

# Songcheng performers keep cultural heritage items alive

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Gao Lingyun, publicity chief of Qingzhou

performances in 2012. Gao Lingyun, the publicity chief of Qingzhou, said Qingzhou has abundant intangible cultural heritage items, some of which are nationally recognized.

“We invited masters to come out of their homes to show their skills at the site, not just to attract more tourists,” she said. “We want to promote the heritage by letting more people see and know them.”

On March 5, the traditional Lantern Festival, the site attracted about 320,000 visitors, Gao said.

Wearing a comedic bright pink and green costume, 70-year-old street dancer Li Guangwu rolls forward, backward and sideways, and does the splits, as he plays an old woman trying to catch a butterfly.

His female partner, aged 50, gently controls a model butterfly hung at the end of a rod.

Attracting many tourists every day, the partners are just two of about 100 artists displaying Chinese intangible cultural heritage items at Qingzhou Songcheng, a tourism area in Weifang, Shandong province.

The Songcheng project is a riverside area covering 1.3 square kilometers with buildings and roads built in the style of the Song Dynasty (960-1279), the most prosperous period of the Qingzhou region.

The area was originally planned as a paintings and antiques market, but the local government decided to add intangible cultural heritage



Li Guangwu (front) has practiced the “Catching Butterfly” dance for 55 years. The performance attracts many locals and tourists. WANG QIAN / CHINA DAILY

The “Catching Butterfly” dance is a city-level intangible cultural heritage item dating back more than 200 years. It combines movements of dancing, martial arts and gymnastics.

Li said he began learning the dance from his father when he was 15, and now is teaching it to his grandchildren.

Other performances include traditional operas, sports, playing musical instruments and handicraft making. The site has also attracted masters from outside the city to perform.

Qingzhou locals Zheng Ziyun and Tian Baisheng, both 65, perform *kuaitan*, an oral storytelling accompanied by staccato bamboo clappers. They have been partners for three years.

Zheng said he learned the skill in the early 1970s when he was a soldier. “At that time, the theme of my shows was mostly life in the army,” he said. “Now I sing about the great changes in my hometown.”

The performers not only show what has been passed down over generations, but have created something of their own.

Li Xianchen, chairman of the association of shuttlecock kicking of Qingzhou, has practiced the sport for more than 60 years. He and his colleagues have developed a set of 108 new patterns of shuttlecock kicking based on traditional moves, and have named each of them with a local idiom, using the names of famous people, places or popular legends.

One pattern called “flower in the fairy girl’s lips” features the performer kicking the shuttlecock up and catching it with his mouth. The name echoes the story of He Xiang, a fairy girl in the Chinese legend of *The Eight Immortals Crossing the Sea*.

The association chairman said that by combining moves with local history and legends, they want to promote traditional culture instead of just a sport.

“The collective show is a brilliant innovation by the local government,” he said. “It’s good that visitors can see the intangible cultural heritage items live.”

The government invests 2 million yuan (\$322,040) a year as subsidies for the performing artists, but many said they are not there for the money.

“I would come here even if there was no subsidy,” said Shen Hongfeng, who demonstrates *laobangchui*, a locally developed lace technique. “I love the art and I want more people to love it, too.”

The 62-year-old master has concerns about passing the skill to the next generation. “When I was 10, I spent about half a year to learn all the patterns,” she said. “Now many young people like the art but do not have enough time to practice.”

Publicity chief Gao said there are currently no schools to train interested young people, but the government will consider establishing some.



Artist Zhang Xingfeng demonstrates her *laobangchui* lacework, which took about 50 hours to finish. WANG QIAN / CHINA DAILY



Workers at Dell computer factory in the Chengdu Hi-Tech Industrial Development Zone. PROVIDED TO CHINA DAILY

## Chengdu high-tech zone nets State-level upgrade

By HAO NAN  
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“The zone’s approval as a State-level innovation demonstration area is of strategic importance to western China.”

The administrative committee of the Chengdu Hi-Tech Industrial Development Zone announced on June 24 that the zone has been upgraded to a State-level innovation demonstration area, the first of its kind in West China.

China has eight State-level innovation demonstration areas. Beijing’s Zhongguancun industrial park, which was established in the 1980s, is the first, with others scattered across the nation in cities and provinces of Wuhan, Shanghai, Shenzhen, Jiangsu, Tianjin and Hunan.

The eighth national innovation demonstration area, the Chengdu high-tech zone will explore new initiatives in entrepreneurship, technology commercialization, talented personnel introduction, intellectual property management and protection, combinations of science and finance, and the integration of industries and city development.

The area, founded in 1988 in Sichuan province, is one of the first high-tech zones in the country.

Since its establishment, the zone has been eyeing how to become a State-level innovation demonstration zone. To reach that goal, the city and provincial governments both made ample efforts.

In September 2014, for example, the Sichuan government launched 10 policies to boost innovation, such as encouraging local researchers and technicians to start their own businesses and improving the scientific and technological innovation service system.

The zone has made strides in recent years, especially in innovation capacity. Last year it ranked third among national high-tech zones for innovation, according to the Ministry of Science and Technology.

It has also won many other honors, such as being named a national IP demonstration area, a copyright protection demonstration area and a demonstration area for building famous brands.

“The zone’s approval as a State-level innovation demonstration area is of strategic importance to western China in accelerating its industrial

Fan Yi, director of Chengdu Hi-Tech Industrial Development Zone administrative committee

transformation, and to inland areas in exploring new innovation-driven development approaches,” Fan Yi, director of the zone’s administrative committee, told local news portal newssc.org.

