

# Shanxi showcases industry and culture at CIIE

Province highlights investment promotion and heritage crafts at expo in Shanghai



By YUAN SHENGGAO

The North China province of Shanxi is showcasing its opportunities in trade and investment, achievements in economic growth and industrial transformation, and abundant resources in culture and tourism at the sixth China International Import Expo.

The sixth CIIE is being held in Shanghai from Sunday to Friday, attracting the participation of more than 3,400 exhibitors and nearly 410,000 professional visitors from 154 countries, regions and international organizations.

The Shanxi pavilion, covering an area of 576 square meters, consists of nine zones for investment promotions; industry chains; characteristic towns; exports; famous local brands; rural tourism; cultural tourism; specialty food and livestreaming promotions.

Located near the east entrance of the National Exhibition and Convention Center (Shanghai), the main venue of the expo, the Shanxi pavilion is one of the most eye-catching pavilions as it resembles the Shanxi Museum, which is one of the nation's most famous museums for its collection of exhibits and novel exterior appearance. The shape of the main building resembles an ancient Chinese cauldron.

The design of the pavilion is both classical and modern, which features major cultural and tourism resources of Shanxi displayed on a huge screen and light-rendered silhouettes of local landmark attractions, such as the Taihang Mountains, on the ceiling and walls of the pavilion.

As one of China's leading provinces in terms of cultural heritage, Shanxi is enticing visitors with its dazzling exhibitions of folk artworks like cloth craft from Ruicheng, hand-polished lacquerware from Pingyao, twin-color porcelain from Changzhi and iron kettles from Jincheng.

This is the first time that Changzhi-based company Bayi Kiln Twin-Color Porcelain Culture has attended the CIIE. Its debut show of



A host introduces Shanxi's business opportunities at the Shanxi Night gala held in Shanghai on Sunday. PHOTOS BY LI ZHAOMIN / FOR CHINA DAILY

red-and-green porcelain goods has won much interest from visitors.

According to Li Jianping, a senior executive of the company, Bayi is an ancient kiln that has been operational for about 1,000 years.

"In the Song Dynasty (960-1279), it was one of the country's pioneers in firing porcelain items featuring the twin colors of red and green," Li said. "Such items of that period were often referred to by collectors as the 'earliest rainbow porcelain of China'."

In 2021, the ancient porcelain-making technique of Bayi Kiln, which has been well preserved to date, was included in the list of national intangible cultural heritage items.

Li said his company, named after Bayi Kiln, is also the inheritor of centuries-old techniques for making the twin-color porcelain.

"The process for turning a piece of kaolin clay into an exquisite piece of



Overseas businesspeople visit a handicrafts booth at the Shanxi pavilion.

porcelain requires 72 procedures," Li said. "We are here at the CIIE to make our cultural heritage known to the world and boost its development through expanding into the

broader global market"

Also promoting Shanxi's cultural heritage at the CIIE is the Shanxi Alliance for Arts and Crafts. It is exhibiting 40-plus artworks created

by master craftsmen and cultural heritage inheritors in Shanxi.

An official of the alliance said that Shanxi is home to 182 items on the national list of intangible cultural heritage, placing it in the top rank nationwide.

"Shanxi was one of the cradles of Chinese civilization and it is still at the forefront of the nation's cultural creativity industry," the official said. "We are here to display the essence of Shanxi culture, trying to tell visitors from across the world the stories of the past and present of Shanxi, as well as the nation, through displaying the cultural assets created by our ancestors and contemporaries."

Muhammad Alnaqbi, the consul-general of the United Arab Emirates in Shanghai, visited the exhibition of Shanxi's cultural heritage, praising it as a great way to help to showcase the province's history and culture.

The promotion of Shanxi is not

limited to the CIIE venue. On Sunday, a Shanxi Night gala, which was jointly hosted by the Shanxi provincial government and other provincial governmental institutions for commerce, investment and cultural tourism, opened at the Shanghai Fosun Art Center.

The event, consisting of performances featuring local arts and cultural heritage and a buffet reception, functioned as an opportunity for displaying Shanxi's unique resources and for networking between businesses in and outside Shanxi.

During the gala, Shanxi's officials presented special gifts to the guests — creative cultural items crafted by Shanxi's craftsmen and a brochure introducing Shanxi's business opportunities in 10 advantageous industries, as well as its unique cultural and tourism resources.

Guests at the gala were informed that Shanxi is promoting an economic transformation that highlights the upgrading of its traditional sectors including coal mining and other heavy industries and the cultivation of strategic emerging industries. These include special steel; new energy vehicles; advanced manufacturing; solar and wind power; hydrogen; modern pharmaceuticals and semiconductors.

The province is also accelerating the development of characteristic towns for specialty industries. And these sectors will be fields with great potential for investment and business cooperation.

In addition to the gala, Shanxi's governmental institutions and enterprises held a number of networking events on the sidelines of the CIIE to assist business and cultural exchanges.

For instance, a promotional fair for industrial cooperation in Shanxi was held on Monday. Investment promotion institutions from Shanxi's various cities, industrial parks and development zones introduced their business environments, preferential policies and industrial potential during the event.

Xinghuacun Fenjiu Group, a renowned white liquor producer in Shanxi, hosted a forum on the development of the white liquor industry on that day, inviting experts to share their insights on the industry and culture related to the sector.

Yan Jie and Ren Zhixia contributed to this story.



A livestreaming promotion is held during the Shanxi (Yuncheng) International Fruit Trade Expo. PHOTOS BY LI NINGBO / FOR CHINA DAILY

## Yuncheng event offers fruitful experiences

By YUAN SHENGGAO

The seventh Shanxi (Yuncheng) International Fruit Trade Expo that concluded in Yuncheng, North China's Shanxi province, on Oct 30, proved to be a huge success with record-breaking numbers.

