



An aerial view of Xipeng, Chongqing.

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## Firms look to booming district

By MA WEI AND XU WEI

The Jiulongpo district of Southwest China's Chongqing municipality will continue to improve its investment environment for domestic and foreign companies, local officials have pledged.

"Although attracting investment is not the only aspect of our job, it is the key part," said Peng Zh-

yong, Party chief of the district.

Located in Chongqing's downtown area, the district is one of the major industrial hubs of the southwestern Chinese metropolis.

The district, with an area of 432 square kilometers and 1.12 million people, is rich in cultural and historical heritage.

Officials in the district have

made it a priority to boost industries such as vehicle production, aluminum processing and machinery production. Meanwhile, the electronics, biomedical and high-end equipment manufacturing industries have also started to boom.

The district has managed to attract major domestic and foreign enterprises to invest in its high-tech zone and

industrial parks, including Fortune 500 enterprises like Asus, Yamaha and ABB.

The two major business centers of the district — Yangjiaping and Shiqiaopu — each saw a total sales value of more than 10 billion yuan (\$1.58 billion).

The district has made persistent efforts to improve the living environment of its residents, investing heavily

in social welfare and public health services.

Over the years, the district has worked to develop an open economy through the establishment of a national high-tech zone and three industrial parks.

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## Industrial park continues to aim for prosperity

By MA WEI  
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The Jiulongpo district is among the first batch of industrialization demonstration and reproduction centers in China. It has topped the city's other industrial parks in terms of economic growth since 2003.

"Investment programs are the driving force of an industrial park. Without these projects, industrial parks would be virtually nothing," said a spokesman at the industrial park.

Over the years, the Jiulongpo Park has been working hard to attract enterprises, especially Fortune 500 companies and leading domestic enterprises. Meanwhile, the automotive and equipment manufacturing industries have been the primary focus of the park.

So far, Fortune 500 enterprises with operations in the park include Wal-Mart, Yamaha, Isuzu and ABB. Leading domestic enterprises in China's construction machinery industry, such as XCMG and LiuGong, have also established plants in the park.

"These enterprises are the

leading force that contributes to the growth of the industry park," the spokesman at the park said.

An employee from XCMG said they were moved by the sincerity and action taken by the park when they were invited to set up operations there.

It took only 260 days for XCMG to go from constructing their plants to having their first product come off the assembly line.

The authority at the industrial park has established a specific system to provide better services for enterprises. Under this system, each official will be responsible for one or two programs, and the progress will also be monitored on a regular basis.

The 32.67 square kilometer park has three specific zones. Zone A focuses on logistics, finance, marketing, real estate, education and catering.

Zone B is set to be developed into a high-tech, cultural and modern service industry center. And Zone C prioritizes the development of equipment manufacturing industries, including automotive manufacturing and related development of auto parts and motorcycle parts and the modern logistics industry.

## Economic, high-tech zones seek to raise capital

By XU WEI

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Leading global laptop manufacturer Asus is expected to invest a total of \$150 million from 2011 to 2015 in an effort to build a laptop production center and a smart device production center in the high-tech zone of Jiulongpo district.

Asus, a leading laptop producer from Taiwan, announced its decision to invest in the high-tech zone in 2011. Asus's decision to build its second-largest production center in the district has to do with the district's intensified effort to develop a high-tech production center.

"As the industrial hub in the western city of Chongqing, the high-tech zone has given priority to the development of the high-end electronics industry and accelerate the upgrading of traditional industries," said Shi Jidong, director general of the administrative committee of the high-tech zone of Jiulongpo district.

In July 2010, the municipal government of Chongqing decided to expand the high-tech zone from 20 square kilometers



Shiqiaopu, a major business center in the Jiulongpo district.

to 70 sq km.

The high-tech zone is divided into two parts. The western part is devoted to industries such as electronics, pharmaceuticals and production of high-end equipment, while the eastern part is devoted to developing creative industries and attracting major enterprises to locate their bases in the area.

In the past year, the high-tech zone has made remarkable achievements in terms of attracting domestic and foreign enterprises.

Green Electric Appliances Inc has become the first enterprise in the high-tech zone to achieve a total production value of more than 10 billion yuan when its output hit 14.4 billion yuan in 2011.

In the same year, the total investments that poured into the region reached 11 billion yuan and the total sales value of Shiqiaopu IT business sector reached more than 10 billion yuan.

There are a total of 51 investment programs in the high-tech zone as of 2011, with a combined investment value of 39.41 billion yuan.

The high-tech zone has been authorized to build a national center of biomedical industries, a service center for high-tech industries and a national innovation park for scientific and technological industries.

In 2011, 31 programs from the district were listed by the Ministry of Science and Technology as

part of the innovation fund program. Some 20 new high-tech companies in the district were recognized as leading companies at the national level, and its 74 high-tech products were recognized in 2011.

