



微井研



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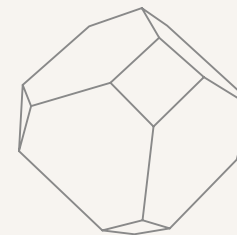
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四川·乐山·井研
Sichuan Leshan Jingyan



JINGYAN

战略目标

成乐一体化发展先行示范区 乐山融入双城经济圈桥头堡

发展主线

农业兴县 工业强县

重点任务

乡村振兴示范县 成渝产业配套区 绿色生态宜居城 全域旅游增长极

STRATEGIC GOAL

Pilot demonstrated area of Chengdu-Leshan integration development
Bridgehead for Leshan's integration into Chengdu-Chongqing Twin City Economic Circle

MAIN LINE OF DEVELOPMENT

Make the county strong and prosperous by agriculture and industry

IMPORTANT TASKS

A demonstrated county in rural revitalization Industrial supporting area for Chengdu and Chongqing
Livable county with green ecological environment Growth pole with all-for-one tourism

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成乐一体 双城通达

INTEGRATED CHENGDU AND LESHAN ACCESS TO BOTH CITIES



嘉州以东，岷江润泽。

博古，这里用井盐书写历史；

望今，这里以橘香晕染现在。

工农崛起，助力成乐一体化；

筑路架桥，融入双城经济圈。

这里是井研，

正以前所未有的速度，

驶向未来。

In the east of Jiazhou, the county is nourished by the Minjiang River.

In the past, the county created a history for its well salt;

In contemporary days, it is well known for its luscious orange.

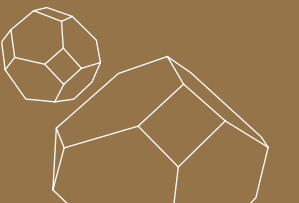
The rise of industry and agriculture drives the integration of Chengdu and Leshan;

Bridges and roads help Leshan be involved into the Chengdu-Chongqing Twin City Economic Circle.

Here is Jingyan,

which is heading for the future

at an unprecedented speed.





● 城区夜景



● 四季桥

千年古县 因盐而兴 Ancient County Thriving on Salt



井研县隶属四川省乐山市，位于四川盆地西南部，是乐山东部门户区，幅员面积840平方公里，总人口39万。

井研自隋开皇十一年（公元591年）置县，至今已有1400余年历史，因凿井煮盐年代久远、所产之盐精美洁净而得名，是近代深井技术先河“卓筒井”发祥地，也是历史上“状元宰相、理学名臣”之地，自古有“盐利富于西蜀”“人物媿于上州”之美誉。



● 卓筒井

Located at the southwest of the Sichuan Basin, Jingyan is under the jurisdiction of Leshan City, Sichuan Province. As a gate to eastern Leshan, the county houses a population of 390,000 in an area of 840 km².

It has been more than 1,400 years since it was established as a county in the 11th year under the reign of Kaihuang in the Sui Dynasty (AD 591). It is renowned for its long history of digging wells and boiling the water for clean and superb salt. It is also the birthplace of Zhuotongjing, a precedent of deep-well technology in modern China and of Zhuangyuan, prime ministers and famous scholars of Neo-Confucianism in ancient China, which earned the reputation that the profits from salt are no less than that of the whole western Sichuan and the talents are no inferior to those in Shangzhou.



