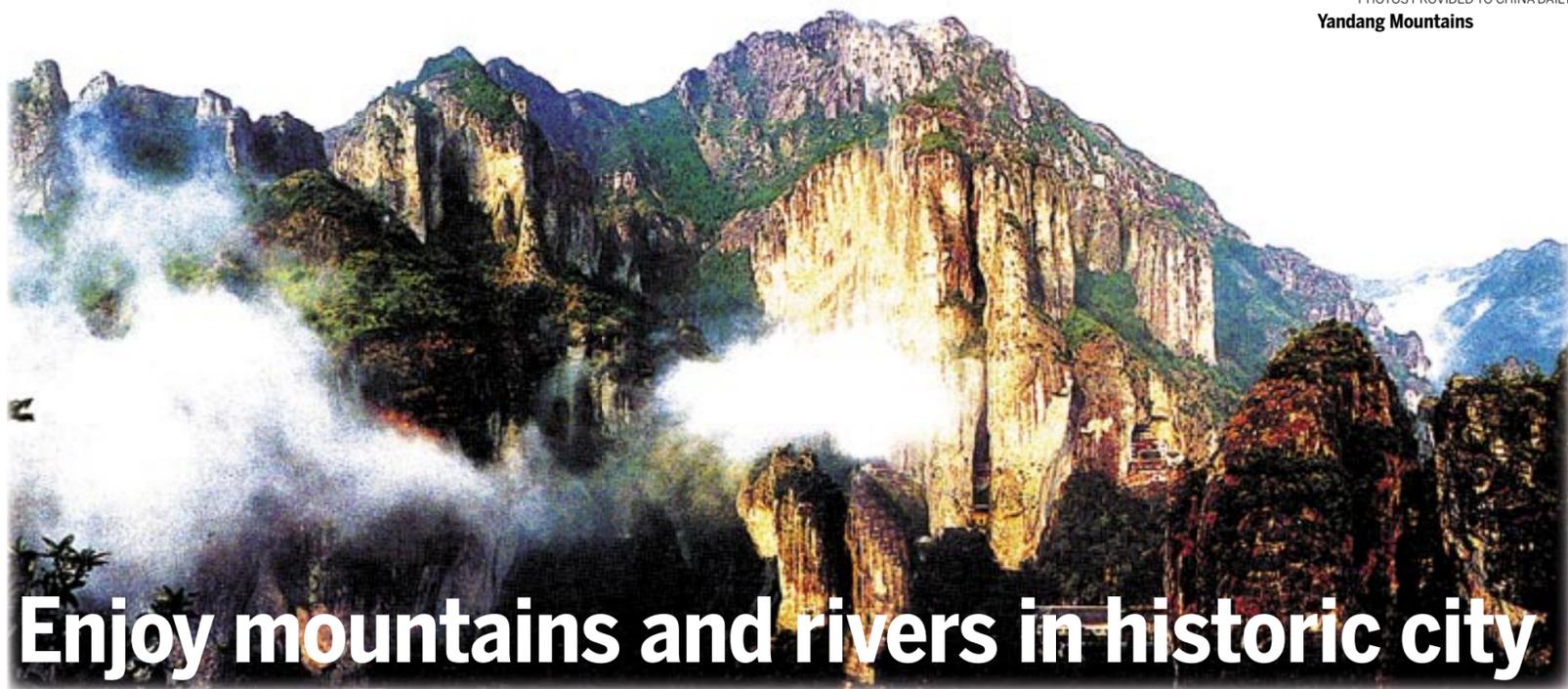


PHOTOS PROVIDED TO CHINA DAILY  
Yandang Mountains

# Enjoy mountains and rivers in historic city

By XU XIAO

Wenzhou, a historic coastal city in southeast China, is a fascinating place to visit.

Its history can be dated back to the Neolithic Age, when a primitive people lived there and made pottery named *ou* — why it was called *Dongou* in ancient times.

In the first year of Taining in the eastern Jin Dynasty (323 AD), the city of Wenzhou was built. Due to its southern location

the city has a mild climate throughout the year and earned the name “Wenzhou” because “Wen” in Chinese, means “warm and mild.”

The city has a total area of 11,784 sq m, about one third that of Switzerland. According to estimates in 2008, the population was 7.99 million, the biggest in Zhejiang province.

