

# Haidian lifestyle: 'Energy saving and environmentally friendly'

By XU XIAO

Beijing's Haidian district is looking for ways to save energy, cut emissions, and develop an environmentally friendly lifestyle, local officials have said.

It already started those moves under China's 11th Five-Year Plan (2006 to 2010), in which time, its development initiatives lead to some success.

In 2009, input in energy-saving technologies in the district takes a bigger proportion in fiscal revenue, to 13.08 million yuan from 8.2 million yuan in 2008.

In 2010, it had 281 days with good air, putting it above standard for the nation, and its forest coverage reached 47.5 percent.

Its Liulitun Economic Industrial Park and UFIDA Software Park were Beijing pilot projects for the recycling economy. Haidian was one of the first districts in Beijing to promote a recycling economy. Haidian has arranged activities

to promote the "green economy" idea in its communities and schools.

Opportunities and challenges Now, in the first year of the 12th Five-Year-Plan, the district is looking at new opportunities and challenges, the local government has reported.

First, because the country is focusing on an energy-saving, environmentally friendly society, the government is working on related policies and guidelines.

Second, thanks to the district's Zhongguancun innovative area, it gets both intellectual and financial support.

Third, the rapid development of the area around Haidian adds further funding for development.

At the same time, the officials have said they need to be better prepared to face the new challenges.

For example, the government's higher standards for energy saving and emissions reductions



Zhongguancun Environmental Protection Park

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mean Haidian will have to do more.

And, the rapid population growth has put even more pressure on the district. In 2010, Haidian's population was around 3.2 million, well above the 2.9 million level that is considered reasonable for the district. The conflict between humans and the environment is more acute than ever.

One way to deal with this has been separating the district into four parts, each with its own

characteristics, to better control resource and energy use.

The southern part focuses mainly on the service industry; the north, on major industries; the center, on innovative environmentally friendly technology; and the northwest, on tourism and entertainment.

The district is also pushing a low-carbon lifestyle and has told offices that they need to use less paper, electricity and water. They are also being asked to hold fewer

conferences and to use on-line office software.

Schools and communities are being encouraged to use energy-saving building materials, while individual families are being asked to use environmentally friendly interior decoration materials and home alliances.

And, finally, the district is developing public transportation systems that take the pressure off traffic congestion, and reduce pollution.

## 'We felt as if we were the real owners of the park'

By XU XIAO

One high-tech information-security provider that was established in 2006 is getting a lot of intellectual support from the Haidian Science Park (HSP), which has given it a very high rate of annual growth.

The Legendsec Information Technology (Beijing) Inc is involved in research and development, manufacturing, and integrated services and got most of its staff members from the Legend Group's information security department.

Legend is the large Chinese computer maker, which originated in the Haidian district. That is why picked HSP as its base and it has maintained a 45-percent growth annually.

HSP has attracted many professionals, in the IT business, who are important for the development of the park's enterprises, said Legendsec's president, Ren Zengqiang.

The government has also done its part by providing policies that encourage overseas students to return and start their own business in the HSP.

One Legendsec senior executive recalled recently how HSP officials had visited the company and dealt with problems that staff members encountered in daily operations.

"We were really moved and felt as if we were the real owners of the park," he said.

"I think HSP is a park with great investment value," he went on to say, explaining that the park has policies that help and an abundance of intellectuals. And government bureaus are aware of them in providing innovative services.

Legendsec has said it is expecting a 35-to-40-percent increase in sales this year.

"We'll continue to listen to the demands of our customers and will consider their needs even before they realize what they need," said Ren.



Ren Zengqiang

## HSP nurtures companies that care and make a difference

By ZHANG ZHAO

Even though the administrative committee of the Zhongguancun Haidian Science Park (HSP) is actually a government organization, it does not quite act like one, according to the head of a local company — it's more service-oriented.

"I know many other development zones across China," explained Li Xingwen, president of the Thunip Holdings Co Ltd, "and the service provided by HSP is among the best, both in quality and efficiency. It's not quite like a government office, because it gives more service than supervision."



Li Xingwen

The park's management say they have conducted many surveys of local companies to understand their needs and to improve management and services. They have also organized free training programs for executives.

"These small things just show their attitude and how they care about us," said Li.

Thunip is a national leader in environmental protection, especially water treatment, which started in 1988. And it has kept a close eye on technological innovations and social responsibility.

"We at Thunip contribute value to society, not empty bubbles," Li, the president, emphasized.

He said they were the unique Chinese company in their sector to develop their own patented technology and equipment for a key part of wastewater filtering, which greatly reduced costs and forced competitors to reduce their prices.

"In this way we're contributing to

the nation, although it may not be so visible," he added.

The company says it has also profited from HSP's talent pool, since it is close to many of China's leading universities and research institutes and has preferential policies that can attract talented personnel.

Thunip is cooperating with China's top universities and institutes on a national water treatment project that is worth tens of millions yuan.

It started just over two years ago producing water filtering facilities for use "in every city for every household", and this advanced made-in-China technology and facilities are "the best of their kind

anywhere", Li said, with obvious pride.

Meanwhile, Thunip has purchased shares in 30 other companies and is involved in more than 1,000 projects nationwide. It also serves as a consultant for more than 4,000 projects in environmental impact assessment, most of them for governments.

Li said his company plans to focus more on technology improvements instead of expansion, in the near future, but will "make a great leap in three to five years".

He also has plans to let the company go public when it's ready — and not just ready to collect money, but ready to serve society.



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## Annual Conference of Zhongguancun Forum 2011

Time: September 29th and 30th (Thursday and Friday), 2011  
Venue: China National Convention Center, Beijing, China

### 【Forum】

**Lasting Theme: Innovation and Development**

**Annual Theme of the Forum 2011: Powered by Innovation**

**Parallel Session I: Science and Technology Change Our Life**

**Parallel Session II: Technological finance and development of Immerging industries**

**Parallel Session III: Creative, makes life more wonderful**

**Parallel Session IV: Talents Innovation Development**

**Parallel Session V: Independent Innovation and Brands Promotion of Zhong Guancun**

**Parallel Session VI: Intellectual Property Industry and Innovation**

**Round Table Discussion: Formation and Development Modes of Global Innovation Center**

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- Administrative Committee of Zhongguancun Science Park
- Torch High Technology Industry Development Center, Ministry of Science and Technology
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