

# Tech companies record rapid growth for brighter prospects

Shandong BeBright among companies to benefit from government policies, **Yuan Shenggao** reports.

Shandong BeBright Semi-con-Tech in the Weifang Hi-tech Industrial Development Zone is a high-tech company specializing in the development, production and sales of light-emitting diodes, or LEDs.

In recent years, the company reported rapid growth because of its strong research and development capacity and quality control. However, the company still faces major pressure because the market has become more competitive.

"We only have testing and design departments. Packaging was outsourced, which caused many problems such as delayed feedback and longer production periods," said Zhang Chengqiang, a deputy department head from BeBright.

To better adapt to changing market conditions, BeBright has invested 30 million yuan (\$4.38 million) to launch a packaging project. It built the top workshops and purchased the advanced production equipment to build a complete industrial chain, according to the company.

During the upgrading process, the zone government provided BeBright with strong support.

"The approval process was completed in a week with support from the zone government," Zhang said.

Before that, it was usual to take 10 to 15 days to finish the process.

There are numerous companies in the zone facing similar situations.

Shandong NovoShine Optoelectronics recently upgraded its production technology for pattern substrate to enhance the luminous efficiency of its LEDs.

In the first half of 2018, NovoShine saw a 68 percent year-on-year increase in sales revenue, even though the market situation was not as good as previous years.

"We plan to be the top business in the industry in the next three years," said Wang Jinxiu, deputy general manager of NovoShine.

But that will require help from the zone government — which has taken a series of measures in recent years to provide tailor-made support in such cases.

"An enterprise's development process is similar to helping plant to grow, which needs support from the starting point," said Zhang Zhenshu, director of the Development and Planning Office at the zone's technology bureau.

By optimizing the allocation of technological resources, the zone has established platforms that assist with technology



**Wechai Power**, which is based at Weifang Hi-tech Industrial Development Zone, is famous as a leading Chinese manufacturer of engines for heavy-duty trucks and construction machinery. PHOTOS PROVIDED TO CHINA DAILY



**Shandong BeBright Semicon-Tech** is a high-tech company specializing in the production of LEDs at the zone.

research, innovation support, technological education demonstration and traditional technology innovation.

The zone has also paid close attention in recent years to key sectors such as new energy, automotive manufacturing and advanced chemical products manufacturing.

It is strongly supporting 47 technological upgrade projects in the zone, which will involve a total investment of 15.8 billion yuan.

It also lending a hand to 25 projects, which each have more than 100 million yuan total investment, according to the local authority.

By the end of August, some technological upgrade projects had been finished, increasing the pace at which the zone can replace old economic development drivers with new ones.

Shandong Ippe Inspection Technology, a quality management equipment developer in the zone, has joined forces with four leading Chinese universities including Zhejiang University and Beijing University of Technology to develop testing equipment, aiming to better serve businesses keen to achieve good results in the Industry 4.0 era. Ippe's management believes that quality control equipment

in China will become more intelligent and advanced in industrial upgrade process.

Fu Dongyi, general manager of Ippe, said connecting traditional quality control equipment to the internet allows the company to promote its business model, called Software as a Service, or SaaS. Under this model, businesses will be able to use the quality control equipment for free but will pay for the software.

Fu said the project reduces work pressure on quality controllers and increases their efficiency and accuracy. The model will also push the company out from homogenization and reduce

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**Zhang Chengqiang**, a deputy department head from Shandong BeBright Semicon-Tech

companies' reliance on some imported testing equipment.

In the first half of 2018, companies in the zone reported an overall value of industrial throughput of 47.7 billion yuan, an increase of 12.7 percent year-on-year. Of that total, high-tech companies contributed 35.3 billion yuan, an increase of 10.6 percent year-on-year.

*Cui Chengwang contributed to this story.*



**A technician** works on the automatic wire bonding operation of laser at Inspur Huaguang.

## Optoelectronics firm cites zone support for development

By **YUAN SHENGGAO**

Many people know semiconductor lasers and light-emitting diode chips are high-tech products, but are unaware of how they affect our daily lives. Those products are widely used in hospitals, supermarkets and community-wide; they are installed in mobile phones and computer screens and autonomous driving technology.

"Where there are lights, there will be semiconductor lasers or LED chips," said Zheng Tiemin, chairman of Inspur Huaguang.