### Jinfeng Park

Meanwhile, the Jinfeng Electronic Industrial Park, which is part of the high-tech zone, also tries to attract investments by simplifying setup for computer companies

The park said they want facilities that make laptop accessories to be in place before laptop manufacturers move in.

Since it was launched in February 2010, the park has attracted 55 programs with a total investment of 13 billion yuan. It has become the new motivator of the city's notebook computer industry.

"The park will make continuous efforts to accelerate the development of a more complete chain of electronics industry, which includes manufacturing, distribution, sales and the service industry. It will be a new growth pole of the Jiulongpo district," an official at the Jinfeng industry park said.



YUAN ZHIQIANG / FOR CHINA DAILY

Chongqing Shiqiaopu Electronic City is home to many electronics companies.

## Jiulongpo: Top area for investment in Chongqing

By XU WEI

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The Jiulongpo district topped all other districts in Chongqing at the 15th China (Chongqing) International Investment and Global Sourcing Fair in May in terms of total investment programs.

During the fair, domestic and foreign enterprises have voiced optimism about the future prospects for the district's development.

"Chongqing has great potential as a hub for the future development of China's western areas. And Jiulongpo is the core area of the municipality, having a good industrial foundation and broad investment prospects. That is the main reason why we decided to invest in the district," said Yao Qiuming, general manager from the China Guangdong Nuclear Power Holding Co Ltd.

"Capital will naturally flow to the areas with better investment environments. Jiulongpo district is showing a very good momentum of development and has abundant business opportunities. We are fully confident about our investment in the district," said Wu Zhaozhai, the director of the board of the Hong Kong-based Chuang'an Group.

Pan Huizhong, manager of the Borui Investment Company, said the district has made a lot of efforts to refine the investment environment for foreign and domestic enterprises and the government has taken the initiative to improve services to enterprises.

The district has emphasized high-

tech industries and modern logistics by enacting a series of policies to encourage the development of these sectors.

At this year's International Investment and Global Sourcing Fair, the district government launched four major investment programs at the municipal level.

French retail group Auchan plans to invest \$30 million in a retail chain project in the high-tech zone of the district. The Chuang'an Group is going to invest a total of \$250 million to build a logistics program in the Hangu township of the district.

Shanghai GM, the joint venture of China's SAIC Motors and General Motors, expects to build its new plants and supporting facilities in the Xipeng industrial park, and China Guangdong Nuclear Power Holding Co Ltd will locate its energy-saving industrial program in the industrial park.

Other investment programs that have been introduced into the district during the fair include the sectors of real estate, finance, trade and education.

Other multibillion-yuan projects include a real estate program signed between Beijing real estate developers and the high-tech zone involving a total investment of 4.5 billion yuan.

The Jiulong Industrial Park will also team with Dalian Wanda Group to build a modern commercial center inside the park.

The Borui Investment Company will provide small loans to enterprises. The company will also introduce strategic investors to encourage a boom in the district's capital market.

## Chinalco to fund aluminum base with Sapa Group

By MA WEI

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The Aluminum Corporation of China, commonly known as Chinalco, signed an agreement with a Swedish company in Beijing last year to fund a project in the Xipeng Aluminum Industrial Zone in the Jiulongpo district of Chongqing municipality.

Sapa Group, a Swedish company that makes extruded aluminum profiles, will invest 630 million yuan in the design, production and sales of aluminum

alloy extruded structure products and car body module products for the rail and automobile markets.

Sapa Group has one of the world's most-advanced low-temperature, energy-saving and high-strength welding technologies.

After the project officially goes into operation in 2013, the annual output of car body modules and aluminum products for rail transport is estimated to reach a total of 20,000 tons.

The aluminum industrial zone's edge in terms of raw materials, equipment and market have

attracted more aluminum producers in addition to Sapa group.

In 2006, the Chongqing Municipal Government and Chinalco outlined a cooperation agreement and vowed to make combined efforts to develop Chongqing into the "capital of China's aluminum-processing industry" in the next eight to 10 years.

According to the agreement, the center, based on the Xipeng Aluminum Industrial Zone, will feature first-class, the largest production scale, an improved industrial chain, highly central-

ized industry and sound services.

The aluminum industrial zone is expected to lead the municipality's aluminum processing industry to a more advanced level.

It was named by the Ministry of Science and Technology in 2008 as the special industry base of light alloy under the national Torch Plan Program. The ministry in 2010 again recognized it as the national high-tech aluminum-processing industrial base.

With the rapid development of the zone, a large number of famous enterprises have chosen to begin operations there. As of the end of last year, the zone has accommodated more than 260 companies with a combined industrial output value in excess of 35 billion yuan.

The zone now has a complete industrial chain of "electrolytic aluminum — aluminum rough machining — aluminum deep processing." The zone expects to achieve an annual output value of 100 billion yuan by the end of 2015.



A workshop of Chinalco-SWA Plates and Strips Co.