

Copper shines for China National Gold

Plans call for Jiama mine in Tibet to produce 63,000 tons annually by 2014

By ZHUANTI
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The company envisions tripling both its total assets and revenues from 2011 to 2015 with the aim of joining top-tier global mining companies."

SUN ZHAOXUE
CHAIRMAN OF CHINA NATIONAL GOLD GROUP CORP

capacity of 63,000 tons of copper valued at 4 billion yuan, he said.

Plans also call for Jiama to be one of the top nonferrous metal production sites in the world in five years.

The company has invested 280 million yuan in exploration and estimates the area holds 8 million tons of proven copper ore reserves, 20 times more than in 2007 when the company began mining in the region.

In addition to mining, Chi-

China National Gold Group Corp, the only central State-owned enterprise in the gold industry, is reporting 142 million yuan (\$23 million) in 2011 profit from its copper mining operation in Tibet autonomous region.

Called the Jiama copper property in Metrorongka county, the mine produced about 10,000 tons of copper in 2011, making it the biggest in the autonomous region. The company paid about 100 million yuan in taxes last year.

The Jiama property has large deposits of copper and other metals that are extracted by both open pit and underground mining.

Sun Zhaoxue, chairman of the company, said China Gold Group will accelerate development of the second phase of the Jiama project by investing 5 billion yuan during the 12th Five-Year-Plan period (2011-2015).

By 2014, the company will have annual production



China National Gold Group Corp employees and residents of Metrorongka county celebrate the Tibetan Shoton Festival.

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na National Gold also made efforts to improve local conditions by creating jobs and dealing with pollution, Sun said.

The company now employs 290 local people, some of them sent to college for fur-

ther education.

It also spent 47 million yuan on road and bridge construction, environmental protection and water management.

Sun said the company will continue to invest money and

talent in environment protection at mines in Tibet to ensure the use of advanced technology.

As the largest gold producer in China with its annual output of 89 tons, China Gold has doubled its gold reserves, sales

volume and profits from 2007 to 2011.

Public data show the company increased its gold reserves from 275 tons in 2006 to 1,380 tons in 2011. Its copper reserves increased from 1.25 million

tons to 9.9 million tons in the period.

Sun said the company envisions tripling both its total assets and revenues from 2011 to 2015 with the aim of joining top-tier global mining companies.

Design week fuels industry and art

By YANG CHENG
AND WANG SUJUAN

The annual Beijing Design Week is expected to increase its trade volume while sustaining its position as a high-class, niche event that supports the design industry, related investment and works for sale, said organizers.

Hosted by the Beijing Gehua Creative Center for Cultural Industry, a subsidiary of State-owned Gehua Group, the event

will include products ranging from industrial designs to fine art and even textiles. It also offers tax breaks and an auction.

"We have a new theme for the 2012 event — 'Good Design is Good Business,' an idea from renowned artist Andy Warhol," said Sun Qun, general manager of the center and vice-director of the gala's organizing committee.

The announcement came soon after Beijing was named China's Design Capital, an accolade

awarded by UNESCO on May 12.

Part of the weeklong event from late September until the National Day holiday will be the first China Design Expo to showcase works.

Deals made during the event will enjoy favorable tax policies that before only extended to the Tianzhu Bonded Zone in Beijing.

Last year's event sold 158 million yuan (\$24.9 million) worth of works and designs, which then drove 2.1 billion yuan in revenues for related industries, Sun said.

"But this was far from enough — and the 158 million yuan was also a conservative figure," said Zeng Hui, another vice-director of the event.

He said a design masterpiece can result in sales valued at 27 times of the original sale price.

He has set his sights on making an event like the Milan Furniture Expo, which does about 4 billion euros (\$632 million) in trade annually.

More online trading elements will be included at the expo this year, as well as the first auction to help more "works hit the market and foster public and industry awareness of protecting copyrights", Zeng said.

Sun said a number of overseas designers were involved in the past events, including Japan's



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SUN QUN
VICE-DIRECTOR, BEIJING DESIGN WEEK ORGANIZING COMMITTEE

Kenya Hara and renowned Italian design firm Alessi, which launched a show named "Unforbidden City". The products are "made in Italy, designed in China", Alessi said.

Sun said he now finds that the biggest challenge is sustainable commercialization of design concepts, so "a facelift" for the design week will be unveiled.

Beijing has more than 20,000 design firms, about 1,000 of them large scale operations. Their contribution to local GDP is nearly 80 billion yuan each year, according to Song Weizu, vice-director of the Beijing Industrial Design Center.

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OUYANG YONG / FOR CHINA DAILY

The opening ceremony of OCT Myrules World, a "career experience park" for children.