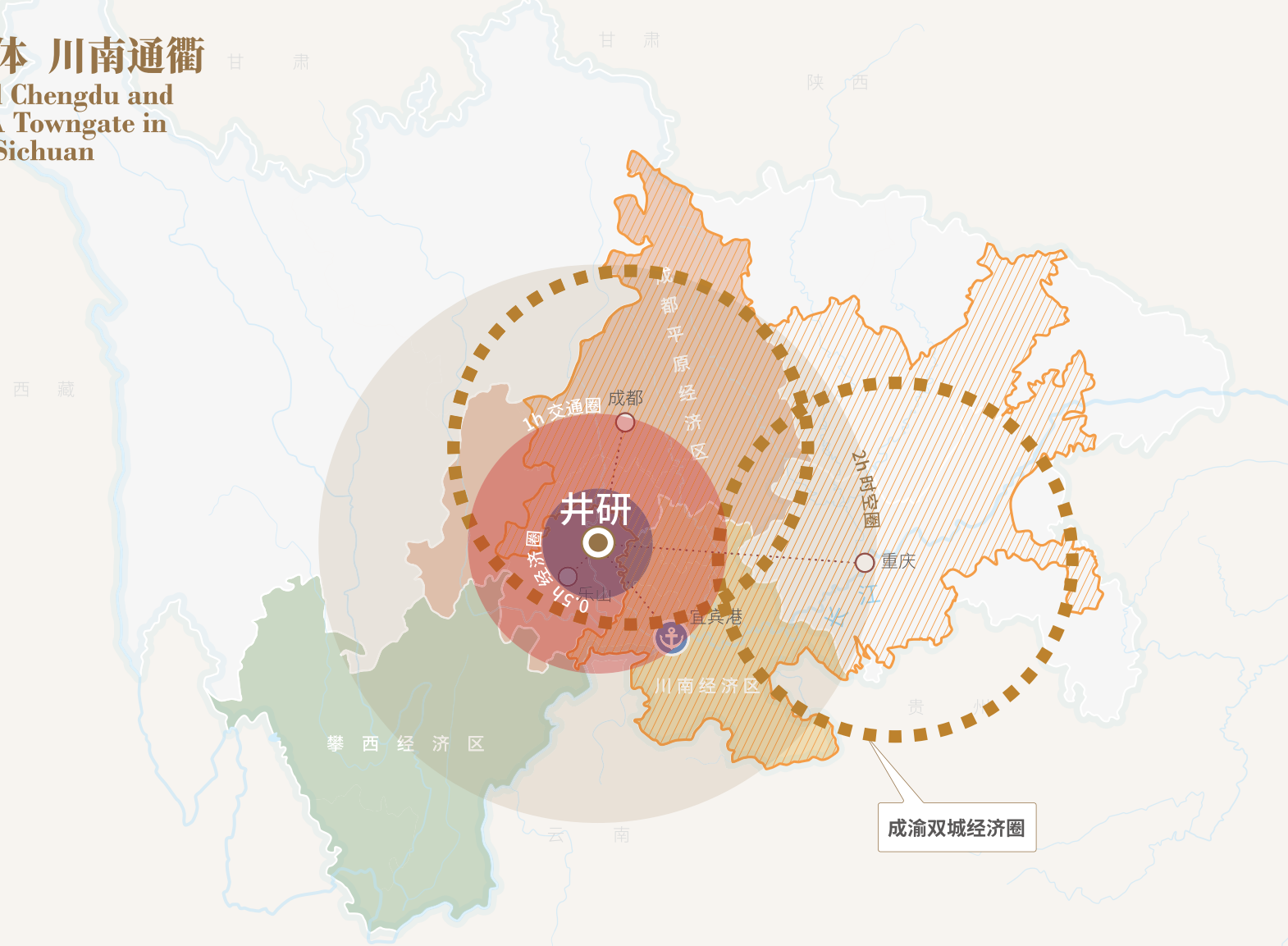
成乐一体 川南通衢

Integrated Chengdu and Leshan A Towngate in Southern Sichuan



小时圈
Hour circle

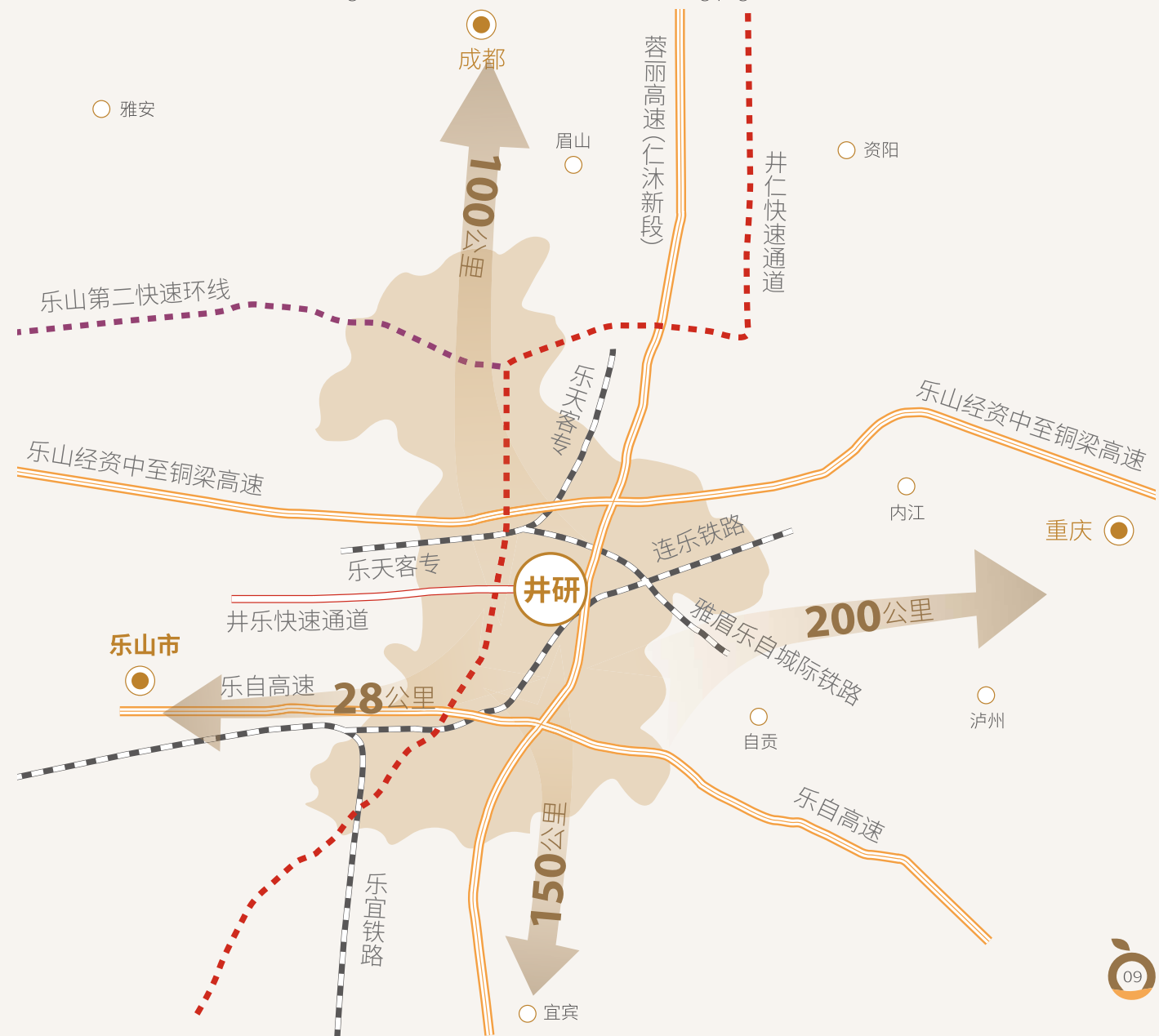
港口
Port



井研地处成都平原经济区、川南经济区、攀西经济区结合部，自古有“川南通衢”之称，北上成都100公里，西至乐山28公里，东至重庆200公里，南下宜宾港150公里，是乐山融入成渝双城经济圈的“桥头堡”。乐自高速、仁沐新高速贯穿全境，G213线、

G348线纵横交错，连乐铁路井研段完成铺轨，正加快推进乐资高速、渝自雅城际铁路、G213井仁快速公路项目，推动形成“三高一铁两快两绕”的现代交通网络体系。井研已融入乐山半小时经济圈、成都一小时交通圈、重庆两小时时空圈。

Jingyan has been named as a towngate in Southern Sichuan for its location at the conjunction of the Chengdu Plain Economic Zone, the Economic Zone of Southern Sichuan and the Economic Zone of Western Panzhihua. It is the bridgehead for Leshan's integration into Chengdu-Chongqing Twin City Economic Circle as it is 100 km away from Chengdu on its north, 28 km away from Leshan on its west, 200 km away from Chongqing on its east and 150 km away from Yibin Port on its south. The modern transportation network of "Three Expressways, Two Railways, Two Fast Roads and One Beltway" is building, where Leshan-Zigong Expressway and Renshou-Muchuan-Xinshi Expressway run through the county, and G213 and G348 cross its territory, the railway track has been laid for