



Rijksdienst voor Ondernemend  
Nederland

*Sector Agri & Food: Food Valley of China in Weifang, China*  
*NBSO Jinan*

*>> Duurzaam, Agrarisch, Innovatief  
en Internationaal ondernemen*



## Colofon

Dit is een publicatie van:
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Datum: januari 2017

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## Food Valley of China in Weifang, China

Located in the center of Shandong, Weifang is an important area in terms of agro-food industry, including vegetable and fruit, animal husbandry and food processing. Shouguang, a prefectural city of Weifang, hosts the annual China (Shouguang) International Vegetable Science and Technology Exposition, the most important vegetable fair in China. It is regarded as the vegetable capital of China. Qingzhou, another prefectural city of Weifang, is famous for its horticulture production. Zhucheng, a prefectural city in the south of Weifang, is well-known for animal husbandry, slaughtering, food processing and related foreign trade.

The concept of Food Valley of China was initiated by the mayor of Weifang after his visit to the Food Valley in the Netherlands and the project was officially launched in August 2012.

## About Food Valley of China

Food Valley of China is a strategic platform set up by the Weifang municipal government with the aim of promoting transformation and upgrading of the food industry. The core area of Food Valley of China is located in Hanting district, covering an area of 45 km<sup>2</sup>. It also has five functional areas, including the Shouguang Vegetable Seed Valley, Anqiu Agricultural Export Products Standard Base, Xiashan Organic Agricultural Products and Processing Base, Zhucheng & Changle Meat Processing Base and Food Industry Park in the Harbor Economic Region. Food Valley of China has been approved as a demonstration base for agricultural industrialization by the Department of Agriculture of China.

It aims to be developed into a center for:

- Exhibition and trade
- Inspection and detection
- Human resource and talent nurturing
- Innovation and incubation
- Brand operation
- Cooperation and exchanges

For more information, please refer to its website

<http://www.cfv.gov.cn/EN/index.htm>

## Involvement of Dutch Expertise

In 2015, the exchange and communication with Dutch Food Valley and Wageningen University (WUR) were intensified. In September 2016, a cooperation agreement was signed between the two food valleys. WUR is entrusted to undertake a strategic study and planning for Food Valley of China for the next 5-10 years. Both WUR and U.C. Davis, two top universities in agro-food sciences have shown great interest to the Food Valley of China and are willing to play an active role in knowledge transfer, innovation, industrial transformation and upgrading of China's agro-food business.

The newly established Food Valley of China will provide a more comprehensive platform for collaboration between China and foreign countries in agro-food innovation and industrialization.

In November 2016, the International Food Summit was successfully organized in Weifang. During the event, the Sino-Dutch Agriculture and Food Innovation and Training Center were officially initiated, in cooperation with Dutch Food Valley and WUR.

## Opportunities

The Agro-food industry is one of the pillar industries of the Weifang region. It has a rich company base related to agro-food business, including vegetable and fruit production, dairy, animal husbandry, slaughtering and processing, cold chain logistics, etc. There is still room for improvement for local companies, and consequently this may create opportunities for foreign expertise. Food Valley of China can be a platform for communications and cooperation between Chinese and foreign companies. The role of Food Valley of China is to set an example of successful transformation and upgrading of agro-food industry.

### 1. Knowledge transfer and consultancy service

The quality and quantity concept has top priority in agricultural production. There is still significant room for Chinese companies to improve productivity and produce food with good safety and quality. Dutch companies possessing knowledge and industrial know-how can use Food Valley of China as a platform to be more visible to local leading companies and cooperate in knowledge transfer and consultancy services.

### 2. R&D and innovation

The agro-food industry has witnessed rapid growth in the past decade. Leading companies have become bigger and bigger in scale and also in capital reserve. R&D and innovation are key issues to keep competitive and profitable. At the moment, the R&D and innovation centers for U.C. Davis and WUR can provide facilities (for example free office) and favorable policies to Dutch companies in this field, who can use this platform to serve local clients in R&D and innovation.

### 3. Vocational training

Comparing to higher education, vocational training in China hasn't been given enough attention in the past decade. However this is changing now as the government has realized how important it is to educate and train local farmers and workers. Moreover, human resource and talent nurturing is among the main tasks of the Food Valley of China. Therefore, there will be opportunities for Dutch companies and organizations which have experience in building a systematic vocational training for the agro-food industry, or resources of specific training programs. The cooperation can be taken place with local vocational schools or research/training centers of leading companies.



#### 4. Government support

Food Valley of China is a strategic platform that the Weifang municipal government pursues to transform and upgrade the local agro-food industry, and in the long run to build a pilot base in China not only for producing safe and high-quality products, but also for industrial research and innovation. Food Valley of China is currently operated by the Weifang municipal government and a lot of investment has been made in infrastructure. Favorable policies and subsidies will be available in the coming years to support projects in the valley. This provides an opportunity for Dutch companies who will cooperate with local companies, to gain extra profit by making use of these favorable policies.

Dit is een publicatie van:

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