

Yantai banks on new marine zone

600 square kilometer area for industry, tourism and bonded trade, **Fu Chao** reports.

As it works to turn Yantai into the nation's top marine economy, the municipal government is developing a sprawling new area in the port city, said Mayor Meng Fanli.

"Yantai is a place full of potential and hope. The high-tech marine new area will be the engine of the city's growth," said Meng during a recent news conference with a group of Asian media visiting Yantai.

Located in eastern China's Shandong province, Yantai city has 909 km of coastline and was one of the first 14 coastal cities to open up to the world. With a well-developed marine industrial chain, the city was recognized by the World Bank in 2006 as one of best investment environments in China.

The high-tech marine new area in the east of the city shares — and also shapes — the Yantai's appeal.

Covering some 600 sq km of five districts in the city, the new area has a 150 km coastline and a range of economic zones for emerging industries, tourism and bonded trade.

The bonded trade zone in Zhifu district serves as a hub for foreign investment, logistics and manufacturing.

Yu Huawen, the director of the zone, said import and export volume in 2013 reached \$15.74 billion, ranking first among the country's bonded trade zones.

It also has a range of imported product exhibition zones displaying wine, milk powder, food and health products. The zone's logistics facilities have been improved in recent years to fuel growth in incoming and outgoing freight. The volume reached 220 million tons last year, said Yu.

Yu Dong, head of the Yantai Municipal Bureau of Commerce, said the 230 sq km high-tech zone for new industries will be home to national marine industries, while a coastal business zone in the new area will mainly accommodate headquarters of major corporations, as well as tourism and exhibition industries.

The new area has attracted investment in real estate, tourism, marine biopharmaceuticals and logistics from more than 20 countries and regions. Among the projects, 560 each have a total investment of more

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than 100 million yuan (\$16 million).

The new area also has a variety of flourishing marine companies and world-recognized research centers including CIMC Raffles Marine Engineering Co, Shandong Oriental Ocean Sci-tech Co, Yantai Jereh Oil-field Services Group and Shandong International Biological Park.

As a national research center for the development of coastal regions, Shandong International Biological Park, there has joined the efforts of the Chinese Academy of Science, the Shandong provincial government and the Yantai municipal government. The park is also home to many projects from universities around the world.

The new area also has famed Yantai University and the Naval Aeronautical Engineering Academy.

According to Zhang Dan, deputy-head of the new area's committee office, three landmarks — the Yantai Marine Property Rights Transaction Center, Marine Economy Headquarter Base and Marine Entrepreneur Services Center — will soon enter the final phase of construction.

At an investment of more than 50 billion yuan, residential and commercial complex Longhu Lake Ecological city, is also under construction.

Its first phase, a high-end residential area on renowned tourism spot Yangma Island, is finished with homes now on sale.

Zhang said that by 2020, the high-tech marine new area "will become the country's most important economic area highlighting a strong marine economy, high-tech innovation and a well-developed eco city".

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Coastal Yantai in Shandong province has ambitions to be the top marine economy in the nation.



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A photographer from Myanmar is attracted by an aerospace display in the exhibition hall of the high-tech zone.



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A semi-submersible oil rig under construction at CIMC Raffles Marine Engineering Co.



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Wines on sale in the wine tasting center of Chateau Changyu Castel.



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Century-old cellar at the Changyu Wine Culture Museum is a popular tourist attraction today.

Toast of China's wine industry

By **FU CHAO**
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In 1892, Zhang Bishi, a successful overseas Chinese businessman in Southeast Asia, set up China's first modern winery in Yantai.

It is said that Zhang heard about the coastal city from his French friends, who said the city's climate and sunshine were perfect for a wine-producing chateau.

So Zhang started the now world-recognized Changyu Pioneer Wine Co. After 120 years the advice he received was proven wise — Yantai is now the country's largest wine production center.

The city's wine industry is booming with leading companies like Changyu and a range of emerging vintners. It is the only vine and wine city in Asia and has attracted winemakers around the world to set up chateaus.

Yi Fenghuang, head of the city's vine and wine bureau, said during a recent conference that the city has developed a comprehensive production chain from vine cultivation to bottling and trading, as well as wine culture and tourism.

Yi said that the city has 152 wine companies covering a combined 346.7 sq km. Their wine output in 2013 accounted for 28 percent of country's total, said Yi.

"With an output of 28 percent, revenues and profits were 53 percent and 67 percent respectively of the country's total. It's obvious how well the wine companies in Yantai are doing," said Yi.

Changyu's revenue before tax last year was 4.3 billion yuan (\$688 million), top in the country, said Sun Jian, deputy manager of the wine company.

Among the Top 10 wine companies selected by international research



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Wine tasting and culture at one of the 54 Pula Valley chateaus.

organizations, only two have a history of over 100 years and Changyu is the only one in Asia, said Sun.

Sun also noted that the company has six vineyards, eight chateaus and 20 factories in China. Among them, 12 factories are in Yantai.

Chateau Changyu Castel, the country's first professional winery, is located in Yantai with an "international wine city" built in 2008 and a wine culture museum.

The company is developing a new international wine city project that includes a vine and wine research center and an international trading center.

According to Yi, Yantai now has 50 chateaus including those under construction. Every year the municipal government invests 10 million yuan to support major winery projects and vineyards.

Pula Valley, one of the major projects now under construction, aims

to build a chateau, vineyard cluster and a range of wine-themed recreation facilities on the hills in the city's Laishan district.

The 9 billion yuan, 24,300 sq m development will have 54 chateaus, vineyards where tourists can pick grapes, a shopping mall with wine products and exhibition area where visitors can learn about vine cultivation and wine culture.

The projects will generate 15,000 jobs for farmers, according to district officials.

Already complete is an experience center and exhibition center that offer wine tasting and lectures.

Local wine companies and chateaus are now a backbone in Yantai's economy. Chateau Changyu Castel and the 100-year cellar in the wine culture museum alone attract more than 1 million visitors every year, according to the data from the municipal government.