

Program fosters SME expansion, promotes communications

Weifang Litro among companies to benefit from government support, **Yuan Shenggao** reports.

Nearly 40 high-growth companies in the Weifang Hi-tech Industrial Development Zone have been offered opportunities to learn from leading local companies and industrial experts, through an event named "Big Hands Hold Small Hands" organized by the local authority in August.

In this one-day event, senior managers visited heavy-truck and components developer and manufacturer Weichai Power to learn how to manage business more effectively, and smart equipment development giant Goertek to learn more about artificial intelligence.

Three industrial design experts were also available to provide tailor-made suggestions to companies.

"The event provides encouragement and impetus for us. We are confident we will now achieve better results in the zone," said Zhang Changli, deputy general manager of Shandong Yinlun Heat Exchange System.

Wang Zhende, deputy director of the industrial information office of the zone's economic development bureau, said that the program would promote communications between companies and help small and medium-sized enterprises with high potential expand their operations.

It will also help the zone to cultivate an atmosphere in which businesses are keen to acquire new knowledge, compared with their competitors, chase industrial leaders and have a willingness to overtake them.

In recent years, the zone has been committed to upgrading its business environment.

Weifang Litro Electrical Technology is one of the beneficiaries of the zone's efforts. Litro, established in 2010, independently developed a multipoint fuel injection system in 2015 and broke the monopoly of foreign businesses in the field in China, according to the company. Its success also secured it a leading position in the development of natural gas combustion injection systems in recent years.

However, at the very beginning, the company experienced some problems in selling its products.

"Many things were better for us than for foreign products. For instance, our costs were only one-fifth that of imported products. However, we encountered problems in promoting our



Weifang Litro Electrical Technology, which is based in the Weifang Hi-tech Industrial Development Zone, is known as a leading Chinese manufacturer of multipoint fuel injection systems. PHOTOS PROVIDED TO CHINA DAILY



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Zhang Changli, deputy general manager of Shandong Yinlun Heat Exchange System

products to new clients at the very beginning," said Wang Xiuqiang, chief engineer of Litro.

"Only some small companies in small cities tried our products. Large companies did not want to risk failure."

After identifying Litro's bottlenecks, the zone facilitated the manufacturer to contact Weichai Power, which was significant to help Litro to win Weichai's orders with its premium products.

This year, the zone has undertaken a series of measures to support high-growth businesses. It estab-



An employee works on a radiator assembly line at Shandong Yinlun Heat Exchange System, a high-tech company in the zone.

lished a business evaluation system to ensure businesses get more support if necessary.

Shandong Cameron Petroleum Equipment, a ball valve supplier in the zone, had been experiencing limited production capacity and space in recent years. The company was offered a long-term tenancy of a new plant, funded by the government, to solve its production capacity problems.

"If businesses have any

requests, the zone will provide support policies to help them. Companies need only to focus on development and production," said Sun Wenfeng, director of the zone's economic development bureau.

Sun said the zone will continue providing premium services and promoting communications among the small high-tech companies.

Companies with technology, talented people or unique advantages will enjoy more

support, he added.

Yang Shichao contributed to this story.



Residents play with their children at one of the "pocket parks" built in the Weifang Hi-tech Industrial Development Zone.

Pocket parks provide patches of greenery

By **YUAN SHENGGAO**

A cluster of 47 "pocket parks" will be built in the Weifang Hi-tech Industrial Development Zone by the end of this year, as authorities look to enhance the area's living environment.

The zone, which is a part of the Shandong Peninsula National Innovation Demonstration Zone, invested more than 43.5 million yuan (\$6.29 million) in the construction of three full-size parks and 35 pocket parks last year.

That investment has since been increased to 120 million yuan for three full-size urban parks and 40 pocket parks, with 10 of them already open to the public and 13 under construction. The rest are still in the planning stage.

A pocket park is a small area of natural, semi-natural

or planted space set aside for recreation, enjoyment and to provide some greenery.

Yuan Jindong, deputy director of the zone's urban construction bureau, said sculptures, cultural demonstration walls, exercise equipment and playground structures will be added to the parks in the future, for the benefit of the people using them.

A competition was initiated to select 118 sculptures for the parks, with local residents being asked to cast their vote on which sculptures should be used and where they should be placed.

One resident, surnamed Ding, said two of the parks were being built near her home, adding that she was looking forward to using them.

Yin Tingting contributed to this story.

Innovative minds focus efforts on supporting eldercare

By **YUAN SHENGGAO**

For the past six years, 85-year-old Lu Peiyun and his wife have lived in Hexiang Nursing Home in the Weifang Hi-tech Industrial Development Zone.

