

# Central Bank to Back Aids for Sci-tech Enterprises

## Policy

By ZHONG Jianli

China's central bank, the People's Bank of China (PBOC), will boost financial support for sci-tech innovation and further diversify financing tools for sci-tech enterprises. That's according to Liu Guoqiang, deputy governor of PBOC, at a recent press conference held by the State Council Information Office.

In June, the executive meeting of the State Council reviewed and adopted the Action Plan to Strengthen Support for Financing of Scientific and Technological Enterprises. The meeting stressed that financial institutions should provide diversified financial services for sci-tech enterprises and give priority to supporting those start-ups, while strengthening the building of financial infrastructure and minding financial risks.

Liu shared a set of data during the conference, indicating that the balance



A worker checks the operation of the automatic production line of solar selective absorbing coatings at a high-tech enterprise in Lianyungang, Jiangsu province. (PHOTO: VCG)

of loans to small and medium-sized enterprises that use special and sophisticated technologies to produce novel and unique products was 2.72 trillion RMB,

an increase of 459.8 billion RMB over the same period last year, with a growth rate of 20.4 percent.

In the next phase, PBOC will fur-

ther diversify financial instruments and channel more financial resources to intensity support for sci-tech enterprises.

It will promote various kinds of banks to improve their credit services, including guiding development and policy banks in making more efforts to support national sci-tech strategies, and encouraging commercial banks to further expand loans to sci-tech enterprises.

It will also enhance the direct financing function of capital markets. In the bond market, it will further enrich bond products and expand the scale of bonds issued by sci-tech enterprises. In terms of equity financing, PBOC will standardize the role of government investment funds in supporting the financing of sci-tech enterprises, and expand the entry and exit channels of venture capital and private equity investment.

In addition, it will maximize the risk-sharing role of insurance and financing guarantee institutions, promoting the relevant departments to innovate business models of financing guarantees for sci-tech enterprises.

## High-quality Growth

# Hebei's Smart Development Goal

By ZHONG Jianli

Hebei, Beijing's neighboring province, is aiming to realize its version of modernization by focusing on innovation.

Zhang Yongqiang, deputy director-general of the provincial department of science and technology, shared a set of data during a recent press briefing: In 2023, the R&D investment in Hebei is expected to increase by more than 10 percent. The number of national high-tech enterprises will reach 13,000, and around 8,000 small and medium-sized sci-tech enterprises will be cultivated. The total amount of technical contracts will exceed 150 billion RMB (20.9 billion USD).

### Developing the robot industry

The Tangshan High-tech Industrial Development Zone in northeast Hebei, established in 1992, is developing the robot industry through resource sharing, collaborative innovation and technological transformation.

With the aid of national innovation and incubation platforms, the zone has nurtured a large number of enterprises manufacturing industrial robots and specialized robots.

The robot industry has become one of the most dynamic industries in Tangshan, leading the intelligent manufacturing industry in the city and even in the province.

### Switch to clean energy

The Caofeidian Port in Tangshan is transforming into a green and smart port. "More than 80 percent of the outbound transportation in our port use clean energy," Shan Chunpeng, deputy general manager of the port, said.

There are charging piles for electric vehicles, while two belt conveyors with dry fog dust suppression, an economical and effective form of dust control, have been built to transport iron ore directly to the steel mill.

According to Zhou Lijun, director of the management office of the Cao-feidian Port Business and Economic Zone, the ore warehouse has nearly a dozen large machinery items that operate unmanned. "Next year, we will try to adopt unmanned ship unloading with the aid of 5G, the BeiDou navigation satellite system and other technologies," Zhou said.

### Attractive talent policy

The Xiong'an New Area in Hebei, another new area of national significance following the Shenzhen Special Economic Zone in south China's Guangdong province and Pudong New Area in east China's Shanghai, is a model of high-quality development.

To facilitate the work and lifestyles of the professionals living in the area, it has rolled out the Xiong'an talent card that provides several services including household registration, children's education, transportation, healthcare and finance.

The Beijing-Tianjin-Hebei (Sanhe) Human Resources Service Industrial Park, which opened recently, is the first regional industrial park in China and plays an important role in bringing talents to the region.

"We moved our regional headquarters here because of the favorable environment supporting the development of the park as well as the enterprises in it," said Li Jing, executive president of Risfond, a technology-driven HR service provider.



A cargo ship docks at the smart and low-carbon Caofeidian Port in Hebei province. (PHOTO: Caofeidian Port)

# Online Platforms Help Rural Products Go Global

## Case Study

By DU Peng & CHEN Chunyou

A small bamboo cane was turned into a piece of exquisite handicraft after being crossed, pressed and twined in the hands of Huang Binjing, a villager from Bobai county in Guangxi Zhuang Autonomous Region. And now, with the aid of

Internet, Huang's work has found an international audience. "I have never been abroad, but my handmade articles have been going global," she said.

Currently, Bobai's bamboo-weaving products, recognized as an intangible cultural heritage, have been sold to about 60 countries and regions, including the U.S., Germany and Singapore. This success comes about from the support of digital foreign trade service platforms.

Huang Lianjiang is a general manager

of Guangxi Bobai Huangtu Arts & Crafts Co., Ltd. In 2016, he decided to promote his bamboo-weaving products globally. The challenges he faced were twofold. He had neither a good command of English, nor a channel for marketing overseas. After researching his predicament, Huang found access to Alibaba's B2B digital foreign trade service platform, known as Alibaba International Station (AIS). With the help of the instant translation system developed by this platform, Huang could communicate smoothly with international customers.

