

News in Briefs

Car research

THE Real Auto New Technology Research Institute was recently established by the Shanghai Real Industrial Co and the Shanghai Advanced Research Institute. It will focus on developing technology in auto parts, auto electronics and advanced materials sectors, with emphasis on the development of electric cars.

New plant

SHANGHAI Simgui Technology Co opened its new factory at Jiading Industrial Zone recently. The company is involved with silicon-on-insulator products.

Headquarters

AUTO parts maker Sanoh Group recently established its regional headquarters in Jiading. It had 41 factories in 19 countries and regions, and reported revenue of US\$1.5 billion in 2009.

Powertrains

SHANGHAI Volkswagen Powertrain Co recently signed an agreement to invest 2 billion yuan (US\$304 million) in the development of the EA211 powertrain. Once fully in production in 2013, the annual production value is expected to reach 4 billion yuan, with 1.23 million powertrain units manufactured.

Online mall

THE Jiangqiao Electronic Shopping Mall reported that 4,800 suppliers and companies have registered on its online website, forming a complete industry chain.

Innovation

EASTMONEY.COM and the district's Maternal and Children's Health Hospital won the first prize of 2010 Jiading Science and Technology Progress Award.

Lottery

TICKET sales in the Jiading's welfare lottery increased by 15.3 percent last year to 138 million yuan. The lottery collected 8.3 million yuan to support welfare including 2.8 million yuan for Sichuan earthquake-hit areas.

Globes

JIADING Town sub-district is offering more than 16,000 energy-saving lamp globes to residents at one tenth of the market price, in an effort to reduce electricity use.

Gift

THE umbrella maker Tohkin Group has sent a Lunar New Year package of goods valued at 1.8 million yuan to villagers at Jiangqiao Town to express its gratitude.

# Industrial output rises amid economic restructuring

Lu Xiaofeng and Fei Lai

**T**he total added value in Jiading District rose 11.8 percent last year to 80.6 billion yuan (US\$12 billion), while fiscal revenue reached 26.76 billion yuan, up 15.2 percent year on year, according to Jiading government.

Industrial output of all state-owned companies and private companies with annual sales over 5 million yuan in Jiading District surged 25.3 percent last year to 225 billion yuan, making profit of 15.3 billion yuan.

Service industry accounted for 34.5 percent of the district's three industries (agriculture, industry and service) in terms of revenue,

Added value **11.8%**

Industrial output **25.3%**

(all state-owned companies and private companies with annual sales over 5 million yuan)

Fiscal revenue **15.2%**

increasing by 1.7 percentage points compared with the year before.

More than 200 culture and information companies were introduced into Jiading, and helped this industry get the income of 24 billion yuan last year, which was 40 percent more than that of the year before.

Four more foreign-invested companies set up headquarters in the district during the year, making the number totaled at 28 nowadays.

As part of an economic restructuring plan, 229 enterprises that were energy guzzlers with low production value were eliminated, saving the equivalent of 53,000 tons of standard coal and freeing up 123 hectares of land for other development uses.

More than 400 companies in the district had production output value exceeding 100 million yuan.

Investment in fixed assets climbed to a record of 35 billion yuan in Jiading last year, an 18 percent increase from the year earlier.



## Bunny-buying time

Children choose bunny toys to herald the Year of the Rabbit, which begins on Thursday, at the Century Lianhua Hypermarket. Twelve animals — rat, ox, tiger, rabbit, dragon, snake, horse, goat, monkey, rooster, dog and pig — are used in the Chinese lunar calendar as symbols of the counting system. — Li Huacheng

## United Imaging inks pact on headquarters site

Lu Xiaofeng and Qian Tong

SHANGHAI United Imaging Healthcare Ltd signed an agreement with the Jiading government to set up its headquarters in the district.

United Imaging is a high-tech company specializing in the development, manufacture and sales of sophisticated medical imaging and therapy equipment.

The 3-billion-yuan (US\$455 million) headquarters will occupy 80,040 square meters of land in the Innovation Park of Jiading Industrial

Zone. The facility is expected to be fully operational in 2013.

