

## Trailblazing doctor wins award for dedication

By YUAN SHENGGAO

Zhang Guoqing, head of the People's Hospital in the Weifang Hi-tech Industrial Development Zone, has been named a model worker of Shandong province, recognizing his work integrating western and traditional Chinese medicine.

With 28 years of experience as a doctor, Zhang has helped steer the People's Hospital in Weifang to focus on the better treatment of diseases using TCM and western treatment. The hospital is now renowned for its expertise in treating chronic diseases, rehabilitation therapy, maternity and baby care.

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Xu Changtao suffered a cerebral hemorrhage and was admitted to the hospital a little over a month ago. With treatment from the hospital's neurology department, Xu, whose hand was paralyzed as a result of the hemorrhage, is seeing the results of his gradual recovery.

"With effort I can now lift my left hand," Xu said.

Zhang, who has overseen Xu's treatment, said that his condition will continue to improve with physiotherapy over the coming months.

"We visited other hospitals but they only provide rehabilitation therapy once a day. Here, we receive the therapy twice a day and the services are much better," Xu's wife said.

At the People's Hospital's rehabilitation therapy center, there are many people in a similar situation. Some of them are residents in the zone, while a large proportion of them, like Xu, are from other areas of the city.

Born to a family with a strong history of TCM, Zhang, who has been working at the hospital since 2016, has devoted himself to combined western and TCM treatment of cerebrovascular diseases.

Under his suggestion, green channels were developed in the hospital, so people who have had a stroke can receive treatment in the most efficient way.

Zhang and his team also strongly support the Weifang Hi-tech Industrial Development Zone's public push to improve its health services.

As a part of its social welfare system, the zone provides free body examinations for designated groups. Statistics from the hospital show that 8,179 people and 7,910 people have received free screenings for breast cancer and cervical cancer respectively in the hospital over the past two years.

Zhuang Jian contributed to this story.



Zhang Guoqing (left) trains a doctor how to conduct rehabilitation treatment at the hospital.



A technician from Shandong Novoshine Optoelectronics Co Ltd examines a product using advanced testing equipment. PHOTOS PROVIDED TO CHINA DAILY

## Weifang rolls out the red carpet to bring in talent dream team

Innovative recruitment initiatives, policy support draws expertise to zone

By YUAN SHENGGAO

The Weifang Hi-tech Industrial Development Zone has had outstanding results in expanding its talent pool in recent years, officials said, helping to create conditions for the further growth for the dynamic hub located in the eastern province of Shandong.

The zone was recognized by the provincial government, which in May conferred on it the title of Shandong Talent Service Work Excellent Unit. The same honor was bestowed on GoerTek — a producer of microphones, speakers, Bluetooth devices and wearable technology — which is one of its residents.

The Weifang Hi-tech Industrial Development Zone has now won the accolade for the second year running.

The zone is home to a number of leading professionals and specialists who have been attracted by its innovative recruitment policies. It is home to 33 experts listed on China's One Thousand Talents Plan, six professionals listed in the Ten Thousand Talents Plan and eight experts recognized by an innovative talent promotion project run by the Ministry of Science and Technology.

There are about 61,000 tech professionals and skilled workers in the zone, according to the local authorities.

Officials said the tech hub's outstanding pool of talent, beneficial policies and government initiatives were key reasons for its success.

Ma Xiangkun, deputy director from the organization department of the zone's Party



An employee from Sunshine Union Hospital in Weifang Hi-tech Industrial Development Zone provides services for patients.

working committee, said that top local government officials usually meet up with leading professionals immediately when they show interest about moving there.

Ma added that the zone also adjusted its recruitment drives to meet demand and it helped solve problems for newcomers "in the most efficient manner".

The zone has introduced a series of policies over the past two years to strengthen its position in the recruitment market, investing a total of 100 million yuan (\$15.08 million) to bring in expertise from outside.

In April, the zone unveiled two recruitment initiatives, aimed at bringing in fresh blood. The two policies include providing enhanced benefits for urgently needed talent, as well as greater government support for university graduates seeking to start a new business there.

Under the new rules, additional annual subsidies will be provided for bachelor's, master's and doctorate degree holders from 15 majors in 23 universities listed in China's Double First-class Project, who fill top priority positions. The subsidies for degree holders are 30,000 yuan, 50,000 yuan and 80,000 yuan respectively.

Officials added that well-established innovation and startup service platforms were also providing extra incentives to attract international professionals. They said the platforms were ideal springboards for newcomers to demonstrate their intelligence and skills.

The zone has also been fast on its feet elsewhere. A series of supportive policies were released to encourage the companies to launch research and development facilities, such as technical centers and experimental engineering labs.

To date, five national-level

business incubators and several provincial-level incubators have been launched in the tech hub. More than 480 businesses are undertaking incubation programs there.

In addition, two provincial-level innovation support platforms were added to the map this year, providing an additional 31,000 square meters of working space for business incubations.

