

News in Briefs

Disney metro

THE metro construction plan calls for three stations between the Luoshan Road Stop and the planned Shanghai Disneyland. The second phase of the northern part of Metro Line 11, which is now under construction, will be from Huashan Road to Luoshan Road. When the construction is completed, Disneyland Shanghai will directly connect to Metro Line 11.

Cultural promotion

THE 2010 Jiading Old Town Culture Industry Promotion Conference was held in Luyanshao Art Gallery recently. More than 30 culture-related companies participated, including Tencent Media and Tianya Community. The companies signed a cultural cooperation agreement with Jiading District.

Museum work

THE basement of the new Jiading Museum was completed early in October and the upper floor is expected to be finished by the end of this year. The new Jiading Museum is located on Bole Road and covers an area of 9,598 square meters. The building is 9.4 meters high. The museum will collect, display and do research connected with the cultural relics of Jiading District.

Electronics contest

THE finals of the 2010 Tianhua Cup National Electronic Talent Design and Skill Contest recently took place at Shanghai Normal University Tianhua College. Five hundred contestants from 165 universities and colleges all over China participated in the event, competing for 258 prizes. The contest was sponsored by the Ministry of Industry and Information.

Enterprises get help, support for public listings

Lu Xiaofeng and Fei Lai

JIADING District is sparing no effort in the campaign to encourage local companies to go public to raise funds for expansion.

District officials said they planed to support the initial public offerings of eight to 10 companies to be listed through the end of next year.

The process of application to list is rigorous and can take months. The district has streamlined its own part of that process to reduce waiting times.

Jiading also stands ready to assist companies with the listing process beyond district borders.

A database aimed at enterprises with the intention or potential to go public is being set up. Eastmoney.com and China Net Center are two companies that have benefited from the government assistance.

How to turn ideas into profits

Xie Zuocan and Fei Lai

THE 2010 Shanghai Jiading Production, Learning and Research Cooperation Fair and High-Tech Exhibition was held at the Shanghai International Automobile Exhibition Center on September 16 and 17. Its theme was: "focus, integration, breakthrough and win-win."

Covering sectors such as the Internet of Things, low-emission vehicles and advanced industrial materials, the event drew the participation of about 100 research

institutes and companies. More than 400 self-developed achievements in technology were highlighted.

About 95 business agreements were signed at the exhibition.

A seminar on the Internet of Things was included in the two-day fair. It looked at the development of emerging strategic industries in Jiading, such as the LED industry, automobiles powered by new energy sources, and research and development processes.

The goal was to enable smaller companies to benefit more from efficient commercialization of

research findings.

The Jiading Innovation and Incubator Center for Advanced Technology has gone into operation, focusing on nine goals related to advanced scientific breakthroughs.

The Jiading Industrial Park benefits from research pooling the resources of eight universities, including Tongji University; 11 national level institutes under the Chinese Academy of Sciences, China Academy of Engineering Physics and China Electronics Technology Group Corp; and industrial parks such as Jiading Park

of Zhangjiang High-Tech Zone and Shanghai University Industrial Park.

Jiading's work is focused on five areas: low-emission autos, the Internet of Things, green energies, advanced industrial materials and software for information industries.

Jiading District plans to set up a 2 billion (US\$300.7 million) fund for research and development under the nation's next Five-Year Plan, aiming at promoting the development of strategic emerging industries.

By the end of the plan in 2015, the revenue from such industries is expected to top 100 billion yuan.

Service companies aid green campaign

Lu Xiaofeng and Fei Lai

ENERGY service companies in Jiading have contributed significantly to the development of energy-saving solutions. Shanghai Dabang Energy Conservation Technology Co Ltd is a prime example of the new industry breed. The company, which was founded just two years ago, has already completed nearly 30 energy-conservation projects, most of them showing a saving rate up more than 50 percent. It currently is working on eight projects in Jiading.

China's focus on creating a greener future has fostered a new generation of entrepreneurs eager to tap into the market potential. Dabang founder Yang Wei is but one example.

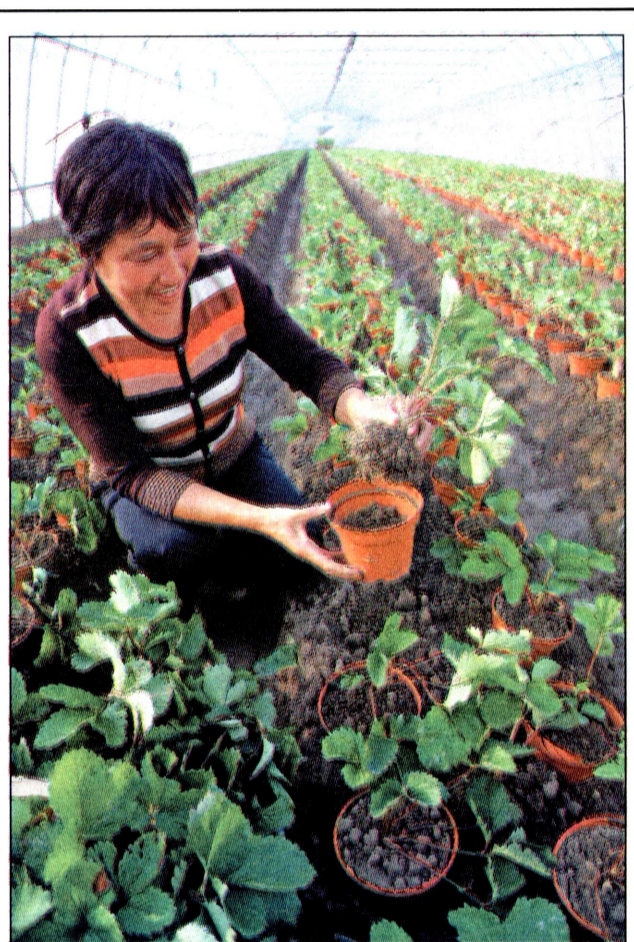
Yang used to run an electrical appliance company. In 2008, he founded Dabang, employing only two senior engineers to develop energy-saving software.

