



Aerial view of the ecologically conscious city of Dongying, in Shandong province, which has plans to capitalize on its rich natural resources.

HUANG LIPING / FOR CHINA DAILY

National economic plans mean opportunities

By ZHAO RUIXUE AND SUN JIANBIN

The port city of Dongying is looking for ways to strengthen its economy by studying national plans for developing the ecology of the Yellow River Delta and maritime business in Shandong province.

China's State Council approved the plans – a Yellow River Delta High-efficiency Ecological Zone in November 2009 and a Shandong Peninsula Marine Economic Zone in 2010, to develop the economy in an environmentally friendly way.

The State Council chose the peninsula last year as a scientific development pilot area for the marine economy. It was China's first economic zone based on maritime development.

The two zones stretch across the city of Dongying, which obviously gives it great development opportunities.

"Dongying is a well-endowed city and the zones will be a great force for economic development," Jiang

Jie, the mayor, told China Daily.

The two zones have in fact already brought the city benefits. Last year, it had a GDP of 235.9 billion yuan (\$36.1 billion), or 13.4 percent higher than in 2010.

It also had 134.9 billion yuan in fixed assets investment, a growth of 22.6 percent, and 10.4 billion yuan in finance revenues, up 29.69 percent.

It is a port city, so it did \$8 billion worth of foreign trade, a year-on-year increase of 97.4 percent.

Dongying's development plan calls for its GDP, per-capita GDP, and revenues from finance to double 2010's figures, by 2015. So, by 2020, the city expects to be a dynamic eco-efficient, marine economy zone.

Its industries can compete oilfield equipment, automobiles, electronic information, and new energy. It is planning 124 projects for the next few years, at a cost of 287 billion yuan; 90 of them are already under construction.

Dongying is encouraging local companies to work with

major businesses in China and abroad to increase their competitiveness in the petrochemical, oil equipment and tire sectors.

To ensure that it is on the proper eco-friendly development path, the city has strict screening procedures for petrochemical projects, all of which are expected to use the latest technology to deal with pollution.

Port economic zone

Years ago, the vast area around the port was a sort of wasteland, with no one living and working there. These days, however, the area is bustling with large construction projects thanks to the two national strategies.

The more than 400-square-kilometer port has at least 30 enterprises, including the China National Offshore Oil Corp, which has put 3.1 billion yuan into a liquid chemicals dock and logistics park.

Last year, the port zone had 2.6 billion yuan in investment, a year-on-year increase of 38.8 percent. This was profitable for the port, where the GDP was 800

million yuan, a 235-percent increase year-on-year.

The port is expected to be a logistics center for container shipping, petroleum, ores, and other bulk goods, in 10 years, according to Song Yingzhang, deputy head of the zone.

A lot of effort has gone into improving the port facilities, so it now has 16 docks. By 2012, it is expected to have deepwater berths for ships over 100,000 tons, and, by 2015, to be handling 50 million tons of cargo, and double that by 2020.

Eco-development

Dongying is capitalizing on its unique wetland resources to build an ecological tourism area.

The Yellow River Delta Nature Reserve, which covers 153,000 hectares on one of China's largest wetlands, has more than 1,550 types of fauna and provides a natural habitat for almost 300 bird species.

The city plans to spend 3.5 billion yuan over the next five years on forestation on a 106,000-hectare area. When that is completed, 25 percent



Dongying port is becoming a logistics center for many areas.

PROVIDED TO CHINA DAILY

of the city will be forested.

Thanks to its 413 kilometers of coastline, 120,000 hectares of mudflats, and 40,000 hectares of pasture, Dongying is planning an eco-agricultural area for fish farms and animal husbandry.

Also planned for the next five years are a 6,000-hectare crab pond and a 13,000-hectare sea cucumber farm, as well as 1,300

animal husbandry parks.

In addition, it wants to build 40 parks around farms for leisure and sightseeing activities.

The city has more than 500 agribusinesses and is developing companies to get the goods to market.

Over the next three years, Dongying will make an effort to improve its water and road

systems to transform itself into the "Yellow River water city". Its main water project involves integrating its own water system with the Yellow River to develop more scenic spots.

Around 3.4 billion yuan has been spent on water-related construction work and pollution treatment over the past three years.

New high-tech zone is pivotal development area in Shandong

By WANG QIAN AND JU CHUANJIANG

Industries in the Dongying economic development zone in the Yellow River Delta are looking for connections with major international companies and investment from outside to speed up economic growth.

Li Jinkun, director of the economic development zone, in Shandong province, explained, "By teaming with leading multinationals, the zone can become a pivotal development area for high-tech industries."

