

guilinspecial

Technology: another winning card for Guilin

By XU XIAO

There is no question about it, Guilin is a top tourist destination in Guangxi, but one with an increasing appeal to investors, thanks to its first-class high-tech zones.

To the east of the city center lies the Guilin High-Tech Industrial Zone, founded in May 1988. Back in March 1991, it was already recognized by the State Council as one of the earliest State-level high-tech zones.

It now has more than 1,000 companies, including 200 high-tech businesses, seven of them backed by Fortune-500 companies, and four backed by China's top 100 companies.

The zone has five pillar industries in electronic information, bio-pharmaceuticals, optical, mechanical and electronic integration, new materials, and

environmental protection.

It mainly consists of three parts — the Qixing old town, Lidong technology town, and a tourism economic zone.

Qixing focuses on the exhibition and convention industries, coupled with tourist, cultural and residential facilities.

Lidong is the biggest of the three and the hub of the zone. In the near future, it is expected to become an environmentally friendly high-tech center, housing 150,000 people, as well as industries producing 100 billion yuan in revenues and providing 80,000 job opportunities.

The tourism zone, alongside the picturesque Lijiang River, has millions of visitors every year. It is mainly devoted to sightseeing, shopping and leisure tours but has set aside land for the software, research and creativity industries.

The high-tech zone also has a number of new industrial parks, especially for the information, new materials, machinery, creativity and pharmaceuticals industries.

The zone benefits from a number of favorable State policies because it is a part of the China-ASEAN Free Trade Area and State-level high-tech zone.

The zone has its own policies to support its companies, and a special agency that provides one-stop investor services.

The zone has hosted two international creativity and cartoon-industry shows, and hopes to attract investment and intelligent people to help develop that industry.

It aims to introduce 80 creativity companies by the end of 2011, and over the next five years, to get 350 to 400 companies in the creativity industry.



The China (Guilin) Creativity and Cartoon Fair, opened its second session in the tourism city on Oct 16. PROVIDED TO CHINA DAILY

Creativity fairs really attract investors

By HAO NAN

Guilin, the popular tourist spot, with its ethnic variety, in the Guangxi Zhuang autonomous region, is now seeing a new type of visitor — investors — thanks to some creativity fairs.

One of these was the second China (Guilin) Creativity and Cartoon Fair, which opened on Oct 16. It was sponsored by the Guilin government and organized by the Guilin High-Tech Industrial Zone's administration committee.

The first creativity and cartoon fair, held in September of 2009, saw nine contracts, worth more than 500 million yuan (\$75 million), signed.

This year's event was bigger in both size and scale, with a total of 12 contracts signed during the three-day event. The total value reached 2.09 billion yuan.

This year's 22 activities included a parade of famous

cartoon characters and animation production sales as well as costume plays and shows, a children's painting contest and video games.

They attracted about 100 companies from across China, which signed eight new investment deals in green energy, telecommunications, website construction and human resources development.

They included three animation projects with investment of about 60 million yuan and a tourism project with an investment of 15 million yuan.

There were also three forums for specialists and scholars in the fields of tourism, animation and other industries both from China and abroad.

The vice-president of the China Publishing Group, Wang Tao spoke at a culture industry forum, where he called for the amalgamation of culture companies in Guilin to improve the city's competitiveness.

Other delegates from Disney Canada, Communication University of China and the Comic Fans magazine attended an animation forum where they discussed domestic market operations and the industry's development abroad.

The organizer, the Guilin High-Tech Industrial Zone, is the province's only creativity demonstration base where they integrate R&D and mass production.

The zone, with its human and technology resources from colleges, research institutes and testing centers, led the province this year in the number of patents.

"Through preferential policies and financial support for businesses here, we've made an effort to enlarge the economy and push for growth of companies, mainly those in creativity, electronic information, new materials, software and other pillar industries," said Zhao Deming, head

of the zone's administrative committee.

The zone's reputation has grown since that first creativity festival last year and a large number of companies have moved in.

During the first nine months of this year, the zone saw 62 new technology and creativity companies, including 10 prominent cartoon producers and two Internet giants — Baidu and Tianya.

In addition, 97 deals were signed with overseas companies, with more than \$80 million in foreign investment. That was an increase of 79.4 percent year-on-year.

Domestic investment amounted to 4.24 billion yuan, up 33.8 percent from the same period of last year.

Some very large projects have also helped improve the innovation and research capabilities of the zone.

It "possesses an increasing appeal for investors", Zhao said.



Zhang Weixing (right), deputy director of the Torch Project Center of the Ministry of Science and Technology, grants a plaque to the high-tech zone to recognize it as a base for university students to start up businesses.

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