

Service industry backed by forests, rivers, and lakes

By ZHANG ZHAO

The Jingyue Economic Development Zone in the city of Changchun, Jilin province, is both a pioneer in the modern services sector and a place with a splendid environment.

It is located in the southeastern part of the city, facing a 112-square-kilometer forest park to the east. To the south, there is a 107-sq-km reservoir and to the west, the Yitong River, formerly an important water channel for the city.

It covers a 478.7-sq-km area, or about the same size as the urban area, that has five rivers and eight small reservoirs, leaving more than half of it covered by forests and water. This is something that is rarely seen elsewhere in China's economic zones.

The zone was recognized as a national pilot zone for the service sector, last August.

In 2009, it had a GDP of 27.7 billion yuan (\$4.24 billion),

19.4 billion of that contributed by the service sector, or more than 70 percent of the total.

Service industries there attracted nearly 70 billion yuan in investments, in the five years since 2005, accounting for more than 80 percent of the zone's total investment.

It has a number of projects funded by renowned enterprises like Qiming Information Technology Co Ltd, Charter Shopping Center, South Korea's SK Holdings, and Malaysia's Mulia Group.

The high-tech sector holds a prominent place in the zone, with a 10-sq-km optoelectronics industrial park for optoelectronics, new energy, and software outsourcing.

The parks projects include an auto design center, an online support system for small and mid-sized enterprises, and an R&D center for LED products backed by Taiwan's Genius Electronic Optical.

Around 30 companies plan

to set up headquarters in the zone and the local government wants to build a regional business management hub for northeastern Asia.

It draws resources from 15 schools that include North-east Normal University, Jilin Agricultural University, and Jilin University of Finance and Economics, with 170,000 students and faculty in all.

There are also nearly 10,000 people working in the zone's eight research institutes.

The zone is thinking green and the local government is keeping an eye on the low-carbon sector. One large power generation company, the China Datang Corp, will have a wind power-related project there, and bases for energy-trading, new energy vehicles, and low-carbon products will be built.

The local government is welcoming investment and has an innovative mechanism for that, consisting of local enterprises,

colleges, research institutes and intermediary agencies.

"We'll have an integrated plan for investment," said Guan Shusen, head of the zone's administration committee, "we'll focus on several major countries and regions, and have major targets."

These targets include multinationals and large Chinese companies.

A special 100-million-yuan fund has been organized to help develop service companies, and that is expected to grow in the coming years.

There are also plans to put an additional 5 billion yuan into infrastructure, such as roads, green lands, parks and the water system, over the next five years.

Two new wetland parks are also planned alongside the Yitong River, each covering more than 3 sq km. Eighteen new theme parks and green lands will also be built in the zone.



View of Jingyuetan National Forest Park, in the southeastern part of Changchun, Jilin province.

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Employees in a workshop of the Yuping Arts and Crafts Manufacturing Co Ltd.

Bringing culture year round through movies and tourism

By LIU MINGTAI AND ZHANG ZHAO

The local government wants to make the zone an eco-friendly center of the culture business.

It expects to have a service sector with an output of 75 billion yuan by 2015, about 50 percent of that from culture, accounting for around 62 percent of the regional GDP. Average annual growth is expected to be 38 percent.

The culture business will play a leading role in future zone development, according to the policy makers, with industrial parks for handicrafts, animation, and movie production.

These involve many projects: a digital publication center, an international animation trade center, and a rural-themed movie and TV drama production base.

The movie and TV drama production is expected to be worth more than 12 billion yuan by 2015. The figure for the animation and video

game business will be more than 13 billion yuan.

Tourism

Tourism and leisure are also in the zone's sights, with its major attractions like Xinli Lake, the Jingyuetan National Forest Park, the Imperial Palace of the Manchu State Museum, and Changchun Agricultural Fair Park.

Ice and snow will be one of the key features since the city is very cold in winter. Other tourist programs include wetlands, business and shopping facilities and a golf course in the forest area.

Tourism is expected to bring more than 30 billion yuan to the zone by 2015.

A number of international events have already involved Jingyue, like the Vasaloppet International Ski Festival, which was developed in Sweden around 90 years ago, to commemorate a Swedish king and national hero Gustav Vasa. There is also the Lidin-goloppet, a long-distance foot race, also from Sweden, to cel-

brate the summer solstice.

These events, along with other conventions and fairs, will have an output value of more than 7 billion yuan.

12

billion yuan

in output for the movie and TV drama industry by 2015

13

billion yuan

in output for animation and video game industries by 2015

30

billion yuan

in funds generated by tourism in the zone by 2015