

Jinan special

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The central business district of Jinan is a major gathering area for the city's financial industry. PROVIDED TO CHINA DAILY

City aims to become regional financial hub

By JU CHUANJIANG
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Jinan, the capital of Shandong province, is working to accelerate the development of a regional financial center and promote the integration of finance and technology, financial and high-tech industries, as well as finance and public entrepreneurship.

The financial industry has become an important engine to promote the economic development of the city.

"Jinan is trying to explore new ways for the development of its financial industry and build a regional financial center and regional science and technology innovation center," said Wang Wentao, Party chief of Jinan.

Last year, revenue from the financial industry amounted to 54.2 billion yuan (\$8.45 billion), accounting for 9.4 percent of the total GDP in Jinan. The industry also paid 10.8 billion yuan in tax, accounting for 12.4 percent of the city's total taxes.

Jinan has so far developed three major locales for its financial industry.

The Jinan financial business center is home to the regional headquarters of 19 banks and 31 insurance companies.

Jinan's central business district, another gathering area for the financial industry, is home to the operations of 65 international financial institutions and financial services companies, and 450 other financial companies, with a total annual turnover of more than 70 billion yuan.

The newly developed Hanyu Valley Financial Street, with a planned area of 4.1 million square meters and a total investment of

26 billion yuan, is designed to be a national financial innovation demonstration zone. It has already attracted more than 30 financial institutions, such as the Industrial Bank and Qilu Securities.

Foreign banks have also been attracted by the city's excellent business environment. In recent years, HSBC, Standard Chartered, East Asia Bank and other foreign banks have established operations in Jinan.

Jinan's securities industry has also developed rapidly. Last year, 57 new companies in securities, futures, mortgage and private equity funds were established in the city. The city's securities industry achieved a total turnover of 1.61 trillion yuan in 2014, an increase of 81.72 percent from 2013.

The city also actively promotes financial industry reform. For example, the Shandong financial asset trading center opened last year and launched nine innovative financial products.

Jinan actively promotes the listing of enterprises. The total number of listed companies in Jinan has reached 30, raising a total of 90 billion yuan on the stock markets. There are 39 companies listed on the "new third board" — an over-the-counter market for growth enterprises — ranking first in the province and sixth nationally.

At present, Jinan has 31 small loan companies, with combined registered capital of 4.2 billion yuan. The city is also committed to promoting the development of private financing institutions. It has approved 22 private capital management companies, with a total of 1.7 billion yuan of registered capital.

Rising Jinan's Manhattan aspirations

The capital of East China's Shandong province implements aggressive strategy to become a multifaceted economic hub

By WANG QIAN
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Authorities of Jinan, capital of Shandong province, expect the city to develop at a faster pace to become a regional hub for finance, logistics and technological innovations.

"Ranking third in terms of GDP among provincial capitals in the country, Jinan will make full use of its advantages in geography, talent pool and business landscape to improve its global competitiveness," said Wang Wentao, Party chief of Jinan.

Wang is the former Party chief of Nanchang, capital of Jiangxi province, and of Huangpu district in Shanghai. After becoming the head of Jinan in March, he proposed an aggressive development plan for the city.

"With a history of 2,600 years, Jinan has long been known as the political, economic and cultural center of Shandong. Now we should strive to further raise the city's reputation as a nationally or even globally renowned metropolis," Wang said.

In 1986, the State Council named Jinan a

Honors for Jinan

- National Famous Historical and Cultural City
- China's Excellent Tourism City
- National High-Tech Industrial Base
- National Garden City
- China's Leading Software City
- China's Top 10 Tourist Destination
- National Innovative City
- National Demonstration City for Intellectual Property
- China's Top 10 Happiest City

national historical and cultural city. There are more than 800 natural springs that dot the city, giving it the nickname "Capital of Springs".