"I chose the zone because it has well-equipped business services and support platforms," said Guo Wenping, general manager of Shandong Novoshine Optoelectronics Co Ltd.

"The photoelectric industrial park in the zone has a national-level testing lab and a relatively complete industrial chain, which can help us to achieve our product's industrialization in the most effective manner."

Officials said that premium

government services on offer were yet another reason for high-caliber professionals to pick the zone to be their new home.

"We are promoting the idea that people who can provide better services for talent are heroes," said Wu Hailiang, an official at the zone's organization department. He added that those who failed to support professionals to start businesses there were falling short of their duties.

Wu said the zone has built 325 apartments, which provide temporary accommodation for top professionals, and two residential communities have been built with a focus on serving international staff.

As a further incentive for professionals to stay, international schools have also been built for their children.

The zone also partnered with Zhao Fuquan, professor and director of the Automotive Research Institute at Tsinghua University and Jiang Long, president of GoerTek, to seek out ideas on how the hub can maintain its sustainable development.

Wang Lian contributed to this story.



## Advanced test center speeds products to market

By YUAN SHENGGAO

The Weifang Semiconductor Lighting Product Testing Center in the Weifang Hi-tech Industrial Development Zone was upgraded into a national-level acoustic, photoelectric and lighting products testing lab in April.

The center, established in 2011, is the first of its kind in East China's Shandong province.

Zhang Peijian, an engineer from Shandong Mingrui Photoelectric Co, said the lab has helped companies in the zone to reduce new product testing costs and allow companies to get reports more quickly.

"In previous years, we had to send a new product to testing and certification centers in large cities such as Beijing and Shanghai. It often took a few months for us to get the reports for some complex tests, which was quite inefficient," Zhang said.

The center, which was built using 70 million yuan (\$10.54 million) in investment, is equipped with more than 100 pieces of modern testing equipment and facilities, which include electromagnetic compatibility and echo-free chambers.

Li Wei, head of testing in the center, said testing service providers play an important role in supporting businesses development. By testing and providing analytical reports, products meet relevant requirements and receive certification before being released in the market.

Li Ming, deputy director of Weifang Photoelectric Industrial Park, said that acoustic, photoelectric and solid state lighting industries will be important sectors in supporting China's technological development in the upcoming years.

Weifang is one of the important gathering places for acoustic, photoelectric and solid state lighting businesses, and is the only national-level innovation-driven semiconductor and lighting industrial cluster pilot zone in the country, according to Li.

Businesses outside the zone have been attracted to the center over the past few years. Statistics provided by the center show that it has provided more than 4,000 services to companies from Beijing, Shanghai, Shenzhen in Guangdong province and Jinan in Shandong in the past seven years.

Wang Lian contributed to this story.

## Proactive response turns production problems into opportunities

By YUAN SHENGGAO

Zhang Litang, general manager of Shandong Cameron Petroleum Equipment Pte Ltd, a company located in the Weifang Hi-tech Industrial Zone, said limited production capacity and space had become key factors constraining the company's development in the past two years.

But that's all changed now and the company is going from strength to strength, thanks to some quick and proactive thinking.

The company, a ball valve supplier in China to Fortune 500 listed French company Schlumberger, reported an

impressive production value of 1.8 billion yuan (\$271.93 million) over the last 10 years.

Zhang talked the problem through with officials from the zone's economic and development bureau, who visited the company in April.

Wang Shukun, director of the business development office at the bureau, had good news for Zhang shortly after his visit.

The company was offered a long-term tenancy of a new plant, funded by the government, to solve its production capacity problem.

The company isn't the only one to have received a helping hand.

This year, the zone is rolling out fresh initiatives to boost services for its residents. Government officials have been assigned to liaise with individual projects in order to solve problems in an effective and efficient manner.

"We have visited nearly 500 businesses to date. We need to ensure all problems can be solved quickly," said Zhou Jingcai, deputy director of the zone's economic development bureau.

Government departments are also pushing to help businesses in the hub to better capitalize on their expertise.

One example is the local

market regulation bureau of the zone, which launched a series of services to help businesses in the hub to expand their brand awareness.

Shandong Shangde Software, another resident company of the hub, which is an information services provider, got a great response when it applied for official recognition as a Shandong Branded Product.

Market regulation bureau staff visited the firm regularly to give guidance before it formally submitted its application, according to the company.

Officials said the zone has also moved to enhance

its business environment in recent years, to provide more convenience for its resident companies.

Pan Haijing, who works in the human resources department of a group, is very satisfied with the one-stop services being provided by the zone's social security center.

The center launched a complete service so that the social security administration for companies could be performed at one service desk, cutting bureaucratic red tape.

Looking ahead, officials said the zone would continue to improve the quality of its services and support

business growth — so the region could take a leading role in response to the call of the central government to replace old economic development drivers with new ones.

Wang Weidong contributed to this story.

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