the Jingyan Section of Lianjie-Leshan Railway and efforts are made to speed up the construction of Leshan-Zizhong Expressway, Chongqing-Zigong-Ya'an Intercity Railway and Jingyan-Renshou Fast Road of G213. The county has been accessible to Leshan Half-hour Commute Economic Circle, Chengdu One-hour Commute Circle and Chongqing Two-hour Commute Circle.





生态优越 资源富集
Pleasant Ecology
Abundant Resources



井研属典型丘区地貌，绿化覆盖率达70.2%，空气优良天数占比89.3%，境内岩盐、页岩气、化石资源丰富，岩盐蕴藏总量达100亿吨，分布面积600平方公里，页岩气储量达2000亿立方米，体量居全省前列，在井研挖掘出土的马门溪恐龙化石是国内个体最大的恐龙化石骨架，是北京自然博物馆的镇馆之宝。



岩盐蕴藏总量达
 The total reserve of halite
 of nearly
100 亿吨 / 100 million tons



● 岩盐

Jingyan has a typical landscape of hilly area with a green coverage ratio of 70.2% and a ratio of days with good air of 89.3%. It is rich in halite, shale gas and fossil resources, with a total reserve of halite of nearly 10 billion tons covering an area of 600 km² and a reserve of shale gas up to 200 billion m³, ranking the first throughout the province. The Mamenxi Dinosaur Fossil unearthed in Jingyan is the largest individual dinosaur fossil skeleton in China and the most precious treasure of Beijing Museum of Natural History.

