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VisonHub, a standard configuration for Internet + STP innovation

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New tools and functions for cities and areas of innovation

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VisonHub, a standard configuration for Internet + STP innovation

By Zhang Xiuying, Yang Xiu¹, Zhu Xiaoxuan, Gao Zheng, Zhu Li'An, March 18, 2018

Abstract

Commercial Valuable, Financial Higher, if the Vision so, Both can Throw. As everyone knows, Commercial Civilization is the advanced form of human civilization, and Financial Civilization is the advanced form of Commercial Civilization, while Credit is the Key to Commercial Civilization and Financial Civilization.² VisonHub followed the development trend of the Internet thinking, and prospectively carried out a research which is different from previous science parks with **Commercial and Finance** as symbols. It explored the “**Standard Configuration for Internet + STP innovation**”, which provided a reference case for the arrival of the era of Credit Civilization “supported by afterwards data statistics + constrained by conscious performance of credit subject in real time” in the post Internet era. Although VisonHub is not a technology, its entry threshold is higher than those of technology. Its core is “confidence and trust” and “co-construction and dedication”.

¹ More about the authors, please see **author and the co-authors** at the end of the article.

² Block Chain of the “United States Consensus” Have Been Formed: Embrace Technology without Force-out, PhoenixNet, February 18th, 2008
http://news.7654.com/a/1884810980134486132_3?TAG=3_27

Introduction

New Thinking : “What will challenge governance mechanism”?

New Action : Happily, as the further and deeper development of internet, new changes have happened unprecedentedly in the global technology innovation.

New Experiment: As new technologies bring great opportunities to us, a series of needs for governance and policy making also appear.

New.....

Facing the more and more “New views”, it’s time for VisionHub to play a leading role in Science & Technological Innovation in the global Internet era. Its foresight, feasibility and efficiency are obvious. VisionHub is the enrichment and sublimation of 30 years’ experience of innovation management in the Administrative Committee of Zhongguancun Haidian Science Park (HSP³), which has gone through the simplified mechanism of “series-parallel connection” in initial period and integration period of iBridge⁴ at internet age, thus forming a mode of “Standard configuration of ‘Internet +’ --- networking, connecting heart and linking the business across the world”. We now can provide a customized service package not only for science parks a series of strategic planning, technology transfer, media planning, brand building and sustainable development with tools of exploration and study of information technology plus social practice and application. Whether as a new strategy or a new set of tools, VisionHub is of practical significance.

I. Background of the creation and development of VisionHub

The creation of the new series and parallel foreign affair service model from 1988 to 2004;

1、“ VisionHub” starts up from the new“ Experimental Zone”

The development of VisionHub relies on “Beijing Experimental Zone” (BEZ⁵ for short) established earliest in the world with the most specific innovative regional planning. China’s first National High-Tech Industrial Development Zone, later officially named “Beijing New & High Technology Industry Development Experimental Zone”, approved by the State Council, was established in 1988.

In the early age , there are Enterprise Management , Administrative Liaison, Commerce and Industry

³ HSP, the abbr. of Zhongguancun Haidian Science Park, please see the note at the end of the article.

⁴ iBridge, formerly a platform for connectivity.

⁵ BEZ, the abbr. of Beijing Experimental Zone, also see the note at the end of the article for more info.

Office, Taxation Office and Fiscal Audit Office 5 department the “Experimental Zone”. On May 20, the Beijing Municipal People’s Government issued the “Beijing New Technology Industry Development Experimental Zone Provisional Regulations”, referred to as “Eighteen Regulations”, as it has a total of 18 regulations. According to the “Eighteen Regulations”, a region of 100 square kilometers in Beijing Haidian District, with Zhongguancun as the center, will be drawn out to establish an open export-oriented new technology industry development experimental zone.

The high-tech enterprises registered in the experimental zone can enjoy the preferential policies stipulated in the “Eighteen Regulations”. **From that time onwards the “Experimental Zone” represents a new type of government, shoulders the historical burden of “experiment and innovation, and grows along with a series of innovations and services.**⁶ Now, there are more than 150 national high-tech zones according to the Torch Center of the Ministry of Science and Technology of China.

“Experimental Zone” is the birth place of VisionHub. Since its inception in 1988, HSP has started from scratch and followed a carefully designed path to grow bigger and stronger step by step. From the early days when it still implemented the traditional mechanism of running foreign affairs to the days when it tried to build a new type of service system. It can be seen that **VisionHub developed entirely based on the regional science and technology innovation model with government background.**

2. Perspective: “Going out” is more than a displacement.

This is an important discovery about eliminating misunderstandings of the appearance and essence of internationalization: People tend to confuse moves and essence of internationalization, such as interpreting the location moving image produced by enterprises' listing, M&A, building of plant or base, common construction of joint research and development laboratory and other internationalization moves abroad as "going out", so that they simply focus on some internationalization appearance, and consider the essence of internationalization as the number of foreigners, international exchange activities, foreign investment and other appearances of "going out".

In order to explore that "going out" is not only location moving, from September 17th, 2012 to January 2013, HSP opened a column on *China High-tech Industry Guide*. 6 consecutive reports represent the thorough thinking of various experts in society. The aim was to explore how HSP should face internationalization properly in the positioning and layout of global innovation.

