

jilinspecial

## National leader in the exhibition business

By LIU MINGTAI AND ZHANG ZHAO

this month.

The industry has also produced a number of brand names, such as the Changchun Film Festival, Jilin Northeast Asia Investment and Trade Expo, Changchun Agricultural Fair, and the Changchun Ice and Snow Festival.

This has made Changchun a national leader in the exhibition and convention business, with more than 80 national awards, since 2005. It has been called one of the most influential and potential exhibition and convention cities for five years running.

It played host to 167 exhibitions and conferences last year, bringing in about 2.1 billion yuan in revenues, and 18.8 billion yuan more for other related industries.

Under the 11th Five-Year Plan (2006-2010), Changchun was able to welcome many high-ranking com-



Opening ceremony of the eighth Changchun International Auto Expo.

pany executives and VIPs, including China's President Hu Jintao and Premier Wen Jiabao, who made an appearance at the sixth Asian Winter Games, in 2007.

The city now has six exhibition centers, with more than 600,000 square meters of floor space, and nearly 10

venues for large-scale conferences, with more than 40,000 sq m of floor space.

Still the city government is aiming even higher for the coming years, with hopes of eventually holding at least 334 exhibitions and conferences by 2015. This is expected to include seven

or eight national and international events. The income from the industry is expected to reach 4.8 billion yuan.

In this way, the government plans to improve its key industries, such as auto making, food processing, biomedicine, winter tourism, and film, as well.

## Changchun puts on its most ambitious auto event ever

By CHAI HUA

A major automobile show in the city of Changchun — one of China's three most influential auto expositions — has shown the revitalization of the nation's auto manufacturing industry, the organizers are saying. The theme of the eighth China Changchun International Automobile Expo, which ran July 15 to 24, was "new energy and new power".

And it was the largest in history, covering a 170,000-square-meter space, with 132 manufacturers of auto and auto parts from China and abroad taking part, and 1,036 vehicles on display.

Chinese brands this year played an important role in the exhibition, with the leaders — Geely, Chery, First Automobile Works, Beijing Automotive Industry Holding Co, and Shanghai Automotive Industry Holding Co — presenting their strongest lineup ever.

Every automaker had at least one model making its debut, and there were more than 40 new energy cars on exhibit, an increase of 18 percent over last year. This year's fair also included more

than 30 concept vehicles, up 36 percent.

One of its major novelties was the interactivity, meaning the visitors could actually get their hands on cars for a test drive over an 80,000-sq-m area.

Another feature was the technology forum, where specialists from Tsinghua, Tongji, and Jilin universities joined leading manufacturers to talk about the industry.

"The speakers were from the highest academic levels and covered just about every aspect of the industry, so the forum was a very influential part of the expo," local government officials remarked.

There were also a number of cultural events accompanying exhibition, including paintings and photos of automobiles, and competitions to shine the light on Changchun's automobile culture. After all, the city is popularly known as the cradle of China's auto industry.

To make this year's event safer and more comfortable, the organizers provided the best services and facilities. From food to transportation, from signboards to visitor routes, a people-oriented service system was clearly visible.

## Sculpture show: Bigger and better than any of the past ones

By ZHANG ZHAO

Organizers of the 12th International Sculpture Symposium which started on July 14 in the city of Changchun have been delighted by the responses worldwide and the number of artists from around the world who have showed up.

This major Northeast China event is taking place in the Changchun High-tech Development Area (CHDA), with more than 400 sculptors from the United States, Britain, France, Germany, Italy, New Zealand, South Afri-

ca, and several dozen other countries.

More than 1,200 samples of artists' works were submitted and the organizers selected 110 of the best. The theme of this year is "Innovation, Leap and Dream".

There are two International Sculpture Conferences running in conjunction with the event. Previous sessions have had more than 500 sculptures on display and several hundred artists taking part.

But, organizers say that this year's show is larger and of better quality, than any

of the past events.

Local government officials have also said that they see the works as a valuable cultural symbol of their city's global engagement.

"It's a real pleasure for CHDA and the people of Changchun to welcome artists from around the world and to promote art, culture, and friendship," commented Sun Yaming, director of CHDA administration and the assistant to the mayor of Changchun, at the opening ceremony.

The CHDA is one of China's first national high-tech

development zones and has played a major role in the city's economic development, as well as the province's, over the past two decades, officials said.

The organizers plan to keep the sculptures permanently on display at the Changdongbei Urban Ecological Wetland Park. This 9.7-square-kilometer park is expected to open before October. It will be the largest park of its kind in the Northeast and will combine natural beauty with leisure, entertainment, and tourist services.



**It's a real pleasure for CHDA and the people of Changchun to welcome artists from around the world and to promote art, culture, and friendship."**

SUN YAMING  
DIRECTOR OF CHDA ADMINISTRATION  
AND THE ASSISTANT TO THE MAYOR  
OF CHANGCHUN