



**From left:** A technician works on a production line of Shandong BeBright Semicon-Tech. A child and an elderly resident enjoy playground facilities provided in the Weifang Hi-Tech Industrial Development Zone. A staff member provides service to a citizen at the government affairs service center in the zone. PHOTOS PROVIDED TO CHINA DAILY

# Weifang upgrades services for better business

High-tech industrial development zone looks to provide the most efficient management processes for its enterprises, local residents

By YUAN SHENGGAO

The Weifang Hi-Tech Industrial Development Zone is streamlining the services it provides for businesses so they can carry out their operations with greater efficiency and attract more investment.

"In 2019, we invested another 55 million yuan (\$8.02 million) to upgrade our production technologies. We saw our sales revenue double in 2019," said Zhang Fangyan, general manager of Shandong BeBright Semicon-Tech.

Zhang said the zone's premium business environment and government services make businesses feel positive about the future.

In recent years, the zone has constructed an online platform enabling business matters to be processed at a single window, within a specified time, and without the need for a second visit. The platform enables data

sharing among different government departments and keeps records of all operations.

"Shandong Tianrui Heavy Industry has achieved outstanding results, thanks to the zone's premium startup environment," said Li Yongsheng, founder of the company.

Tianrui, which was set up in 2008, has unlocked strong growth potential and now many of its technological upgrade projects have been named as provincial-level innovative programs.

Premium government services have become an advantage in attracting businesses in recent years. In 2019, the zone had 183 key business projects with total investment of 127 billion yuan under construction.

Weichai Group, a leading Chinese heavy-duty truck and components developer, celebrated the groundbreaking of the Weichai International Engine Component Industrial Park in July.



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**20.9 billion yuan**

the total investment made in the local livelihood projects by the zone in 2019

The 2,000-hectare industrial park, involving more than 200 billion yuan in investment, is projected to have more than 500 auto components suppliers engaged in sectors such as hydrogen fuel cells, smart products and electronics. The total investment of the industrial park is 100 billion yuan and the annual tax from these businesses is expected to exceed 30 billion yuan, according to official statistics.

Goertek, an acoustics solutions and smart hardware provider headquartered in Weifang Hi-Tech Industrial Development Zone, is constructing a smart hardware industrial park at a total cost of 11.6 billion yuan.

In 2019, improving people's lives became another key task of the zone's government. A total of 20.9 billion yuan was invested in 106 local livelihood projects covering food safety, education, healthcare, living environment

and government services.

In the battle against poverty, 104 government officials in the zone were assigned to take care of poor families.

The zone also introduced several healthcare projects to bring premium medical services to local residents. Sunshine Union Hospital was upgraded into a top-level hospital in the region. A healthcare center for kids and women is under construction.

Support programs were set up for families living on a subsistence allowance in 2019.

Members in qualified families can get 580 yuan per person monthly. Subsidies are available to uremia patients who need to take dialysis and stroke patients who need to take recovery programs. Children under 1 year old and elderly people above 70 can get chickenpox vaccines and flu vaccines for free, respectively.

Qi Jun, deputy director of the department of nephrology at the

zone's People's Hospital, said every uremia patient can apply for a 150 yuan subsidy each time they need dialysis treatment.

"Patients' families have less financial burden with the subsidy," Qi said.

Last year, 20,070 residential properties were built for people to relocate. More schools were built to provide about 9,600 positions for students.



# Weichai expands globally by investing in specialist companies

By YUAN SHENGGAO

For Moteurs Baudouin, a marine diesel engine manufacturer in France, Weichai's inroads marked a turning point in its history.

The century-old high-end company had become insolvent due to a declining global shipping market. They were acquired by Weichai, a heavy trucks and parts maker based in the Weifang Hi-Tech Industrial Development Zone, in 2009.

When Weichai's management team first visited Baudouin to discuss acquisition details, workers of Baudouin were hostile. Some even made protest banners.

During a meeting with Baudouin's employees, Weichai's representatives promised not to cut jobs or resell the business. Weichai pledged to use its expertise and help Baudouin out of its difficulties.

After the acquisition, Weichai met its promises and made strides to develop Baudouin into one of its key wings. Weichai used its resources in research and development, procurement, manufacturing and marketing in China to lift the company out of losses.

Now, Baurouin's annual sales volume is 20-fold of what it was in



**From left:** The Weichai Power Industrial Park is one of the highlights of the Weifang Hi-Tech Industrial Development Zone. Technicians work at a production line at Weichai Power. PHOTOS PROVIDED TO CHINA DAILY

2008. It has rolled out new products and reported positive income and higher salaries for its staff members.

"We are here to rebuild the business. We will not apply the model of 'killing the hens for eggs,'" said Ren Bingbing, vice-president of Weichai Power. She was assigned to work in Baudouin for two years. "I repeated it again and again during my stay in Baudouin."

When Ren returned to Weichai,

she had established a close friendship with many staff members in Baudouin. Many managers at Baudouin believe the acquisition has brought benefits to the company.

Over the past 10 years, Weichai invested in many businesses, including Italian yacht-maker Ferretti and leading alternative-fuel power system developer Power Solutions International in Germany. Throughout Weichai's global



expansion, similar scenarios happened. Many companies, which were reluctant to be acquired, are actively seeking cooperation after gaining from acquisitions.

Weichai, which is seeking high-quality development and focuses on the real economy, is looking forward to partnering with more global leading businesses.

On Jan 15, Weichai signed agreements to acquire an 80 percent

stake of German's Aradex, a specialist in electric drivetrains for the heavy-duty market.

As a small high-tech company in Germany, Aradex sees a chance to leverage its technology into much bigger markets with Weichai as a partner, according to Michael Schlingmann, CEO of Aradex.

"During the acquisition process, we spoke with 25 companies and 22 of them were from Europe or the

United States. The strategy of Western companies is usually to buy turnover, not innovations. Sometimes they only want to get rid of competitors," Schlingmann said. "Weichai has a long-term plan for itself and Aradex. We see that Weichai wants Aradex to grow fast and supports Aradex to reach that goal."

During the waiting time for German government approval, Aradex started some projects for the Chinese market, Schlingmann revealed. One is an electric version of a large construction machine. The other is the development of the next stage of direct current-direct current converters for fuel cell applications.

Also on Jan 15, Weichai agreed to purchase 51 percent of Austria's VDS Holding. The aim is to strengthen Weichai's position in the agricultural machinery sector.

Engineering services for transmission systems provided by VDS cover the whole process from solution planning and product design to on-vehicle testing. They have been widely used in the fields of traditional energy and new energy products.

VDS said it will support Weichai's powertrain development and personnel training.