



A technician works on the production line at Shandong Tianrui Heavy Industry. PHOTOS PROVIDED TO CHINA DAILY

# ZONE TO CREATE SUPERIOR BUSINESS ENVIRONMENT

Weifang puts its weight behind providing better support for enterprises

By YUAN SHENGGAO

Weifang Hi-Tech Industrial Development Zone has vowed to create a superior environment for businesses to attract more start-ups and innovative companies.

Weifang Conqueren Bioscience & Technology, which specializes in developing immune, nutritious and functional additives for aquatic products, is a beneficiary of the zone's support.

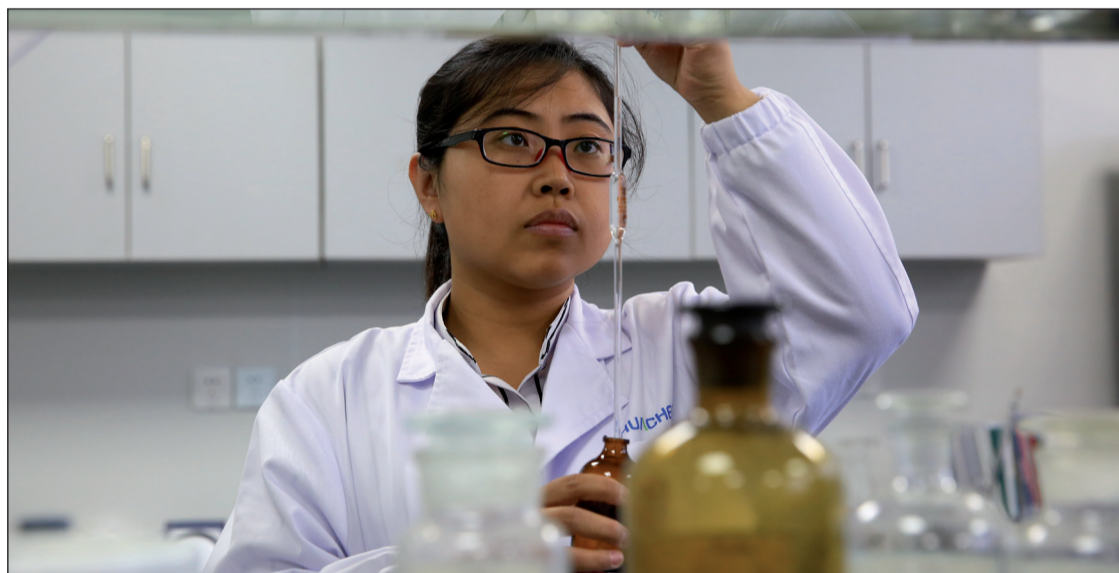
Yu Hairui, founder of Conqueren, said the company needs expensive equipment like atomic absorption spectrometers to carry out experimental analysis and tests. Companies will face big financial burdens if they have to purchase all of the equipment.

By using the zone's biomedicine public technological support and pilot platforms, which are equipped with the most advanced equipment, Conqueren saved huge on costs and achieved outstanding results.

The platforms also helped Conqueren to save on testing expenses. Yu said companies previously had to send their samples to research institutes like Ocean University of China and Chinese Academy of Sciences for testing and analysis, which was an inconvenience and incurred extra costs. On top of that, for companies with numerous tests, the platforms' staff members can provide on-site services.

"The Weifang Hi-Tech Industrial Development Zone is a national-level high-tech zone, which provides the best policies for talent and projects," Yu said, adding the quality of services and government work efficiency also quite support companies' success in the zone.

Shandong Tianrui Heavy Industry in the zone is another iconic company that has reported strong growth in recent years.



A researcher extracts chemicals at a biomedical company in the zone.

"The Weifang Hi-Tech Industrial Development Zone is a national-level economic zone, which provides the best policies for talent and projects."

Yu Hairui, founder of Weifang Conqueren Bioscience & Technology



Li Yongsheng, chairman of Tianrui, was invited to the zone as a professional. The company, which began with only 20 staff members in 2010, has unlocked strong growth potential and expanded into a business with asset value of nearly 200 million yuan (\$29.83 million). Many of its technological upgrade projects have been named as provincial-level innovative programs. The company is also one of top three rock drilling machine makers in China.

"The premium business environment of the zone contributed to the success of Tianrui," Li said.

According to Li, the zone's professional supportive policies is a plus for the company to attract overseas research teams.

The company has created partnerships with research and development teams from the United Kingdom and South Korea.

In August, Tianrui signed an agreement with a company from South Korea to establish a maglev technology development center

in Weifang. Some of its products, including the maglev high-speed motor, have entered into the industrialization process.

The zone has decided to invest 300 million yuan to build a maglev industrial park. Shandong Startup Investment Fund is also planning to invest 1 billion yuan in this project, according to the zone government.