Today Dabang has grown into a significant player in that market. It has integrated research and development with commercialization, focusing on the efficiency of electrical machinery.

Dabang also is playing a key role in the development of Jiading's long-distance bus terminal, now under construction. The central air conditioning water and fan system in the terminal will utilize energy-saving equipment developed and manufactured by Dabang. With an energy-saving rate of 52 percent, an estimated 345,000 kilowatt-hours of electricity will be saved every year.

Shanghai Liwei Science & Technology Development Co Ltd is another Jiading company heavily involved in energy-saving solutions.

The company focuses on roads, property management, mining, hotels, hospitals and schools. Liwei has developed new technologies for oxygen-enriched combustion and flue gas heat recovery.



Berries for winter

Fei Xueying from Dengta Village in the Jiading Industrial Zone, finished transplanting strawberries in pots under the shelter of a plastic greenhouse. About 4,000 potted strawberries are expected to hit the market in December, selling for 10 yuan (US\$1.50) each. — Li Huacheng

Companies make list of top 100

Lu Xiaofeng

JIADING led the list of districts with 12 companies included in the recently released list of Shanghai's top 100 privately owned enterprises.

The 12 honorees included Shanghai Liancheng (Group) Co Ltd, Shanghai Step Electric Co Ltd and Shanghai Apple Flavor & Fragrance Co Ltd.

Jiading officials said privately owned companies have been at the forefront of innovative research, contributing to growth in the local economy.

In June, an elevator control system called SmartCom, manufactured by Shanghai Step Electric, also was honoured as one of the top 100 Shanghai high technology achievements.

The system was firstly designed in 1998 to lift Chinese elevator control systems to international standards. SmartCom has undergone numerous upgrades since that time and is now a fifth-generation product.

The latest version transmits an elevator's operational information to a terminal. Even if the elevator is thousands of kilometers away, an engineer sitting at the terminal in Jiading can access the information.

The system improves an elevator's efficiency and reduces servicing costs. It has given 15-year-old Step Electric a leading position in its field.

Air compressor manufacturer Shanghai Sunc Co, another private enterprise in Jiading, employs 80 people and has been operating for eight years.

Annual sales now top 100 million yuan (US\$15 million). Sunc now competes with multinational firms on contracts.

The company relies on its product quality rather than cost advantage for sales growth and concentrates its research on energy-saving products.

New methods of breeding fish, turtles upgrade farm incomes

Li Huacheng and Fei Lai

XUHANG Town's ornamental fish breeding operation has risen to national standards at the Aquaculture Demonstration Base in Jiading, the largest fish research and development farm in Shanghai.

As a leading company, Wanjin Ornamental Fish Breeding Co Ltd will invest 5 million yuan (US\$751,631) to bring new species of fish and turtles to the area, and plans to increase output 20 percent in two years.

The company is trying to integrate aquaculture development with science, education and tourism.

Jiading has 1,133 hectares of water area devoted to aquaculture. Of that, 206 hectares are in intensive fish ponds and 400

hectares are in "inner" ponds. The agriculture department is trying to introduce new fish-breeding technologies to help farmers increase their incomes.

"With the demonstration area, we can find new ways to breed fish," said Luo Huaming, a fish farmer in Xuhang Town.

"Now that there is a unified supply of fry and feed and a unified system of technology support and sales, raising fish becomes much easier."

Jiading's Special Aquatic Breeding Base, located in Huating Town, has adapted new varieties here, including the Pacific fish saury and the Asian yellow pond turtle. Each pond has a full-time technical staff.

The artificial propagation

technology of the fish saury has reached advanced stages and can now be raised on a large scale. Breeding of the yellow pond turtle has also become profit-making. The turtles each eat only 10 yuan worth of feed a year but can fetch 360 yuan at market, said Hu Chunhui, an aquaculture expert.

At present, the artificial propagation and hatchery technology of the turtles have been mastered which will be introduced to fish farmers for large-scale production.

Jiading is currently studying propagation techniques for a European pond turtle and the red crystal shrimp. There are already 15 households breeding American snapping turtles, bringing in income of about 15,000 yuan a year for each household.