

Jimei culture embraces ‘Jiageng spirit’

Major efforts continue to strengthen, protect, preserve and nurture area’s unique and diverse characteristics

By LIANG KAIYAN
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Jimei district of the southern coastal city of Xiamen has made great efforts to preserve and reinforce its cultural development, by building a solid infrastructure and framework around it.

One of six districts in the sub-provincial city, Jimei is home to many returned overseas Chinese and in turn its culture features a vast array of diversity.

One of the products of that diversity is the Jimei School Village, established by local businessman, philanthropist and community leader in 1913.

The village embodies what is known as “Jiageng spirit” which features a dedication to learning and self improvement.

Covering an area of over 200 hectares and with more than 20,000 students and teachers, the village has become a mecca for all things educational, from preschool all the way to university.

It has even become a tourist attraction for its memorial halls, libraries, theaters, exhibition halls, gymnasiums and unique architecture, mixing both Eastern and Western elements.

In 2016, the village was in the first list of Chinese architectural heritage of the 20th century, released by the Cultural Relics Academy of China and the Architectural Society of China.

“The ‘Jiageng spirit’ is the common value of Jimei and is a unique cultural element of the district,” said Liu Xinhua, an associated professor at Xiamen University of Technology.

Liu has called on the district to develop the spirit into a cultural business card of Jimei. It should be promoted even more prominently in the local community.

One step that the district is taking in doing this is by leveraging its stock of talented professionals and education resources and applying them in community services.

In July last year, the district set up the first provincial volunteer service station in Fujian to provide free training across a range of skills for residents.

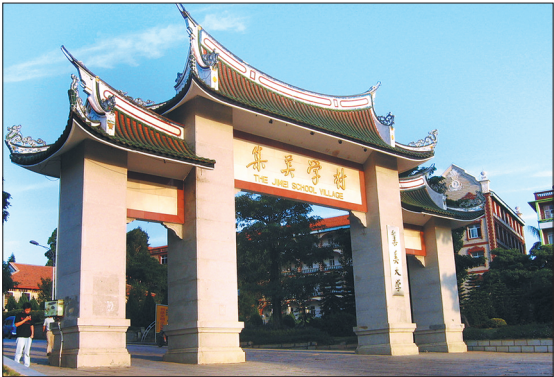
In April, a service team made up of volunteers from China’s Taiwan opened in Jimei.

The district’s volunteer services have spread to community colleges, to provide helpful services and classes on local culture and history for residents to participate in culture activities as well as to acquire knowledge.

In 2016, the Jimei district government expanded the colleges’ functions to include



Clockwise from top: **Jimei district** in Xiamen, Fujian province, has a friendly environment and cultural atmosphere. **The Ling Ling International Circus** in Jimei attracts visitors from home and abroad. **The Jimei School Village** features a dedication to learning and self improvement. **Visitors** enjoy a night run in the district. **The cycleway** landscape at Jimei’s scenic Xinglin Bay. **Giant pandas** from Chengdu settle in to their new home in Jimei. PHOTOS PROVIDED TO CHINA DAILY



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Liu Xinhua, an associated professor at Xiamen University of Technology

social work. To date, there are five social work services institutions cooperating with the 20 community colleges and one service center in the district to help and guide how colleges manage their construction projects.

Data from the community colleges showed that they have established 2,777 courses, with 610 teachers, 23,067 students and 1,325 members of volunteer teams.

Apart from cultural development, the district’s environment and infrastructure have also been a focus of Jimei in recent years. From January to June, Jimei district’s air quality index was 3.1, ranking top in the city.

In 2016, the district government increased its efforts to create what the central government has proposed as an ecological civilization — a society that protects, nurtures and values the environment. Jimei’s village sewage treatment project was awarded as a model example in China.

In terms of infrastructure construction, Jimei district has continued in its efforts to build the main expressway, which crosses downtown and the district, as well as improve the construction of the main areas in Jimei New City.

In December, line 1 of Xiamen’s metro was completed. It runs 30.3 kilometers long, with 25.6 km underground, 1.9 km above ground and 2.8 km elevated. It runs through the districts of Siming, Huli and Jimei, and past Jimei New City and Xiamen North Railway Station.

Jimei is also accelerating the development of its modernized industrial system to build an industrial chain incorporating items such as software and information service, cultural creativity and tourism, modern logistics, modern agriculture and new materials.