After column discussion, the concept of internationalization has become increasingly clear. The

⁶ *From: “Paving Stone”, written by Hu Zhaoguang -- the first Director of Beijing New & High Technology Industry Development Experimental Zone, which was the predecessor of the Administrative Committee of Zhongguancun Haidian Science Park.*

conclusion is that the location moving caused by "going out" is an important part of internationalization, but it does not cover all the meanings of "going out", and it also has other expressions in the thinking space, such as capacity, thinking, strategic planning and other processes of controlling the international market. Thus, proposing the concept that "going out" does not mean location moving is a pattern of manifestation of "going out", which is distinguished from its deep thinking process, until an important discovery of internationalization is seized. The discovery clears thinking for research and development of VisionHub, and is even an important contribution to grasping development opportunities of globalization and Internet properly.

3. Representative Event: The construction of a series of new foreign-affair service system integrating *policy* resources in the start-up stage. From 1988 to 2004, with mode innovated and foundation laid, the first new foreign service system of the Experimental Zone was created for its internationalization -- Foreign Affairs Office of Beijing New Technology Industrial Development Experimental Zone. New mode of foreign affairs service "Series & Parallel Connection" was created, which concerned the declaration of business travel abroad, political approval, passport, visa, and foreign affairs reception.

Compared with the conventional mode, the new approach was simplified with processing reduction in 4 departments both vertically and horizontally. The saved time reached 2-3 months. As a result, a new mechanism had formed, which reduced government administrative examination and approval items, processes, links and supervise levels.

Thus, relying on "the Experimental Zone", a new regional science and technology innovation system, the first 16 years of the time were all spent in the basic work of construction of the new service functions. In this period, a short history, little experience of new institutions, few policies, poor cognitive environment, lack of innovation knowledge and many other unimaginable difficulties in the reform were overcome. Haidian Science Park became mature while gradually solving the problem of going through the formalities in going aboard for enterprises, and built the image of an innovative science park with practical actions, and showed the test area's advantages in regional innovation ability and resource integration and coordination. These innovative thinkings lay a solid foundation for future "VisionHub" formation. As the old saying goes, the beginning seems to be slow, but the results are fast. The process seems to be dull, but it reflects true wisdom.

4. Representative Article: Internationalization of Hi-tech Zone Not Just "Go out".

On March 1st, 2013, on *China High-tech Industry Guide* Zhang Xiuying published a signed article -- Internationalization of Hi-tech Zone Not Just "Go out". On the basis of participation of many experts in the discussion, the article summarized some public misunderstandings about internationalization at that time, and pointed out that any conscious internationalization supporter must comprehensively grasp and understand the internationalization theory, change his/her world view, develop a good thinking mode, combine his/her way of life with internationalization, convert internationalization into knowledge and a tool consciously followed by him/her in life, work and thinking, and start everything from "heart". This is the correct internationalization road of a winner. It takes a good blacksmith to make steel. The internationalization of high-tech zone is not just "going out"; on the

contrary, internationalization is not just "inviting in". The form of internationalization is very important, and internal work of internationalization is more important. Getting refined internally and externally is the top priority of promoting international development. At this point, VisionHub has shown the development process of insisting on international innovation from realizing to practice and from practice to realizing to the outside world.

II. The process of transformation and development of VisionHub

The creation of the new model of iBridge connectivity from 2004 to 2013;

1. "VisionHub" really develop from the "Internet era"

In 2004, on the basis of Web 2.0 resources integration through blog, It designed and built a new strategy for the world's scientific and technological innovation workers to build a barrier free communication network (iBridge) which could enable communication at anytime and anywhere. The core idea was to be connected with network, hearts and the world. A major breakthrough was that the research of Internet should not only stay at the technical level, but also include the thinking of it. Thus, from then on, a government service initiative has begun in which the service will be placed in the internet environment and the environment can benefit from it simultaneously. **Then, HSP created the first inter-connectivity new service system in its internationalization history.**

2. Perspective: Internet plus does not rest on the technological aspects.

"HSP has done and achieved exactly denoted that the changes brought by internet are not limited to technology, there are non-technology factors too, such as the subjective awareness and initiative of people engaged in such sectors as STPs, government, enterprises and media. Researchers in HSP grasped and applied the internet thinking, which led to the Park's successful pilot endeavor in that area."⁷ The discovery and presentation of this view is very important. It was forward-looking when it was put forward in 2004. It is also the key to understand the core elements of the Internet era at present.

3. Carry out diverse plannings and designs centering the main theme of interconnectivity

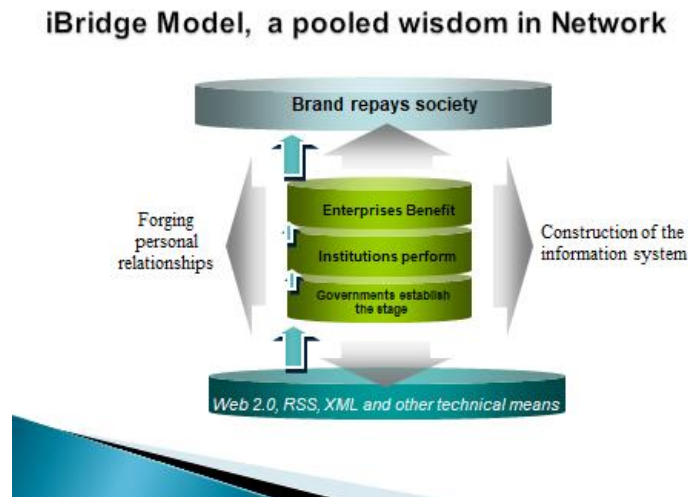
Representative Event: The construction of new interconnected service system of iBridge;

1). Set building an interconnectivity platform for a main target.