United Imaging will also set up research and development centers in Shenzhen, Guangdong Province, and Beijing and plans to enter the high-end medical imaging market now dominated by General Electric, Siemens and Philips.

With homegrown imaging products, Chinese patients will be able to pare the costs of diagnostic scans. At present, a patient needs to pay nearly 10,000 yuan for a scan using a positron emission tomography scanner

made by GE, which costs 35 million yuan in China.

United Imaging also plans to develop advanced scanners in five to eight years and become a leading imaging equipment manufacturer capable of generating up to 50 billion yuan in annual revenue within 15 years.

The company was co-founded by Entrepreneurial Team Corporation, Shanghai Lianhe Investment Co Ltd, Shanghai Advanced Research Institute, and Shenzhen Institute of Advanced Technology.

## Expo glow lingers over local businesses

Staff Reporters

AN increasing number of Jiading District companies involved with World Expo Shanghai have expanded their businesses to respond to new initiatives highlighted at the exposition and to a rise in orders for technologies they demonstrated there.

Philips Lighting Luminaires (Shanghai) Co will install 20 energy-saving LED street lamps on Yuying Street and Dazhi Road in Malu Town.

The new lamps are up to 50 percent more energy efficient than the traditional sodium globes.

"The World Expo Shanghai promoted the concepts of low-carbon technologies and energy efficiency, so we are putting more effort into the research and development of energy-saving lamps and LED products," said Wu Jie, product manager of the company.

"Sales of energy-saving products have grown more than 30 percent since Expo."

Huangdu Forest Industry Park in Anting Town successfully bred the traditionally winter flowering poinsettia to bloom in summer for use at Expo. Production of the hybrid poinsettia has now increased by 40 percent to meet demand for it.

Shanghai Liancheng Group supplied pumps to 14 pavilions in the Expo site. Afterward, the group decided to continue the eco-friendly concepts promoted by the Expo and is raising the efficiency of its pumps and electrical apparatus control system to cut energy costs by 30 percent. A team of 70 technicians is working on the upgrade of 10 products.

Shanghai Shengjian Ventiduct Co Ltd produced and installed 60,000-square-meter of ventilation ducts in the China Pavilion at Expo. Since then, it has been approached by companies such as BMW and SAIC with orders.

"Overall, our orders have increased at least 30 percent since the end of Expo," said Shengjian General Manager Zhang Weiming.

## STEP Electric Corp engineers successful IPO in Shenzhen

Lu Xiaofeng and Tom Qian

SHANGHAI STEP Electric Corp, an elevator controls and components manufacturer in Nanxiang Town, raised 240 million yuan (US\$37 million) in its December 25 initial public offering on the Shenzhen Stock Exchange.

With the stock code as 002527, the company sold 50 million shares at an issue price of 16 yuan.

Jiading District Director Sun

Jiwei and Vice Director Fei Xiaomei joined STEP Electric Chairman Ji Defa at the debut ceremony, which was hailed as a milestone for smaller companies. The district government has supported the development of such enterprises with favorable tax policies.

STEP Electric started out with a workforce of 30 people and annual revenue of less than 30 million yuan. Since then it has emerged as a market leader in the manufacturing

of elevator control systems and elevator inverters. Its customers include Otis Elevator Co of the US, the Swiss-based Schindler Group, ThyssenKrupp in Germany, and GiantKONE Elevator Co of Finland.

STEP Electric has dominated the China market for three years and held 70 patents, 23 registered trademarks and 26 software copyrights.

The company was established in 1995 by engineer Ji Defa. It now employs more than 500 people

worldwide and has regional offices in Shanghai, Beijing, Guangzhou in Guangdong Province, and Chengdu in Sichuan Province. Its overseas reach includes service centers in Germany and Hong Kong.

STEP Electric spent nearly three years preparing its IPO. The company in its prospectus said it planned to get the revenue of 800 million yuan two years later after its IPO, comparing with that of 400 million in 2009.