



A bird's eye view of the Confucius Temple in Qufu, a UNESCO World Cultural Heritage site. PHOTOS PROVIDED TO CHINA DAILY

Cultural riches add value to city

By LIYANG
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Jining, Shandong province, has rich cultural resources, such as Confucianism and its canal culture. Jining, which was a key port city along the Beijing-Hangzhou canal that was built more than 1,000 years ago, has made good use of these resources to achieve significant success in its prospering cultural industry.

Official data shows the city has more than 18,500 units and 156,000 people engaged in the industry. By the end of 2013, the added value of Jining's cultural industry reached 13.8 billion yuan (\$2.163 billion), up 15.8 percent year-on-year and the second-largest industry increase of all cities in Shandong.

On July 14, the municipal government of Jining published suggestions on the implementation of policies and measures to speed up development of the industry. These put forward new targets and preferential policies to boost the growth of the industry.

Jining is also making progress in construction of cultural industry demonstration zones. It already boasts one national-level demonstration zone, two national-level demonstration bases, 11 provincial-level demonstration bases and 82 city-level demonstration cases. The added value of the demonstration zones and bases accounts for more than 60 percent of the industry in the city.

The municipal government allocates special funds each year to support the development of competitive cultural industries and projects. For the past three years, 300 million yuan has been set aside annually to promote the development of the former residential home, temple and tomb of Confucius. With financial support from the government, major cultural projects, including the Ming city protection and renovation project and Confucius international culture

exchange center, are progressing as planned.

Ninety-eight projects are under construction, with total investment of 75.5 billion yuan.

The city vigorously implements its strategy of fully utilizing the advantages of being the home of Confucius, successfully establishing a cultural brand of Confucius Sinology study. In late September each year, the International Confucius Culture Festival is held in Qufu, the hometown of Confucius and a famous historic and cultural county-level city in the administrative area of Jining.

The festival has been held for 31 years and is an important platform to introduce Shandong province to the world, helping others learn more about the province — an important location in Chinese history, culturally, politically and economically. The National Tourism Administration recommends it as a selected national-level and international tourism festival.

The Qufu International Confucius Cultural Festival will open on Sept 26 in the Confucius Culture Convention Center, along with a ceremony for the 10th UNESCO Confucius Award for Literacy.

On Sept 28, the Confucius Memorial Ceremony will be held at the Confucius Temple. The 7th World Confucianism Meeting and the awards ceremony of the Confucius Culture Prize will be held during the festival. From mid-Aug to Oct 31, there will be a series of activities about Confucian culture staged in Jining.

The festival provides a chance to introduce Chinese culture to the world and reform of the cultural administrative system could boost economic growth and bring tangible benefits to residents of Jining.

The city government encourages private investment in the booming cultural industry. Last year, more than 90 percent of the industry's newly added value came from private companies.



The Confucius Memorial Ceremony held at the Confucius Temple. PROVIDED TO CHINA DAILY

Jining develops IT industry in bid to rival 'Silicon Valley'

Increasing income of sector adds influence and attractiveness to province, mayor says

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Jining, Shandong province, is propelling the development of its information industry and plans to enlarge its value to 100 trillion yuan (\$15.7 trillion) by 2020, according to the mayor.

"We are building Jining into a new Silicon Valley with influence and attractiveness to the whole province and the nation," said Ma Pingchang, party chief of Jining.

In 2014, the city's GDP reached 381 billion yuan, 9.6 percent growth from a year earlier. In the first half of 2015 alone, the industrial added-value of large-scale enterprises saw an increase of 8.13 percent, ranking sixth in the province, of which IT industries accounted for 20 percent.

Jining's IT industry income increased by 44.6 percent in 2014 and 30.1 percent in the first three months of 2015, signaling a good result for the full year. The city was selected to be one of the country's first IT pioneer cities, as well as the industrialization base for the national Beidou Navigation Satellite System.

"Jining will accelerate development of its high-tech industries, including information industries, to make it a best investment destination for multinational corporations," Ma said.

For that purpose, the city introduced new policies this March that upgrade the development environment for IT industries. These include favorable policies and support for IT corporations that choose to invest in Jining.

In August, mayor Mei Yongheng led a delegation to Beijing, where they signed cooperation contracts with many IT



Representatives attend the signing ceremony for the HP-Jining International Software Talent and Technology Center.

giants. Since 2014, more than 20 software corporations, including Oracle, IBM, Siemens, Pactera and iSoftStone, have invested in the Jining National High-Tech Industrial Development Zone, forming a firm core of the municipal IT industry. Microsoft, EMC and Germany-based SAP are in discussions about investment and cooperation.

Jining has an ample supply of talented personnel to support such corporations in their long-term development. HP and the city jointly established an international software talent and industrial base program in the high-tech zone, with 2.66 billion yuan invested by June, which is only 23 percent of the total planned investment. Included in the program are a software talent training center, a research and development plus test center, an IT resources service center and a display center.

The training center was completed in September and admitted 843 talented graduates from local colleges and universities that same year, of whom more than half have found jobs at IT corporations such as HP, Pactera and BeyondSoft. Another 539 students entered the base this March and will provide a fresh supply of skilled personnel to IT corporations. Thirty-two experienced engineers from HP headquarters now

work in the R&D plus test center, which also opened in September.

As a loyal partner to Jining, HP has already registered four companies in the city. Jining is only one of the candidates for investment on the multinational's list, and won the investments because it shares strategic values with HP. Global vice-executive Hans-Peter Klaey has said HP is making a strategic investment in China and it and Jining have selected each other as partners.