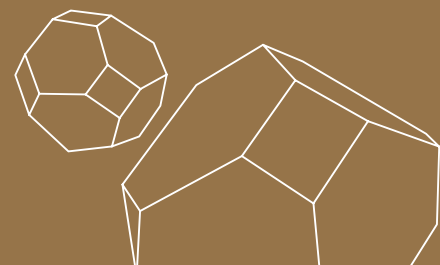


● 马门溪恐龙



产业聚集 特色鲜明

INDUSTRIAL CLUSTERS
DISTINCTIVE FEATURES



橙海橘野，沃土弥香。

橘色的柑橘，为井研盛结财富硕果；

多彩的布匹，为井研织就产业欣荣。

更有红色传承和民间艺术，

为这座城，书画传奇。

With a sea of orange and tangerine, the land is permeated with the scent.

Orange brings wealth for Jingyan;

Colorful cloth weaves the industrial prosperity of Jingyan.

In addition, revolution heritage and folk arts

make the county legendary.





农业兴县 柑橘主导 Agriculture-prosperous County Leading Orange Industry

井研是全国柑橘产业30强县、全国产粮大县、全国生猪调出大县、全国绿色种养循环试点县、全国农村承包土地经营权抵押贷款试点县、全省农村改革综合试验区、全省乡村振兴先进县、全省农产品主产区县和现代农业示范县、全省竹林风景线建设先进单位。

Jingyan is a national top 30 orange-producing county, a national main grain-producing county, a national major live-pig producing county, a national pilot county in green and circular cultivation and a national pilot county for mortgage contracted rural land-use right for loan. It is also the comprehensive pilot area for rural reform, an advanced county for rural revitalization, a main agricultural products area and county and a demonstration county in modern agriculture and an advanced unit for bamboo scenery construction throughout the province.