OCT Group takes the spotlight at Shenzhen cultural industries fair

By ZHANG ZHAO
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As a national leader in cultural and creative industries, Overseas Chinese Town Group showcased its latest achievements during the China International Cultural Industries Fair that opened in Shenzhen on May 18.

The State-owned cultural industry giant has been a participant and supporter of the annual fair since the first CICIF in 2004. This year the company highlighted the high-tech sector, theme hotels and a newly opened child education and development park.

The fair is seen as a stage "to show OCT's concept that innovation changes life", said Ren Kelei, chairman of the company.

Three of the group's projects served as venues for the four-day event that offered holiday recreation, an eco-friendly lifestyle and contemporary art.

The group generated more than 6 billion yuan (\$948.6 million) last year from its cultural industry sector. It has been honored as among the top 30 Chinese companies in the cultural industry for three consecutive years.

"If we ask for economic value from culture, we must find a proper carrier and a management model that agrees with the economic rules," noted Zheng Fan, vice-chairman and chief cultural officer of the company.

One of the most successful business models for OCT Group has been "culture plus tourism". The company is now operating 13 large cultural and tourism sites across the nation. The number is expected to reach 20 by 2015 and attract 30 million tourists a

year, according to Zheng.

Revenue generated by the group's cultural industry sector is projected to hit 10 billion yuan by that time.

"We believe that culture not only creates economic value, but more importantly, leads us toward the right view of social values," said Zheng. "If a company wants to do something in the cultural industry, it has to develop its own culture."

New projects

After an investment of about 200 million yuan and two years of effort, the OCT Wetland Park began operation in Shenzhen on May 15 as the nation's only mangrove wetland in the heart of urban city.

The park is currently open to only universities and research organizations as an observation, research and teaching center due to the ecological vulnerability of the wetland.

Myrules World, a "career experience park" for children aged between three and 15, opened on the same day. The indoor park covering 5,000 square meters is designed as a virtual city providing some 50 "jobs" for children such as policemen, firefighters, cooks, journalists and flight attendants.

An evaluation system employed for the first time nationwide uses experts to grade the performance of children involved in games based on the US developmental psychologist Howard Gardner's theory of multiple intelligences, which is then used to give advice to parents.

Also, a virtual money system is used in the park. Children can earn money by "working" a certain job to buy things or save it in a virtual bank and withdraw it during future visits.



LUO XIAOGUANG / XINHUA

The noted Italian design house Alessi had a show called "Unforbidden City" at last year's design week with products "made in Italy, designed in China".

SOE relief still aids earthquake-hit Sichuan

By ZHUANTI
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Four years after a magnitude 8 earthquake struck Sichuan on May 12, 2008, the province has taken on a new look as State-owned enterprises help in relief and reconstruction efforts.

Sinopec Southwest Oil & Gas Co has provided 10.7 billion cubic meters of natural gas and 6.44 million tons of oil for reconstruction efforts in hard-hit regions of the province over the past four years, said Wang Dekuan, the company's deputy Party chief.

The State-owned oil giant has also laid a new gas pipeline stretching from Deyang to Beichuan, a county 160 kilometers northwest of the provincial capital Chengdu.

In late 2008, the company

drilled another 20 gas wells as part of its campaign to help earthquake victims in Chengdu, Deyang and Mianyang survive the coming winter, despite heavy damage to its own infrastructure.

The earthquake damaged 226 oil and gas collection and transport facilities as well as eight distribution stations, according to company statistics.

But it was still able to "supply natural gas to wherever settlements for survivors are built and fuel to wherever the machinery is operating for relief and reconstruction", said company leaders.

Changhong Electric Co Ltd, headquartered in northwest Sichuan's Mianyang city, also extended a helping hand.

The earthquake razed Beichuan Middle School to the

ground, leaving more than 1,400 students and teachers with nowhere to study.

Changhong offered land planned for company staff housing, where students and teachers stayed for up to two and a half years before a new campus was built.

In addition, its employees often spent weekends with student survivors in an effort to help them maintain or regain their psychological well being, said Liu Haizhong, a department head of Changhong.

They also took students orphaned in the disastrous earthquake home for meals and a family atmosphere, Liu added.

The SOEs have also played a major role in boosting local development.

In addition to a promise from

company leaders at the Sinopec subsidiary to "supply as much gas as needed by the people", it has been implementing a "green", low-carbon strategy to stay in line with Sichuan's development plan.

By the end of 2011, the company had cut its rate of energy consumption by 34 percent from the previous year.

Mianyang-based home appliance giant Changhong saw its sales revenues total more than 70 billion yuan in 2011, a figure expected to grow to 80 billion yuan this year, the company said.

The growth momentum will stimulate growth in software, chip and support industries to sharpen the competitive edge of the city's electronics and information industry, said company leaders.