With its new standing, the zone could also better implement the latest of national strategy to develop western China by giving full play to its advantages in scientific innovation and industrial development, he added.

The administrative committee is now working on the zone’s next five-year plan, which covers 2016 to 2020.

According to the plan, the national innovation demonstration area will serve as an important growth base in the Yangtze River Delta Economic Zone and also be built into a world-class high-tech zone by 2020 to support the development of western China’s creative and innovation industries, Fan said.

## Qihoo 360 designing system to monitor online trading

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China’s industry and commerce authorities recently entrusted a Beijing high-tech company to create a supervision system to help regulate online trading.

Qihoo 360 Technology signed an agreement with State-level and Beijing administrations for industry and commerce on June 30 to undertake the research and construction of the system, whose targets are major domestic third-party Internet trading platforms, such as Taobao, Tmall and JD.com.

According to the agree-

ment, the system is designed to be the largest of its kind in China by integrating the information about online stores and their owners, the store owners and other related data.

It would allow cross-regional cooperation and law enforcement by authorities of industry and commerce at all levels to inspect and monitor the business operations of those platforms, aiming to solve such problems as intellectual property infringement and false promotion during online transactions.

The first phase of the system, which will be put into trial operation this year, focuses on online commodity trading.

The second phase will highlight online information transactions and the third will focus on trading on intelligent mobile equipment such as smartphones, China News Service reported.

Statistics from the National Bureau of Statistics show that last year China’s online trading volume accounted for nearly 11 percent of total retail sales of consumer goods.

The rapid development of the e-commerce industry, however, has also resulted in rampant online infringements and trading fraud. For example, more than 37 percent of Internet users experi-

**11 percent**  
of retail sales of consumer goods was done online in China last year

enced fraud at e-commerce websites, according to the Beijing Cyber Security and Anti-fraud Alliance.

The lack of cyber integrity is a serious problem, said Qi Xiangdong, president of Qihoo 360, at the signing ceremony, adding that the involvement of governmental agencies could solve the problem effectively.

Qihoo 360, founded in 2005, is a leading provider of Internet and mobile security products.

Its security systems now protect its users nationwide against Trojan malware 225 million times per day, block phishing sites 66 million times each day and identify 13 million suspicious cell phone messages, Science and Technology Daily reported.

The company has also established partnerships with other governmental agencies since 2012, such as the Ministry of Commerce, Ministry of Water Resources and State Administration of Taxation.

### IP scene

#### GUANGXI Region establishes training center

The first IP training center in the Guangxi Zhuang autonomous region was recently established at Guangxi University for Nationalities. The center aims to provide support for regional IP businesses by developing a unique training model, contributing rich experience and talented personnel. The university has stood out from four pilot programs since 2013 for its efforts in facilities, faculty training and undergraduate and postgraduate education.

GUANGXI INTELLECTUAL PROPERTY OFFICE

#### CHONGQING Rewards to trademark owners

The government of Wanzhou district recently launched a campaign to give awards and subsidies to local trademark owners. Companies will be given 50,000 yuan (\$8,053) for each famous trademark of Chongqing granted last year and 10,000 yuan for each famous trademark of Wanzhou. They will also get subsidies of 1,000 yuan for each new trademark registered in China

last year and 50 percent of actual spending for each new registration overseas.

WANZHOU TIMES

#### FUJIAN Summer school for IP rights

The 2015 Xiamen University international summer school of intellectual property rights started on Friday. IP experts from academic, judicial and business circles are giving lessons on IP and innovation in the Internet era to domestic and foreign trainees. The two-week program will also organize visits to noted enterprises and has invited its foreign trainees to live with Chinese families to experience Chinese culture.

XIAMEN DAILY

#### TIANJIN 38 trained in patent information

Thirty-eight patent information service lecturers appointed by local intellectual property authorities received training on June 30. Over the next three years, they will lecture on national and local policies related to

patent information to small and medium-sized companies and public institutions, teach staff at the organizations how to search and analyze patent information, and help set up patent databases to promote innovation.

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#### SHAANXI Office plans to double agents

The provincial intellectual property office is conducting a plan to double its number of patent agents by the end of 2017. Measures include publicizing the patent agent qualification exam in universities, research institutes and enterprises; subsidizing examinees’ training fees; and giving rewards to those who pass the exam. The office will also host events to help patent agencies employ more agents, an official said.

SHAANXI DAILY

#### HENAN Requests sought for loans

The provincial intellectual property office recently began

collecting requests from local small and medium-sized high-tech companies for patent-collateralized loans. Eligible companies can register at the province’s online IP collateral financing center. The office will select applicants and help them apply for loans from banks. About 1,537 patent projects have registered their demands for loans since the office launched the event in 2011.

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#### TIBET Hainan holds cultural exhibition

An exhibition of intangible cultural heritage in Hainan province was held in the Tibet autonomous region from June 25 to 30, mainly including photo displays and traditional handicraft. More than 200 photos of 28 national cultural heritage items were on display. There were also some world-level items shown at the exhibition, such as shell carving and traditional textile techniques of the Li ethnic group, which include spinning, dyeing, weaving and embroidery. Organizers said the event will help cross-regional cultural exchange.

HAIKOU EVENING NEWS

This page is jointly published by the State Intellectual Property Office and China Daily. To comment or contribute, please e-mail ipr@chinadaily.com.cn or contact editors at +86-10-6499 5774.

Special thanks to China IP magazine for the joint launch of ipr.chinadaily.com.cn