and construction in recent years, after it was listed as a pivot city in the Belt and Road Initiative, and following its participation in the national strategy of military and civilian integration.

### What they say

*Editor's note: Zhanjiang Mayor Wang Zhongbing hopes that the meeting will foster improved communication between entrepreneurs and the government, as well as provide insight into the policy needs of enterprises. Here are some remarks made by entrepreneurs attending the meeting in Zhanjiang.*

"It is a big surprise the city's civil servants of the Bureau of Commerce came to me with the government's approval not long after I submitted the application, and explained in detail the tips of running the business in the city. The government's efficient service and responsiveness are really impressive."

**Li Xiao**, a secondhand car dealer from Hong Kong, who is preparing to open a secondhand car dealership in Zhanjiang

"I think the pro-investment measures will bring golden development opportunities to the city. Zhanjiang has an ideal investment environment."

**Zheng Yaqin**, president of Shenzhen Shengyuanda Industrial Development Co

"I appreciate the city government has always helped us solve practical problems. The government's preferential and supportive policies are very important for the technological innovation and expansion of our business."

**Zhou Suicheng**, president of Guangdong Nanguo Pharmaceutical Co from Henan province

"The city government officials helped me solve some difficult problems in investment, construction and business operation. The government also worked with us to host some tourism forums and these activities have attracted more tourists to Leizhou and improved Leizhou's image as a tourist attraction."

**Chen Yu**, president of Guangdong Modocom Group



Visitors are attracted to the aquatic foods on show at the 2016 China International Aquatic Products Exposition. WU ZHIHENG / FOR CHINA DAILY

## China key for foreign aquatic firms

By LI WENFANG  
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China has become an increasingly important market for overseas aquatic products, which presents excellent opportunities for establishing partnerships, according to foreign exhibitors at a high-profile trade show held in Zhanjiang, Guangdong province, which concluded on Monday.

Ecuador exported 24,817 metric tons of shrimp directly to China last year, up 33 percent year-on-year, said Paul Penaherrera, commercial consul with the consulate general of Ecuador in Guangzhou.

In 2015, China accounted for 45 percent of all Ecuadorian shrimp exports, with the proportion expected to climb to 50 percent this year.

The consulate arranged for four of Ecuador's largest shrimp exporting companies to attend the three-day 2016 China International Aquatic Products Exposition.

"They are all exporting to China. But they know the potential and want to grow. They know Zhanjiang is one of the important cities in the aquaculture industry."

"The Chinese market knows more and more about Ecuadorian shrimp. They know the quality and the production technique that we use. They are importing more each year," Penaherrera said.

Sandro Coglitore, representative of Ecuadorian shrimp company Omarsa, said: "China is growing every year. In the next year, China will be our principle market for exports. With more money, they are looking for higher value products."

The company shipped 20 containers per month to China last year, representing growth of roughly 15 percent, year-on-year.

On his first trip to the expo, which also included visits to local farms and factories, Coglitore said: "You see a little bit closer in the region. Zhanjiang is a very important hub for the production of shrimps in China and also for the processing industry."

"Local companies are competitors at certain times of the year when they produce, but then at other times, they might need some of the raw materials we can supply to them. We can be partners with the local industry."

Dubbed China's "capital of shrimps", Zhanjiang supplies about 15 percent of the world's shrimp market and 67 percent of the domestic market, also taking a significant position in tilapia production and offering a wide range of other aquatic products.

The city is transforming and upgrading its aquatic sector, aiming to become a major global aquatic processing base and trade hub, said Cen Jian, secretary-general of Zhanjiang Aquatic Products Processing and Marketing Alliance.

Both the aquatic products expo in the city and the one in Qingdao, Shandong province, have become major trade shows for the industry in China.

China imported 4.08 million tons of aquatic products and exported 4.06 million tons last year, according to statistics from customs authorities.

Johan Suryadarma, executive of the Indonesian Fishery Product Processing & Marketing Association, arranged for 11 Indonesian exhibitors, including related government agencies and aquaculture companies, to attend the expo in Zhanjiang.

"The US and the EU have been our major markets. China has been a large exporter but imports have become very large," he said.

Suryadarma has been promoting exports to China and educating exporters about the stricter Chinese coding and labeling requirements on such imports.

Hengki Ang, with PT SK Foods Indonesia, said his company is exporting shrimp products to Japan, the United States and Europe and is looking for a new market in China.

With its headquarters in Panama and a shrimp hatchery in Thailand, Farallon Aquaculture (Thailand) Co has begun to test the market and will soon initiate a full-scale introduction of its products with some key local players, said marketing director Luis Carlos Stoute.

"The Zhanjiang expo is, for us, an opportunity to let the China market get to know us, and establish some key strategic relationships to propel our growth in the market," Stoute said.

## City urges companies to expand globally

By ZHENG CAIXIONG  
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Companies in Zhanjiang have been urged to "expand their presences in the global market" and strengthen Sino-foreign cooperation as the country pushes forward with its Belt and Road Initiative.

Zhuang Xiaodong, deputy mayor of Zhanjiang, said the city government encourages local companies, particularly private firms, to increase their international investments and trade.

"They should spare no effort to expand their presences in the world market," Zhuang told a recent news conference in the port city. "After years of economic development and opening up, Zhanjiang companies have the advantages to go international."

Zhanjiang is a major foreign trade port in South China and one of the starting points of the ancient Maritime Silk Road.

He said Zhanjiang companies are targeting markets in North America, Europe and Southeast Asia in addition to the nations and regions along the ancient Maritime Silk Road.



Workers for a Zhanjiang seafood company at the assembly line.

He added that many Zhanjiang companies have made progress in investing abroad and increasing foreign trade in previous years.

On April 19, the largest sugar production facility in Asia officially began operations in Cambodia. Covering an area of 120 square kilometers, the sugar production facility from Guangdong Hengfu

Group Sugar Industry Co, a major sugar manufacturer in Zhanjiang, has thus far cost more than \$500 million. The facility will be able to produce more than 360,000 metric tons of sugar a year.

The sugar producer plans to invest more than \$1 billion to construct a 180,000-hectare agricultural development zone in Cambodia that aims

to annually produce more than 1.08 million tons of sugar.

The Evergreen Group plans to build an industrial development zone in Egypt to increase its presence in the world market. The company, one of the major aquatic product companies in Zhanjiang, has made large investments in Vietnam in recent years.

“After years of economic development and opening-up, Zhanjiang companies have the advantages to go international.”

Zhuang Xiaodong, deputy mayor of Zhanjiang