深橙色
油胞稀

易剥皮
无核或少核

口感细嫩
化渣

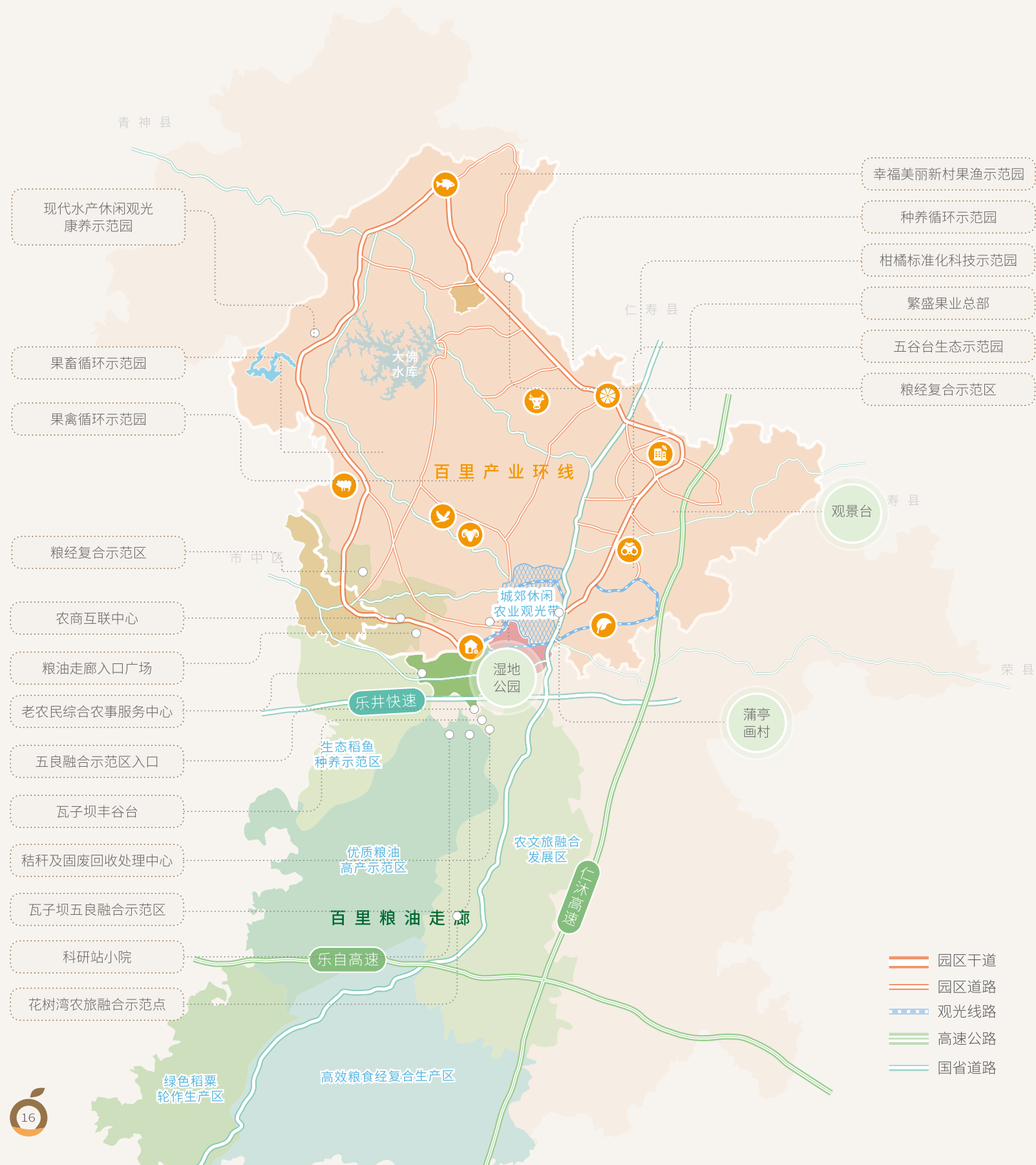


以提升产业发展现代化水平为目标，深入实施“北柑南粮”战略，积极培育打造“晚熟柑橘示范区、高效粮油示范区、畜禽循环养殖示范区、生态水产示范区”四大园区。

Centering on the goal of upgrading the modernization level of industrial development, it positively creates four parks: late-maturing orange demonstration park, high-quality grain and oil demonstration park, livestock and poultry circular breeding demonstration park, and ecologic aquatic products demonstration park by deeply implementing the “northern orange and southern grain” strategy.



<ul style="list-style-type: none"> ● 柑橘园区发展优质果园23万亩 The 230,000 mu of high-quality orchard in the orange park 	<p>实现年产柑橘9.5万吨、综合产值15亿元 Produces 95,000 tons of orange annually and an annual comprehensive output value of RMB 1.5 billion</p> 
<ul style="list-style-type: none"> ● 粮油园区建成高标准农田20万亩 The 200,000 mu of high-standard farmland in the grain and oil park 	<p>实现年产优质粮食24.6万吨、产值6.5亿元 yields 246,000 tons of high-grade grains annually and output value of RMB 650 million.</p> 
<ul style="list-style-type: none"> ● 畜牧园区引进新希望、傲农等规模化生猪养殖企业14家 The animal husbandry park, by bringing in 14 large-scale pig breeding enterprises like New Hope and Aonong Group 	<p>实现年出栏生猪70万头、产值22亿元 Produces 700,000 live pigs annually and output value of RMB 2.2 billion</p> 
<ul style="list-style-type: none"> ● 水产园区发展健康绿色养殖6.8万亩 The 68,000 mu of healthy and green cultivation in the aquatic products park 	<p>实现年产水产品4.1万吨、产值12亿元 produces 41,000 tons of aquatic products and output value of RMB 1.2 billion annually</p> 




 全县种植优质柑橘
 Cultivated area of high-quality orange
23 万亩 / 230,000 mu

打造“中国西部杂柑之乡”，全县种植优质柑橘23万亩，被农业农村部纳入晚熟柑橘优势特色产业集群县，“井研柑橘”成功注册国家地理标志证明商标。围绕“百里产业大环线”，建基地、创品牌、搞加工、促融合，全面形成“生态绿色、种养循环、农旅互动”发展格局。

Jingyan seeks to build itself as the Hometown of Citrus Hybrid in West China. With a cultivated area of 230,000 mu of high-quality orange, the county is designated as a county with industrial cluster in advantageous and featured late-maturing orange by the Ministry of Agriculture and Rural Affairs, and it has succeeded in registering Jingyan Orange as a national geographical indication trademark. Focusing on the one-hundred-li industrial circle, it builds bases, creates brands, develops the processing industry and promotes the integration to form a pattern of “green ecology, circular cultivation and breeding and integrated agriculture and tourism”.



