



XIAO QI / FOR CHINA DAILY

Public performance in Mudanjiang.

A civilized society is a strategic priority for Mudanjiang

By ZHOU HUIYING

Heilongjiang has put the development of civilized cities at the top of its agenda and even held a meeting recently, in Mudanjiang, one of its largest cities, where it asked experts to discuss how to develop such cities.

Urban civilization is seen in the quality of its people, its culture, and other aspects, and is the city's image, the participants agreed.



We're actually trying to create a city-brand."

ZHANG JINGCHUAN
PARTY CHIEF OF THE MUDANJIANG
COMMITTEE

And cultural development is an effective way to improve the standard of living and the quality of life, and it helps in social management, some officials said.

Mudanjiang also happens to be known for its civilized atmosphere as well as for Jingpo Lake, its rice, and its forests. It sits on the southeastern coast of Heilongjiang and has a history that goes way back.

In today's world, it is an important center for trade with Russia and a famous tourism destination in the Northeast. It has won honors for being an "Excellent Tourism City", one of China's "10 most livable cities", and as "China's Snow Country".

Zhang Jingchuan, Party chief of the Mudanjiang committee, says, "Mudanjiang has given civic construction a strategic role in urban development in recent years and its appearance seems to change with each passing day."

In fact, this is also a city of volunteers and people with devotion. This year alone, its volunteer service projects have attracted more than 100,000 people and have become a sort of urban highlight.

One outstanding example is 81-year-old Yang Fuxin, retired official who has been voluntarily patrolling Binjiang Park since 2004 to look after the public facilities and admonish people for uncivilized behavior, when necessary.

"Let's start with ourselves if we want to protect our city," Yang exhorted. "And from now on, try our best to build a more civilized place."

In the process, Zhang explained, the local authorities are focusing on three glaring issues - environmental problems, disorderly conduct, and improving services.

"We're actually trying to create a city-brand," he said.

The city has spent 186 million yuan (\$29.2 million) in 2011 on roads and streets, especially Taiping Business Street, Ethnic Korean Street, and Russian Style Street.

During the same time frame, its green areas have grown by 50 hectares and around 1.7 million new trees have been added.

The city's green coverage is now 44 percent, putting it at the forefront in the province, in greenery.

It has also built or improved some other areas, such as Mingzhu Square, People's Park, and River Park, to provide better leisure space for the locals.

Under the 12th Five-Year Plan (2011-2015), Mudanjiang plans to continue with its civilizing mission in various ways, by regulating the urban and rural environment, improving traffic, and generally raising the quality of life.

In Heilongjiang, culture is the future

By ZHOU HUIYING

Heilongjiang's Party committee recently decided to promote cultural quality and business exchanges, while enriching local people's lives and nourishing creative endeavors among its people.

The decision came at the 18th meeting of 10th Heilongjiang provincial Party committee meeting in late October, with a focus on the quality and competitiveness of the local culture industry, enriching public life, developing cultural projects and innovation, producing cultural works, and making better use of human resources.

Ji Bingxuan, the head of the Heilongjiang Party committee, summed it up by saying, "Heilongjiang will work hard to boost culture and give cultural prosperity priority."

Under the 11th Five-Year Plan (2006-2010), the province spent more than 3.3 billion yuan (\$518.8 million) on the culture business, more than two times the amount spent under the 10th Five-Year Plan, and an annual growth of 19.3 percent.

The money went for renovations in the Daowai district of Harbin and on Huayuan Street in Nangang district of the provincial capital, as part of cultural heritage protection and relics preservation projects.

To support similar projects, Heilongjiang has set up what it calls "cultural stations" - more than 700 in all - in all its towns, as well as 4,000 community libraries that are said to benefit more than 7.7 million people.

The province has said it will also focus on enriching the lives of its people, especially in rural areas and has put 50 million yuan into digital movie equipment and five rural movie companies.

Because of this, at least 90 percent of the province has access to films, a development that has helped narrow the urban-rural culture gap and markedly improved the weak rural culture situation.

Bai Yaguang, director of the provincial culture bureau, expanded on this, saying, "We'll continue to improve the public cultural infrastructure, and provide a lot greater form and content to the culture we offer our people."



ZHAO TIANHUA / FOR CHINA DAILY

Folk artist shows her expertise at traditional embroidery at a cultural fair in Harbin, the capital of Heilongjiang province.



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Ji BINGXUAN
PARTY CHIEF OF THE HEILONGJIANG PROVINCIAL COMMITTEE



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Bai YAGUANG
DIRECTOR OF THE PROVINCIAL CULTURE BUREAU

The province already has some popular cultural brands. One of the most prominent brands is the Harbin International Ice and Snow Festival, which the provincial government uses to promote local tourism.

