

# Document of the People's Government of Puyang City

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## The People's Government of Puyang City

### Implementation Opinions on Further Strengthening Investment Promotion in New Situations

People's governments of all counties (districts), administrative committees of development zones, industrial parks and demonstration zones, and relevant units of municipal organs:

In order to thoroughly implement the spirit of the Opinions of the People's Government of Henan Province on Strengthening Investment Promotion in New Situations (YZ [2020] No. 22) and other documents, further strengthen the investment promotion in New Situations, practically enhance the effectiveness, and add momentum and vitality to the economic and social development of the whole city, the following opinions are hereby put forward in combination with the actual situations:

#### **I. The main direction of investment shall be clearly defined, and ways and means of investment shall be innovated**

(I) The main direction shall be clearly defined. Industrial investment promotion map shall be revised and improved according to the requirements of "enhancing value chain, extending industrial chain and building supply chain" based on local leading industries. Extending, consolidating and strengthening of the industrial chain will be the focus of investment promotion through scientific analysis and careful research and evaluation. The leading enterprises in each link of the industry are targeted, and the central enterprises, provincial enterprises and their affiliated backbone enterprises are closely tracked. Technology, market, capital and other elements will be integrated to concentrate on precise investment promotion. With the courage to create something out of nothing, strategic emerging industries as well as new infrastructure, new technologies, new business models will be closely targeted. Precise investment promotion will be carried out and new industrial clusters will be vigorously developed. (Municipal Bureau of Commerce, Development and Reform

Commission, Industry and Information Technology Bureau, counties (districts) are responsible for the division of responsibilities)

(II) Investment promotion mode will be innovated. Combined with the local reality, key areas are emphasized. Specific, high-density, high-frequency, all-round investment promotion and project matchmaking activities shall be conducted. Ways and means of peer to peer, festivals and meetings, friendships and relationships, as well as cloud investment promotion shall be expanded by making full use of market-oriented means. The municipal government offices in foreign regions, the foreign business associations and Puyang businessmen resources are relied on to carry out resident investment promotion in key regions. New modes of investment promotion shall be explored such as investment promotion by supply chain, franchise business, market for project, capital, entrusted business, and by "technical team + capital + project". (Municipal Bureau of Commerce, Financial Work Bureau, Federation of Industry and Commerce, Finance Bureau, Puyang Investment Group, all overseas offices, and counties [districts] are responsible according to the division of responsibilities)

(III) Industrial chain investment promotion will be implemented. Reconstruction of industrial bases and upgrading of industrial chains shall be promoted by focusing on planning and leading, strengthening industrial analysis, and accelerating industrial ecological construction. Industry chain investment promotion roadmap shall be prepared for chemical industry, equipment manufacturing, smart home, new materials and other advanced manufacturing industries, green food, down and products and other traditional industries, modern logistics, cultural tourism, recreation and other modern service industries, modern agriculture and other strategic emerging industries, and a reserve pool of key projects for investment promotion shall be established and perfected. High-end projects in the industrial chain shall be introduced with emphasis on the key chains, key technologies and key links, and the "chain director system" of the industrial chain shall be explored and implemented. Core nodes of domestic and foreign enterprises and well-known business associations, investment promotion agencies will be targeted to carry out industrial investment and cultivate special industrial clusters. (Municipal Bureau of Industry and Information Technology, Development and Reform Commission, Bureau of Commerce, Bureau of Culture, Radio, Television and Sport, Agricultural and Rural Bureau, Health Commission, and counties [districts] are responsible according to the division of responsibilities)

(IV) Multi-dimensional linkage investment promotion will be launched. Foreign investment and foreign trade linkage is insisted on, domestic and foreign processing trade will be undertaken at a high level of gradient transfer, and a number of export-oriented projects will be introduced. The "going out" enterprises will be supported to implement return investment, technology reflowing, etc. The linkage between investment promotion and consumption will be enhanced by actively introducing consumption upgrading projects and promoting the return of high-end consumption and residential consumption. Regional linkage cooperation shall be accelerated, so as to push forward the sharing of investment promotion resources. The "enclave economy" shall be vigorously developed, and the cross-regional flow and benefit sharing mechanism of key industrial investment projects within the city shall be implemented. In the form of "park in a district", the construction of professional parks will be accelerated and industrial clusters will be cultivated. Introduction and cultivation shall interact closely to support the capital increase and expansion of stock enterprises. (Municipal Bureau of Commerce, Development and Reform Commission, counties (districts) are responsible for the division of responsibilities)