In 2004, HSP started to plan connectivity project (iBridge : information Bridge) ,which means that under the guidance of internet idea, solutions will be researched and concluded systematically to

⁷ 2014 IASP paper "HSP Builds a Faster, Better and More Economic Next-generation Internet-based innovative Service System" by Zhang Xiuying, April 3, 2014 in "Internet plus does not rest on the technological aspects".

help non-technical entities (mainly refers to the government, science parks, universities, research institutions, think tanks, media and intermediaries, etc.) engage in new technology innovation. Its idea was to integrate the Web 2.0 resources so that a new development relationship could be built between technology networks and people connection. By doing so, we can achieve a new service system based on better, faster and more economical internet of next generation. iBridge Model as follows:



2). Create *Directly Connect to China*, an interconnectivity brand column.

A new media. In 2006, HSP made the first attempt to harness new media, making the dispersed and freely flowing mass information be grasped, spread and applied correctly. A cooperation project with Phoenix TV --- "Towards China" was created. The show had been broadcast in Europe Channel since October, 2006. By the end of 2010, the broadcast project had produced more than 150 programs, which led to favorable social responses.

3). Introduce the international policy of interconnectivity

A new policy. In December 2006, HSP took the lead in exploring the special support policy for internationalization of Hi-tech SMEs in China's 56 state-level high-tech zones. The policy was titled "*Pilot Measures for the Management of Special Funds for International Development of Small and Medium-sized Enterprises Supported by Haidian Science Park*" (Pilot Measures). The period of pilot was three years. It embodied the idea of cooperation and exchange at any time and any place with the world's scientific and technological innovation resources as much as possible. Enterprises from over 50 countries and regions participated in the project.

4). Explore the science and technology innovation standards of interconnectivity.

A new standard. In 2010, *Discussing the Standard of the Future Development Mode of Science Park* was first published. So far, this has become the only published standard based on Internet thinking in

the International Association of Science Parks. It was released at the “IEEE Enterprise Cooperation Seminar in Beijing, Haidian” jointly held by HSP, Haidian District Quality and Technical Supervision Bureau, and IEEE (Institute of Electrical and Electronic Engineers) in Beijing Huangyuan Hotel. Elected president of IEEE Moshe Kam, president of IEEE Standards Association Chuck Adams and other over 10 senior experts from IEEE as well as 50 high-end enterprise representatives in Haidian District attended the activity.

5). Offer a practical and interactive innovation course.

A Peer to Peer style (Practice training for enterprises). Researching training appeared in 2012. The real-practice training class would spread the connectivity mode accumulated from the decades’ research in HSP through the way of “peer coaching”. The training adopted the popular “peer coaching” to inspire trainees. It appeared in Haidian District universities and areas filled with training institutions. The training gained recognition in a special way, twice the result with half effort. Upon the training appeared, it was reported by *China Daily* and the University of Applied Sciences in Zurich, Switzerland, was also involved.

4. Representative Article: HSP Builds a Faster, Better and More Economic Next-generation Internet-based Innovative Service System. 2014 IASP paper By Zhang Xiuying April 3, 2014

HSP’s research on faster, better and more economic next-generation internet-based innovative service system is a successful case of introducing internet thinking. It contains the following main contents: applying the concept of Web2.0 resource integration to the construction of the STP, and successfully improving it through the establishment of systems and mechanisms, platform setup, policy innovation, media cooperation and promotion of strategic emerging industries. The research reveals that while the traditional idea of innovation is oriented by engineer thinking and set to create a lot of product lines, the internet thinking used by HSP takes the high-end route and emphasizes practical experience.

High-end route means to take a global vision, focus on one specific project, and create one quality platform, policy or media. With that as the basis, the high-end route seeks to coordinate and innovate resources of government, STPs, enterprises, finance and communication, so as to provide experience in creating quality products that integrate art, science and media as a way to facilitate innovation. There is no doubt that HSP’s research has stored rich first-hand experience for the transformation of other STPs in the world and for them to create faster and better next-generation approach day-to-day work.

III. Enlightenment and successful experience that can be learned from

The creation of new “VisionHub” service model since 2013;

Enlightenment: Change scientific and technological innovation into Internet thinking innovation and credit innovation.

“VisionHub” is a classic example which takes root in the spirit of experiment and connects the mass entrepreneurship with innovation in future. With ample first-hand experience, it records the trajectory of the government's technological progress and growth everywhere and anytime and finds the solution of the key issue which started arousing attentions currently from high-end think tank and demanded breakthrough advised by the tank. The key issue concerns: on the one hand, how to stimulate innovation and vitality through the creation of enabling environment; on the other hand, how to manage the growth of government responsibility without loss of benefit in enterprise technology development practice.