In the past, Wenzhou was famous for its handicraft industry. Delicate blue china was born there. During the Southern Song Dynasty (1127-1279), Wenzhou was opened up to foreign countries as a trade port.

Today Wenzhou is known for business. But it is not simply a commercial city. It also has a rich culture and is the hometown of Nanxi Opera — the earliest form of Chinese opera.

Several distinguished people hail from the area, such as the doctor Chen Yuanze in the Post Song Dynasty, the painter Huang Gongwang in the Yuan Dynasty (1271-1368), and the educator Xia Nai in modern times.

## Yandang Mountains

Located in Leqing county of Wenzhou city, the Yandang Mountains are 68 km from the city center.

There is a lake on the top of the mountain where wild geese flying to the warm south come to spend their winters. This is how the mountain got its name “Yandang” — meaning the place where wild geese live.

Yandang Mountains cover a total area of 450 sq km. Regarded by scientists as a natural museum of great historic and scientific significance,

the mountains are divided into eight scenic areas, among which the most famous are the Three Wonders: the Spiritual Peaks (Ling Feng), the Spiritual Rocks (Ling Yan) and the Big Dragon Waterfall (Da Long Qiu).

Once upon a time, someone asked an old poet who had visited Yandang Mountains many times, “How would you compare Yandang to the Yellow Mountains?” The old poet replied: “Both have their wonders, the Yellow Mountains are magnificent and wondrous, while Yandang Mountains are spiritual and wondrous, but you must visit them yourself to understand what I mean.”

## Nanxi River

The Nanxi River, a State-level scenic spot, is 23 km from Wenzhou city.

The river has 36 bends and 72 beaches, with a drainage area of 2,429 sq m. Running from north to south, the Nanxi River first flows into the Oujiang River and finally empties into the East China Sea.

The main scenic spots of the Nanxi River area include the Baizhang Waterfall, the Furong Triangle Rock, the Waterfall of Tengxi Pool, the Twelve Peaks, and the Taogong Cave.

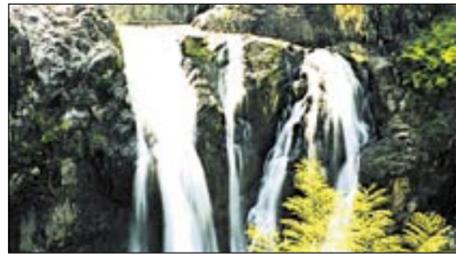
The water of Nanxi River is clear and fish can be seen swimming peacefully in the water. Visitors can take a small boat and float with the water, watching the green trees and hills passing by in the daytime, and enjoying the balmy summer breeze, and tiny lights twinkling in the sky in the evening.

## Other places to see

Travellers can also visit the Nanji Islands National Nature Reserve, the Xiandu Scenic Area and the Xianju Scenic Area.



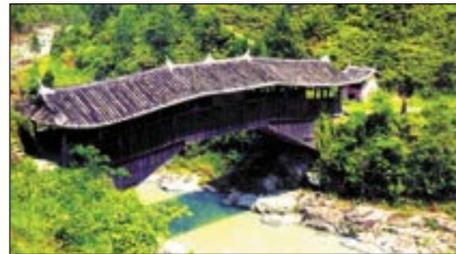
Coastal city Wenzhou



Zeya Falls



Nanxi River



Ancient covered bridge in Taishun county

## Wenzhou's coastal zone has makeover

By XIAO XIAO

Wenzhou city plans to invest billions on restructuring its coastal area in order to achieve sustainable industrial growth.

The city will invest 20 billion yuan in major projects in its coastal industrial zone in 2010, including 2.5 billion yuan for transportation infrastructure, and over one billion yuan on land reclamation projects, according to the city's Development and Reform Commission.

The zone covers an area of 1,645 sq km from Yueqing city to Xiaguan town in Cangnan county, and includes six counties and 42 towns. It will focus on the development of 12 sub industrial areas, with a total investment of 273.1 billion yuan in 197 key construction projects.

“The coastal industrial zone will provide the city with a precious opportunity to accelerate its industrial upgrading and economic restructuring process,” said Zhang Yili, vice-head of Wenzhou University's business school.



