

It has been 20 years since the term "Jinjiang Experience" was proposed. Hosted by Publicity Department of Fujian Provincial Party Committee, group interviewing activities were going on in Jinjiang during August 11th to 14th, with the aim to promote "Jinjiang Experience", high-quality development and further progress all round. Journalists and reporters from presses of all levels toured around and recorded the changes and development of the city with their cameras, trying to reveal the secrets of the high-quality development of Jinjiang in four ways like high-quality development of entity economy, improvement of business environment, integration of urbanization and industrialization, and promotion of common prosperity.

# Treasure Hunt in Jinjiang

The media corps were surprised by the powerful transformation of digitization and intellectualization in the smart workshops, the organic integration of modernization and homesickness in Wulin historic village, etc. All these surprising findings could be called the treasures of Jinjiang.

## Keywords: Transformation of Digitization and intellectualization

What's your impression of the textile clothing and footwear workshop? Sultry and deadening? It has been things of the past to Jinjiang.

In the smart workshops of Huayu Textile Manufacturing, Jinjiang, hundreds of warp knitting machines are running rapidly. If you take a closer look, 13 hidden cameras will be found in each warp knitting machine, to make a real-time inspection of the production flow.

The warp knitting visual detection system was developed under the co-operation between the company and a college. The system could locate a single abnormal yarn from 20 thousand flying ones, and the data would be sent to the terminal platform through 5G network immediately, said Chen Xuemei, the production manager of warp knitting division, Huayu Textile Manufacturing.

Huayu is not a special case. Technology and digitization have helped many private companies of traditional industries in Jinjiang out of decades of elementary manufacturing.

On the second floor of Research and Big Data Precise Administration Center, Xintai Group, the production condition of each warp knitting machines is shown on the screen like the current production, the time to change the yarn... all apparent and real time.

Xintai Group does not only bring Internet applications into traditional industry, but also starts to develop wearable devices. On the interviewing spot, the automatic-charging air shoes caught a lot of attention. The chargeable shoes could be controlled by paired App. More surprisingly, the shoes could adjust the gas bag for the best cushion support based upon the intellectual monitoring of the user's physical condition.

Lin Shanchuan, journalist from Xinhua Press, complimented, I could feel the new pulse of the economic development in Jinjiang. Traditional companies do not only stick to entity economy, but also seek for transformation, upgrading, and digitization. Technology Innovation has brought great intellectual power to the entity economy of Jinjiang.

## Keywords: Industry-City Integration

After visiting modern factories and coming to Wulin traditional village, many reporters felt very shocked. Zhuang Xiaofang, the director of Xintang Sub-district Office, instantly explained, "this place was planned to demolish in order to construct the integrated circuit industrial park. However, because of its unique buildings, the government decided to remain and protect it."

The protection and development of Wulin benefited from the acceleration of local industrialization.

On a summer afternoon, reporters from presses of all levels walked on the flagstone road, dazzled by Minnan ancient buildings with red bricks and red tiles and marveled at legendary stories hiding in 132 ancient buildings in Wulin. Reporter Wang Zhuoqiong from China Daily said: "The overseas Chinese buildings here have left a deep impression on me. The feeling of home and country behind the house is very moving. Wulin ancient dwellings arouse an intense feeling of homesickness in every overseas Chinese."

After passing through row upon row of factories in Chendai, in front of us suddenly appeared Jinjiang No.2 Sports Center Gymnasium.

This gymnasium, designed and built in accordance with NBA standards, has a floor area of 64,000 square meters and is equipped with 15,203 spectator seats. In addition to basketball competitions, it not only



that in this coastal city, a township farthest from the sea, a port has been emerging -- Quanzhou Jinjiang International Land Port.

"This project is not planned initially. It was a wasteland ten years ago. At that time, we had no idea how to build and whether it could be built. Officials of the CPC Jinjiang Municipal Committee and the Jinjiang Municipal Government took us around and did investigations, gave us policy support and came every week to coordinate and solve problems." Executive Director of Fujian Land Port Group Li Yuanyuan said. It is Jinjiang's efficiency, convenience and business environment that has grown Jinjiang Land Port into the second largest one in China.