To sum up this change, its advantages are shown in many aspects, as shown in the following picture.

Summarized : More advantages

Start early Study started in 2003	New times Driven by Interconnectivity + Innovation or (Internet + TSP)
Change cycle: Change every 4-5 years	Benefit: Small investment, short period; wide influence, lasting effects
Leading Time: Usually 6-8 years in advance	Vision: Focus on the job; open mind to the world
Lesson: Quality first, quantity isn't the deciding factor	Application: Create the standard for measuring innovation

The duck knows first when the river becomes warm in spring



1. Prospect: Scientific and technological innovation does not linger on the physical aspects.

“STPs’ unique innovation advantages will face a great challenge, and those that haven’t adopted the internet thinking yet are up against a more worrisome future.”⁸ *“While STPs are walking into a golden period of development, how to change the old path that whenever we talk about innovation, all we can think about is to set up an institute or build an incubator or accelerator that can easily tens or even hundreds of millions of US dollars, and make sure that we can catch up with the age of internet-based STP by making small improvements? HSP has provided a complete package of successful case study on the pilot project of internet-based STPs. It adopts Web2.0 to integrate resources, uses big data and cloud platform as the theoretical basis, and explores the new service mode in next-generation efficient and streamlined innovative STPs. Its successful practice will be*

⁸ 2014 IASP paper “HSP Builds a Faster, Better and More Economic Next-generation Internet-based innovative Service System” by Zhang Xiuying, April 3, 2014.

helpful for other STPs around the world to proactively embrace the arrival of the internet age.”

2. Representative Event (successful experience that can be learned from): The construction of a new service system of “VisionHub”

1). Give full play to the advantages of regional innovation, and design and cultivate the interconnectivity service system.

Main products: A new system of integrating innovation policy making, new media planning and promotion, new international exchange and high-end forum, new investigation report and development strategic study and etc. It includes the basic business such as pioneering method, diplomatic protocol, series-parallel connection, new concept of “going out”, time control, project management, outsourcing and deliver yourself and the application part like platform building based on web 2.0, forward-looking policy making, new media planning, international exchange, exhibition, display, events, brand design and think tank study. The essential feature of regional innovation is effectively grasping, coordinating, understanding and applying regional resources, effectively playing the role of regional innovation, and supporting the construction of the interconnectivity service system.

2). Boarded our vision and make corresponding inheritance service plan.

Objective and Planning: Take full advantage of the abundant resources of the founder in pioneering experience in science parks and international communication, explore the effective ways of solving the lasting problems in “going global” and “international technology transfer”, try to discover the new ideas and visions different from the formal traditional methods by solely depending on physical means like site, property, finance, buildings, and etc., and make our contributions to the sustainable development in a better, faster and more economical way.

3). Avoid blind innovation and design replicable subjects

Main Content: Establish links with science parks at home and abroad, internationally renowned universities, world technology transfer agencies, high-tech industry enterprises and new-tech innovation centers created by businesses and governments. Start to open up channels for research, cooperation, overseas site, platform setup and etc., and provide the demanders with the tailored and in-depth planning service such as internationalization development strategy, research on innovation policy, media planning, brand building, prospective research report, as well as the targeted advisory services such as coach, training, research, forum, planning and consultation.

4). Grasp the law of the connected vision and realize the social benefits of research results

VisionHub’s Innovation Rules:

Cooperation: self-financing, free combination, self-management, self-sustaining self-discipline and self-development.

Pace: a change in one year, great changes in three years, a new level in five years, and a world-class level in a decade.

Cloud: research on the state and realm where there was a bit of me in you and a bit of you in me, and the sharing spirit of the all-for-one-and-one-for-all-ness that underlies it.

Bid Data: learn to make full use of bid data in the state of information security and master the skills needed for reading data with heart.

Outsourcing: finish discussed works with good quality and quantity within agreed time and place. The above rules are not created by VisionHub, but VisionHub has successfully implemented them. Now, it is of great significance to put forward and popularize them again.

2. Representative Article: “Networking, Connecting Hearts, Linking the World” --- Standard of an “Internet plus Science Park” etc. By Zhang Xiuying as an specially-invited expert in Tsinghua University Industry, June 30, 2015

“**Internet + Science Park**”, together with the concept “networking, connecting heart, and linking the businesses across the world” has become the standard configuration in the internet age, which is an inevitable product in line with the general trend of the interconnection and interworking era. The world needs innovative social network clusters. “Internet + Science Park” will strengthen the promotion of the world’s production facilities and creative design and ability, which is indispensable for further development facing fierce global competition and lack of resources. The concept “networking, connecting heart, and linking the businesses across the world” will help realize the integration of superior resources of research, education, production, culture, and media. Through fundamental design, it will effectively and intelligently link the decentralized needs of these individual sections so that they will play a role in the world demand for rising technical levels. This standard configuration will help promote cooperation, solve problems, and seize the opportunity to the maximum extent to integrate technology innovation resources so that they can produce the most value and help achieve a better, faster and more economical development goal.