**The coastal industrial zone will provide the city with a precious opportunity to accelerate its industrial upgrade and economic restructuring.”**

ZHANG YILI  
VICE-HEAD OF WENZHOU UNIVERSITY'S BUSINESS SCHOOL

In recent years, some light industrial products such as lighters and leather shoes from Wenzhou quickly occupied domestic and foreign markets. However, due to the low technology content of these products, competitors from other regions quickly caught up.

The zone is also expected to promote the oil and chemical industry, new materials and other upstream raw material industries, and also to develop mechanical equipment, electrical appliances, electronic information, automobile and motorcycle parts and other mid-stream equipment manufacturing.

In 2009, over 119 industrial projects were started in the development district of the zone. A 100,000 ton-class shipbuilding project in Yueqing has completed two 30,000 ton-class berths and facilities. A wind-electric equipment is under construction, and an emergency vehicle project producing 3,200 vehicles annually has begun. The coastal industrial zone completed projects worth a total investment of 13.5 billion yuan, 123.8 percent of the yearly plan.

“The year 2010 will be key for promoting construction of the zone,” said Shao Zhanwei, secretary of the Wenzhou Party Committee. He said the city would auction land of six sq km, and implement investment of more than 50 million yuan on 60 new industrial projects this year.



Century Square in downtown Wenzhou

## ENTERPRISING PEOPLE

At present, 1.75 million people in Wenzhou are doing business or running enterprises in various parts of China, while 630,000 are engaged business in other countries. The city has a big expatriate community in almost every corner in the world. In their adopted countries, such as in Europe and the United States, Wenzhou's people enjoy a reputation as enterprising due to their retail and restaurants acumen. They have established more than 230 overseas Chinese associations that together form a global business network. The links help Wenzhou people look outward.

“With a long history and as the birthplace of many outstanding people, Wenzhou is renowned for entrepreneurship. The longstanding Ouyue culture has nurtured Wenzhou people pioneering spirit and contributed to the city's rapid social and economic development,” said Cai Yuanqiang, president of Wenzhou University.

# Locals do booming business both at home and abroad

By CONG RONG

Business people in Wenzhou have not only contributed to the rapid economic development of their own city since the 1980s, but have also travelled internationally and settled all over the world.

Located about 500km to the south of Shanghai, Wenzhou is a coastal city in southeastern Zhejiang province, with an area of 11,784 sq km and a population of 8 million.

The city was largely ignored by China's central planners and developed slowly during the planned economy period.

In an isolated place with a big population but limited resources, Wenzhou people have cultivated special business shrewdness to make the most of what they have.

China's reform and opening up starting in the late 1970s brought many business opportunities for the city and its people.

Where other booming cit-

ies in China relied on foreign investment or government funding to fuel their economies, Wenzhou had to be more self-reliant.

With ambition and diligence, Wenzhou people turned their city into one of China's biggest manufacturers of small scale goods, such as gifts, toys, lighters, razors, spectacles and badges, which are exported around the world.

Over 95 percent of the local economy is private sector. Wenzhou currently has 130,000 private enterprises and 27 national production bases, including “China's Shoes Capital” and “China's Electric Home Appliances Capital.”

In the 1980s, when people in China's interior moved towards the coast and people in the north towards the south, people of Wenzhou, went the opposite direction, heading inland towards the underdeveloped areas in north and west China.



**Wenzhou is a city full of vigor and passion for entrepreneurship — its people have strong aspirations for challenges and success.”**

ZHAO YIDE  
MAYOR OF WENZHOU

“Wenzhou people are known for their entrepreneurship. They are canny business people who can turn their hands to any trade and make it profitable,” said Yuan Yaping, a journalist.

“They have no interest in working for someone else. Instead, they often start with small businesses and gradually turn to tailoring or cloth trad-

ing, the odd-jobs that people from elsewhere in the country usually look down upon and will not do.”

The city has been designated by the United Nations Industrial Development Organization as one of the most vigorous cities in the world.

Zhao Yide, mayor of Wenzhou, said: “Wenzhou is a city full of vigor and passion for entrepreneurship and Wenzhou people have strong aspirations for challenge and success.”

“Wenzhou is in a critical period of advancing scientific development and transforming patterns of economic growth,” Zhao said.

Today, Wenzhou is a prosperous modern city with a developed transportation network, including expressways, high-speed railways, international airport and ports, making the city easily accessible and more closely connected to the rest of the country.