The couple visited a number of eldercare centers in the zone before deciding on Hexiang.

"The medical facilities here are better than in other centers and we can receive prompt treatment. The doctors help us any time we need. They take good care of us," said Lu.

Senior citizens are more prone to falling ill than younger people, and can find it difficult to access medical treatment when they are sick.

But Hexiang sits adjacent to a hospital that specializes in respiratory diseases, making life much easier for the home's residents.

"Our doctors and nurses patrol regularly. We send the elderly to the neighboring hospitals whenever necessary to ensure they are healthy. That's why we have a high occupancy rate," said Ma Xiulan, a member of the management team at Hexiang.

This model, of a nursing home joining forces with a hospital to provide eldercare services, has set an example for others to follow, as the zone looks to provide better healthcare services for its senior citizens.

Weifang Hi-tech Industrial Development Zone People's Hospital has set up a physical medicine and rehabilitation department to better serve elderly people, while the zone's community healthcare service centers have added more beds.

A chronic-disease management platform is also being established, which is supported by the zone's community healthcare centers, general healthcare



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Lu Peiyun, an 85-year-old living in Hexiang Nursing Home

service providers and the healthcare authority.

In addition, medical services can now be provided by those elderly nursing centers present in the zone.

Up to 650 beds have been made available by the zone's elderly care service providers, 200 of which were provided by the local government.

By 2020, the zone aims to establish a home-based, community-supported service system for its elderly population, supplemented by nursing homes. A service network that combines healthcare with eldercare, and covers both urban and rural areas, is also in the works.

Ge Li, director of the zone's health bureau, believes incentives are key to supporting the development of the regional eldercare industry.

That's why the zone is offering care centers that meet certain criteria, such as 200,000 yuan (\$28,914) per 100 eldercare beds added, or 100,000 yuan award per 50 beds.

Meanwhile, hospitals that are upgraded to Grade 2 status for the first time will also receive 100,000 yuan.

Cui Chengwang contributed to this story.

Dynamic development zone zeros in on IP protection

By **YUAN SHENGGAO**

The Weifang Hi-tech Industrial Development Zone, in East China's Shandong province, is focused on promoting innovation and patent application to better support regional GDP growth, according to local officials.

This benefits companies within the zone like Shandong CidePlus Bio-Tech, which has successfully developed an active molecular iodine-based product that can kill germs and viruses in seconds.

Established in 2006, the company has registered nine patents so far and formed an intellectual property rights department to deal with related matters.

Strong protection for intellectual property is crucial to development, according to Han Shenghua, the company's executive director, as biophar-

2,272
the number of patent applications the zone's companies filed in first seven months of 2018

maceutical research takes a long time to complete and would be rendered pointless if not protected.

Xu Jing, deputy director of the incubation department at the Weifang pharmaceutical innovation and startups service center, said that the zone has established a series of public technological platforms and pilot platforms to better serve the companies within it.

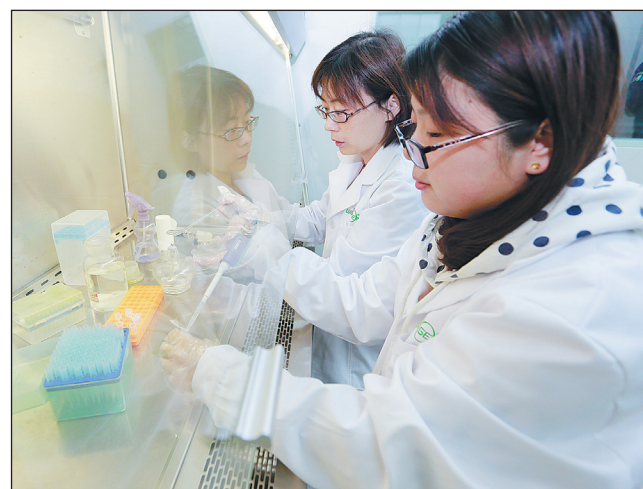
In the first seven months of 2018, companies in the Weifang Hi-tech Industrial Development Zone submitted



Technicians weigh ingredients to be used at Weifang Na'ao Cosmetics.

2,272 patent applications, a year-on-year increase of 20.21 percent.

Among them, the number of patents for new inventions reached 999, a 55.37 percent



Researchers test out a biopharmaceutical product at Shandong CidePlus Bio-Tech, a high-tech healthcare company in the Weifang Hi-tech Industrial Development Zone.

year-on-year increase. Companies also provided 1,422 patent authorizations, a 23.87 percent increase year-on-year.

According to statistics

from the zone's authority, there were 101.58 patents per every 10,000 people within the zone by June 30, ranking it first among all the city's districts.