IV. Important contribution -- VisionHub witnesses an unprecedented development opportunity

1. Glad to see the new development of interconnectivity in the world. As the further and deeper development of internet, new changes have happened unprecedentedly in the global technology innovation. In June, 2017, Mr. Luis Sanz, General director of IASP made his debut online with the title of “Networks: it’s a brave new world” and interacted with his members. In July, 2017, the State Council of China issued “*On strengthening the implementation of innovation-driven development strategy, and further promoting the in-depth development of mass entrepreneurship and innovation*”, clearly putting forward to promote the mass entrepreneurship and innovation in larger scale.... The US technology innovation is also developing and expanding. Take the research “*High-Tech Nation: How Technological Innovation Shapes America’s 435 Congressional Districts*”, By John Wu, Adams Nager, and Joseph Chuzhin November 28, 2016 “*IT-enabled enterprises in any small town or rural area they may choose,*

not just in Silicon Valley or Boston". All of these indicated that "Internet + Science Park" times began to take shape.

2. VisionHub shows a unique new starting point. "VisionHub" was deep-rooted in the pioneering and developing era of science parks for both China and the outside world. It also benefited from cooperation and research of experts and scholars, entrepreneurs and fellow travelers from home and abroad. What's more, it gained benefits from the advent of the internet era and the understanding of internet thinking, exploration and application by people. It indicates that Zhongguancun Haidian Science Park, being one of over 400 IASP members, or being the cradle of 156 China's high-tech zones, plays "trial run" role in the development of "internet plus technology innovation", and it fully embodies the spirit of exploration, responsibility, inheritance and sense of glory shared by the pioneers. These will provide important experience and influence for the development and guidance of the era of "Internet + science and technology innovation".

The outline of Zhang Xiuying's speech when she participated in the activity is shown in the following picture:

Woman & Mode

**--30 Journey of internationalization for HSP
2017 «Science» for Excellent women in STI**

The outline :

- ▶ Discover --Series and parallel service Mode
- ▶ Acknowledge --iBridge Interconnectivity Mode
- ▶ Reward -- Awards and Achievements
- ▶ Publicize --VisonHub Mode

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2017/11/28



3、 Two Important Cases:

China's International Scientific and Technological Cooperation Bases, the role of open innovative cooperation is becoming more and more prominent.

China's international science and technology cooperation bases refer to the international S&T innovation cooperation platform accredited by the Ministry of Science and Technology of the People's Republic of China (MOST⁹). The Bases including international technology transfer center, international

⁹ MOST, abbr. of the Ministry of Science and Technology of the People's Republic of China. See more note at the end of the article.

innovation cluster, international joint research center and demonstrative international S&T cooperation base play an important role in promoting open-up and cooperation in the area of science and technology through international cooperation and raising the level of innovative internalization. By the end of 2016, 642 bases have been established in 31 province-level administrative regions of China, built cooperative relationship with countries from America, Europe, Africa, Latin America and the Belt and Road.

The bases have become a great pusher for the international cooperation on fundamental research, applied fundamental research and high-technology and offer technical support for the development of international big science plan and big science project. Besides, the bases create more chances for researchers to exchange, drive the key technology to transfer through countries, enhance the quality of international cooperation etc. For instance, China-ASEAN Mobile Internet Industry Alliance, the member of China-ASEAN Technology Transfer Center, held Global Mobile Internet Conference 6 times in 2014. More than 3000 persons attended the conferences, and more than 300 agreements were reached, which promotes the technical cooperation between China and ASEAN.

Under such background, the way to make full useful of China's international science and technology cooperation bases to promote innovative cooperation and increase the rapid pace of national or regional innovation deserves our thinking. As the above mentioned, in recent years, internet plus as the standard model of science and technology has been applied in many areas like agriculture, trade, culture and achieved great economic and social effect. It embodies a typical internet thinking. But how to take this model to science and technology, especially international S&T cooperation, has not been given more attention.

Actually, from the successful experience of iBridge (basis of VisionHub) at Zhongguancun Haidian Science Park (HSP) in Beijing, internet plus science park, we could see that the representative combination of innovative thinking and innovative technology, not only brings exploration of new technology but creates an active atmosphere for non-technology subjects including science park, enterprises, media, research center etc. to demonstrate and exchange their new ideas and thinking. In the future, the internet plus innovation could be a good example for the management of China's international science and technology cooperation bases. The introduction of new information technology and novel internet thinking will help to build an open and wide platform for members of the bases to exchange ideas, spread more plentiful achievement to the public and reach cooperation in more research areas. Particularly, in addition to promote domestic and foreign innovation connectivity, the platform will increase bilateral cultural trust and realize psychic communication.

JD put forward the new tool of “Unbounded Park”, bringing about the new development of internet-based regional innovation

JD¹⁰ Entrepreneurial Ecosystem includes 4 service systems - JD Entrepreneurial SaaS Service

¹⁰ JD for Jingdong, more info, please read the note at the end of the article.

Platform, JD Entrepreneurial (Authorized) Base, Entrepreneurial Channel & Operation Platform, JD University Entrepreneurial College. JD Entrepreneurial Ecosystem officially launched the mode of “Unbounded Park” in the autumn of 2017.