Located about 500 kilometers south of Beijing and about 800 km north of Shanghai, Jinan is connected to the economic powerhouses through the Beijing-Shanghai high-speed railway, which shortens travel times to both cities by less than three hours.

"We should better use our natural, cultural and geographic advantages to attract more overseas tourists and businesses, and boost the city's global competitiveness in sectors of commerce, finance, logistics and technological innovation," Wang said.

In 2013, the Shandong provincial government implemented a regional development strategy that called for the integration of Jinan with its six neighboring cities: Laiwu, Zibo, Tai'an, Dezhou, Binzhou and Liaocheng. Authorities hope the move will provide the capital more economic opportunities.

Growing strength

According to the local government's statistics, Jinan's GDP totaled 577.1 billion yuan (\$92.9 billion) last year, a rise of 8.8 percent from 2013. Its fixed-asset investments totaled 306.3 billion yuan last year, a growth of 16 percent from 2013.

Despite the global economic slowdown, the city's foreign trade value totaled \$10.5 billion in 2014, a year-on-year increase of 9.6 percent.

According to the city's development plan, its GDP is projected to reach 1 trillion yuan in 2020. By then, the city will have 5.5 million people living in its 400-square-kilometer urban area, bringing its urbanization rate to 72 percent.

The plan said the city will continue to

transform its economic structure, with revenues from high-tech companies accounting for 46 percent of total revenue by industrial enterprises. The city also plans to boost research and development to create a base for high-tech and advanced industries.

"Advanced and emerging industries like information services, new materials, biomedicine and advanced equipment manufacturing will be the highlights of the city's development," said Wang.

Industrial zones

The city currently has about 10 industrial zones, including the State-level Jinan High-Tech Industrial Development Zone, the Jinan Economic and Technological Development Zone and the Jinan Comprehensive Free Trade Zone.

A software park within the high-tech zone has generated more than 50 billion yuan in sales revenue annually in recent years.

Approved by the State Council in 2012, the Jinan free trade zone stretches over 15 square kilometers and allows enterprises to have convenient access to trade services ranging from storage to customs clearance.

The first of its kind in Shandong's central and western regions, the zone plays an important role in promoting an export-oriented economy for Jinan and its neighboring cities.

Its pillar industries include logistics, integrated circuits and advanced manufacturing.

Financial hub

Wang said Jinan is committed to promoting its financial sector and building a range of financial industrial clusters.

The city is now home to more than 300 financial institutions. Its financial industry reported 54.2 billion yuan in profits last



The city of Jinan is the political, cultural and economic hub of Shandong province. PROVIDED TO CHINA DAILY



As Jinan continues to improve its infrastructure and environment, the city has grown into a suitable place for both living and business. PROVIDED TO CHINA DAILY

year, a growth of more than 16 percent from 2013.

The Party chief said a central business district is under construction in the eastern part of Jinan, where there

currently are more than 40 commercial projects with a total investment of 77 billion yuan. Projects include the 830,000-square-meter Mixe Shopping Mall, a commercial complex of China

Resources Co, and the 318-meter-high Zhonghong Plaza that is designed to be the city's new landmark.

"The CBD will focus on sectors of finance, banking, insurance, information service and trade. It is expected to become a financial and trade zone similarly to Lujiazui in Shanghai or Manhattan in New York," Wang said.

The CBD development plan has attracted

more than 450 companies, including Shandong Energy Group, Shandong Hi-Speed Group, the Shandong branch of China Life Insurance Group and the Jinan branch of Beijing Bank.

To accelerate the growth of biomedicine industries, the zone plans to construct several industry parks for biomedicines, anti-neoplastic drugs and medical equipment. The investment in each industry park is expected to exceed 1 billion yuan, and more than 600 enterprises are expected to operate in the parks.

Govt pushes high-tech as economic powerhouse

By XU WEI
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The city government of Jinan, the capital of Shandong province, is striving to push forward the development of its high-tech industries to make them the powerhouse for the city's economic growth.

