Newsletter no 2 – January 2005

Development Agro- and Sightseeing Park  China.
In Wujin Polder, Changzhou (150 km West of Shanghai).

This newsletter informs you on the proceedings of the project for the design of a Agricultural and Sightseeing Park to be developed in the Wujin Foreign Oriented Comprehensive Agriculture Development District near Changzhou. The project is carried out by Wageningen UR (Alterra and Agrotechnology & Food Innovations), Grontmij NV and KnowHouse bv.

The government of Wujin Agricultural Zone asked a consortium lead by Alterra to develop a master plan for the 3 km² agricultural area in Wujin, 150 km west of Shanghai.

Core of the project will be an Agropark, as part of a permanent exhibition with past, present and future of Chinese agriculture and serving tourism and leisure.

The central goal of the project has been formulated as follows:
How to develop an agro- and sightseeing park and attract investors?
- As an outstanding permanent exhibition for the future green and sustainable agricultural (plant, livestock and horticulture) production in China and Holland.
- As THE place to be for urban residents, especially for elder people and children, to recreate and to educate.
- The design should reflect the mixing of Dutch and local Southern Yangtse river characteristics and lifestyle.
- Wujin Polder Park must also serve the residential area in the rest of the polder. Therefore all existing agriculture in Wujin Polder will be replaced and further developed within the park.

The project has been carried out in 7 phases:

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In November 2004 an interactive workshop aimed at the design, master planning and visualisations took place on site in Wujin Polder. The design team consisted of Peter Smeets (project leader), Madeleine van Mansfeld (process manager), Pieter Krant (designer), Jan Broeze (agrotechnology), Wibo de Graaff (infrastructure), Fransje Langers (recreation expert), Enrico Moens (water), Rick Olde Loohuis (3D-visualisation) and Marco van Steekeenburg (design). René van Haeff (agrotechnology) has been participating in the design group on the costs of his firm, the Christiaens Group, to whom we are very grateful.

The work of the design group has been enriched and peer reviewed by a reference group that consisted of Bert Harms (co-ordination and process review), Pim Hamminga (educational aspects), Rinus van de Waart (prospects for Dutch investments), Lucie Wassink (government policy and agro-logistics) and Jan de Wilt (innovation strategies).

During the design process an intensive and carefully orchestrated communication with employees of the assigner (WAZ) took place, notably Mr. Yu Li (Jason) and Mr. Jiang Jin Ming (Jim or JJ).

After the design workshop the master plan has been finished in The Netherlands. On December 23, Peter Smeets has presented the final result to the WAZ-authority. The plan as such has been accepted and will in the first half of January 2005 be sent to the assigner.
The following sheet from the final presentation depicts the follow up for the project.

Central focus in this chapter is the perspective on Dutch investments that has been generated by the Reference Group during the design atelier in November.

**The next phase: Consortium Building and Business plan**
Assuming that after a go—no go decision by the WAZ-authority, the Sino-Dutch co-operation will be continued, the following phase of the project must consist of consortium building and of writing a business plan.

**Phases 3, 4 and 5 get WAZ Holland Park working**
After phase 1 (Master plan) and phase 2 (Consortium building and Business plan) there is a final go—no go decision to be taken.

Then follow the three phases of
1. (3) detailed planning and design resulting in blueprints and process plans for concrete realisation;
2. (4) the implementation;
3. (5) the maintenance, after the project as a whole has had a successful start.

We see good perspectives for Sino—Dutch co-operation in all these phases on the condition that they are really innovative steps compared to the actual agro food production systems in China.

After the presentation on December 23, WAZ-authority has asked Alterra to prepare an offer for the second phase of the project. In this phase the building of a consortium, consisting of the Chinese government and of Chinese and Dutch private companies that together will invest in the implementation of the park, has the central focus.