JD Entrepreneurial Vision is that by using JD Entrepreneurial Ecosystem, entrepreneurs will be able to find their business partners with common goals, and be allowed to choose the standardized, quality-guaranteed, and the most cost-efficient resources to realize their ideas and innovations - just like the E-commerce shopping.

Remarkable Strengths of JD Entrepreneurial “Unbounded Park” on the Areas of Innovation:

JD Entrepreneurial Ecosystem officially launched the mode of “Unbounded Park” in the autumn of 2017, and proposed the slogan of “unbounded space, unbounded service and unbounded innovation”.

JD Entrepreneurial Ecosystem has completed the modularized & standardized basic definitions for common services in innovation and entrepreneurship (i.e. the must nodes and the minimum standards of the services), so as to implement and promote the mode of “unbounded park”, and achieve the resources complementation and synergy within innovation areas. For certain services or advantage resources in different parts of China, JD Entrepreneurial Ecosystem will cooperate with one or more leading enterprises of them, to define these services by modularization and standardization.

JD Entrepreneurial Ecosystem will actively lead the market selection, thereby stimulating the mutual distribution, competition and cooperation among innovation areas. JD Entrepreneurial Ecosystem will optimize the means of service in innovation areas, providing across-area and across-industry target services by breaking the restricts of geographical location and industry. Additionally, the price, quality, and structure can optimize themselves, thanks to the full competition in market. All the above service systems should be established based on a standardized and complete credit collection system.

JD Crowd-Funding was established on July 01, 2014. As of the end of February, 2018, the amount of crowd-funding of JD products has been over CNY 5.6 billion, with more than 12,000 innovative crowd-funding projects - including over 90 ten-million-level projects, and more than 800 million-level projects. An over-90% rate of successful crowd-funding projects helps nearly 9,000 innovative and entrepreneurial companies gain the funds and customers that are in urgent need. Meanwhile, JD Big Database offers analysis and suggestion on markets and customer demands for them.

All this shows that by establishing self-operated E-commerce enterprises, JD Crowd-Funding utilizes Internet big data and cloud platform to integrate the regional and industrial resources as much as possible. So it further represents the development purpose that the inter-connected society can develop in a better, faster and more economical way based on credit. And this is the practice of VisionHub’s philosophy.

The above two cases are key findings of VisionHub. They bring a new style for technological innovation in the Internet era. China’s international science and technology cooperation bases are representative for the regional innovation. As described in cases, each base shows the feature that

government promotes the coordinated development among research institutions, enterprises and industries with a strong momentum of open and joint development. **JD Crowd-Funding** exhibits a new mode of “unbounded park”, where a self-operated platform company is “providing a quality-living platform that offers customers the experience of trend products, but moreover serving as a funding & hatching platform to spur the stride of innovative and entrepreneurial enterprises”. Such a new practice broadens people’s horizons, as it makes technological innovation from production sources to end consumers relying on its company’s online platform. These two examples represent those technological innovation entities booming in China and even around the world, which reflect VisionHub’s core position and values of “inheriting the spirit of technological innovation” and “linking to a future of credit”, and they also afford new opportunities for sustainable development in international science parks.

V. The core value of “VisionHub” has been tested by the society and reported widely by the media. Awards received are as follows:

1. The first international media report from the Wall Street Journal: “Zhongguancun: Rethinking Innovation in 2013”. This was an exclusive interview, which systematically and fully elaborates the re-thinking, from the view of sustainable development, on how the internet age could influence the traditional development mode of science park.
2. The most recent award: She obtained the title of "**Honorary Doctor of Philosophy**" awarded by International Biographical Centre (IBC) in 2017
3. The first award received related to Science and technology innovation: “Lifetime Achievement Award” to Science Park Management and Innovation” by The World Congress of Arts, Science and Communications in 2012
4. They were invited to attend the China-Russia high-end economic forum twice and made speeches, She is the only person in China’s high-tech zone who has been invited to participate in the event. These are:

In 2012, Participated in the 7th China-Russia Economic and Trade Summit Forum (invitation of the Ministry of Commerce), Speech name is: The Success Stories of China high-tech --Journey of Innovation in HSP (Russia); and

In 2010, Participated in the 5th China-Russia Economic and Trade Summit Forum (invitation of the Ministry of science and technology), Speech name is: “Building global science and technology innovation center -Zhongguancun’s innovation under way.”
5. The first-published paper in IASP, Collected paper for 26th IASP Annual Conference “One World, One Science Park” in 2009. Indicating that she started to compare and think between China’s science parks with the international ones.

6. The first public report on “Connectivity”: In December 26th 2008, Zhang Xiuying made a speech of “*HSP Internationalization Development Report*” on the Seminar themed “The Road of Internationalization Development in HSP” held in Haidian District, indicating that the experiment and research on internationalization and connectivity was initially systemized.

7. The first certificate of “Zhang was named as the special adviser to the Network Development Promotion of IASP Beijing Office In 2008” from IASP by Mr. Luis Sanz Director General of IASP In Malaga, November, 26th 2008. So far, this certificate has been the first one given by International Association of Science Parks (IASP). This award was tailored to Chinese contributions to the Beijing Office of International Association of Science Parks.

