

Brief Introduction to Jiangxi

Public Administrations

Nanchang administers five districts and four counties: Donghu District, Xihu District, Qingyunpu District, Wanli District, and Qingshanhu District; Nanchang County, Xinjian County, Jinxian County, and Anyi County. Located in the north-central of Jiangxi, Nanchang is in the downstream of Ganjiang and Fuhe, adjoining China's largest freshwater lake - Poyang Lake. Covering an area of 7402.36 square kilometers, the terrain primarily is plain, with southeast flat and northwest hilly. The city is abundant of water. The rivers of Ganjiang Fuhe, Jinjiang, and Liaohe flow through the city, nurturing the several hundreds of lakes like Junshan Lake, Jinxi Lake, Qinglan Lake, Yaohu Lake, presenting the typical gorgeous view of Southern Yangtze River. As regards to the weather, Nanchang is a subtropical monsoon region, with humid and mild climate, abundant rainfall, and four distinct seasons. The seasons of spring and autumn are short while the summer and winter last longer. According to the historical data, the average annual temperature is 17.5°C, with the extreme high of 40.6°C and extreme low of 9.3°C. Annually the frost-free period lasts 291 days. In the winter northerly winds blow quite often, and in the summer southerly winds blow.

Jiujiang administers two districts, two cities, and nine counties: Xunyang District and Lushan District; Ruichang City and Gongqingcheng City; Jiujiang County, Wuning County, Xiushui County, Yongxiu County, De'an County, Xingzi County, Duchang County, Hukou County, and Pengze County. A very beautiful city endowed with famous mountains, rivers and lakes, Jiujiang is a famous cultural city and tourist destination with 2200 years of history in the south Yangtze River. As early as 130 years ago, this city was a trading port with foreign businesses; in 1992, the State Council approved it to be an open city along the Yangtze River. The Yangtze River is China's largest, longest east-west water channel. The Beijing-Kowloon Railway is China's longest, most up-to-date north-south land transport channel. These two main transportation arteries intersect in the City of Jiujiang and thus make it the golden crossing linking the east and west, as well as the south and north of China.

Jingdezhen City administers two districts, one city and one county: Changjiang District and Zhushan District, Leping City, and Fuliang County. As the world-renowned Porcelain Capital with over 1,700 years of history of porcelain making, Jingdezhen City is among the first batch of the Historical and Cultural Cities approved by the State Council. Located in the northeastern Jiangxi and adjoining the Province of Anhui, Jingdezhen has a total population of 1,576,589 in the area of 5,248 square kilometers. Situated in the transition zone between the Huaiyu Mountains of the Mount Huangshan and the Poyang Lake Plain, the city is typical red soil hilly region of the Southern Yangtze River. The terrain tilts from northeast to southwest. In the northeast and northwest parts are mountainous, with cutting peaks and flowing ranges; the highest peak is 1,618 meters above sea level. On the contrary, in the southeast and southwest parts are primarily hills and plains, with a gently terrain. Within the city, there are rivers and streams crossing; specifically, the northern part of Changjiang River and the southern part of Le'an River are

running through the city; they belongs to the Yangtze River Basin - Poyang Lake water system. With four distinct seasons, Jingdezhen has a subtropical humid monsoon climate. Around all the year, it is abundant in sunshine and rainfall and has a long frost-free period, which is quite suitable for growing a variety of plants and crops. Plus, it is rich in natural resources; and the reserves on the top list among the province include the following: porcelain clay, alluvial gold, coal, manganese, limestone, marble, and so on.