Li said he is confident the company can achieve better results and grow to be an industrial leader thanks to the support from so many parties.

Professional service enhancement has also been a key task of the zone. Makerspaces — collaborative work space for innovative young people, incubators and accelerators — have been established to help businesses solve problems and cultivate professionals.

Currently, the zone has 114 provincial-level R&D centers, five national-level incubators, nine provincial-level incubators and seven national-level makerspaces.

## City breathes new life into its environment, parks, public facilities

By YUAN SHENGGAO

The Weifang Hi-Tech Industrial Development Zone is taking steps to ensure its public facilities meet appropriate standards and contribute to providing a better living environment for residents.

At Zhiwei Park in the center of the zone, new public toilets have been equipped with modern facilities for residents from all walks of life, including special seats for toddlers, air conditioning and rest facilities for sanitary workers.

Currently, a total of 67 city-center parks, known as pocket-size parks, are scattered throughout the zone for residents. Modern toilet facilities in the parks provide residents with greater convenience, according to the zone.

"The zone increased investment to redecorate the toilets and improve facilities in them," said Du Xiaoliang, a staff member at the zone's urban construction bureau. "Cleaners have been assigned to monitor the toilets frequently to keep them clean and tidy."

The zone has also taken measures to improve pocket-size park management. Standards have been set so that plants and landscaping in the parks are well-maintained. Lighting of different designs has been installed to reflect the unique features of each park. In all, the parks are now a popular destination for wedding photos.

More parks will be created in the zone, according to officials.

"This year, the zone will build 18 pocket-size parks, three parks and five toilets, and upgrade flushing and electricity systems in 20

This year, the zone will build 18 pocket-size parks, three parks and five toilets, and upgrade flushing and electricity systems in 20 toilets as part of our premium municipal improvement projects."

Wang Gang, deputy director of the urban construction bureau of the zone

### 67 pocket-size parks

have been opened throughout the zone for residents

toilets as part of our premium municipal improvement projects," said Wang Gang, deputy director of the urban construction bureau of the zone.

The civic improvement company, which is responsible for building and maintaining parks and public facilities in the zone, has vowed to improve its services to better serve local residents.

Zhuang Jian and Li Kai contributed to this story.



A nighttime view of a residential area in the Weifang Hi-Tech Industrial Development Zone.



Residents play with their children at one of the pocket-size parks built in the zone.

## Inspiring early childhood educator raises a generation in the right way



Shi Yun, director of Dongming Kindergarten in Weifang Hi-Tech Industrial Development Zone, plays with her students.

By YUAN SHENGGAO

Shi Yun, director of Dongming Kindergarten in Weifang Hi-Tech Industrial Development Zone, has dedicated the past 28 years to providing her best care and education to young students who pass through her school.

"Many people think the work of kindergarten teachers is easy because they just need to teach children to sing, dance and play games," Shi said. "However, those small things affect a child's personality, manner in treating others and emotions, and may even have an impact throughout a person's life."

Shi has taken care of more than 2,000 children in her 28-year career.

All the children that pass through her kindergarten leave an impression upon Shi, and nothing is more rewarding than seeing a child develop, Shi said.

One such child was so shy he could

barely talk when he was just a three-year-old starting at the kindergarten. However, over time, Shi was able to gain his trust and make him feel more relaxed and comfortable at the school.

Shi's efforts generated returns. One day, when entering the classroom, the boy said, "Hello teacher."

Today, the boy is enrolled at one of the best senior high schools in Weifang, making Shi very proud.

Shi was invited to Weifang Hi-Tech Industrial Development Zone in 2014 to work as an education professional. In 2018, she was appointed as the director of Dongming Kindergarten.

Shi's success stems from her ability to pass on a lifelong passion for education to her teachers and students, as well as her determination to always innovate and try new practices.

Her personally-developed curriculum encourages teachers to apply different methods in the classroom for students of different ages.

Children can develop hobbies, learn to express gratitude and respect others, and appreciate good behavior, which will benefit them throughout their life."

Liu Yanyu, a teacher at Dongming Kindergarten

According to Shi, in a student's first year at kindergarten, the teacher needs to be there primarily for support. In the second year, the teacher can help students develop basic skills to acquire greater independence. The third year is spent developing character.

"Children can develop hobbies, learn to express gratitude, respect others and appreciate good behavior, which will benefit them throughout their life," said Liu Yanyu, a teacher at Dongming Kindergarten.

In Shi's opinion, a director should act as the soul of a kindergarten, considering decisions and directions which will have an impact on teachers and children. A director should lead the way for teachers and kids, rather than just giving comments, Shi said.

"Shi considers kids as the future for our country and families. She wants to provide all the best for them," Liu added. Shi has been recognized as a provincial and city-level model for her contributions to education.

"I think teachers should act like parents. Their love and responsibilities will help the kids to grow up with more happiness," Shi said.

Gao Xufei contributed to this story.