工业强县 纺织为核

Strong industrial county with textile as the core



立足“工业强县”，抢抓成渝双城经济圈发展机遇，坚持“育新优旧”双轮驱动，以纺织产业为引领，延伸拓展机械制造、食品加工、高端家居、新型材料等重点产业链条，建成四川井研经济开发区、省级农产品加工示范园、中国工装面料名城，产业集聚效应逐步显现。



全县共有纺织企业
total population

38 家 / Ten thousand mu

Adhering to the principle of thriving the county with industries and seizing the opportunity of Chengdu-Chongqing Twin City Economic Circle, it sticks to the dual driving forces of fostering new industries and upgrading the old ones and takes the textile industries as first, to extend the key industrial chains like mechanic manufacturing, food processing, high-end furniture and new materials. As a result, the effect of industrial conglomeration has come to play since the completion of Sichuan Jingyan Economic Development Zone, Provincial Demonstrated Park in Agricultural Product Processing and China's Famous City of Workwear Fabric.





园区规划面积
Planning area of the park
9.59 平方公里 /square kilometre

马踏工业园区位于井研县域副中心镇马踏镇,紧邻连乐铁路马踏站和乐自高速出口,具有良好的区位优势。

园区规划面积9.59平方公里,规划招引现代纺织、高端家居、智能制造、新材料等产业项目,建成后将成为集生产加工、商贸物流、创新孵化为一体的承接平台。

Mata Industrial Park enjoys a great transportation advantage as it is located at Mata Town, the sub-center of Jingyan County and adjacent to Mata Stop of Lianjie-Leshan Railway and the exit of Leshan-Zigong Expressway.

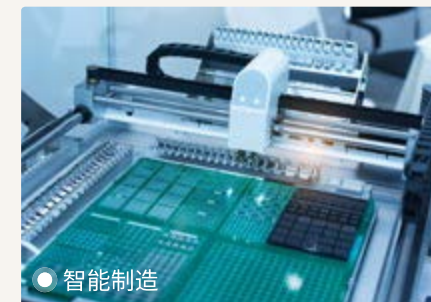
With a planned area of 9.59 km², the park is to attract modern textile, high-end furniture, smart manufacturing, new materials and other industries. Upon completion, it will be a platform for production, processing, trade, logistics, innovation, incubation and others.



马踏园区规划图



● 高端家居



● 智能制造





服务集聚 文旅添彩 Service Accumulating Cultural Tourism Adding Charm



井研县人文浓厚人才辈出，宋明清三代孕育了一状元、四宰相、八十七进士，有李氏“一门四进士”、牟氏“祖孙三才人”以及近代经学大师廖平、辛亥元勋熊克武等历史文化名人。名胜古迹众多，坐拥国家AAA级景区雷畅故居，国家重点文物保护单位三江白塔、雷氏民居，四川首个“民革党史教育基地”熊克武故居、成都战役·首战遗址，大佛湖等自然人文景观，是文化部命名的中国民间文化艺术之乡、四川唯一中国农民画乡，井研农民画是全省对外文化交流名片，是中宣部“图说价值观”宣传品牌。

Jingyan County boasts profound cultures and numerous talents. 1 champion scholar, 4 prime ministers and 87 scholars of imperial examination came out from here in Song, Ming and Qing dynasties. It is the home to 4 scholars of imperial examination in Li's family, 3 talents from three generations of Mu's family, Liao Ping, the modern Confucian classics master, Xiong Kewu, the meritorious man of the Revolution of 1911 and other historic and cultural celebrities. It is endowed with many places of interest and ancient sites. There are Lei Chang's Former Residence—a national AAA scenic spot, Sanjiang White Pagoda and Lei's Residence, the key national cultural relics protection units, and the first history education base of Republican Revolutionary Party in Sichuan (Xiong Kewu's Former Residence, Chengdu Battle – First Battle Site), Dafo Lake, and other natural and cultural landscapes. In addition, it is the hometown of Chinese folk culture and art named by the Ministry of Culture and the only Chinese peasant painting hometown in Sichuan. Jingyan peasant painting is the business card of the province's foreign cultural exchange, and also the publicity brand of Illustrated Values of the Publicity Department of CPC.





占地面积
Yanxi Wetland covers an area of
2600 亩 /2,600 mu

研溪湿地占地面积2600亩，其中水域面积800亩，紧邻井研城南新区，是以田园风光、生态休闲为主题的生态湿地公园。

Yanxi Wetland covers an area of 2,600 mu, including 800 mu of water area. Adjacent to Jingyan Chengnan New Area, it is an ecological wetland park themed by idyllic scenery and ecological leisure.