8. The first international award: In Dec, 2007, Zhang Xiuying received “The Global Excellent Woman” by The Global Excellent women on the International Women of Influence Awards. Since then, the award has become an important milestone in her future international awards

Conclusion

A sword is ground for 30 years. Everything comes to him who waits. VisionHub is a prospective exploration based on the long-term development of science parks (HSP & IASP) . Practice shows that **compared with a non-science park**, a science park is an entrepreneurship entity with rich innovative research results and technology transfer, which has significant **commercial value** in promoting collaborative innovation by bringing together enterprises, academia, and research institute. “Since the latter half of the twentieth century, global science parks show a trend of rapid development.”¹¹ **Compared with a traditional science park**, after the successful transformation, International Association Science Park & Area Innovation had a power role in the integration of regional innovation resources, gathering of **financial higher** and other aspects.

On one side, IASP President Josep Piqué was successfully verified form VisionHub. “IASP is the hub which connects regionally based science parks and areas of innovation, ... IASP continues to define and improve our value proposition for new areas of innovation...”.¹² **But after all**, VisionHub is a philosophical category research integrating Science, Arts and Communications. In terms of thinking, technology, credit, cognition and other aspects, it has a long way to go. We hope it can shed light on realization of better, faster and more economical sustainable development for all mankind. As the old saying goes, the apes on both sides of the strait cannot stop crying, and the light boat has passed ten thousand mountains.

¹¹ Excerpted from “2012 IASP General Survey”

¹² Josep Piqué, IASP President said at “The IASP International Board of Directors met at our Headquarters in Malaga (Spain) on the 7th - 9th February 2018, to discuss the implementation of IASP strategy through to 2020.”

Author profile:

Zhang Xiuying, (1958-), she used to be the deputy director of the Administrative Committee of Zhongguancun Haidian Science Park, chief of International Cooperation Division and head of Foreign Affairs Service Center of HSP. She was also the founder of HSP's International Department and has been head of it for 25 years

Zhang is the only designer who has been engaged in STPs' shift from international to internet thinking for 30 years, accumulating rich experience for global innovation.

Within merely 30 years, her research findings have laid a solid foundation for technological innovation being established in the society, and exerted a positive influence in education, science, art, sports and commerce when they are faced with the evolution in the Internet era. She creates and holds the record as being the earliest and the most awarded person by Global Woman Magazine, IBC¹³ and other internationally renowned organizations in the fields of science parks.

The most distinguished and Awards: She obtained the title of "**Honorary Doctor of Philosophy**" awarded by International Biographical Centre (IBC) in 2017; the "**Honorary Doctorate of Letters**" awarded by International Biographical Centre (IBC) in 2013; the first batch of "**International Management Experts of Science and Technology Parks**" of International Association of Science Parks (IASP) in 2012; the "**Lifetime Achievement Award**" in STP management and innovation from The World Congress of Arts, Sciences and Communications in the same year; the "**Advanced Individual Award**" for the 20th anniversary of implementation of "**National Science and Technology Program (Torch Program)**" of the Ministry of Science and Technology of People's Republic of China in 2008; same year, **Ms. Zhang was named as the special adviser to the Network Development Promotion of IASP Beijing Office by Mr. Luis Sanz Director General of IASP In Malaga, November, 26th**; and the "**Global Excellent Women**" on the International Women of Influence Awards by Global EXEC Women Magazine in 2007.

Co-authors:

Yang Xiu, (1988-), assistant researcher, China Science and Technology Exchange Center, Department of Policy Study, Research Area: Globalization and Innovation

Zhu Xiaoxuan, (1983-), associate researcher, China Science and Technology Exchange Center, Department of Policy Study, Research Area: international innovative cooperation

Gao Zheng, (1978-), the BU General Manager of JD Crowd-Funding, has engaged in Internet and

¹³ IBC is the only world leader in biographical publishing and it has been kept an attention on Zhang's research for more than 5 years in a row. This widens her vision, and IBC becomes an important platform for her to step into the high-end international talent arena.

technology industries for more than a decade. He is very experienced in the practice and management in mobile Internet, E-commerce, product, marketing, operation and other fields. Mr. Gao leads his team to build an entrepreneurial closed loop including resource, ecosystem, service and investment, and he has made great contribution to innovation and entrepreneurship.

Zhu Li'An,(1987-), he has worked in many major Internet companies before, such as Alibaba and Baidu. Now he is the strategy leader of JD Crowd-Funding and is responsible for JD Crowd-Funding market operation and JD Entrepreneurial etc.

Notes:

1. HSP

Haidian Science Park is China's first national high and new-tech industrial development zone - the Beijing New Technology Industrial Development Trial Zone that is home to many renowned universities and research institutions such as Peking University, Tsinghua University and Chinese Academy of Social Sciences. The park, with a planned area of 133.06 square kilometers, is also the birthplace of "Zhongguancun Electronics Street".

During the development of the past two decades, HSP has seized the opportunities of the market economy transformation and made remarkable achievements by virtue of its advantages in S&T resources and innovation personnel.

Some enterprises in HSP have won the National Prize for Progress in Science and Technology for numerous times. Lenovo, Sohu, Yadu, Aigo, Crystal CG, Newau to were selected as Olympic sponsors, and their independent innovative technologies and products have been applied to key Olympic products. Baidu, Vimicro, Origin Agritech and other companies have been successfully listed on the Nasdaq.