Under the provincial 12th Five-Year Plan (2011-2015), it expects to

increase the number of these well-known brands.

That plan calls for the development of a cultural industry system with its own distinct features, a stronger ability to innovate, and a greater reach for its brands.

It plans to develop large cultural enterprises and conglomerates over

the next five years that are competitive and influential.

By the end of 2015, it expects to have completed the work on 10 cultural demonstration zones and to have 10 cultural conglomerates, with a yearly output worth more than 5 billion yuan each.

The province also wants more cultural activities for the masses across a wide range, such as plaza culture, community culture, campus culture, enterprise culture, and even military camp culture.

This is a major way to promote national competitiveness and could be the basis of national economic and social development, local officials have said.

This is all part of a grander, national resolution to increase China's cultural influence internationally by giving the sector more resources domestically, announced at a plenary session of the 17th Communist Party Central Committee in October.

NUMBERS

3.3

billion yuan

spent on Heilongjiang's culture business over the past five years

1.7

million

new trees added to the city's green coverage, to increase it to 44 percent

10

conglomerates

in the culture business, expected to form a basis for future provincial development

Harbin's New Town brings some unique industrial features

By ZHOU HUIYING

Harbin, the capital of Heilongjiang province in China's Northeast, is the political, economic and cultural center of the region and its history and geographical location have given it a kind of exoticism and beauty.

For one thing, it is known for the culture of its various ethnic groups and its proximity to Russia, but also as a crossroads for western and eastern cultures.

It is also a vast land with fertile soil, and a major agricultural area as well as a major on the northeast economic rim.

Taken together, these things make Harbin an important cultural and economic base and an ideal place for further development and opening-up.

One part of its development strategy involves an "extension to the south" and the developers have planned a new international industrial city - the Hanan Industrial New Town - for the southern part of Harbin. This project will take 20 years or so to complete, and cover a 462-square-kilometer area.

The New Town under construction is expected to be an "important industrial and cultural town with some unique features, such as new industries and more coordinated development.

The project has already attracted 7,000 enterprises, whose total output is expected to be worth 60 billion yuan (\$9.4 billion) by the end of this year.

Construction plans for the new town call for the integration of enterprise culture, traditional industrial culture, and the regional culture.

A key part of the new town will be an International Data City,



LIU YUAN / FOR CHINA DAILY

Officials and company representatives at cornerstone laying foundation ceremony for the second phase of construction work on the Chinese Cloud Valley data base project.

or "Chinese Cloud Valley". The opening phase of this project will include the "Green International Data Center Cluster". This covers a 100,000-square-meter area, with construction work lasting from May 2010 to December 2013.

Cloud Valley

The Harbin Gopha Data Technological Services Co Ltd, a subsidiary of the Gopha Group, is responsible for both the construction and operations.

The Gopha subsidiary mainly builds financial data outsourcing service centers, with an overall area of 27,700 square meters.

It has an experienced team of professionals who handle the

industry's needs in datacenters and disaster recovery datacenters.

It plans to set up high-level data service centers in the Cloud Valley with an overall area of 80,000 square meters, to provide data outsourcing service sites for Internet customers and government services.

Comics and animation

Heilongjiang Comic and Animation Industry Center, established in the New Town, is taking advantage of what Heilongjiang has to offer to come up with unique products.

In its five years of development, the base has formed a national demonstration site for the following areas: animated films, online

games, digital publishing, network operations, television, broadcasting, advertising, value-added services, software outsourcing, and education and training.

It now houses more than 100 animation and comics producers, some of whom have come up with award-winners.

These include *Dragon Baby*, *Snow Baby*, and *Explore Earth Village*, which got the Excellent Animated Feature Film Award. *Snow Baby* ranked among China's Top 10 Cartoons, while *Explore Earth Village* and the online games *Contend for Dominance* and *Online Ghost* have been exported to over 30 countries.

The base hopes to tap into the international market and, by June

NUMBERS

462

sq km

area, in all, planned for the Hanan Industrial New Town

60

billion yuan

in total output value expected to be generated by the new town by the end of this year

7,000

companies

already drawn to the new town

30

countries

have imported animation products from the new town

2011, had seven projects with South Korea, Hong Kong, Japan, and Russia, which were worth 164.9 million yuan in all.

It has also developed its cartoon outsourcing and software R&D businesses by cooperating with the United States, Japan, Britain, South Korea, India, Singapore and Hong Kong.

Now, after five years of hectic development, the Heilongjiang Comic and Animation Industry Center has risen from nowhere to a rapidly growing cartoon center and is pulling Heilongjiang along with it.