(V) Home-return projects shall be strongly promoted. The docking and contact with relevant overseas Chinese enterprises, overseas Chinese compatriots, overseas Chinese family members, Taiwanese enterprises, Taiwanese compatriots, Taiwanese family members, as well as Puyang's successful overseas entrepreneurs. They shall be encouraged, guided and motivated to come to

Puyang or return to Puyang for investment and entrepreneurship, including return of headquarters, industry, capital, social welfare, market channels, talents, science and technology, etc., so as to enhance the contribution of the returning economy to Puyang's economic and social development. (The United Front Work Department of the Municipal Party Committee, the Foreign Affairs Office of the Municipal Party Committee, the Taiwan Affairs Office of the Municipal Party Committee, the Federation of Returned Overseas Chinese, the Human Resources and Social Security Bureau, the Science and Technology Bureau, the Federation of Industry and Commerce, and the counties [districts] are responsible according to the division of responsibilities)

(VI) The organic combination of double promotions and double introductions will be driven. Investment promotion and talent introduction are synchronously activated. Talent introduction methods shall be innovated from the aspects of policy implementation, project landing and service guarantee, so as to build Puyang into an important talent gathering area and talent highland at the intersection of Henan, Shandong and Hebei. By sorting out the directory of high-level talents going out from Puyang, increasing the docking efforts, we will strive for the return of talents. Exchanges with domestic famous universities and scientific research institutions will be strengthened, and cooperation between production, academia and research will be actively promoted. Advantageous resources should be concentrated to introduce high and new technologies, cultivate innovative science and technology enterprises, and guide and support investors to set up industrial functional research institutions in Puyang. Foreign funds are encouraged to invest in the construction of public science and technology service platforms such as innovation incubators and technology exchange markets to form a virtuous cycle of platform construction and industrial development. (Organization Department of the Municipal Party Committee, Municipal Human Resources and Social Security Bureau, Science and Technology Bureau, Education Bureau, and counties [districts] are responsible for the division of responsibilities)

## **II. Project tracking and scheduling will be strengthened to promote the implementation of the project**

(VII) The implementation of project dispatch will be strengthened. The responsible municipal leaders held a bimonthly investment promotion project dispatch meeting, listen to the counties (districts) in the negotiation, signing, start project situation report, project by project to understand the progress, study and solve the difficulties affecting the project landing; major matters shall be submitted to the municipal government executive meeting or key project dispatch meeting for research; related counties (districts) responsible persons shall be talked to about the project that still has no obvious progress after repeated dispatch. (Organization Department of Municipal Party Committee, Municipal Bureau of Commerce, counties [districts] should be responsible for the related divided responsibilities)

(VIII) The project elements guarantee will be strengthened. The counties (districts) are encouraged to participate in investment promotion projects in the form of equity investment in accordance with the law, and to implement spillover (or spillback) exit when the project matures in the capital market; All kinds of financial institutions will be led to further innovate the service ideas and develop financial products and business models that meet the characteristics of investment promotion projects. Land security will be optimized. Focusing on the principle of "implementing the project upon the signing of contract, and starting the construction upon the acquisition of land use right", it is necessary to ensure the land, planning, infrastructure and other factors in advance, strengthen land reserve, reserve sufficient "net land", establish the working mechanism for "land and other projects", and speed up the project implementation and construction. Vigorously promoting the construction, promotion and use of standard factory workshops, and realizing the immediate production when enterprises enter. (Municipal Finance Bureau, Financial Work Bureau,

Natural Resources and Planning Bureau, Housing and Urban-Rural Development Bureau, all counties [districts] should be responsible for the related divided responsibilities)

(IX) Strengthening the project implementation service. Implementing the list system of materials for investment projects, immediately handling the relevant issues notwithstanding temporary lack of some documents according to the enterprise's commitments. Implementing the "chief attendant" system for investment projects to help enterprises to overcome difficulties and promote the implementation of the preferential policies for enterprises. Implementing the agency service of investment promotion project approval, actively promoting zero-contact and no-meeting approval to improving the efficiency of project landing. (Business Environment Office of Municipal Party Committee, Organization Department of Municipal Party Committee, Municipal Bureau of Commerce, Administrative Service Center, and all counties [districts] should be responsible for the related divided responsibilities)

