



A cultural products exhibition featuring virtual reality technology is part of the ongoing Shanxi Cultural Industrial Expo. PROVIDED TO CHINA DAILY

## Cloud expo promotes vast cultural heritage

By YUAN SHENGGAO

As one of the provinces in China with a wealth of cultural and historical heritage and monuments, it is almost impossible for ordinary tourists to tour all the sites of cultural and historical interest in Shanxi in a short period of time.

But Liu Tingting, a native of Central China's Hunan province who has been studying in a university in Shanxi for two years, said she had finished a complete tour of Shanxi's signature cultural sites in just a couple of days.

This journey has been made possible by a cloud cultural expo being held online. The cloud expo, which is officially called the fifth Shanxi Cultural Industrial Expo, began on Dec 26. It will last until the end of January.

Shanxi's landmark attractions, including the Great Wall throughout the province, Yungang Grottoes in Datong, Xuankong Temple in Hunyuan and the Wooden Pagoda in Yingxian, are exhibited with the technologies of virtual reality, augmented reality and 3D printing.

In addition, the cultural heritage items of Shanxi, including hand-polished lacquerware in Pingyao, *chengni* ink slab in Xingji county and *fahua* porcelain in southwestern Shanxi, are also on display.

Through video shows and digital technologies, visitors to this online expo are told the stories of the Taosi ancient relics site in Xiangfen county, which is related to a civilization more than 4,000 years ago; the head of a Buddha statue that was smuggled overseas and finally returned to its home at

Tianlongshan Grottoes in Taiyuan; and the ancient production techniques for making the *tuiguang* — or hand-polished — lacquerware in Pingyao.

The online expo is also a showcase for the high-quality cultural development in Shanxi in the modern era. The show of Shanxi's high-quality cultural development is composed of seven sections — a themed showroom, as well as sections for cultural tourism, cultural heritage protection, performing arts, movies, broadcasting and television, and publishing and media.

There are also shows dedicated to the local cultures of Shanxi's cities. The Taiyuan showroom, for instance, highlights its culture related to the Jin Kingdom (1033-376 BC) and the Tang Dynasty (618-907). Taiyuan was the capital of the Jin Kingdom and the ancestral home of the royal family of the Tang Dynasty.

The northern Shanxi city of Datong showcases its association with the Silk Road. The renowned Yungang Grottoes in the city is one of the treasure troves of Buddhist culture in China, with its caves of statues, sculptures and carvings inheriting the arts that went all the way from the west to the east via the Silk Road.

There is a showroom dedicated to the creative cultural industry. This section shows how the industry has inherited the ancient cultural treasures of Shanxi and used innovation to grow in the modern era. The exhibits are also designed for marketing. Every item on show has its link to the exhibitor's online store, which can receive orders.

Wu Jia contributed to this story.

# Industry developments add to robust growth in province

Wide-ranging projects improve infrastructure and livelihood for residents in Shanxi

By YUAN SHENGGAO

Despite the COVID-19 pandemic, Shanxi's economy maintained steady growth in 2022. Infrastructure service providers such as electricity suppliers and industrial property developers are playing a supportive role in this economic stabilization.

Shanxi Geely Automobiles, based in the Shanxi New Energy Automobiles and Machinery Manufacturing Park in the central Shanxi city of Jinzhong, is a large company with an annual output of 120,000 new energy vehicles and an annual sales revenue of about 13 billion yuan (\$1.88 billion). It is also one of the largest electricity consumers in Jinzhong.

"The rapid and healthy growth of our company is inseparable from the support of State Grid Jinzhong Electricity," said Wu Xiaowei, an executive at Shanxi Geely Automobiles.

He said this major electricity supplier in Jinzhong offers tailored solutions and services to manufacturing enterprises to ensure their stable operations.

"Jinzhong Electricity has a perfect communication mechanism with local companies," Wu said. "For instance, its staff members pay regular visits to our company to learn about our operations, demands and expansion plans for the future."

The regular visits have resulted in a tailored solution for Shanxi Geely, which includes a specific power grid for the company, with capacity reserved for its future development, according to Wu.

The capacity of the grid for Shanxi Geely now stands at 40 megavolt-ampere, while its monthly electricity consumption has reached 1 million kilowatt-hours.