The number of enterprises in HSP accounts for half of all Nasdaq-listed Chinese enterprises, and 86 enterprises in HSP have gone public. There are more than 40 branches and R&D centers of the world's top 500 enterprises in the park. HSP has become a hub with the most concentrated number of international corporations in China.

HSP emphasizes the development of the financial service, creative, new materials and biomedicine industries. The park facilitates the growth of the mechanical and electronic integration industry. Meanwhile, it is consolidating its leading position as the electronic information industry. The park aims to facilitate enterprises with proprietary intellectual property rights, build university S&T parks and overseas students' pioneer parks into major platforms for emerging industries.

The park enjoys multiple preferential policies, including corporate income tax preferential treatment, technical standard subsidy for Zhongguancun Science and Technology Park, overseas students pioneering service system for the Park and a pioneering service fund for small enterprises.

Please also refer to: http://en.zhongguancun.gov.cn/2013-12/04/content_17148850.htm for reference.

2. BEZ:

China's first National High-Tech Industrial Development Zone (later officially named "Beijing New & High Technology Industry Development Experimental Zone"), approved by the State Council, was established in 1988. On May 10, 1988, the State Council approved the Experimental Zone. On May 20, the Beijing Municipal People's Government issued the "Beijing New Technology Industry Development

Experimental Zone Provisional Regulations”, referred to as “Eighteen Regulations”, as it has a total of 18 regulations. According to the “Eighteen Regulations”, a region of 100 square kilometers in Beijing Haidian District, with Zhongguancun as the center, will be drawn out to establish an open export-oriented new technology industry development experimental zone. The high-tech enterprises registered in the experimental zone can enjoy the preferential policies stipulated in the “Eighteen Regulations”.

3. IASP

International Association Science Parks and Areas of Innovation (IASP) is the worldwide network of science parks and areas of innovation. We connect the professionals managing science, technology and research parks (STPs) and other areas of innovation and provide services that drive growth and effectiveness for our members.

Members enhance the competitiveness of companies and entrepreneurs of their cities and regions, and contribute to global economic development through innovation, entrepreneurship, and the transfer of knowledge and technology.

IASP is a NGO in Special Consultative Status with the Economic and Social Council of the United Nations.

IASP is a founding member of the World Alliance for Innovation - WAINOVA.

Members: 406

Companies located in IASP member' Parks: 142000

Countries with IASP members: 73

Regional Divisions: 6

IASP Africa / IASP Asia-Pacific / IASP Europe / IASP Latin America

IASP North America / IASP West Asia

Offices: 2

World HQ: Malaga. Spain / Branch Office: Beijing. China

World Conferences: (1984-2015) 32

Regional Conferences: (1984-2015) 94

IASP Creation: 1984

Headquarters in Spain: since 1996

Last updated: December 2015

<http://www.iaspbo.com.cn/channels/3.html>

4. Relationship between IASP and HSP

In 1991, HSP joined the International Association of Science Parks.

In 1993, HSP successfully applied for the right to hold the annual conference.

In 1995, HSP first held the association's annual conference in Beijing.

In 2008, Signing Ceremony: The Framework Agreement of Strategic Cooperation Between IASP & HSP; IASP Beijing Office Setting Down in TusPark Haidian, Beijing .

In 2010, the 1st International Symposium on Regional Innovation for the Downtown (Haidian) of the Zhongguancun National Innovation Model Park was held in Beijing.

5. Ministry of Science and Technology of the People's Republic of China (MOST)

MOST is the abbreviation of Ministry of Science and Technology of the People's Republic of China. The mission of MOST is to take the lead in drawing up S&T development plans and policies, to draft the National Basic Research Program, the National High-tech R&D Program and the S&T Enabling Program, to compile and implements plans on national laboratories, innovative bases, national S&T programs, and research conditions etc.

6. Jingdong (JD)

JD is a self-operated E-commerce company in China, whose trade mode is similar to that of Amazon. JD possesses JD. COM, JD Finance, PaiPai, JD Smart, O2O and Overseas Business Department, etc. JD ranked the 4th in the Top 100 of Chinese Internet Companies in 2017, whose annual turnover reached USD 28.8 billion (2015), and ranked the 366th in the World's Top 500 (2016).

JD Crowd-Funding was established on July 01, 2014. In the era of consumption upgrading, it is not only a quality living platform providing the trending product experience for customers, but also a funding and hatching platform for faster-growing innovative and entrepreneurial companies. JD Crowd-Funding has evolved into a complete crowd-funding and entrepreneurial ecosystem, containing Product Crowd-Funding, Entrepreneurial Ecosystem, Qianshu Capital, Nuandong Public Welfare, and other business lines - which provides the hatching and accelerating services for innovative and entrepreneurial companies from "0" to "1" and further to "100". In addition, JD Crowd-Funding provides multiple quality resource services, such as JD. COM, JD Logistics, and JD Supply Chain Finance, for those innovative and entrepreneurial companies, thus helping them optimize their consumption channels and advance their marketing efficiency, and promoting them from successful projects to successful businesses.