

# Maritime show heralds progress

China Marine Economy Expo 2016 celebrates industry achievements and potential

By LI WENFANG  
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Data on the sustainability of China's maritime economy will be announced during the China Marine Economy Expo 2016 opening on Thursday in Zhanjiang, a port city in Guangdong province, according to the event's organizers.

With more than 2,700 corporate participants from 52 countries, organizers said the expo is committed to displaying the latest developments and innovations in the maritime industries, as well as the related fishery, technology, energy, environmental protection, engineering, pharmaceuticals, tourism and culture sectors.

Domestic companies in the maritime sector will host fundraising roadshows to secure investment during the four-day expo, said the organizing committee.

Thailand, the foreign co-host of the expo, has sent around 50 companies and associations to Zhanjiang, with a Thai investment promotional event due to be staged.

The expo, held annually in Zhanjiang, is seen as one of the major events in the country's maritime sector, said the organizers.

This year marks the third time that the expo has been organized by the Zhanjiang city government, the State Oceanic Administration and the Guangdong provincial government.

Various seminars will be organized during the event, covering maritime economy, oceanic engineering, environmental protection, innovation, modern fisheries, and technological and financial services.

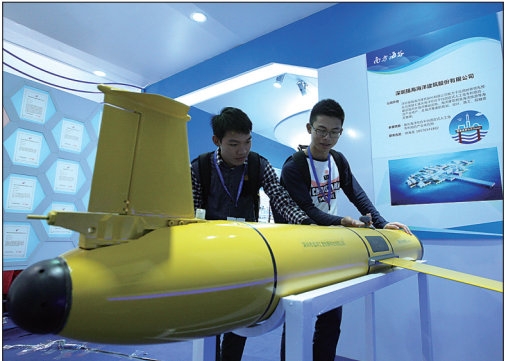
About 300 exhibits, models and video clips on China's cutting-edge maritime technologies are expected to draw significant visitor attention at the expo, including: the manned submersible *Jiaolong*; the unmanned autonomous underwater vehicle *Qianlong*; the ice-breaking research vessel *Xuelong*; *Rainbow Fish*, another manned submersible; a 10,000-metric-ton coast guard vessel; and the helicopter *Xueying*.

Marine-related creative industries, such as 3-D printing, unmanned aerial vehicles and intelligent cars will also be on display.

Astronauts, deep sea div-



A business representative from Italy introduces wines produced by his company to visitors at last year's China Marine Economy Expo. PHOTOS PROVIDED TO CHINA DAILY



A piece of marine engineering equipment is displayed at the China Marine Economy Expo 2015 in Zhanjiang.



Handicrafts from countries along the Silk Road Economic Belt and 21st Century Maritime Silk Road are exhibited at the event in 2015.

ers and scientists engaged in Antarctic research will work with students at schools in Zhanjiang to promote awareness of their fields.

In addition, an array of domestic and foreign tourism companies and airlines will also display their services in the tourism and culture zone of the expo.

The national maritime industry innovation and entrepreneurship contest will hold the final round of its second session at the expo. The Zhanjiang Bureau of Science and Technology organized the contest, with regional contests already held

in Zhanjiang, Beijing, Qingdao, Shanghai, Shenzhen and Guangzhou.

### Big data

Visitors to the expo will be able to learn about how heat maps and data on sea route capacities are analyzed and used to predict future cargo volumes.

Guangdong Yueshu Big Data will screen videos on its platforms covering maritime transportation, public services, cross-border e-commerce, oceanic tourism, aquatic products, maritime technology commercialization and oceanic data transaction,

according to the expo's organizers.

A subsidiary of State-owned Guangdong Guangyue Asset Management Co Ltd, Guangyue Big Data was established in 2015 to promote Internet Plus-related government data publishing against the backdrop of the nation's 13th Five-Year Plan (2016-20).

As a part of Zhanjiang's plan to build a smart city, the application of ocean data will facilitate the upgrade of the traditional maritime economy and the development of an electronics-focused intelligent ocean industry.