Earlier this year, Cai Jinchai, the president of Panpan Group, received a call from an official who asked him why the electricity consumption of the factory has suddenly dropped recently and whether they need any help from the government. Cai Jinchai explained that actually the drop in power was mainly due to the start-up of a new factory

and the decommissioning of old equipment after capacity was transferred to the new plant. This phone call seemed trivial but was very heart-warming. The government always help entrepreneurs solve many problems with responsibility and efficiency.

In Jinjiang, government officials and entrepreneurs have a good understanding of each other's needs and their own roles, support and cooperate with each other, build good mutual trust. Aidi, a reporter from Fujian Media Group, said that through the interview, he felt the unyielding spirit of Jinjiang government and enterprises. When faced with pressure, they never back down, but forge ahead hand in hand full of energy.

## Keywords: Common Prosperity

In Anhai Township's Xibian Village, as far as the eye can see, the 19-acre Xibian Ecological Park, the Shu Cang Lou Art Gallery and the Minnan-style red brick villas stand out against each other in an enchantingly beautiful landscape.

"Before the village was renovated, this area was all stone alleyways and there were no decent roads. Now the revamped village has changed a lot and the quality of life has improved." Xu Youda, one of the villagers, said.

Xibian Village is the hometown of Xu Jiankang, Chairman of the Board of Directors of Baolong Group. In 2016, Xu Jiankang made a targeted donation of 100 million yuan through CHINA Foundation for Guangcai Program, and made an additional donation of 25 million yuan in 2019 to support the construction of the village and the implementation of sustainable development projects.

In Jinjiang, there are many stories of successful people who have driven their fellow villagers to become rich together. The spirit of "reaching out and helping the world" has been deeply infused into the soul of all Jinjiang people.

On December 18 last year, the founding family of Anta Group announced that it would invest 10 billion yuan in cash and shares to establish the "He Min Foundation", which will devote to public welfare projects in four major areas: medical aid, sports, rural revitalization and environmental protection. On the same day, the He Min Foundation signed a tripartite agreement with the People's Government of Jinjiang Municipality and the Fujian Hospital of Shanghai Sixth People's Hospital to donate 2 billion yuan for the construction of the Fujian Hospital of Shanghai Sixth People's Hospital (Fujian He Min Hospital). This is also the first donation project of the He Min Foundation after its establishment.

Pang Haisen, a reporter from China Media Group, said, "I am deeply impressed by Jinjiang entrepreneurs. They are full of social responsibility and concern about the country, the hometown and the fellow people."



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## Reporter Quotes

Reporter Yan Ke from People's Daily: From a poor agricultural county during the initial stage of reform and opening up, Jinjiang has made a gorgeous transformation into a leading county economy in Fujian. The development of Jinjiang, especially the changes over the past 20 years, has fully proved the theoretical value and practical significance of the "Jinjiang Experience". Every time I visit Jinjiang, I see new changes. The development of Jinjiang is a good model for the economic development of other counties and regions.

Reporter Lin Xiaoli from People's Daily Online: I visited some companies, hospitals, and scientific research institutes these days and all the people in charge praised the high efficiency of the CPC Jinjiang Municipal Committee and the Jinjiang Municipal Government, saying the government officials proactively help entrepreneurs solve problems with market-oriented strategy.

Reporter Wu Guanbiao from China News Service: The CPC Jinjiang Municipal Committee and the Jinjiang Municipal Government constantly emancipate their minds and possess the courage and broad-mindedness to pioneer and innovate, meanwhile, Jinjiang entrepreneurs carry forward the spirit of hard work and endeavor, contributing their strength to economic development.

Reporter Sun Hong from China News Service: Jinjiang is an international city where tradition meets modernity. For 20 years, Jinjiang focuses on promoting the economic growth and preserving its traditional culture as well.

Reporter Wang Minxia from Fujian Daily: There are always plenty of surprises every time I visit Jinjiang. This time, I am more deeply struck by the local people's spirit of endeavor, innovation and righteousness.

Reporter Wang Shuming from China Economic Net: More and more high-tech companies set up in Jinjiang. Behind all this, I think, is that officials of the CPC Jinjiang Municipal Committee and the Jinjiang Municipal Government have been actively making efforts to create a good business environment.