研溪新城、河东新区加速拓展，医疗、教育、体育、商业等基础配套设施基本完善，高品质商住小区和卡卡文旅、农商互联集配中心等项目建设有序推进。热烈举办“丰收节”“百姓文化节”“迎春购物月”“啤酒美食嘉年华”等系列活动。

The Chengnan New Area and Hedong Plate are expanding rapidly; basic supporting facilities such as medical care, education, sports, and commerce are basically complete; the construction of high-quality commercial and residential communities, Kaka cultural tourism, and agricultural and commercial interconnection and distribution are progressing in an orderly manner. A series of activities such as “Harvest Festival”, “Public Culture Festival”, “Spring Shopping Month” and “Beer and Food Carnival” are held.

● 卡卡文旅



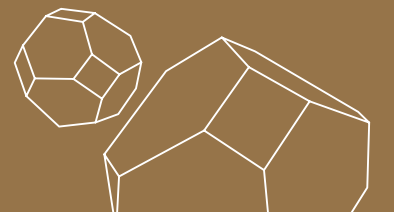
政策优厚 服务高效

**FAVORABLE POLICIES
EFFICIENT SERVICE**

PART4

繁荣开放，加速转型，
大力完善基础配套，
助力产业平稳落地；
美丽共享，开明开放，
全面实施扶持政策，
助力产业生根萌芽；
和谐忠诚，大美并研，
持之以恒服务体系，
助力产业欣欣向荣。

Prosperous and open, accelerating transformation,
Earnestly improve basic supporting facilities,
Promote stable implementation of industries
Gorgeous and shared, enlightened and open,
Fully put supporting policies into practice,
Help industries take root and grow;
Harmonious and loyal, beautiful Jingyan,
Persistent service system,
Propel industries to flourish.





基础配套 发展动能

Basic support and development momentum



并研始终坚持规划引领，注重将区位、资源等优势转化为发展动能，完善基础配套设施，开明开放筑巢引凤。

作为全省“再造一个都江堰灌区”，正在加快推进“岷芒水系”工程，着力彻底解决岷江东部用水问题。

高压电网、输气管道贯通全境，金融服务、通讯网络优质高效，教育、科技、文化、卫生设施完善。

具有劳动力比较优势，可招纳10万朴实勤劳、训练有素的产业工人。

正实施“优旧”“育新”工程，推动农产品加工、纺织服装、机械制造等产业转型升级。



2020年



全县共有学校
A total schools in the county of

51 所 / 51 Institutes



卫生机构
Health institutions

407 个 / 407 Institutes



Unswervingly adhering to planning-guided strategy, Jingyan County improves basic supporting construction and attracts projects and talents in an enlightened and open manner with an emphasis on transforming advantages such as location and resources into development energy.

As another Dujiangyan Irrigation Area of the whole province, it is advancing Minjiang-Mangxi river system project so as to completely solve the problem of water use in the eastern part of the Minjiang River.

High-voltage power grids and gas pipelines run through the whole territory; financial services and communication networks are high-quality and efficient; facilities for education, science and technology, culture and health are perfect.

With a comparative advantage of labor force, it can enroll 100,000 simple, diligent and trained industrial workers.

Optimization and cultivation projects are underway to boost industrial transformation and update of agricultural products processing, textile and garment, machinery manufacturing.

政策支持 兴业利企

Policy Support Beneficial for Industries and Enterprises



并研一贯坚持“但求所在、不求所有”的理念，制定了一系列的土地支持、资金支持、金融支持和服务保障支持等优惠政策。

By adhering to the philosophy of laying an emphasis on settlement in jurisdiction instead of ownership, Jingyan developed a series of preferential policies for land support, fund support, financial support and service guarantee support.



用地支持

Land support



明确对重大项目建设用地在年度用地计划中优先予以保障；

The county makes it clear that the construction land for major projects is given priority in the annual land use plan;

财政支持

Financial support



实行涉农项目资金全域、全行业、全口径统筹，建立农投公司平台，实行财政资金“拨改投”，增强财政政策持续投入的能力；

The county implements the overall, industry-wide, and full-scale overall planning of agricultural-related project funds, establishes a platform for agricultural investment companies, and implements the “redistribution to investment” of financial funds to enhance the ability of financial policies to continue to invest;

资金支持

Fund support



对投资规模大、科技含量高、社会效益好的企业，根据企业对县财政的贡献量，给予适当奖补；

For enterprises with large investment scale, high technology content and good social benefits, appropriate rewards and subsidies will be given according to the amount of enterprise's contribution to the county's finance;

金融支持

Finance support



建立以农村产权流转交易、融资担保、土地流转收益贷款为重点的投融资平台，鼓励开展多种形式的投融资，解决融资难、融资贵的问题。

Jingyan has established an investment and financing platform focusing on rural property rights transfer transactions, financing guarantees, and land transfer income guarantee loans, and encourages various forms of investment and financing so as to solve the problem of difficult and expensive financing.