Over the past year, State Grid Shanxi Electricity, the parent of Jinzhong Electricity, has made great efforts and mobilized all its resources to ensure a stable power supply for clients.

In 2022, the company began a new zoning scheme for its 220-kW provincial grid, dividing the whole system into seven distribution zones, compared with the previous four zones.

The company's executives said a



A row of Farizon methanol-powered heavy trucks roll off the production line at a new energy commercial vehicle plant of Geely in Shanxi province. SHI XIAOBO / FOR CHINA DAILY

more segmented zoning system can better ensure power supply safety and efficiency.

"Shanxi Electricity began to operate four distribution zones in 2007," a company executive said. "Over the past 15 years, Shanxi's power industry has seen a substantial increase in both generation capacity and grid transmission capacity, which requires a more segmented distribution zoning plan."

The company's data show that the power installation capacity in Shanxi has increased 260 percent over the last 15 years, while its main grid transmission capacity has grown 320 percent.

In addition to meeting the demand from clients in the province, the company has played an important role in ensuring supply to the rest of the country.

The company's electricity is currently supplied to other regions of the country through its three alternating-current and one direct-current superhigh-voltage transmission grids.

In 2022, Shanxi supplied 105.3 billion kWh of electricity to 22 provinces and regions in China, an increase of 14.6 percent from 2021. The supply



China Shanxi

has played an important role in addressing the nationwide power shortage caused by the reduced capacity of hydropower stations in the southwest, central and eastern regions of the country due to less rain.

Also playing an important part in stabilizing Shanxi's economic growth are the province's industrial property developers, especially the operators of development zones and industrial parks.

On Jan 1, the city of Houma announced the operation of the Xintian Road project and developments in its vicinity with a total investment of 1.76 billion yuan.

Xintian township, in which the road is located, is an emerging urban area in Houma and a new industrial development area in the city. Local officials said the construction of infrastructure aims to attract more investors while improving the living environment for residents.

On the same day as the start of Xintian Road's operation, Houma also announced the groundbreaking of 15 key projects with a total investment of 2.88 billion yuan. They cover nine industrial projects funded by investors, three projects for improving residents' well-being and three infrastructure projects.

The industrial projects include a 5G smart electricity technology project worth 500 million yuan, an energy storage project worth 656 million yuan, a medical herbs development project worth 360 million yuan and a 274 million yuan project for producing degradable plastics.

Xiaohe Industrial Park, a major investment destination in the city of Jinzhong, announced the operation of the Xiaohe International Convention and Exhibition Center on Jan 1.

This is the largest facility of its kind in Shanxi province, which is expected to become a new landmark in Shanxi's modern service industry, said local officials, who added that it will become a major venue for businesses to hold exhibitions and networking events.

Du Juan and Zhang Zhigang contributed to this story.

## City fosters emerging enterprises to bolster economic transformation

By YUAN SHENGGAO

When returning to his home city of Taiyuan during the New Year holiday, Li Jun, a Shanxi native who has been living outside the province for 20 years, said Taiyuan is a city in midst of a transformation.

"I could sense the changes every time I returned to Taiyuan," Li said. "And they were always changes for the better."

Huang Tao, a resident of Taiyuan, has a deeper understanding of the city's transformation.

"The environment has become better, the economy is improving steadily and residents can enjoy better opportunities in employment and business," Huang said. "I'm proud to be a Taiyuan resident."

In 2021, Taiyuan's GDP reached 512.16 billion yuan (\$74.37 billion), surpassing 500 billion yuan for the first time. The year-on-year growth rate was 9.2 percent, ranking third among provincial capital cities on the Chinese mainland, according to the Taiyuan bureau of statistics.

Its GDP increase was 3.5 percent in the first half of 2022, 1 percentage point higher than the national average.

Apart from the impressive figures, what makes Taiyuan residents proud of the city's growth is its high-quality development featuring economic diversification and a better environment.

The high-quality development is a result of Taiyuan's industrial transformation that aims to reduce its reliance on the coal industry and cultivate emerging industries as new drivers for growth, local officials and experts said.

According to Guo Shufen, dean of the School of Public Administration at Shanxi University of Finance and Economics, Taiyuan's economy used to be dominated by the coal industry.

