

Thriving in an international climate

By ZHANG XIUYING

The success of a science park can depend on whether it is inside or outside a city or whether it is close to universities — but more importantly it's not about the location, but the nature of the park and the service it provides, said Luis Sanz, director general of the International Association of Science Parks (IASP).

Integration of measures for information monitoring policies, capital funding and media is not only crucial, but provides methods and references for building an international urban center for innovation. Zhongguancun has proven the notions true in practice.

Online service center

The Haidian Science Park (HSP) started building an "Information Bridge" (www.iBridge.com.cn) in 2004 to help explore new development models in the

Internet age.

The government-funded program, based on Web 2.0 technology, is an innovative bid to integrate technology with services, allowing all members to share information throughout the day.

The system became operational in 2007 and now plays an important role in helping enterprises share information and resources.

"The iBridge is a new model for network-based science parks," said Xiu Xiaoping, director of the Torch Program at the Ministry of Science and Technology.

Professor Martin Grossman from the Bridgewater State College in the US wrote a report on iBridge, calling it "an emerging global knowledge management platform".

Policies and capital

HSP has also begun a fund for international cooperation management to integrate

resources on a global level.

The 5 million yuan fund for international cooperation among small and medium-sized enterprises (SMEs), which began a three-year testing period in 2006, was the first among China's 57 high-tech zones to encourage international cooperation among enterprises.

The effort resulted in 45 patents from 53 cooperative projects by the end of 2008.

Companies involved not only saved costs, but also reduced risks. Participating businesses saw their average income and profit more than double and average foreign exchange earnings nearly triple.

Global cooperation continues to strengthen with 95 countries and regions involved participating in HSP's international programs by 2009.

Media partnership

Introducing enterprises using a TV program has also promot-

ed awareness of the HSP on the international market.

The television show "Towards China", produced by Haidian and Hong Kong's Phoenix TV in 2006, has aired in prime time in Europe.

In its first two years it covered nearly 150 companies in the IT, bio-medicine energy and software industries. With 300 experts and entrepreneurs interviewed, the program was a great boost for Haidian's international recognition.

Shows about the first Chinese enterprises to operate in Europe attracted a large European audience and overseas media attention, including from the BBC.

Starting from an electronics market two decades ago, Zhongguancun now becomes the hub of China's IT industry. It tops the sixth as the world's best center of excellence in IT listed by the famed UK website Vnnet.com in 2009.

Open working platform

Along with it, the HSP has developed many partners around the world and brought a number of research programs to fruition. "iBridge office in HSP is just like a classroom for MBA, where we are deeply impressed by the innovation practice," said Professor and Dr Virginia Trigo from Business Administration University of Lisbon after he visited the HSP.

During the three years since the launch of the platform, a number of groups from various countries have already come and show their interests on it.

Internationalization has proven the right choice for the HSP through an innovative combination of production, study and research.

The author is vice-director of the Haidian Science Park and director of its international cooperation department.



LINKING THE BEST
共建 奉献
北京 海淀与世界同行

The first International Symposium on Regional Innovation for the Downtown (Haidian) of the Zhongguancun National Innovation Model Park was held on May 27, with the theme of "linking the best".



The Digital Technology Plaza of Digital China in Haidian Science Park

Digital China: Soaring achievements at HSP

By WANG PEISEN

Among the many remarkable companies that have grown up in Haidian Science Park (HSP) is Digital China, which was spun off from the computing pioneer Legend Group in 2000.

Along the way, it has operated from the Digital China Mansion and on to its own Digital Technology Plaza, from listing on Hong Kong stock market in 2001 to growth into one of China's top software firms.

"As it grew with the park, the company developed more than 300 software solutions and more than 180 copyrights and product patents," said Guo Wei, president of Digital China.



Guo Wei, president of Digital China

In 2007, Digital China was selected as one of the 100 innovative enterprises in Zhongguancun.

Two years later, it received certification for its IPv6 Ready DHCPv6 server, making it a leader in IPv6 networking, a cutting

edge technology in the world.

In May, Digital China became deputy group leader of the Chinese IT Standards Working Group, the same month it was named one of the "Software Top 100" by the Ministry of Industry and Information Technology and the National Bureau of Statistics.

"I believe Digital China and other Zhongguancun-based companies will conquer even higher ground, fostered by Zhongguancun and HSP's intelligent soil," Guo said.

Strategy, service

In 2007, Digital China clearly put forward its strategy of IT service transformation and implemented its second five-year

plan based on the strategy.

By 2009, the company was named one of the Chinese enterprises with most potential by The Asset, an English-language economic monthly magazine, and was named third in the technology industry group.

That year it was also selected as one of the 50 Best Asia-Pacific large listed companies by Forbes magazine.

Other highlights include a "citizen card" issued by Digital China to local residents in cooperation with the Yangzhou municipal government in 2009, the first card to integrate government public administration, public utilities service and financial payment and settlement.

"The following year, we extended use of the card to Wuxi, Zhangjiagang, Zhenjiang and other cities," Guo said.

In 2010 it was listed 77th among Fortune magazine's China 500 and ranked first in information technology ahead of Tencent, SINA, Baidu and other companies.

From April to June this year, the firm had revenues of HK\$13.01 billion, representing an increase of more than 22 percent over the same period of last year.

Digital China's net profit of HK\$290 million was an increase of 10.8 percent compared with the same period last year, while first quarter earnings per share grew 4.44 percent.