Moreover, a data analysis function embedded in AIS can analyze foreign trade data to help merchants accurately tap overseas demand, and provide them with intelligent decision-making services. The platform also regularly updates new business trends and practices, along with emerging technologies to keep merchants up to date.

Another B2C cross-border e-commerce platform, called AliExpress, has organized domestic wig manufacturers to establish production workshops to provide jobs for communities in economically underdeveloped regions. This has expanded the employment opportunities for women and increased their income.

As of March 31, 2023, the wig pro-

duction workshop had covered four key regions, including Zhangbei in Hebei province, Ping'an district in Qinghai province, and the counties of Yijun and Qingjian in Shaanxi province. More than 460 female workers have been recruited and trained to master the skills of wig-making. Their hand-made products are being sold overseas with the help of digital foreign trade service platforms.

In addition, in order to realize the goal of carbon peaking and carbon neutrality, some countries and regions have set requirements for imported products on the carbon footprint. To clear the way for micro, small and medium-sized enterprises (MSMEs) to open the global market, a cloud service provider developed an energy consumption and carbon management platform, to help MSMEs gain a competitive edge for their businesses in carbon efficiency. This has helped increase the carbon footprint calculation efficiency by 80 percent per product. Now, the business service has extended to more than 2,000 enterprises across the world.

A representative in charge of AIS said that its digital foreign trade service platform is trying to use new technology to create new business models, striving to grow all MSMEs into multinational companies.

AI systems rely heavily on the collection of sports data and human-designed algorithms. People may collect data with bias, while the algorithm rules are inconsistent. This may result in inconsistency in the interpretation of the data.

According to Sun, some people think applying AI technology to games may impact the audience's passion and could be criticized by some fans. However, he concedes that such controversies are insignificant compared to the way new technologies have helped to improve the standard of sport in several ways.

Chris Yap, Vice President of sales and business development for software development company Pixellot in Asia, echoes Sun, saying there will always be some controversies whether people use technology or not. And that's what makes sports events interesting — it triggers an emotional resonance. The introduction of AI technology adds a really interesting element to the whole event itself.

Yap also mentions the advantages that technology can bring to sports. For example, if you integrate multiple types of cameras on a single platform and have them run autonomously, you have wider coverage, using more exciting ways to produce and participate in events.



Bamboo is seen as a symbol of auspiciousness in traditional Chinese culture, and is widely used in handicraft. Photo shows a worker makes bamboo lamps at a workshop in Liuzhou city, Guangxi Zhuang Autonomous Region. (PHOTO: VCG)

# Digital Technologies in Sports

## Youth on Tech

By LIN Yuchen

The use of digital technology in competitive sports is nothing new. The combination of technology and sports is not only changing the way audiences watch sports events, but al-

so enabling athletes to enjoy different kinds of training and maintenance. Scoring and refereeing can also be enhanced by technology.

Emanuel Leite Junior, an associate researcher from Tongji University in Shanghai, notes that with the developments in the past few years, digital technology is now used to monitor players' runs, including when a soccer player kicks the ball. Relevant technol-

ogies also provide sleep monitoring, which can improve the quality of training and the recovery process of an athlete's health.

Jiao Yang, an assistant researcher at the Future Laboratory, Tsinghua University, says VR cameras are playing a much larger role as a supplement to traditional lenses. Conducting 360-degree video shoots inside sports arenas, these VR cameras can be placed on the baseline, sidelines, or even on drones to achieve panoramic shots.

"VR and AR device industries are developing very rapidly," he points out. "We have already seen many excellent products, like the Pico and Quest (VR headsets) and VR and AR devices from Apple." As these devices become more comfortable and portable, more and more content creators are entering the VR industry.

However, the use of digital technology in sports is not without controversies. Sun Xiao, lead artificial intelligence (AI) scientist for research on AI for sports at the Shanghai Artificial Intelligence Laboratory, says the current

# Chengdu Universiade's Contribution to a High-tech Shared Future

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Coach Zhang Yuhuan said the swimmers have an extra meal at 8:30 p.m. every day to replenish glycogen in the body, a form of glucose that is a major source of energy.

To ensure accurate competition results, advanced systems have been introduced.

For instance, the Sichuan Water Sports School, where the rowing events take place, uses an automatic start system to ensure the athletes' reaction time to the start signal is less than 0.09 seconds, thereby ensuring that all boats start practically simultaneously. The electronic timing and scoring system enhances accuracy to one-thousandth of a second, creating a precise competitive environment.

### Leaving a Lasting Legacy

Beyond the immediate event, Chengdu FISU Games aims to leave a lasting legacy. Post-event, its ven-

ues will host other major events such as the World Sports Dance Festival and the International Tennis Federation World Tour, said Sheng Gang, Deputy Director of the Chengdu Sports Bureau.

Additionally, the venues will be open to influential professional club events like football, basketball, volleyball, table tennis and badminton matches as well as e-sports. This proactive approach seeks to enhance the venues' competitiveness while catering to market demands.

By showcasing new and more precise technologies, many of which are yet to be widely applied in people's lives, Chengdu FISU Games is a significant contributor to the nation's sustainable development. It is also creating lasting benefits for its residents and fostering a sense of pride and accomplishment as it embraces cutting-edge solutions for a shared future.

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**Digital Technologies in Sports**  
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