"In the past, the coal industry accounted for more than 50 percent of Taiyuan's economy," Guo said.

She said the heavy reliance on coal and related heavy industries had led to the deterioration of the

environment and the city's lack of competitiveness in the era of new industrialization.

Taiyuan began to implement an economic transformation campaign in the early 2000s.

In 2010, the coal-related industries accounted for about 31 percent of the industrial added value of Taiyuan. In 2021, the ratio was reduced to 12.5 percent.

An Xiangsheng, a professor at the School of Economics and Management at Taiyuan Normal University, said using new technologies to upgrade traditional industries like coal mining and fostering emerging industries as new growth areas are the prominent features of Taiyuan's economic transformation.

About 50 kilometers from the center of Taiyuan, Malan Coal Mine, a subsidiary of Shanxi Coking Coal Group, is an example of intelligent coal mining in the city.

Malan has basically realized digital and automatic underground operations with 32 base stations, a 5G wireless network reaching a



A panoramic view of Jinyang Lake, as well as its surroundings, in Taiyuan, Shanxi province. HAN SHUANGXI / FOR CHINA DAILY

depth of 200 meters in the mining shafts and a full range of automatic coal-cutting and conveying machines.

"The new technologies make unmanned underground mining possible," said Su Guoqiang, an executive at the coal mine. "That ensured greater safety, higher efficiency and better environmental benefits."

In an industrial park in Taiyuan's Qingxu county, a pipeline system has taken the place of trucks to

transport coal, reducing the emission of dust to a minimum.

Also in the park, Meijin Group is using coking gas to produce hydrogen, maximizing the use of resources and greatly reducing air pollution at its coking plants.

The Shanxi Transformation and Comprehensive Reform Demonstration Zone in the south of Taiyuan has played an important role in assisting the city's industrial transformation.

The zone is now a major destina-

tion for emerging industries in Taiyuan, with a focus on advanced manufacturing, high technology and new materials industries.

As one of the fastest-growing development zones in China, it ranked 37th among all the national-level development zones last year, compared with the 99th place in 2018. Its GDP grew from 42.1 billion yuan in 2017 to 86.15 billion yuan last year, according to local officials.

Guo Yanjie contributed to this story.

## French Christmas markets showcase white liquor producer's unique flavors



Fenjiu white liquor varieties from Shanxi province are on sale at the French Christmas market. WEN ZHAOYAN / FOR CHINA DAILY

By YUAN SHENGGAO

Buying gifts at a Christmas market is a tradition for people in France, as well as the rest of Europe, during the festive season.

During the most recent Christmas, residents in three regions of France were presented with a new option — white liquor made by renowned Chinese distiller Xinghuacun Fenjiu.

In the eastern French city of Strasbourg, which is said to be home to the oldest Christmas market in the country — with a history of 445 years — Xinghuacun Fenjiu could be found in a small wooden cabin with Christ-

mas decorations. The white liquor was also on sale at the Christmas market in Colmar, another city in the east of France, and La Defense district in Paris.

At the three markets, the liquor was contained in white-blue porcelain bottles, attracting the attention of visitors with its Chinese cultural elements.

However, changes were made to adapt to the local customers. The white liquor varieties were modified to suit the tastes of Europeans with a lower percentage of alcohol.

There were also French chefs cooking meals and making snacks on-site,

which were served to customers along with the distiller's varieties like Xinghuacun and Zhuyeqing.

According to executives at the Chinese distillery company based in Fenyang city, Shanxi province, Xinghuacun Fenjiu has a long association with France.

They said the French began to produce brandy by incorporating the double-distilling technique of Fenjiu.

Xinghuacun Fenjiu began to exhibit its products at an alcoholic beverage industrial show in the French city of Tour in 1987. It won a gold medal at the show in 1988. This was the second time that Xinghua-

cun Fenjiu won the honor after it secured a gold prize at the Panama Pacific International Exposition in San Francisco, the United States, in 1915.

Xinghuacun Fenjiu began to go global on a large scale after it garnered attention at the San Francisco expo. Today, Xinghuacun Fenjiu has a presence in more than 60 countries and regions in Asia, Europe, the Americas, Africa and Oceania, through its 50-plus overseas dealers and more than 9,000 outlets.

Zhao Qingyuan contributed to this story.