Pingxiang City administers two districts and three counties: Anyuan District and Xiangdong District; Shangli County, Luxi County, and Lianhua County. Located in the west part of Jiangxi and adjoining Zhuzhou of Hunan Province, Pingxiang is 100 kilometers from Changsha. In the area of 3,827 square kilometers lives a population of 1,864,278. Zhejiang-Jiangxi railway runs across the city from east to west; State Road 319 and State Road 320 intersect in the city. This really provides the best convenient transportation for businesses. Plus, Pingxiang has rich and splendid culture and history, and the name of "Pingxiang" comes from the story that the King Zhao of State Chu obtained Pxingshi, an extremely rare fruit said to bring greatest fortune and luck to those who get it. Since AD 267 when a county-level administration was initially approved by the central government, it has a history of more than 1,700 years. Today, Pingxiang City Museum still treasures up a number of historical relics, such as reserves of the Neolithic Age, the Penggao Bellset and Mawangtang Bellset, which are both named by Chinese famous historian Guo Moruo, and Western Han's translucent bronze mirror, a rarity of the rare in the world. All these have presented the colorful and vivid civilization development of Pingxiang. Except for the historical splendor, Pingxiang boasts to have gorgeous and pleasant natural scenery. The Wugong Mountain, located in its east, is Jiangxi's highest famous mountain; the Yangqi Mountain, in its north, is China's famous Buddhist mountain; and the Daping Mountain in the west and the Yuhu Mountain in the south are most attracting to the tourisms for its marvelous blend of natural views and historical figures and cultural heritages.

Xinyu City administers one district and one county: Yushui District and Fenyi County. Located in the Midwest of Jiangxi Province, Xinyu is on the line of Zhejiang-Jiangxi railway. In the area of 3164 square kilometers lives a population 1,140,308. Due to its rapid development in industry and urban construction, Xinyu has caught the greatest attention from the world, and now developed into a city with highest level of industrialization and fastest urbanization rate in Jiangxi, known as the "Rate of Shenzhen". The city owns a full range of industries, primarily including metallurgy, machinery, chemical, light industry, textile, energy, and building materials. In the past decade, the urban area has increased by 15 square kilometers; the development size, speed, and performance are really rare among all the small and medium-sized cities of China. Its 30.8% of green coverage ratio, or 7.8 square meters of per capita public green area makes it ranking No.1 among all the Jiangxi's cities. Xinyu's infrastructure also has unique advantages. Currently, it has a power generating capacity of 700,000 kilowatts; the program-controlled telephone can directly access to all over the world; Zhejiang-Jiangxi railway runs across the city, with the Beijing-Kowloon railway quite easy to access; the highways have formed a mature network and connected with the State Road 105 and 320; and it is only 120 kilometers from Nanchang Airport. As to the mineral resources, Xinyu has more than thirty varieties. Iron ore, wollastonite, and marble take a significant position in China. Particularly, the reserves of wollastonite, with a very

high grade, rank No.2 in China.

Yingtang City administers one district, one city, and one county, including Yuehu District, Guixi City, and Yujiang County. Located in the northeastern Jiangxi and the middle and lower reaches of the Xinjiang River, it borders Yiyang, Qianshan, Wannian, and Yugan of Shangrao City in its east and north, and Jinxi, Zixi, and Dongxiang in its south and west, and adjoins Guangze County of Fujian Province in the southeast. The city's total population stands at 1.0755 million, of which 99.71% is the ethnic group of Han, and the remaining 0.29% is the ethnic minorities. Yingtang has a central subtropical warm & humid monsoon climate, with four distinct seasons, mild climate, abundant rainfall and sunshine, and long frost-free period. It is quite suitable for the sub-tropical plants and animals to live and multiply. Currently, it has 5,000 mu of industrial land stock and 2.998 million mu of forest land. Its main minerals include silver, aluminum, zinc, uranium, rare earth, gypsum, porcelain clay, and siliceous materials. Moreover, it has very rich tourism resources. For example, the Longhu Mountain (Mount Dragon and Tiger), situated 16 kilometers south from urban area, is the birthplace of Chinese Taoism religion.