### City factbox

**Sea area:** 20,000 sq km  
**Coastline:** 2,043.5 km  
**Population** in 2015: 7.24 million  
**Port throughput** in 2015: 220.36 million tons



# ASEAN cooperation forms pillar of intl trade

By LI WENFANG

As one of the key cities in the country's Belt and Road Initiative and an important gateway to Southeast Asia, Zhanjiang has made significant strides in its economic relations with the Association of Southeast Asian Nations members, according to local officials.

In a recent media interview, Zhanjiang Mayor Wang Zhongbing said the city and ASEAN members share geographical proximity, cultural links and similarities in climate and industries.

Resources on both sides are complementary and mutually beneficial, while Zhanjiang and the region share similar development goals and interests.

Cooperation between Zhanjiang and ASEAN features two-way opening-up and creates huge business opportunities, with traditional trade relations standing as the foundation of exchanges between the two sides, he said.

As a key region in the cooperation between Guangdong province and ASEAN, Zhanjiang prioritizes cooperation between ports, trade and cul-

tural exchanges, he said.

Fruit from ASEAN, for example, can be shipped to Zhanjiang within 30 hours and from there, distributed to the rest of the country.

Since the establishment of the China-ASEAN Free Trade Area in 2010, trade between Zhanjiang and ASEAN increased by 18.6 percent annually on average, from \$431 million in 2011 to \$795 million in 2015, according to the city's commerce bureau.

The bureau said ASEAN is the largest market for Zhanjiang's exports and the second-largest trading partner of the city, with Singapore, Malaysia and Thailand as its top three ASEAN partners.

The region has become the largest destination for investment from Zhanjiang, with 11 companies already investing in the area, involving combined investment of \$634 million.

The bureau said Zhanjiang-invested projects in ASEAN are mainly focused on aquaculture feed production, poultry and cattle feed processing, sugar cane farming, sugar processing and education, banking on the city's strengths in these sectors.



The *Jiaolong* manned submersible is the most eye-catching exhibit at the expo.

For instance, Zhanjiang-based Evergreen Group invested in a fodder company in Indonesia, pledging \$654,500.

Companies from ASEAN have invested in 20 projects in Zhanjiang, including aquatic food processing, farming and fodder production, according to the bureau.

The Zhanjiang government has established economic and trade offices in several ASEAN countries and beyond, including Cambodia, Thailand, Sri Lanka, Germany and Russia.

This year has seen a memorandum signed between Zhanjiang and Thailand's Trade Development Commission of Small and Medium-sized Enterprises, for the building of a Zhanjiang-ASEAN agricultural product wholesale and display center in Zhanjiang.

The Thai commission has launched a representative office in the Fenyong Economic Zone in Zhanjiang. The Fenyong ASEAN Industrial Park — part of the economic zone — serves as

the only industrial park in Guangdong province dedicated to cooperation with ASEAN nations.

Indonesia and Thailand sent their delegations and set up national pavilions at the Zhanjiang-ASEAN Agriculture Trade Fair and the China International Aquatic Products Exposition held in Zhanjiang earlier this year.

In addition to shipping lines connecting Zhanjiang and seven ASEAN member countries, an air route between Zhanjiang and Bangkok was launched last year and air routes to Phnom Penh and Ho Chi Minh City are expected to be opened soon.

As a new mechanism for enhancing foreign trade, especially with ASEAN countries, the port of Zhanjiang has gained approval from the central government for importing fruit and grain.

Zhanjiang has launched a bonded logistics center and an exit-entry courier supervision center to facilitate cross-border e-commerce, with the latter processing 660,700 deliveries between November 2015 and June 2016, according to the Zhanjiang commerce bureau.

# Southern coastal city gaining new growth momentum

By ZHOUMO  
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Zhanjiang, Guangdong province, is poised to play an active role in turning China into a major maritime power by promoting marine industries, according to local officials.

The city has officially been approved as one of the country's first marine economy innovative development pilot cities. A 300 million yuan (\$43.53 million) special fund will be allocated for this purpose.