Investment projects signed to build better industry

Jimei district in the city of Xiamen signed 40 agreements with a total investment of 10.55 billion yuan (\$1.54 billion) on Sept 8, during the 2018 China International Fair for Investment and Trade, to create a more diversified environment for industry development.

Some of the projects focus on the development of major industries, with others aimed at innovative public service platforms for technological research. The projects will promote the exchange of professionals, technical capability and capital, to accelerate the integration of innovation and the real economy, according to the Jimei government.

The district will continue to promote the development of mechanical equipment manufacturing, software and information services, cultural creation and tourism, modern logistics, new materials and modern agriculture, as well as attract more scientific research, education, culture, sports and medicine projects to build a vigorous and more livable district, the government said.

Jimei is an important industrial base in Fujian. Xiamen Tungsten will build a magnet motor industry base to produce various types of industrial motors and related equipment.

Xiamen-based Hongfa Electroacoustic will expand its business in Jimei district and build new plants and produce supporting facilities.

The Intellectual Property Center of the Chinese Academy of Social Sciences will enter Jimei and serve regional development through cultivating high-value patents, making it easier for the transfer of patent licensing and guiding the usage of intellectual property rights.

Jimei has also attracted a commercial complex aimed at launching new projects. Sanli City Wanda with a planned construction area of 80,000 square meters will provide comprehensive commercial and residential facilities.

A one-stop tourism shopping experience center in Jimei New City will also focus on cross-border e-commerce and tourism-related products in the future, the district government said.

Red Star Macalline Group, a leading domestic company for household items, has committed to building a new household shopping experience center.

Invested in by e-commerce platform eBay and private equity company CITICPE, an industrial park will be built to create an information and intelligent cross-border e-commerce platform serving global e-commerce in Jimei. The park is expected to have annual turnover of 13 billion yuan when it comes into operation.

According to the Jimei government, a total of 13 of the 40 projects feature foreign investment valued at \$210 million.

CAO YINGYING



District improves business environment to attract international talent

By LIANG KAIYAN

Jimei district in Xiamen, Fujian province, provides a high-quality business environment and boasts convenient services and preferential policies, entrepreneurs said.

In recent years, the district’s administrative service center has provided one-stop services for enterprises, covering 78 areas including finance, human resources and commerce, enabling enterprises to handle their affairs more efficiently.

Enterprises only need to provide the required materials once and the team will distribute the necessary documents to the relevant departments. In this way, enterprises can

deal with all their affairs at one time, according to an official in charge of the center.

Last year, the service center streamlined 1,517 processes, accounting for 90.1 percent of the total.

To date, the center has 109 service channels incorporating 60 units.

In response to Xiamen’s goal of building 10 investment programs and 12 industrial clusters with an industrial scale of 100 billion yuan (\$14.57 billion), Jimei is continuing to enhance its economic transformation and upgrading by introducing top enterprises and programs.

The district’s software park, covering an area of 300,000 square meters, is expected



Government officials and entrepreneurs attend a signing ceremony of business projects in Jimei district during this year’s China International Fair for Investment and Trade.

to host 1,000 companies. By June of this year, a total of 766 enterprises had settled in the district, according to media reports.

Home King, a Xiamen-based online housekeeping service company founded in 2010, moved to Jimei in 2016. With the expansion of its

1,000 companies are expected to be based in the software park in Jimei district in Xiamen

business, the company chose to move to Jimei because of the district’s greater space for development and the government’s supportive policies, said Zheng Senlong, vice-president of Home King.

Jimei has a sound natural and traffic environment, Zheng said.

“It can provide a large space for development and support-

ive policies for fast-growing businesses.” Zheng said the district’s preferential policies, such as low rent and subsidies, have benefited the company’s development.

“The business atmosphere in Jimei is getting stronger, especially in the past two years,” Zheng said.

He added that the investment and financing environment is also conducive to the development of innovation and high-tech enterprises.

The Jimei district government is proactive in guiding enterprises’ development and encouraging them to build up its industrial system by integrating the production and service sectors, Zheng said.

“With the support of the

government, it is easier for us to form a complete value chain with low business and communication costs,” he said.

Unisound, a voice technology and artificial intelligence service provider, set up its branch in Jimei this year.

The district government has provided support to the branch to help it solve problems such as optimizing the office work environment and attracting personnel, said Lu Yang, CEO of the branch.

“With the subway links, the business environment in Jimei has been further upgraded and it is now attracting more and more talents and entrepreneurs to work here,” Lu said.