Ganzhou administers one district, two cities and 15 counties: Zhanggong District; Nankang City and Ruijin City; Ganxian County, Xinfeng County, Dayu County, Shangyou County, Chongyi County, Anyuan County, Longnan County, Dingnan County, Quannan County, Xingguo County, Ningdu County, Yudu County, Huichang County, Xunwu County, and Shicheng County. Located in southern Jiangxi, the City of Ganzhou is in the upper reaches of the Gan River. It also is known as Gannan, or literally South Jiangxi. Geographically, it borders Sanming and Longyan of Fujian in the east, Meizhou, Heyuan, and Shaoguan of Guangdong in the south, Chenzhou of Hunan in the west, and Ji'an and Fuzhou of Jiangxi in the north. This city has 11 counties and 72 townships bordering other provinces. Actually, Ganzhou City is Jiangxi's largest administrative region, covering an area of 39,400 square km, a quarter of the total area of Jiangxi Province. Situated in the southern rim of the central subtropical zone, the city has mild climate, abundant rainfall, and a long frost-free period. The annual average temperature is 18.8 degrees Celsius; and the average annual rainfall is 1,605 mm. The terrain shows a high peripheral and a low center, with south high than north; the mountain peaks run up and down, and the rivers flow almost everywhere. The highest is in the Qiyun Mountain of Chongyi County, with a height of 2061.3 meters above sea level; the lowest is in Zhangwu Village, Hujiang Township of Ganxian County, with a height of 82 meters above the sea level.

Yichun City administers one district, three cities, and six counties: Yuanzhou District; Zhangshu City, Fengcheng City, Gao'an City; Jing'an County, Fengxin County, Shanggao County, Yifeng County, Tonggu County, and Wanzai County. Located in the northwest of Jiangxi Province, Yichun City borders Nanchang and Fuzhou in the east, Ji'an and Xinyu in the south, Hunan Province and Pingxiang of Jiangxi in west, and Jiujiang in the north. It is 222.75 km long from east to west, and 174 km wide from north to south. Covering an area of 18,669 square kilometers, the city shows a terrain tilting from north to south and from west to east. The total population of Yichun City stands at 5,484,264 in the end of 2009. There are 26 ethnic groups, and 99.95% of the population is Han People.

Yichun City has a tropical humid and mild climate, with four distinct seasons and abundant rainfall, as well as rich natural resources. Its forest coverage ratio reaches as high as 52.3%; the living wood growing stock is 35 million cubic meters; and the bamboo growing stock is 350 million. For this, Yichun is one of Jiangxi's key forest areas. There are 380 thousands of kilowatts proven hydropower resources, with 250 thousands of kilowatts remaining to be developed. Preliminarily verified minerals amount to 56 kinds, of which 27 are metals and the remaining 29 are non-metals. The iron ore reserves are nearly 200 million tons; the non-ferrous metals include tungsten, gold, copper, aluminum, zinc, and the tantalum and niobium known as Jiangxi's "Five Golden Flowers"; coal reserves are over 10 million tons, ranking No.1 in Jiangxi Province; rock salt reserves are over ten billions of tons, also ranking No.1 in Jiangxi Province; the grade and reserves of wollastonite rank No.1 in China; the marble, granite, and porcelain clay are widely distributed with high quality and mining value.

Shangrao City administers one district, one city, and ten counties: Xinzhou District and Dexing City; Guangfeng County, Yushan County, Wuyuan County, Boyang County, Yugan County, Wannian County, Yiyang County, Hengfeng County, and Qianshan County. Known as East Door of Jiangxi, Shangrao has distinctively geographic advantages. Directly linking the coastal regions such as Jiangsu, Zhejiang, Shanghai, and Fujian, this city enjoys highly convenient transportation and communication. State Road 320, State Road 206, and Freeway 311, which is currently under development, are running across the city; the railways of Zhejiang-Jiangxi, Anhui-Jiangxi, and Hengfeng-Nanping construct a very close network; around the city, there are two airports; the telecommunications can be accessed to all the cities over the world. Located in the junction of four provinces, namely, Fujian, Zhejiang, Anhui, and Jiangxi, Shangrao City accommodates a population of 6,537,675 in the area of 22,800 square kilometers, one seventh that of Jiangxi Province. In addition, rich in natural resources, it has Asia's largest copper mine, Dexing City copper mine, China's largest freshwater lake, Poyang Lake, and East China's highest peak, Huanggang Mountain. The number of proven minerals reaches as high as 70, of which the five metals, copper, gold, silver, lead, and zinc, are well known as Jiangxi's Five Golden Flowers. The city also has very rich tourism resources; particularly, it has three state-level forest parks, two state-level scenic areas, and three specialty scenic spots.