TusPark: Big is strong

By XU XIAO

Starting out at famed Tsinghua University, its namesake TusPark has grown to become home to high-tech giants and spawned more than 30 branch operations around China.

Since its founding, TusPark has occupied a "commanding height in the Haidian Science Park," said Chen Hongbo, senior vice-president of TusPark Co and vice-dean of the Tsinghua University TusPark Research Institute for Innovation.

TusPark Co, an abbreviation for Tsinghua University Science Park and known in Chinese as Qidi, was established in 2000 as an evolution of the TusPark Development Center built in 1998.

The company is in charge of development, construction and management of the entire Tsinghua Science Park, located at Haidian Science Park (HSP), which is itself at the core of the Zhongguancun national innovation model



The entrance to TusPark

park in Haidian district.

Close ties

Chen, who is also director of the Beijing office of the International Association of Science Parks (IASP), said the close relationship between TusPark and the Haidian district government has greatly assisted TusPark.

He noted TusPark naturally evolved in Haidian.

"We were established by Tsinghua University, one of the top universities in the Zhongguancun innovation demonstration center," Chen said.

As business grew, two of TusPark's enterprises — Digital China and Sinovel — have reached annual revenues surpassing 10 billion yuan. Digital China was listed in Hong Kong in 2001.

Beijing Highlander Digital Technology Co, established by Tsinghua University graduates in 2001, is the other listed company in the area.

"We do not compete with foreign science parks, we cooperate with each other," Chen said. "HSP has the best international stage for that."

He added that foreign science parks are generally smaller and have fewer services.

Chen said collaboration with other science parks,

100
branch science parks

are expected to be set up around China by TusPark

such as that run by Peking University, is also crucial to success.

"We have different focus and advantages, just like Tsinghua University and Peking University are different but both are great," he said.

"Our goal is to do well in what we want to do," Chen said.

For its part, TusPark provides its resident companies with professional services such as registration, capital investment and assistance in protecting intellectual property rights.

After developing more than 30 branch science parks in the country, it has plans to surpass 100 with the TusPark name.

Chen said the operation has to first become big, then strong. It aims to establish systematic and stable services at this phase of its development.

"We hope that one day a world No 1 company will introduce itself as coming from TusPark," Chen said.

Novozymes boosts presence in China

By XU XIAO

Novozymes China has seen its share of success. And thanks to local government support, the company will continue to flourish in Zhongguancun Haidian Science Park (HSP), said China Regional President, Michael Christiansen.

Headquartered in Denmark, Novozymes is the world's largest producer of industrial enzymes playing a role in everything from detergents to beer to gasohol. It first entered China in the mid-1990s. "When we founded our base in Zhongguancun, we were surrounded by cabbages and cackling hens," said Zhu Xiaoqing, senior manager of Novozymes' China Government Relations.

But now, after more than a decade, Novozymes has several new neighbors. The building stands amid a crowd of skyscrapers.

Located in the Shangdi area of HSP, the complex has a traditional Chinese courtyard while featuring a modern Danish interior.

"Every staff member is proud of working in such a beautiful and comfortable building," said former Novozymes China president Knud Aunstrup in a corporate publication.

The company has received consistent support from China since its inception in the country.

Novozymes' 1997 inauguration was attended by Wang Guangying, former vice chairman of the National People's Congress. Haidian vice directors Fu Shouqing and Yang Zhiqiang also made appearances.

"If we ever have a problem, I'm confident the government will do their best to assist us,"



China Regional President of Novozymes Michael Christiansen

said Christiansen.

"We are happy to have their support, and we look forward to future collaborations," he added.

'Rethink tomorrow'

With a renewed focus on research and development, Novozymes has coined a fresh corporate slogan. "Rethink Tomorrow" will now replace "Unlocking the magic of nature" on company products and publications.

The change comes after new collaborations with nearby research universities, including Peking and Tsinghua.

The colleges are among six area institutions that partici-

pate annually in Novozymes' life science festivals. The competitions award company internships to innovative students.

Novozymes also provides scholarships to several university students in southern China.

The corporation invests 13 to 14 percent of its annual revenues into R&D. It now holds over 6,000 patents, and markets some 700 products in 130 countries.

"In China almost all the high-end washing detergent brands use our enzymes," Zhu said.

The company was not impacted by the recent financial crisis, and retained all 5,000 global staff members.

"We don't do stupid things, like hiring people who don't do anything," Christiansen said. He expects demand for Novozymes products to increase in the near future.

Sustainable growth

Novozymes strives to be environmentally friendly. The company headquarters uses LED lights, which consume less electricity.

Zhu added that two sided

printing is encouraged, as are energy efficient appliances. Further, employees drink from porcelain rather than paper cups.

So dedicated is the corporation to recycling that its Tianjin facility hasn't produced solid wastes since 2005.

But sustainable practices aren't limited to Novozymes complexes. The company recently provided Tianjin farmers with free Novo Gro, an eco-friendly fertilizer.

Plans are also in the works to develop wind power facilities.

"We have reduced our energy consumption so drastically that there is little space for improvement," said Zhu.

Since 1995, the number of enterprises in HSP has more than doubled.

Christiansen is pleased that many small and medium-sized bioscience companies have thrived in the park. He hopes the government will offer even more incentive policies for foreign corporations like his own.

Novozymes' Beijing R&D center is one of its largest worldwide. "The business prospects in China are great," Christiansen said.



Chen Hongbo, senior vice-president of TusPark Co



The headquarters of Novozymes in China

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