Officials say the move will help the city offset current weaknesses in the development process and will create new momentum. It will also help to attract more leading small and medium-sized enterprises to settle down in the city, driving the transformation and upgrade of the marine industries.

According to the plan, the Zhanjiang city government will formulate further measures and direct more resources to the industry by offering subsidies. Efforts will also be made to accelerate the conversion of academic achievements into industrial applications and to enhance self-innovation capabilities.

As a major coastal city of the marine economy in Guangdong province, Zhanjiang is strategically located and has a strong basis from which to develop the industry, Zhanjiang Mayor Wang Zhongbing said.

"Zhanjiang will actively promote the marine economy, tap the potential of the ocean, establish a modern marine industry system and build a national marine economy pilot city during the 13th Five-Year Plan (2016-20) period," Wang said.

The marine economy is an important basis for China to build itself into

a maritime power and to implement the 21st Century Maritime Silk Road initiative. It is a national strategy that President Xi Jinping proposed in 2013, with the aim of strengthening international economic and trade cooperation.

The marine industry has become a new driving force for the country's sustainable economic growth. Last year, the value of the marine and marine-related industries totaled 6.47 trillion yuan, growing 7 percent year-on-year, according to the State Oceanic Administration. That amount accounted for 9.6 percent of the country's total GDP.

"Zhanjiang will strive to act as a model in developing modern port-centered industries, implementing an innovation-driven strategy, creating beautiful bay areas, building a safe city and exploring available space for developing the marine economy, in the process of implementing the national strategy for building a maritime power," Wang told China Ocean News in an earlier report.

To promote a modern port-centered industry, the city will build industrial parks, extend the marine industrial chain and enhance the quality of sea products.

The city's innovation base, called the South Sea Valley, is currently under construction. It is expected to become a base for developing marine-related technologies and a gathering place for innovative, talented people.

In addition to focusing its attention on innovative development, Zhanjiang is also working to improve its disaster prevention and management. The city has formulated scientific schemes to deal with typhoons in an effort to minimize loss caused by natural disasters.

# Ocean exhibition to bring opportunities

By ZHENG CAIXIONG  
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Zhanjiang's authorities are expecting the upcoming China Marine Economy Expo 2016 to play a big part in boosting local ocean and tourism industries.

According to city government officials, Zhanjiang, with its economic growth closely tied to its ocean industries, is looking to capitalize on the expo to expand its marine economy, technology, tourism, agriculture and infrastructure.

The city previously organized the event, known as the biggest oceanic exhibition in China, in 2014 and 2015. The event has helped to build a good platform for international business and trade cooperation, the officials said.

Local companies have been urged to grasp the opportunity to further expand their business links with the rest of the world.

The city government has plans for building Zhanjiang into a model city in China's marine economy, a hub for trade with Southeast Asia, a core city in the western part of Guangdong and a comprehensive port on the Chinese mainland in the coming years.

As one of the important starting points of the Maritime Silk Road, Zhanjiang has mapped out detailed plans to become a maritime powerhouse in Guangdong province, offering the shortest sea route from China's mainland to Southeast Asia,

Europe and Africa. It has been an important foreign trade port in China since ancient times.

And now the city, which ranks about eighth in GDP in Guangdong province, has opened a number of international sea and air routes to connect it to major cities around the world. The city has also built advanced railway and highway networks linking it to other mainland cities.

Zhanjiang's marine industries have played an increasingly important role in its economic development.

The city's ocean industries generated an output value of more than 180 billion yuan (\$26.12 billion) in 2015.

Zhanjiang, which has abundant agricultural and aquatic resources, needs the marine expo to increase its presence in the international market through expanding cooperation with the rest of the world, authorities said.

Zhanjiang is known as "the city of prawns". One in seven prawns sold around the world is from the city, according to the Zhanjiang Bureau of Commerce.

Official statistics show that Zhanjiang has a sea area of more than 20,000 square kilometers, a coastline of more than 2,000 km and more than 140 islands.

The annual China Marine Economy Expo will also help to boost the city's tourism industry and further raise Zhanjiang's reputation at home and abroad, according to the officials.