The City of Ji'an administers two cities and ten counties: Jizhou District, Qingyuan District, and Jinggangshan City; Ji'an County, Xingan County, Yongfeng County, Xiajiang County, Jishui County, Taihe County, Wan'an County, Suichuan County, Anfu County, and Yongxin County. The city is about 218 kilometers long, and 208 kilometers wide from east to west. Covering an area of about 25,271 square kilometers, the terrain of the city is primarily mountains and hills. The government of the city is located in Jizhou District, only 219 km from Nanchang, the capital of Jiangxi. Its unique resource conditions also bring a famous reputation "Golden Luling" for Ji'an, known as the colorful pear of the southern Yangtze River. Black-boned chicken, kumkwat mandarin, and gou-gu-nao tea are the three local specialties of Ji'an. The Chenshan red heart fir of Anfu has superior quality and is listed as article of tribute to the central government in the past dynasties; it was also chosen to be the building materials of Chairman Mao Memorial Hall. Yugan's Three Lakes tangerine, which has a cultivation history of over one thousand years, has bright-color skin and a uniquely sweet and sour taste. Its leaf, skin, stone, and fibers can all be used for traditional

Chinese medicine. Xiajiang reeves shad and rice noodles, Wanan glassy red carp and gold thread jujube, Anfu ham, and Suichuan salted preserved duck are very famous in the world.

Fuzhou City administers one district and ten counties: Linchuan District, Dongxiang County, Jinxi County, Zixi County, Nancheng County, Nanfeng County, Lichuan County, Guangchang County, Chongren County, Le'an County, and Yihuang County. Located in eastern Jiangxi, Fuzhou City borders Fujian Province in the east, Ganzhou in the south, Ji'an and Yichun in the west, and Nanchang and Shangrao in the north. Fuzhou has a central sub-tropical monsoon climate, warm and humid, with abundant rainfall and sunshine, a short ice formation period and a long frost-free period, and four distinct seasons; the annual average temperature is 17 degrees. The rivers of Fuzhou City belong to the Yangtze River Basin Poyang Lake water system. Typical of a complete water system, constantly flowing rivers, which have broad surface, few sediment concentration, and rich water resources, Fuhe River is Jiangxi's second largest river. Covering an area of 28.2254 million mu, Fuzhou has 9.28 mu of land per capita, higher than the per capita average of Jiangxi Province. It is an ideal destination for investment indeed.

Introduction

Jiangxi province is situated in the middle and lower reaches of the Yangtze River. It borders Zhejiang and Fujian provinces to the east, Guangdong to the south, Hunan to the west, and Hubei and Anhui to the north. It covers an area of 1,669,000 square kilometers (644,440 square miles) with a population of about 40 million.

Mountains surround Jiangxi province on three sides. The southern half of the province is hilly with ranges and valleys interspersed; while the northern half is flatter and lower in altitude. The highest point in Jiangxi is Huanggang Mountain in the Wuyi Mountains, on the border with Fujian province. It has an altitude of 2,157 meters.

The Gan River dominates the province, flowing through the entire length of the province from south to north. It enters Poyang Lake, the largest freshwater lake of China, in the north.

Nanchang, the region's capital and the most densely populated city, is one of China's largest metropolises. It's the hub of Jiangxi civilization throughout its history, which plays a leading role in the commercial, intellectual and industrial and political fields. Ganzhou city is the largest subdivision of Jiangxi province.

