



YANG HUA / FOR CHINA DAILY

Jiangjin in Chongqing has become a popular destination with both investors and homebuyers for its friendly environment and huge growth potential.

# Jiangjin develops infrastructure, industry

Once poverty stricken suburb thrives as part of Chongqing metropolis

By ZHANG ZHAO

An important Yangtze River trading post for more than 1,500 years, Jiangjin is now a major port in Chongqing municipality.

Previously a poor and undeveloped suburban area, the township became an official district of Chongqing in 2006.

Just 30 minutes from the city's center, Jiangjin was the focus of government plans to integrate formerly rural regions into a metropolitan economic zone.

"The zone gives us a competitive edge, recognizes our geographic advantage, and has helped us soar," said Wang Yinfeng, former Jiangjin district government head.

Since the project was announced in 2007, the government has built several roads and railways linking Jiangjin to the heart of Chongqing.

Expressways leading to neighboring Sichuan, Guizhou and Yunnan, Hubei and Shaanxi provinces were also constructed.

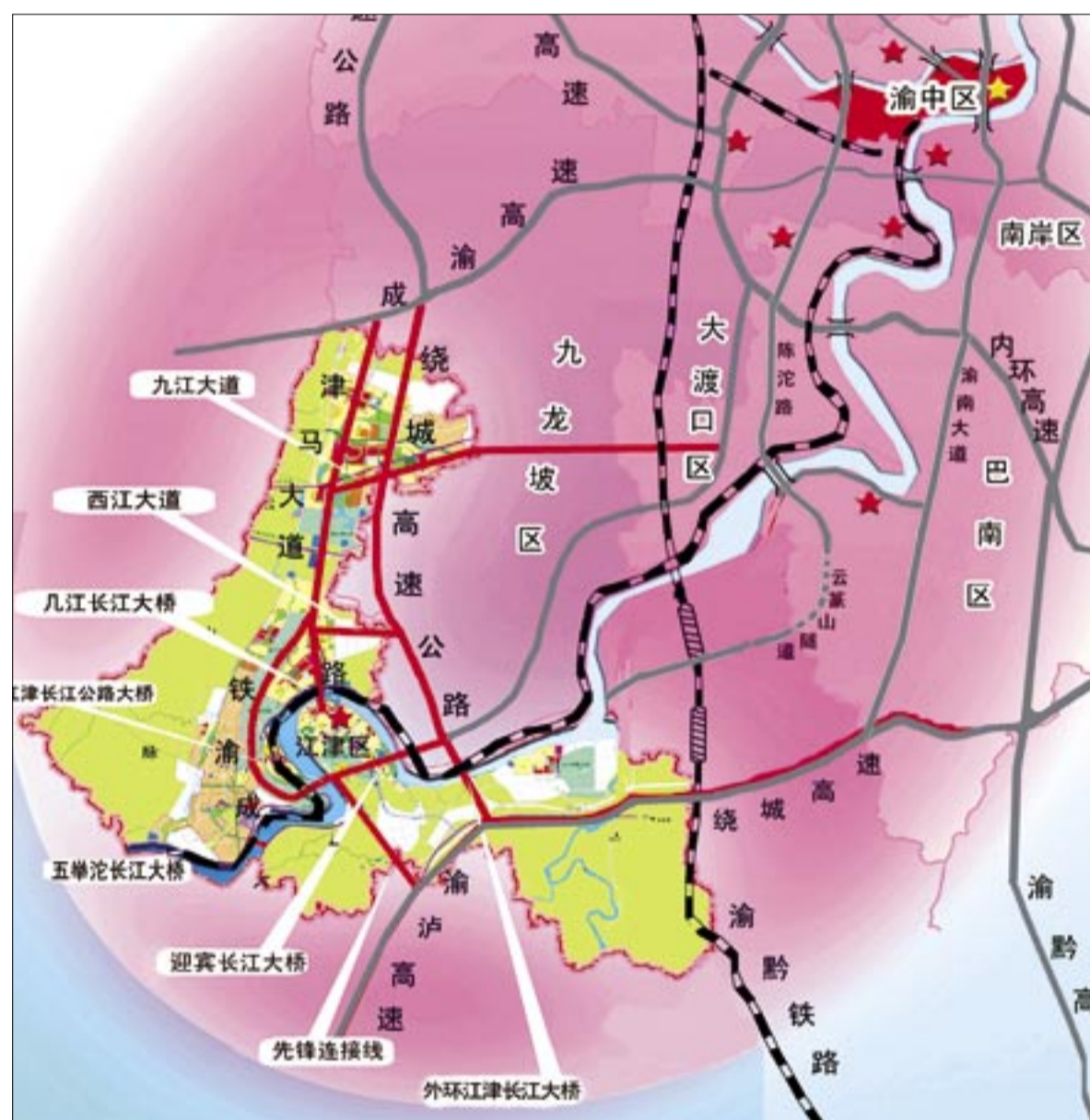
"Chongqing's growing population must branch out from the city center, and Jiangjin is without doubt the best destination," said Wang, citing his region's natural beauty and new infrastructure.