贴身服务 高质高效 Customized Service High Quality and Efficiency



并研立足企业投资需求，落实“一站办公限时办结”“特事特办”“网上办理”等政务服务方式，完成“一体化”政务服务平台升级改造，建立行政审批“一站式”和招商引资项目建设“跟踪服务”机制，对已签约项目以及在谈项目实施“一对一”跟踪督办，采取日跟踪、周对接、月总结的方法，及时回应企业需求，为企业项目引进和建设提供“保姆式”服务。

Based on enterprises' investment needs, Jingyan implements government service methods such as one-stop office time-limited settlement, exclusive service for matters and online service, and completes the upgrade and transformation of the integrated government affairs service platform. Besides, a “one-stop” administrative approval and “tracking service” mechanism for investment promotion project construction are established. “One-to-one” tracking and supervision is implemented for signed-up projects and projects under negotiation. The methods of daily tracking, weekly communication, and monthly summary are adopted to respond to business needs in a timely manner. By these efforts, we provide nanny-like service for introduction and construction of enterprise projects.





附录·特色美食

Appendix • Special Delicacy



● 小龙虾



● 黄土坎花生



● 超果



● 斗鸡菇



● 何郎面

餐饮美食 / Delicacy



● 哈哥兔

名称	地址	联系电话
紫晶国际酒店	井研县研城街道迎宾大道 9 号	0833-3131333
同喜来大酒店	井研县研城街道寿星巷 8 号	0833-3751888
翰林食府	井研县研城街道水亭巷 1 号	0833-3736916
酒墅庭院餐厅	井研县研城街道幸福大道 1 号	0833-3858999
赵记太安鱼	井研县三江镇北街 68 号	15328629515
文苑	井研县研溪湿地公园北区	0833-3720033
朱三羊肉汤	井研县马踏镇盛丰街 7 号	18228377772
碧荷饭店	井研县研城街道城西街 101 号	0833-3752159
王记土羊馆	井研县研城街道城建设路 118 号	13890604088
大盘鱼	井研县研城街道城建设路 19 号	0833-3722345



● 马踏羊肉汤



● 大佛生态鱼



附录·住宿休闲

Appendix •

Accommodation & Leisure



宾馆酒店 / Hotels

名称	地址	联系电话
紫晶国际酒店	井研县研城街道迎宾大道 9 号	0833-3863888
同喜来大酒店	井研县研城街道寿星巷 8 号	0833-3751888
凯悦酒店	井研县研城街道建设路 140 号	0833-3750777
蓝雁宾馆	井研县研城街道民主街 41 号	0833-3720999
井研宾馆	井研县研城街道井荣路 85 号	0833-3718288
东财静苑酒店	井研县研城街道锦添路 7 号	0833-6181000
新世佳商务酒店	井研县研城街道顺河街 112 号	0833-3892666



● 紫晶国际酒店



● 同喜来大酒店



● 花树湾63号露营公园



休闲度假 / Leisured Holiday

名称	地址	联系电话
长山湖度假村	井研县集益镇雨台村	0833-3081888
太阳岛生态农业观光园	井研县研城街道红太阳村	18383353382
三青台休闲渔业公园	井研县王村镇龙池村	18981359977
刘十山庄	井研县王村镇杨家河村	0833-3050629
向阳生态农庄	井研县集益镇向阳村	0833-3950888
拾光书屋	井研县研溪湿地公园北区	0833-3711872
聚谊农场	井研县王村镇梅旺村	13118386230
花树湾 63 号露营公园	井研县三江镇解放村	18048656363



我们诚邀

社会各界精英、广纳四海宾朋，期待和欢迎各位企业家来研投资合作。
我们将以最大的诚意、最实的举措、最优的服务、最好的政策为企业投资提供便利，
让企业投资更加安心、更加放心。

WE SINCERELY INVITE

elites from all walks of life and friends around the globe, and welcome in expectation all entrepreneurs
to invest and cooperate in Jingyan.

We will provide convenience for enterprise investment with the greatest sincerity, the most practical
measures, the best service and the best policy,
making business investment more secure and reassuring.