Climate: Jiangxi has a warm and humid climate with cold springs and winters, hot summers and dry autumns thus accounting for its four distinct seasons. Annual rainfall averages 1,400-1,800 millimeters and the average temperature of the province is 3-9°C in January and 27-31°C in July.

Brief history: The name "Jiangxi" derives from the circuit administrated under the Tang Dynasty in AD 733, Jiangnan Xidao. Circuits were established during the Tang Dynasty as a new top-level administrative division. Because the Gan River runs through this province from north to south, it

is also called Gan for short.

The history of Jiangxi stretches from Lower Paleolithic times to the present, as Jiangxi was already inhabited by humans one million years ago. The first recorded people inhabited in Jiangxi are Baiyue and their influence is still found in nowadays Gan language.

Centered on the Gan River valley, Jiangxi provides the main transport route from the North China Plain and the Yangzi River valley to the territory of modern Guangdong province. As a result, Jiangxi has been strategically important throughout much of its history.

Tourism: If you are a traveler looking for a place that will give you a variety of interesting options, then Jiangxi province in southern China is definitely the place for you! The pristine beauty of its misty mountains and fresh water lakes will enchant you. Its modern as well as ancient Chinese historical sites will whet your appetite for learning about its culture.

Jiangxi province is a showcase for natural beauty. Tourists will find it hard to leave its beautiful mountains, lakes and rivers. Particularly attractive is Poyang Lake, which is not only the biggest fresh water lake in China, but also the largest winter habitat for white cranes. When winter approaches, about 2,800 white cranes will migrate to Poyang Lake to spend their winter. What a spectacular sight!

On the east side of Poyang Lake is Lushan Mountain, a wonderful summer resort with its lush mountains, enveloping clouds and mists, rapid streams and numerous deep pools and waterfalls. Mysterious and enchanting sceneries nestle in its secluded valleys and deep ravines. Su Dongpo, a well-known poet of the Song Dynasty (960-1279), in honor of the 'Cloud Sea' of Lushan Mountain for its ever-changing mist, wrote, 'the failure to get a real perspective of the mountain only results in the fact that you are right in the midst of it'. The Lushan National Park has been a UNESCO World Heritage Site since 1996.

Another mountain -- Jinggang Mountain enjoys a dual reputation. It is more widely known as the cradle of the Chinese revolution rather than for its natural beauty, which is, in fact, comparable to the more famous Lushan Mountain.

The historical sites of Jiangxi province also attract guests from all corners of the world.

To top it off, 'China's Capital of Porcelain'—Jingdezhen—is located here, thus satisfying the shopper in us all. Ceramics were produced here as early as 1,800 years ago in the Eastern Han Dynasty. Today, Jingdezhen remains a national center for porcelain production. While in this ancient town, tourists can visit many pottery factories and ancient kiln sites. They can also hand make porcelains themselves.

Tengwang Pavilion is located just west of the provincial capital Nanchang and is one of the three famous pavilions south of the Yangtze River. This pavilion gained its reputation to a great extent because of a well-known poem called 'Preface to Tengwang Pavilion' by Wang Bo, a reputable

poet of the Tang Dynasty.

Donglin Monastery is located at the foot of Lushan Mountain. It was built in 386 BC for the monk Hui Yuan (334-416), founder of the Pure Land sect of Buddhism. Hui Yuan spent many years translating Buddhist scriptures in this temple.

In addition, Jiangxi is one of the ancient tea-producing areas in China. The Black Tea produced in Ningzhou city and the Green Tea produced in Wuyuan city are well-known throughout China.