The zone had a total output value of 18.7 billion yuan (\$2.88 billion) in 2010, a year-on-year increase of 22 percent.

Industrial companies had a gross output value of 70 billion yuan, up 34.6 percent.

Foreign trade amounted to \$3 billion, up 171 percent, with foreign investment in actual use standing at \$115 million, an increase of 177 percent.

Last month, the zone started 16 high-level projects that brought in 23.7 billion yuan in investment, in all. It is planning to introduce 20 more projects, with an anticipated investment of more than 100 million yuan each.

This year, it is expected to see sales worth 100 billion yuan and finance revenues of 1 billion yuan, and have more than \$200 million worth of foreign capital.

"We're committed to developing advanced industries and a modern, competitive industrial system. We're set to become a significant industrial cluster in the delta by 2015, with sales of more than 300 billion yuan," Li said.

They plan to focus on electronic information, new energy, digitally controlled machine, gas engines, wind power equipment, and advanced materials, he added.

A 10-sq-km petroleum equipment manufacturing park, with a production base, R&D center, and service facilities, is now under construction.

A 15-sq-km science and technology park will be built to support electronic information and advanced manufacturing. Also in the works is a 17-sq-km new energy industrial park, a 20-sq-km advanced material production base, and a 4-sq-km high-tech industrial center.

With its solid industrial foundation and sound development plans, the zone has in fact become a popular place to invest. It has 109 major projects, with a total of 45.4 billion yuan in backing.

They include a large integrated circuit project, a Guangzhou Gonow automobile and a wind power equipment project. Another 67 key projects are under construc-

tion, at a total cost of at least 53 billion yuan.

Dongying zone is home to 45 high-tech companies, whose output value accounts for about 42 percent of the zone's GDP. The Tech Top Opto-Electronics Technology Co Ltd, which specializes in LED chips, LED applications, and other opto-electronic products, is cooperating with many of the world's top 500 companies such as the Haier Group, and the US' General Electric and Cree Group.

Shengli Highland, an oilfield equipment company, has teamed up with Britain's Weir Group in a high-pressure pump project.

Meanwhile, the zone's management committee is trying to make the business environment more user friendly by providing technological and human resources support, financial services, and a sound infrastructure.

It has a national technology park with more than 40 research institutes, and a cloud computing center and IT public service operation are up and running and are attracting over 50 software companies.

In the future, there will be an academic work center and personnel training base and 3 billion yuan will be allocated for infrastructure.



Yellow River Delta nature reserve in Dongying is home to 265 varieties of birds.

JU CHUANJIANG / CHINA DAILY

Scenery, flora and fauna make this spot a natural tourist draw

By WANG QIAN

Every autumn, as the cold weather approaches, thousands of migratory birds make their way to the nature reserves on the Yellow River Delta to winter over, giving tourists from all over a lovely view of nature in all its splendor.

Dongying's 1,530-sq-km patch of wetlands is an important habitat and breeding ground for migratory birds from Northeast Asia and the western Pacific.

It is home to 1,524 types of wild animals, including 265 varieties of birds, some 50 of which are on the nation's protected list.

It is also China's largest delta nature reserve and has 393 types of plants, and 10,000-hectares of reed marsh, tama-

risk forest, locust trees, red iodine weeds and grassland.

The scenery makes the city a popular tourist draw, bringing it 6.36 million visitors last year and 4.3 billion yuan in revenues, a 27-percent increase year-on-year. This year it is expected to attract over 7 million tourists, and 5.4 billion yuan in profits.

The local government has environmental protection on its mind and is trying to develop the area in an eco-friendly way. It has allocated 1.5 billion yuan to design a waterway that links the city's main rivers and scenic spots.

Bird watching pavilions, wetland parks, and pleasure boat rides are being added to the natural reserve for the benefit of visitors.

It is building eco-agricultural demonstration areas for

fisheries, vegetables, and fresh flowers to provide leisure activities for tourists.

There is even a petroleum-themed scenic spot at the Shengli Oilfield, China's second largest petroleum industry base, with a petroleum museum and culture town.

The city now has one national 4A, seven 3A, and more than 20 2A class tourist attractions, as well as 130 souvenir manufacturers.

It is planning five provincial-level marine tourism spots and holiday resorts and a hot spring resort, which will have a golf course spa center, hotel, and specialty restaurant.

It also holds cultural activities and festivals annually, including an international marathon, seafood festival and Yellow River Delta cultural expo.



JU CHUANJIANG / CHINA DAILY

Guangzhou Gonow automobile production line.