### **III. Building a Diversified Investment Promotion Team and Improving the Professional Level of Investment Promotion**

(X) Building a professional investment promotion team. Relying on the foreign liaison offices of the municipal government, 5 resident investment promotion groups will be set up in Yangtze River Delta, Beijing-Tianjin-Hebei Region, Guangdong-Hong Kong-Macao Greater Bay Area, southeastern Fujian Province and central and western regions. Young cadres with strong ability, high quality, enthusiasm and potential will be drawn from municipal departments to set up professional investment promotion teams to attract long-term resident investment and explore project clues. Combining with the implementation of resident investment promotion, improving the cooperation promotion mechanism, and building a new government investment promotion system of "city-county linkage, block combination, close cooperation and efficient collaboration", so as to form a new pattern of collaborative investment promotion of "city-county (district) investment promotion department + industrial investment promotion headquarters + resident investment promotion team" in the whole city. (Organization Department of Municipal Party Committee, Municipal Bureau of Commerce, Development and Reform Commission, Industry and Information Technology Bureau, Housing and Urban-Rural Development Bureau, Science and Technology Bureau, Agricultural and Rural Bureau, all overseas offices, counties [districts] should be responsible for the related divided responsibilities)

(XI) Introducing social forces to attract investment. Gathering the wisdom of all sectors of society to promote high-quality attraction. Supporting the signing of entrusting investment agreements with various chambers of commerce, professional institutions of investment promotion, investment companies, consulting companies, accounting firms and other intermediary institutions, defining the cooperation model, providing financial support, and working together to promote investment. Employing influential celebrities, entrepreneurs, experts and scholars with project information resources and successful people from Puyang as investment promotion consultants, and providing financial support to promote investment. Focusing on the existing key enterprises, a joint government-enterprise investment team is established according to the model of "1 department-level cadre + 1 enterprise responsible person" to carry out investment promotion of upstream and downstream supporting projects. For projects for which social forces are engaged in investment promotion, material rewards will be given according to relevant regulations. (The United Front Work Department of the Municipal Party Committee, the Municipal Bureau of Commerce, the All-China Federation of Industry and Commerce, the Finance Bureau, and all counties [districts] should be responsible for the related divided responsibilities)

(XII) Enhancing the level of professional investment invitation. With the requirements of "two understandings and two skills", that is understanding the knowledge of industry and economy, and having the skills in investment and service, it is necessary to strengthen the business ability and

comprehensive quality training of investment promotion personnel, invite external experts and internal experienced personnel, combine going out with inviting in, and conduct comprehensive and systematic training for professional investment promotion personnel through special lectures, practical analysis and opening internal lecture halls and other methods, and strive to improve their planning, research and judgment ability, information capture ability, decision-making judgment ability, docking negotiation ability and project landing breakthrough ability. (Organization Department of Municipal Party Committee, Municipal Bureau of Commerce, counties [districts] should be responsible for the related divided responsibilities)

(XIII) Coordinating investment promotion information management. Establishing an "investment promotion project information management platform", and integrating investment project ledger, clue information database, merchant resource database and other contents to improve the efficiency of investment promotion information utilization. Dynamic management and whole-process tracking are carried out for investment promotion projects in four categories which are in-process negotiation, signing, commencement and production. Adhering to the principle of investment promotion and investment selection, putting investment promotion projects in the whole city as a whole to realizing the sharing of resources. For investment promotion projects that do not belong to the leading industries of the county (district), through the "investment promotion project information management platform", they are allocated to counties (districts) that meet the industrial positioning, and benefit sharing is realized according to relevant regulations. (Municipal Bureau of Commerce, and all counties [districts] should be responsible for the related divided responsibilities)

#### **IV. Improving the Supervision and Incentive Mechanism and Strengthening the Implementation of Investment Responsibility**

(XIV) Strengthening organizational leadership. Constantly optimizing the leading team of open investment promotion of the Municipal Party Committee, letting more municipal leaders participate in industrial investment promotion work to gathering the joint efforts of investment promotion. The leading group of open investment promotion work of Municipal Party Committee earnestly must do a good job in the overall coordination, play the role of staff assistant, and urge the implementation of relevant policies. Counties (districts) should conscientiously implement the main responsibility of investment promotion and capital introduction, actively perform the main obligation of undertaking project settlement and realization, put investment promotion and capital introduction work on the important work agenda, and form a working pattern in which the main responsible comrades personally attend, the responsible comrades in charge take the lead, and the responsible comrades of relevant departments conduct concrete works. (The Municipal Bureau of Commerce, Development and Reform Commission, Industry and Information Technology Bureau, Agricultural and Rural Bureau, Science and Technology Bureau, Housing and Urban-Rural Development Bureau, and counties [districts] should be responsible for their related divided responsibilities)