"High-tech industries represent the future of Jinan's economic growth," said Jinan Mayor Yang Luyu. "We need to rely on science and innovation to boost the development of such industries, and our target is to develop them into industrial sectors each with a total output value of more than 100 billion yuan (\$16.1 billion) in the near future."

Statistics from the city's science and technology authority show it has 538 enterprises in the high-tech industry, with total output value of 219.3 billion yuan in 2014, up 13.61 percent from the previous year.

The city has more than 60 universities and colleges and nearly 100 research institutes. It also boasts 514 high-tech firms and 806 research institutes at enterprise level. They constitute a key part of the city's technological innovation system.

The city has also established a number of major platforms for science and technology innovation, including the Shandong Academy of Information and Communication Technology, the State Platform for Drug Research and Development, the National Supercomputer Center in Jinan, Jinan Cloud Computing Center and Shandong Institute of Quantum Science and Technology.

As the leading force for economic growth in Jinan, the Jinan High-Tech Industrial Development Area is expected to speed up development of electronic information, biomedicines and high-end equipment manufacturing and modern service industries, with each of the sectors targeting an output value of 100 billion yuan annually in the next five to 10 years.

To rapidly develop the electronic information industry, the development zone will focus on sectors including integrated circuitry, software, industry chains relating to the application of the Beidou navigation system, intelligent manufacturing and e-commerce. The target is to develop the zone into a national-level industry park for these sectors.

Industries such as robotics, nuclear energy equipment and numerical control machines are also taking shape in the development zone.

Ma Yuxing, the Party chief of the Jinan High-Tech Industrial Development Area, said the area has also gradually become a destination for company headquarters, high-end commerce, finance, modern services and cultural creative industries.

Jinan-Qingdao High-Speed Railways announced on June 30 that it would establish its headquarters in the zone. The total registered capital of the company is 30 billion yuan.

The central commercial district in the development area has attracted nearly 450 companies to relocate there, with total registered capital of 120 billion yuan.

The development area registered a total GDP of 54.8 billion yuan in 2014, up 10 percent from a year earlier. It has 219 high-tech enterprises, almost 40 percent of the city's total.

The high-tech area is now recruiting talent globally in order to increase its competitiveness. It already has 29 experts listed in China's Medium- and Long-Term Talent Development Plan, and 56 scholars who were brought to the area through a special program that recruits talented professionals from overseas.

East China's historic center of artistry

By ZHAO RUIXUE
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Jinan, the capital city of East China's Shandong province, is famed for its historical and cultural value due to rich legacies endowed by a long history.

It is said Emperor Shun, who lived before 2000 BC, farmed at the foot of Lishan Mountain, which is now Qianfo Mountain in Jinan.

Evidence shows there are human traces in Jinan from the early Neolithic period of 8,000 years ago. Relics

of the Dawenkou Culture (4100-2600 BC) have also been found in Jinan's suburbs.

In 1928, the relics of the Longshan Culture were discovered in the town of Longshan in Jinan. It was a late Neolithic culture in China centered on the central and lower reaches of the Yellow River, dating between 3000 BC and 2000 BC.

A large number of pieces pottery, stone and bone ware were found in Longshan. Black pottery pieces as thin as an eggshell represent the high level

of craftsmanship in ancient China.

Longshan has been verified as a major national-level base for relic protection and a museum has been built on the site to give visitors a comprehensive understanding of the ancient culture.

The city was given the name of Jinan during the Han Dynasty (206 BC-AD 220). It was a major base for iron production and salt trading.

During the Ming Dynasty (1368-1644), Jinan was the political center for the region known today as Shandong province and its role as the region's political center continues.

The long history has left rich legacies, including a long wall constructed by the Qi State more than 2,500 years ago, the Guo family stone shrine built during the Eastern Han Dynasty (AD 25-220), the Four Gates Pagoda built during the Sui Dynasty (AD 581-618) and the Lingyan Monastery built during the Eastern Jin Dynasty (AD 317-420).

