

# Pilot units earning praise for patents performance

Tang Min and Pan Zheng

Shanghai Intellectual Property Right Administration has released a list of pilot units for good performance of patent applied in production in 2014. Fifteen Jiading enterprises are on the list.

Statistics shows that patent achievement conversion rate in China is only about 10 percent, much lower than 40 percent in developed countries.

"Formerly, the hospital had the idea and we had the resources, but we just couldn't make it work together," said Liang Dongke, general manager of the Medical Equipment Co Ltd of Shanghai

Kindly Enterprise Development Group. But now, Kindly is cooperating with Dai Kerong, director of Shanghai Joint Surgery Clinical Medical Center of Shanghai No 9 People's Hospital in a stem cells project.

## Healing bone defects

They have applied for a patent. If the research succeeds, it will result in healing bone defects using a patient's own stem cells.

Kindly has spent more than 10 million yuan (US\$1.63 million) in research and development for patents since it settled in Jiangqiao in 2006.

In 2012, a colonoscopy conduit

invented by the company and Shanghai Shuguang Hospital was put onto the market. The new technology greatly reduces patients' discomfort and produces a clearer image which could lead to the earlier discovery of cancer. It has four national patents and has been put into clinical use by many hospitals in Shanghai.

Donglai Coating Technology Co Ltd in Jiading Industrial Zone also enjoys the benefits from patent results. It's now the paint coating supplier for many automobile manufacturers such as Dongfeng Nissan, FAW-Volkswagen and Citroen as well as many school buses. Donglai also supplied the paints

and coatings on the torch of the 2008 Beijing Olympic Games and the China Pavilion at the World Expo in Shanghai.

Lu Xiuzhen, a company official, said the key to Donglai's success is its high-tech coatings.

## Weather resistant

For example, its fluorocarbon protecting coating has excellent resistance to weather, chemicals and friction.

Donglai has 22 national patents, and its brands are registered and protected in more than 80 countries and regions.

In another case, Luoshi Co Ltd in Anting Town invented a new kind of shock absorber for cars.

## Family farm scheme to raise yields

Li Huacheng and Pan Zheng

A TOTAL of 42 families will be the first to take part in a family farms pilot scheme in Huating Town aimed at increasing yield through scale production, district agricultural authorities said.

"Among 20 families applying for joining the scheme, only 14 were approved. Each family should be agreed by two thirds of all the villagers through voting before setting up his family farm," said Shen Yiqing, vice director of Beixin Village Committee in Huating Town. "They have to contract 8 hectares of land to plant rice. Now that our farmers have the capacity of mechanized production, we think scale plantation will help to develop the family farms."

Shen said the annual income of a family farm would be about 100,000 yuan (US\$16,329), excluding rent



and plant protection fees.

Besides the family farm program, Jiading agricultural authorities also introduced two new species of hybrid rice — Puyou No. 22 and Jiaoyou No. 69 — to help farmers increase yields.

A farmer surnamed Chen planted 4 hectares of Puyou No. 22 hybrid rice about six months ago. In this harvest

season, the production yield of rice reached 11,250 kilograms per hectare, higher than the average yield of other types.

Chen said that in theory yield could be higher, but already his income of per hectare increased by 4,500 yuan.

Chen said the rice matured a week earlier than other types, which allowed more time to harvest other crops.

**A farmer surnamed Chen reaps his rice crop in Huating Town, as the autumn harvest begins in Songjiang District. This year, two new rice varieties have been introduced. The new breeds produce 11,250 kilograms of rice per hectare, raising incomes of around 4,500 yuan (US\$731.7). — Li Huacheng**

## Something for everyone at Nanxiang's new center

Xu Fang

THE Hi 5 shopping center is now open for business in Jiading's Nanxiang, with some 78,000 customers swarming there on its first day.

Hi 5 focuses on life's daily necessities, entertainment, dining and children's entertainment. It includes a BLT Supermarket and OSGH (Orange Sky Golden Harvest) Cinema to cater for residents from nearby communities. There are about 30 restaurants in the shopping center, with brands including Faigo hotpot, Tasty Steak and Burger King.

Coffee lovers have a choice of Starbucks, Pacific Coffee and CaffeBene.

Starbucks originates from Seattle in the United States, as does Pacific Coffee, while CaffeBene is from Cheongdam-dong in South Korea.

The shopping center has a Haibeibe 5D Cinema that can raise the levels of film fans' excitement by simulating lightning, wind and explosions.

The BLT (Better Life Together) Supermarket covers an area of around 3,000 square meters in the center and has more than 10,000 kinds of commodities, over 60 percent of them imported.

The supermarket also features an experience area where experts will share tips with customers.

## Returnees choosing Jiading for business projects

Sun Ling and Momo Pan

MORE than 20 projects initiated by returnees have settled in Jiading at the 2014 Shanghai Overseas Returnees Entrepreneurship Conference.

Figures show that Shanghai is now home to around 110,000 overseas returnees — an increase of 22 percent on 2010.

Shanghai offers a number of local and national schemes to encourage Chinese

professionals studying or working overseas to return home and help develop the city as an innovation center in science and technology.

Incentives include favorable living and working conditions, plus financial and government support.

Entrepreneurs among the group have established some 4,700 companies in the city, with a total registered capital of US\$670 million.

Fan Ruoyu, general manager of Ding-shu Information Technology which specializes in Big Data, and Zhang Qiang, president of United Imaging, shared their experiences and thoughts in entrepreneurship at the signing ceremony.

The Jiading government also signed a strategic cooperation agreement with Shanghai Thousand Talent Program Culture and Science Committee to hold summits designed for Jiading.

### News in Brief

#### Logistics first

ASIA One, the first modern logistics center in China came into use before the Singles Day online shopping festival on November 11. The warehouse in Jiading District, invested by

Jingdong Mall, covers an area of 100,000 square meters and can handle 16,000 packages an hour.

#### New starts

THE Overseas Chinese Mutual Benefit Platform has received 38 new innovation enterprises

since this year. They are mainly involved in environmental biotechnology, the food trade and network information technology, with total registered capital of 200 million yuan (US\$32.6 million). This platform was built up in July 2011 with the aim of helping entrepreneurial innovation. With its 10,000-square-meter

office buildings, it offers 2 to 3 years lease-free offices for those companies who have passed an assessment. Other services are also available including free business startup guidance, preparing paperwork for various licenses, providing board and lodging and other services.



The Hi 5 shopping mall