Modern Services

Tourism

Renowned as “Red Cradle and Green Home”, Jiangxi is very rich in tourism resources. Currently Jiangxi Province has 4 world heritages, 2 world geological parks, 1 internationally important wetland, 12 state-level scenic spots, 44 state-level forest parks, and 8 national nature reserves. Plus, it has successfully developed 9 outstanding Chinese tourist cities, 1 Chinese tourist county, and 99 A-level scenic spots. In recent years, taking advantage of the image of brand “Red Cradle, Green Home, Tourism and Leisure Resort”, Jiangxi’s tourism has developed very well. In 2011, the number of tourists and total revenues of Jiangxi Province have both grown substantially. The number of tourism visits reached as high as 160 million, up 47.8% than the year before; its growth rate ranked No.1 in all the provinces. The tourism revenues amounted to 110.6 billion Yuan, a year-on-year growth of 35.15%; its growth rate ranked No.4 in all the provinces. Thanks to these performances, Jiangxi has officially become a member of the “100 billion Yuan of Tourism Club”.

Financial industry

“Finance is the core of modern economy.” So far, Jiangxi Province has sped up its step in the financial industry’s reform and innovation. In the key areas, a number of breakthroughs have been made to support strongly the local economy’s development and enhance itself as well. As of the end of May 2012, the balance in both domestic and foreign currencies in all the financial institutions of Jiangxi Province reached to 1.540387 trillion Yuan, with the loan balance exceeding 1.006714 trillion Yuan, which is the first time to break the important level of “1 trillion Yuan”. In recent years, Jiangxi has attracted 49 national financial institutions, provided support for five city commercial banks within Jiangxi to carry out joint-stock reform and capital building; Jiangxi has also set up 37 village/town banks, and 134 small loan companies have been opened. By the end of 2011, Jiangxi’s total financial assets had exceed 2 trillion Yuan. Since 2007, seven companies of Jiangxi have gone public, and nine companies have been traded in overseas capital markets, increasing the number of overseas listed companies to 11. In addition, more than 140 companies were listed as the backup enterprise resource bank to go public in the future. The direct financing amount reached to 86.57 billion Yuan, compared with 46 billion Yuan of refinancing by the listed companies. The size of corporate debt financing has also been expanding. In 2011, Nanchang

Branch of Huaxia Bank was approved to set up, making the number of joint stock commercial banks in Jiangxi to even. Nanchang Branch, Bank of Beijing was also successfully opened, making it the first non-Jiangxi city commercial bank to have a branch in Jiangxi.

Cultural industries

Jiangxi cultural industries have been expanding in recent years. The industries of press & publishing, and art trade rank on the top in terms of turnovers, profits, and per capita assets income, so they become the leading industries in Jiangxi. When it comes to the primary operations' revenues in the industry chain, the links such as production and publishing, property transactions, and relevant services have become the strong support for the industry's development. The cultural and creative industries have demonstrated an obvious aggregation trend, and the art trade, press and publication, theatrical performances, tea culture and media have developed into the key brands of the cultural industry. Jiangxi province, aiming to build "cultural industry's highland of the middle China", has planned or developed a number of cultural industrial parks and demonstration bases, which have reasonable layout, effective functions, distinctive primary businesses, strong supporting services and effective management. This work has strongly promoted the rapid development of the cultural and innovative industry. In 2011, the cultural and creative industries have realized revenues of 95.598 billion Yuan, with profits of 5.953 billion Yuan.

As of March 2012, Jiangxi has 14 national cultural industry parks (bases), 39 provincial-level cultural industry parks (bases), 13 cultural industry parks, and 34 theme parks; moreover, it has 4 national-level cultural industry demonstration bases, 36 provincial-level cultural industry model bases, 3 provincial-level cultural industry experiment bases, and 22 city/county-level cultural industry bases. By 2015, Jiangxi's cultural and creative industries are expected to achieve revenues of 80 billion Yuan from its primary operations, or over 30% of average annual growth rate, making it the important part of the development of Jiangxi's high-tech industry.

Modern logistics industry

Since 2000, Jiangxi has seen rapid development in the logistics industry. During the period of 2001 and 2005, the overall cargo volume has increased from 245 million tons to 332 million tons, with an average annual increase of 8.3%; cargo turnover has increased from 74.76 billion tons-km to 88.16 billion tons-km, with an average annual growth rate of 6.8%. It is reported that every 6.06% increase in logistics industry would bring 1% increase in services sector; and one unit GDP requires support of three units of logistics. Obviously, the development of the logistics industry would play an important role in structure adjustment and transformation way, production promotion and consumption stimulation, employment enhancement and improvement of the urban and rural logistics service system.