Recent construction in the economic zone will soon connect Binjiang New Town on the Yangtze's north bank to Jiangjin on the river's south bank.

The Chongqing expressway will become Jiangjin's outer ring road.

Since 2007, Jiangjin has had an average annual industrial growth of 37.5 percent. Its GDP has risen by roughly 16.8 percent annually, consistently five points higher than numbers reported between 1996 and 2007.

Despite the ongoing global financial crisis, Jiangjin achieved 25 billion yuan in GDP last year, increasing 16.5



PROVIDED TO CHINA DAILY

An expanded transportation network brings Jiangjin closer to Chongqing's center.

percent from 2008.

### Booming industry

More large-scale enterprises were set up in the past three years than in previous decades, with a total contracted investment surpassing 120 billion yuan.

The industrial economy has accounted for 70 percent of the district's economic growth.

More than 80 enterprises began operations in Jiangjin last year, including 52 large-scale business. Around 100 more are currently under construction.

The gross industrial output value of the district increased from 16.4 billion yuan in 2006 to 41 billion yuan in 2009.

That number is estimated to grow to

55 billion yuan by the end of this year, and exceed 100 billion yuan by 2012, according to government targets.

"Jiangjin has all the basic elements necessary to develop a modern, large-scale industrial district," said Wang. But he pointed out a group of big enterprises are needed to make the 100-billion-yuan area possible.

### Better business

The region's current Shuangfu, Degan and Luohuang industrial parks focus on machinery, food processing, printing and new material development.

Nearly 240 enterprises have opened operations in the parks, including Zurich-based engineering company ABB. To date, the parks have attracted 400 projects from around the world.

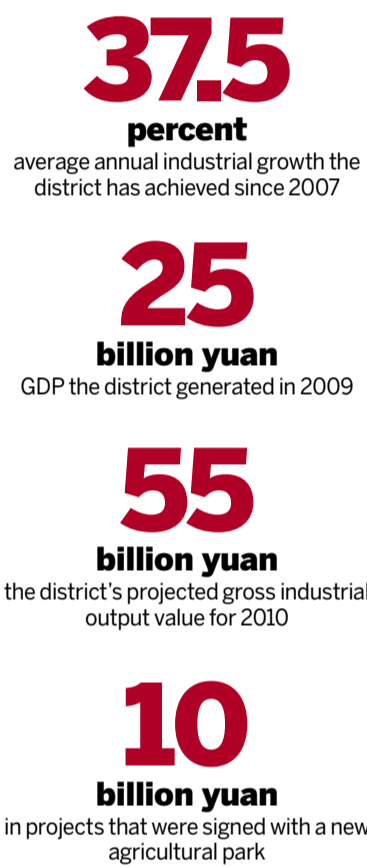
Now, with many leading national automakers, including Iron Horse and Yu'an, Jiangjin has become a major auto manufacturer instead of just a vehicle assembly center.

"Our three industrial parks have created a new economic growth sector," said Wang.

Twenty companies from Zhejiang province have built facilities in Jiangjin's Baisha vocational education zone, representing a multi-billion yuan investment.

Emerging Xiyong micro-electronic park is set to grow into a key laptop computer development base.

Already, Xiyong has attracted the attention of more than 100 IT companies from home and abroad. Nine have signed contracts with the park worth a total of 2 billion yuan.



Local authorities have invested 300 million yuan to improve city infrastructure along the Yangtze's south bank.

"We have achieved aims to make our city clean and green so that the residents do not have to polish their shoes twice in a single week," said officials.

A central business district, costing nearly 20 million yuan, is planned for the north bank of the Yangtze River. It will feature top level residential communities.

### Modern agriculture

Jiangjin officials are also developing an urban-rural integration model. The government has proposed building a 200 square meter agricultural park in efforts to draw more capital.

The park has already attracted more than 10 billion yuan from 28 companies, including Macao-based Ganges Fruit Co Ltd and Germany-based Heka Group.

The farmland will be used to produce high-quality fruits, vegetables, oil-bearing crops and pepper. More than 2 million birds and cattle will be raised there, as well.