Inspur Huaguang is the electronic arm of Chinese server maker Inspur Group. The Weifang Hi-tech Industrial Development Zone has provided support to Inspur Huaguang in attracting talented professionals in the construction of infrastructure.

For its part, Inspur Huaguang has introduced advanced production facilities to complete an industrial chain for the manufacturing of epitaxial wafers and optoelectronic products.

Inspur Huaguang introduced the first independently developed semiconductor light-emitting chips in China in 2002, ending the country's reliance on imports of related products. It has become one of the major semiconductor laser producers in China and has maintained a leading position in terms of production and sales volume. Its blue LED technology represents a high standard in the country.

The management of Inspur believes technology innovation has been a key element in supporting its growth in recent decades. Highly skilled technology development professionals have been useful in its research and development process. As a result, the company has partnered with research and development institutes to ensure their development results can meet the market demand.

Wang Chengxin, deputy general manager of Inspur Huaguang, who is also an overseas returnee, said the company has partnered with Shandong University

A professional technology team is the foundation to advance independent innovation."

**Zheng Tiemin**, chairman of Inspur Huaguang

to industrialize cutting-edge technologies that could be used in the LED production, such as the single crystal wafer technology and a blue LED technology.

Inspur Huaguang has also joined forces with Changchun Institute of Optics, Fine Mechanics and Physics, a subsidiary of the Chinese Academy of Sciences, and Changchun University of Science and Technology, to support the national 863 Program, a national-level high-tech research program initiated by the Ministry of Science and Technology.

"A professional technology team is the foundation to advance independent innovation," Zheng said.

Inspur Huaguang has developed a research team that consists of experts and scholars representing the forefront of China's sciences.

It has also established long-term technology cooperation with research organizations such as Shandong University.

To date, Inspur Huaguang has registered 278 patents, of which 149 are invention patents. Those patents are widely used in sectors such as laser sensors, LED lighting, smart manufacturing, security monitoring and the internet of things. Those patents have created more than 10 billion yuan worth of economic benefit for society, according to the company.

Some of Inspur Huaguang's clients' products have been sold to countries in North America, Europe and South-east Asia.

*Wang Lian contributed to this story.*

# Eight-gear transmission a boon for Chinese car manufacturing sector

By **YUAN SHENGGAO**

Shengrui Transmission Corporation in the Weifang Hi-tech Industrial Development Zone has long been committed to supporting the region by replacing old economic development drivers with new ones.

The company started to develop an eight-gear automatic transmission in 2007. At that time, it was lack of technology, talent and product.

After 10 years' hard work, it finally introduced the first front-engine, front-drive eight-gear auto transmission in the world, according to the company.

Shengrui's 8AT won the

National Science and Technology Progress Award in January last year. The award is one of China's top prizes devised by the State Council in recognition of scientific contributions made by either groups or individuals.

The company was the first auto parts supplier to obtain that recognition since the award was created in 1984.

The innovation not only reaps tremendous economic benefits for the company but also has significant impact on China's auto manufacturing industry, according to the management of the company.

China has become the third country in the world to successfully develop the 8AT



**Visitors** at an industrial exposition last Friday try out a vehicle equipped with the eight-gear automatic transmission made by Shengrui Transmission Corporation.

after Germany and Japan. Shengrui's 8AT also pushes foreign companies to lower

their product prices in the Chinese market, which helps Chinese automakers sig-

**250,000 units**  
Shengrui's annual production capacity calculated at the end of July

nificantly lower their costs, according to the company.

Shengrui rolled out the third generation of 8AT, which is more energy efficient and smarter than previous incarnations.

The latest 8AT can be equipped on some vehicle models developed by FAW Group, according to the company.

Shengrui displayed its new energy products at Auto China in April in Beijing. It reached cooperation consensus with two automakers at the expo.

It plans to establish partnerships with eight automakers. It also plans to further expand its production capacity.

Shengrui's annual production capacity hit 250,000 units at the end of July.

With the 8AT, Shengrui not only achieves rapid growth on its own businesses, but also supports the development of an industrial chain covering components such as clutches and bearings.

By the end of this year, Shengrui will have a produc-

tion line with 300,000 units, according to the company.

The production line, meeting standards required by Industry 4.0, will be capable of producing traditional 8AT and new energy products by then.

*Wang Lian contributed to this story.*

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