The eight-day event, beginning on Oct 23, saw the participation of more than 870 enterprises, which showcased more than 100 types of branded fruits and agricultural products at the main venue in the city of Yuncheng, as well as at two subvenues in Linyi and Wanrong counties.

The event consisted of 20 activities, including livestreaming sessions with internet celebrities and well-known e-commerce influencers. Agreements on a total of 79 projects were signed, amounting to a total contract value of 6.9 billion yuan (\$943.19 million).

The exhibitions and diverse activities attracted large crowds, with about 280,000 visitors coming to the event to buy products, identify cooperative partners and make deals.

Yuncheng, the host city of the event, is the leading fruit-growing city in Shanxi province. Local statistics show its annual output of various



Expo attendees visit an apple orchard in Yuncheng.

fruits is about 6 million metric tons and the annual revenue from this sector is about 23 billion yuan.

Since 2016, the city has held seven sessions of the expo. With a growing level of professionalism, the event has become an important platform for the local fruit industry to gain increasing influence in the country and in the world.

This session of the Yuncheng fruit expo attracted the participation of business representatives, trade associations and diplomats from 11 countries from South America, Southeast

Asia, Africa and Europe.

Yuncheng's businesses in the fruit industry and other farming sectors viewed this event as a prime venue to showcase their products, equipment, technologies and techniques to the professional visitors and industry insiders from across the country and throughout the world.

Local exhibitors have displayed more than 300 varieties of fruits, vegetables and agricultural products at the expo. The exhibits, under the geographical indication-marked labels of "Yuncheng Apple", "Yuncheng Flour" and "Yuncheng Vegetable", were especially popular among visitors.

Food and beverages made from Yuncheng's fruits and other farm produce also attracted the attention of many buyers and dealers.

On Oct 28, Yuan Ciyun, a businessman from East China's Zhejiang province, stopped at the booth of a fruit wine producer based in Yuncheng's Jiangxi county.

"Our market research shows that fruit wines made from fruits like cherry and hawthorn have great potential in the market," Yuan said after tasting some of the wines at the booth. "We are here to seek potential suppliers as we know that Yuncheng has a mature industry in fruit processing and beverage production."

For local fruit growers, the expo was also a great opportunity to learn about the latest operational models, market trends and production technologies.

A fruit industry development center in the county of Pinglu, for instance, arranged a research tour of the expo for nearly 200 fruit growers.

"Our planned scale for the tour was about 100 people, but it kept growing as more people applied," said Li Shoufeng, an official at the center.

He said the aim of the tour was to help farmers get access to the latest technologies, introduce high-quality fruit seedlings and learn about the latest operational models like e-commerce and livestreaming sales.

Li Ningbo contributed to this story.

## Business environment boosted by administrative approval reforms

By YUAN SHENGGAO

In Shanxi, the private economy is often referred to by local officials as the "environmental economy", as a good business environment is crucial for its existence and growth.

Based on such recognition, governments at various levels in the province have devoted a great deal of energy into improving the business environment over the past decade, offering efficient services to make doing business easier and help entrepreneurs cut costs and save time when they apply to start businesses and make them grow.

Over the past years, Shanxi has deepened administrative approval reform, streamlined registration and approval procedures, reduced application materials and shortened handling times.

Zhang Wenhua is an executive at Guoda Wanming, a privately owned drugstore chain company based in Shanxi, who takes charge of operations in the central Shanxi city of Jinzhong. He said he is the witness to such positive changes.

"It is much easier to open new outlets nowadays," Zhang said. He explained this is because of the practice of "one stamp for all" for business application, registration and approval.

In the past, Zhang recalled that business owners needed to first obtain various certificates, including those for fire safety and sanitation before they could apply for a business license to start operating.

"Adding to this complexity was that to operate a drugstore, it was necessary to apply for separate licenses for the sales of medicines and medical equipment, which sometimes meant doubling the number of approval procedures," Zhang said.

He recalled that in the past, granting the two licenses took more than

two weeks and he said now these can be completed in two days as approval institutions have merged the two licenses into one.

Shanxi began to implement the "one stamp for all" practice in administrative approval in 2016 in the county of Lingshi. In 2020, it was promoted to all the cities, counties and districts in the province.

The practice features the offering of one-stop administrative services with greatly streamlined procedures, zero cost and a drastic cut in the period for approval, according to an official at the Shanxi Market Regulation Bureau.

Local governments at district, county, and city levels have also advanced the establishment of round-the-clock administrative service centers. Convenience service centers have been established in all 1,276 townships and subdistricts in the province.

The official added that the efficiency of administrative services has been improved with the extensive use of information technologies. The province's integrated online administrative service platform has achieved full coverage, from the provincial to village levels.

At present, about 91 percent of the

administrative procedures at the provincial level and more than 83 percent of the procedures at county level can be handled online.

"Such an online system shows great efficiency, especially in the registration and approval of small businesses," the official said. "It takes less than a minute to register a household business online."

The system can also break the geographical limit for offering administrative services. In Shanxi, initial progress has been made in implementing the interprovincial handling of 209 administrative service items.

A manager of a performing company in Beijing, whose surname is Wang, recently applied for holding a performance in Shanxi. He did it by submitting all the required materials and documents online and got an approval in hours.

"In the past, you needed to travel to Shanxi to handle the registration at the location of the show, which usually took several days," Wang said. "Now you can do it anywhere and anytime, as the system works 24 hours a day, seven days a week."

An Xiaoyi contributed to this story.



One of the local administrative centers in Shanxi that offers one-stop services to local businesses. AN XIAOYI / FOR CHINA DAILY