(XV) Strengthening the leadership of top management. Adhering to the implementation of the "one-half" work principle, and promoting the city and county party and government leaders to take the lead in attracting investment. The commander of the investment promotion headquarters of various industries and the principal responsible comrades of the leading unit mainly make efforts to attract investment, leading the team to go out to promote investment, and attract and implement the service projects. The commander chief should go out to attract investment in not less than twice a month, the principal responsible comrades of the direct units of the headquarters should go out to attract investment for not less than one week a month, and one principal responsible comrade of the county (district) party and government should often go out to attract investment. Establishing the "One Belt and Three Projects Implementation Mechanism" for the leaders of cities and counties (districts). The leaders of cities and counties (districts) should be responsible for contacting and

subcontracting one project under negotiation to promote contract conclusion, one project under contract conclusion to promote construction and one project under construction to promote production, actively solving the problems existing in project implementation process and accelerating the pace of project advancement. (The Municipal Bureau of Commerce, Development and Reform Commission, Industry and Information Technology Bureau, Agricultural and Rural Bureau, Science and Technology Bureau, Housing and Urban-Rural Development Bureau, and counties [districts] should be responsible for their related divided responsibilities)

(XVI) Strengthening overall coordination. Giving full play to the role of the coordination mechanism of the leading group of the Municipal Party Committee for opening up investment promotion, promoting the settlement of key investment promotion projects, and urging the implementation of relevant policies. Establishing and improving the evaluation mechanism of investment projects, and carrying out "enterprise service day" activities. Offering the "mayor service through train" service, establishing the mayor hot-line platform and the mayor's mobile phone "One-button Putting-through" service platform and releasing it to the public, and establishing a direct dialogue mechanism between city leaders and entrepreneurs for any problems. Commercial departments should take the lead in coordinating and promoting investment promotion, while other departments should base themselves on their own functions, give full play to their advantages, carry out industry investment promotion and attraction and improve service guarantee. (Municipal Bureau of Commerce, and all counties [districts] should be responsible for the related divided responsibilities)

(XVII) Strengthening supervision and encouragement. The "weekly dynamics, monthly notification, quarterly ranking, half-year observation and year-end summary" should be implemented for investment promotion, to strengthen tracking process and improve efficiency. Notifying municipal leaders, county (district) principal responsible comrades of party and government, and principal responsible comrades of investment promotion headquarters of various industries and municipal units of resident investment promotion groups to go out for investment promotion every week; informing the counties (districts), industrial investment headquarters and resident investment groups on the progress and ranking of investment promotion; notifying the counties (districts) of the assessment and ranking of investment projects every quarter; considering the observation activities of industrial agglomeration areas, observing the investment promotion projects every six months, and notifying the rankings; improving the incentive measures for investment evaluation, and making a summary and inventory of the investment promotion work of counties (districts), industrial investment promotion headquarters and resident investment promotion groups every year, commending model works, issuing incentives and setting guidance. (Organization Department of Municipal Party Committee, Municipal Bureau of Commerce, counties [districts] should be responsible for the related divided responsibilities)

(XVIII) Stimulating the vitality of investment promotion. Selecting outstanding young cadres to enrich the front line of investment promotion and giving priority to the promotion and use of those with outstanding contributions. Establishing and improving the fault-tolerant mechanism, encouraging cadres to put their full efforts to projects construction and strive to become pioneers and advanced individuals, and granting fault-tolerant exemption onto staff who have made mistakes in attracting investment without subjective intention and can take the initiative to correct errors according to relevant regulations. Increasing the publicity of investment promotion and major investment attraction activities, and creating a good atmosphere of "participating in investment promotion" in the whole society. (The Organization Department of the Municipal Party Committee, the Supervision Committee of the Municipal Commission for Discipline Inspection, the Municipal Human Resources and Social Security Bureau, the Bureau of Commerce, and the counties [districts] should be responsible for the related divided responsibilities)



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