The Lingyan Monastery contains 40 clay statues with bright colors that were made during the Song (960-1279) and Ming Dynasties.

Jinan was also home to many historical figures, including Bianque in the Spring and Autumn Period (770-476 BC), who was the founder of traditional Chinese medicine.

Jinan was also dubbed a "City of



The statues at Lingyan Temple, built during the Song Dynasty (960-1279), are representative of the Buddhist art form at its highest artistic level.

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Poetry" as it has nurtured many great poets since the Tang Dynasty (618-907).

The southern area of Jinan is dotted with many temples. The Four Gates Pagoda of the Shentong Temple shows a high level of Buddhist architecture. The pagoda roof is supported by a square stone pillar, with carved Buddhas on every face.

At the village of Xicaishi in Licheng district, a 65-meter-long cliff is dotted with 210 Buddha figures. These figures were made during the Tang Dynasty

and took 66 years to complete. Jinan features many intangible cultural heritage items including leather-silhouette performances, Lu Opera and dough sculptures.

A park showcasing local intangible cultural heritage was opened to the public in May. Containing eight zones, it displays more than 1,000 intangible cultural heritage items.

Jinan is also the birthplace of Shandong cuisine, commonly known in Chinese as Lu cuisine, which is among the top four culinary arts in China.

Wealth of resources in charming local springs

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Tourists to Jinan can see the most charming part of the city's artesian springs when it hosts the Festival of Springs on Aug 28.

Abundant rainfall in the past two months has increased the water level in well-known springs such as Black Tiger and Baotu to new heights, adding to their attractiveness.

Jinan is also known as China's "Capital of Springs". Last year, nearly 56 million people from home and abroad visited Jinan, generating 65.79 billion yuan (\$10.6 billion) in revenue, up 14.7 percent from 2013.

The latest survey shows that the city has more than 800 springs, including 219 in the urban area and 136 in the 2.6-square-kilometer old downtown.

"Springs have become a brand for Jinan," said Yang Luyu, the mayor of Jinan. "We will use this brand to attract more tourists from home and abroad."

An ancient poem depicts Jinan as a place where every household has a spring with weeping willows standing alongside. Records



There are more than 800 springs in Jinan, including 219 in its urban areas, making the city a unique destination for tourists. JU CHUANJIANG / CHINA DAILY.

show 72 well-known springs, including the Baotu, Heihu (Black Tiger), Five Dragons and Pearl, are scattered throughout the old downtown area. Locals have utilized the springs for more than 2,600 years.

Jinan features a hilly area in the city's south, which is higher than the city's downtown area. The geographical drop impels the groundwater flow downward

before it gushes out on the plain where the downtown area was built. The groundwater converges to form Daming Lake and a river that runs through the downtown area.

In recent years, the local government has worked hard to protect the springs. It has invested more than 2 billion yuan in projects to harness water from the nearby Yellow River, constructing reser-

voirs and reducing groundwater exploitation.

It has also invested 2.05 billion yuan to expand the scenic area of Daming Lake to 103.4 hectares from its original 74 hectares. The new scenic area is free for tourists and local residents to visit.

The government has invested more than 1 billion yuan to transform the city's moat river, forming a 6.9-km-long sightseeing route.

By taking a boat ride along the river, passengers can see several springs. The scenic area was upgraded to a 5A-level National Scenic Area in 2012.

Jinan is also rich in geothermal resources, with hot springs covering 3,347 square kilometers, accounting for 41 percent of the total area of the city. The city has developed a number of hot spring resorts for residents and tourists.

Last November, the China Mining Association named Jinan a City of Hot Springs.

Jinan is also working on applying for world heritage status for its springs. In September 2009, Jinan's springs were included on the second batch of China's national-level natural and cultural heritage list by the Ministry of Housing and Urban-Rural Development.