Around 450,000 Jiangjin farmers and 10,000 former migrant workers are now employed in the city.



XIE HONGJUN / FOR CHINA DAILY

An expressway on the outskirts of the city



YANG HUA / FOR CHINA DAILY

Binjiang Road on the Yangtze River



PROVIDED TO CHINA DAILY

Artists' rendering of the new urban Jiangjin area



PROVIDED TO CHINA DAILY

ABB Group building in Jiangjin

# District invests in its citizens

By HAO NAN

The GDP of Jiangjin district, Chongqing municipality has doubled over the past three years with an annual increase of 16.7 percent.

Local government revenue increased to 2.5 billion yuan in 2009.

The figures have proved the success of the district's transport, industrial and economic strategies, said authorities.

The government distributed 10,000 televisions to poor families in August, a move to promote the district's livelihood project.

"A good quality of life is the foundation of development and harmony," said Wang Yinfeng, Party chief of Jiangjin district committee.



PROVIDED TO CHINA DAILY

Low-income families receive free color televisions from local authorities.

**A good quality of life is the foundation of development and harmony.**

WANG YINFENG  
PARTY CHIEF OF JIANGJIN  
DISTRICT COMMITTEE

"It is also vital to governing capacity and therefore is listed as a top priority on local authorities' agendas."

According to a district financial report, the local government has used more than 60 percent of its budget on projects to improve citizens' lives.

It plans to invest 33.7 billion yuan within the next two and a half years to support similar initiatives.

Jiangjin spent 1 billion yuan this year on education, public security, healthcare, agriculture, forestry and water affairs and a housing guarantee system.

The investment represented more than 60 percent of total district government revenue, listed at 1.6 billion yuan in the first half of this year.

Since 2008, nearly 2,000 poor college students have received 6.2 million yuan in incentives from the Jiangjin government.

Low income primary and secondary school students are exempt from paying school fees.

This month, authorities gave 35 million yuan to provide free milk to 77,000 primary students.

And now, 71,000 poor residents have received subsistence allowances.

The average annual disposable income of urban residents is 15,000 yuan, a 60 percent rise over years past.

Average annual income of rural residents is 6,000 yuan, marking a 40 percent increase.

More than 16 billion yuan has been spent in accelerating the construction of government-subsidized houses.

By the end of this year, nearly 950,000 square meters of low cost public rentals for rural migrant workers, graduates and low-income families will be built.

Around 10,000 rural dilapidated homes will also be rebuilt.



ZHANG CHANBIN / FOR CHINA DAILY

A pepper farmer is excited with her sales revenue.



PROVIDED TO CHINA DAILY

The district government has worked to expand afforested urban areas.



PROVIDED TO CHINA DAILY

New housing project in Jiangjin

# City residents enjoy 'comfortable living'

By XU XIAO

For nearly 1,500 years, Jiangjin in southeast Chongqing — one of China's four municipalities — has been a regional crop production base.

But now, the district has been named a "model Chinese city for comfortable living," attracting residents and tourists from home and abroad.

By the end of last year, Jiangjin had invested 300 million yuan in renovating old urban roads and 280 million yuan in building 253,000 square meters of low-rent houses.

The district government also

put 50.09 million yuan towards a complaint handling center. Since 2009, the center has addressed the grievances of some 1,000 locals and resolved 797 long-pending filings.

Jiangjin's first bridge across the Yangtze opened in 1997. During that same year, the district closed all toll stations on secondary highways.

But, construction and renovation of local roads and ports continued. Today, every Jiangjin township and village is accessible by paved motorway. The area has 77 ports.

In the past two years, funds have also went to basic medical programs and health facilities.

Around 580 million yuan was invested in new fitness centers, gyms and public parks on Binjiang Avenue, in addition to other projects.

Local authorities hope to establish a comprehensive medical system that will serve both urban and rural populations. Currently, 106 senior citizens over age 100 reside in the district.

According to officials, such longevity is no fluke. The district boasts green mountains, clean streets and environmentally-friendly parks, said government representatives.

The region's forest coverage rate is around 29 percent, and urban green

land accounts for 31.5 percent of the district's total.

During recent years, the government has invested 100 million yuan in afforestation programs.

Now, the district of Jiangjin has nearly 105 sq m of forests and more than 50,000 saplings. It also has several suburban parks.

Forest coverage is estimated to grow to 452 sq m, accounting for 48 percent of the district's total within the next eight years.

Around 46 percent of urban areas will be afforested, with green belts added along 95 percent of roads in the district.