On May 9, an innovation strategic union of satellite navigation technological corporations in Shandong was established in the high-tech zone of Jining. Sixteen colleges and research institutions have joined the union and will coordinate with each other to drive the development of the technology. Currently, high-tech industries have already surpassed the manufacturing sector in terms of growth rate. The success of the early comers is attracting increasingly more IT companies to reside in Jining. Currently, there are 58 programs that exceed 100 million yuan in investment, while another 46 are in negotiations.

The ZTE smart city program has already finished constructing their business center in Jining. With 14 Internet companies joining it, the center is expected to be the data center of the

southwest Shandong province. Oracle has already put into use its comprehensive cloud service platform. The ecological circle program of iSoftStone has also finished registration for its license, with a new united innovation laboratory with Siemens under construction. In addition, the Institute of Computing Technology of the Chinese Academy of Sciences has started construction of its industrial park with total investment of 5 billion yuan.

Just as Silicon Valley promotes the development of relevant industries in the neighborhood, Jining's IT industries are benefiting traditional industries in the city, also. More than 200 technology-upgrading programs of 12 industries are listed on various municipal plans, with total planned investment of 132 billion yuan. Of those, 128 have already launched, bringing new life to this old city.

Introduction of Jining

The city of Jining, covering an area of 11,000 square kilometers, is located in the southwest of Shandong province. It is well-known as the hometown of ancient Chinese sages Confucius and Mencius. A crucial port on the Great Canal and an important cultural hub in the region, the city includes two districts, two county-level cities, and seven counties. Its total population is 8.5 million. As a cultural center of Confucianism and one of the birthplaces of Chinese civilization, the city has 36 State-level key cultural relics protection units and two UNESCO World Cultural Heritage sites — the Temple and Cemetery of Confucius and the Kong Family Mansion in Qufu, and a section of The Great Canal. The city has convenient transportation. Three major railways and four highways intersect there.

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Public service facilities drive innovation and training

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The Jining National High-Tech Industrial Development Zone in Jining, Shandong province, is making good use of public service facilities for technological innovation and professional training, such as a production, teaching and research base, creative design center, university science and technology park, software park and cloud-computing center.

"Jining can transform its industry and economy through developing high-tech industries, and it relies on talented people to achieve breakthroughs in such development," said Ma Pingchang, party chief of Jining. "We attach great importance to creating a good living environment, real entrepreneurship and a favorable innovation atmosphere for talent."

Every month, a business plan competition hosted by the government is held in the Jining National High-Tech Industrial Development Zone. The winners are supported to realize their plans through "Entrepreneurship Dream Works" — an initiative jointly supported by the government, startup funds from various sources and preferential policies.

"We will make the zone an ideal



Oracle managers at the launch of the company's education center in Jining.



Recent graduates attend the software talent training center in Jining.

PHOTOS PROVIDED TO CHINA DAILY

startup place for youngsters, and an innovative business cluster district," said Bai Shan, deputy mayor in charge of the Jining high-tech zone.

The zone provides a low-cost, convenient, total-factor and open environment for entrepreneurs.

Private funding is encouraged to participate in building further startup incubators, exploring models that combine funding, tutoring and professional services. There are 13 venture capital funds, valued at more than 4 billion yuan (\$632 million), for startup companies in innovative technologies in the zone.

In addition, the Jining government said it would seek to foster the development of medium, small and micro-sized enterprises. These measures are aimed at providing professional services and diversified business models for public entrepreneurship and innovative industries in the zone.

In order to promote the innovative integration of technology, industry, finance, management and business models, the zone enhances the cooperation with institutes and universities at home and abroad. Several national and provincial-level high-technology laboratories have been established in the zone, along with engineering and technology research

centers, postdoctoral and academician workstations and technological result transfer bases.

The zone is also engaged in the construction of 16 technology platforms, such as the Advanced Technology Institute of the Chinese Academy of Sciences and the Xin Siyu Culture Creative Industry Park. In almost two years, 560 innovative projects have been launched in the zone, with 57 projects winning technological advancement awards above provincial level.

Part of the zone is a platform to attract talented entrepreneurs and make their startup dreams reality through such initiatives as a talent league mechanism and a university park. The talent league unifies policymaking, information exchanges, training, patent technique trading, recruitment and social activities. More than 150 key companies, financial organizations, universities and talent agencies have joined the league, forming a complete human resource industry chain that comprises recruiting, outsourcing, training, consulting and project evaluation.

More than 120 universities, including the Chinese Academy of Sciences, Tsinghua University and the Uni-

versity of Dayton, have talent cooperation projects with the zone. More than 90 percent of large and medium-sized enterprises in the zone also have cooperative relationships with universities. Among the famous universities in the Jining University Park are Shandong University, the Ocean University of China and Fudan University, which provide specific training programs for more than 1,000 students.

The zone now boasts about 200 senior professional researchers from eight countries and regions, and 62,000 professionals of various levels from China.

In July 2013, the US IT giant HP set up its software talent and industrial development base in the zone, thanks to its favorable investment and business environment. The project, worth \$2 billion, is the third-largest investment in Shandong province since its reform and opening-up in the late 1970s.

Xu Tingfu, an official at the investment office of Jining government, said that what attracted HP to the city was Jining's advanced talent policy is in line with the global IT corporation's development trend," Xu said.