Therefore, Jiangxi provincial government formulated Jiangxi Province's Logistics Industry Restructuring and Revitalization Plan. In this plan, the government proposes that the province develop the nine key projects of modern logistics industry: multimodal transport and

transshipment facilities project, logistics park project, city distribution project, commodity and rural logistics project, manufacturing and logistics industry co-development project, logistics standards and technology promotion project, logistics public information platform project, and emergency logistics project. These nine projects, from different aspects such as logistics infrastructure, logistics nodes project, and logistics standardization project, are designed to provide good external environment for the development of the logistics industry so as to build the hard power of competition for Jiangxi's logistics industry.

Commercial Circulation

In 2011, the commercial circulation contributed 10.7% for Jiangxi's economic growth, with 1.3% of the pulling force. According to the plan, by the year of 2015, the total retail sales of social consumer goods in Jiangxi Province will reach 616 billion Yuan; the chain enterprises business revenues will account for 20% of the total social consumer goods retail revenues; e-commerce application rate in large commercial enterprise will reach as high as 85%. Jiangxi will, relying on the central cities, speed up the transformation and upgrade of the traditional commerce industry, and proactively develop new formats of industries such as e-commerce. In late May 2012, the Ministry of Commerce officially announced the first batch 34 national e-commerce demonstration bases, of which Nanchang Withub Creative Industry Park was on the list. Jiangxi Province is actively using a range of means such as financial subsidies to encourage the enterprises to explore the international market through e-commerce; and specifically, the provincial government cooperates with China's famous third-party e-commerce platforms, such as Alibaba.com and Made-in-China.com, to put more than 1,100 enterprises be listed on line. In recent years, Jiangxi Province has been relying on the leading commercial enterprises to speed up the construction of rural modern commerce service system. Particularly, it has implemented "Ten Thousand Villages and Thousand Town Market Project" to make the farm shops cover all the towns and 90% villages of Jiangxi Province.

The provincial government also speeds up the transformation and upgrade of the wholesale market, and strives to build a number of new markets that can provide services to all the consumers in China, and even in the world. According to Jiangxi's Business Development Plan of "the 12th Five-Year Plan", in 2015, Jiangxi Province will build 100 commodity trading markets with annual turnover of over 100 million Yuan, with an annual total turnover of 200 billion Yuan. Among them, there will be 30 with annual turnover of 1 billion Yuan, 5 with annual turnover of 10 billion Yuan.

Home services industry

The home services industry primarily provides a range of services, such as labor service, to meet the needs of the family. There are over 20 categories and 200 service items, including moving houses, wedding celebrations, student pickups, home decoration, family asset management, and professional chatting. Take the service of caring the elderly as an example. According to the international standard, Jiangxi Province has entered the aging society so the demands in the services of caring the elderly have constantly been growing. Jiangxi Province has seen various

innovative service models in its different areas. For instance, Donghu District of Nanchang firstly promotes the use of “Peace Bell” for the elderly people so they can be taken care of for 24 hours every day. Plus, they provide canteen services for the living-alone elderly or the empty-nesters. In the Jiujiang City Development Zone, the government signs home services agreements with several dozens of widows, orphans, and elderly living alone or in exceptional poverty. From 2009, home care service pilots have been running across the province.

From 2009, Jiangxi Province has been implementing “home services project”, and by the end of 2011, more than 2.3 million home servers have received free training. In 2015, Jiangxi Province plans to provide free training for 50,000 individuals for the home service industry.

Jiangxi Province Women’s Federation is striving hard to build “Red Azalea” home service brand, and determines to make it famous across the country so as to promote the level of Jiangxi’s home services. In 2011, Red Azalea “flourished” across Jiangxi; and women’s federations at all levels set up more than 20 “Red Azalea” home service demonstration bases.